THE CAMPAIGN FOR A HEALTHY BRONX

How Community Partners are Working to Improve the Health of the Bronx

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What is the RWJ County Health Rankings?

A collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute

Based on the belief that getting healthy, staying healthy, and making sure our children grow up healthy are top priorities.
Working towards a Culture of Health that...

- **Raises awareness** of the multiple factors that influence health;
- Provides reliable, sustainable sources of **data for and about the Bronx** to help them identify opportunities to improve their health;
- Engages and activates local leaders from many sectors in **creating sustainable community change**, and;
- **Connects and empowers** community leaders working to improve health.
How is the data arranged and presented?

The Rankings uses county-level measures from a variety of national data sources. Counties are ranked by state, providing two overall ranks:

**Health outcomes:**
How healthy a county is now.

**Health factors:**
How healthy a county will be in the future.
How is the data arranged and presented?

Health Outcomes

- Length of Life: 50%
- Quality of Life: 50%

Health Factors

- Social & Economic Factors: 40%
  - Education
  - Employment / Income
  - Family & Social Support
  - Community Safety
- Health Behaviors: 30%
  - Tobacco Use
  - Diet & Exercise
  - Alcohol & Drug Use
  - Sexual Activity
- Clinical Care: 20%
  - Access to Care
  - Quality of Care
- Physical Environment: 10%
  - Air & Water Quality
  - Housing & Transit
In 2015, the Bronx ranks out of 62 counties

Health Outcomes

- Length of Life: 50% (current rank 58)
- Quality of Life: 50% (current rank 62)
- Social & Economic Factors: 40% (current rank 62)
- Health Behaviors: 30% (current rank 52)
- Clinical Care: 20% (current rank 61)
- Physical Environment: 10% (current rank 33)
The Bronx has some positive trends...

Health Outcomes
- Length of Life: 50%
- Quality of Life: 50%

Health Factors
- Social & Economic Factors: 40%
- Health Behaviors: 30%
- Clinical Care: 20%
- Physical Environment: 10%
In 2015, many partners came together to apply for the RWJ “Culture of Health” prize

Coordinated by Montefiore, the original group included:

- Affordable housing organizations
- Federally Qualified Health Centers
- Community based multi-service organizations
- Community gardeners
- Major hospital (Montefiore)
- Local health department (Bronx District Public Health Office/NYC DOHMH)
Evolution of #Not62 – The Campaign for A Healthy Bronx

• Core group continued on after the application process
• Produced a video with partners (using small RWJ grant)
• The Bronx won the prize!!
• Created our name
• Agreed to utilize “collective impact” model
• Wrote our founding document, using CHR model to articulate importance of health outcomes and health factors (social determinants of health)
• Currently working on our governance structure
• Currently working on our activities and strategies for change
ABOUT MONTEFIORE HEALTH SYSTEM, INC
Who We Are

Population Health

- Health Education
- Community Advocacy
- Wellness
- Disease Mgmt.
- Nutrition
- Obesity Prevention
- Physical Activity
- Reduce Teen Pregnancy
- Lead Poisoning Prevention

Community

- Clinical
- Translational
- Health Services

Academic

- Notable Centers of Excellence

Workforce

- ~27,000 Employees
- ~5,300 Medical & Allied Health Staff
- ~3,860 Integrated Provider Association Providers
  - ~3,150 Employed
- ~4,300 RN/LPN
- ~3,300 NYSNA RNs
- ~10,300 SEIU/1199

Teaching

- ~1,300 Residents & Fellows
- ~420 Allied Health Students
- ~1,600 Graduate & Undergraduate Nursing
- ~200 Home Health Aides
- ~100 Social Workers

Research

- ~27,000 Employees
- ~5,300 Medical & Allied Health Staff
- ~3,860 Integrated Provider Association Providers
  - ~3,150 Employed
- ~4,300 RN/LPN
- ~3,300 NYSNA RNs
- ~10,300 SEIU/1199

Hospitals

- 8 Hospitals
- 2,597 Acute Beds
- 150 Skilled Nursing Beds
- 1 Freestanding ED

Primary & Specialty Care

- Advanced Primary Care
- Mental Health/Substance Abuse
- Sub-specialty Care
- Dental
- School Based Health Centers
- Mobile Health

Home Care

- Home Health Programs
- Primary Care
- House Call Program

Corporate Functions

- Finance
- Legal
- Planning
- Purchasing
- Compliance
- Marketing
- Human Resources

Information Technology

- Clinical support
- Network applications

CMO

- Care Management (>300K Covered Lives)
- Disease Management
- Care Coordination
- Telemedicine
- Pharmacy Education

Notable Centers of Excellence

- Children’s Hospital at Montefiore
- Montefiore Einstein Center for Cancer Care
- Montefiore Einstein Center for Heart and Vascular Care
- Montefiore Einstein Center for Transplantation

- Neuroscience
- Orthopedic
- Ophthalmology
- OB/GYN
Montefiore Health System
Integrated Delivery System

Our Locations

2,597 Beds Across 8 Hospitals
  – Including 132 beds at CHAM
  – 86 NICU/PICU beds
150 Skilled Nursing Beds
187 Sites Including
  66 Primary Care Sites
    – 21 Montefiore Medical Group Sites
    – 22 School Health Clinics
  16 Mental Health/Substance Abuse Treatment Clinics
  73 Specialty Care Sites
    – 3 Multi-Specialty Centers
    – 4 Pediatric Specialty Centers
    – 12 Women’s Health Centers
1 Freestanding Emergency Department
10 Dental Centers
5 Imaging Centers
The Office of Community and Population Health (OCPH)

Assessing Community needs
- CHNA & CSP
- Community Advisory Boards
- Partnerships

Health Education
- Direct patient education through health educators
- Manage patient education content libraries (TVs, EHR)

Community Interventions
- Health promotion
- Screenings & connections to care

Program design
- Design, implement & test community models
- Population health models
- Research & evaluation
Mission: Promote health equity and reduce health disparities across NYC

- Focusing and coordinating the work of NYC DOHMH programs
- Conducting research and disseminating public health information
- Joint planning with community members and organizations
- Informing, developing, and advocating for policy change
Collective Impact


Backbone Support: The frame

Continuous Communication: All parts knowing what is being done at all times

Shared Measurement: Gears and crank

Common Agenda: Getting there together on not at all

Mutually Reinforcing Activities: Pedaling
#Not62 – The Campaign for A Healthy Bronx

Current Status

• Steering Committee consists of 5 partner organizations
• There are a total of 19 partner organizations who have signed the #Not62 pledge and joined the coalition
• Steering Committee is committed to outreach to increase number of partner organizations
• Active areas of work:
  • iHEAL initiative (Healthy Eating/Active Living)
    • Bronx Healthy Food Week – October 2015
    • Bronx Active Living Week – May 2016
  • Healthy Bodega work
  • Communications and public awareness:
    • Social media campaign focusing on “#Not62” to increase visibility of campaign and to promote awareness of Campaign events
    • Produced four teen videos featuring Bronx teens working to be “Not 62”
A call to action by 2020

To build a foundation and infrastructure that engages multiple sectors in the Bronx to...

- Improve social and economic factors
- Educate and support healthy behaviors
- Address issues in Clinical Care
- Reshape our physical environment
What resources are available to us?

The Bronx is the 6th smallest county in the nation at 42.1 square miles.

- **1.4+ million people** (34,242 people per sq. mi.)
- 3rd densest in the nation
- 6612 acres of open space
- Nearly ¼ of the land mass
- 423 public & private schools
- 313 healthcare facilities
- ~150 community gardens
- 88.5 linear miles of bike lanes
- ~41.3 M sq. ft. of commercial space

...And much more!
TOGETHER, WE CAN BECOME “NOT 62”
VIDEO LINKS “NOT 62”

Matt Improves Health Through The Violin#Not62
Maxine Dances For Health #Not62!
Teen Master Chef Competition! #Not62
Why I Am #Not62!
Together, we can become “Not 62”

Thank you, and we look forward to developing partnerships and deepening the strategies and work of #Not62 – The Campaign for a Healthy Bronx.

For more information on how your organization can lead the way to a healthier Bronx, please contact:

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