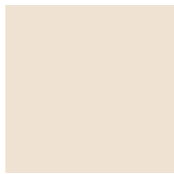
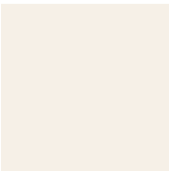
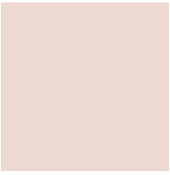
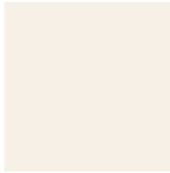


Fund for Public Health in New York

Innovation and Impact in Public Health





The City

New York City is a pacesetter—a place where the best ideas generate the biggest results. Nowhere is this more true than in public health, where the City’s Health Department has provided national and international leadership for more than two centuries.

Yet New York City, like many large urban areas, continues to face critical public health challenges—from high rates of chronic illness to ongoing threats of terrorism—that call for fresh approaches and new solutions.



The Challenge

New York City’s size and diversity present daunting barriers to achieving emergency preparedness, access to quality health care, and implementation of initiatives to change the course of health, health care and disease in the 21st Century. This is the challenge of the Fund for Public Health in New York (FPHNY), a not-for-profit that works closely with the NYC Department of Health and Mental Hygiene to help advance these goals.

To accomplish this, we partner with the public and private sectors to spur innovation, maximize impact, and save lives. Please join us.



New Yorkers are living longer than people in the rest of the United States for the first time since World War II.



A Compelling Mission

The Fund for Public Health in New York supports New York City's efforts to build a state-of-the-art public health infrastructure and reduce preventable death. As a hub for innovative programming, we help pioneer new approaches that save lives and improve quality of life for New Yorkers by focusing on effective programs that can be scaled up and sustained.

Positioned at the crossroads of City government and private enterprise, FPHNY provides a unique platform for the business and philanthropic communities to help tackle major killers such as heart disease, cancer and diabetes, as well as address system challenges such as emergency preparedness, quality of care, and health disparities. By blending the capacity and scale of the public sector with the agility and entrepreneurship of the private sector, short-term investments leverage long-term solutions that save lives.

Partnering for Success

By working with FPHNY, grantors and philanthropists have made significant contributions to the well-being of New Yorkers. Highlights include:

- **Private support, public resources.** To expand colon cancer prevention and address disparities in care, private supporters gave more than \$1.5 million to increase colonoscopies in the City's poorest and sickest neighborhoods. In four years — two years earlier than the City's goal — the percentage of New Yorkers over age 50 who received life-saving colonoscopies increased from 42% to 62%.
- **Leveraging change.** To address chlamydia, an infection that disproportionately affects teens — who account for 30% of cases in the City — FPHNY helped create a small pilot program and then expand it citywide. An initial private sector contribution of \$85,000 yielded results so impressive that nearly \$1 million annually in ongoing public funding was committed. Now, hundreds of teens are treated and thousands educated to prevent the pain and possible infertility caused by chlamydia infection.





Throughout most of the U.S. health care system, treating illness is more profitable than promoting health. New York City is building a national model for a health care system that prevents illness rather than merely treating people after they're already sick.

A Home for Change

Key to the success of FPHNY has been our ability to spearhead innovation and leverage long-term improvements in areas critical to public health. Since our founding in 2002, the Fund has launched groundbreaking pilot projects that have grown into full programs, as well as short-term initiatives that have yielded timely answers to pressing questions. Examples include:

- **A ready first-responder force.** After September 11th, the importance of the health sector's role as first-responders emerged. Grant funding to FPHNY has increased hospital planning, skills, and access to urgent resources needed to quickly and efficiently respond to emergencies and disasters.
- **A focus on health care, not only disease care.** Chronic diseases cause 80% of all deaths in New York City, many of which could be prevented. Private sector support for electronic health records, care management, and programs that increase access to timely preventive services are reducing costs and saving lives.
- **A healthy future.** Each year, half of the City's babies are born into poverty. Grant funding to FPHNY for the Nurse-Family Partnership helps at-risk pregnant women have healthier babies and promotes critical health and social development in their children.
- **An environment that supports healthy choices.** Obesity, and with it diabetes, are the only widespread major health conditions that are getting worse in New York City. Grant funding has supported investigation of new ways to help New Yorkers make healthier food choices and get more physical activity.

Investing in the Future

It takes more than government action to protect and advance public health. It also requires businesses, philanthropists, and ordinary citizens committed to caring for their neighbors, their families, and their friends.

The Fund for Public Health in New York invites you to support our efforts to improve care for people in need, strengthen prevention programs and services, and advance health system preparedness to ensure availability of care in an emergency.

The Fund for Public Health in New York, Inc. is a 501(c)3 non-profit organization. All charitable gifts are tax-deductible to the full extent allowed by law.

Contact us to learn how you can contribute to improving public health in New York City. Donations can be made through our website at www.fphny.org or by mailing a check to:

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“Public health is purchasable. Within natural limitations, a community can determine its own death rate.”

Dr. Hermann M. Biggs

NYC Department of Health, 1914

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