



For immediate release

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**HUNTS POINT MIDDLE SCHOOL USES FUN, GAMES AND EXERCISE
TO COMBAT CHILDHOOD OBESITY**

Urban Health Plan Inc. joins General Electric and the staff of NBC Universal to teach local youth about being fit and healthy

WHAT: Program to Combat Obesity in South Bronx Schools

WHERE: IS 424, 730 Bryant Avenue Bronx, NY (Between Spofford and Lafayette)

WHEN: Friday, March 19, 9 am – 1 pm

For 400 students at IS 424 in Hunts Point, it won't just be reading, writing and math but a crash course on how to fight obesity through exercise and nutrition. Urban Health Plan, Inc., GE and NBC Universal are bringing a health education program to their school next Friday, March 19 that will teach them to get fit and eat right.

BEE Healthy™, part of a national health awareness program from GE, is a corporate-wide initiative that provides fun, interactive activities and education related to childhood obesity. The "BEE" represents the goals to: Balance for stretching and flexibility; Exercise, and Eat healthy. The program supports GE's Healthymagination initiative rolled out in 2009 and centers around lowering costs, touching more lives and improving the quality of healthcare.

The program includes assistance from almost 50 NBC employees who volunteered to help the students get fit and healthy with games such as Turbo Kick, Zumba™, basketball, jump rope and other physical activities. Urban Health Plan's Project H.O.P.E. will provide nutrition education activities.

"The Bronx has one of the highest rates of obesity in the state, particularly among children and young people," says Paloma Hernandez, CEO, Urban Health Plan, Inc. "As a community health center, we're committed to educating our patients on the importance of good health and exercise along with good eating habits. Through our partnership with GE, we can teach schoolchildren that in order to be healthy, they have to be active."

"GE and NBCU are excited to bring BEE Healthy™ to the Bronx to encourage healthy eating habits and exercise in this community," says Margaret Lazo, the Co-Leader of the GE Hispanic Forum and a Senior Vice President at NBC Universal. "We are very proud of our employees' commitment to serving and bettering our communities, especially as it relates to the critical issue of healthcare."

About GE

GE (NYSE: GE) is a diversified infrastructure, finance and media company taking on the world's toughest challenges. From aircraft engines and power generation to financial services, medical imaging, and television programming, GE operates in more than 100 countries and employs about 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.

About Urban Health Plan, Inc.

Urban Health Plan, Inc. (UHP) is a network of federally qualified community health centers based in the South Bronx and Queens. Its mission is to improve the health status of underserved communities. In 2008, UHP served 31,000 patients through 171,000 patient visits at four clinic sites, five school-based



clinics, and four off-sites. It has served the Hunts Point, Mott Haven and other surrounding communities of the Bronx since 1974.

As a federally qualified health center, UHP plays a vital role in providing health services to poor and medically underserved populations who often have difficulty accessing quality health care.

Over the years, UHP has developed many health improvement initiatives including a nationally acclaimed asthma management program, programs in childhood obesity prevention, nutrition, HIV/AIDS care, and mental health services. UHP is one of the first community health centers in New York who fully uses electronic medical records and is currently using iris recognition technology to identify patients.

In 2006 UHP received the National Exemplary Award from the United States Environmental Protection Agency for its efforts to reduce asthma rates in Hunts Point. It has been named one of the top twenty-five Hispanic not-for-profits in the country by Hispanic Business Magazine for the past three years. In the summer of 2009 UHP was named one of the top twenty community health centers in the country and received the Nicholas E. Davies Award for Excellence from the Health Information Management Systems Society for excellence in the use of electronic health records. UHP was also awarded a Level 3 recognition as a Physician Practice Connections – Patient-Centered Medical Home (PPC-PCMH) from the National Committee for Quality Assurance (NCQA). Level 3 recognition is the highest awarded by the NCQA.

More information on UHP can be found at www.urbanhealthplan.org.

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A Neighborhood Report from the Bronx District Public Health Office – May 2007
Obesity in the South Bronx – A Look Across Generations

1. Obesity and overweight are common in residents of all ages in the South Bronx.
 - Nearly 1 in 3 children in Head Start programs is obese, and almost half are overweight or obese.
 - Nearly 1 in 4 children in public elementary schools is obese, and nearly 4 in 10 are overweight or obese.
 - About 1 in 6 public high school students is obese, and more than 1 in 3 is overweight or obese.
 - One in 4 adults is obese, and 2 in 3 are overweight or obese.

2. The obesity problem in the South Bronx is part of an epidemic affecting all of the Bronx, New York City, and the nation.
 - The prevalence of obesity among preschool children enrolled in Head Start and public elementary school children is similar in the South Bronx and New York City overall.
 - The prevalence of obesity among public high school students and adults 45 to 64 years of age, however, is higher in the South Bronx than in the city as a whole.

3. Many adolescents and adults in the South Bronx do not exercise regularly or eat the recommended amount of fruits and vegetables.
 - More than 4 in 10 high school students report not exercising at least 20 minutes a day, 3 days per week. Nearly 6 in 10 watch TV at least 3 hours per day.
 - Nearly 4 in 10 adults report not exercising at all. A similar proportion does not walk or bicycle at least 10 blocks to get to work or school or to run errands.
 - Eight in 10 adolescents and more than 9 in 10 adults say they eat fewer than 5 servings of fruits and vegetables per day.