

Minutes
SUNY Downstate Medical Center
Council Meeting
BSB – 3rd Floor
January 21, 2015

Council Members Present

Dr. Monica Sweeney, Chair
Dr. Phillip Abramowitz
Michael Connors, Esq.
Johnson Ho
Dr. Constance Shames
Dr. Garry Sklar
Rev. Elgin Watkins (by phone)
Dr. Mirian Zavala

Downstate Administration in Attendance

Dorothy Fyfe
Betty Jung

Minutes from the last meeting were accepted and approved.

Report from Council Chair:

Council Chair Dr. Monica Sweeney presided over the meeting. The focus of the meeting was to brainstorm on ways that the Council could help advance Downstate's mission.

The meeting began with a presentation by Betty Jung, the director for Downstate's Center for Health Promotion and Wellness (CHPW). Ms. Jung reviewed the breadth of activities within her department, which includes health fairs at local churches, community health lectures, external and internal screening programs, a cancer screening program for individuals without insurance, an expectant parent program, and breast feeding programs in support of the "Baby Friendly" initiative. Many Downstate students volunteer to assist in the screening programs offered by CHPW. Recently, for example, students assisted in providing over 400 flu shots to community residents. Ms. Jung wondered if the Council could assist in promoting the cancer screening programs.

Additional suggestions for Council involvement included:

- 1) Dr. Sweeney suggesting that we provide experts for a healthshow that she will be hosting on Brooklyn Access tv.
- 2) Mr. Connors suggested that we recommend health experts for his radio program. Experts with a focus on geriatrics-related topics would be of most interest.
- 3) Dr. Abramowitz is interested in promoting discussions at local parochial high schools (specifically the yeshivas and seminaries) on the education programs offered at Downstate. He has already spoken to Michael Harrell about a pilot project.

- 4) Dr. Shames recommended using alumni to help with Downstate's branding efforts. She thought some alumni might be interested in providing community lectures. She suggested exploring with Ms. Jung what topics would be of interest, and then developing a list of organizations that would welcome health speakers.
- 5) Elgin Watkins suggested more extensive reach out to local churches, and working with their health ministries.
- 6) Dr. Zavala suggested the possibility of work with the National Association of Hispanic Nurses.
- 7) Dr. Sklar suggested that individuals might be interested in information on sickle cell and treatments offered at Downstate, and followed up after the meeting with a suggestion related to glucometer usage at point of care screening.
- 8) Providing health screening services at Housing Authority locations.
- 9) Creating a simpler web page, with list of services easily available. (Ms. Fyfe advised the Council on the website redesign project that is about to launch.)
- 10) More use of social media.
- 11) A "speaker's bureau."
- 12) Disseminating health messages to the community (It's time for your flu shot; etc.)
- 13) Post cards and bus shelters.
- 14) PSAs on local tv channels and papers.

Ms. Fyfe provided background information on the Urgent Care Center at Bay Ridge, and on Downstate's participation in the Delivery System Redesign Incentive Program, which is seeking to restructure the Medicaid system by reducing avoidable hospitalizations by 25 percent over the next five years. Downstate is partnering with HHC, and our role as the hub for medical education in Brooklyn makes us an attractive partner.

There being no further business, the meeting concluded.