



**NYU** School of Medicine



Institute of Community  
Health and Research



# New York University Prevention Research Center

Vol. II, 2011

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med.nyu.edu](http://prevention-research.med.nyu.edu)

## Education & Training: CERT Program Launch

**On May 19-20th**, the NYU Institute of Community Health and Research (ICHR) and the Charles B. Wang Community Health Center launched the Community Empowered Research Training (CERT) Program. The CERT program is an academic-community partnership dedicated to strengthening community leadership in research.

The two-day training and networking event was attended by over 20 executive directors and program managers from community-based organizations and the NYC Department of Health and Mental Hygiene. Panels and facilitated discussions addressed relevant issues to community groups such as fundraising and sustainability, using data to inform policy and practice, and how to write a winning grant proposal. Honored speakers included Fran Barrett from Atlantic Philanthropies, John Choe from the New York City's Comptroller Office, Irfan Hasan from New York Community Trust, Cindy Lamy from Robin Hood Foundation, and George Suttles from New York State Health Foundation. Save the date for the next CERT Training which will be held in conjunction with the CSAAH conference in the winter of 2011!

*We acknowledge the partners involved in the collaborative development of CERT including: the Asian & Pacific Islander American Health Forum, the Association of Asian Pacific Community Health Centers, the B Free CEED: National Center of Excellence in the Elimination of Hepatitis B Disparities, the NYU Center for the Study of Asian American Health (CSAAH), the Charles B. Wang Community Health Center, the National Advisory Committee on Research Development, the NYU Health Promotion and Prevention Research Center (PRC), the NYU-HHC Clinical and Translational Science Institute, and the NYU Steinhardt School of Culture, Education and Human Development. ■*



Pictured Above: CERT Program Participants, Honored Speakers, & Staff

## SAVE THE DATE!

**DECEMBER 2<sup>nd</sup>, 2011**

**CERT Program: A one-day training and networking opportunity for community based organizations to strengthen community leadership in research**

**DECEMBER 3<sup>rd</sup>, 2011**

**CSAAH Conference: "Connecting the Dots:  
Promoting Health Equity for Asian American, Native  
Hawaiian and Pacific Islander Populations"**

*Co-hosted by: NYU Center for the Study of Asian American Health, B Free CEED, NYU Prevention Research Center, Asian Pacific Islander American Health Forum*

*For more details please contact Catlin Rideout: catlin.rideout@nyumc.org*

# POLICY & ADVOCACY

## NYU NOPREN Releases Policy Brief and Hosts a Symposium of Ideas: *What New York Must Do Now to Prevent Obesity*

The NYU PRC conducts anti-obesity work through the NYU Nutrition and Obesity Policy Research and Evaluation Network (NOPREN) collaborating center, one of five centers across the nation. In January 2011, NOPREN published its first policy brief, titled "*What Must New York Do Now to Prevent Obesity?*" outlining the faculty's best evidenced-based recommendations for food and nutrition policy. The brief makes recommendations for strategies New York policymakers can pursue to change the "food environment" – to ensure healthier choices are available to everyone and to encourage people to make healthier choices.

Some of the recommendations included: implementing taxes on all sugar-sweetened beverages, syrups, and powders sold to retailers; and offering more tax credits, loans, and economic development incentives for supermarkets to build in underserved areas, increase fresh foods, and promote healthier food items. Others included improving access to healthy foods in New York State, and controlling marketing to children.



On January 20th, 2011, the policy brief was produced along with a symposium that NOPREN co-sponsored at the New York Academy of Medicine. At the event, local advocates, public health practitioners, and researchers presented suggestions to focus policymakers' attention on the specific strategies most needed to improve the health of New Yorkers. The day was divided into two sections: School and Community Food Interventions, focused on effective ideas to ensure all New Yorkers have access to healthy foods, and Physical Activity Interventions, focused on effective ideas to ensure all New Yorkers have opportunities for physical activity and wellness. Over 200 people attended to listen to the many innovative presentations, share ideas, and connect with others.

Please visit the NYU NOPREN website to access the policy brief (<http://bit.ly/okHfTp>). NOPREN is led by Brian Elbel, PhD and Courtney Abrams, MA, in conjunction with academic partners at the NYU School of Medicine, College of Nursing, Steinhardt School of Culture, Education and Human Development, & the Robert F. Wagner Graduate School of Public Service. ■

## NYU PRC Participates in City Advocacy Day

On May 11th, over 40 groups representing Asian populations held a rally at City Hall as part of the 12% and Growing Coalition (<http://nyti.ms/m1nJWt>). Members made a number of legislative visits to City Council members to advocate for more funding. Although Asian populations make up more than 12% of the population of New York City, Asian-affiliated organizations receive only 0.24% of the City's social service contract dollars, 1.4% of City Council discretionary dollars, 0.5% of City Council initiative dollars, and 0.38% of the City's foundation grant dollars. Smiti Kapadia and Jennifer Zanowiak of the NYU PRC, and Isha Weerasinghe of the B Free CEED, visited Council Member Joel Rivera's office and spoke about the importance of programs working with community health workers (CHWs) to reach socially and linguistically isolated communities, as well as the prevalence of hepatitis B in the city. ■

## PRC Research Director Provides Testimony at the 1st WHIAPI Research and Data Convening



**On December 10th, 2010**, Dr. Nadia Islam, Research Director of the NYU PRC, was invited to provide testimony at the first White House Initiative on Asian Americans and Pacific Islanders (WHIAPI) Research and Data Convening in Washington, D.C. The purpose of the conference was to discuss issues, challenges, and promising strategies for research and data collection designed to increase Asian American, Native Hawaiian and Pacific Islander access to federal programs and services.

Dr. Islam presented findings from her recent publication in the Journal of Healthcare for the Poor and Underserved entitled "Methodological Issues in the Collection, Analysis, and Reporting of Granular Data in Asian American Populations: Historical Challenges and Potential Solutions." Additionally, Dr. Henry Pollack, Scientific PI for the National Center of Excellence in the Elimination of Hepatitis B Disparities (B Free CEED), presented findings from the Asian American Hepatitis B Program, a collaborative effort across community, government, and academic partners working together to address hepatitis B disparities among Asian Americans in New York City, and laying the foundation for the B Free CEED.

*The White House Initiative on Asian Americans and Pacific Islanders (WHIAPI) works to improve the quality of life and opportunities for Asian Americans and Pacific Islanders (AAPI) and highlights the dynamic community assets that can be leveraged to meet the tremendous unmet needs in AAPI communities. The Initiative focuses on cross-cutting priority areas including advancing research, data collection, analysis and dissemination for Asian Americans, Native Hawaiians and Pacific Islanders, ensuring access, and cultural competence for AAPI, and encouraging AAPI involvement in public service and civic engagement opportunities. WHIAPI Media content is available on YouTube: <http://www.youtube.com/user/WhiteHouseAAPI#p/u/27/>* ■

## Community Partner Spotlight

On June 20th, 2011, the New York Taxi Workers Alliance (NYTWA) reached an agreement with the NYC Mayor's Office and Taxi and Limousine (TLC) Chairman, David Yassky, for first-time rights and higher incomes. If the new bill passes, only yellow cabs will have street hail rights in the central core of Manhattan, the NYC metro area's airports, and parts of the outer boroughs. Livery cabs will now only be able to accept street hails in areas underserved by yellow cabs. Sixty officers will be tasked with enforcing these rules and stopping illegal street hails by livery cabs.

In addition to this major victory, the agreement specifies that the TLC and NYTWA will establish a Task Force to create the first Taxi Driver Health and Wellness Fund in order to increase healthcare access to the 80% of full-time drivers who are uninsured. NYTWA has also been actively working to pass the Taxi Driver Protection Act, a state-wide law that would require a sign in every taxi and for-hire-vehicle across the state stating:

"ATTENTION: Assaulting a Taxi Driver is Punishable By Up to Twenty-Five Years in Prison". This would be an important achievement, given that taxi drivers who labor 12-hour shifts are 30 times more likely than other workers to be killed on the job and 80 times more likely to be robbed."

*The NYU PRC & Project RICE proudly congratulate NYTWA's advocacy efforts to protect the lives and livelihoods of NYC's taxi drivers! ■*



[www.youtube.com/nytwa](http://www.youtube.com/nytwa)

Bhairavi Desai, Executive Director, New York Taxi Workers Alliance (NYTWA)

# COMMUNITY PROJECT NEWS



## Diabetes Alert Day Cooking Demonstrations in the Queens Korean and Sikh Communities

On March 25th, in celebration of Diabetes Alert Day, the NYU Health Promotion and Prevention Research Center (PRC), Korean Community Services (KCS), and United Sikhs organized healthy cooking demonstrations for community members at the KCS Corona Senior Center and the Sikh Cultural Society Gurdwara in Queens.

Christina Choi and Soon Ja Lee, community health workers (CHWs) for Project RICE, led a cooking demonstration for Korean seniors about how to use every-day ingredients in healthy and delicious recipes. The menu consisted of a nutritious tofu and mushroom stir-fry paired with a fresh green mango salad in a peanut dressing. The recipes incorporated a Korean twist with ingredients like *gochujang* (spicy Korean paste), which was added to the dressing for a spicy kick.

United Sikhs CHW, Rucha Kavathe, and Meena Kaur, a nutritionist, led a cooking demonstration for Sikh community members focused on healthier ways to make their favorite traditional foods. They demonstrated a way to make low-fat, high fiber *pakoras* with whole-wheat bread and cooking spray, rather than the traditional deep-fried batter. A delicious drink of lightly sweetened pureed carrots, cardamom, and skim milk was an alternative for *gajjar halwa*, a popular rich dessert typically made with carrots, clarified butter, nuts, lots of sugar, and whole milk.

Project RICE CHWs at both organizations discussed the benefits of a healthy diet with the participants, and made recommendations about healthy alternatives to common foods. They also encouraged participants to

share nutritious recipes with each other and share what they learned with their families.

*Project RICE (Reaching Immigrants through Community Empowerment) is the core research project of the NYUPRC. It is a five-year community-driven initiative to promote diabetes prevention among Korean and South Asian immigrants in New York City using a community health worker (CHW) model. Project RICE is conducted in partnership with local health providers, and community and faith-based organizations.* ■



Pictured: Project RICE Staff & community members on Diabetes Alert Day, hosted by community partners United Sikhs and the Korean Community Services Senior Center.



Pictured: Project RICE CHW Training provided by Dr. Miyong Kim and her staff from Johns Hopkins University School of Nursing, hosted by our community partner, Korean Community Services (KCS).

## Social Network Analysis

The NYU PRC is a unique collaboration of seven community-based organizations, four academic institutions/departments, and seven NIH/CDC funded health program centers, and involves a multidisciplinary team with expertise in public health, social work, epidemiology, health disparities, nursing, and policy evaluation. These various entities and individuals work together in various capacities to further the PRC mission to build community capacity and leadership for health promotion and disease prevention in diverse communities in New York City.

The NYU PRC Evaluation Committee is leading an effort to understand this

complex partnership structure and improve the inter-agency collaboration. Through a social network analysis (SNA) study that will explore the relationships between people and organizations within the NYU PRC as well as the factors that influence those relationships, the Committee expects to enhance knowledge and understanding of a multi-disciplinary, cross-cultural collaboration, which reflects a gap in the existing literature. Most importantly, the study will generate "real time" feedback data to support and improve the capacity-and-leadership-building efforts within the PRC network.

The SNA is being led by Dr. Shijian Li, a Post-Doctoral Fellow with the NYU PRC. Dr. Li presented his design for the SNA study

## Fat Free Sugar Free High Fiber Carrot Latte

### Ingredients:

1 cup fat free milk  
1/2 cup carrots (steamed)  
Splenda (to taste)  
Cardamom for flavor

### Method:

Puree the carrots in a blender. Warm milk, mix pureed carrots. Add Splenda and a pinch of crushed cardamom, sit back and enjoy!



### Nutritional Information:

Serving Size: 12 oz  
Calories: 110  
Carbohydrates: 15g  
Protein: 8 g  
Fiber: 2 g

## Green Mango Salad

### Ingredients For Sauce:

1 Tablespoon of Peanut Butter  
1 Tablespoon of Chili Paste  
1 Whole Lime (Juiced)  
1/2 Tablespoon of Perilla  
1/2 Cup of Water



### For Salad and Garnish:

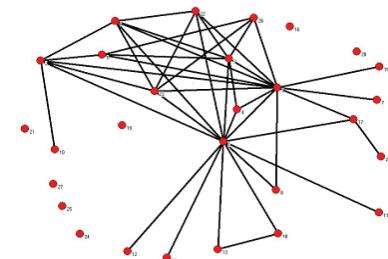
1 Peeled and Julienne Green Mango  
1 Tomato (sliced into thin wedges)  
2 Shallot Onions  
1 Cucumber  
1 Scallion, Red Pepper (chopped)  
1 Dried Basil  
Salt, Pepper (to taste)

**Method:** Combine chili paste, peanut butter, lime juice, and water for sauce. Peel and cut green mango and tomato. Then slice onions and cucumber. Garnish with scallion, red pepper, and basil and enjoy!

### Nutritional Information:

Serving Size: 1 | Calories: 62 |  
Carbohydrates: 12g | Fiber: 2.3g |  
Total Fat: 1.6g | Sodium: 409 mg

at the 2011 Annual CDC PRC Conference in Atlanta, GA. His presentation was well-received by faculty and staff from other Centers, as well as the CDC PRC Program Office, which has prioritized SNA for all PRCs. Later this fall, he will present the findings at the American Public Health Association (APHA) Conference in Washington, DC. ■



# COMMUNITY PROJECT NEWS

**EL-BRONX (Educating Latinos for Better Resources, Outreach, and Nutrition Excellence)**, a project of the NYU PRC's Latino Health Initiatives, was officially launched in May of this year after a successful pilot in January. Based out of Lincoln Medical and Mental Health Center (LMMHC) in the South Bronx the project's primary research partner is the hospital's research arm: Lincoln Medical Center for Collaborative Community Research (LCCR).

The project interviewed 100 Latino diabetics and diabetic caregivers attending Lincoln Medical Center regarding their health care practices, attitudes, and needs in relation to diabetes management and prevention. Many of the participants were members of the same family and also attended focus groups discussing nutrition, health

## Uptown & EL-BRONX: Project Launches at Lincoln Hospital



care, and exercise in a family-orientated context, building upon each participant's individual understanding of diabetes.

Results from the assessment will be used to develop a pilot intervention for diabetics and their predisposed family members, while also informing the basis for a larger community-wide assessment of Latinos with diabetes.

In April 2011, preliminary findings of the pilot were presented at two conferences: the CDC Diabetes Translation Conference in Minnesota, where the project won an award in the Improving Practices division, and at the New York Academy of Medicine's Healthier New York Conference.

*Latino Health Initiatives would like to thank all those at Lincoln Medical and Mental Health Center and at NYU Langone Medical Center involved in the needs assessment, particularly Dr. Balavenkatesh Kanna, Dr. Erida Vasquez and Ms. Jennifer Melendez for their leadership and execution of the study onsite. In addition, we would like to thank and acknowledge Drs. Tranice Jackson, Maria Espejo, Teresa Thomas and Ayesha Shaikh, Laura Wyatt, Natalie Mora, Smiti Kapadia, Yareni Drake, Miriam Hugo, Tsae Su, Lorena Drago, Ms. McBride, Ina Tamaldeo, Nikol Celestine, Ebony Scott, Anna Rodriguez, and the physicians and nursing staff at the Lincoln Hospital General Medicine Clinic for aiding the project along the way. ■*

## Comparative Effectiveness Research (CER) Program Updates

*The rates of high blood pressure and colorectal cancer are disproportionately higher in Black men than any other ethnic group. Moreover, complications of high blood pressure, including heart disease and stroke, are leading causes of death in Black men.*

The NYU Comparative Effectiveness Research (CER) program, funded by the Centers for Disease Control and Prevention (CDC), builds on two existing research projects to assess community-based approaches to treating hypertension and increasing colorectal cancer screening rates among older Black men. The two projects, Mister B and FAITH-CRC, test the effectiveness of motivational interviewing to improve lifestyle choices related to high blood pressure; and of a culturally-tailored patient navigation intervention for colorectal cancer screening.

Participants in the projects are randomized to receive motivational interviewing, patient navigation, or both interventions.

The Mister B Project partners with barbershops and other community-based organizations to reach older Black men who have high blood pressure and have not been screened for colorectal cancer. The FAITH-CRC project is partnering with churches and mosques in New York City to reach this group. The study team has enrolled 342 participants in the projects to date and continues to work with its community partners, including 15 churches, 5 mosques, over 20 barbershops, and several community-based organizations in all 5 boroughs of New York City to increase their numbers. ■

## NYU PRC Interns of the Latino Health Initiatives on the:



The Latino Health Initiatives—EL-BRONX Project brought on two new interns during the spring semester to assist with analysis of the pilot:

Cindy Dolores, a first year MPH student at NYU Steinhardt focusing on community health, aided in the analysis of the EL-BRONX pilot focus group data.

Grace Pryor, an undergraduate Romance Languages major at NYU, undertook pilot data analysis of the EL-BRONX participant assessment tools while also interning with the NYU NOPREN.

The interns regularly joined personnel at Lincoln Medical Center in the South Bronx to collect data from participants. The interns also presented their work and findings at a seminar held at the NYU Medical Center for the NYU PRC interns in April 2011, and continued to aid in the execution of the EL-BRONX project needs assessment through May 2011.

This summer, Cindy is continuing her work on EL-BRONX while Grace has entered a post-baccalaureate pre-medical program at the University of Missouri. ■



Pictured Above: CDC Site Visit in March 2011.



## Annual Spring 2011 Intern/Fellow Presentations



On April 22nd, 2011, our fabulous interns and fellows presented on each of their respective projects at the Annual NYU PRC Spring Intern/Fellow Presentations luncheon in New York City. The presentations included: "EL-BRONX: Educating Latinos for Better Resources, Outreach and Nutrition Excellence," "Exploring the Role of Community Health Workers Upon Hypertension Related Behaviors with Filipino Americans in NYC," "Evaluation of the B Free CEED Legacy Pilot Project," "Community-based Participatory Research in Mental Health," Development and Evolution of the Quantitative Survey: based on EL-BRONX," and "Diabetes in the Korean-American Community: based on Project RICE". ■

## CALL FOR FALL 2011 PRC INTERNSHIP & FELLOWSHIPS!

### CHW Policy Fellowship Opportunity

In 2010-2011, the New York State CHW Statewide Initiative brought together a group of stakeholders to develop a set of recommendations around CHW financing, training and credentialing, and scope of practice for consideration by Governor Cuomo, the New York State legislature, health care providers, and others. The NYU PRC is looking for a highly qualified Fellow to assist with developing several policy briefs around these recommendations.

### Project RICE Internship Opportunity

Project RICE is a community-driven initiative to promote diabetes prevention among Korean American and South Asian American immigrants in New York City using a CHW model approach. We are looking for interns to assist with developing outreach and educational materials, translations, attending educational sessions, and data collection and analysis.

### Capacity-Building Internship Opportunity

The Center for the Study of Asian American Health (CSAAH) will be hosting a conference this Fall that aims to create a comprehensive, multi-level approach to promoting health equity for underserved populations. We are looking for a highly organized intern to assist with the creation of the agenda, reaching out to speakers and participants, developing conference materials, and all other logistics.

Please visit the NYU PRC student training website: <http://prevention-research.med.nyu.edu/research-training/students> for more application instructions and materials.

## Three Exceptional Students Complete Inaugural Year of the NYU PRC Fellowship

In Spring 2011, three exceptional students, who were selected from a competitive pool of applicants, completed the inaugural year of the NYU PRC Fellowship:



Ahmed Kassem, M.B.B.Ch., earned his medical degree from Cairo University, Egypt in 2007 and is a current student in the NYU Master's Program in Global Public Health. Ahmed completed his Fellowship with the Asian American Adolescent Mental Health Project, led by Dr. Sumie Okazaki of the NYU Steinhardt School. In collaboration with community partners in Chinatown, the Project aims to design and implement risk assessment and pilot prevention tools to address mental health issues among youth.



Carina Katigbak is a 4th year Doctoral Student at NYU's College of Nursing. As part of her Fellowship, Carina has partnered with CSAAH's Project AsPIRE, and is currently working towards completing her dissertation entitled, "Exploring the role of Community Health Workers upon hypertension related behaviors with Filipino Americans in New York City". This qualitative study aims to fill a gap in the existing literature on the effectiveness of CHWs, by exploring and describing perceptions of the CHW role from the perspectives of CHWs, CHW trainers, and recipients of care.



Kristin Palbiche is a first year MPH student in the NYU Steinhardt Public Health graduate program specializing in International Community Health. As a Fellow with the NYU PRC's Latino Health Initiatives, Kristin conducted data collection and analysis for the EL-BRONX pilot as well as aided in the development of a diabetes management and prevention health program for Hispanic diabetic patients and their families.

The NYUPRC will begin accepting applications for the 2nd year of the Fellowship program beginning in August 2011. Please visit the [NYUPRC website](http://prevention-research.med.nyu.edu/research-training/students/nyu-prc-fellows-program) for more information and application materials: <http://prevention-research.med.nyu.edu/research-training/students/nyu-prc-fellows-program>

*The goal of the NYU PRC Fellowship Program is to provide highly qualified and motivated masters and doctoral students with an intensive year-long experience working on a community-based participatory research (CBPR) project. The program aims to build Fellows' public health core competencies, including skills in: Analytics & Assessments, Policy Development & Program Planning, Communication, Cultural Competency, Community Dimensions of Practice, Basic Public Health Science, Financial Planning & Management, Leadership & Systems Thinking, and CBPR. All Fellows complete a learning contract in which they outline learning objectives for the Fellowship and the activities they will take part in to accomplish these goals. ■*

For more information and updates  
please visit our website:

**<http://prevention-research.med.nyu.edu>**

# NYU PRC STAFF SPOTLIGHT



**Shijian Li** is a post-doctoral fellow at the NYU PRC and was awarded his PhD in Social Work and Political Science in April 2010 from the University of Michigan, Ann Arbor. With a background in political science, social work and health policy, Dr. Li has been trained in quantitative research methods, such as questionnaire design, sampling data collection and analysis; conversant with advanced statistical methods; and knowledgeable of qualitative study through his field work on workers' human rights and labor dispute resolution in China.



**Rebecca Park** is Project Assistant at the NYU PRC. She provides assistance in evaluating the impact of the activities at CSAAH, NYU PRC, and the Comparative Effectiveness Research Program. She also helps facilitate the dissemination and research activities across the centers. She serves as a liaison in the Korean-American community and completed an internship with the RICE project. She translated health needs for patients in rural and urban communities as a health administrator in Lima, Peru while on short-term missions and holds a BA in Economics from the NYU College of Arts & Sciences.



**Ephraim Shapiro** is a Research Scientist at the PRC. He provides research and evaluation support and expertise to a number of CHW research projects. Ephraim completed his PhD in Sociomedical Sciences at the Mailman School of Public Health at Columbia University in 2010. He received an MPA in Health Policy from NYU's Wagner School of Public Service and an MBA in Marketing from Columbia University School of Business. His research interests include immigrant health, religion and health, health inequalities, access to care, and chronic diseases. He has worked as a researcher in the Bureau of Chronic Diseases at the NYC Department of Health and Mental Hygiene and prior to that, he worked for NYU School of Medicine's Center for Immigrant Health, at NYU's Center for Health and Public Service Research and Time Warner Music Group.

## NYU Prevention Research Center: 2011 in Review



American Public Health Association (APHA) Conference 2010 (Denver, CO) Pictured:  
-NYU PRC-ICHR Staff with CDC PRC Director, Dr. Eduardo Simoes  
-NYU PRC Staff at APHA's annual conference.



July 2011: Happy Birthday to our Principal Investigator, Dr. Mariano Rey! September 29th, 2011 will commence Year 3 for the NYU PRC, thank you all for your support and dedication!



Pictured Above:

1. NYU PRC Advisory Board Meeting, January 2011 | 2. NYU PRC Fellow, Shilpa Patel, presented a poster on "Project RICE: Preliminary Findings from a descriptive study within the New York City South Asian and Korean Communities," at the Annual PRC Conference, April 2011 (CDC). | 3. NYU PRC Project RICE at the National Community Committee (NCC) Conference, October 2010 (Seattle, WA).

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