

# Championing HealthyNYC!

Tuesday, July 23, 2024 | 12:00 – 1:00PM



# Webinar Procedures



All lines will be muted



Please submit all questions using the “Q&A” dialog box



Email Diane Engel at [dengel@nebgh.org](mailto:dengel@nebgh.org) with any issues during this webinar



Closed captions are enabled for this webinar



The recording and a PDF of the presentation will be shared

A screenshot of a Q&A dialog box window. The window title is "Q&A". The main area contains the text "You have no question." Below this is a text input field with the text "What h". At the bottom left, there is a checkbox labeled "Send Anonymously". At the bottom right, there is a blue button labeled "Send".

# Speakers



**Ashwin Vasan, MD, PhD**  
Commissioner of Health  
*City of New York*



**Kim Thiboldeaux**  
CEO  
*NEBGH*



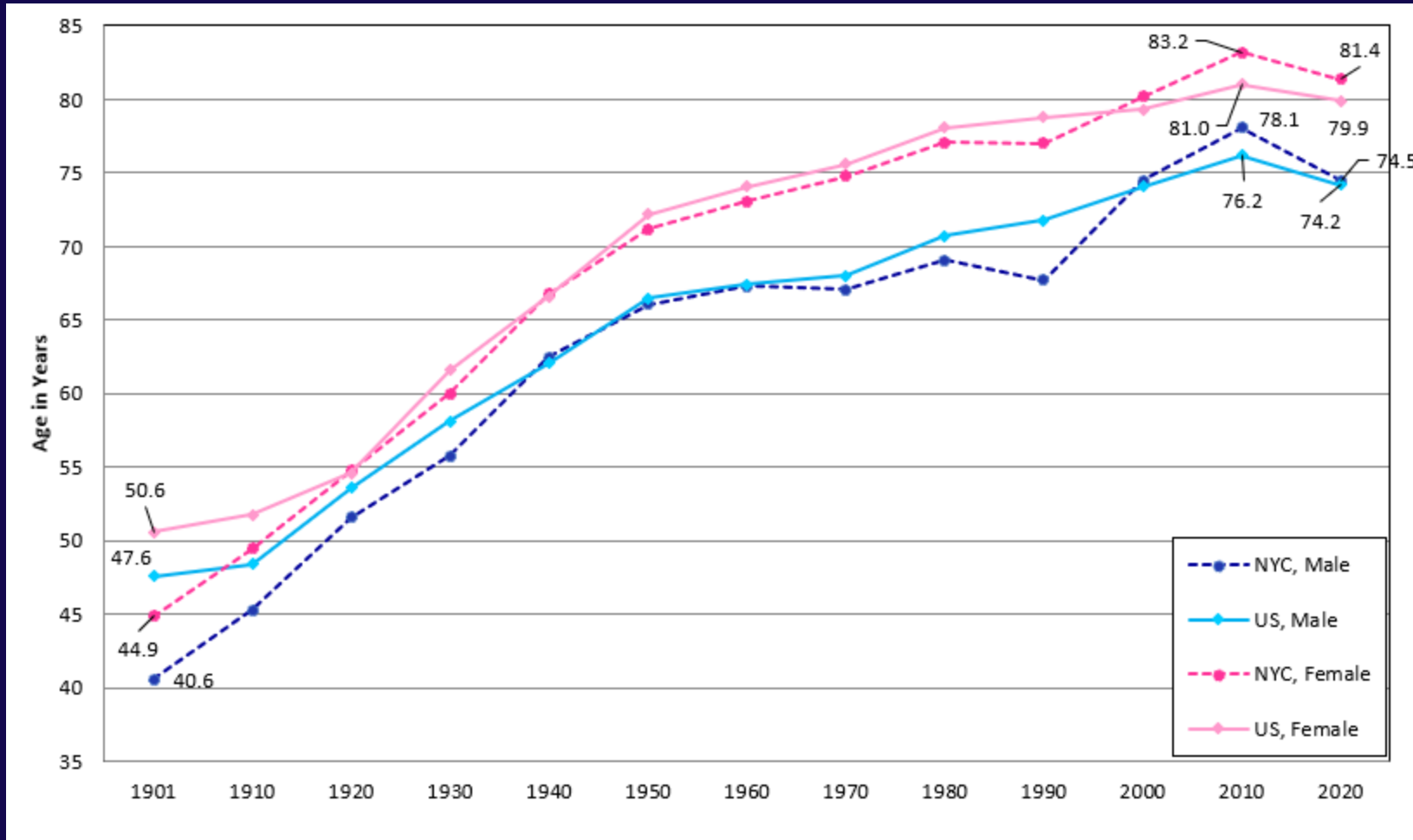
*Healthier, Longer Lives for all New Yorkers*

Northeast Business Group on Health Webinar

July 23, 2024



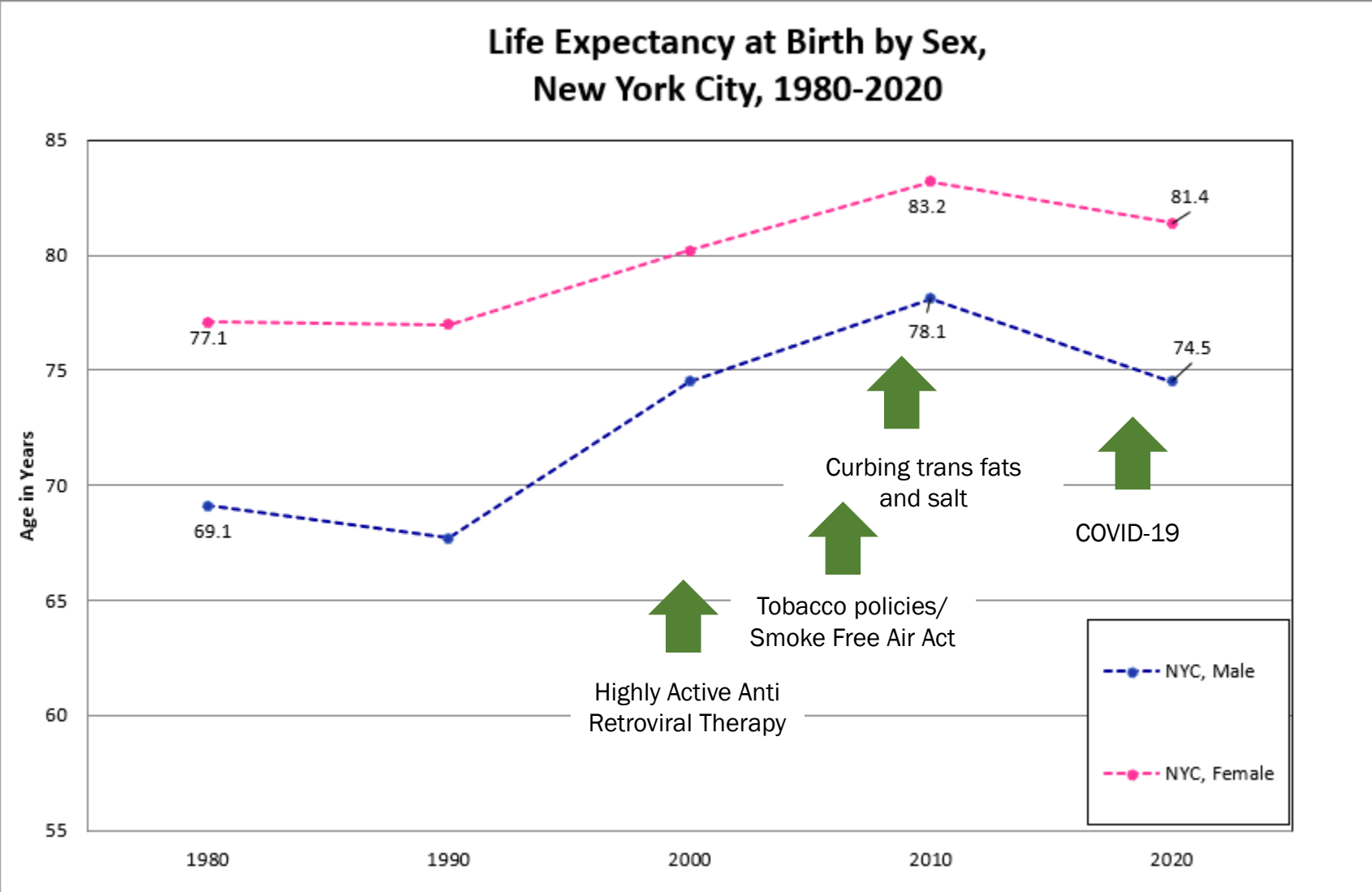
# Life Expectancy in NYC and USA, 1900 to 2020: A victory for public health



*Note:* U.S. and NYC life expectancy calculations for years 1940, 1950, 1960, 1970, & 1980 are based on the white population only due to the way data were collected.



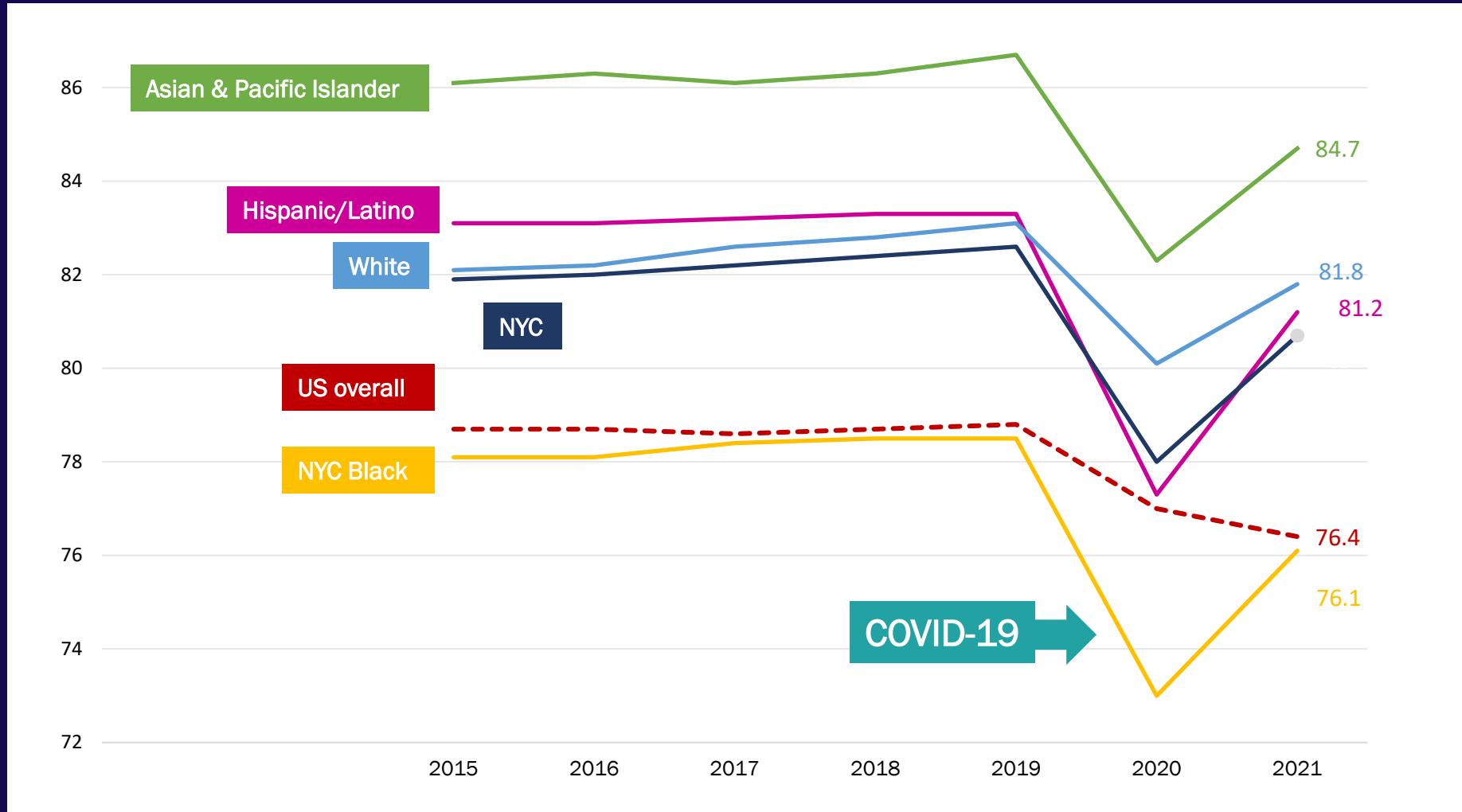
# Life Expectancy in NYC: 2000 to 2020



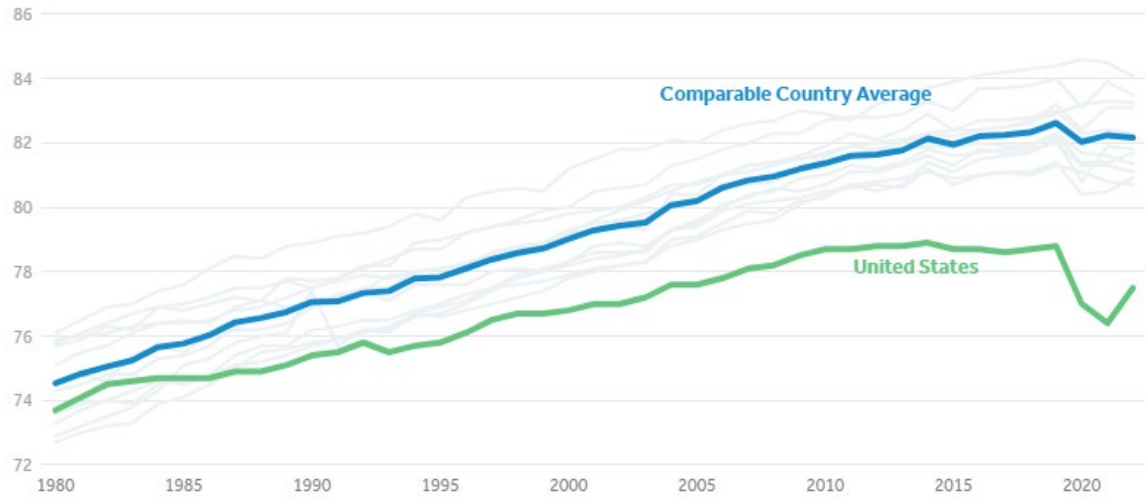
Source: Bureau of Vital Statistics, Department of Health and Mental Hygiene, August 2023



# The Challenge Facing NYC and the USA: Shorter Lifespans and Healthspans



Life expectancy at birth, in years, 1980-2022



A

# A uniquely American problem

Notes: Comparable countries include Australia, Austria, Belgium, Canada, France, Germany, Japan, the Netherlands, Sweden, Switzerland. Methods [section](#) of "How does U.S. life expectancy compare to other countries?"

Source: KFF analysis of CDC, OECD, Australian Bureau of Statistics, Japanese Ministry of Health, Labour, and Welfare, Statistics Canada, and U.K. Office for National Statistics data • [Get the data](#) • PNG



Life expectancy at birth in years, 2022



Notes: See Methods [section](#) of "How does U.S. life expectancy compare to other countries?"

Source: KFF analysis of CDC, OECD, Japanese Ministry of Health, Labour, and Welfare, Australian Bureau of Statistics, and UK Office for Health Improvement and Disparities data • [Get the data](#) • PNG





# Increasing Life Expectancy Must Be a Priority

Market Watch

New York City wants its residents to live longer and healthier. Here's how the city will do it.

**NYC launches plan to extend average life expectancy of New Yorkers after pandemic drop**



The Washington Post  
*Democracy Dies in Darkness*

## America has a life expectancy crisis. But it's not a political priority.

GUEST ESSAY

### With a Second Term, Biden Could Reverse This National Health Emergency

Our leaders should turn their attention to Americans' worsening life expectancy.

By ASHWIN VASAN



The Washington Post  
*Democracy Dies in Darkness*

## New York City's new goal: Everyone lives to at least 83

Health officials launch campaign to combat declining life expectancy

The Washington Post  
*Democracy Dies in Darkness*

New CDC life expectancy data shows painfully slow rebound from covid



# New York City's response: *HealthyNYC*

*A citywide strategy to improve the health of our 8.5 million residents*

- Launched November 1, 2023
- Ambitious, citywide goals to increase life expectancy by targeting the major drivers of:
  - Overall risk
  - Premature death (age <65)
  - Extreme racial and social inequities
- A framework to align internal and external stakeholders behind a vision for healthier, longer lives for ALL

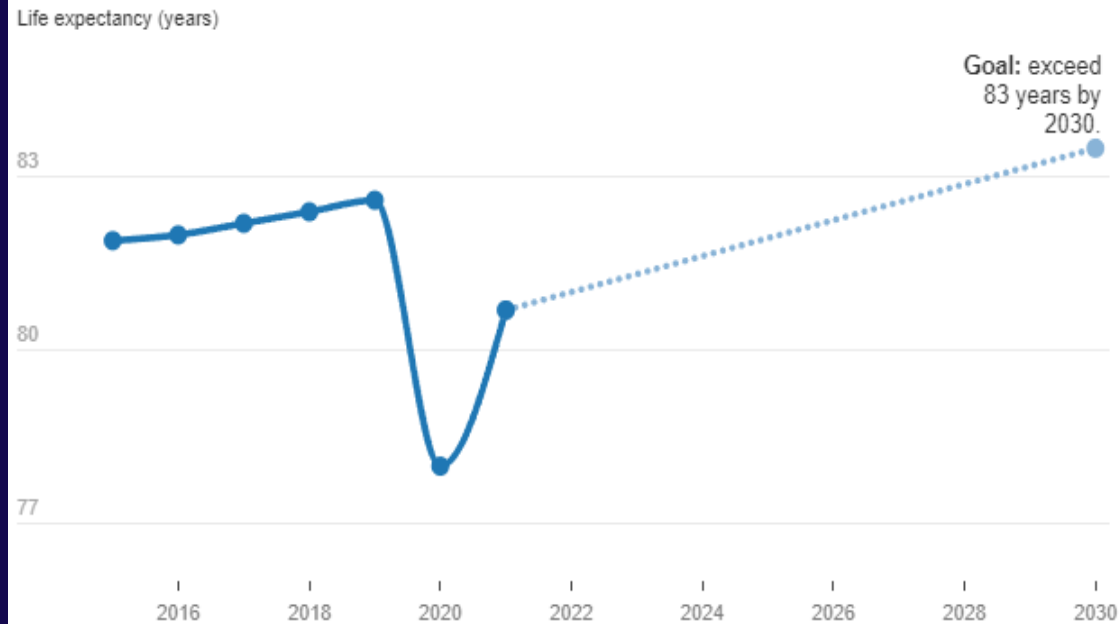
**VISION:**  
A New York City  
where EVERYONE  
can live their  
healthiest,  
longest life

# HealthyNYC Goal:

1) Raise life expectancy to at least 83 years by 2030, with gains across racial and ethnic groups

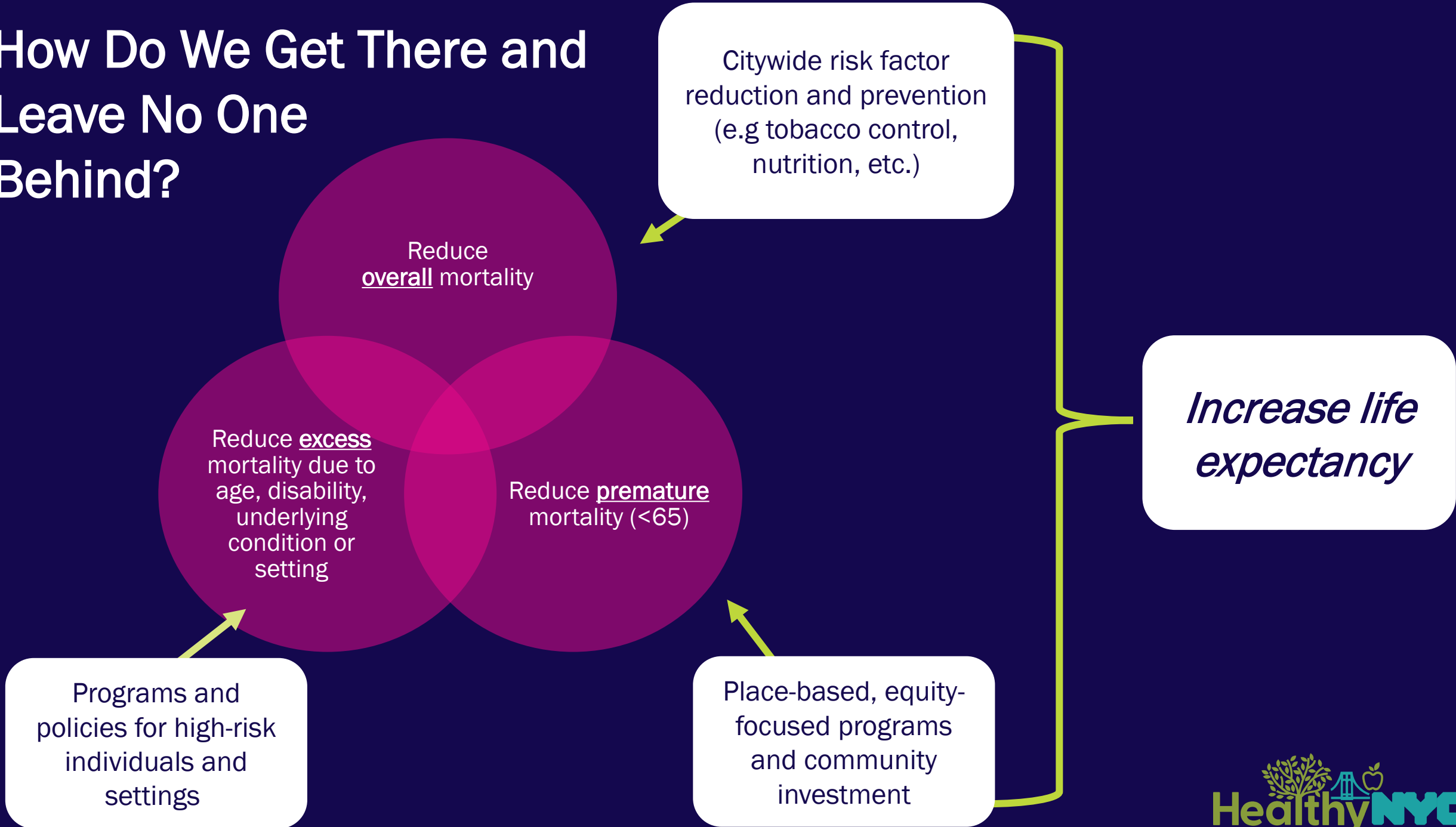
2) Avert 7,300 preventable deaths by 2030

Life expectancy **fell dramatically** in 2020, following an all-time high in 2019.



| Drivers                              | Goals                                                                   |
|--------------------------------------|-------------------------------------------------------------------------|
| Drug Overdose                        | Reduce overdose deaths by 25% by 2030.                                  |
| Suicide                              | Reduce suicide deaths by 10% by 2030.                                   |
| Cardiovascular Diseases and Diabetes | Reduce deaths due to cardiovascular disease and diabetes by 5% by 2030. |
| Cancer                               | Reduce deaths due to screenable cancers by 20% by 2030.                 |
| COVID-19                             | Reduce annual COVID-19 deaths by 60% by 2030.                           |
| Violence                             | Reduce deaths due to homicide by 30% by 2030.                           |
| Maternal Mortality                   | Reduce pregnancy-associated mortality among Black women by 10% by 2030. |

# How Do We Get There and Leave No One Behind?



# Cross-cutting issues impact the leading causes of death

## CROSS CUTTING ISSUES:

Community, social and structural factors  
Climate change  
Mental health  
Access to and quality of health care

## Direct Drivers

Drug Overdose

Suicide

Cardiovascular Diseases and Diabetes

Cancer

COVID-19

Violence


Maternal Mortality



# HealthyNYC: Legislative support to ensure long-term action

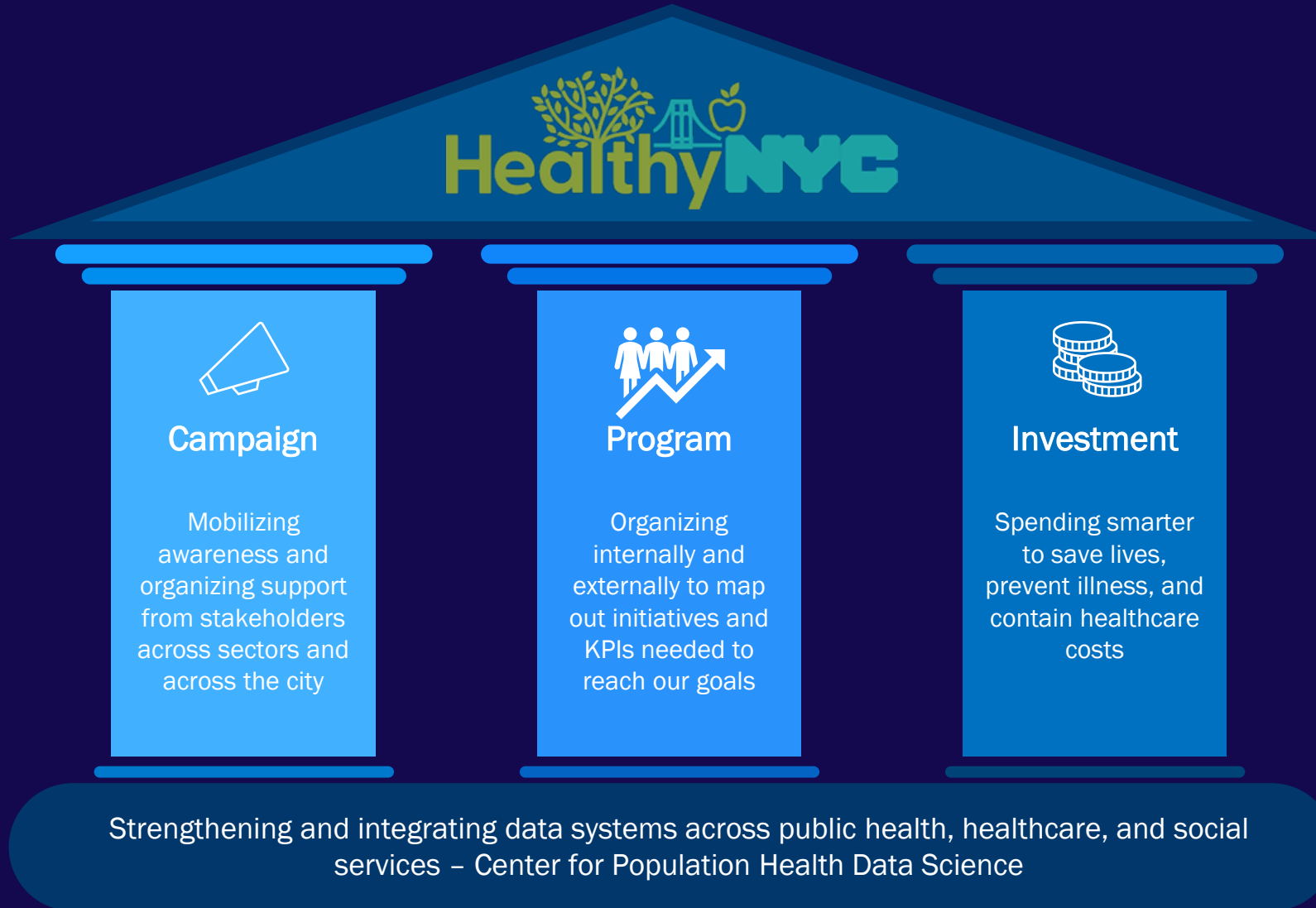
- Local Law 93 (March 2024): requiring the creation of a citywide population health agenda to improve life expectancy and annual reporting.
- This puts in place a permanent planning process.
  - Review, update/revision, and publication of population health goals every 5 years
  - Annual progress report to City Council on progress
  - Creation of HealthyNYC Advisory board

## New York City Council to vote on plan to help extend life expectancy of New Yorkers

By Eyewitness News   
Thursday, February 8, 2024



# How does HealthyNYC work? The 3 Pillars



# Pillar 1: Campaign





# Update on Campaign



## Campaign

Mobilizing awareness and organizing support from stakeholders across sectors and across the city

- Launched *HealthyNYC* Champion model on June 11
- Launched *HealthyNYC* PSA and media campaign to engage the wider public
- Annual conference in November, access to select resources



# Media Campaign for Everyday New Yorkers



**Healthy is**  
**within your reach.**

HealthyNYC

Stay Healthy, NYC! ▶

Anyone can lead a healthier, longer life — regardless of who they are, where they live or where they are from

Learn more about healthy lifestyles and tips to improve your overall health and well-being.



**Estar conectado**

Dr. Ashwin Vasani  
Comisionado De Salud De NYC



nychealthy

**Healthy is**  
**sleeping enough.**

New York City's Campaign for Healthier, Longer Lives

HealthyNYC NYC Health



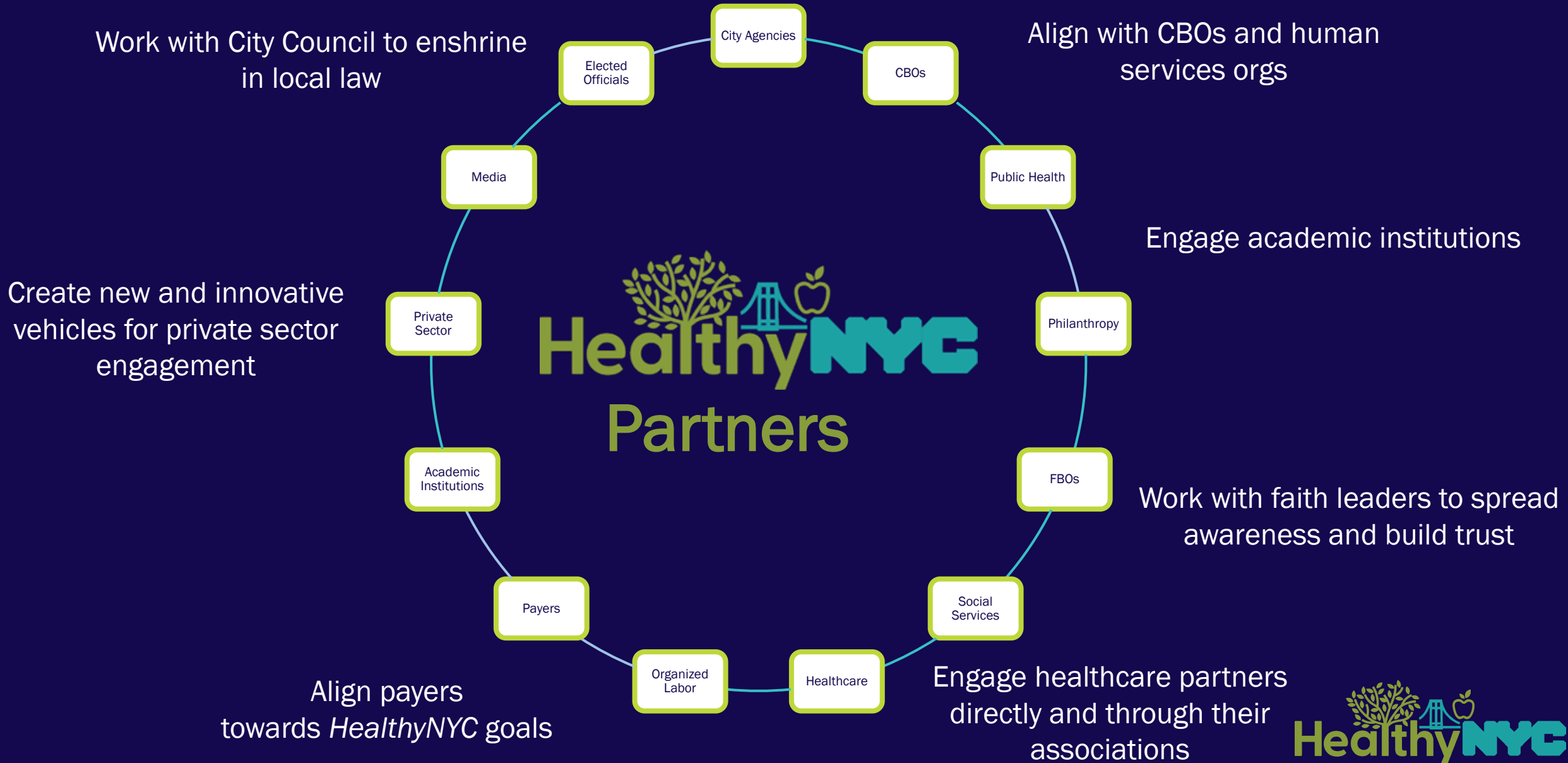
nychealthy

**Healthy is**  
**managing your stress.**

New York City's Campaign for Healthier, Longer Lives

HealthyNYC NYC Health

# Stakeholder engagement



# Initial *HealthyNYC* Champions



## *HealthyNYC* Supporters



# An Opportunity for Partnership

| Partnership Type                | Commitments                                                                                                                                                                                                                                                                                                                                   | Benefits                                                                                                                                                                                                                                                                                                |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>HealthyNYC<br/>Supporter</b> | <ul style="list-style-type: none"> <li>✓ Amplify HealthyNYC messaging, branding, and goals on public-facing platforms</li> <li>✓ Incorporate HealthyNYC into community engagement efforts to promote and amplify HealthyNYC</li> <li>✓ Raise awareness of HealthyNYC goals with partner organizations; standard materials provided</li> </ul> | <ul style="list-style-type: none"> <li>✓ Receive toolkit to publicize HealthyNYC partnership</li> <li>✓ Recognition HealthyNYC website</li> </ul>                                                                                                                                                       |
| <b>HealthyNYC<br/>Champion</b>  | <ul style="list-style-type: none"> <li>✓ All Supporter Commitments</li> <li>✓ Integrate recommended actions from the HealthyNYC Campaign Guide for Employers</li> <li>✓ Design new programming or enhance existing programming that contributes to at least one HealthyNYC goal</li> </ul>                                                    | <ul style="list-style-type: none"> <li>✓ Supporter benefits</li> <li>✓ Access to selected NYC Health Department resources to support work</li> <li>✓ Invitations to exclusive HealthyNYC convenings</li> <li>✓ Connection with a network of HealthyNYC Champions galvanized around this work</li> </ul> |

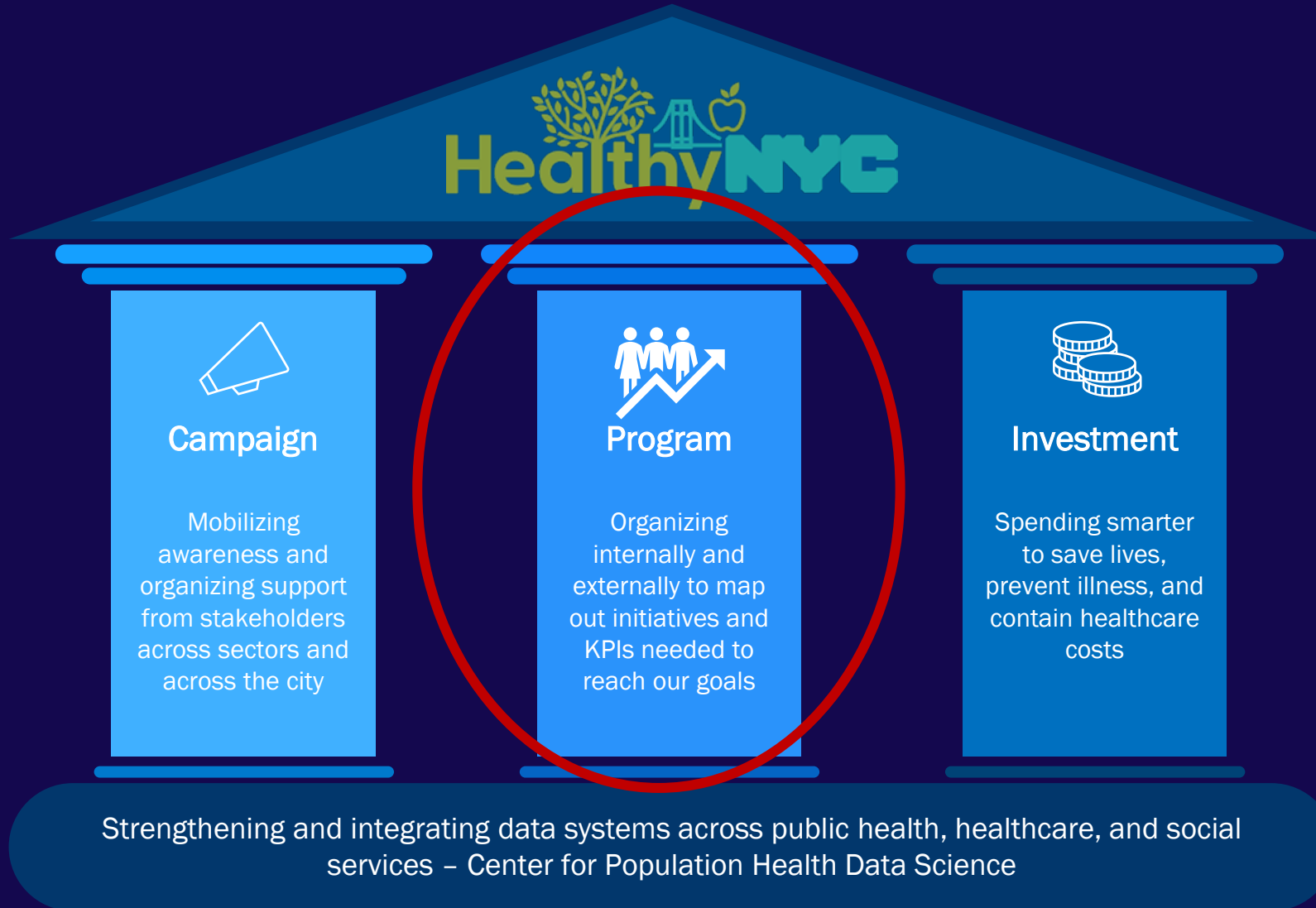
# HealthyNYC Champion Initiative

The screenshot shows the top navigation bar of the NYC Health Department website. The 'About' menu is active, and the 'About DOH' button is highlighted. Below the navigation bar, there are buttons for 'News', 'Employment', and 'Notices and Recent Orders'. The main content area features a sidebar on the left with links to 'The Commissioner', 'Board of Health', 'Contact the Health Department', 'HealthyNYC', 'HealthyNYC: Become a Partner', and 'Services in Your Language'. The main content area has a pink-bordered banner with the HealthyNYC logo and the text 'New York City's Campaign for Healthier, Longer Lives'. Below the banner is the heading 'HealthyNYC: Become a Partner' and a paragraph explaining the initiative. The text reads: 'Partners are critical to the success of HealthyNYC, as they perform the essential work in communities, advocate for policies that advance and improve health and provide resources and investment that will drive us toward achieving healthier, longer lives for all New Yorkers. We are inviting organizations to apply to become a HealthyNYC Supporter or HealthyNYC Champion. Supporters and Champions commit to promote the HealthyNYC goals, and in exchange, receive promotional materials, access to tools and resources from the Health Department and invitations to special events. HealthyNYC Champions include non-governmental organizations, nonprofits, faith-based organizations, businesses, academic organizations and philanthropic organizations.'

[nyc.gov/healthnycpartner](https://nyc.gov/healthnycpartner)



# Pillar 2: Program



# Update on Aligning Programming/KPIs



Program

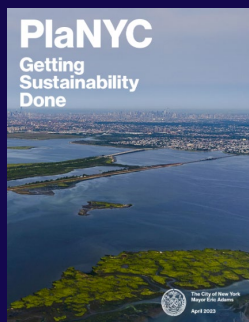
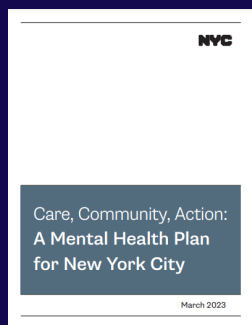
Organizing internally and externally to map out initiatives and KPIs needed to reach our goals

- Development of “strategy maps” or logic models and KPIs for each of the HealthyNYC goals
- Launch of citywide learning collaboratives with Institute for Healthcare Improvement
- Embedding *HealthyNYC* in NYC Health Department performance management system





# This is an All-of-Government Approach



## Citywide plans support *HealthyNYC* Goals

### Key components:

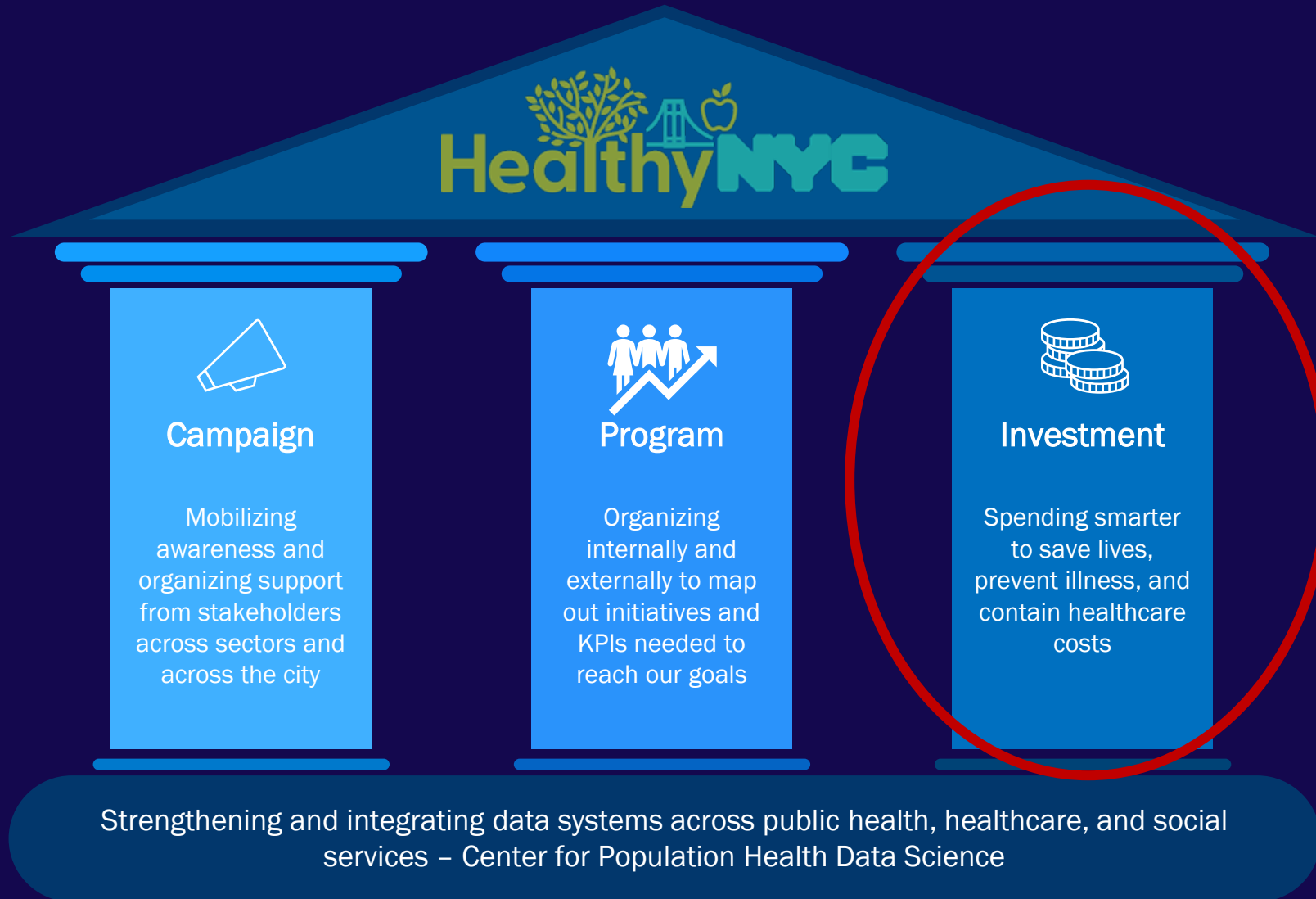
- The City will take an all-of-government approach to help New Yorkers live healthier, longer lives
- The City will call on supporters to adopt *HealthyNYC* goals and leverage stakeholder engagement to garner commitments from external partners

### How we'll measure our progress:

- Improvements in life expectancy
- Improvement in mortality from leading causes
- Health-related performance indicators
- Commitments by external partners



# Pillar 3: Investment



# NYC Health Planning Authority: Model

## Key features:

- Collaborative budgeting structure, multi-year cycles
- Economic and technical subcommittee conducting systematic ROI analyses of intervention options
- Partners with external stakeholders to ensure resources are aligned with Citywide health goals, and spending maximizes ROI
- Accountability and continuous assessment of progress and adaptation
- Recommendations made to Mayor for final decision



# Initial Health Planning Authority Activities

- “LROI” modeling with NYU – Commonwealth Fund supported project
- Focus on opioids and cardiometabolic disease
- Mapping impact on mortality and life expectancy of portfolio of interventions
- Allowing us to make comparative decisions on where to put our dollar
- Seeking additional funding to continue work



# Next steps

- Sign on as HealthyNYC Supporter or Champion: [nyc.gov/healthynycpartner](https://nyc.gov/healthynycpartner)
- Keep in touch! Reach out to [gkinsley@health.nyc.gov](mailto:gkinsley@health.nyc.gov) for more information

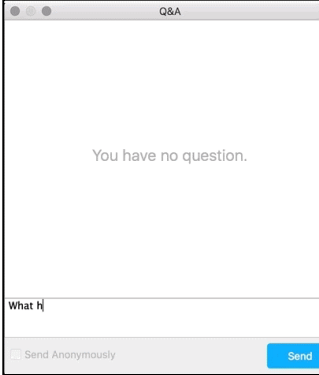
Discussion/Questions?



THANK YOU.



**Questions?** Please use the Q&A Box



The image shows a screenshot of a web-based Q&A interface. At the top, it says "Q&A". Below that, the text "You have no question." is displayed. At the bottom, there is a text input field with the placeholder text "What H". Below the input field, there is a checkbox labeled "Send Anonymously" and a blue "Send" button.

## Upcoming Events

- **August 5** – Mondays w/ Dr. Mark & Dr. Michael
- **August 13** – Shhh! What Women Don't Tell You About Their Health
- **September 12** – Pharmacy Benefits 2024
- **September 26** – Up and Comers BenefitsBlueprint Series: Benchmarking Leave and Time Off
- **November 7** - Advances in Lung Cancer: Progress, Promise, and Workplace Support