

**#Not62**  
**The Campaign for a Healthy Bronx**  
**One-Pager**

**Background**

The 2014 Robert Wood Johnson County Health Ranking Report ranked the Bronx 62 out of the New York State's 62 counties. #Not62 is a collaborative effort led by Bronx Health REACH, the Bronx Borough President's Office, the NYC Department of Health and Mental Hygiene's Bronx District Public Health Office, Montefiore Medical Center, and the CUNY Institute for Health Equity at Lehman College, in response to that finding.

**Mission:**

The goal of #Not62 is to improve strategic health outcomes for Bronx residents by 2020, around positive health behaviors, access to clinical care, social/economic factors, and the physical environment. This initiative builds on two previous efforts- the Bronx CAN (Changing Attitudes Now) Health Initiative, and the Bronx-wide Campaign to Reduce and Prevent Obesity.

**Strategies**

#Not62 will bring together stakeholders from across multiple sectors within City government, the business community, healthcare providers and community-based/faith based organizations to address the determinants of health. In the next 5 years #Not62 will:

- Guide key decision makers with interests in the Bronx on ways to integrate a public health framework into existing work;
- 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 Pledge:  
**"I (entity) pledge to live, work, play and pray in a manner that improves the overall health of Bronx county..."**
- Support related public outreach/public awareness campaigns:
  - Produce and disseminate RWJ County Health Ranking video – completed October 2014
  - "We CAN" bus shelter campaign – launched October 2014
  - Bronx Week – May 2015
  - Bronx Changing Attitudes Now (Bronx CAN) – an ongoing borough wide initiative of the Bronx Borough President to engage Bronx residents to embrace a healthy lifestyle
  - Present We All Want Healthy Children to staff and client base
  - Social Media Campaign

If you are interested in learning more about #Not62, please go to the website of any of the partners listed below:

Bronx Borough President  
[www.bronxboropres@nyc.gov](http://www.bronxboropres@nyc.gov)

The Institute for Family Health/Bronx Health REACH  
[www.bronxhealthreach.org](http://www.bronxhealthreach.org)

Montefiore Medical Center  
[www.montefiore.org](http://www.montefiore.org)

Bronx District Public Office  
<http://www.nyc.gov/html/doh/html/diseases/dpho-homepage.shtml>

CUNY Institute for Health Equity at Lehman College  
[www.lehman.edu/cuny-health-equity](http://www.lehman.edu/cuny-health-equity)