



Media Advisory

FOR IMMEDIATE RELEASE

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HOW DO YOU SPELL BETTER HEALTH OUTCOMES? H-E-A-L-T-H L-I-T-E-R-A-C-Y

Urban Health Plan, Inc. celebrates the opening of its first Health Education Resource Center at MS 201 in the South Bronx

Health literacy is defined as the ability to read, understand, and act on health information. Unfortunately, too many of us find it difficult to understand health information and thereby fail to take the proper measures to safeguard our health. In fact, the health of 90 million people in the U.S. may be at risk because of the difficulty some patients experience in understanding and acting upon health information. This widespread but hidden health problem affects us all and should serve as both a warning and a call to action. To combat the challenges encountered by students and families in the Hunts Point community, Urban Health Plan has partnered with MS201 to create the first Health Education Resource Center in a public school in the South Bronx. The Center will be open to students, their families and community residents. Understanding health information is everyone's right; improving clear health communication is everyone's responsibility.

What: Ribbon Cutting Ceremony for Health Education Resource Center at MS201

When: Friday, January 20, 2006 at 8:30 a.m.

Where: 730 Bryant Avenue, Bronx, NY

Who: Staff, providers from Urban Health Plan, MS 201 staff and students, South Bronx community residents, Bronx Borough President, Adolfo Carrion and local elected officials, and community leaders

Urban Health Plan, Inc. (UHP) is a nonprofit 501(c) 3 federally qualified community health center licensed by New York State as an Article 28 Diagnostic and Treatment Center and certified by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). UHP has more than 30 years experience delivering quality health care services to the residents of the South Bronx communities of Hunts Point, Morrisania and Mott Haven. In 2005, UHP delivered care to over 26,000 patients who accounted for 143,000 visits.

MS201/STAR (School for Transformation, Aspiration and Renewal) Academy is the recently reorganized neighborhood middle school of the Hunts Point Peninsula community. Committed to assisting youth to transform their lives through effective education, STAR staff members seek to assist aspiring youth in obtaining the skills necessary to help them renew their community and beyond. STAR Academy students are the proud citywide champions of the prestigious Federal Reserve Bank Econ Bow, Social Studies competition (SY 2004 and SY 2005).

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