

# CITIZENS BUDGET COMMISSION

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## **“TAKE CARE NEW YORK” WINS 2009 CBC PRIZE FOR PUBLIC SERVICE INNOVATION**

### **PRIZE HONORS GROUNDBREAKING NYC INITIATIVE TO IMPROVE HEALTH OF NEW YORKERS**

**New York, NY – March 3, 2009** – The Citizens Budget Commission (CBC) today announced that the winner of its 2009 CBC Prize for Public Service Innovation is the New York City Department of Health and Mental Hygiene for its groundbreaking public health initiative “Take Care New York.” The CBC Prize, created in 1997, recognizes and promotes successful innovations in the delivery of public services by New York City or State governments.

“Take Care New York,” launched in March 2004, is the first-ever comprehensive citywide health care agenda to address the leading causes of preventable illness and death in New York City through evidence-based interventions. The initiative set goals and established targets for population health improvement by 2008 in each of 10 priority areas.

The 10 areas are categorized as follows: Have a regular doctor; Be tobacco-free; Keep your heart healthy; Know your HIV status; Get help for depression; Live free of dependence on alcohol and drugs; Get checked for cancer; Get the immunizations you need; Make your home safe and healthy; Have a healthy baby.

New Yorkers are familiar with some of the most pervasive aspects of “Take Care New York,” which are having a profound impact on life in New York City, such as the Smoke-Free Air Act, increased tobacco taxes and a hard-hitting anti-tobacco media campaign, the calorie-posting requirement and the trans-fat ban. But the program has many other creative and unique aspects, only some of which include:

- the Nurse Family Partnership, which offers nurse home visiting to 2,600 low-income first-time mothers;
- the largest computerized medical records program in the nation;
- a series of special public health message campaigns targeted directly at doctors;
- an evidence-based intervention for alcohol problems;
- a pilot program that has increased the number of colon cancer screenings at city hospitals;
- a borough-wide initiative that has resulted in a significant increase in HIV testing in the Bronx and is one example of the citywide increase.

Progress has been measured annually in each of the 10 key health areas, and major gains have been made in seven of them.

“The Take Care New York initiative has set a new standard for innovative public health programs,” said CBC President Carol Kellermann. “It established broad far-reaching goals; it used evidence-based tactics and produced significant benefits; it involved political risk; and ultimately it demonstrated that pervasive public health issues can be tackled and diminished. For that, Mayor Michael Bloomberg, the NYC Department of Health and Mental Hygiene, its Commissioner Thomas Frieden, and his staff deserve great credit and recognition.”

#### About the CBC Prize for Public Service Innovation

Awarded annually, the Prize celebrates creative thinking and shares government achievements with the public and other agencies. In alternating years, it is awarded either to a New York State or a New York City agency. Each year the winner is selected from nominations requested from more than 150 government officials. The nominations are reviewed by CBC staff and a committee composed of CBC Trustees, and that committee of Trustees makes the selection.

*Founded in 1932, the Citizens Budget Commission is a nonpartisan, nonprofit civic organization devoted to influencing constructive change in the finances and services of New York City and New York State governments.*