

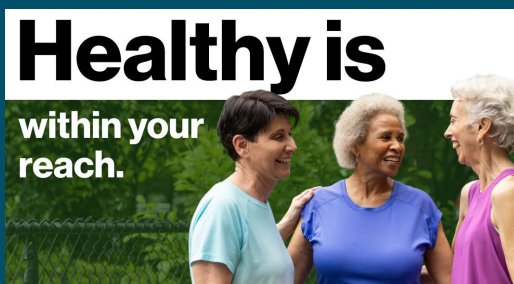


**A Citywide Campaign for
Healthier, Longer Lives**



What Is HealthyNYC?

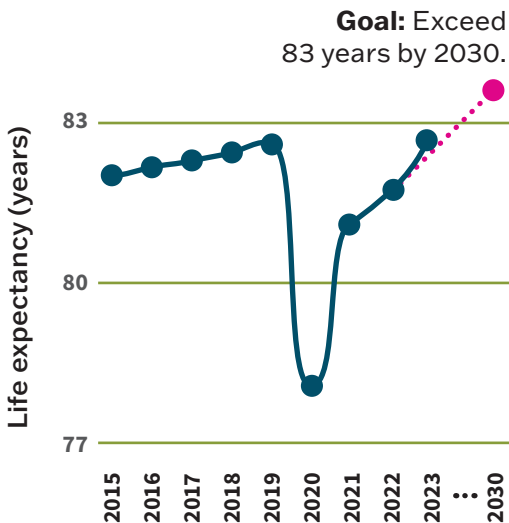
HealthyNYC is NYC's plan to improve the health and well-being of all New Yorkers.



Grounded in data and a commitment to equity, we aim to increase life expectancy in NYC to exceed 83 years by 2030, with equitable progress across all racial and ethnic groups.

Why Is HealthyNYC Needed?

Life expectancy in NYC decreased dramatically in just one year — from 82.6 years in 2019 to 78.0 in 2020. COVID-19 was the major driver of this decrease, but overdose, suicide, violence, and chronic disease also played a role, with Black and Latino New Yorkers being impacted the most.



In response, the City launched HealthyNYC, a comprehensive vision for how we can create a healthier city for all.

What Are HealthyNYC's Goals?

HealthyNYC is committed to improving the health of New Yorkers by setting clear, measurable goals that target the leading causes of reduced life expectancy and address racial health inequities across the city. By 2030, we aim to:

- Reduce overdose deaths by 25%.
- Reduce suicide deaths by 10%.
- Reduce deaths due to cardiovascular disease and diabetes by 5%.
- Reduce deaths due to screenable cancers by 20%.
- Reduce COVID-19 deaths by 60%.
- Reduce homicide deaths by 30%.
- Reduce pregnancy-associated deaths among Black people who give birth by 10%.

These ambitious targets are meant to inspire coordinated action across all parts of the city.

How Can My Organization Contribute to HealthyNYC's Goals?

HealthyNYC unites existing initiatives across vital areas — such as chronic disease, climate change, housing, mental health, and women's health — and aligns them around a set of shared goals. It represents a collective commitment from public, private, and community sectors to drive meaningful, lasting change.

Why Become a Partner?

By becoming a HealthyNYC partner, you will:

- Join a growing network of mission-aligned organizations.
- Participate in convenings and special events that foster shared learning and collaboration.
- Contribute to reaching HealthyNYC's goals in the communities you serve.

We are grateful to all our partners, especially our founding HealthyNYC Champions! To see a full list of our Champions and Supporters, visit **nyc.gov/healthynycpartner**.



How Can My Organization Get Involved?

Here is how you can support this citywide campaign:

- Learn more at **nyc.gov/healthnyc**.
- Sign up to be a partner at **nyc.gov/healthnycpartner**.
- Use our social media toolkit at **bit.ly/healthnyc-social-toolkit** to amplify our messaging.
- Promote HealthyNYC's goals within your community and networks.



If you have any questions, email **healthnyccampaign@health.nyc.gov**.