



## NYU CENTER FOR THE STUDY OF ASIAN AMERICAN HEALTH

FALL 2012

### *NHLBI's Community Health Worker Health Disparities Initiative Awards Prevention Efforts:* **NYU CSAAH Receives Funding to Improve Heart Health Among Filipino Americans in New York, New Jersey, and California**

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#### **Links:**

<http://asian-health.med.nyu.edu>

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Project AsPIRE, Kalusugan Coalition, and the Philippine Forum staff, interns, and CHWs pose after an outreach event.

The NYU Center for the Study of Asian American Health (NYU CSAAH) and Kalusugan Coalition, Inc. (KC) received funds from the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health (NIH), to support activities that aim to promote heart health by preventing and controlling heart disease risk factors among underserved and minority populations. The funding award supports programs that use promising and innovative approaches to integrate community health workers (CHWs) as key players in heart disease prevention efforts. For NYU CSAAH and KC, this funding will specifically support their development of the Alliance of Filipino American Community Health Workers.

The Alliance will first work towards strengthening the capacity of CHWs from the Filipino Community Cancer Collaborative, a multisectoral coalition serving the Filipino community in the San Francisco Bay Area; the Pan-American Concerned Citizens Action League, a community-based organization (CBO) serving Filipino immigrants living in Hudson County, NJ; and Kalusugan Community Services, a Filipino American Wellness Center that serves the Filipino community in San Diego County.

As trusted members of their communities, CHWs can play a key role in reducing health disparities by teaching community members about healthy lifestyle choices and skills to adopt heart healthy behaviors. According to Dr. Denise Simons-Morton, Director of the Division for the Application of Research Discoveries of the NHLBI,

**"Underserved and minority communities experience health disparities in virtually every aspect of health; especially in heart disease. Community health workers (CHWs) play a unique role in their communities, providing outreach to people who may never seek health care without their guidance. CHWs reach people where they live, work and play."** (continued on pg 3)

DREAM Project graduates celebrate their achievements in controlling and managing their diabetes with the help of DREAM Project CHWs. Far left: DREAM CHWs Gulnahr Alam and Mamnunul Haq

## DREAM Project Attendees Graduate from Program

On June 30th, 2012, the DREAM Project celebrated the achievements of the second official group of program graduates at a ceremony held in Astoria, Queens. For their efforts in participating in this six-month program to help improve diabetic control, 24 participants were awarded a certificate of accomplishment by Nadia Islam, PhD, DREAM Project Director, and DREAM Project Community Health Workers, Gulnahr Alam, Mamnunul Haq, and MD Taher. Distinguished guests in attendance included Runi Mukherji, longtime DREAM Project Coalition member and SUNY Old Westbury professor, as well as Alhaj Mohammed Abul Hasem, President of the Bangladesh Muslim Center (Brooklyn, NY). Additionally, the current graduates were joined by past pilot project participants and friends of the DREAM Project, many of whom shared how DREAM impacted their lives and health. The presentation of certificates was followed by a cultural program, which included several song and dance performances by participants, DREAM staff, as well as friends of the DREAM Project. ■



**DREAM Project**

<http://asian-health.med.nyu.edu/research/dream>

For more information about the DREAM Project contact Lindsey Riley: [lindsey.riley@nyumc.org](mailto:lindsey.riley@nyumc.org)

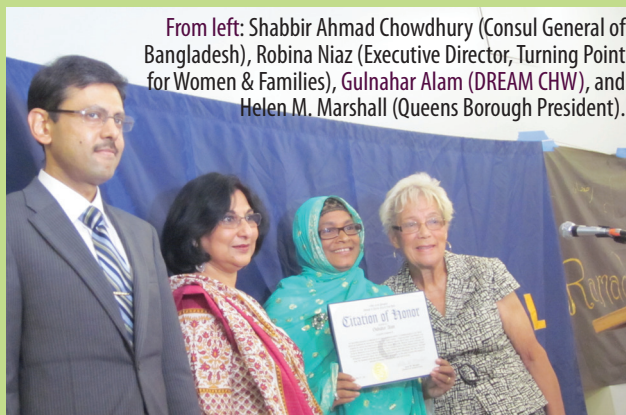
## STAFF SPOTLIGHT: DREAM CHW Gulnahr Alam Recognized by Queens Borough President for Her Work in the Bangladeshi Community

On July 25th, 2012, DREAM Project Community Health Worker Gulnahr Alam was honored by Queens Borough President Helen M. Marshall for her work as a community organizer. Other distinguished guests at the event included two New York City Commissioners from the Mayor's Office; the Honorable Fatima Shama, Commissioner of Immigrant Affairs, and the Honorable Nazli Parvizi, Commissioner of the Community Affairs Unit. Robina Niaz, of Turning Point for Women and families, remarked on nominating Nahar for her work:

**"I was very pleased to nominate Gulnahr Alam this year and hope that her work will become even more widely known. We think that honoring individuals that serve as role models and organizations that give back to our community can help prepare and strengthen the next generation."**

Nahar was one of several distinguished awardees presented with a Citation of Honor in conjunction with the 5th Annual Iftar program in observance of the Muslim holy month of Ramadan.

During the month of Ramadan, observers fast during the daylight hours from dawn to sunset, at which time many gather together with family and friends to break the fast. The award presentation was held at the New York Hall of Science (Queens, NY) and was followed by Maghrib prayer and the traditional Iftar meal. ■



From left: Shabbir Ahmad Chowdhury (Consul General of Bangladesh), Robina Niaz (Executive Director, Turning Point for Women & Families), Gulnahr Alam (DREAM CHW), and Helen M. Marshall (Queens Borough President).



Volunteers assist with the Iftar (breaking of the fast) meal, in observance of the Muslim month of Ramadan.



NYU CSAAH and Kalusugan Coalition, Inc. (KC) will provide training and maintain a peer-to-peer mentorship system with CHWs of partnering sites to ensure they have the fundamental skills to utilize the NHLBI's Healthy Heart, Healthy Family (HHHF) curriculum and booklets with the Filipino communities they serve. The role of CHWs in heart health promotion will be showcased through social media (i.e. online videos of stakeholder testimonials), community forums and dissemination at health professional association conferences. Utilizing a variety of outreach strategies, CHWs in the Alliance will also engage existing and new partners to whom they will deliver the heart health educational sessions to be conducted in various settings, including CBOs, places of worship, and clinics. KC's Lead CHW, Leonida Gamboa notes, *"Knowing how much heart disease affects Filipinos, I think this Alliance will greatly benefit the community by building a stronger CHW workforce. CHWs are in a good position to really support and raise the consciousness of Filipinos to adopt healthier lifestyles so they can enjoy longer and fuller lives."*

Heart disease is the leading cause of death in the United States. Underserved and minority populations have a disproportionate burden of death and disability from heart disease. Filipino Americans, in particular, exhibit higher rates of hypertension than their White counterparts (Ryan et al., 2000) and other Asian American subgroup populations (Klatsky et al., 1994). Despite these findings, few interventions have focused on controlling hypertension or other risk factors for cardiovascular disease (CVD) in Filipino Americans. In addition to high rates of hypertension, several studies have found that Filipino Americans experience various co-morbidities and risk factors to hypertension. For instance, Filipino American adults have been shown to have higher rates of diabetes, higher body mass index readings, and lower rates of physical activity compared to other Asian Pacific Islander subgroups (Gomez et al, 2004, Araneta et al. 2002; Klatsky et al. 1991, Lauderdale and Rathouz 2000; Adair 2004, Mampilly et al., 2005).

The NHLBI Community Health Worker Health Disparities Initiative was established to eliminate health disparities in heart disease in underserved and minority communities across the United States. To support the implementation of CHW programs, the NHLBI developed science-based health education materials that are culturally appropriate, field tested, and user-friendly for CHWs to use in the community or in a clinical setting. The NHLBI also has implemented a set of strategies to develop and strengthen partnerships to implement CHW training as well as community education and outreach.

NYU CSAAH is among the 10 organizations across the country that will receive funding from NHLBI over the

next 16 months. Supported activities will include training and sustainable implementation strategies to expand the reach of the CHW Health Disparities Initiative. The other funded communities include Atlanta, GA; Birmingham, AL; Colorado Springs, CO; Columbia, SC; Denver, CO; Holyoke, MA; Kern County, CA; Los Angeles, CA; San Diego, CA; San Francisco, CA; Worcester, MA; the state of Arizona; and Navajo Nation. ■

**For more information about the NHLBI's Community Health Worker Health Disparities Initiative:**

**Phone:** 301-592-8573

**E-mail:** [NHLBICHWInitiative@nhlbi.nih.gov](mailto:NHLBICHWInitiative@nhlbi.nih.gov)

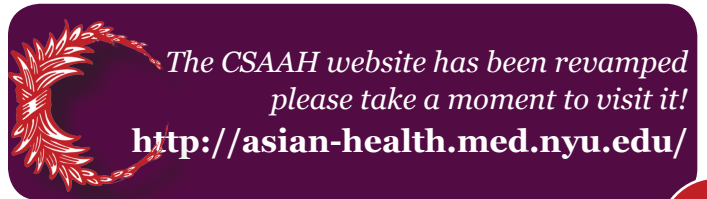
**Link:** <http://www.nhlbi.nih.gov/health/healthdisp>

**About NHLBI:** NHLBI is a component of the National Institutes of Health. NHLBI plans, conducts, and supports research related to the causes, prevention, diagnosis, and treatment of heart, lung, and blood diseases; and sleep disorders. The Institute also administers national health education campaigns on women and heart disease, healthy weight for children, and other topics. NHLBI press releases and other materials are available online at <http://www.nhlbi.nih.gov/>.

**About the National Institutes of Health (NIH):** NIH, the nation's medical research agency, includes 27 Institutes and Centers and is a component of the U.S. Department of Health and Human Services. NIH is the primary federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit [www.nih.gov](http://www.nih.gov).

**About the NYU CSAAH:** NYU CSAAH's mission is to reduce health disparities in the Asian American community through research, training and partnership. CSAAH is one of four distinct Centers of research, education and training under the NYU Institute of Community Health and Research. For more information, visit <http://asian-health.med.nyu.edu>.

**About Kalusugan Coalition, Inc:** KC is a multidisciplinary collaboration dedicated to creating a unified voice to improve the health of the Filipino American community in the New York/New Jersey area through network and resource development, educational activities, research, community action, and advocacy. For more information, visit [www.kalusugancoalition.org](http://www.kalusugancoalition.org).



## Be Certain: Get Tested for Hepatitis B!

Since the end of 2008, B Free CEED along with its main community partners the Charles B. Wang Community Health Center and Korean Community Services of Metropolitan New York, Inc, have been working to create a campaign to encourage screening for hepatitis B among the Chinese and Korean communities at highest risk for infection.

In order to ensure that the campaign is culturally relevant and meaningful, detailed information was collected over a period of two years from Korean and Chinese residents of NYC who will be targeted for the campaign. Information on basic knowledge and understanding of hepatitis B and how to best deliver health information to the at-risk communities was collected.

To realize the campaign, B Free CEED partnered with the award winning NYC Asian-serving advertising agency, APartnership, to create a multi-phase campaign to build awareness, decrease hepatitis B-related stigma, and to encourage the at-risk community to know their hepatitis B status by getting tested for hepatitis B.

**The Be Certain: Get Tested for Hepatitis B campaign** was officially unveiled on June 12th, 2012 at Flushing Town Hall. Assemblywoman Grace Meng, along with Council Member Peter Koo, gave speeches at the event to recognize the importance of addressing hepatitis B in the Chinese and Korean communities. The campaign consists of a 30 second Public Service Announcement (PSA) available in Chinese and Korean with English subtitles, and print ads available in Chinese, Korean, and English. Parts of the campaign have been displayed in the Flushing Branch of the NYC Public Library, on the LED screen at Queens Crossing in Flushing, the Hey!Korean.com website, and commuter vans traveling from Sunset Park, Brooklyn to Manhattan's Chinatown. Information about the campaign, hepatitis B, and screening sites can be found on the campaign's website: [www.testhepb.org](http://www.testhepb.org).

**To see the PSAs, visit the following links on YouTube:**

**Chinese PSA:** <http://bit.ly/O5ILL9>

**Korean PSA:** <http://bit.ly/Sy7J5f>

For more information, please contact Simona Kwon at [simona.kwon@nyumc.org](mailto:simona.kwon@nyumc.org). ■



乙型肝炎，潛伏在身邊  
隨時出擊！

立即接受篩檢，只需一次簡單的驗血！亞裔是感染乙型肝炎的高危險群體，乙肝若不及時治療，將導致肝癌或其它嚴重的肝病。保護自己，保護摯愛的家人！

➤ 想瞭解更多乙型肝炎服務資訊，請撥打311。

確知是否患有乙型肝炎，儘快做檢查！

**B Free CEED Partnership**  
National Center of Excellence in the Elimination of Hepatitis B Disparities  
[testhepb.org](http://testhepb.org)



## World Hepatitis Day Recognized in New York City, helping to set a new Guinness World Record!



Interns and volunteers make the Guinness World Record mime of "See No Evil, Hear No Evil, Speak No Evil"

**On July 28, 2012**, World Hepatitis Day was recognized around the globe. The B Free CEED, in collaboration with the NYC Hepatitis B Coalition and the NYC Hepatitis C Task Forces, coordinated events across New York City to raise awareness about viral hepatitis. To bring more attention to communities living in all five boroughs, our coalitions held smaller awareness events in four out of the five boroughs.

All participants met at Union Square in the early afternoon to be part of the Guinness World Record by having the most number of people globally performing "see no evil, hear no evil, speak no evil" actions within a 24-hour timeframe in various venues around the world.

About 100 volunteers participated in the World Hepatitis Day event, achieving the Guinness World Record! B Free CEED interns created the following video about the event: <http://www.youtube.com/watch?v=5LbSv3yRGww> and tweets about the day, including important information about hepatitis B, were sent out to 150 followers. ■



## CSAAH Partner's with APIAHF on New CDC REACH Program - STRIVE Project

The Asian & Pacific Islander American Health Forum (APIAHF) has been awarded a major grant through the Centers for Disease Control and Prevention's (CDC) Racial and Ethnic Approaches to Community Health (REACH) program. The grant will fund a newly developed project—**Strategies to Reach and Implement the Vision of Health Equity (STRIVE)**—designed to reduce chronic diseases, eliminate disparities and improve the health of Asian American, Native Hawaiian and Pacific Islanders (AAs and NHPIs). APIAHF is partnering with the New York University Center for the Study of Asian American Health (NYU CSAAH) to implement the project.

*"NYU CSAAH is honored to continue to be part of the REACH program and applauds the CDC's sustained commitment to eliminating racial and ethnic disparities in health, we look forward to working with our community partners to disseminate and implement relevant, culturally tailored strategies to address these health disparities." -Simona Kwon, former NYU REACH Program Director*

Over the five year project period, APIAHF and NYU CSAAH will work with over a dozen AA and NHPI community-based organizations to examine risk factors and reduce the impact of chronic diseases by supporting local coalitions to implement evidence- and practice-based initiatives, develop and implement culturally appropriate media campaigns, and impact local health policies and structural changes.

APIAHF Press Release: <http://www.apiahf.org/node/947> ■

## B Free CEED Comes to An End

The B Free CEED: National Center of Excellence in the Elimination of Hepatitis B Disparities is a national resource and expert center that was funded in 2007 for five years, committed to eliminating hepatitis B disparities in Asian and Pacific Islander communities. B Free CEED is one of eighteen Centers of Excellence in the Elimination of Disparities under the Racial and Ethnic Approaches to Community Health Across the U.S. (REACH U.S.) program of the Centers for Disease Control and Prevention, as a partnership of the Center for the Study of Asian American Health, local, and national coalition members. Over the past five years, we have conducted a number of local, state, and national activities surrounding capacity-building, raising awareness, providing technical assistance, working in policy and systems change, and building a social marketing campaign. Members of the B Free CEED will continue to be a part of the NYC Hepatitis B Coalition, a collaboration of groups that B Free CEED co-founded in 2009 with the NYC Department of Health, as well as various national coalitions focused on hepatitis B included Hep B United, and the CDC Hepatitis B Campaign Steering Committee. ■