



Media Advisory

FOR IMMEDIATE RELEASE

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Using Playing Cards and Dominoes to Improve the Health of Bronx Men

Men seek action and enjoy partaking in games and sporting events that allow them to compete. Unfortunately, they do not exhibit the same vigor and enthusiasm when it comes to managing their health. In fact, a Men's Health Magazine/MSNBC.com reader survey found that "men often aren't doing enough to stay healthy and fit." Despite their high incidence rates of chronic diseases and health disparities, men show great reluctance in seeking professional help for physical and psychological problems or for participating in screening programs.

According to the Centers for Disease Control and Prevention, heart disease and cancer are the first and second leading causes of death in American men. But with education, improved nutrition and exercise, regular exams and screenings, the risks of developing heart disease and some forms of cancer, as well as stroke, high blood pressure, diabetes and chronic liver disease, may be significantly reduced.

In an effort to heighten awareness of preventable health problems and encourage early detection and treatment of disease among men, Urban Health Plan (UHP) will kick off National Health Center Week (an observance that recognizes the service and contributions that health centers make to helping underserved communities throughout the United States) with a Men's Health Day event. Throughout the entire day, HIV rapid testing prostate, blood pressure, glucose, cholesterol, carbon monoxide, BMI, dental and hearing screenings will be offered. In addition, we will be enrolling individuals for health coverage. To encourage men to participate, we will provide games (dominoes, cards, checkers and chess) and host tournaments while they wait to be seen. Refreshments and goodie bags will be provided and raffle prizes will be awarded.

What: Men's Health Day Event in Observance of National Health Center Week

When: Saturday, August 5, 2006 from 10 am – 3 pm

**Where: El Nuevo San Juan Health Center located at 1065 Southern Boulevard
Bronx, NY 10459**

Who: Staff and providers from Urban Health Plan, Pfizer, South Bronx community residents

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 149,000 visits.

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