

**Community Service Plan, 2014-2016  
New York Methodist Hospital**

**I. Mission Statement**

**A. Mission Statement for New York Methodist Hospital**

**The mission of New York Methodist Hospital, a member of the NewYork-Presbyterian Healthcare System, is to provide excellent healthcare services in a compassionate and humane manner to the people who live and work in Brooklyn and its surrounding areas.**

The Hospital is a non-sectarian, voluntary institution, which includes an acute care general facility and an extensive array of ambulatory and outpatient sites and services. New York Methodist Hospital has an historic relationship with the United Methodist Church.

In serving its community, the Hospital works to achieve these primary objectives:

- To make services accessible to patients and physicians without regard to age, sex, race, creed, national origin or disability;
- To provide patients with an environment that assures the continuous enhancement of patient safety.
- To serve as an educational and research center for the training and continuing education of physicians, nurses and healthcare professionals committed to the Brooklyn community;
- To provide an active ecumenical program of pastoral care and to conduct a clinical pastoral education program;
- To offer an environment that is responsive to new and changing technologies and management principles that will stimulate creative solutions for our patients, physicians and employees;
- To assess periodically the healthcare needs of the community and to respond to these needs with healthcare services, including health education for patients and community residents; and
- To work with members of the NewYork-Presbyterian Healthcare System and other healthcare institutions, physicians and community groups in jointly pursuing the delivery of quality healthcare services, medical education and clinical research.

*Reviewed and Revised by the Board of Trustees, June 2013*

## II. Service Area

Although New York Methodist Hospital is located in Park Slope and is an important healthcare, community service and economic anchor in the Park Slope neighborhood, it serves the entire borough of Brooklyn (Kings County).

The late 1990s saw the largest influx of immigration to New York City since the beginning of the 20th century. This dramatically changed the demography of Brooklyn, greatly increasing the number of foreign-born inhabitants of the borough. This wave of immigration was especially unique in that the patterns of immigration were extremely diverse; of the various countries represented by Brooklyn residents, no single one accounts for more than 10 percent of all first-generation immigrants.

According to 2010 US census data, 37 percent of Brooklyn's 2.5 million residents were born outside of the United States and 46 percent of the borough's residents speak a language other than English in the home. The number of men and women is fairly equal, at 47 percent and 53 percent respectively. Nearly 30 percent of Brooklynites have earned a Bachelor's degree or higher, and 78 percent hold a high school diploma. Twenty-two percent of the Brooklyn population live below the poverty line.

During the years since 1990, the Hospital, which has seen an increase in its census of 91 percent, (from 20,696 to 39,559 patients annually) has also increased its service to patients in every one of Brooklyn's communities. As the enclosed chart (*Exhibit 1*) demonstrates, in some cases, the increase within neighborhoods is truly remarkable; for example, while the chart shows a stable population of patients from the Hospital's surrounding areas of Brooklyn Heights, Downtown Brooklyn and Park Slope, it shows a 412 percent increase in patients from the Bedford Stuyvesant and Crown Heights communities, a 246 percent increase in patients from Flatbush and East Flatbush and a 105 percent increase in patients from Sheepshead Bay and Coney Island. The data presented in this chart is used by the Hospital to define its service area.

### III. Public Participation

#### A. Participants

Participants in the process of assessing community needs included members of local faith based organizations, local community based organizations, in-house physicians, representatives from the local health department and nearby educational institutions. An open invitation seeking community input was also issued through the Hospital's community health magazine *Thrive* (*Exhibit 2*), which has a circulation of 250,000 households in Brooklyn and a community health survey (*Exhibit 3*) was created and distributed at health fairs, satellite locations, and also made available on the hospital's public website (*Exhibit 4*) and social media outlets (*Exhibits 5 & 6*).

#### B. Meeting dates and Outcomes

NYM attended meetings held by, the New York City Department of Health/Mental Hygiene (DOHMH) the Hospital Association of New York State (HANYS) and the Greater New York Hospital Association (GNYHA) on the Community Service Plan (CSP) planning process and instructions for submission:

- **Fri, 01.11.13:** HANYS Community Health Webinar – Overview (*Exhibit 1 of Attachment 1; "Meeting Dates and Outcomes"*)
- **Tues, 01.29.13:** HANYS Community Health Webinar – Data Usage (*Exhibit 2 of Attachment 1*)
- **Fri, 02.20.13; 9:30am-11am:** GNYHA Community Health Forum conference call with DOHMH, going over CSP, IRS Form 990 & Schedule H (*Exhibit 3 of Attachment 1*)
- **Fri, 03.08.13; 9:30am-12:30pm:** in-person meeting at GNYHA, during which representatives from New York State Department of Health (NYS DOH) presented the Prevention Agenda and guidance on community service plans (*Exhibit 4 of Attachment 1*)
- **Fri, 03.15.13:** Email follow-up with representatives from NYS DOH (*Exhibit 5 of Attachment 1*)
- **Mon, 03.18.13; 12:00pm-4:30pm:** DOHMH Symposium, Fostering A Healthier NYC: A Symposium on Healthier Eating and More Active Living (*Exhibit 6 of Attachment 1*)
- **Tues, 05.21.13:** HANYS Webinar, Understanding the IRS Proposed Rule Requirements for Hospitals To Conduct a Community Health Needs Assessment (CHNA) (*Exhibit 7 of Attachment 1*)
- **Tues, 06.04.13; 1:30-3:00pm:** In-person meeting at NYM with GNYHA, community service plan team, and representatives from NYM's Department of Finance to go over IRS and DOH CSP/CHNA submission requirements (*Exhibit 8 of Attachment 1*)

- **Mon, 06.10.13:** HANYS Webinar, Prevention Agenda Priorities and Interventions (*Exhibit 9 of Attachment 1*)
- **Tues, 09.10.13; 1:00pm-2:00pm:** GNYHA Community Health Forum conference call to discuss submission of CSPs and Prevention Agenda (*Exhibit 10 of Attachment 1*)

### **Community Meeting Dates and Outcomes**

Several meetings with local organizations were held during which NYM discussed the community's needs and the comprehensive CSP.

- **Tues, 12.11.12:** Meeting with the Fred L. Mazzilli Foundation to discuss possible funding opportunities for NYM's Free Lung Cancer Screening Program. NYM's program was selected as one of the foundation's benefactors.
- **Wed, 01.09.13; 3:30pm:** Meeting with American Diabetes Association (ADA) and Hospital leadership, including NYM physicians, during which Brooklyn's high instances of diabetes and pre-diabetes were addressed. Official partnership as ADA's Brooklyn Hospital partner was established, and NYM has since hosted ADA interns and collaborates with ADA on new community projects. (*Exhibit 1 of Attachment 2; "Community Meeting Dates and Outcomes"*)
- **Thurs, 01.17.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss collaboration and partnership opportunities. An agreement to provide internship and employment opportunities was established.
- **Tues, 03.19.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Mon, 03.25.13; 3:30pm:** Conference call with representatives from the DOHMH to discuss the Tobacco Free Hospitals Campaign (TFHC) and DOHMH's resources available to NYM, and an overview of the CSP/NYM's chronic disease prevention activities. Consideration for NYM as one of DOHMH's TFHC partners and discussion of health bucks as an incentive for community program attendance retention. (*Exhibit 2 of Attachment 2*)
- **Tues, 04.16.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Thurs, 05.16.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Tues, 05.28.13:** Phone call follow-up with ADA to discuss intern placement at NYM offsite facilities in Central Brooklyn. (*Exhibit 3 of Attachment 2*)
- **Thurs, 05.30.13; 3:15pm:** Meeting with representatives from Park Slope's Church of the Virgin Mary to discuss the needs of their parishioners and how NYM might address them. NYM agreed to host a community health fair at the church during which several screenings

such as blood pressure, blood sugar, podiatry and dental screenings were offered on Sunday, September 29, 2013.

- **Thurs, 06.06.13; 9:30am:** Meeting with the Program Director at Congregation Beth Elohim to discuss the needs of their congregation members and how NYM might address them. (*Exhibit 4 of Attachment 2*)
- **Thurs, 06.20.13; 12:30pm:** Meeting with Director of Public Affairs from St. Joseph's College to discuss community service plan and possible outreach/collaboration opportunities. (*Exhibit 5 of Attachment 2*)
- **Fri, 07.12.13; 10:00am:** Meeting with Greater Brooklyn Health Coalition (GBHC) board members to discuss Brooklyn's overall health needs. NYM's CSP was discussed and continued partnership and collaborative efforts were agreed upon.
- **Fri, 07.12.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Tues, 07.23.13; 1:00pm:** Meeting with NYM physicians, residents and endocrinology team to discuss the pervasive occurrence of diabetes and obesity among Brooklynites and how we might use our resources to address these issues. (*Exhibit 6 of Attachment 2*)
- **Fri, 08.02.13; 1:00pm:** Meeting with DOHMH Community Relations Specialist to discuss Take Care New York (TCNY) goals and how they align with NYM's CSP goals. As a result, NYM submitted their TCNY partner activities in the prevention area priorities. (*Exhibit 7 of Attachment 2*)
- **Wed, 08.21.13; afternoon:** Phone call with Director of Student Services at Long Island University to discuss the needs of their student body and NYM's commitment to community outreach, and CSP development. (*Exhibit 8 of Attachment 2*)
- **Thurs, 09.10.13; afternoon:** Phone call with representative from NYC Department of Parks & Recreation's Shape Up NYC program. A location for free classes at one of NYM's satellite facilities was established. (*Exhibit 9 of Attachment 2*)
- **Thurs, 09.26.13; 11:00am:** Follow up meeting with Fred L. Mazzilli Foundation to discuss the Fred L. Mazzilli Lung Cancer Screening Awareness Day slated for Saturday, November 16, 2013 at NYM. (*Exhibit 10 of Attachment 2*).
- **Wed, 10.02.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.

### C. Public Notification

As previously noted, input was sought from the public in a number of ways. A Community Health Needs Survey was created and made available on Survey Monkey (*Exhibit 3*). To date we've 5

collected 393 individual responses (*Exhibit 7*). Calls for submission and survey completion appeared on the homepage of New York Methodist Hospital's public website, [www.nym.org](http://www.nym.org) (*Exhibit 4*), and via social media platforms like Facebook and Twitter (*Exhibits 5 & 6*). A "community forum" was established to collect responses to our community health magazine *Thrive* (circulation 250K Brooklyn residents) and seek input on Brooklyn's health needs (*Exhibit 2*).

#### **IV. Assessment and Selection of Public Health Priorities**

As a result of feedback received from the various community meetings (noted above), demographic information provided by the NYC DOHMH<sup>1</sup>, data collected in New York Methodist Hospital's Community Health Needs Assessment (*Attachment 3, Community Health Needs Assessment*) and assessment of the data collected from NYM's community health survey (the overwhelming response from the majority of participants stated that diabetes and obesity were Brooklynites' chief concerns; *Exhibits 8 & 9*), New York Methodist Hospital has decided to focus its Community Service Plan on **Preventing Chronic Diseases**; specifically, it will address the following goals:

##### **Focus area: Reduce Obesity in Children and Adults**

- Goal: Expanding the role of health care, health service providers, and insurers in obesity prevention.

##### **Focus area: Increase access to high quality chronic disease preventive care and management in both clinical and community settings.**

- Goal: Promote the use of evidence-based care to manage chronic diseases.
- Goal: Promote culturally relevant chronic disease self-management education.

##### **Focus area: Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure.**

- Goal: Promote tobacco use cessation, especially among low SES population and those with poor mental health.

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<sup>1</sup> New York City Department of Health and Mental Hygiene. Epiquery: NYC Interactive Health Data System - [Community Health Survey 2011]. [August 2013]. <http://nyc.gov/health/epiquery>

## V. Three Year Plan of Action:

**Goal: Expanding the role of health care, health service providers, and insurers in obesity prevention** (*Focus area: Reduce Obesity in Children and Adults*)

**Goal: Promote the use of evidence-based care to manage chronic disease.** (*Focus area: Increase access to high quality chronic disease preventive care and management in both clinical and community settings.*)

### **Partners:**

New York Methodist Hospital has already begun meetings with physicians from its Comprehensive Weight Management Program, medical residency staff, Division of Endocrinology and representatives from the Community Outreach team (*Exhibit 5 of Attachment 2*). Representatives from the American Diabetes Association (*Exhibits 1 & 3 of Attachment 2*) and Shape Up NYC, Department of Parks and Recreation (DPR) (*Exhibit 9 of Attachment 2*) have also been consulted on helping to carry out obesity prevention activities.

### **Program Description:**

The Hospital will create a “train the trainer” workshop/support group where individuals from the community will be invited to a community group where they will learn tips on weight management and healthy diet. The goal of the group would be to gain new participants over the course of the workshop, provide support and ensure education retention. We expect that teaching basic concepts and tools in prevention and disease management (course will reference the Stanford Model of Chronic Disease Self-Management), will enable participants to lead future workshops comprised of their peers, creating a free self-perpetuating support group for individuals who are overweight or obese.

Once the group is established, a walking club or exercise component can be introduced to supplement the educational portion. Together with help from interns at the American Diabetes Association and volunteer staff from NYC DPR's Shape Up NYC program, we hope to show measurable outcomes in both improved knowledge of healthy choices and waist circumference/total pounds lost.

### **Objective:**

Fifty percent or higher education retention (to be measured in pre- and post-workshop surveys), gradual group attendance growth, 100 or more collective pounds lost among participants in the Shape Up NYC classes. The workshops will be monitored and assessed on a quarterly basis throughout the three-year duration of the Community Service Plan to ensure goals can continue to be met.



**Goal: Promote culturally relevant chronic disease self-management education**

*(Focus area: Increase access to high quality chronic disease preventive care and management in both clinical and community settings.)*

**Partner**

New York Methodist Hospital has partnered with the American Diabetes Association (*Exhibit 3 of Attachment 2*) to place student interns at its satellite facilities in Brooklyn neighborhoods which have high instances of diabetes like Flatbush and Crown Heights.

**Program**

With collaboration between community outreach coordinators and NYM's certified diabetes educator, Wellness Walks have been established at NYM Medical Associates of Flatbush located at 1910 Nostrand Avenue and the Brooklyn Diabetes and Eye Center (NYM affiliate), located at 1530 Bedford Avenue (*Exhibit 9*). Wellness Walks seeks to engage the existing patients in addition to local community members in educational walking tours. These tours are meant to be culturally relevant to the populations of these areas which consist primarily of African Americans and Afro-Caribbean Americans<sup>2</sup>. On the walking tours, the interns discuss various health topics relating to diabetes, including making healthy choices, carbohydrate counting, the importance of physical activity and goal setting, etc. The tours also include stops at local neighborhood establishments such as grocery stores, fitness centers and parks, in order to educate participants on their local resources, while paying special attention to the types of foods and beverages available to this particular population (*Exhibits 10 & 11*).

**Objective**

Fifty percent or higher education retention (to be measured in pre- and post-walk surveys), gradual group attendance growth, 10,000 or more collective steps walked by Wellness Walks participants (each participant is given a pedometer to count steps). The Wellness Program will be monitored and assessed on a quarterly basis throughout the three-year duration of the Community Service Plan to ensure goals can continue to be met.

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<sup>2</sup> Olson EC, Van Wye G, Kerker B, Thorpe L, Frieden TR. Take Care Central Brooklyn. NYC Community Health Profiles, Second Edition; 2006; 10(42):1-16.



**Goal: Promote tobacco use cessation, especially among low SES population and those with poor mental health.** (*Focus area: Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure.*)

### **Partner**

New York Methodist Hospital has partnered with the Fred L. Mazzilli Foundation to continue to offer its Free Lung Cancer Screening Program for individuals who meet National Lung Screening Trial Criteria (*Exhibit 10 of Attachment 2*). The Fred L. Mazzilli Foundation has named NYM as one of its fundraising beneficiaries.

### **Program**

With funds from the Fred L. Mazzilli Foundation, and collaboration between community outreach coordinators, NYM's respiratory therapists, radiologists and pulmonologists, the former "Free Lung Cancer Screening Program" at NYM has now been named the "Fred L. Mazzilli Free Lung Cancer Screening Program" (*Exhibit 12*). The program is designed to screen individuals at high risk for developing lung cancer due to a history of tobacco use. The screening involves an evaluation by an NYM physician to determine a patient's risk. If there is risk, then a low-dose computed tomography (CT) scan of the chest will take place, which will provide our team of professionals with images of the patient's lungs. Abnormal scans would require further investigation by our team of dedicated cancer experts.

### **Objective**

To date, the NYM Free Lung Cancer Screening Program has screened 220 individuals<sup>3</sup>. The Fred L. Mazzilli Free Lung Cancer Screening Program seeks to increase that number by at least 100 individuals annually through events like the Free Lung Cancer Screening Program Awareness Day (*Exhibit 13*) and community lectures on smoking cessation. The program will be monitored and assessed on a quarterly basis throughout the three-year duration of the Community Service Plan.

## **VI. Dissemination of the Report to the Public**

The Community Service Plan will be posted on the Hospital's web site, [www.nym.org](http://www.nym.org) and press releases will be sent to all local newspapers announcing its availability on the site or by mail.

## **VII. Maintaining Engagement with Community Partners**

New York Methodist Hospital plans to have quarterly meetings to go over programs and progress (which will include data collection) both with community partners and in-house staff.

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<sup>3</sup> New York Methodist Hospital Department of Pulmonary and Critical Care Medicine, October 2013

**Exhibit 1: Summary of Discharges by Neighborhood, 1990-2012**

Neighborhood	1990	1995	2000	2005	2010	2011	2012	Percentage Change (rounded)	
								2011-2012	1990-2012
Greenpoint/Williamsburg	244	313	563	656	815	833	902	8%	270%
Downtown B'klyn/Heights/Slope	5,700	5,436	5,452	5,221	5,845	5,900	6,162	4%	8%
Bed Stuy/Crown Hts	1,424	2,245	3,449	5,013	6,781	6,982	7,284	4%	412%
East New York	367	409	643	1,026	1,308	1,513	1,547	2%	322%
Sunset Park	1,040	1,034	1,059	947	948	1,054	840	-20%	-20%
Borough Park	2,109	2,788	2,911	2,772	3,127	3,119	3,044	-2%	44%
Flatbush/East Flatbush	1,252	2,111	2,650	3,455	4,070	4,096	4,327	6%	246%
Canarsie/Flatlands	763	889	1,296	1,779	1,982	2,066	2,149	4%	182%
Bensonhurst/Bay Ridge	1,679	1,744	1,838	1,728	2,022	1,945	1,967	1%	17%
Coney Is/Sheeps-head Bay	1,599	2,565	3,418	3,227	3,031	3,169	3,271	3%	105%
Other/Unknown	1,653	1,909	2,042	1,947	2,954	3,479	3,033	-13%	83%
<b>Subtotal</b>	17,810	21,457	25,321	27,771	32,883	34,067	34,526	1%	94%
<b>Newborn</b>	2,886	3,060	3,520	4,461	4,593	4,803	5,033	5%	74%
<b>Total</b>	20,696	24,517	28,841	32,232	37,476	38,870	39,559	2%	91%

**SOURCE: NYM Department of Finance, February 2013**

Exhibit 2: Community callout for feedback, *Thrive magazine*

# COMMUNITY FORUM

Do YOU wish to comment on an article you've read in **Thrive**? We welcome your input. Email [AskThrive@nym.org](mailto:AskThrive@nym.org) and let us know if we have permission to print your submission.

READER LETTERS

THANK YOU FOR YOUR RECENT ATTENTION TO DIABETES IN 'THRIVE.' SO MUCH MORE INFORMATION NEEDS TO BE GIVEN TO THE PUBLIC ABOUT THIS DISEASE AND HOW IT CAN BE PREVENTED. PLEASE CONTINUE TO PROVIDE INSIGHT ABOUT THIS TOPIC.

## DIABETES EDUCATION

We agree that diabetes education is vital. Approximately 79 million Americans have a prediabetic condition that puts them at risk of developing diabetes, but only 11 million of them realize it. In this issue, "Health Quiz" on page 29 provides an opportunity for readers to put their diabetes knowledge to the test.

I READ YOUR SPRING ISSUE WITH GREAT INTEREST, BUT I FOUND ONE THING LACKING: FOLKS FROM A VARIETY OF BROOKLYN NEIGHBORHOODS. "THE GRANDPARENT LEARNING CURVE" FEATURED TWO FAMILIES, BOTH FROM PARK SLOPE. IN THE "MESSAGE FROM THE CEO," MARK MUNDY NOTES, "OUR GOAL IS TO HELP ALL BROOKLYN RESIDENTS BE HEALTHIER, STRONGER AND HAPPIER." WITH THIS IN MIND, I WOULD BE HAPPY TO SEE 'THRIVE' INCLUDE OTHER BROOKLYN COMMUNITIES.

## REPRESENTING BROOKLYN

Thank you for your interest in our publication. We are honored to serve Brooklyn in its entirety, and we take your request to heart. You'll find Flatbush represented in our "Kid Zone" article on page 16, and with each issue we plan to include as many community voices as possible.

I KEPT LATE HOURS WHILE IN GRADUATE SCHOOL AND WORKING PART-TIME, BUT I RECENTLY FINISHED MY DEGREE, STARTED A NEW JOB WITH A 9-TO-5 SCHEDULE AND HAVE TROUBLE FALLING ASLEEP AT NIGHT. I READ YOUR ARTICLE ABOUT SLEEP DISORDERS ["PUTTING SLEEP DISORDERS TO BED," FALL 2013], AND I'M WONDERING IF I HAVE INSOMNIA, AS MY LACK OF SLEEP IS AN ONGOING PROBLEM.

## SLEEP SUPPORT NEEDED

"Acute insomnia is short-term and often related to factors like a change in sleep schedule, stress over a new job or other major life event, physical illness, or environmental factors," says **Jeremy Weingarten, M.D.**, director of the Center for Sleep Disorders at NYM. "If the insomnia persists more than two to three nights a week for longer than a month—particularly if accompanied by a generalized anxiety or depression—you may have chronic insomnia and should consult a physician. Undergoing a sleep study is the best way to find out. Treatment—from medication to adoption of good sleep habits—is available for both acute and chronic insomnia."

Call 718.780.3017 for more information about sleep studies or for an appointment.

Source: *Thrive magazine*, Fall 2013 issue

### Exhibit 3: Community Health Survey

SurveyMonkey, Inc (US) <https://www.surveymonkey.com/s/NYMSurvey> 781 washingtc

**nym**  
NEW YORK METHODIST HOSPITAL

**Community Health Survey**

Your opinion is important to us!

The purpose of this survey is to get your opinion about health issues that are important in your community. New York Methodist Hospital will use the results of this survey and other information to help target health programs in your community. Please complete only one survey per adult 18 years or older. Your survey responses are anonymous. Thank you for your participation.

**1. In what neighborhood, or ZIP code, do you live?**

**2. What are the biggest ongoing health concerns in your community? (Please check up to 3)**

<input type="checkbox"/> Asthma/lung disease	<input type="checkbox"/> HIV/AIDS, sexually transmitted diseases (STDs)
<input type="checkbox"/> Cancer	<input type="checkbox"/> Mental health/depression/suicide
<input type="checkbox"/> Child health & wellness	<input type="checkbox"/> Obesity/weight loss issues
<input type="checkbox"/> Diabetes	<input type="checkbox"/> Safety
<input type="checkbox"/> Drug & alcohol abuse	<input type="checkbox"/> Tobacco use/secondhand smoke
<input type="checkbox"/> Environmental hazards	<input type="checkbox"/> Vaccine preventable diseases
<input type="checkbox"/> Heart disease & stroke	<input type="checkbox"/> Women's health & wellness
<input type="checkbox"/> Other (please specify)	

**3. What prevents people in your community from getting medical treatment? (Please check up to 3)**

<input type="checkbox"/> Cultural/religious beliefs	<input type="checkbox"/> Language barriers
<input type="checkbox"/> Don't know how to find doctors	<input type="checkbox"/> No insurance

Source: <https://www.surveymonkey.com/s/NYMSurvey> (view complete survey)

# Exhibit 4: Community Health Needs Survey on NYM's homepage

www.nym.org

EMERGENCY DONATE

Send an eCard Contact Us Locations Directions

Call 718.780.3000

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The Institute for Women's Health addresses the unique needs of women.

**FIND A DOCTOR**

**OUR SERVICES**

**BIRTHING CLASSES & TOURS**

**Stroke Reversal Treatment**  
As part of our commitment to providing the best care for a wide array of stroke situations, NYM offers advanced "stroke reversal" alternatives to tPA. [MORE](#)

**Free Lung Screening**  
NYM's Fred L. Mezzilli Lung Cancer Screening Program is currently being offered at no cost. Call 718.780.LLUNG for more information, or to arrange a screening. [MORE](#)

**In the News**

**Community Health Survey**  
In your opinion, what health issues are important in your community? Let us know here. Results are anonymous. Thank... [MORE](#)

**New Center Planned**  
New York Methodist Hospital unveiled preliminary plans for construction of a new outpatient care building, the Center... [MORE](#)

**September Calendar Items**  
New York Methodist Hospital offers a free Breastfeeding Support Group for new mothers. This group meets weekly on... [MORE](#)

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Charity Care/Financial Aid

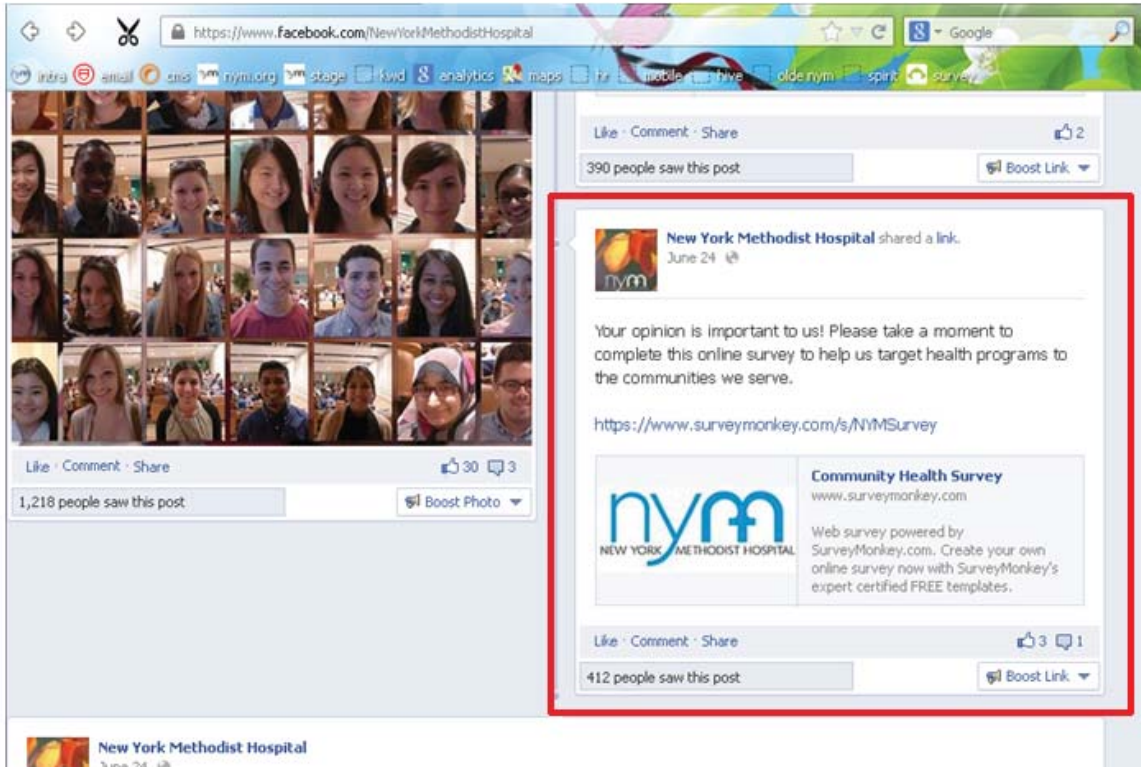
LANGUAGES WE HEAR YOU

*Spirit of Women*  
spiritofwomen.com

Source: [www.nym.org](http://www.nym.org), August 2013

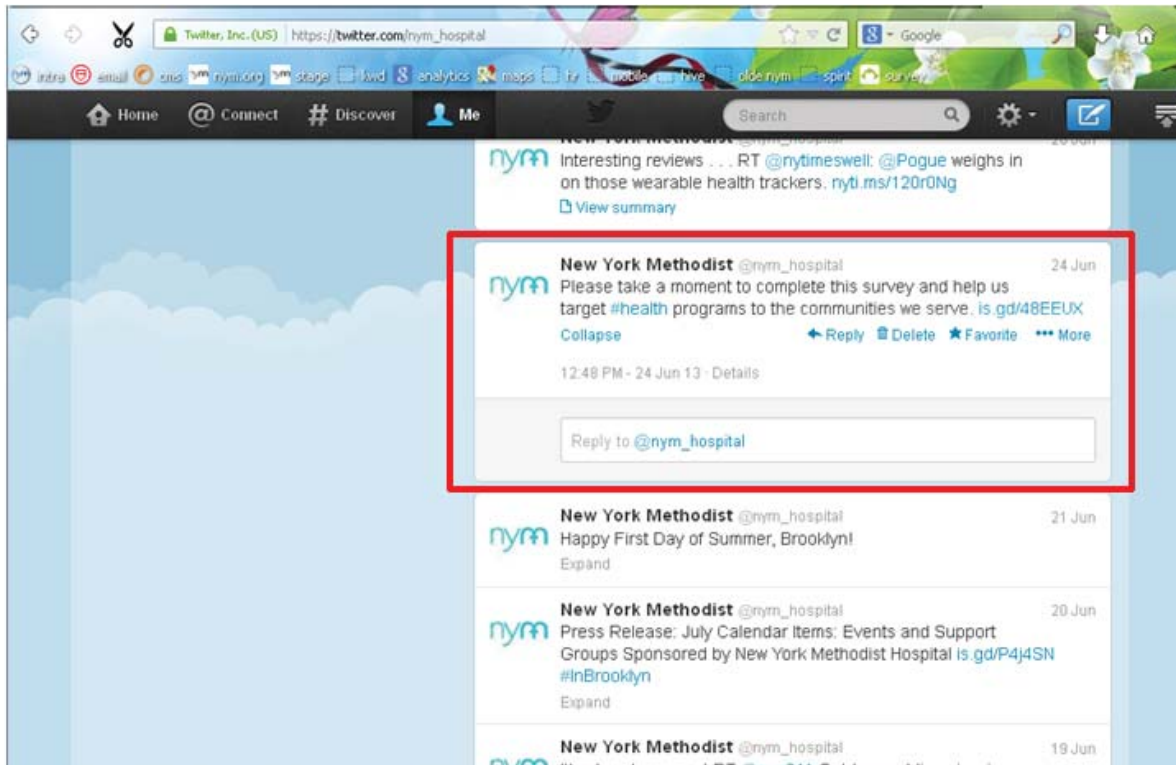


Exhibit 5: Post asking fans to complete Community Health Survey on NYM's facebook page



Source: [www.facebook.com/NewYorkMethodistHospital](http://www.facebook.com/NewYorkMethodistHospital), June 2013

Exhibit 6: Tweet asking followers to complete Community Health Survey on Twitter



Source: [www.twitter.com/nym\\_hospital](http://www.twitter.com/nym_hospital), June 2013

## Exhibit 7: Community Health Needs Survey Collected Responses

The screenshot shows the SurveyMonkey interface for a survey titled "Community Health Survey" in the "Healthcare" category. The page has three tabs: "Design Survey", "Collect Responses", and "Analyze Results". Below the tabs, there is a text block explaining that the following list shows current collectors and provides an "+ Add Collector" button. A promotional banner for "Buy a Targeted Audience" is visible. A table lists the collectors, with one entry "Web Link (Web Link: /s/NYMSurvey)" having a status of "OPEN" and 393 responses. The "Responses" and "Date Modified" columns for this entry are circled in red. The footer contains links for "Community", "About Us", and "Policies".

SurveyMonkey, Inc (US) | [https://www.surveymonkey.com/MySurvey\\_CollectorList.aspx?sm=8BHycPMAu5Gd7PqL9QeHbB0UYdk4XGDLu95GLwU6lGA\\_3D](https://www.surveymonkey.com/MySurvey_CollectorList.aspx?sm=8BHycPMAu5Gd7PqL9QeHbB0UYdk4XGDLu95GLwU6lGA_3D)

SurveyMonkey® Upgrade newyorkmethodist

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### Community Health Survey

Healthcare Design Survey Collect Responses Analyze Results

Below is a list of the collectors you are currently using to collect responses. To view the details or change the properties of an existing collector, just click the name. To collect more responses for this survey from a different group of people, click "Add New Collector". + Add Collector

**NEW Buy a Targeted Audience:** Need a specific group of people to take your survey? We can help. [Learn more >](#)

Collector Name (Method)	Status	Responses	Date Modified	Actions
<a href="#">Web Link</a> (Web Link: /s/NYMSurvey)	● OPEN	393 responses	October 1, 2013 5:02 PM	<a href="#">Edit</a> <a href="#">Clear</a> <a href="#">Delete</a>

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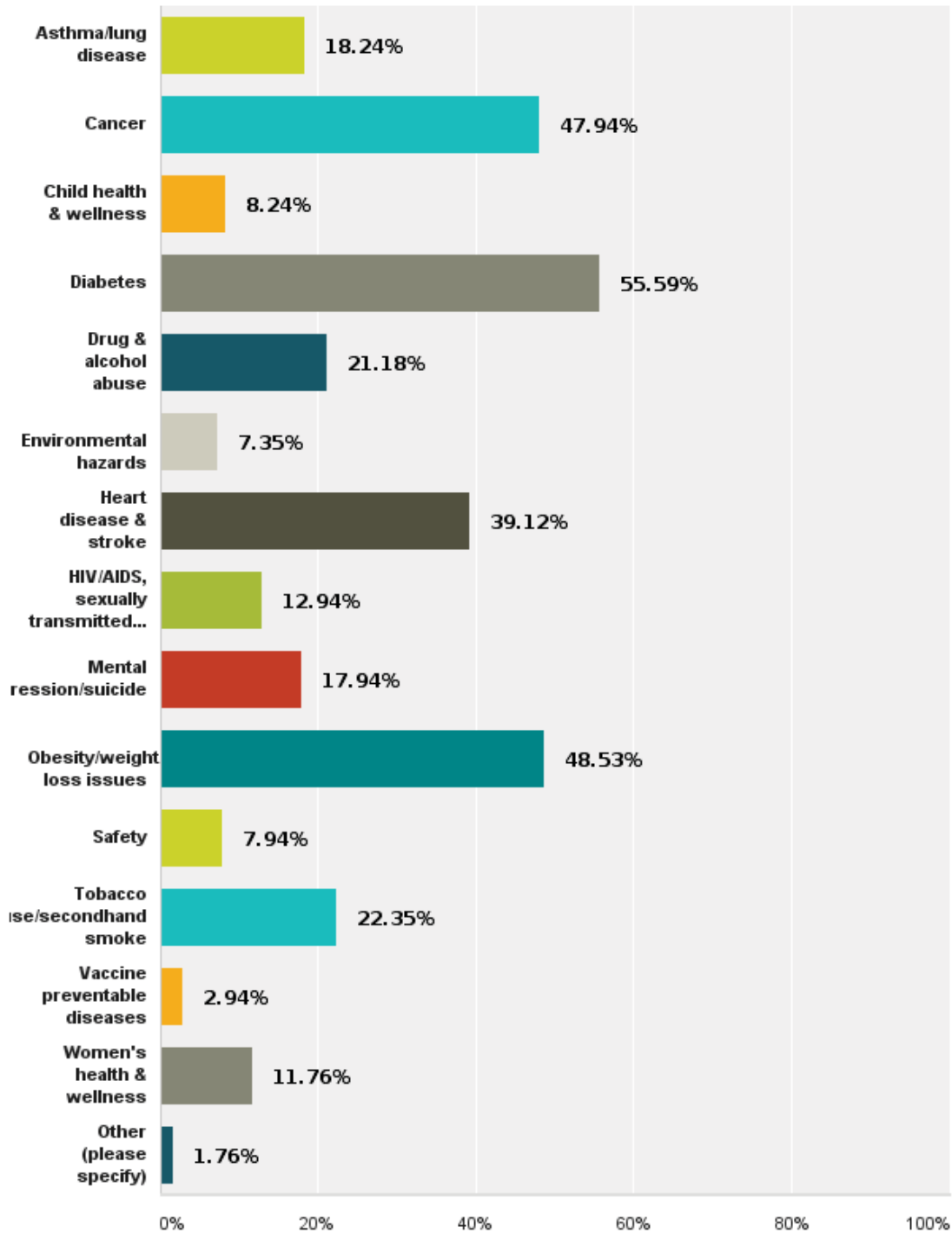
Source: NYM account on surveymonkey.com



Exhibit 8: Responses collected from community health needs survey

**Q2 What are the biggest ongoing health concerns in your community? (Please check up to 3)**

Answered: 340 Skipped: 7



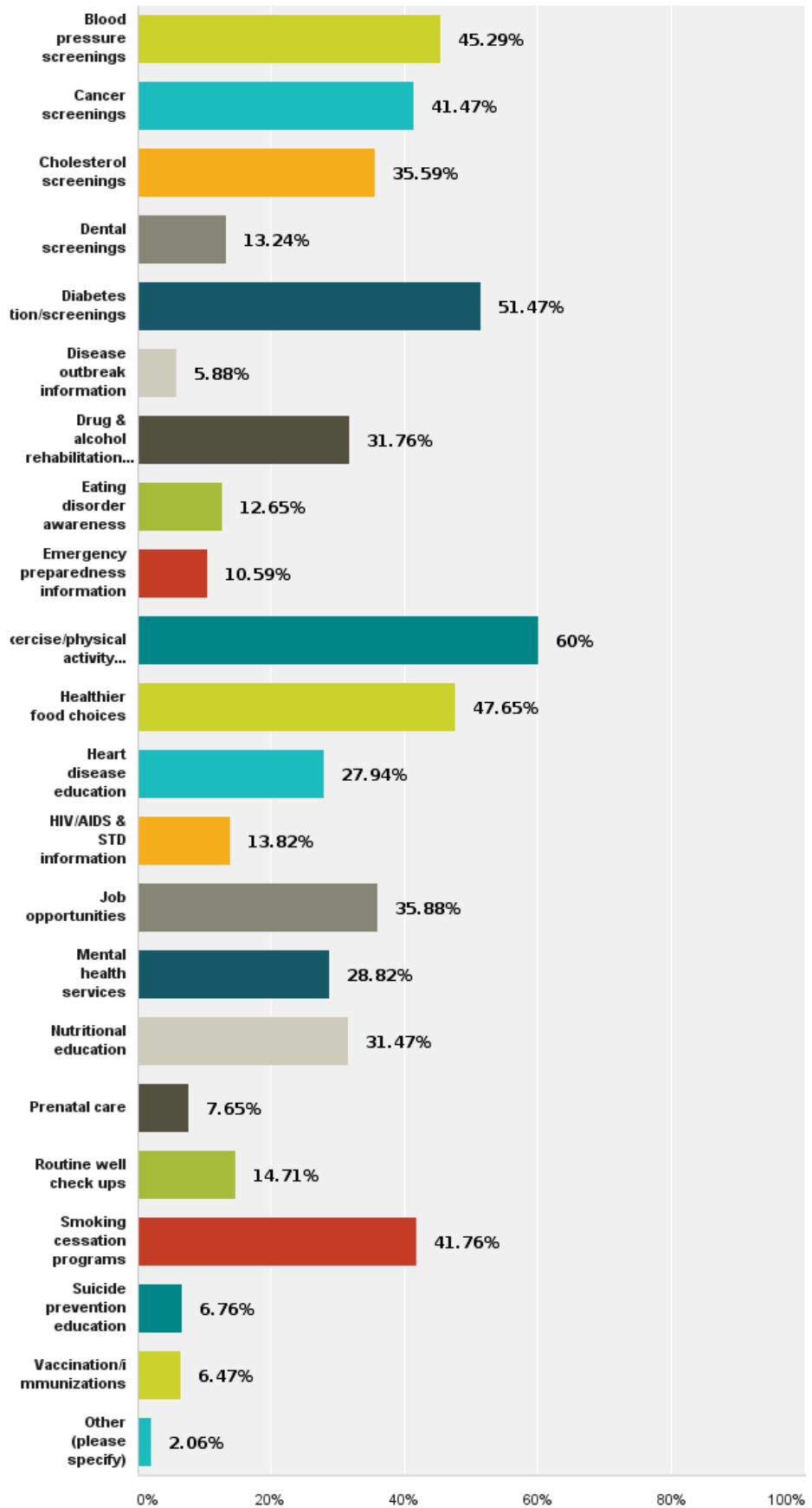
Source: NYM account on surveymonkey.com, September 2013

**Exhibit 8: Responses collected from community health needs survey**

Source: NYM account c  
 surveymonkey.com,  
 September 2013

**Q4 What health screenings or education/information services are most needed in your community? (Please check up to 3)**

Answered: 340 Skipped: 7



# Wellness Walks in Crown Heights



**WEDNESDAYS AT 2:00PM**

(sign up on Mondays)

**Brooklyn Diabetes and Eye Center  
1530 Bedford Avenue**

## **Join a walk and reap the benefits:**

- **Get daily exercise**
- **Learn healthy tips**
- **Make well-informed food choices**
- **Increase self-confidence**
- **Gain support from fellow walkers**
- **Explore healthier options in your own backyard**



Source: New York Methodist Hospital Department of Public Affairs

**Exhibit 10: Wellness Walks Map for the Brooklyn Diabetes and Eye Center**



Source: American Diabetes Association Community Health Interns Janet Lee and Dhruve Patel

**Exhibit 11: Wellness Walks Map for the NYM Medical Associates of Flatbush**



Source: American Diabetes Association Community Health Interns Janet Lee and Dhruve Patel



Exhibit 12: Flyer for Fred L. Mazzilli Lung Cancer Screening Program  
New York Methodist Hospital

**FRED L. MAZZILLI**  
**FREE LUNG CANCER SCREENING PROGRAM**

*The best weapon in the fight against lung cancer is an early diagnosis.*

A screening at NYM begins with a thorough evaluation by a program physician, followed by a low-dose, computed tomography (CT) scan of the chest, which provides detailed images of the patient's lungs. Recent studies have shown that screening with low-dose spiral CT scans, compared to chest X-ray, reduces lung cancer deaths among older heavy smokers by 20 percent.



**WHO SHOULD BE SCREENED?**

*The best way to prevent lung cancer caused by tobacco use is to never start smoking or to quit smoking.*

*Low-dose CT screening is recommended for those people who meet NLST (National Lung Screening Trial) criteria:*

- Current or former smokers aged 55 to 74 years
- A smoking history of at least 30 pack-years
- No history of lung cancer

**For more information or to make an appointment  
please call 718.780.LUNG (5864).**



Source: New York Methodist Hospital Department of Public Affairs

Exhibit 13: Flyer for Fred L. Mazzilli Lung Cancer Screening Awareness Day

**FRED L. MAZZILLI  
LUNG CANCER SCREENING AWARENESS DAY**



- Free spirometry (lung function) screenings
- Appointments for free lung cancer screenings (must meet pre-qualifying criteria)
- Educational lecture (light refreshments served)
- Informational brochures and giveaways
- Respiratory specialists available to answer questions
- Celebrity appearances by Lee Mazzilli and L.J. Mazzilli

**SATURDAY, NOVEMBER 16, 2013  
11:00AM-4:00PM**

New York Methodist Hospital  
Carrington Pavilion Atrium  
506 Sixth Street  
Brooklyn, NY 11215

Please call 718.780.5367 for more information  
and to register for the lecture.



Source: New York Methodist Hospital Department of Public Affairs

New York Methodist Hospital

Community Service Plan 2014-2016

**Attachment 1 - Meeting Dates and Outcomes**

**Exhibit 1:** Fri, 01.11.13: HANYS Community Health Webinar

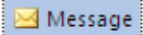

**LOGIN INSTRUCTIONS - Community Health Webconference - Overview**

Christopher Guyon [CGuyon@hanys.org]

Sent: Wed 1/9/2013 4:35 PM

To:

---

 Message  Handouts\_01-10-13.pdf (51 KB)

---

As you will see in the attached Power point presentation, the Department of Health will be providing a brief overview of the 2013 CSP requirements, including the Prevention Agenda. Please come prepared to ask them detailed questions about aspects of the new CSP requirements and the Prevention Agenda to ensure you will have a better understanding of all of the new requirements.

---

You are registered for the following webconference:

Topic: ***Community Health Webconference - Overview***  
Date: **Friday, January 11, 2013 10:00 am, Eastern Standard Time**  
Password: **Health2** (password is case sensitive)  
Meeting ID: **715 024 707**

**Please login on your computer first, before calling in for the audio portion of the webconference.**

**LOGIN INSTRUCTIONS:**

1. [Click here](#) to join the online event.

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM



**Exhibit 2:** Tues, 01.29.13: HANYS Community Health Webinar – Data Usage

**Survey and Recording for Community Health Data Usage**

Christopher Guyon [CGuyon@hanys.org]

Sent: Wed 1/30/2013 9:09 AM

To:

Thank you for participating in HANYS' Community Health Webconference - Data Usage on January 29, 2013. Should you have any further questions regarding the presentation, please contact Sheila Taylor or at (518) 431-7717

So that we may continue to provide you with training and education that meet your needs, we would appreciate your clicking on the link below to complete a short on-line survey about the program content and delivery.

<http://www.surveymonkey.com/s/FS6FLTV>

We have also included a link to the event recording for your convenience.

<https://hanys.webex.com/hanys1sr.php?>

[AT=pb&SP=EC&rID=58786572&rKey=0296fa21e35dae1b](https://hanys.webex.com/hanys1sr.php?AT=pb&SP=EC&rID=58786572&rKey=0296fa21e35dae1b)

Thank you and have a great day!

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 3:** Fri, 02.20.13; 9:30am-11am: GNYHA Community Health Forum conference call with DOHMH, going over CSP, IRS Form 990 & Schedule H



**Greater New York Hospital Association**

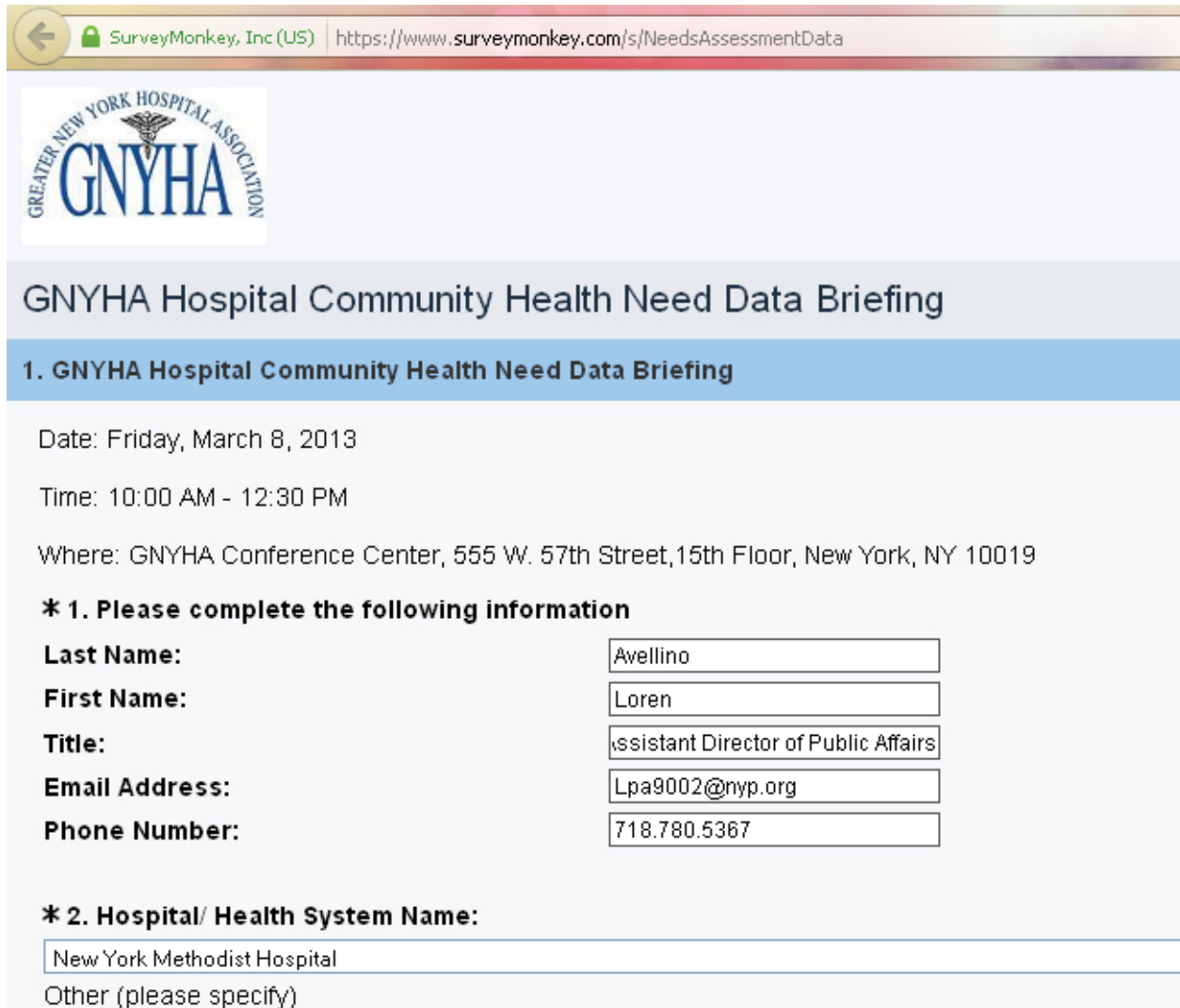
555 West 57th Street / New York, N.Y. 10019 / (212) 246-7100 / FAX (212) 262-6350  
Kenneth E. Raskie, President

**Community Health Forum**  
**Friday, February 22, 2013**  
**9:30 a.m. -11:00 a.m.**  
**Conference Call**  
**Dial-In: (888) 428-7458**  
**Reservation ID: 90458**

AGENDA	
<b>I. Welcome and Introductions</b>	<b>Mr. Bishop</b>  <b>Arlene Ortiz-Allende</b> Senior Vice President St. Barnabas Hospital
<b>II. Sequestration and the Next Fiscal Cliff</b>	<b>Jon Cooper</b> Vice President Government Affairs GNYHA
<b>III. NYC DOHMH Community Transformation Grant Projects</b>	<b>Andrew Goodman, MD, MPH</b> Deputy Commissioner Division of Health Promotion and Disease Prevention NYC Department of Health and Mental Hygiene
<b>IV. New York State Community Service Plans/ IRS Schedule H Update</b>	<b>Mr. Bishop</b> <b>Ms. A. Osorio</b> <b>Ms. L. Osorio</b>
<b>V. Policy Update</b>	<b>Mr. Bishop</b> <b>Ms. L. Osorio</b>

Source: GNYHA Community Health Forum

**Exhibit 4:** Fri, 03.08.13; 9:30am-12:30pm: in-person meeting at GNYHA



The screenshot shows a web browser window with the SurveyMonkey logo and URL. Below the browser bar is the GNYHA logo, which includes the text "GREATER NEW YORK HOSPITAL ASSOCIATION" and "GNYHA". The main heading is "GNYHA Hospital Community Health Need Data Briefing". Below this is a section titled "1. GNYHA Hospital Community Health Need Data Briefing". The registration details are as follows:

Date: Friday, March 8, 2013  
Time: 10:00 AM - 12:30 PM  
Where: GNYHA Conference Center, 555 W. 57th Street, 15th Floor, New York, NY 10019

**\* 1. Please complete the following information**

<b>Last Name:</b>	Avellino
<b>First Name:</b>	Loren
<b>Title:</b>	Assistant Director of Public Affairs
<b>Email Address:</b>	Lpa9002@nyp.org
<b>Phone Number:</b>	718.780.5367

**\* 2. Hospital/ Health System Name:**

New York Methodist Hospital
Other (please specify)

Source: Screenshot of GNYHA meeting registration via Survey Monkey

**Exhibit 5:** Fri, 03.15.13: Email follow-up with representatives from NYS DOH

**CHNA follow up**

**Priti** R. Irani [pri01@health.state.ny.us]

You replied on 3/15/2013 11:40 AM.

Sent: Fri 3/15/2013 11:13 AM  
To: Loren P. Avellino  
Cc: Sylvia J. Pirani

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Hello Ms. Avellino,

Sylvia did ask me to follow up with Ms. Hill, and as I was thinking of how best to respond, Sylvia forward your email to me. I have left you voice mail. Here are responses to your questions, and it would still be helpful to discuss how best to support your needs.

1. Template or Sample CHNA.  
The CSP guidance is a template. However if there are specific aspects that you have trouble writing up, please let me know. Here are good examples of CHNAs.

**Nyack Hospital, Rockland County** <http://www.nyackhospital.org/pdf/CSP2009-2011-website-final.pdf>  
Thoughtful follow-through on improvement process.

**Woman's Christian Association, Chautauqua** <http://www.wcahospital.org> Click - Your Health - WCA Community Health and Wellness Report Spring Annual Report  
Click - Latest News  
Good balance of information, data and improvement findings.

**North Shore University/Long Island Jewish (NS/LIJ) Health System: 9 Hospitals** <http://www.northshorelij.com> (in the "About Us"/ "Community Service Plans" section)  
Evidence-based approach on old (tobacco prevention and control) and new health (injury prevention) issue. Worked across sectors.

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 6:** Mon, 03.18.13; 12:00pm-4:30pm: DOHMH Symposium, Fostering A Healthier NYC: A Symposium on Healthier Eating and More Active Living

**Reminder for **Fostering A Healthier NYC: A Symposium on Healthier Eating and More Active Living****

Eventbrite [auto-message@eventbrite.com]

Sent: Sat 3/16/2013 12:01 PM

To: Loren P. Avellino

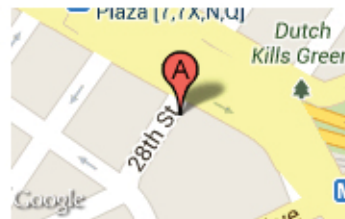
Hi Loren,

Your event is almost here! Check out the details below.

**Fostering A Healthier NYC: A Symposium on Healthier Eating and More Active Living**

Monday, March 18, 2013 from 12:00 PM to 4:30 PM (EDT)

NYC Department of Health & Mental Hygiene (Gotham Center Conference Room 3-32)  
42-09 28th Street Queens, NY 11101-4132



**Print Tickets**

Or get the mobile app to access tickets on your phone.

Have questions about the event?

Show this event

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 7:** Tues, 05.21.13: HANYS Webinar, Understanding the IRS Proposed Rule Requirements for Hospitals To Conduct a Community Health Needs Assessment (CHNA)

**LOGIN INSTRUCTIONS - Understanding the IRS Proposed Rule Requirements for Hospitals to Conduct a Community Health Needs Assessment (CHNA)**

Christopher Guyon [CGuyon@hanys.org]

You forwarded this message on 5/21/2013 11:43 AM.

Sent: Tue 5/21/2013 8:40 AM

To: ranthony@arnothealth.org; Loren P. Avellino; abalko@snch.org; amy.beveridge@oconnorhosp.org; bbittar@chsbuffalo.org; bbittar@chsbuffalo.org; rblake@siuh.edu; jbramnick@chpnet.org; dbriggs@ellenvilleregional.org; gburke@uhfny.org; jburnosk@fideliscare.org; ecampbell@oswegohealth.org; pcaputo@rumcsi.org; castlea@schuylerhospital.org; pchin@ehs.org; jcleaves@shsny.com; Eileen Clinton;

Message | 5-21-13 Handouts.pdf (108 KB)

You are registered for the following webconference:

Topic: *Understanding the IRS Proposed Rule Requirements for Hospitals to Conduct a Community Health Needs Assessment (CHNA)*

Date: **Tuesday, May 21, 2013 9:30 am, Eastern Daylight Time**

Password: **Community2** (password is case sensitive)

Meeting ID: **712 209 777**

**Please login on your computer first, before calling in for the audio portion of the webconference.**

**LOGIN INSTRUCTIONS:**

1. [Click here](#) to join the online event.  
Or copy and paste the following link to a browser:  
<https://hanys.webex.com/hanys/onstage/g.php?d=712209777&t=a&EA=cguyon%40hanys.org&ET=93d0837c0c82c07f76831e2077e46a8d&ETR=7871082921e27f6579139a55810>

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM



**Exhibit 8:** Tues, 06.04.13; 1:30-3:00pm: In-person meeting at NYM with GNYHA, community service plan team, and representatives from NYM's Department of Finance to go over IRS and DOH CSP/CHNA submission requirements

## **NYS Prevention Agenda, IRS Community Health Needs Assessment, and Community Benefit**

### **June 4, 2013 Agenda**

- I. Federal and State Community Benefit Expectations**
  - U.S. Congress/Internal Revenue Service (IRS)
  - N.Y.S. Public Health and Health Planning Council (PHHPC): Prevention Agenda
  
- II. IRS Proposed CHNA Rule Requirements**
  - Description of Community Served
  - Community Engagement
  - Engaging Public Health Officials
  - Priority Setting
  - Implementation Plan
  - Public Availability
  - Board Approval
  
- III. NYS Comprehensive Community Service Plan Requirements**
  
- IV. Community Benefit Operations and Reporting**
  - Model Hospital Collection Practices

Source: Amy Osorio, Greater New York Hospital Association



**Exhibit 9:** Mon, 06.10.13: HANYS Webinar, Prevention Agenda Priorities and Interventions

**LOGIN INSTRUCTIONS - Quality Improvement and the Prevention Agenda**

Christopher Guyon [CGuyon@hanys.org]

Sent: Fri 6/14/2013 11:22 AM

To:

Message |  handouts.pdf (900 KB)

You are registered for the following webconference:

Topic: *Quality Improvement and the Prevention Agenda*  
Date: **Monday, June 17, 2013 1:00 pm, Eastern Daylight**  
Password: **Improve2** (password is case sensitive)  
Meeting ID: **711 390 890**

**Please login on your computer first, before calling in for the audio portion of the webconference.**

**LOGIN INSTRUCTIONS:**

[Click here](#) to join the online event.

Or copy and paste the following link to a browser:

<https://hanys.webex.com/hanys/onstage/g.php?d=711390890&t=a&EA=cguyon%40hanys.org&ET=d3e518c33a2f78f9030cf008eec0187c&ETR=d3571ed1f0b7e1572046c4a510c4c9>

1. Type in your name, e-mail address, and password.

The meeting password is: **Improve2**

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 10:** Tues, 09.10.13; 1:00pm-2:00pm: GNYHA Community Health Forum conference call to discuss submission of CSPs and Prevention Agenda




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**Greater New York Hospital Association**

555 West 57th Street / New York, N.Y. 10019 / (212) 246-7100 / FAX (212) 262-6350  
 Kenneth E. Raske, President

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**GNYHA  
 Community Health Forum  
 Conference Call  
 Tuesday, September 10, 2013  
 1:00 p.m. – 2:00 p.m.**

**Dial-In #: 1-877-594-8353  
 Participant Code: 63588269**

AGENDA	
<b>I. Welcome and Introductions</b>	<p><b>Mr. Bishop</b></p> <p><b>Arlene Ortiz-Allende</b>            Senior Vice President            St. Barnabas Hospital</p>
<b>II. Community Service Plan/ Community Health Needs Assessment Update</b> <ul style="list-style-type: none"> <li>• NYS/ CSP Submission Update</li> <li>• IRS/Form 990 Schedule H, 2013</li> <li>• NYC DOHMH Take Care NY Partnerships</li> <li>• NYS DOH Breastfeeding Initiative</li> <li>• GNYHA Obesity Reduction and Prevention Learning Cooperative</li> </ul>	<p><b>Mr. Bishop</b></p>
<b>III. LGBT Issues Update</b> <ul style="list-style-type: none"> <li>• Healthcare Equality Index</li> <li>• GNYHA/NYS Attorney General's Office Meeting</li> </ul>	<p><b>Mr. Bishop</b></p>
<b>IV. NYS Hospital Smoking Ban Law</b>	<p><b>Mr. Bishop</b></p>

Source: Evelyn Guthwin, Greater New York Hospital Association

New York Methodist Hospital

Community Service Plan 2014-2016

Attachment 2 - Community Meeting Dates and Outcomes

Exhibit 1: Wed, 01.09.13; 3:30pm: Meeting with American Diabetes Association (ADA) and Hospital leadership, including NYM physicians

**ADA Following up**

Tracy Leary [TLeary@diabetes.org]

Sent: Wed 1/16/2013 12:19 PM

To: Loren P. Avellino

Hello Lauren –

I hope you are well.

I know that Kevin has reached out to Dr. Giegerich and Ms. Hill; I wanted to follow up with you regarding the programmatic end.

I am very excited that NYM will be our ‘Brooklyn’ hospital, and have given some thought on how we can partner together – at least in the first quarter of this year.

I am interested in hearing your ideas, and to scheduling time to begin planning education sessions at your Flatbush location.

Do you have some time to touch base Tuesday of next week?

**Tracy P. Leary**

*Director of Mission Delivery (Programs & Advocacy)*

American Diabetes Association – Greater New York

333 Seventh Avenue - 17th Floor

New York, New York 10001

212-725-4925 ext. 3435

[tleary@diabetes.org](mailto:tleary@diabetes.org)



MARCH 9, 2013, 10AM - 4PM

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 2:** Mon, 03.25.13; 3:30pm: Conference call with representatives from the DOHMH to discuss the Tobacco Free Hospitals Campaign (TFHC)

**Update mtg with MY Methodist and DOHMH - Monday, March 25, 2013 1:30pm**

Marie Bresnahan [mbresnahan@health.nyc.gov]

You replied on 3/20/2013 5:25 PM.

Sent: Tue 3/19/2013 11:47 AM

To: Loren P. Avellino

Cc: Jenna Mandel-Ricci

Loren,

Jenna and I are looking forward to speaking with you next week on Monday, March 25, 2013 at 1:30pm. We will plan to call you at your office at 718.780.5367.

We are hoping that you will be able to share with us an overview of what NY Methodist is doing related to chronic disease prevention and community partnerships. And, we'd like to share with you some information about various DOHMH resources. I have developed a brief agenda for your review (see below) and I have attached a copy of the NYC DOHMH Tobacco-Free Hospitals Campaign program description.

Proposed agenda:

1. NY Methodist (Loren)
  - a. Chronic disease prevention activities
  - b. NYS Community Service Plan
2. Overview of DOHMH resources (Jenna)
  - a. Healthy retail environments
  - b. Promoting physical activity
  - c. Promoting healthy early childhood settings
  - d. Smoke-free housing
3. NYC DOHMH Tobacco-Free Hospitals Campaign (Marie)
  - a. DOHMH provides resources for hospitals to assess:
    - i. Tobacco-free environments and employee cessation programs
    - ii. In-patient assessment and treatment for tobacco use
    - iii. Out-patient assessment and treatment for tobacco use (to be launched April 2013)
  - b. Hospital involvement

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 3:** Tues, 05.28.13: Phone call follow-up with ADA to discuss intern placement at NYM

**RE: Follow-up**  
Tracy Leary [TLeary@diabetes.org]

You replied on 5/28/2013 4:38 PM.

Sent: Tue 5/28/2013 4:37 PM  
To: Loren P. Avellino; Daphney Leveille

**From:** Loren P. Avellino [mailto:lpa9002@nyp.org]  
**Sent:** Tuesday, May 28, 2013 4:30 PM  
**To:** Daphney Leveille  
**Cc:** Tracy Leary  
**Subject:** RE: Follow-up

Hi ladies,

I am writing to follow up on our conference call. It was nice chatting with you all and I look forward to meeting Jasmine and Natalie. We spoke about coming out next week to meet me and contacts at each of our two off site locations on Wednesday, June 5 (Time: TBD).

My location is:  
New York Methodist Hospital  
506 Sixth Street  
(between 7<sup>th</sup>/8<sup>th</sup> Aves)  
Brooklyn, NY 11215  
Ph. 718.780.5367

The off-site locations are:  
NYM Medical Associates of Flatbush  
1910 Nostrand Avenue  
(between Foster/Newkirk)  
Brooklyn, NY 11226

The Brooklyn Diabetes and Eye Institute  
1530 Bedford Avenue  
(at Eastern Parkway – Prospect Heights/Crown Heights)  
Brooklyn, NY 11216

On Wednesday, I will take Daphne and Jasmine to these locations to meet our point people after they come to the Hospital. We talked about working with the patients at these locations to offer educational sessions (perhaps a walking club or outing to a local supermarket), glucose screenings with Walgreens, and brown bag medication workshops, as well as doing some outreach at local senior centers.

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM, May 2013

**Exhibit 4:** Thurs, 06.06.13; 9:30am: Meeting with the Program Director at Congregation Beth Elohim

**CBE Program**  
Cindy Greenberg [cgreenberg@cbebk.org]  
You replied on 6/7/2013 11:42 AM.  
Sent: Fri 6/7/2013 11:36 AM  
To: Loren P. Avellino; Lyn Hill

Lyn, Loren -

It was great meeting with you yesterday and I look forward to partnering with New York Methodist Hospital.

In terms of the caregiver series dates, how about October 2nd, October 23rd, and Nov. 13th, all Wednesdays, at 7:30 pm.

For CPR, how about October 1st and 2nd in the morning, 9:15 am?

Best, Cindy

--  
Cindy Greenberg  
Program Director  
Congregation Beth Elohim  
[cgreenberg@cbebk.org](mailto:cgreenberg@cbebk.org)

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM



**Exhibit 5:** Thurs, 06.20.13; 12:30pm: Meeting with Director of Public Affairs from St. Joseph's College

**Nice Meeting You**  
Michael Banach [mbanach@sjcny.edu]  
You replied on 6/25/2013 12:25 PM.  
Sent: Fri 6/21/2013 11:51 AM  
To: Loren P. Avellino

Dear Loren,

Thanks for taking the time to meet with me yesterday. I appreciate your insights and ideas for the series in the fall, all of which will help make it a better program.

On the logistical side, what are the deadlines to get things in your quarterly magazine? Can you also send me some specs on that; I was impressed to hear that you guys have such a high circulation, and it might make sense for us to consider advertising some of our graduate programs in there.

Once we have all of the details ironed out and marketing collateral generated, I'll send it over to you. Would you mind sending me a hi-res copy of your logo for inclusion? Please let me know if you have any questions or think of anything else in the meantime.

Thanks and have a great weekend,  
Michael

--

Best regards,

Michael K. Banach  
Director of Public Affairs  
St. Joseph's College - Brooklyn Campus  
718.940.5584

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM



**Exhibit 6:** Tues, 07.23.13; 1:00pm: Meeting with NYM physicians, residents and endocrinology team

New York Methodist Hospital  
Reducing Obesity in Brooklyn via Community Outreach  
Tuesday, July 23, 2013 1pm-2pm

Agenda:

- Community Service Plan Overview
- IRS Community Health Needs Assessment CHNA Requirement Overview
- Obesity Stats for Brooklyn
- NYM Community Health Needs Survey & Results
- Example of Best Practices for Diabetes prevention
- What NYM is doing currently, and what our future plans are
- Feedback and planning

Source: Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 7:** Fri, 08.02.13; 1:00pm: Meeting with DOHMH Community Relations Specialist

**RE: TCNY Ideas for Action**

**Simone** Martin [smartin10@health.nyc.gov]

You replied on 8/23/2013 12:34 PM.

Sent: Fri 8/23/2013 12:33 PM  
To: Loren P. Avellino  
Cc: Ewel Napier; Samuel Friedman



Hi Loren,

Thank you so much for providing this information on what your organization is doing to align with TCNY! I have copied my supervisor Ewel Napier and colleague Sam Friedman. Please feel free to reach out to them moving forward.

Again it was a pleasure meeting you!

Kind regards,

**Simone** Martin, MA, MPA  
Community Relations Specialist  
Office of External Affairs  
Department of Health and Mental Hygiene  
42-09 28th Street, CN 8-126  
Long Island City, NY 11101-4132  
p:347.396.4063 | [smartin10@health.nyc.gov](mailto:smartin10@health.nyc.gov)

  
Health  


**From:** Loren P. Avellino [<mailto:lpa9002@nyp.org>]  
**Sent:** Friday, August 23, 2013 12:13 PM  
**To:** **Simone** Martin  
**Subject:** TCNY Ideas for Action

Hi **Simone**,

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 8:** Wed, 08.21.13; afternoon: Phone call with Director of Student Services at Long Island University

**RE: Student Health Education**  
Virginia Small [Virginia.Small@liu.edu]  
You replied on 8/29/2013 2:21 PM.  
Sent: Thu 8/22/2013 9:18 AM  
To: Loren P. Avellino

Hi Loren,

I thought it might be helpful to follow up our telephone conversation with an email. Below are the items we discussed as a potential collaboration:

1. Offering a series of hands-on workshops during our Health & Wellness Screening Series held the last Wednesday of the first month of each semester-- Fall=September 25, 2013, Spring=January 29, 2014 and Pre-Summer=April 30, 2014 from 10AM-3PM. We discussed your group providing *two 45 minutes sessions*, which must contain the following:
  - a. **September** session should address both National Cholesterol Education Month; Fruit and Veggies - More Matters Month and Whole Grains Month;
  - b. **January** session should address National Blood Donor Month – American Heart Association or issue that are impacted by blood donation;
  - c. **April** session is open for discussion with your group.
  - d. Both Sessions must have a *Pre-Post Test*, that you can develop, but we must approve or we can develop and you approve;
  - e. Both Sessions must have *behavior modification goals* – that we will follow-up on 30/45 days after each session;

Also, I remember you mentioned that there were some screenings offered by your organization. Can you reiterate your offerings, there may have been one of interest where we do not currently have a provider in place.

Looking forward to working together.

Thanks,

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 9:** Thurs, 09.10.13; afternoon: Phone call with representative from NYC Department of Parks & Recreation's Shape Up NYC program.

**RE: Great location for ShapeUp Classes**

Koch, Kendra (Parks) [Kendra.Koch@parks.nyc.gov]

You replied on 9/18/2013 12:29 PM.

Sent: Fri 9/13/2013 11:41 AM  
To: Loren P. Avellino; shapeupnyc (Parks)  
Cc: Janet Lee; Mark A. Doublet; Wright, Jalisa (Parks)

---

**From:** Loren P. Avellino [mailto:lpa9002@nyp.org]  
**Sent:** Tuesday, September 10, 2013 4:20 PM  
**To:** Koch, Kendra (Parks); shapeupnyc (Parks)  
**Cc:** Janet Lee; Mark A. Doublet  
**Subject:** Great location for ShapeUp Classes

Dear Kendra,

Thanks so much for speaking to me earlier. As you know, I started talking to Kalpita Abhyankar early last year about having New York Methodist Hospital be a possible host site for Shape Up NYC. At the time, we did not have much usable or available free space. However we've recently acquired a new satellite location in Crown Heights (which has high need for community health programs). The Brooklyn Diabetes and Eye Center is located at 1530 Bedford Avenue (right off of Eastern Parkway). They have a HUGE open second floor space that would be perfect for exercise classes. We tried unsuccessfully to get something started there with Emblem Health, and since that fell through, I am very eager to put something in that space that would be beneficial to the health of our community.

Please let me know your thoughts. I am happy to arrange a site visit and to give anymore necessary information about the space. I will be available tomorrow, but out of the office from Thurs-Mon. If someone can get back to me on Wednesday, that would be ideal.

Thanks so much and I look forward to working with Shape Up NYC!

Cheers,  
Loren

Loren Avellino  
Assistant Director  
Department of Public Affairs  
New York Methodist Hospital

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 10: Thurs, 09.26.13; 11:00am: Follow up meeting with Fred L. Mazzilli Foundation**

**Fred L. Mazzilli Lung Cancer Screening Awareness Day**

Saturday, November 16<sup>th</sup> 11am to 4pm  
Carrington Pavilion Atrium

**About:**

New York Methodist Hospital's Fred L. Mazzilli Lung Cancer screening program offers free screenings to individuals who are at least 50 years of age that: currently smoke or have a history of 10 years or more of smoking one or more packs a day and/or have been exposed to second hand smoke or asbestos.

The screening involves an evaluation by a NYM physician to determine a patient's risk. If there is risk then a low-dose computed tomography (CT) scan of the chest will take place, which will provide our team of professionals with detailed pictures of their lungs. Abnormal scans would require further investigation by our team of dedicated cancer experts.

Because early detection of lung cancer increases the chances of successful treatment, we encourage people to find out whether or not they have early stage lung cancer, which may have no discernible symptoms.

The Fred L. Mazzilli Lung Cancer Screening Awareness Day will bring attention to this important disease and encourage those at risk to be screened.

**Schedule:**

**11am to 4pm** (informational tables and general screenings will take place throughout the day)

We will have lung cancer experts on site to answer questions, assess risk and schedule screening appointments, spirometry screenings (lung function tests) with respiratory therapists and pulmonologists available to go over results, as well as other health screenings (blood pressure, etc) and giveaways.

Special Activities

**1pm to 2pm:** Lecture on Lung Cancer (food will be served)

**2pm to 3pm:** Photos and Autographs with Former Mets/Yankees Lee Mazzilli and his son Brooklyn Cyclones/drafted by the Mets LJ Mazzilli

**Promotion:**

Source: Amanda Donikowski, Director of Development, NYM



## New York Methodist Hospital - Community Health Needs Assessment 2013

### 1. Description of community being assessed

#### a. Demographics

Although New York Methodist Hospital is located in Park Slope and is an important healthcare, community service and economic anchor in the Park Slope neighborhood, it serves the entire borough of Brooklyn (Kings County).

The late 1990s saw the largest influx of immigration to New York City since the beginning of the 20th century. This dramatically changed the demography of Brooklyn, greatly increasing the number of foreign-born inhabitants of the borough. This wave of immigration was especially unique in that the patterns of immigration were extremely diverse; of the various countries represented by Brooklyn residents, no single one accounts for more than 10 percent of all first-generation immigrants (*Exhibits 1-7*).

According to 2010 US census data<sup>1</sup>, 37 percent of Brooklyn's 2.5 million residents were born outside of the United States and 46 percent of the borough's residents speak a language other than English in the home. The number of men and women is fairly equal, at 47 percent and 53 percent respectively. Nearly 30 percent of Brooklynites have earned a Bachelor's degree or higher, and 78 percent hold a high school diploma. Twenty-two percent of the Brooklyn population live below the poverty line.

#### b. Health Status of Population Served

##### BY DISEASE

##### *Diabetes*

According to data compiled by New York City Department of Health/Mental Hygiene (DOHMH) and New York State Department of Health (NYS DOH), diabetes presents itself disproportionately in Brooklyn, and is especially pervasive in the Brooklyn neighborhoods that New York Methodist Hospital services. Brooklyn's diabetes diagnosis rate is greater than both the city and state averages; the figure for Brooklyn is 10.5%, whereas the city average is 9.7% and the state average is 9.0%. The borough's diabetes hospitalization and diabetes mortality rates are also higher than the respective City and State averages. Brooklyn's diabetes hospitalization rate is 30.3%, while the state rate is 19.0% and the city rate is 26.2%. Similarly, Brooklyn's diabetes mortality rate is 21.5%, while the state rate is 16.6% and the city rate is 19.4%.

Bedford-Stuyvesant/Crown Heights, Sheepshead Bay/Coney Island, Williamsburg/Bushwick, East New York/New Lots, and Sunset Park rank are among the city's neighborhoods with the highest rates of diagnosed adult diabetes cases; in these neighborhoods, the rate of adult diabetes cases hovers between 12.3% and 19.8%.

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<sup>1</sup> [http://www.nyc.gov/html/dcp/html/census/census\\_2010.shtml](http://www.nyc.gov/html/dcp/html/census/census_2010.shtml)

### ***Obesity***

At 25%, Brooklyn's adult obesity rate is higher than both the city and state averages, which are 22.6% and 23.1%, respectively. The Brooklyn neighborhoods most affected by the obesity epidemic are Bedford Stuyvesant/Crown Heights, Borough Park, Williamsburg/Bushwick, and East New York/New Lots, where adult obesity rates are between 27.2% and 37.7%.

Lack of exercise is a related health issue that is especially pervasive in Brooklyn, where the most severely affected areas are Bedford Stuyvesant/Crown Heights, Williamsburg/Bushwick, Park Slope/Brooklyn Heights/Downtown Brooklyn, Flatbush, Canarsie/Flatlands, and East New York/New Lots. Between 80.8% and 90.4% of respondents in these areas reported that they had not exercised in the previous 30 days.

Fruit and vegetable consumption is also particularly low in Bedford-Stuyvesant/Crown Heights, Flatbush, and Borough Park, with 13.4-22.6% of respondents in these areas reporting that they had not eaten any fruits or vegetables the previous day. Consumption of sugar-sweetened beverages is, conversely, particularly high in these neighborhoods, with 27.8% - 45.2% of respondents in these areas claiming that they drink one or more sugary beverages a day.

### ***Heart Health***

Coronary heart disease is another health problem that disproportionately affects Brooklyn. Brooklyn's age-adjusted coronary heart disease mortality rate per 100,000 is 231.8 and its age-adjusted coronary heart disease hospitalization rate per 100,000 is 62.3. The corresponding NYS mortality rate per 100,000 is 169.4, the corresponding NYS hospitalization rate per 100,000 is 46.9, the corresponding NYC mortality rate per 100,000 is 208.1, and the corresponding NYS hospitalization rate per 100,000 is 51.8.

The DOHMH has recorded high rates of coronary disease risk factors (e.g. high blood pressure and high cholesterol) in certain Brooklyn neighborhoods.

High blood pressure is a particularly insidious health problem in Brooklyn, most severely affecting the neighborhoods of Bedford Stuyvesant/Crown Heights, Flatbush, Sheepshead Bay/Coney Island, Williamsburg/Bushwick, and Canarsie/Flatlands. In these neighborhoods, 32.7%-42.3% reported being diagnosed with high blood pressure by a health professional.

According to the DOHMH community health survey, of the five boroughs, Brooklyn has the lowest rate of high cholesterol among adult men and the third-lowest rate of high cholesterol among adult women. That said, one of the city's worst-affected areas is Sheepshead Bay/Coney Island, which accounts for about 10% of New York Methodist Hospital's patient population.

### *Lung Cancer, Smoking*

In Brooklyn, the age-adjusted incidence of lung cancer per 100,000 is 47.5, and the age-adjusted mortality due to lung cancer per 100,000 is 31.2. Both of these figures are significantly higher than the corresponding New York State averages. Brooklyn's rate of lip, oral cavity, and pharynx cancer is also significantly higher than the corresponding New York State average.

The DOHMH Community Survey found that 15.9% of Brooklynites currently smoke—a rate that puts Brooklyn between Bronx and Richmond Counties, which have the highest smoking rates in the city, and Queens and Manhattan, which have the lowest smoking rates. Bedford Stuyvesant/Crown Heights, East New York, Sunset Park, and Coney Island all have smoking rates that are significantly higher than the city average, with rates in these areas in the 15.8% to 29% range.

## **2. Main Health Challenges**

In addition to examining Brooklyn health data provided by the DOHMH, New York Methodist Hospital conducted its own Community Health Needs Survey (*Exhibit 7*) in neighborhoods throughout Brooklyn and at various satellite locations of the Hospital. To date, 393 responses have been collected (*Exhibit 8*). A link to complete the survey also appeared on the Hospital's website (*Exhibit 9*) and on its social media platforms (*Exhibits 10 & 11*). The assessment of the data collected from NYM's Community Health Needs Survey showed an overwhelming response indicating that diabetes and obesity were Brooklynites' chief concerns; (*Exhibits 13 & 14*).

### **BY NEIGHBORHOOD (according to NYC DOHMH 2011 Community Health Survey)**

NYC DOHMH separated all its data into three levels, each of which received its own color; orange represented percentages in line with the city average, green represented particularly low percentages, and red represented high percentages. In order to keep the data in perspective, that system is continued below. In addition, asterisks are placed next to data points that the DOHMH has flagged as potentially unreliable figures.

#### *Bedford Stuyvesant/Crown Heights*

36.6% obese

81% reported that they had exercised in the past 30 days

76.7% reported that they had not ridden a bicycle at all in the past year

92% reported that, on the average weekday, they walk up at least one flight of stairs

15.3% reported that they had not eaten any fruits or vegetables in the previous day

44% reported that they had consumed one or more sugar-sweetened beverages in the previous day.

33.5% reported that a health professional had ever diagnosed them with high blood pressure

25.4% reported that a health professional had ever diagnosed them with high cholesterol

14.3% reported that a health professional had ever diagnosed them with diabetes

17.1% reported that they are current smokers

#### *Flatbush*

25.2% obese

86.1% reported that they had exercised in the past 30 days

73.1% reported that they had not ridden a bicycle at all in the past year

92.7% reported that, on the average weekday, they walk up at least one flight of stairs  
20.3% reported that they had not eaten any fruits or vegetables in the previous day  
32.4% reported that they had consumed one or more sugar-sweetened beverages in the previous day.  
32.8% reported that a health professional had ever diagnosed them with high blood pressure  
22.9% reported that a health professional had ever diagnosed them with high cholesterol  
9% reported that a health professional had ever diagnosed them with diabetes  
15.4% reported that they are current smokers

#### *Sheepshead Bay/Coney Island*

24.8% obese  
76.7% reported that they had exercised in the past 30 days  
71.6% reported that they had not ridden a bicycle at all in the past year  
74% reported that, on the average weekday, they walk up at least one flight of stairs  
11.1% reported that they had not eaten any fruits or vegetables in the previous day  
17.6% reported that they had consumed one or more sugar-sweetened beverages in the previous day.  
34.5% reported that a health professional had ever diagnosed them with high blood pressure  
38.8% reported that a health professional had ever diagnosed them with high cholesterol  
13.8% reported that a health professional had ever diagnosed them with diabetes  
19.9% reported that they are current smokers

#### *Williamsburg/Bushwick*

33.6%\* obese  
73.5% reported that they had exercised in the past 30 days  
84.2% reported that they had not ridden a bicycle at all in the past year  
91.6% reported that, on the average weekday, they walk up at least one flight of stairs  
10.8%\* reported that they had not eaten any fruits or vegetables in the previous day  
31.4% reported that they had consumed one or more sugar-sweetened beverages in the previous day.  
37.7% reported that a health professional had ever diagnosed them with high blood pressure  
25.4% reported that a health professional had ever diagnosed them with high cholesterol  
14.2% reported that a health professional had ever diagnosed them with diabetes  
11.9% reported that they are current smokers

#### *Downtown Brooklyn/Brooklyn Heights/Park Slope*

12.5% obese  
85.6% reported that they had exercised in the past 30 days  
60% reported that they had not ridden a bicycle at all in the past year  
87.3% reported that, on the average weekday, they walk up at least one flight of stairs  
5.8%\* reported that they had not eaten any fruits or vegetables in the previous day  
15.4% reported that they had consumed one or more sugar-sweetened beverages in the previous day.  
28.9% reported that a health professional had ever diagnosed them with high blood pressure  
28.3% reported that a health professional had ever diagnosed them with high cholesterol  
7.1%\* reported that a health professional had ever diagnosed them with diabetes  
10.7%\* reported that they are current smokers

### *Sunset Park*

- 17.2%\* obese
- 72.7% reported that they had exercised in the past 30 days
- 71.2%\* reported that they had not ridden a bicycle at all in the past year
- 89.9%\* reported that, on the average weekday, they walk up at least one flight of stairs
- 10%\* reported that they had not eaten any fruits or vegetables in the previous day
- 38.3%\* reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 29.2% reported that a health professional had ever diagnosed them with high blood pressure
- 20%\* reported that a health professional had ever diagnosed them with high cholesterol
- 12.3%\* reported that a health professional had ever diagnosed them with diabetes
- 29%\* reported that they are current smokers

### *Borough Park*

- 32% obese
- 75.5% reported that they had exercised in the past 30 days
- 74.5% reported that they had not ridden a bicycle at all in the past year
- 89.1%\* reported that, on the average weekday, they walk up at least one flight of stairs
- 13.4%\* reported that they had not eaten any fruits or vegetables in the previous day
- 30.7% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 21.9% reported that a health professional had ever diagnosed them with high blood pressure
- 31.5% reported that a health professional had ever diagnosed them with high cholesterol
- 11.4% reported that a health professional had ever diagnosed them with diabetes
- 15.4% reported that they are current smokers

### *East New York/New Lots*

- 30.7% obese
- 80.8% reported that they had exercised in the past 30 days
- 76% reported that they had not ridden a bicycle at all in the past year
- 90.4% reported that, on the average weekday, they walk up at least one flight of stairs
- 13.3% reported that they had not eaten any fruits or vegetables in the previous day
- 39.4% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 37.2% reported that a health professional had ever diagnosed them with high blood pressure
- 30.1% reported that a health professional had ever diagnosed them with high cholesterol
- 16.4% reported that a health professional had ever diagnosed them with diabetes
- 18.3% reported that they are current smokers

### *Greenpoint*

- 24.8%\* obese
- 75.1%\* reported that they had exercised in the past 30 days
- 71.1%\* reported that they had not ridden a bicycle at all in the past year
- 83.6% reported that, on the average weekday, they walk up at least one flight of stairs
- 17.9% reported that they had not eaten any fruits or vegetables in the previous day
- 26.1%\* reported that they had consumed one or more sugar-sweetened beverages in the previous day.

- 21.9% reported that a health professional had ever diagnosed them with high blood pressure
- 32.4% reported that a health professional had ever diagnosed them with high cholesterol
- 7.3%\* reported that a health professional had ever diagnosed them with diabetes
- 15.2%\* reported that they are current smokers

*Canarsie + Flatlands*

- 27.2% obese
- 83.2% reported that they had exercised in the past 30 days
- 73.7%\* reported that they had not ridden a bicycle at all in the past year
- 88.2%\* reported that, on the average weekday, they walk up at least one flight of stairs
- 12.6% reported that they had not eaten any fruits or vegetables in the previous day
- 38.1% reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 33.4%\* reported that a health professional had ever diagnosed them with high blood pressure
- 24.9% reported that a health professional had ever diagnosed them with high cholesterol
- 12.0%\* reported that a health professional had ever diagnosed them with diabetes
- 15.1%\* reported that they are current smokers

*Bay Ridge/Bensonhurst*

- 15.1% obese
- 76.2% reported that they had exercised in the past 30 days
- 75.7%\* reported that they had not ridden a bicycle at all in the past year
- 90.3% reported that, on the average weekday, they walk up at least one flight of stairs
- 8.5%\* reported that they had not eaten any fruits or vegetables in the previous day
- 27.8%\* reported that they had consumed one or more sugar-sweetened beverages in the previous day.
- 26.5% reported that a health professional had ever diagnosed them with high blood pressure
- 30.3% reported that a health professional had ever diagnosed them with high cholesterol
- 10.8% reported that a health professional had ever diagnosed them with diabetes
- 13.5%\* reported that they are current smokers

**3. Summary of assets and resources that can be mobilized**

New York Methodist Hospital has a community outreach program dedicated to improving the health of Brooklynites through health fairs, its Speakers Bureau, and SchoolTalks/SchoolTours programs.

In addition to the Hospital's resources, NYM has partnerships with community organizations including:

- local faith based organizations like Congregation Beth Elohim, Greenwood Baptist Church, Kingsboro SDA Temple, St. Saviour's RC Church, Church of the Virgin Mary, various United Methodist Churches
- national associations like American Diabetes Association and the American Cancer Society
- government organizations like the NYC Department of Parks and Recreation's Shape Up NYC program, the DOHMH's Take Care New York Program, the DOHMH's Tobacco Free Hospitals Campaign



- local academic institutions like Brooklyn College, Long Island University and St. Joseph's College.

The Hospital also has access to local farmers markets and Prospect Park just one block away from the Hospital.

Other resources include expert speakers drawn from physicians, nurses and other clinical professionals. In addition, volunteers for health fairs and screenings are drawn from the Department of Volunteer Services and from NYM clinical staff

New York Methodist Hospital has partnered with the Fred L. Mazzilli Foundation to continue to offer its Free Lung Cancer Screening Program for individuals who meet National Lung Screening Trial Criteria. The Fred L. Mazzilli Foundation has named NYM as one of its fundraising beneficiaries.

#### 4. Assessment Process & Documentation

##### Community Meeting Dates and Outcomes

Several meetings with local organizations were held during which NYM discussed the community's needs.

- **Tues, 12.11.12:** Meeting with the Fred L. Mazzilli Foundation to discuss possible funding opportunities for NYM's Free Lung Cancer Screening Program. NYM's program was selected as one of the foundation's benefactors.
- **Wed, 01.09.13; 3:30pm:** Meeting with American Diabetes Association (ADA) and Hospital leadership, including NYM physicians, during which Brooklyn's high instances of diabetes and pre-diabetes were addressed. Official partnership as ADA's Brooklyn Hospital partner was established, and NYM has since hosted ADA interns and collaborates with ADA on new community projects. (*Exhibit 1 of Attachment 1; "Community Meeting Dates and Outcomes"*)
- **Thurs, 01.17.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss collaboration and partnership opportunities. An agreement to provide internship and employment opportunities was established.
- **Tues, 03.19.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Mon, 03.25.13; 3:30pm:** Conference call with representatives from the DOHMH to discuss the Tobacco Free Hospitals Campaign (TFHC) and DOHMH's resources available to NYM, and an overview of the CSP/NYM's chronic disease prevention activities. Consideration for NYM as one of DOHMH's TFHC partners and discussion of health bucks as an incentive for community program attendance retention. (*Exhibit 2 of Attachment 1*)
- **Tues, 04.16.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.

- **Thurs, 05.16.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Tues, 05.28.13:** Phone call follow-up with ADA to discuss intern placement at NYM offsite facilities in Central Brooklyn. (*Exhibit 3 of Attachment 1*)
- **Thurs, 05.30.13; 3:15pm:** Meeting with representatives from Park Slope's Church of the Virgin Mary to discuss the needs of their parishioners and how NYM might address them. NYM agreed to host a community health fair at the church during which several screenings such as blood pressure, blood sugar, podiatry and dental screenings were offered on Sunday, September 29, 2013.
- **Thurs, 06.06.13; 9:30am:** Meeting with the Program Director at Congregation Beth Elohim to discuss the needs of their congregation members and how NYM might address them. (*Exhibit 4 of Attachment 1*)
- **Thurs, 06.20.13; 12:30pm:** Meeting with Director of Public Affairs from St. Joseph's College to discuss community service plan and possible outreach/collaboration opportunities. (*Exhibit 5 of Attachment 1*)
- **Fri, 07.12.13; 10:00am:** Meeting with Greater Brooklyn Health Coalition (GBHC) board members to discuss Brooklyn's overall health needs. NYM's CSP was discussed and continued partnership and collaborative efforts were agreed upon.
- **Fri, 07.12.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.
- **Tues, 07.23.13; 1:00pm:** Meeting with NYM physicians, residents and endocrinology team to discuss the pervasive occurrence of diabetes and obesity among Brooklynites and how we might use our resources to address these issues. (*Exhibit 6 of Attachment 1*)
- **Fri, 08.02.13; 1:00pm:** Meeting with DOHMH Community Relations Specialist to discuss Take Care New York (TCNY) goals and how they align with NYM's CSP goals. As a result, NYM submitted their TCNY partner activities in the prevention area priorities. (*Exhibit 7 of Attachment 1*)
- **Wed, 08.21.13; afternoon:** Phone call with Director of Student Services at Long Island University to discuss the needs of their student body and NYM's commitment to community outreach, and CSP development. (*Exhibit 8 of Attachment 1*)
- **Thurs, 09.10.13; afternoon:** Phone call with representative from NYC Department of Parks & Recreation's Shape Up NYC program. A location for free classes at one of NYM's satellite facilities was established. (*Exhibit 9 of Attachment 1*)

- **Thurs, 09.26.13; 11:00am:** Follow up meeting with Fred L. Mazzilli Foundation to discuss the Fred L. Mazzilli Lung Cancer Screening Awareness Day slated for Saturday, November 16, 2013 at NYM (*Exhibit 10 of Attachment 1*).
- **Wed, 10.02.13:** Advisory Board Meeting with Visions (services for the blind and visually impaired) to discuss continued partnership.

## **5. Public Notification**

Input was sought from the public in a number of ways. A Community Health Needs Survey was created and made available on Survey Monkey (*Exhibit 7*). To date we've collected 393 individual responses (*Exhibit 8*). Calls for submission and survey completion appeared on the homepage of New York Methodist Hospital's public website, [www.nym.org](http://www.nym.org) (*Exhibit 9*), and via social media platforms like Facebook and Twitter (*Exhibits 10 & 11*). A "community forum" was established to collect responses to our community health magazine Thrive (circulation 250K Brooklyn residents) and seek input on Brooklyn's health needs (*Exhibit 12*).

**Exhibit 1: Brooklyn Population By Race: 1980-2012**

RACE	1990	2000	2010	2012	2012 Percentag e (rounded) of Total	Change 1990- 2012	Percent Change (rounded) 1990- 2012
White	922,290	892,060	907,550	919,290	36%	-3,000	0%
Black	801,830	875,930	822,560	822,790	32%	20,960	3%
Asian/Other	113,390	207,370	278,730	298,180	12%	184,790	163%
Latino*	466,170	491,960	499,670	512,350	20%	46,180	10%
Total Population	2,303,680	2,467,010	2,508,520	2,552,620	100%	248,940	11%

SOURCE: Woods and Poole Kings County, New York 2013 Data Pamphlet

**Exhibit 2: New York Methodist Hospital Admissions by Race (Including Newborns) 1990-2012 Comparison**

RACE	1990	1995	2000	2005	2010	2012**
White		55%	51%	41%	38.2%	51%
Black		19%	29%	39%	37.8%	42%
Asian/Other		NA	NA	4%	8.5%	7%
Latino*		18%	17%	16%	15.5%	20%

SOURCE: Finance Department, February 2013

\*Latino refers to persons of Spanish origin who may be of any race.

\*\*Calculation method differs from previous years. Latino ethnicity is separately from race.

**Exhibit 3: Brooklyn Neighborhoods of Settlement for the Top 20 Foreign-Born Groups in NYC: 2000**

<b>Flatbush/East Flatbush</b>	<b>207,249</b>
<b>Coney Island/Sheepshead Bay</b>	<b>133,552</b>
<b>East New York</b>	<b>104,261</b>
<b>Bedford Stuyvesant/Crown Heights</b>	<b>97,387</b>
<b>Bay Ridge/Bensonhurst</b>	<b>78,585</b>
<b>Borough Park</b>	<b>70,573</b>
<b>Canarsie/Flatlands</b>	<b>68,860</b>
<b>Sunset Park</b>	<b>59,209</b>
<b>Greenpoint/Williamsburg</b>	<b>58,814</b>
<b>Downtown/Heights/Slope</b>	<b>48,535</b>
<b>Other</b>	<b>4,739</b>
<b>TOTAL</b>	<b>931,764</b>

**SOURCE: NYC Department of Planning, The Newest New Yorkers, 2000**

As of 2009, the top 20 foreign born groups in Brooklyn came from: China, Jamaica, Dominican Republic, Trinidad/Tobago, Mexico, Haiti, Russia, Ukraine, Guyana, Poland, Ecuador, Barbados, Italy, Grenada, Israel, Belarus, Bangladesh, Panama, Pakistan and Uzbekistan.

**SOURCE: U.S. Census Bureau, 2009 American Community Survey-Public Use Microdata Sample Population Division-New York City Department of City Planning**

**Exhibit 4: Brooklyn Population By Age 1970-2012**

Age	1970	1980	1990	2000	2010	2012	2012 Percentage (rounded)	Percent Change (rounded) 1990-2012
<b>Under 5</b>	225,510	176,540	187,390	181,700	177,150	186,860	7%	3%
<b>5-14</b>	460,750	336,410	327,170	371,650	315,760	319,050	13%	-2%
<b>15-34</b>	765,140	744,650	754,870	750,320	792,900	796,550	31%	5.5%
<b>35-54</b>	584,820	470,390	562,350	677,890	665,780	672,640	26%	20%
<b>55-59</b>	146,730	118,750	94,830	106,470	143,000	147,870	6%	56%
<b>60-74</b>	324,340	278,050	256,230	245,310	278,780	294,180	12%	18%
<b>75+</b>	95,930	107,220	120,850	133,680	135,150	135,460	5%	12%
<b>Total</b>	2,603,210	2,232,000	2,303,680	2,467,010	2,508,520	2,552,610	100%	11%
<b>Median Age</b>	30	30.75	32.02	33.16	34.15	34.36		

**SOURCE: Woods and Poole Kings County, New York 2013 Data Pamphlet**



**Exhibit 5: NYM Population by Age: 2012**

<b>Age</b>	<b>2012-Number</b>	<b>2012-Percentage (rounded)</b>
<b>Under 5</b>	6,611	17%
<b>5-14</b>	567	1%
<b>15-34</b>	7,394	19%
<b>35-54</b>	7,549	19%
<b>55-59</b>	2,212	5%
<b>60-74</b>	7,394	19%
<b>75+</b>	7,832	20%
<b>Total</b>	39,559	100%
<b>Median Age</b>	50	

**SOURCE: Department of Finance: February 2013**

**Exhibit 6: New York Methodist Hospital Discharges by Financial Class: 1990-2012**

<b>PAYOR CLASS</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Blue Cross/ Managed Care	4,821	4,869	9,149	8,754	9,644	9,702	9,855
Compensation/ Commercial	2,131	3,860	1,319	879	882	827	767
Medicaid	4,131	5,549	5,851	7,663	8,962	9,543	9,802
Medicare	6,268	8,190	8,495	11,799	13,228	13,710	13,838
Self-Pay	459	669	507	192	167	285	264
<b>SUBTOTAL</b>	<b>17,810</b>	<b>21,457</b>	<b>25,321</b>	<b>28,469</b>	<b>32,883</b>	<b>34,067</b>	<b>34,526</b>
Newborn	2,886	3,060	3,520	4,275	4,593	4,803	5,033
<b>TOTAL</b>	<b>20,696</b>	<b>24,517</b>	<b>28,841</b>	<b>32,744</b>	<b>37,476</b>	<b>38,870</b>	<b>39,559</b>

**SOURCE: Department of Finance, February 2013**

## Exhibit 7: Community Health Survey

SurveyMonkey, Inc (US) <https://www.surveymonkey.com/s/NYMSurvey> 781 washingtc

**nyhm**  
NEW YORK METHODIST HOSPITAL

### Community Health Survey

Your opinion is important to us!

The purpose of this survey is to get your opinion about health issues that are important in your community. New York Methodist Hospital will use the results of this survey and other information to help target health programs in your community. Please complete only one survey per adult 18 years or older. Your survey responses are anonymous. Thank you for your participation.

**1. In what neighborhood, or ZIP code, do you live?**

**2. What are the biggest ongoing health concerns in your community? (Please check up to 3)**

<input type="checkbox"/> Asthma/lung disease	<input type="checkbox"/> HIV/AIDS, sexually transmitted diseases (STDs)
<input type="checkbox"/> Cancer	<input type="checkbox"/> Mental health/depression/suicide
<input type="checkbox"/> Child health & wellness	<input type="checkbox"/> Obesity/weight loss issues
<input type="checkbox"/> Diabetes	<input type="checkbox"/> Safety
<input type="checkbox"/> Drug & alcohol abuse	<input type="checkbox"/> Tobacco use/secondhand smoke
<input type="checkbox"/> Environmental hazards	<input type="checkbox"/> Vaccine preventable diseases
<input type="checkbox"/> Heart disease & stroke	<input type="checkbox"/> Women's health & wellness
<input type="checkbox"/> Other (please specify)	

**3. What prevents people in your community from getting medical treatment? (Please check up to 3)**

<input type="checkbox"/> Cultural/religious beliefs	<input type="checkbox"/> Language barriers
<input type="checkbox"/> Don't know how to find doctors	<input type="checkbox"/> No insurance

Source: <https://www.surveymonkey.com/s/NYMSurvey> (view complete survey)

## Exhibit 8: Community Health Needs Survey Collected Responses

SurveyMonkey, Inc (US) | https://www.surveymonkey.com/MySurvey\_CollectorList.aspx?sm=8BHycPMAu5Gd7PqL9QeHbB0UYdk4XGDlu95GLwU6lGA\_3D

SurveyMonkey® Upgrade newyorkmethodist

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### Community Health Survey

Healthcare Design Survey Collect Responses Analyze Results

Below is a list of the collectors you are currently using to collect responses. To view the details or change the properties of an existing collector, just click the name. To collect more responses for this survey from a different group of people, click "Add New Collector". + Add Collector

**NEW Buy a Targeted Audience:** Need a specific group of people to take your survey? We can help. [Learn more >](#)

Collector Name (Method)	Status	Responses	Date Modified	Actions
<a href="#">Web Link</a> (Web Link: /s.NYMSurvey)	● OPEN	393 responses	October 1, 2013 5:02 PM	<a href="#">Edit</a> <a href="#">Clear</a> <a href="#">Delete</a>

**Community:** [Developers](#) • [Facebook](#) • [Twitter](#) • [LinkedIn](#) • [Our Blog](#) • [Google+](#) • [YouTube](#)

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**Policies:** [Terms of Use](#) • [Privacy Policy](#) • [Anti-Spam Policy](#) • [Security Statement](#)

Source: NYM account on surveymonkey.com

## Exhibit 9: Community Health Needs Survey on NYM's homepage

www.nym.org

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Send an eCard Contact Us Locations Directions

Call 718.780.3000

NEW YORK METHODIST HOSPITAL

Member of New York-Presbyterian Healthcare System

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**Women's Health**  
The Institute for Women's Health addresses the unique needs of women.

FIND A DOCTOR

OUR SERVICES

BIRTHING CLASSES & TOURS

**Stroke Reversal Treatment**  
As part of our commitment to providing the best care for a wide array of stroke situations, NYM offers advanced "stroke reversal" alternatives to tPA. [MORE](#)

**Free Lung Screening**  
NYM's Fred L. Mazzei Lung Cancer Screening Program is currently being offered at no cost. Call 718.780.LLUNG for more information, or to arrange a screening. [MORE](#)

Pay My Bill/Manage Account

Charity Care/Financial Aid

LANGUAGES WE HEAR YOU

**In the News**

**Community Health Survey**  
In your opinion, what health issues are important in your community? Let us know here. Results are anonymous. Thank... [MORE](#)

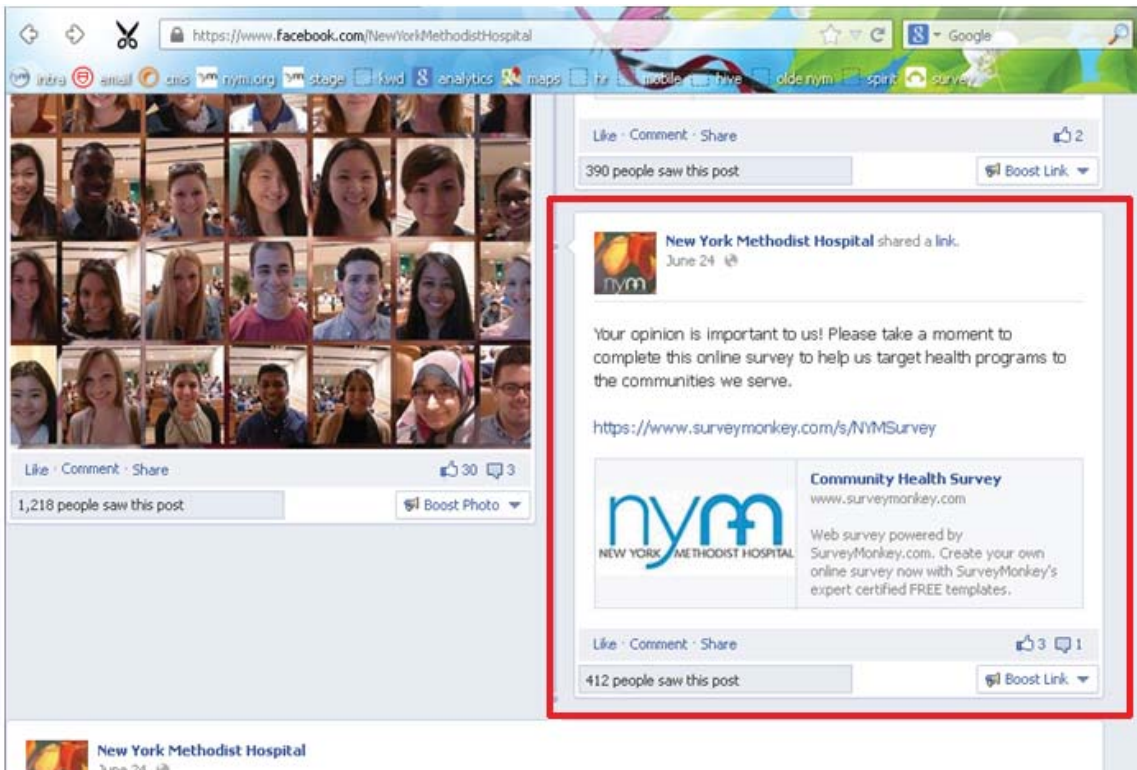
**New Center Planned**  
New York Methodist Hospital unveiled preliminary plans for construction of a new outpatient care building, the Center... [MORE](#)

**September Calendar Items**  
New York Methodist Hospital offers a free Breastfeeding Support Group for new mothers. This group meets weekly on... [MORE](#)

*Spirit of Women*  
spiritofwomen.com

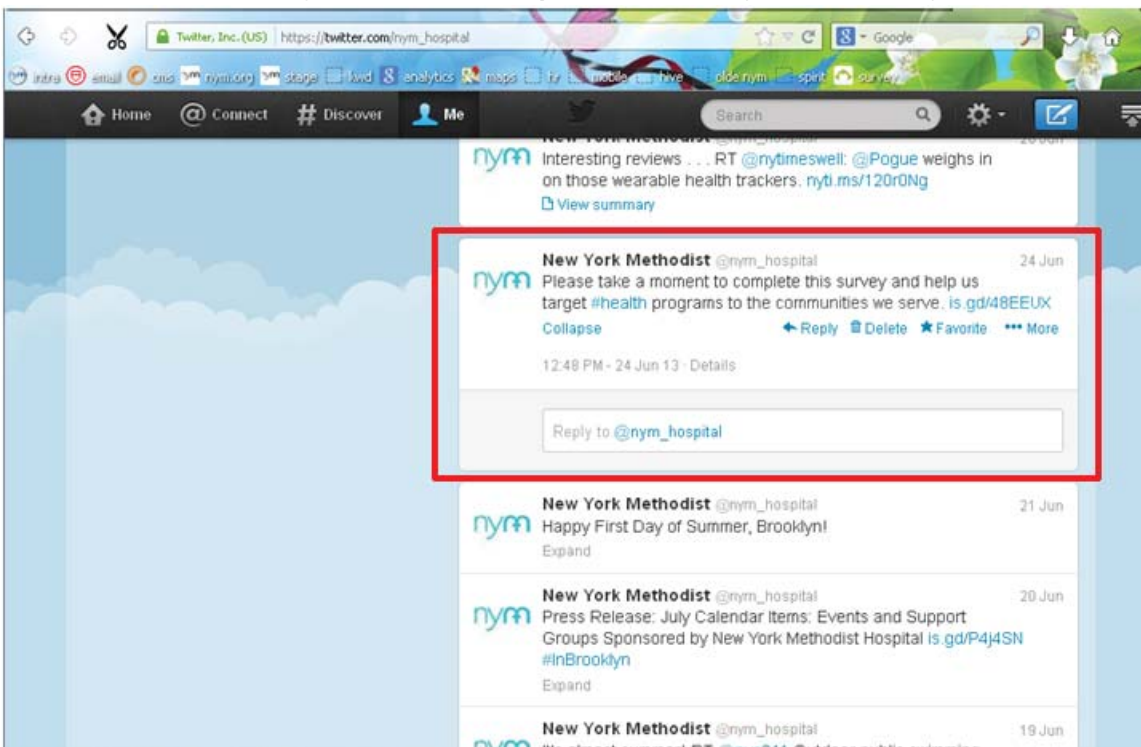
Source: [www.nym.org](http://www.nym.org), August 2013

Exhibit 10: Post asking fans to complete Community Health Survey on NYM's facebook page



Source: [www.facebook.com/NewYorkMethodistHospital](http://www.facebook.com/NewYorkMethodistHospital), June 2013

Exhibit 11: Tweet asking followers to complete Community Health Survey on Twitter



Source: [www.twitter.com/nym\\_hospital](http://www.twitter.com/nym_hospital), June 2013



Exhibit 12: Community callout for feedback, *Thrive magazine*

# COMMUNITY FORUM

Do YOU wish to comment on an article you've read in **Thrive**? We welcome your input. Email [AskThrive@nym.org](mailto:AskThrive@nym.org) and let us know if we have permission to print your submission.

**DIABETES EDUCATION**

THANK YOU FOR YOUR RECENT ATTENTION TO DIABETES IN 'THRIVE.' SO MUCH MORE INFORMATION NEEDS TO GIVEN TO THE PUBLIC ABOUT THIS DISEASE AND HOW IT CAN BE PREVENTED. PLEASE CONTINUE TO PROVIDE INSIGHT ABOUT THIS TOPIC.

We agree that diabetes education is vital. Approximately 79 million Americans have a prediabetic condition that puts them at risk of developing diabetes, but only 11 million of them realize it. In this issue, "Health Quiz" on page 29 provides an opportunity for readers to put their diabetes knowledge to the test.

**REPRESENTING BROOKLYN**

I READ YOUR SPRING ISSUE WITH GREAT INTEREST, BUT I FOUND ONE THING LACKING: FOLKS FROM A VARIETY OF BROOKLYN NEIGHBORHOODS. "THE GRANDPARENT LEARNING CURVE" FEATURED TWO FAMILIES, BOTH FROM PARK SLOPE. IN THE "MESSAGE FROM THE CEO," MARK MUNDY NOTES, "OUR GOAL IS TO HELP ALL BROOKLYN RESIDENTS BE HEALTHIER, STRONGER AND HAPPIER." WITH THIS IN MIND, I WOULD BE HAPPY TO SEE 'THRIVE' INCLUDE OTHER BROOKLYN COMMUNITIES.

Thank you for your interest in our publication. We are honored to serve Brooklyn in its entirety, and we take your request to heart. You'll find Flatbush represented in our "Kid Zone" article on page 16, and with each issue we plan to include as many community voices as possible.

**SLEEP SUPPORT NEEDED**

I KEPT LATE HOURS WHILE IN GRADUATE SCHOOL AND WORKING PART-TIME, BUT I RECENTLY FINISHED MY DEGREE, STARTED A NEW JOB WITH A 9-TO-5 SCHEDULE AND HAVE TROUBLE FALLING ASLEEP AT NIGHT. I READ YOUR ARTICLE ABOUT SLEEP DISORDERS ["PUTTING SLEEP DISORDERS TO BED," FALL 2013], AND I'M WONDERING IF I HAVE INSOMNIA, AS MY LACK OF SLEEP IS AN ONGOING PROBLEM.

"Acute insomnia is short-term and often related to factors like a change in sleep schedule, stress over a new job or other major life event, physical illness, or environmental factors," says **Jeremy Weingarten, M.D.**, director of the Center for Sleep Disorders at NYM. "If the insomnia persists more than two to three nights a week for longer than a month—particularly if accompanied by a generalized anxiety or depression—you may have chronic insomnia and should consult a physician. Undergoing a sleep study is the best way to find out. Treatment—from medication to adoption of good sleep habits—is available for both acute and chronic insomnia."

Call 718.780.3017 for more information about sleep studies or for an appointment.

31

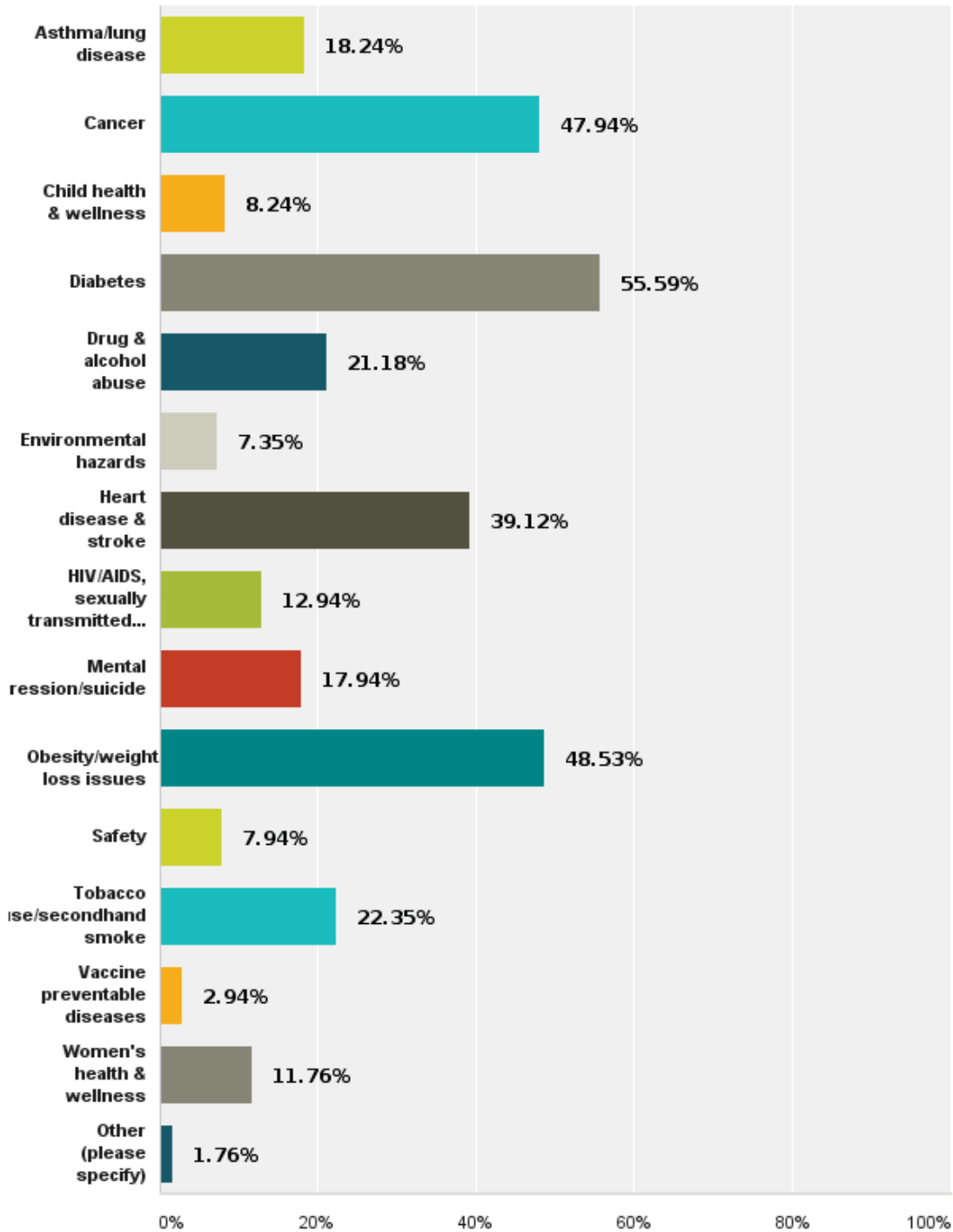
READER LETTERS

Source: *Thrive* magazine, Fall 2013 issue

Exhibit 13: Responses collected from community health needs survey

**Q2 What are the biggest ongoing health concerns in your community? (Please check up to 3)**

Answered: 340 Skipped: 7



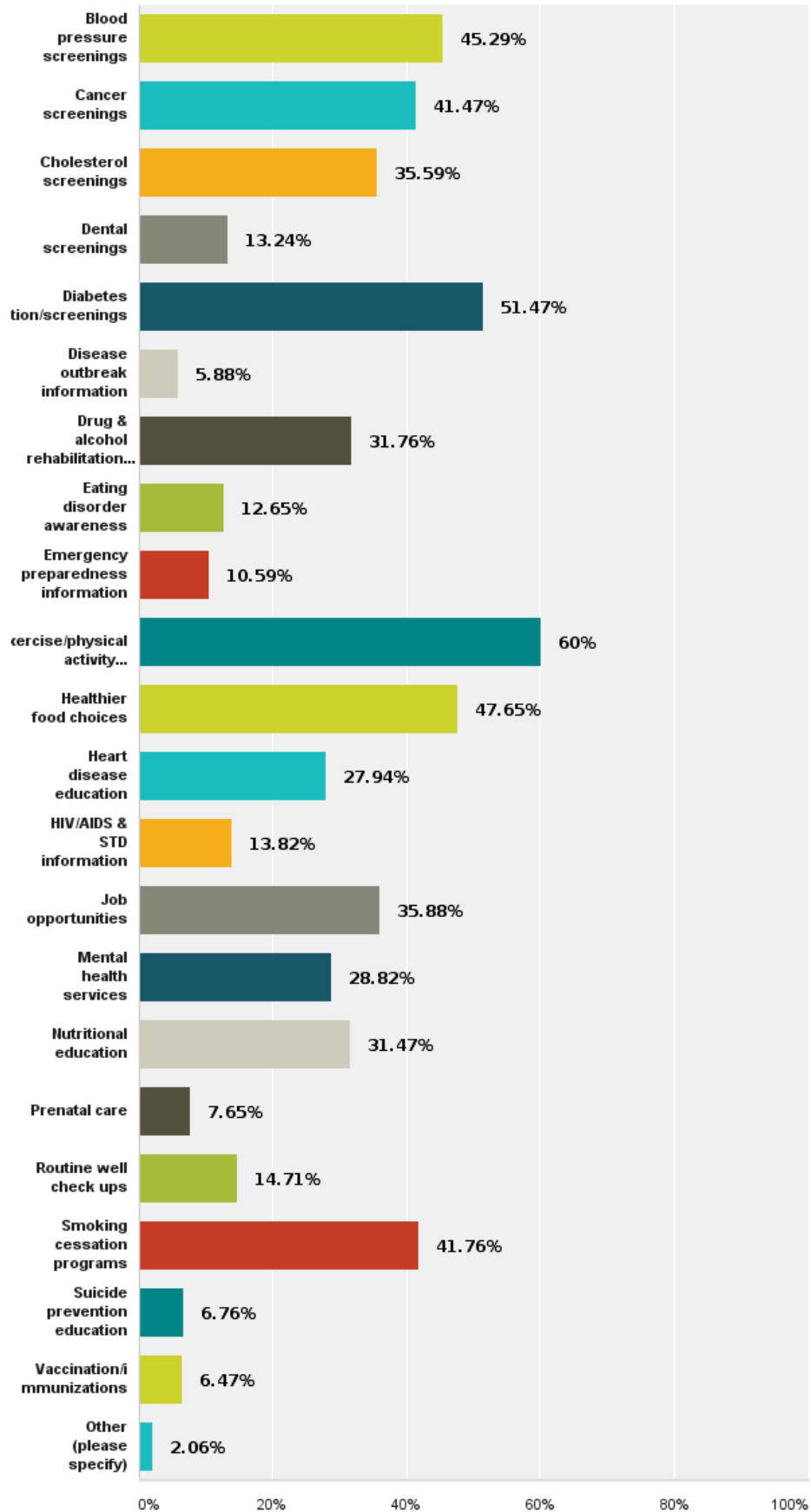
Source: NYM account on surveymonkey.com, September 2013

**Q4 What health screenings or education/information services are most needed in your community? (Please check up to 3)**

Answered: 340 Skipped: 7

**Exhibit 14: Responses collected from community health needs survey**

Source: NYM account on surveymonkey.com, September 2013



New York Methodist Hospital

Community Health Needs Assessment 2013

Attachment 1 - Community Meeting Dates and Outcomes

Exhibit 1: Wed, 01.09.13; 3:30pm: Meeting with American Diabetes Association (ADA) and Hospital leadership, including NYM physicians

**ADA Following up**

Tracy Leary [TLeary@diabetes.org]

Sent: Wed 1/16/2013 12:19 PM

To: Loren P. Avellino

Hello Lauren –

I hope you are well.

I know that Kevin has reached out to Dr. Giegerich and Ms. Hill; I wanted to follow up with you regarding the programmatic end.

I am very excited that NYM will be our ‘Brooklyn’ hospital, and have given some thought on how we can partner together – at least in the first quarter of this year.

I am interested in hearing your ideas, and to scheduling time to begin planning education sessions at your Flatbush location.

Do you have some time to touch base Tuesday of next week?

**Tracy P. Leary**

*Director of Mission Delivery (Programs & Advocacy)*

American Diabetes Association – Greater New York

333 Seventh Avenue - 17th Floor

New York, New York 10001

212-725-4925 ext. 3435

[tleary@diabetes.org](mailto:tleary@diabetes.org)



MARCH 9, 2013, 10AM - 4PM

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 2:** Mon, 03.25.13; 3:30pm: Conference call with representatives from the DOHMH to discuss the Tobacco Free Hospitals Campaign (TFHC)

**Update mtg with MY Methodist and DOHMH - Monday, March 25, 2013 1:30pm**

Marie Bresnahan [mbresnahan@health.nyc.gov]

You replied on 3/20/2013 5:25 PM.

Sent: Tue 3/19/2013 11:47 AM

To: Loren P. Avellino

Cc: Jenna Mandel-Ricci

Loren,

Jenna and I are looking forward to speaking with you next week on Monday, March 25, 2013 at 1:30pm. We will plan to call you at your office at 718.780.5367.

We are hoping that you will be able to share with us an overview of what NY Methodist is doing related to chronic disease prevention and community partnerships. And, we'd like to share with you some information about various DOHMH resources. I have developed a brief agenda for your review (see below) and I have attached a copy of the NYC DOHMH Tobacco-Free Hospitals Campaign program description.

Proposed agenda:

1. NY Methodist (Loren)
  - a. Chronic disease prevention activities
  - b. NYS Community Service Plan
2. Overview of DOHMH resources (Jenna)
  - a. Healthy retail environments
  - b. Promoting physical activity
  - c. Promoting healthy early childhood settings
  - d. Smoke-free housing
3. NYC DOHMH Tobacco-Free Hospitals Campaign (Marie)
  - a. DOHMH provides resources for hospitals to assess:
    - i. Tobacco-free environments and employee cessation programs
    - ii. In-patient assessment and treatment for tobacco use
    - iii. Out-patient assessment and treatment for tobacco use (to be launched April 2013)
  - b. Hospital involvement

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM



**Exhibit 3:** Tues, 05.28.13: Phone call follow-up with ADA to discuss intern placement at NYM

**RE: Follow-up**  
Tracy Leary [TLeary@diabetes.org]

You replied on 5/28/2013 4:38 PM.

Sent: Tue 5/28/2013 4:37 PM  
To: Loren P. Avellino; Daphney Leveille

**From:** Loren P. Avellino [mailto:lpa9002@nyp.org]  
**Sent:** Tuesday, May 28, 2013 4:30 PM  
**To:** Daphney Leveille  
**Cc:** Tracy Leary  
**Subject:** RE: Follow-up

Hi ladies,

I am writing to follow up on our conference call. It was nice chatting with you all and I look forward to meeting Jasmine and Natalie. We spoke about coming out next week to meet me and contacts at each of our two off site locations on Wednesday, June 5 (Time: TBD).

My location is:  
New York Methodist Hospital  
506 Sixth Street  
(between 7<sup>th</sup>/8<sup>th</sup> Aves)  
Brooklyn, NY 11215  
Ph. 718.780.5367

The off-site locations are:  
NYM Medical Associates of Flatbush  
1910 Nostrand Avenue  
(between Foster/Newkirk)  
Brooklyn, NY 11226

The Brooklyn Diabetes and Eye Institute  
1530 Bedford Avenue  
(at Eastern Parkway – Prospect Heights/Crown Heights)  
Brooklyn, NY 11216

On Wednesday, I will take Daphne and Jasmine to these locations to meet our point people after they come to the Hospital. We talked about working with the patients at these locations to offer educational sessions (perhaps a walking club or outing to a local supermarket), glucose screenings with Walgreens, and brown bag medication workshops, as well as doing some outreach at local senior centers.

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM, May 2013



**Exhibit 4:** Thurs, 06.06.13; 9:30am: Meeting with the Program Director at Congregation Beth Elohim

**CBE Program**  
Cindy Greenberg [cgreenberg@cbebk.org]  
You replied on 6/7/2013 11:42 AM.  
Sent: Fri 6/7/2013 11:36 AM  
To: Loren P. Avellino; Lyn Hill

Lyn, Loren -

It was great meeting with you yesterday and I look forward to partnering with New York Methodist Hospital.

In terms of the caregiver series dates, how about October 2nd, October 23rd, and Nov. 13th, all Wednesdays, at 7:30 pm.

For CPR, how about October 1st and 2nd in the morning, 9:15 am?

Best, Cindy

--  
Cindy Greenberg  
Program Director  
Congregation Beth Elohim  
[cgreenberg@cbebk.org](mailto:cgreenberg@cbebk.org)

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 5:** Thurs, 06.20.13; 12:30pm: Meeting with Director of Public Affairs from St. Joseph's College

**Nice Meeting You**  
Michael Banach [mbanach@sjcny.edu]  
You replied on 6/25/2013 12:25 PM.  
Sent: Fri 6/21/2013 11:51 AM  
To: Loren P. Avellino

Dear Loren,

Thanks for taking the time to meet with me yesterday. I appreciate your insights and ideas for the series in the fall, all of which will help make it a better program.

On the logistical side, what are the deadlines to get things in your quarterly magazine? Can you also send me some specs on that; I was impressed to hear that you guys have such a high circulation, and it might make sense for us to consider advertising some of our graduate programs in there.

Once we have all of the details ironed out and marketing collateral generated, I'll send it over to you. Would you mind sending me a hi-res copy of your logo for inclusion? Please let me know if you have any questions or think of anything else in the meantime.

Thanks and have a great weekend,  
Michael

--

Best regards,

Michael K. Banach  
Director of Public Affairs  
St. Joseph's College - Brooklyn Campus  
718.940.5584

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 6:** Tues, 07.23.13; 1:00pm: Meeting with NYM physicians, residents and endocrinology team

New York Methodist Hospital  
Reducing Obesity in Brooklyn via Community Outreach  
Tuesday, July 23, 2013 1pm-2pm

Agenda:

- Community Service Plan Overview
- IRS Community Health Needs Assessment CHNA Requirement Overview
- Obesity Stats for Brooklyn
- NYM Community Health Needs Survey & Results
- Example of Best Practices for Diabetes prevention
- What NYM is doing currently, and what our future plans are
- Feedback and planning

Source: Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 7:** Fri, 08.02.13; 1:00pm: Meeting with DOHMH Community Relations Specialist

**RE: TCNY Ideas for Action**

**Simone** Martin [smartin10@health.nyc.gov]

You replied on 8/23/2013 12:34 PM.

Sent: Fri 8/23/2013 12:33 PM  
To: Loren P. Avellino  
Cc: Ewel Napier; Samuel Friedman



Hi Loren,

Thank you so much for providing this information on what your organization is doing to align with TCNY! I have copied my supervisor Ewel Napier and colleague Sam Friedman. Please feel free to reach out to them moving forward.

Again it was a pleasure meeting you!

Kind regards,

**Simone** Martin, MA, MPA  
Community Relations Specialist  
Office of External Affairs  
Department of Health and Mental Hygiene  
42-09 28th Street, CN 8-126  
Long Island City, NY 11101-4132  
p:347.396.4063 | [smartin10@health.nyc.gov](mailto:smartin10@health.nyc.gov)

  
Health  


**From:** Loren P. Avellino [<mailto:lpa9002@nyp.org>]  
**Sent:** Friday, August 23, 2013 12:13 PM  
**To:** **Simone** Martin  
**Subject:** TCNY Ideas for Action

Hi **Simone**,

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 8:** Wed, 08.21.13; afternoon: Phone call with Director of Student Services at Long Island University

**RE: Student Health Education**  
Virginia Small [Virginia.Small@liu.edu]  
You replied on 8/29/2013 2:21 PM.  
Sent: Thu 8/22/2013 9:18 AM  
To: Loren P. Avellino

Hi Loren,

I thought it might be helpful to follow up our telephone conversation with an email. Below are the items we discussed as a potential collaboration:

1. Offering a series of hands-on workshops during our Health & Wellness Screening Series held the last Wednesday of the first month of each semester-- Fall=September 25, 2013, Spring=January 29, 2014 and Pre-Summer=April 30, 2014 from 10AM-3PM. We discussed your group providing *two 45 minutes sessions*, which must contain the following:
  - a. **September** session should address both National Cholesterol Education Month; Fruit and Veggies - More Matters Month and Whole Grains Month;
  - b. **January** session should address National Blood Donor Month – American Heart Association or issue that are impacted by blood donation;
  - c. **April** session is open for discussion with your group.
  - d. Both Sessions must have a *Pre-Post Test*, that you can develop, but we must approve or we can develop and you approve;
  - e. Both Sessions must have *behavior modification goals* – that we will follow-up on 30/45 days after each session;

Also, I remember you mentioned that there were some screenings offered by your organization. Can you reiterate your offerings, there may have been one of interest where we do not currently have a provider in place.

Looking forward to working together.

Thanks,

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM

**Exhibit 9:** Thurs, 09.10.13; afternoon: Phone call with representative from NYC Department of Parks & Recreation's Shape Up NYC program.

**RE: Great location for ShapeUp Classes**

Koch, Kendra (Parks) [Kendra.Koch@parks.nyc.gov]

You replied on 9/18/2013 12:29 PM.

Sent: Fri 9/13/2013 11:41 AM  
To: Loren P. Avellino; shapeupnyc (Parks)  
Cc: Janet Lee; Mark A. Doublet; Wright, Jalisa (Parks)

---

**From:** Loren P. Avellino [mailto:lpa9002@nyp.org]  
**Sent:** Tuesday, September 10, 2013 4:20 PM  
**To:** Koch, Kendra (Parks); shapeupnyc (Parks)  
**Cc:** Janet Lee; Mark A. Doublet  
**Subject:** Great location for ShapeUp Classes

Dear Kendra,

Thanks so much for speaking to me earlier. As you know, I started talking to Kalpita Abhyankar early last year about having New York Methodist Hospital be a possible host site for Shape Up NYC. At the time, we did not have much usable or available free space. However we've recently acquired a new satellite location in Crown Heights (which has high need for community health programs). The Brooklyn Diabetes and Eye Center is located at 1530 Bedford Avenue (right off of Eastern Parkway). They have a HUGE open second floor space that would be perfect for exercise classes. We tried unsuccessfully to get something started there with Emblem Health, and since that fell through, I am very eager to put something in that space that would be beneficial to the health of our community.

Please let me know your thoughts. I am happy to arrange a site visit and to give anymore necessary information about the space. I will be available tomorrow, but out of the office from Thurs-Mon. If someone can get back to me on Wednesday, that would be ideal.

Thanks so much and I look forward to working with Shape Up NYC!

Cheers,  
Loren

Loren Avellino  
Assistant Director  
Department of Public Affairs  
New York Methodist Hospital

Source: Email inbox for Loren Avellino, Assistant Director of Public Affairs, NYM



**Exhibit 10: Thurs, 09.26.13; 11:00am: Follow up meeting with Fred L. Mazzilli Foundation**

**Fred L. Mazzilli Lung Cancer Screening Awareness Day**

Saturday, November 16<sup>th</sup> 11am to 4pm  
Carrington Pavilion Atrium

**About:**

New York Methodist Hospital's Fred L. Mazzilli Lung Cancer screening program offers free screenings to individuals who are at least 50 years of age that: currently smoke or have a history of 10 years or more of smoking one or more packs a day and/or have been exposed to second hand smoke or asbestos.

The screening involves an evaluation by a NYM physician to determine a patient's risk. If there is risk then a low-dose computed tomography (CT) scan of the chest will take place, which will provide our team of professionals with detailed pictures of their lungs. Abnormal scans would require further investigation by our team of dedicated cancer experts.

Because early detection of lung cancer increases the chances of successful treatment, we encourage people to find out whether or not they have early stage lung cancer, which may have no discernible symptoms.

The Fred L. Mazzilli Lung Cancer Screening Awareness Day will bring attention to this important disease and encourage those at risk to be screened.

**Schedule:**

**11am to 4pm** (informational tables and general screenings will take place throughout the day)

We will have lung cancer experts on site to answer questions, assess risk and schedule screening appointments, spirometry screenings (lung function tests) with respiratory therapists and pulmonologists available to go over results, as well as other health screenings (blood pressure, etc) and giveaways.

Special Activities

**1pm to 2pm:** Lecture on Lung Cancer (food will be served)

**2pm to 3pm:** Photos and Autographs with Former Mets/Yankees Lee Mazzilli and his son Brooklyn Cyclones/drafted by the Mets LJ Mazzilli

**Promotion:**

Source: Amanda Donikowski, Director of Development, NYM