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**WELCOME TCNY'S
NEWEST PARTNERS**

- Brooklyn Chamber of Commerce
- Brooklyn Child and Family Services

For a complete list of TCNY partners, visit www.nyc.gov/health/tcny

NYC Aims to:

1. Promote Quality Health Care for All
2. Be Tobacco Free
3. Promote Physical Activity and Healthy Eating
4. Be Heart Healthy
5. Stop the Spread of HIV and Other Sexually Transmitted Infections
6. Recognize and Treat Depression
7. Reduce Risky Alcohol Use and Drug Dependence
8. Prevent and Detect Cancer
9. Raise Healthy Children
10. Make All Neighborhoods

**TAKE CARE NEW YORK 2012
IMPLEMENTING IDEAS FOR ACTION**

Welcome to the third issue of **Take Care New York 2012** Quarterly Newsletter: **The Power of Partnership**. This issue highlights **Take Care New York Ideas for Action**, a set of innovative achievable activities for each of the 10 priority areas that you can do in your organization or in the community you serve. In this issue we present steps to decrease the consumption of sugar sweetened beverages in your organization and highlight recent smoke-free parks and beaches legislation as a case study of policy in action.

As a member of the more than 500 partner organizations working with the Department of Health and Mental Hygiene to improve the health of all New Yorkers, your active participation is essential to help us reach our **Take Care New York 2012** goals. In order to achieve them, we have asked all partners to identify and work on one or more of the 10 priority areas by engaging in at least one activity from our *Ideas for Action* list. Please visit our **Blog** to let us know what you think about these *Ideas for Action* and to spotlight how your organization has adopted activities to achieve **Take Care New York 2012** goals.

WELCOME MESSAGE FROM THE DIVISION OF POLICY AND EXTERNAL AFFAIRS

I am pleased to announce the integration of **Take Care New York** into the Health Department's new Division of Policy and External Affairs. This Division was created to more effectively coordinate our communications, legislative, and policy activities. It will further serve as a central access point for the public, media, elected officials, and other city and state agencies, and will focus on **Take Care New York** partnership development.

Take Care New York was launched six years ago as a comprehensive health policy for the City and has since become the agency's organizing principle, unifying the agency with a common set of initiatives, indicators, and goals. **Take Care New York's** integration into the Division of Policy and External Affairs reinforces **Take Care New York** as a blueprint for a healthier New York through its communications, policy,

advocacy and partnership activities.

Take Care New York 2012 set many ambitious goals, and we rely on your commitment to take action and implement **Take Care New York** priorities to achieve them. Thank you for your dedication as a **Take Care New York** partner, and I look forward to working together to make New York City even healthier.

Sincerely,

Christina Chang, MPP
Deputy Commissioner
Division of Policy and External Affairs

TAKE CARE NEW YORK UNVEILS IDEAS FOR ACTION

More than 500 organizations have become **Take Care New York** partners, all of whom can play a key role in improving the health of New Yorkers. The health department can serve as a valuable resource for partners, and connect partners with available services and with each other. Community partners provide an “on-the-ground” presence that expands the reach and visibility of **Take Care New York** and implement policies and initiatives to support specific priority areas which are key to **Take Care New York’s** success.

This month **Take Care New York** introduced a new tool for partners—***Ideas for Action***. The development of the *Ideas for Action* came from partners’ request for suggestions on how to support the **Take Care New York** agenda. *Ideas for Action* are a set of achievable and concrete activities for each of the 10 priority areas that you can do in your organization or in the community you serve. Each *Idea for Action* includes a description of a suggested activity and resources for implementation. There are activities in the *Ideas for Action* for every type of organization committed to improving the health of their employees, constituents, patients, and communities.

You can begin to implement many of the ideas today!

You can find the *Ideas for Action* on the **Take Care New York** [webpage](#) by organization type: [Healthcare Provider](#), [Government/School](#), [Businesses](#), and [Non-Profit](#). Simply select the link that best describes your organization for a list of activities.



Activity/Idea for Action:
Open stairwells and post stair use prompts to make simple, daily physical activity more accessible and routine.

The *Ideas for Action* will evolve as new activities and opportunities arise. Partners will be surveyed on a quarterly basis to assess partner participation and to solicit feedback. Your feedback will help in the development of new activities and enhancement of the *Ideas for Action* list of activities.

We want to hear from you! Visit our [Blog](#) and tell us what you think about the *Ideas for Action*.

- What ideas are you most likely going to implement at your organization?
- What activities are you doing that can be added to the *Ideas for Action* list for other partners to implement?

Let us know what we can do to help and what additional resources you need to support your efforts.

If you have questions about implementing any of the *Ideas for Action* or need technical assistance, please contact La’Shawn Brown-Dudley, Partnership Coordinator at takecarenewyork@health.nyc.gov or call 311 and ask for **Take Care New York**.

TAKE CARE NEW YORK BLOG

Visit the **Take Care New York Blog** site <http://pulse.typepad.com/tcny/> and share your comments about these articles with us and other Take Care New York partners. We will blog on policies, health promotion, events, and activities around each of the 10 TCNY priority areas, so be sure to check back frequently.

We look forward to hearing from you!

IDEAS FOR ACTION

Innovative and Achievable Actions that can be Implemented in your Organization

FEATURED IDEA: Decrease Consumption of Sugar-Sweetened Beverages In Your Organization

Recommendation: Implement policies to improve the beverage environment in your workplace by decreasing access to sugar-sweetened beverages and increasing the availability of water and other low calorie drinks.

Putting Ideas into Action:

What Your Organization Can Do

Below are steps that New York City is promoting in its own institutions and contracted agencies. We recommend that your organization promote healthy drinking habits, commit to the items on this list, and circulate this policy to all employees and members.

1. Encourage water consumption; make sure cold tap water is provided at all meetings, conferences and parties.
2. Provide only drinks with no more than 25 calories per 8-ounce serving (water, seltzer, diet sodas, coffee and unsweetened tea) at all functions, including meetings, conferences and parties.
3. Move water, seltzer, fat-free and low-fat milk and other low-calorie beverages to eye level where drinks are for sale.
4. Ensure that onsite vending machines sell only beverages with no more than 25 calories per 8-ounce serving or stock only the bottom two slots with higher-calorie beverages.
5. Limit sales of sugar-sweetened beverages in cafeterias and other places where food is available. Consider selling low-calorie beverages those with less than 25 calories per 8-ounce serving) at a lower price than high-calorie beverages.
6. Educate your staff about the health consequences associated with consuming sugar-sweetened beverages and unhealthy foods: post the *Pouring on the Pounds* poster in cafeterias other high visibility locations and offer copies of the Health Department's [Pouring on the Pounds](#) and [How to Lose Weight and Keep it Off](#) Health Bulletins; call 311 to request copies.



The Facts

Sugar – Sweetened Beverages

- Sugar-Sweetened beverages are the largest single driver of the obesity epidemic.
- Health conditions associated with sugar-sweetened beverage consumption such as overweight, obesity, and diabetes increase employee absenteeism and contribute to lost productivity.
- Healthcare costs are already high and rising. Obesity costs private US employers an estimated \$45 billion per year.
- Outside of the home, worksites are the number one place where sugar-sweetened beverages are consumed.

For more information email pplanos@health.nyc.gov or call (212) 676-2040

POLICY IN ACTION

SMOKE-FREE PARKS & BEACHES

On September 15th 2010, Mayor Bloomberg, NYC Council Speaker Christine Quinn and Councilmember Gale Brewer announced plans to expand the Smoke-Free Air Act to include all New York City public parks and beaches. Smoking is already prohibited in indoor workplaces and park playgrounds. There is no known safe level of exposure to second-hand smoke. Studies have shown that outdoor tobacco smoke levels can be as high as secondhand smoke levels indoors. Even brief exposure to secondhand smoke exposes people to cancer causing chemicals and can result in respiratory changes in a healthy person.

New York City is not the only place that aims to make parks and beaches smoke-free. 469 municipalities—including Los Angeles, Oakland, San Francisco, Salt Lake City and nine jurisdictions in NYS—have prohibited smoking at all or specifically named parks² and 97 municipalities— including Los Angeles, San Diego, Chicago and two jurisdictions in NYS— have prohibited smoking on all or specifically-named city beaches.³ Research shows majority (65%) of New Yorkers support a ban on smoking in parks and beaches.⁴

The New York City Council is holding a hearing on October 14, 2010 on the proposed law. If you are interested in learning more about the hearing or how to testify, contact Take Care New York at takecarenewyork@health.nyc.gov.

Press Release: [New Law Will Expand City's Smoke Free Air Act](#)

THE FACTS

Why Make Parks and Beaches Smoke-Free

1. Second hand smoke is deadly

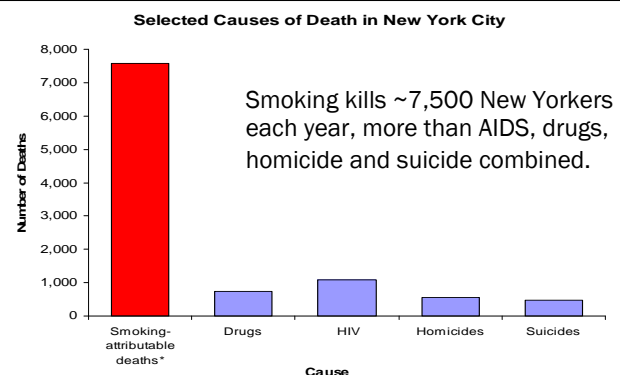
- Secondhand smoke is a Class A carcinogen, causing more cancer deaths than asbestos, benzene, arsenic, and pesticides combined.
- Just 30 minutes of exposure to secondhand smoke can increase risk of blood clots, slow the rate of blood flow through the coronary arteries, and injure blood vessels and interfere with their repair.
- 57% of non-smoking New Yorkers (compared to only 45% of non-smokers in the U.S.) have elevated levels of cotinine in their blood, indicating that they have been exposed to second-hand smoke, even though smoking is prohibited in most indoor spaces.¹
- Even those exposed to low levels of secondhand smoke can have the same type of lung abnormalities seen in regular smokers and are more likely to have reduced lung function and respiratory symptoms.

2. Children learn to smoke by watching adults smoke.

- Children who see adults smoking, are more likely to see smoking as normal and acceptable.
- Adolescents whose parents smoke are nearly three times as likely to start smoking.

3. Cigarettes create hazardous litter.

- Cigarette-related litter is a major source of litter in NYC parks and beaches – 75% of all litter on beaches and 33% in parks.
- Cigarette butts may take over 18 months to decompose.



Source: Department of Health and Mental Hygiene's Bureau of Vital Statistics, January 2007

1. Ellis, JA et al. (2009). Secondhand smoke exposure among nonsmokers nationally and in New York City. *Nicotine Tob Res* 11(4): 362-370.

2. Americans for Nonsmokers' Rights. "Municipalities with Smokefree Park Laws." Updated October 2, 2009. Available at: <http://no-smoke.org/pdf/SmokefreeParks.pdf>.

3. Americans for Nonsmokers' Rights. "Municipalities with Smokefree Beach Laws." Updated October 2, 2009. Available at: <http://no-smoke.org/pdf/SmokefreeBeaches.pdf>.

4. Survey commissioned by the NYC Coalition for a Smoke-Free City, and completed by Zogby International, a polling firm, 2009