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**FORMER NBA ALL-STAR, NYS DIABETES CAMPAIGN URGE  
DEFENSIVE MOVES AGAINST DIABETES**

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***Hall-of-Famer Dominique Wilkins and New York State Diabetes Campaign Address  
Providers and Patients at Urban Health Plan in the Bronx***

**DATE (New York)** –Former NBA All-Star Dominique Wilkins and the New York State Diabetes Campaign visited the Urban Health Plan in the South Bronx today, where diabetes prevalence is nearly 17%, to stress both the importance of better patient management of the disease and better care for patients with diabetes.

The event was part of a new effort launched by the New York State Health Foundation’s Diabetes Campaign, called “Half the Care.” Based on research that diabetes patients receive only 45% of the care they need, the Campaign aims to ramp up care and prevention across New York State by connecting providers with the resources and support needed to improve diabetes management and care.

“Diagnosed nine years ago, I know that living with diabetes is an ongoing collaboration between a doctor and his or her patient. It is critical that at-risk patients, especially seniors, ask their providers about screening for diabetes, and that providers have the best possible resources available to treat this disease,” said Wilkins, also a diabetes patient ambassador for Novo Nordisk. “At the same time, diabetes patients must step up their game and take steps to live a healthier lifestyle. When both sides meet in the middle, it makes for a winning game plan.”

Currently, 1.8 million people are living with diabetes in New York State and another 4.2 million are at risk for the disease. The New York State Diabetes Campaign, a \$35 million initiative of the New York State Health Foundation, aims to combat this widespread issue through a combination of increased resources for providers and community-based initiatives that will promote prevention and better self-management of the disease by patients.

“Dominique Wilkins, as a person living with diabetes, adds an incredible consumer voice to raise awareness about the importance of screening for diabetes and managing diabetes,” said Wanda Montalvo, RN, ANP, Clinical Director of the Campaign. “While the Campaign is working with providers to help decrease the complications of diabetes, the patient has to be an equal partner in order to achieve Full Diabetes Care.”

"We are thrilled to work with the New York State Diabetes Campaign and Dominique Wilkins on the importance of managing diabetes. The Bronx has one of the highest rates of diabetes in New York City," said Paloma Hernandez, President and Chief Executive Officer of Urban Health Plan. "At Urban Health Plan, we have a number of programs developed to help patients self-manage this disease, including a health and wellness center that addresses the physical, mental, and spiritual needs of our patients. They will benefit greatly from meeting Mr. Wilkins and learning from his experiences as a diabetes patient," said Ms. Hernandez.

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### **About the New York State Diabetes Campaign**

The New York State Health Foundation established the New York State Diabetes Campaign to improve clinical care among primary care providers, mobilize communities, and promote policies that will sustain high-quality clinical care and healthy environments. With a \$35 million investment from the Foundation, the Campaign aims to reverse the statewide diabetes epidemic and significantly improve the health outcomes of New Yorkers with diabetes.

### **About the New York State Health Foundation**

The New York State Health Foundation is a private Foundation dedicated to improving the health of all New Yorkers. NYStateHealth has a three-part mission: expanding health insurance coverage, increasing access to high-quality health care services, and improving public and community health by educating New Yorkers about health issues and empowering communities to address them.

### **About Urban Health Plan**

Urban Health Plan (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.

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 25 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 20 community health centers in the country and received the Nicholas E. Davies Award for Excellence from the Health Information Management Systems Society for its excellence in the use of electronic health records.