

EVERYBODY'S BUSINESS

Meeting the Public Health Challenge





A LETTER FROM THE EXECUTIVE DIRECTOR AND FORMER COMMISSIONER OF HEALTH

During the last decade, public-private partnerships have emerged as a vital tool for addressing critical health problems. The Fund for Public Health in New York (the Fund) is a non-profit organization that partners with the NYC Department of Health and Mental Hygiene to pilot innovative ideas and expand successful projects to move the NYC health agenda forward faster.

This 10-year anniversary report and our recently released film, “For the Health of All New Yorkers: The Power of Innovation and Public-Private Partnership,” celebrate the partnership between the Fund and the NYC Health Department, and provide a testament to the power and necessity of public-private initiatives to address the most critical public health issues of our times. Over the last 10 years, through our collaboration, we have successfully leveraged over \$300 million in support and established hundreds of partnerships to launch more than 80 public health initiatives.

While we have made significant progress during these past 10 years, problems and opportunities remain. Working together, we can make the next decade even healthier!

SARA W. GARDNER, MPH
Executive Director
Fund for Public Health in New York

THOMAS FARLEY, MD, MPH
Former Commissioner
NYC Department of Health and Mental Hygiene

10 YEARS AND COUNTING

Partnerships for a Healthier New York

Public health's focus has shifted from infectious diseases to preventing chronic, non-communicable diseases. In previous centuries, public health departments battled epidemics of infectious diseases like tuberculosis, polio, and smallpox. As the field of public health gradually won these battles, we entered a new era of non-communicable, chronic conditions, including heart disease, stroke, diabetes, cancer, and lung disease.

Creating a Culture of Health

Chronic diseases are often the consequences of unhealthy behaviors which, in turn, are influenced by the physical, social, and economic environments in which we live. Public health solutions to these problems must address these environmental conditions. Increasingly, the work of public health is to change our environment to make healthy choices easier.

Now It's Everybody's Business

The public health problems we face today are complex, requiring broad partnership and collective action across sectors. Individuals, communities, businesses, and governments have important roles to play so that the places where we live, learn, work, and play support good health. To meet our public health challenges, we need "...public sector agencies, community-based organizations, businesses, and philanthropy systematically working side by side, leveraging the unique advantages of each partner in a way that produces mutual value" (from *The Collaborative City: How Partnerships Between Public and Private Sectors Can Achieve Common Goals*¹).

In 2002, the City created the Fund for Public Health in New York to help the NYC Health Department innovate and collaborate with other organizations and individuals. The Fund is a bridge between government programs and the private sector, identifying and convening partners to encourage innovation, pilot new ideas, and expand programs that work.

"Health care is vital to all of us some of the time, but public health is vital to all of us all of the time."

— C. EVERETT KOOP
FORMER U.S. SURGEON GENERAL

The Fund for Public Health in New York

In short, the Fund helps the Department of Health and Mental Hygiene do more, reach more, experiment more, and do it all faster through effective partnerships.

In our mission to help the Department achieve its public health goals for New York's eight million residents, the Fund has secured more than \$300 million in support and established hundreds of partnerships to launch more than 80 public health initiatives.

These partners include foundations; global corporations; local businesses; academic institutions; community-based organizations; hospitals; community health centers; federal, state and local governments; and private individuals. For these partnerships, the Fund helps match a team of Department public health experts with one or more public or private partners who have the financial resources, expertise, technology, or access needed to address a specific public health problem.

10 YEARS & COUNTING

By cultivating relationships, securing funding, managing communications across partners, and assuring accountability for the Department's priority projects, the Fund is often the key link in the chain of actions that lead to the big public health successes. Since tax dollars are generally designated for programs that are proven, advancing new ideas often requires outside funding from private sources.

This report celebrates the role the Fund has played during the past 10 years in close partnership with the NYC Department of Health and Mental Hygiene and hundreds of partner organizations. The work involves these public health strategies:

1. Making healthy choices easier
2. Promoting good health
3. Preventing disease through better primary care
4. Collecting and analyzing health data

Each section of this report focuses on one of these strategies and provides examples of programs that demonstrate the Fund's collaborative approach and mix of capabilities. The report also offers a retrospective review of major milestones over the last decade and a glimpse of what the future could hold for New York City if we continue to focus on these strategies moving forward.

“People don’t make decisions in vacuums. We’re going to have to make healthier choices easier for Americans — giving all of us more opportunities and options.”

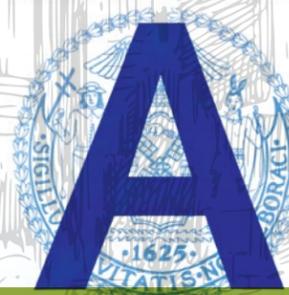
– JEFFREY LEVI, PHD, EXECUTIVE DIRECTOR
TRUST FOR AMERICA’S HEALTH
(HUFFINGTON POST 7/09/2011)

To help people make lifestyle changes to improve their health, we can modify the urban environment: work with local merchants and vendors to display and promote nutritious foods; create more recreational space, including safe walking and biking paths; and restrict smoking in many public spaces, among other initiatives. This work requires a broad range of participants, from large City agencies and major corporations to the mom-and-pop stores in our neighborhoods.

Making Healthy Choices Easier



SANITARY INSPECTION GRADE



FEATURED PROGRAMS

Restaurant Letter-Grading

The Department’s Restaurant Letter-Grading Initiative is designed to promote the best sanitary practices by the City’s restaurants to reduce the risk of food-borne illnesses. An evaluation showed that New Yorkers use the grades in choosing where to eat out, the number of restaurants with unsanitary practices has fallen, and salmonella infections have declined to a level not seen in the past 20 years.

Active Design Guidelines

These guidelines offer evidence-based strategies that architects, urban designers, planners, and real estate professionals can use to design and adapt buildings, streets, and urban spaces to increase opportunities for physical activity. A partnership of government agencies, professional organizations, and various private sector, community, and academic institutions worked with the Department to develop and disseminate these comprehensive strategies. Since they were published, the guidelines have won multiple awards, and more than 2,000 architects, planners, designers, students, developers, building owners and managers, and community leaders have been trained in their use.

Shop Healthy

This program engages community organizations, residents, and small local food retailers in low-income communities with high rates of obesity and related chronic diseases to increase demand for and access to healthier food. The program works with merchants to promote healthy options in store displays and engages large-scale food distributors to support stores that make healthier food purchases. Eighty-four percent of the participating stores now sell pre-cut fruit and nearly all participating supermarkets provide healthy recipes and promotional signage. Two-thirds of participating stores reported an increase in produce sales.

INVITATION TO INNOVATION

Imagine a city where...

- Every grocery store has fresh fruit and vegetables displayed in a prominent, appealing way, and the high-fat and high-sodium foods are a little harder to reach.
- Every building has a clean, safe staircase for those who prefer to take the stairs, as well as bicycle parking (and showers) for anyone who wants to bike to work.
- Every neighborhood has a beautiful park with safe walking and biking paths.

“Public health increases freedom by making people aware of information so they can make more informed choices. It increases freedom by protecting people from things that they don’t control that could harm them or their family. And it increases freedom by doing things together that we could never do efficiently or effectively alone. That’s the role of public health.”

– THOMAS FRIEDEN, MD, DIRECTOR, CENTERS FOR DISEASE CONTROL AND PREVENTION

A well-informed population leads to a healthier population. Building health literacy reinforces positive behaviors and changes public norms. That is why the Fund has supported the Department in implementing programs and interventions that inform and engage New Yorkers to improve their health and the health of their communities, including public education campaigns that range from television ads to calorie labeling. These campaigns have also accelerated public acceptance of once unheard-of changes, like smoking restrictions in public spaces.

Promoting Good Health

NYC
Health



FEATURED PROGRAMS

Oral Hygiene Campaign

This campaign was based on the premise that by establishing good oral health practices among young children, parents and caregivers can prevent childhood caries, maintain the health of baby teeth, and introduce healthy behaviors that will continue into adulthood. An education and media campaign raised awareness about good oral health practices for children using posters in subways and advertisements in local newspapers. As a result, 30 percent of surveyed parents and caregivers reported giving fewer sugary snacks to their children, and 31 percent started a dental routine, such as brushing teeth with fluoridated toothpaste. Dental-related calls to 311 increased by nearly 340 percent in the months following the campaign.

Calorie Counts

Calorie counts are now required in chain restaurants to help New Yorkers make healthier choices. The Department evaluated the popular calorie count initiative and found that consumers use calorie counts to select lower calorie foods. New York City’s calorie counts are a model that has been adopted by the federal government and will soon be seen across the nation.

Comprehensive Tobacco Control Program

This program includes smoking and cigarette-sales restrictions, cessation assistance, and a blunt public education campaign. As a result of these efforts, it has become harder to smoke and easier to quit. In fact, in the past 10 years, the smoking rate among adults in the City fell from 21.5 percent to 15.5 percent. Youth smoking decreased by nearly half – to 8.5 percent.

INVITATION TO INNOVATION

Imagine a city where...

- Every child and adult understands the basics of good nutrition and exercise.
- Every ad promoting unhealthy foods or habits is offset by an ad promoting healthier food choices.
- Social media and smartphone technologies reach target audiences with personalized messages about how to improve their health.



95



150



200



450

“We won’t fix our fragmented ‘disease-care’ system overnight, but all of these efforts are helping to reorient us in the direction of health promotion and disease prevention, which is what a health care system should deliver. Our lives depend on it.”

– AMANDA PARSONS, MD, DEPUTY COMMISSIONER
HEALTH CARE ACCESS AND IMPROVEMENT
NYC DEPARTMENT OF HEALTH AND MENTAL HYGIENE

The nexus between public health and health care is where innovations in information technology merge with tried-and-true public health practices. This link transforms fragmented services into more coordinated care whereby physical and mental health providers can access complete patient information and use it systematically for prevention.

Preventing Disease Through Better Primary Care

FEATURED PROGRAMS

Excellence in Diabetes Care

This program helps physicians serving low-income neighborhoods take advantage of electronic health records (EHRs) to quickly and accurately assess which of their patients with diabetes need crucial screenings and referrals. All 51 participating primary care practices met benchmarks on measures including blood pressure, LDL levels, HgBA1c levels, ophthalmologic and podiatry exams, and nephropathy. This, in turn, can help reduce the number of hospitalizations and emergency room visits and lower health care costs for people with diabetes.

Check Hep C NYC

Nearly 150,000 New Yorkers may have chronic Hepatitis C (HCV), but half of them may not know it. If left untreated, they can experience life-threatening health complications, including end-stage liver disease and cancer. The Check Hep C NYC project supports collaboration among academic medical centers, community health clinics, and other local organizations to increase the number of people being tested and treated. In addition to testing, the project includes a public awareness campaign, a network of trained patient navigators who link patients to services, and provider education on screening recommendations. In the first year, nearly 5,000 individuals were tested, 10 percent of whom were found to be chronically HCV infected. Eighty-five percent of those found to be HCV infected attended their first medical appointment.

Parachute NYC

This new, innovative city-wide project provides a “soft-landing” alternative to emergency hospitalizations for adults experiencing psychiatric crises. The project involves an integrated series of interventions, including safe Crisis Respite Centers, Enhanced Mobile Crisis Teams, and a Support Line. These interventions are expected to improve the care and health of participants by promoting long-term recovery and wellness within the community, while also reducing hospitalizations. As a result, related health care expenditures are expected to decrease by \$50 million over the next three years.

INVITATION TO INNOVATION

Imagine a city where...

- Health care providers use health information technology to take advantage of every opportunity to promote good health and proper disease management.
- Mental health and primary care are fully integrated to make sure mental illness is de-stigmatized and better managed.
- Information on how to gain access to high-quality and comprehensive health care is easy to find and easy to understand for all consumers and businesses.



“We value the Fund’s partnership to support the collection, analysis, and dissemination of citywide data that inform policies and programs to improve the health of New Yorkers.”

— CAROLYN GREEN, MD, DEPUTY COMMISSIONER, EPIDEMIOLOGY
NYC DEPARTMENT OF HEALTH AND MENTAL HYGIENE

The nature of public health is dynamic, requiring real-time data that helps identify trends and areas of need. With strong data collection and analysis, public health officials can develop a deeper understanding of the causes of disease, allocate resources, document best practices, verify progress, determine the true impact of initiatives and regulations, identify new health problems, and track emerging health trends.

Collecting & Analyzing Health Data



FEATURED PROGRAMS

NYC HANES and NYC Macroscopic

The New York City version of the National Health and Nutrition Examination Survey — a nationally recognized “gold standard” survey of population health — will tell us how healthy New Yorkers are today; show how their health has changed since the last survey in 2004; and point to ways that we can improve their health. NYC Macroscopic will compare the results to data collected from electronic health records (EHRs) to evaluate how well EHRs measure the health of New Yorkers. This analysis could lead to a less expensive and more timely assessment of population health, and tracking trends through EHRs will improve our understanding of evolving problems.

Monitoring Health Trends

An electronic reporting system provides real-time information about emergency department visits so the Health Department can see trends in diseases, accidents, and injuries and respond appropriately. After Super Storm Sandy, for example, the system showed a spike in hospital emergency department visits for people needing kidney dialysis due to hospital and clinic closures and transportation disruptions. The data also showed a surge in people who needed refills on their medications, which prompted the Department to work with pharmacy chains to open mobile pharmacies and reduce financial barriers to medical refills.

EpiQuery

Putting the power of data in the hands of everyday New Yorkers, this user-friendly, web-based tool provides citywide and neighborhood-level data on a range of health measures — from how many people in a given neighborhood are receiving mental health treatment to the number of people taking blood pressure or asthma medication. This information is useful to hospitals, clinics, and community organizations looking to customize services to meet emerging needs, as well as to researchers exploring the impact of health interventions and to citizens trying to understand their own communities. The goal is to expand the tool to provide neighborhood snapshots.

INVITATION TO INNOVATION

Imagine a city where...

- Everyone knows about health and disease trends in real time — like the stock market — and can respond to crises and trends faster and more accurately.
- Businesses have access to data that help them make better decisions in order to improve employee health, increase productivity, and reduce health care costs. Such data can also help attract new employees and consumers who prefer to do business with socially responsible companies.
- The gaps in health indicators between rich and poor and among ethnic and racial groups have been closed and everyone is enjoying better health.

A DECADE OF MILESTONES

Achievements in Public Health

2013

■ NYC announces air quality has reached cleanest levels in 50 years.

■ NYC Health Department shows that city teen pregnancy rates hit a new low, falling 30 percent in the last decade.

2012

■ NYC's public health interventions contribute to an all-time high life expectancy of 80.9 years.

2011

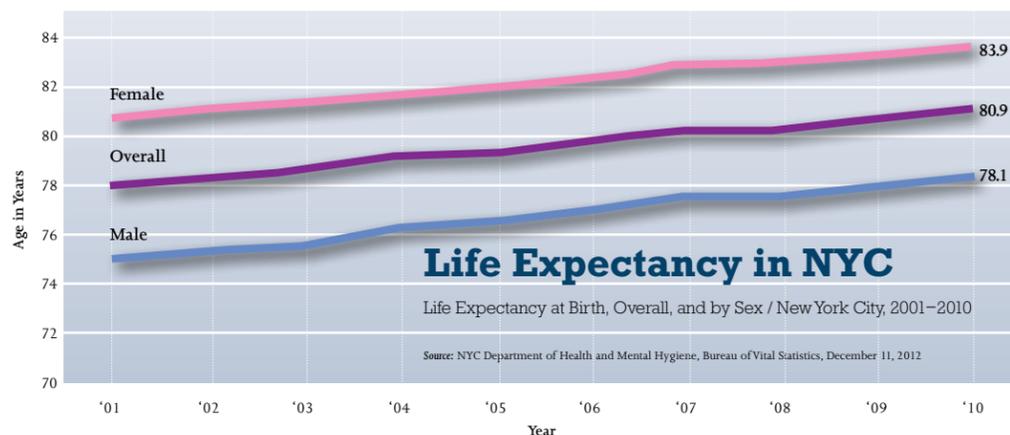
■ Smoke-free parks and beaches are added to the Smoke-Free Air Act—making NYC public places healthier and protecting all visitors from the dangers of second-hand smoke.



■ To reduce the risk of diabetes and heart disease, the NYC Health Department launches sugar-sweetened beverage campaign to educate New Yorkers about the potentially serious health effects of consuming sugary drinks.



■ NYC Department of Health spearheads the promotion of physical activity through low-cost group fitness opportunities, in partnership with Department of Parks and Recreation.



2010

■ The New York City Community Air Survey (NYCCAS) assesses neighborhood air quality at more than 100 street-level sites throughout the city. As a result, the highest levels of air pollutants are identified, and the New York City Council enacts a Local Law that restricts the use of these pollutants.

2009

■ NYC Health Department responds to the H1N1 (swine flu) pandemic by establishing borough-based vaccination services and creates the NYC FluLine to keep New Yorkers informed and monitor outbreaks on a daily basis.



2008

■ National Salt Reduction Initiative is created to reduce sodium levels in processed and restaurant food. Now, more than 90 cities, states, and national health organizations participate, and 28 major food companies have signed on to sodium reduction targets.



2007

■ Physical activity and nutrition standards are implemented for all NYC child care centers, further promoting the health of NYC children.



2006

■ New York City becomes the first jurisdiction to restrict the use of trans fat in restaurants. Today, the FDA has announced a preliminary determination that partially hydrogenated oils are “not recognized as safe” opening the door to a national ban.



■ Food and Nutrition Standards are instituted for NYC schools, senior centers, child care centers, and public hospitals. Standards include minimum servings of fruits and vegetables, eliminating deep-fried foods, and calorie- and nutrition-based servings.

■ New York City institutes calorie posting by chain restaurants — a global first. More than 93 percent of food service establishments in NYC have achieved full compliance. Mandatory calorie labeling will now be required across the entire U.S. as part of the Affordable Care Act.

■ Anti-tobacco educational media campaigns launched to reach smokers directly and shift attitudes about smoking. Of those who quit, 57 percent reported that the campaign increased their motivation.



2005-2002

■ State and City cigarette tax increases go into effect, making New York City's cigarette pack the most expensive in the nation.



■ The Primary Care Information Project (PCIP) is created to help doctors better manage chronic disease. This citywide initiative introduces electronic health records as a method of improving patient safety.

■ Smoke Free Air Act expands to include a ban on smoking in bars and restaurants. The initiative spreads to over 30 states and more than a dozen countries replicate New York laws that ban indoor smoking.

JOIN US!

Public Health is Everyone's Business

The Fund for Public Health in New York has been connecting the NYC Department of Health and Mental Hygiene with funding and partners for 10 years. While there is much to be proud of in these 10 years, there is also significant work ahead.

Invitation to Innovation

Imagine a city where the Fund for Public Health in New York:

- Expands efforts to establish public-private partnerships that help the Health Department continue to improve the health of New York City's eight million residents.
- Cultivates new relationships and convenes new community, corporate, professional, and philanthropic partners to support the Department's priority projects.
- Increases funding for public health to a point where the question is no longer where the city will find the money, but how can we spend it most efficiently and transparently with maximum impact.
- Receives more requests for public health partnerships with the Health Department — from corporations, universities, foundations, and others — than it can handle.

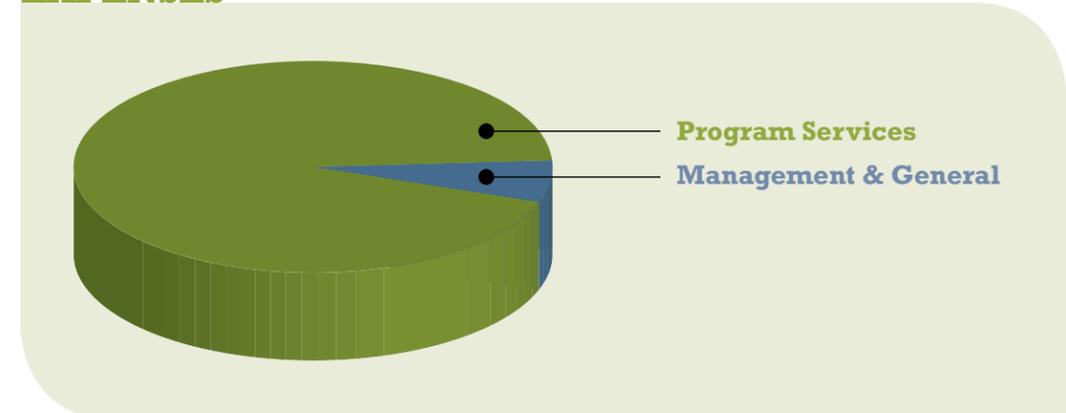
“As the community foundation for New York City, the New York Community Trust shares the mission of the Fund for Public Health in New York to improve the overall health of New Yorkers, especially the most vulnerable. We accomplish this by helping to jump-start innovative programs that are often picked up and expanded and sustained with public sector support.

— LEN MCNALLY
PROGRAM DIRECTOR,
HEALTH AND PEOPLE
WITH SPECIAL NEEDS,
NEW YORK COMMUNITY TRUST

SUMMARY FINANCIAL DATA (AUDITED)

	Fiscal Year 2012 (ended Sept. 30, 2012)	Fiscal Year 2011 (ended Sept. 30, 2011)
Revenue		
U.S. Dept. of Health & Human Services Grants	\$41,600,864	\$36,780,223
Donated Rent	—	100,838
Contributed Services	1,937,805	210,370
Other Grants and Contributions	6,884,267	9,043,839
Programs Fees	308,182	708,330
Other	1,092	3,814
Total Revenue	\$50,732,210	\$46,847,414
Expenses		
Program Services	50,229,175	43,373,621
Management and General	3,324,333	3,230,019
Total Expenses	\$53,553,508	\$46,603,640
Change in Net Assets	-2,821,298	243,774
Net Assets		
Unrestricted Net Assets	\$ 1,568,806	\$ 1,116,111
Temporarily Restricted Net Assets	4,502,278	7,776,271
Total Net Assets	\$6,071,084	\$8,892,382

EXPENSES



\$1,000,000 & Above

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 De Beaumont Foundation
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 JPB Foundation
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\$500,000 & Above

Anonymous
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\$100,000 & Above

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\$50,000 & Above

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\$25,000 & Above

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Every effort has been made to ensure the accuracy of this list. Please contact the Development Department at 646.710.4865 with any questions and comments.

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Acknowledgements

FPHNY would like to recognize the leadership of its previous Board Presidents:

Thomas R. Frieden, MD, MPH

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Thomas A. Farley, MD, MPH

2009–2013

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