

## What are we doing?

---

As the Bronx borough-lead organization for NYC's Community Transformation Grant, Bronx Health REACH engages in a number of activities to make the Bronx a healthier place to live. Here are just a few examples of how we are transforming the Bronx with your help:

### **PARTNER WITH LOCAL BODEGAS**

We work directly with bodegas to promote strategies that limit the advertising of alcohol and tobacco, such as removing advertising from children's eye level and eliminating the tobacco wall behind the bodega counter. We also work with bodega owners to sell healthier items such as water, sugar-free beverages, fruits, and vegetables.

### **INCREASE PHYSICAL ACTIVITY AND HEALTHY EATING IN SCHOOLS**

Bronx Health REACH partners with public schools throughout the Bronx to promote healthier school food and to provide nutrition education to students. We also advocate for students to receive the required 120 minutes per week of physical education.

### **PROMOTE PARK USE**

Bronx Health REACH partners with the National Park Service and the NYC Parks Department to encourage Bronx residents to use the parks for physical activity. We also work with community boards and other stakeholders to strategize on ways to make the parks safer for residents.



## Transform Your Community Into A Place of Health and Wellness



April is National  
Minority Health Month:  
Health Equity Can't Wait.  
Act Now in Your  
CommUNITY!

# What is Community Transformation?

The Centers for Disease Control and Prevention launched the Community Transformation Grant (CTG) program to support community-level efforts to reduce chronic diseases and promote healthy lifestyles. Bronx Health REACH leads efforts to implement CTG priorities in the Bronx and works in partnership with the NYC Department of Health.

# WE NEED YOU!

We need you to help transform our community into a place of health and wellness!

Call 212-633-0800 ext. 1232 to learn how to promote healthy lifestyles in your community.

## What can you do to make your community a healthier place to live, work, and play?

---

### Healthy Eating:

In a recent study, 17% of Bronx residents reported not eating fruits or vegetables the previous day—the highest rate in NYC. Make your borough healthier by demanding healthier food items in your neighborhood stores. Encourage your local bodega to provide healthy items such as fruits, vegetables, sugar-free drinks, and healthy snacks.



### Active Living:

Almost 30 % of Bronx residents reported that they had no physical activity in the last 30 days. Make your neighborhood a place for exercise! Start a walking club or arrange for fitness activities in a local park. You can also request that some streets be shut down on the weekend for play.



### Tobacco control:

Make the Bronx smoke-free!  
The Bronx has the highest % of adult smokers in NYC and averages 21 tobacco stores per 1000 people. Ask local stores to take down tobacco advertising that targets young people and plan events in your neighborhood around World No Tobacco Day on May 31<sup>st</sup> and other smoke-free events.



### Alcohol control:

34% of public high school students in the Bronx have had an alcoholic drink in the past month. Work with your local stores to restrict alcohol advertising where young people may see it and promote education about the dangers of excessive alcohol use.



\* All data from surveys conducted by the NYC Dept. of Health.