

Mission Statement for the Wellness Task Force:

“To promote and secure environments and services at NewYork-Presbyterian Hospital that link eco-sustainability with healthy living.”

Past and Ongoing Projects:

1. *Project Name:* **Signage around elevators and stairwells- Take the stairs!**

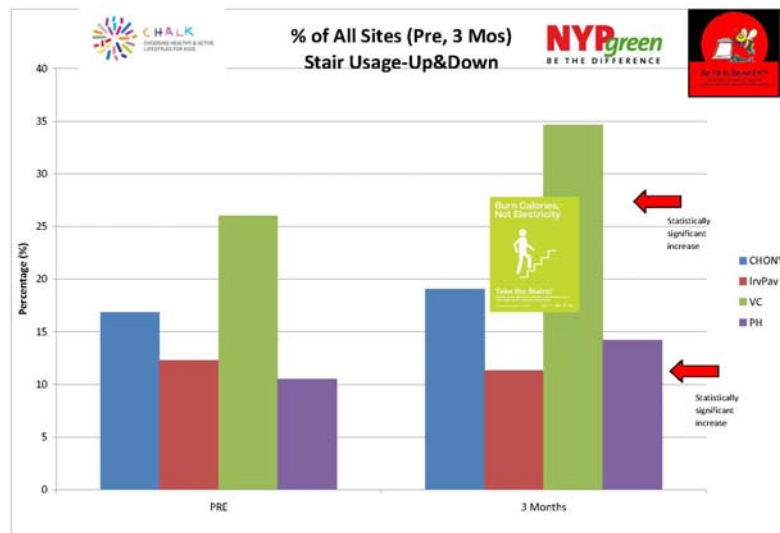
Goals

NYP patients and staff will increase their physical activity and lessen their carbon footprint by taking the stairs instead of the elevator when possible.

- ✓ Posting NYC Fit City “Burn Calories, Not Electricity” signs in front of NYP/CUMC elevators, issued by the NYC Department of Health and Mental Hygiene.
- ✓ Ensuring that all stairwell entrances are well marked for patients and staff, area appropriate. These signs will have “brought to you by...” messages connecting the message back to NYP resources.
- ✓ Posting Be Fit to Be’ne’fit “Top Reasons to take the Stairs” inside the stairwell with the connecting health/eco message.



We piloted these signs at 3 sites at our NYPH/Columbia University Medical Center campus, and at 3 month follow-up, 2 of the 3 sites showed a statistically significant increase in stair usage (Vanderbilt Clinic and Presbyterian Hospital). At 6 months, the Vanderbilt Clinic still showed statistically increased stair usage. The task force is currently working out expansion plans to other sites with NYP’s marketing team.



2. Project Name: Be Fit to Be'ne'fit Program Expansion to all NYP/CUMC campuses/ Collaboration with Occupational Health & Safety Wellness Programs

Goals:

To increase the marketing of healthy lifestyles messages, resources, and meal selections to staff (and when appropriate) to patients.

With financial and staffing support from CHALK, Be Fit to Be'ne'fit health messaging was able to expand into 2 additional stairwells and elevator sites: the Vanderbilt Clinic and MSCHONY North. These stairwell and elevator signs advertise the benefits of taking the stairs, general health tips, and recently, recipes for cooking local produce that you can find at our 168th Street market! If you are interesting in obtaining materials for your site, do email us at chalk@nyp.org !

3. Project Name: Farmers' Market and Local Foods

Going green also means eating green. Local foods (whether they be fruits and vegetables, dairy, meats or baked goods) help reduce our carbon footprint by decreasing transportation distances our foods travel and reducing the chemicals that are grown to raise and produce them. Linking farmers' markets to health institutions is a growing trend that just makes sense. Our Wellness Task Force works to bring farmers' markets closer to our patients, employees and community residents through many partners.

Goals

To secure farmers' markets and access to local foods to our hospitals and offer patient/staff/student services these markets/food resource sites. Goals for 2009-2010 focused on the Fort Washington Farmers' Market (Greenmarket). Support local food procurement at our institutions with the Food & Nutrition Task Force of NYPgreen.

After two years of hard work, NewYork-Presbyterian Hospital/Columbia University Medical Center has a farmers' market on campus at 168th Street! This market came to be through the efforts of CHALK (Choosing Healthy & Active Lifestyles for Kids) individuals working through NYPgreen's Wellness Task Force, and community partners including GrowNYC/Greenmarket. You can read up on this market, download tips for shopping there and other market related material at

<http://chalkcenter.org/greenmarket-en.html?language=en>

History of the Market at 168th Street

There's more "green" in Washington Heights and Inwood starting July 6th 2010, and that's a very good thing. GrowNYC (which runs Greenmarket), NewYork-Presbyterian Hospital and Columbia University Medical Center have brought a new farmers' market to the communities of Upper Manhattan. The market will is managed by GrowNYC, a city-wide environmental organization and is one of nearly 50 markets operated by the

organization locally. This exciting new outdoor market is located on Fort Washington Ave. between 168th and 169th streets, open every Tuesday from 8 a.m. to 5 p.m. starting July 6th through November 23rd. In addition to its food offerings, the market hosts cooking demonstrations, nutritional counseling, kids' games and health-related outreach events. This is WaHI's third farmers' market, a testament to the demand for and resources behind healthy, local, and eco-conscious living.

What makes this market so very exciting is how NewYork-Presbyterian Hospital, Columbia University Medical Center and community will weave services into the market. Access to fresh fruits and vegetables is vital for a healthy life, and now medical teams will be able to send patients right around the corner to shop. In addition to the market accepting EBT and NYC Department of Health and Mental Hygiene "Health Bucks", the institutions are issuing "Green Bucks", farmers' market coupons for patients, students, employees and local residents to purchase fresh fruits and vegetables.

The market is largely made possible by CHALK (Choosing Healthy & Active Lifestyles for Kids) a program of the Ambulatory Care Network of NewYork-Presbyterian Hospital and Columbia University Medical Center's Community Pediatrics. Over the past two years, CHALK has worked closely with Greenmarket and institutional programs such as NYPgreen (the hospital's eco-sustainability program), the community task force CHALK sponsors "Vive tu Vida/Live your Life" and various community partners in bringing the market to the area. "I wanted to bring a resource behind the words "Live your Life. Energy, Balance, Action," says CHALK's Program Manager Stephanie Pitsirilos-Boquín, referencing a message created by WaHI residents to promote healthy living. "So often health campaigns focus on "educating" and not enough on examining whether resources exist (or are effectively used) for people to practice healthy habits. Much like how the "Vive tu Vida/Live your Life" campaign bridges community and businesses with healthy lifestyles services, the market will help the institutions strengthen their health promotion services. Ultimately, we hope it contributes to a healthier, vibrant Washington Heights and Inwood."

CHALK also promotes and ties services to the existing markets in WaHI. Upon request every summer CHALK is at the 175th Street Greenmarket with kids' games and hula hooping, and both markets have CHALK racks with kid-friendly, culturally appropriate recipes. The 168th Street market has a CHALK/Live your Life tent that serves as the "hub" for the "Vive tu Vida/Live your Life" campaign but also for various Hospital, University and community programs to promote their services to shoppers. The grand opening was July 6th and included a ribbon cutting ceremony with music, raffles, giveaways and special guest speakers, including City Council Speaker Christine Quinn and Manhattan Borough President Scott Stringer.

For more information about NYPgreen's Wellness Task Force, or if you'd like to learn how you can join our efforts, please contact:

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