

Emphasizing the connection  
between diet, obesity and  
cardiovascular disease through  
health screenings at the  
East New York Food Co-op

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# About East New York, Brooklyn

- 50% of residents are Black, 39% are Hispanic
- Higher diet-related disease incidence than the rest of NYC
  - 1/3 of ENY residents are obese
  - 35% have hypertension
  - 13% have diabetes
- Considered an “urban food desert”



# The East New York Food Co-op

- Established through grant from the NIEHS for “Building Food Justice”
- Partnership between East New York community members and Mount Sinai School of Medicine



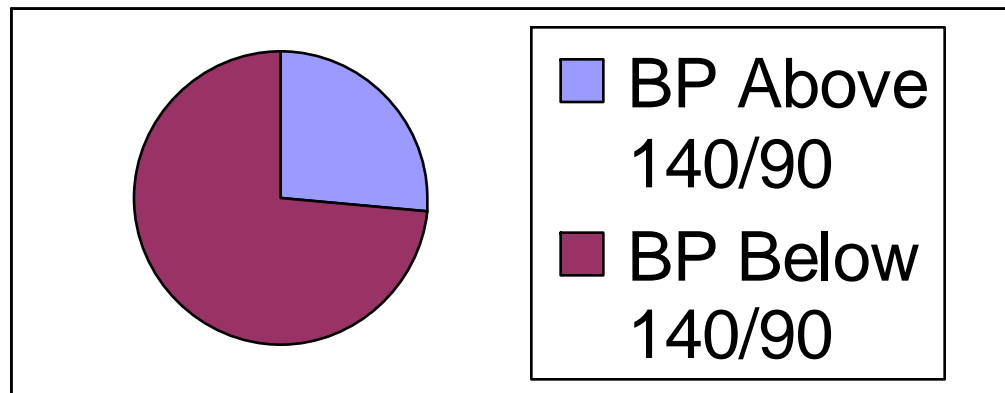
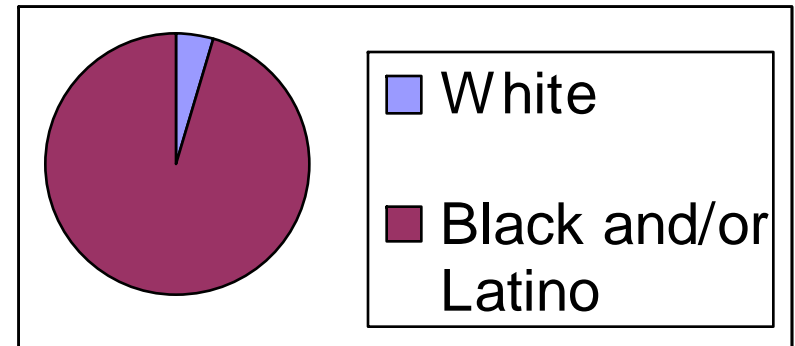
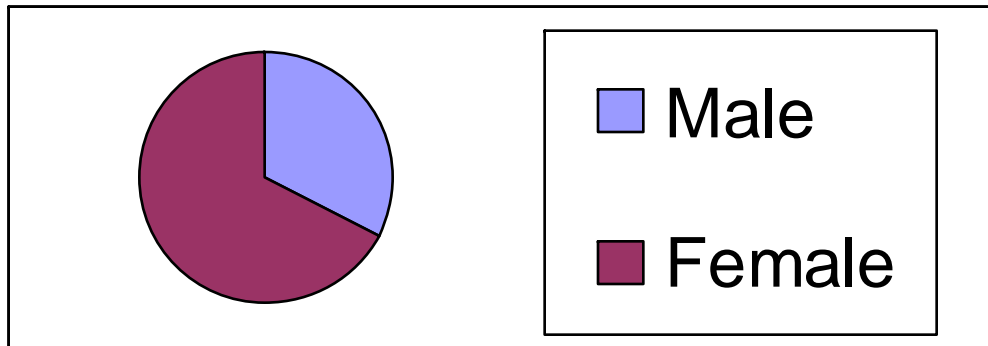
# Health Screenings Promote Nutrition

- Free, bilingual service for co-op customers, provided by MSSM
- Indicators:
  - Blood pressure
  - Total blood sugar
  - Total cholesterol
  - Body Mass Index
- *Individualized counseling on diet and physical activity*

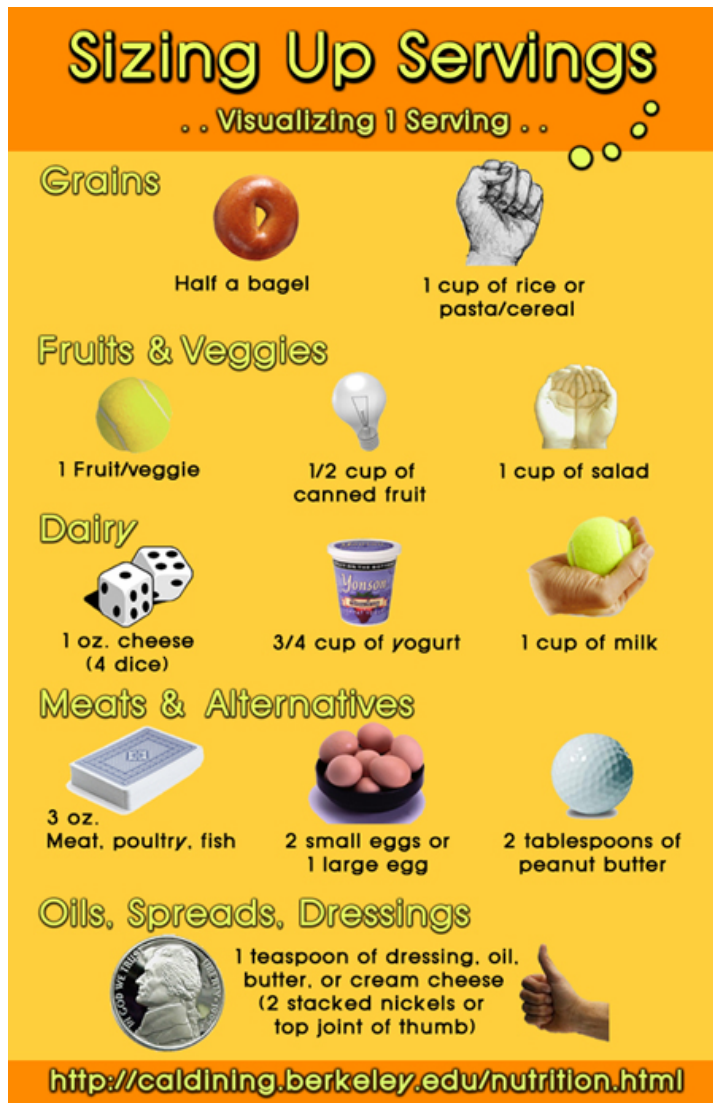


# The First Eight Months

226 Health screenings given since December 2006



# Nutrition Promotion Materials



- Serving size guide
- Recommended serving amounts for each food group
- Healthy recipes using co-op ingredients

# Challenges Faced

- Low Hispanic participation
- Temperamental equipment
- Screening program limited by low co-op customership
- Use of screenings as proxy for primary health care (?)

# Next Steps

- Achieve sustainability by training co-op member
- Expand screening services
- Develop ties with Medicare/Medicaid and HMO's for referrals





# Food Store as Health Promoter



- The ENY Food Co-op improves access to produce and other healthy foods
- Store has unique position to promote nutrition to customers with health screenings