A CONVERSATION WITH DR. LINDA RAE MURRAY OF APHA

On June 1st, Public Health Association of NYC (PHANYC) members welcomed Dr. Linda Murray, President of the American Public Health Association (APHA), to New York who was here to give the keynote address in honor of the first graduating class of the CUNY School of Public Health at Hunter College. Dr. Mariano Rey, Senior Associate Dean for Community Affairs (NYU School of Medicine) and Dr. Nadia Islam, Deputy Director (CSAAH) are board members of the PHANYC, an affiliate of APHA.

Dr. Murray has dedicated her career to the medically underserved and to social justice in health care exhibited by her various leadership roles. She currently serves as the President of APHA, the Chief Medical Officer (CMO) for the Cook County Department of Public Health of the Cook County Health and Hospital System, is an attending physician at Cook County Hospital, and an adjunct Assistant Professor at the University Of Illinois School Of Public Health. She has also served as the CMO of Primary Care for the Ambulatory & Community Health Network of the Cook County Bureau of Health Services, comprised of 23 primary care and community health centers, and one of the nation’s largest public medical care systems. (continued on pg 2)

CSAAH INVESTIGATOR PROVIDES TESTIMONY AT THE 1ST WHITE HOUSE INITIATIVE ON ASIAN AMERICANS AND PACIFIC ISLANDERS RESEARCH AND DATA CONVENING

On December 10th, 2010 Dr. Nadia Islam (CSAAH) was invited to provide a testimony at the first White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) Research and Data Convening in Washington, D.C. The conference was held to discuss issues, challenges, and promising strategies for research and data collection designed to increase Asian American, Native Hawaiian and Pacific Islander (AANHPI) access to federal programs and services.


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A CONVERSATION WITH DR. MURRAY OF APHA (CONTINUED FROM PAGE 1)

On June 2nd, the NYU Institute of Community Health Research and the NYU Langone Medical Center faculty were honored to host an afternoon with Dr. Murray. Dr. Rey commenced the conversation with a warm welcome. This was followed by an introduction by Dr. Mary Northridge, the Editor-in-Chief of the American Journal of Public Health and Assistant Professor at the NYU College of Dentistry.

Dr. Murray spoke on the need for real health care reform and called for less emphasis on clinical medical care and more focus on the community-level root causes of health disparities and social determinants of health. Given CSAAH’s commitment and emphasis to promoting community health workers (CHWs), Sergio Matos, the Executive Director of the CHW Network of NYC was invited to share some of the work they are engaged in defining the role of CHWs and their place in health reform.

Dr. Murray encouraged attendees to continue making the case for CHWs as a key member of the health workforce team and concluded with an emphasis on continuing to engage communities, community advocates, and community voices in the work of public health and in addressing health disparities and inequities.

CSAAH PARTICIPATES IN CITY ADVOCACY DAY

On May 11th, over 40 groups representing Asian serving organizations held a rally at NYC City Hall as part of the 12% and Growing Coalition (http://nyti.ms/m1nJWt). Members made a number of legislative visits to City Council members to advocate for more funding. Although Asian populations make up more than 12% of the population of New York City, Asian-affiliated organizations receive only 0.24% of the City’s social service contract dollars, 1.4% of City Council discretionary dollars, 0.5% of City Council initiative dollars, and 0.38% of the City’s foundation grant dollars. Smiti Kapadia and Jennifer Zanowiak of the NYU PRC, and Isha Weerasinghe of B Free CEED, visited Council Member Joel Rivera’s office and spoke about the importance of programs incorporating CHWs, as well as the prevalence of hepatitis B in the NYC.

ACTIVE SPRING FOR PROJECT CHARGE

May 25th, 2011
Members of Project CHARGE at NY State Advocacy Day

From left to right: Stella Lu, Charles B. Wang Community Health Center / Hessco-Yoo, Korean Community Services of Metro NY! Senator Tony Avella/ Gulnazar Alani, CSAAH/ Than Huei Phoo, Asian Americans For Equality

Project CHARGE (Coalition for Health Access to Reach Greater Equity) is a coalition of 15 partner organizations, including CSAAH, that works to increase health access for Asian Americans in New York City. Project CHARGE is a Health Through Action (HTA) grantee, funded by APIAHF.

On March 23rd, Project CHARGE, along with the other HTA grantees, celebrated the 1st birthday of the Affordable Care Act (ACA). Project CHARGE made and signed birthday cards and delivered them to New York City legislators, all of which were well received. (http://www.apiahf.org/sites/default/files/ACA-Birthday-Celebration-Summary_0.pdf).

In the middle of May, representatives from Project CHARGE attended the APIAHF VOICES Conference (http://www.apiahf.org/press-room/voices-2011-conference), held in Washington, DC.

Attendees also conducted legislative visits to New York City representatives Nydia Velázquez and Gerrold Nadler, educating their offices of the importance of maintaining the ACA to promote disaggregated data, discussing the relevance of hepatitis B to the AAPINH community, and why the REACH US program should be continued. On May 25th, Project CHARGE participated in New York State Advocacy Day in Albany, where members visited a number of state legislators to advocate for a health insurance exchange, promoting cultural and linguistically-appropriate outreach to AANHPI communities, disaggregated data and oversampling of certain AANHPI subgroups, and encouraging state legislators to involve community participation in policy initiatives.

CSAAH Contact Isha Weerasinghe: isha.weerasinghe@nyumc.org

B FREE CEED TO LAUNCH SOCIAL MARKETING CAMPAIGN!

As part of a multi-faceted marketing campaign, the B Free CEED Coalition will debut a hepatitis B awareness campaign in areas where NYC’s Chinese and Korean communities work and reside. The goal of this campaign is to raise awareness, change current perceptions, and decrease the stigma associated with hepatitis B.

This multimedia strategy is tailored for each community and will involve the development of TV, radio and print messages to educate the public and encourage HBV screening. To ensure maximum effectiveness and reach, the campaign will be launched in Korean and Chinese newspapers, TV, and radio stations. Posters are also being developed to support the campaign in high risk communities.

These materials are created by APPartnership, a marketing firm in New York City. APPartnership previously worked with the CDC on their VERB campaign (http://www.cdc.gov/youthcampaign/).

For more information on the B Free CEED coalition visit: http://hepatitis.med.nyu.edu/

Follow the Hepatitis B Coalition on Twitter: @nycHepB
In February 2011, the DREAM Project began recruitment to launch the CHW project dedicated to diabetes management and control. For seven weeks, DREAM CHW's Gulnahar Alam, Mamnunul Haq, and MD Taher, recruited diabetic Bangladeshi patients in the atrium of Bellevue Hospital, where they stationed a table for screening activities. Potential participants were approached en route to doctor's visits and screened for participation in the intervention.

The CHWs also participated in National Diabetes Alert Day, a large health fair and screening event at Bellevue Hospital. The DREAM CHWs also did community outreach to spread awareness about the project and recruit potential participants at local mosques and at local businesses. Through all of these activities, DREAM staff successfully screened and enrolled 67 participants for inclusion into the intervention.

In April, the enrolled participants had an orientation session with the CHWs, where they learned the “ABCs” of diabetes, as well as the different types of the disease. The CHWs explain how the disease affects the body and the potential impact of diabetes if not managed properly. Participants were also shown several breathing and stretching exercises that they can perform each day.

During the month of May, participants returned for the second of five sessions to be held over the next six months, where they were instructed about proper nutrition for diabetics. Participants were surprised by how much sugar there is in soda and other sugar-sweetened beverages, and were interested on how to make small changes to their diet.

Next month, DREAM CHWs will be instructing participants on physical activity as well as meeting with them in their homes or communities for one-on-one visits. Additionally, participants will participate in educational sessions on the complications of diabetes, as well as stress management and family support. The final session will be held in September, where participants who have successfully completed the intervention will “graduate” from the program and go on to continue realizing their “dreams.”

DREAM Project Contact Lindsey Riley: lindsey.riley@nyumc.org

Project AsPIRE has had a busy spring co-hosting 6 community health fairs. Special thanks to our lead community partner Kalusugan Coalition, Inc. and our community and faith-based partners, who co-hosted these health fairs, including Filipino American Human Services, Inc. (FAHSI), Philippine Forum, St. Sebastian Church, God the Father of All Mankind Line Dancing Ministry, Santo Niño Group, St. Sebastian Charismatic Prayer Group, Spirit of the Lord Prayer Group, Voice of Praise, Aces of Queens Lions Club, Woodside Heart of Gold Lions Club, Elmhurst Baptist Church, Holy Child Jesus Church, and Bukidnon Kaamulan in America, Inc.

These collaborative efforts resulted in 180 Filipinos receiving screening services and linkages to the health services they need.

Project AsPIRE Contact Rhodora Usura: rhodora.usura@nyumc.org

DREAM PROJECT BEGINS IMPLEMENTATION OF DIABETES CONTROL & MANAGEMENT INTERVENTION

FILIPINO AMERICAN CARDIOVASCULAR HEALTH SUMMIT

July 8th-9th, 2011
Washington, D.C.

For more information please visit: http://bit.ly/k3w55o
On March 25th, in celebration of Diabetes Alert Day, the NYU Health Promotion and PRC and Korean Community Services (KCS) organized a healthy cooking demonstration for the Korean American community at the KCS Corona Senior Center in Queens. Christina Choi and Soon Ja Lee, CHWs for Project RICE, a diabetes prevention intervention in the NYC Korean and South Asian communities, led the cooking demonstration in which participants learned how to use every-day ingredients in healthy and delicious recipes.

The menu consisted of a nutritious tofu and mushroom stir fry paired with a fresh green mango salad in a peanut dressing. The recipes incorporated a Korean twist with ingredients like gochujang (spicy Korean paste), which was added to the dressing for a spicy kick. Project RICE CHWs discussed the benefits of a healthy diet with the participants, and made recommendations about healthy alternatives to common ingredients. They also encouraged participants to share nutritious recipes with each other and share what they learned with their families.

After the cooking demonstration, the seniors ended the Diabetes Alert Day celebration with a lively ping pong tournament!

RICE Contact Jennifer Zanowiak: jennifer.zanowiak@nyumc.org
For more information please visit: http://prevention-research.med.nyu.edu/
Lindsey Riley is the Project Coordinator for the DREAM project. In this role, she oversees the general activities the project, including the coordination of project coalition activities assisting in the recruitment and retention of participants, as well as ensuring that research protocols are implemented within a community-based participatory approach. Ms. Riley has a diverse research background, and has previously coordinated clinical trials in the areas of Hepatitis B, Hepatitis C, and immunosuppression, as well as provided technical assistance for a community-based participatory research project related to obesity and nutrition. Ms. Riley earned a BA in Psychology from Washington College (MD), and an MPH from New York University, with a specialization in Community Public Health.

MD Taher is a Community Health Worker for the DREAM Project. He is fluent in Bengali and has received over 100 hours of training related to diabetes and necessary skills to carry out intervention activities with study participants such as: the history of CHWs and their role in the health care team; effective communication skills; managing clinical trials; trainings on the complications of diabetes; becoming an effective health advocate; health literacy; and effective outreach strategies. Mr. Taher has worked extensively with the Bangladeshi community while volunteering with several different organizations and is also the team leader of the Manhattan Bangla Cricket Club. He is passionate about advocating for members of the Bangladeshi community and working to reduce the burden of diabetes through education and empowerment. He earned a B.S. in Community Health Education from Hunter College of CUNY.

Shijian Li is a post-doctoral fellow at CSAAH and was awarded his PhD in Social Work and Political Science in April 2010 from the University of Michigan, Ann Arbor. With a background in political science, social work and health policy, Dr. Li’s research has focused on health disparities among Asian Americans in the United States, social capital measurement and health, social welfare and policy, comparative social policy, workers’ human rights, labor disputes and resolution, and international social work. Dr. Li has been trained in quantitative research methods, such as questionnaire design, sampling, data collection and analysis; conversant with advanced statistical methods; and knowledgeable of qualitative study through his field work on workers’ human rights and labor dispute resolution in China. Dr. Li is dedicated to the Evaluation activities across our research centers and community partners.

Rebecca Park is the Project Assistant for the NYU CSAAH. Her role entails coordinating analysis and evaluation efforts across CSAAH, the NYU PRC, and the Comparative Effectiveness Research Program. She also assists in research, communications and dissemination action plans across the centers. In addition, she contributes to facilitating partnerships and serving as a liaison for the Korean-American community. Ms. Park completed an internship with the RICE project, providing her with experience in working closely with a diverse group of academic researchers and community-based organizations to perform culturally-tailored CBPR programs. She also served as a health administration liaison on short-term missions, where she translated health needs for patients in rural and urban communities in Lima, Peru. She holds a BA in Economics from the NYU College of Arts & Sciences.

Ephraim Shapiro is Research Scientist at CSAAH and the PRC. He provides research and evaluation support and expertise to a number of CHW research projects, including Project AsPIRE and the DREAM Project. Ephraim completed his PhD in Sociomedical Sciences at the Mailman School of Public Health at Columbia University in 2010. He received an MPA in Health Policy from NYU’s Wagner School of Public Services and an MBA in Marketing from the Columbia University School of Business. His research interests include immigrant health, religion and health, health inequalities, access to care, and chronic diseases. He has worked as a researcher in the Bureau of Chronic Diseases at the New York City Department of Health and Mental Hygiene and prior to that, he worked for NYU School of Medicine’s Center for Immigrant Health, at NYU’s Center for Hygiene and prior to that, he worked for NYU School of Public Service Research and Warner Music Group.

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Ivy Lee, a second-year MPH student concentrating in Aging and Public Health at Columbia University, served as an evaluation intern during the 2011 fall semester. Ivy helped conduct a process and impact evaluation of B Free CEED’s Legacy Pilot Project, a five-year CDC-funded initiative that supports community-based projects aiming to eliminate hepatitis B disparities in Asian and Pacific Islander communities across the U.S. She was involved in developing survey instruments, conducting key informant interviews, and writing a final evaluation report. In addition to facilitating the data collection process, Ivy assisted in analyzing the quantitative and qualitative data used to inform the Legacy Pilot Project in its final year of implementation. Ivy is originally from Los Angeles, California, and earned her BA in Public Health from UC Berkeley. She has experience implementing evidence-based chronic disease self-management interventions in community settings. Upon graduating in May 2012, Ivy hopes to continue pursuing her passion of developing and evaluating interventions targeting older adults and/or ethnic minority groups.