

Do you love the Bronx?

Join #Not62 – The Campaign for A Healthy Bronx!

Take the pledge! Commit to the process!

We bring organizations and individuals together to work collaboratively to improve the health of the Bronx by pledging to live, work, play and pray in a manner that improves the overall health of Bronx County.

Background

Since 2009, the Robert Wood Johnson Foundation County Health Ranking Report has ranked the Bronx as number 62 out of New York State's 62 counties in terms of health outcomes. In response to this, several groups have come together to build a collaborative effort with partners and Bronx residents to improve the health of our borough. "#Not62 – The Campaign for A Healthy Bronx" is a call to action led by the Bronx Borough President's Office, Institute for Family Health - Bronx Health REACH, CUNY's Institute for Health Equity at Lehman College, Montefiore Health System, and the NYC Department of Health and Mental Hygiene's Bronx District Public Health Office.

Mission

Through collaboration and partnership across multiple sectors in the Bronx, the mission of "#Not62–The Campaign for A Healthy Bronx" is to address the social and economic conditions that impact the overall quality of life; and help create an environment where Bronx residents can attain their highest level of health.

Goal

By 2020, the campaign will build a foundation and infrastructure that engages multiple sectors to address the social and economic environment, health behaviors, clinical care, and the physical environment, as identified by the RWJ Foundation County Health Rankings, to improve health outcomes throughout the Bronx.

Objectives

1. Improve social and economic factors, focusing on
 - Education- Support increased access to universal pre-K and the increase in high school graduation rates.
 - Employment- Promote efforts to decrease unemployment.
 - Income- Support the increase in the minimum wage.
 - Family and social support- Increase family and support structures
 - Community safety- Decrease crime rate and support engagement between the community and police.
2. Health Behaviors
 - Physical inactivity- Encourage active living to decrease the percentage of Bronxites who report no physical activity in the past 30 days
 - Adult obesity- Encourage healthy eating to decrease the percentage of Bronxites who report no fruit and vegetable consumption AND decrease the percentage of Bronxites who report consuming one or more sugar-sweetened beverages a day

- Tobacco- Reduce tobacco use
3. Clinical Care
 - Access to health care- Support the increase in health insurance enrollment
 - Quality clinical care- Support clinics and medical practices to achieve clinical best practices, including access to primary care and preventative services.
 - Increase health care equity and integration of health care delivery for all people without regard to source of payment.
 4. Physical Environment
 - Transportation- Increase access to and ease of active transportation (walking and bicycling)
 - Recreation- Increase access to parks and playgrounds
 - Housing- Promote income and racial/ethnic diversity in all housing

Strategies

Building on previous efforts such as the Bronx CAN (Changing Attitudes Now) Health Initiative and the Bronx-wide Campaign to Reduce and Prevent Obesity, #Not62–The Campaign for A Healthy Bronx will bring together stakeholders from across multiple sectors of government, the business community, healthcare providers, community-based groups, faith based organizations and others to address the social and economic factors of health and to work collaboratively to improve health outcomes.

In the next 5 years, #Not62 – The Campaign for A Healthy Bronx will:

- Guide key decision-makers and develop additional strategies to support the goals of the Campaign and integrate a public health framework in planning and programmatic work throughout the borough
- Obtain pledges from all those who live, work, pray, and play in the Bronx i.e. residents, schools, community and faith -based organizations, corporations, public agencies, etc. to sign on to the #Not62 – The Campaign for A Healthy Bronx Pledge:
 - ◇ "I (entity) pledge to live, work, play and pray in a manner that improves the overall health of Bronx county..."
- Support and develop specific initiatives related to each of the Campaign objectives, including marketing and awareness of the Campaign.

Conclusion

We understand that this work is just beginning. We look forward to joining together in developing and deepening the strategies and work of #Not62 – The Campaign for A Healthy Bronx.

To find out how your organization can join us in helping to create an environment where Bronx residents can attain their highest level of health and find out more about the #Not62 - The Campaign for A Healthy Bronx, please contact:

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