



Healthcare Association
of New York State

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FOR MORE INFORMATION
WILLIAM VAN SLYKE
(518) 431-7700

**Brookdale University Hospital and Medical Center Receives
HANYS' 2010 Community Health Improvement Award**

**University of Rochester Medical Center and SUNY Downstate Medical Center
Each Earn Honorable Mention**

ALBANY, N.Y. — The Healthcare Association of New York State (HANYS) presented its 2010 Community Health Improvement Award to **Brookdale University Hospital and Medical Center** in Brooklyn for its Live Light . . . Live Right childhood obesity program.

The prestigious Community Health Improvement Award is HANYS' highest honor recognizing outstanding initiatives that improve community health and well being. Established in 1997, the award is presented to facilities and programs that target specific community health issues, demonstrate leadership, collaborate, create partnerships among diverse groups, and achieve quantifiable results.

The Live Light . . . Live Right childhood obesity program is a hospital- and community-based non-profit program that serves obese children, 95% of whom are minorities, and nearly half of whom live in poverty. The initiative aims to achieve optimal clinical management, prevent early onset of diabetes and cardiovascular disease, promote healthy eating and exercise habits, and influence long-term behavior to improve health outcomes. These goals are accomplished by thoughtful integration of multidisciplinary services, including specialized medical care, nutrition and behavioral counseling, and tailored physical fitness training. Since inception, this program has served more than 2,000 children with extremely positive outcomes, enabling ongoing sustainability through public and private funding.

HONORABLE MENTIONS

HANYS presented an Honorable Mention to the **University of Rochester Medical Center** for the Rochester Youth Violence Partnership. The Rochester Youth Violence Partnership is a hospital-based violence intervention program that targets trauma victims under the age of 18 when they present for medical care following a knife or gun injury. Established in 2006, this partnership is headed by University of Rochester Medical Center's regional trauma center and supported by 28 local non-profit, government, and service-based organizations. The hospital serves as the "first responder" by recognizing the problem, identifying at-risk patients, and treating injuries. The program is making a real difference in the community in terms of reducing violence and recidivism, while assuring patient and staff safety in the emergency room.

A second Honorable Mention Award was given to **SUNY Downstate Medical Center** in Brooklyn for its Center for Community Health Promotion and Wellness. The Center for Community Health Promotion and Wellness provides free health education and prevention services both on-site and in the community. This includes lectures, workshops, health screenings for all ages, immunizations, prenatal and expectant family education classes, chronic conditions clubs, and smoking cessation programs, in addition to patient care. The goal is to meet growing community demand and provide a comprehensive health education, awareness, and prevention program to an inner-city community.

HANYS' President Daniel Sisto said, "These are just a few examples of the many innovative programs and services that New York's hospitals and health care providers offer, all with the goal of improving community health. This year's awardees were selected from a field of hundreds of similar proactive community health initiatives from across the state, which collectively represent health care providers' tireless commitment to improving the health and well being of their communities."

The awards were announced Wednesday, June 23, at HANYS' 42nd Annual Membership Conference.

Photos of the award presentation are available at http://www.hanys.org/annual_meeting/2010

HANYS, the only statewide hospital and continuing care association in New York State, represents more than 550 non-profit and public hospitals, nursing homes, home care agencies, and other health care organizations.