

Did You Know...

While members of some minority racial and ethnic groups, including Blacks, Puerto Ricans, Mexican Americans, Native Americans, Alaskan Natives and Hawaiian Natives, make up approximately 25% of the U.S. population, their representation among health professionals is in the range of 10 percent. Here are some facts* about these under-represented minorities in the medical professions:

- Under-represented minorities remained 10% or less of new entrants to medical school in New York State between 1993 and 1998 and made up only 7% of New York State medical school graduates in 1998. However, under-represented minorities accounted for just over 10% of all U.S. medical school graduates.
- Thirty-nine percent of under-represented minority medical school graduates, compared to approximately 10% of other graduates, indicated an interest in practicing in a socioeconomically disadvantaged area.
- The percentage of under-represented minorities among the entrants, enrollees and graduates of medical, dental, nursing, pharmacological, allied and associated health profession schools has not advanced significantly since 1990.

*Sources: Institute of Medicine's Healthy People 2010; Association of American Medical Colleges; Associated Medical Schools of New York Office of Minority Affairs

AAIUH Sponsors Conference on Under- represented Minorities in Health Professions

On October 31, 2000, AAIUH co-sponsored a special conference entitled, "Increasing the Representation of Minorities in Medicine and the Health Professions: Policies, Partnerships, and Outcomes." This invitation-only conference, held in New York City, was attended by 100 of the most influential policy makers and program directors in health and medical education. U.S. Surgeon General Dr. David Satcher delivered the keynote address on the Institute of Medicine's Healthy People 2010 goals, the racial and ethnic disparities

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TOP SPIN

NEWS FROM THE ARTHUR ASHE INSTITUTE FOR URBAN HEALTH

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AAIUH: TAKING IT TO THE NEXT LEVEL

AAIUH is continuing to build on its accomplishments as it expands and refines its programs and activities. The organization has pioneered several successful non-traditional outreach programs such as Black Pearls/Different Fades of Health and Agape, and is building a strong pipeline of future talent with its high-profile Health Science Academy.

"These programs are beginning to help make Arthur Ashe's vision of comprehensive health care delivery to America's multiethnic urban residents a reality, but we have a long road ahead of us," says Dr. Edgar Mandeville, Chairman of AAIUH. "Our immediate goal is to develop successful models of delivery so that, ultimately, all urban Americans can access the best in health care."

Here are just a few of the initiatives AAIUH has launched this fall:

- **Brooklyn Information Health Access Coalition:** health fairs and seminars held in public libraries
- **Quality Health Care Conference:** strategies for culturally diverse populations
- **Minority Asthma Partnership:** education and disease management services for asthma sufferers in underserved neighborhoods
- **First Impressions:** educational HIV/AIDS and STD information delivered in tattoo and body piercing salons



AAIUH's Investing in Wellness Health Fair at Brooklyn Central Library.

BROOKLYN INFORMATION HEALTH ACCESS COALITION

Contact: Necole Brown 718-270-4468

On Saturday, September 9, AAIUH through its partnership with the Brooklyn Information Health Access Coalition, presented the first in a series of public health fairs and disease-specific seminars at Brooklyn Public Libraries (BPL). Called the "Investing in Wellness Health Fair," the all-day event on the ground floor of the BPL's Central Library drew between 200 and 300 attendees and included 30 community-based providers.

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Topspin is published by the Arthur Ashe Institute for Urban Health to provide news and general information about its programs and services and about developments in urban medicine, disease prevention and healthcare.

It is not intended to provide personal medical advice which should be obtained directly from a licensed physician or healthcare provider.

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CHAMPIONS

Funding for AAIUH's programs comes from the contributions of corporations, foundations, government grants, employee groups, fundraising events, and individuals. These contributions enable the Institute to fulfill its mission to improve the health and well-being of America's most vulnerable urban populations through innovative health education programs, research, and collaborations.

Three major funders of this work are the American Express Foundation, the Independence Community Foundation and Omnicom. The very generous donations and the inspiring spirit of partnership that these organizations exhibit are enabling the Institute to make huge strides in terms of program enrichment and other key outreach efforts. The Institute gratefully acknowledges this support.

“One of the three program themes of the American Express Foundation is Economic Independence. We have long been committed to supporting projects related to helping people to help themselves – to acquire the education and skills for a productive career, to acquire the capital and assistance to start a business, to overcome obstacles that might keep individuals from living productive lives and contributing to their communities. The Arthur Ashe Institute is one of the organizations that shares this commitment. We're particularly pleased to help fund the Institute's Health Science Academy, because of its focus on young people – on helping them to build the skills and awareness necessary to achieve their highest potential and to serve our communities in the future.”

— *Mary Beth Salerno, President, American Express Foundation*

“The Independence Community Foundation (ICF) is very pleased to provide significant capacity building support to the Arthur Ashe Institute. After discussing the organization's needs and reviewing its many innovative programs, we felt that the Institute had great potential to increase its private funding base. From efforts to teach high school students about health sciences and health science careers, to programs that target adults with a wide range of information about personal health and preventive care, AAIUH can make a strong case to corporate and foundation funders for financial support. An investment in the Arthur Ashe Institute is an effective vehicle for supporting both youth education and good health in Brooklyn's African-American communities, and ICF's grant is intended to help get this message out.”

— *Marilyn Gelber, Executive Director, Independence Community Foundation*

“At Omnicom, we strive for excellence in all our business endeavors. While that is a priority, it is also of vital importance that we meet our corporate commitment to help organizations such as the Arthur Ashe Institute for Urban Health meet the needs of the economically disadvantaged. Each year my colleagues and I at Omnicom have watched the Institute enrich its programs and increase its outreach to under-served communities. We are very proud to be supporters of this process.”

— *John Wren, President & CEO, Omnicom*



SPORTS BALL 2000



Left to right: Al Roker, Co-host; Jessye Norman, recipient of the AAIUH Leadership Award for Humanitarian Service; Deborah Roberts, News correspondent; Dr. Edgar Mandeville, Chairman of AAIUH Board; Donna De Verona, Honorary Chairperson; Robin Roberts, Co-host.

Sports Ball 2000, this year's fund raising gala for the Institute, raised an unprecedented \$1,000,000! The event was held at the Waldorf=Astoria Hotel on April 26. Three dedicated individuals were honored.

Internationally recognized opera star, Jessye Norman, received the Leadership in Humanitarian Service Award. Ms. Norman lends her time and energy to some 13 organizations ranging from The Arts, to the Girl Scouts, and Meals on Wheels.

Baseball legend, Hammerin' Hank Aaron, received the Leadership in Community Service Award in recognition of the Hank Aaron Chasing the Dream Foundation. Each year the Foundation makes it possible for "dream chasers" between the ages of 9 and 12 to have things such as art lessons, a writing course, personal time with a sports coach, or a computer course. To date, 65 "dream chasers" have benefited from the program.

SUNY Downstate Medical Center's Dr. Robert Furchgott received the Institute's award for Leadership in Basic Science research. Dr. Furchgott is

internationally recognized for his research and has won numerous honors and awards including the Nobel Prize in Medicine. The research which merited the prize made possible the discovery of Viagra.



International singer Tyree shooting "Hoops".



Sports Ball guests playing one of the virtual reality games.



Dr. Robert Furchgott and Henry "Hank" Aaron with their Leadership Awards.

The evening began with spirited but friendly "competition" among guests and celebrities on sports-related games including: Basketball Frenzy, World Series Baseball, Megatouch Tennis, and the Electronic Putting Challenge.

Hosts Al Roker and Robin Roberts smoothly moved the evening's program along to one of the event's annual highlights, the auction. This year, in addition to the Mercedes Benz, auction items included three historical documents, two of which were signed by Fredrick Douglass, the great abolitionist.

More than 900 people attended this year's event. Headline guests included WNBA superstars, Rebecca Lobo and Kym Hampton; hockey great Rod Gilbert; actress Anna Marie Horsford; TV correspondent Dr. Ian Smith; NBA great Bob Lanier; sportscaster Sal Marcano, and former baseball star Keith Hernandez. Invited guest Tommy Davidson surprised the crowd with an impromptu comedy routine that merited a standing ovation.

Although there are too many to list here, we wish to wholeheartedly thank our Corporate Chairs and the sponsors who so generously helped us, with their time and contributions, to raise the monies which will allow the Institute to continue the work inspired by Arthur Ashe. ☺



AAIUH PROGRAMS

AGAPE

Through the Agape program, AAIUH provides HIV/AIDS education and training, including epidemiology, immunology, transmission and risk reduction, to pastors and parish nurses in African-American and Caribbean-American religious institutions in Brooklyn. These volunteers are then able to bring AIDS prevention and treatment information to others within the faith community, as well as lead grief and loss workshops, counseling seminars, and women's health forums. The program, now in its fourth year, was founded on the premise that the church is a community center in which powerful discussion, education and action has traditionally taken place.

A Response to Agape



Roderick Bishop

In a recent interview, Roderick Bishop, an active member of the Kingsboro Temple of Seventh

Day Adventists, talked about his involvement in the Agape program.

“Why did we become involved? Our church is preparing to be a church of the 21st Century. To that end we are trying to become educated in these issues in order to meet the needs of our community and of potential members.

The Agape program was effective in heightening our awareness of the need for our church to be in partnership with community based organizations that have the necessary expertise. At the two sessions we've had so far, the Institute helped us to better understand behaviors that could put members of our community at risk for various dis-

eases – not just HIV/AIDS. The program was well received on both occasions.

As a member of the church and as a HIV Coordinator at Interfaith Medical Center, I see the need for a marriage between the hospital and other agencies like AAIUH to address the total needs of the community and the church. My involvement with the Institute has strengthened my belief that this can be accomplished.”

HEALTH SCIENCE ACADEMY

Now in its seventh year, the Health Science Academy prepares inner city high school students for higher education in the health care professions. The Academy offers academically talented youth from disadvantaged backgrounds a three-year enrichment program in the health sciences. By partnering with the State University of New York (SUNY) Health Science Center at Brooklyn and St. Johns University, the Academy is able to provide extensive coursework with university faculty, hands-on experience in both medical research and Patient-Oriented Problem Solving, and one-on-one guidance from practicing health care professionals.

My Participation in the Health Science Academy (excerpt) by Leah Goodridge



Leah Goodridge

Hung between little plastic, florescent stars on my bedroom ceiling is a small piece of paper with powerful words written on it by renowned writer Charles W. Chesnutt: “Impossibilities are merely things which we have not yet learned.”

I remember placing it there at the beginning of high school – determined

to make it my personal credo for life. Now as a high school graduate, I have reached unknown places with the help of the Arthur Ashe Institute for Urban Health Science Academy (HSA).

During my three years of matriculation at HSA, I acquired knowledge that enhanced my view of the world and prepared me for college. I worked closely with medical staff to learn the bio-medical curriculum. I also participated in the POPS cases, which require HSA students to diagnose fictional patients given information on symptoms and patient background. With my involvement in POPS, I realized that I could use my new knowledge to improve the quality of life for others.

Each term culminated in a huge project like a Powerpoint presentation, which allowed me to express my ideas through colorful designs, enhance my research skills, and discover new medical terms – all while learning necessary computer skills.

During the orientation three years ago, I wondered why a Health Science Academy would be named in honor of an athletic legend. But I soon realized that each of the intelligent and creative individuals I met through HSA had a part of Ashe's soul inside, and our determination was his spirit. HSA ignited a fiery passion for science and allowed me to revel in the beautiful world of principles, theories, and the unknown. Every lecture that was given gave an underlying lesson as well: it taught me to challenge, to sing, to shine, to try, to dance – to play the game.

BLACK PEARLS/ DIFFERENT FADES OF HEALTH

AAIUH's Black Pearls and Different Fades of Health programs bring health education to men and women through a key neighborhood center: the hair salon and barbershop. By delivering health seminars on-site and making literature available to clients, these programs are able to educate individuals who may be difficult to reach through more traditional approaches. Seminar topics include asthma, cancer, HIV/AIDS, STDs and heart disease.



Photos this page: RN/Educator Renée Murray-Bachman in action at Red Creative Art Salon.

A Conversation with Three Stylists

This summer, Necole Brown, AAIUH Director of Community Health Outreach and Brenda Williams (BW), AAIUH's Editorial Director, got together with a few of the stylists who have generously opened their salon doors to the Black Pearls program. In attendance were Debra Harebey (DH) of Red Creative Art Salon, Debbie Deas (DD) of Asasé Salon, and Niliya Yarborough (NY) of Asasé Salon. Over lunch, these stylists talked about their experiences with the program. Here are some excerpts from that discussion.

BW: *What have been some of the highlights?*

DH: We had a session about breast

health, and I brought up smoking because my mother has been smoking for so long. The discussion really had an impact on her – helping her realize the health risks, how dangerous it is, and how she really puts her life in danger by smoking for so long. Even though she hasn't quit yet, it really has made her think more seriously about trying to stop.

DD: I guess our real highlight was the program that we had on depression. After the guest speakers spoke and gave us all the information about depression and where to get help, it was over – but it wasn't over. People stayed for an extra two to two and a half hours just talking among themselves and about depression until we had some breakthroughs. Somebody broke down and started crying. It was an intense experience.

NY: I had a client who smokes. One day he brought his little son in. I cut his son's hair and I went to hug him because that's our routine. I got a big hug, and I realized: this baby smells of smoke! Well, you know, when I said this to Deb (Deas), she said, "Put the tape on!" (laughter) And we put the tape on loud – we didn't say anything. And the father came over, and he got in a chair, and he watched it. And his facial expression It had a real impact.

BW: *Were the audiences receptive?*

NY: Oh, my goodness! You could see the womens' appreciation for our taking the time out to actually do something like this – to have a gathering of women and bring some health issues to their attention.

DH: I've always wanted my salon to be a place where people come to work not just on their hair but on other things.

This program really is a fantastic way to do that. It makes you feel like you're participating in making the world – sounds corny – a better place.

DD: I never thought of myself as a community-based person. Even though I have a business in the community, I really limited my community just to my salon. But now I can give out other information. When we held our programs, we had people come who don't usually come to our salon. We told people, "Bring a friend." That made me feel like I was making a contribution to the community where I make my money.

BW: *What's the biggest surprise you've had from your participation in this program?*

NY: For me, the fact that the clients really take it to heart. They really take in the information and they're happy to have it. They take it in and become more conscious about some of the things they're doing. Whether it's getting a breast exam or thinking a second about smoking around someone else. I really do think that it has an effect, and that's nice to know.

DH: The biggest surprise is I didn't know I would feel as connected as I do. To have thought, "What's the point?" and now to realize: this is the big point. I need to do this.



Photos this page: Ernest A. Cuni



John P. Margaritis

John P. Margaritis currently serves as President and CEO of Firebrand Financial Group,

Inc. Prior to joining this company, he headed a number of public relations firms, including The Hawthorne Group NY, Margaritis & Associates, Ogilvy Adams & Rinehart, and Ogilvy & Mather, public relations. His considerable communications expertise prompted friends of AAIUH to solicit his aid in furthering the work of the Institute. Margaritis joined the board of directors in 1993.

“I had always admired Arthur Ashe, and I loved what the Institute stood for – as well as the idea that it was a start-up,” Margaritis said. He plays a key advisory role in the public relations/communications side of the Institute’s affairs and actively supports outreach efforts in the corporate community.

For the future, Margaritis would like to see the Institute broaden its outreach. However, he cautions: “I don’t think it’s wise to try to do it all in a single step. I’d like to see us expand our programs in the tri-state area first and then expand nationally from there.”

In addition to his work for the Institute, Margaritis serves on the board of directors of Research America, an advocacy group dedicated to increasing government support of medical research. He is also a member of the President’s Advisory Council for the Museum of Television & Radio and serves as a trustee of Washington & Jefferson College. ☺



Seth G. Abraham

In October 2000, Seth G. Abraham became COO and EVP of Madison Square Garden Entertainment.

Prior to this position, Abraham was President and CEO of Time Warner Sports and assumed various leadership roles within HBO over a period of 23 years. His connection with Arthur Ashe began in the late 1970s and continued through the 1980s when Abraham headed up HBO Sports.

“I was born and raised in the Crown Heights section of Brooklyn, so when Arthur spoke to me about the work he was doing, I was very much a willing recruit,” says Abraham. He has been involved with AAIUH since its inception and joined the board of directors when it formed in 1993.

“The Institute is a wonderful way to perpetuate Arthur’s standard as a citizen, as an activist and as a contributor,” Abraham says. A former Vice Chair of the Sports Ball, Abraham’s role within the Institute has been significant. His efforts have forged connections with the business and sports communities and have generally helped to raise awareness of AAIUH and its mission.

In addition to his work with the AAIUH, Abraham devotes time to other sports-related charities. He says, “My job is my avocation. My affinity is for philanthropic work that uses sports figures – the kind of work where my connections will be most valuable and where I can really contribute.” Abraham currently sits on the board of The Miami Project, which supports research in spinal paralysis, and on the board of The Jackie Robinson Foundation. ☺



Rachel Gillett Fruchter, Ph.D., M.P.H

(1940-1997)

AAIUH held the first annual Rachel

Gillett Fruchter Memorial Lecture on July 27, 2000. The keynote speaker was Dr. Vivian W. Pinn, Associate Director for Research on Women’s Health and Director, Office of Research on Women’s Health, The National Institute of Health. Before an audience of 200 healthcare professionals and community advocates, Dr. Pinn delivered an insightful lecture entitled, “Is Everyone at the Table? A New Women’s Health Research Agenda.”

The Institute established the lecture in memory of Dr. Rachel Gillett Fruchter, a guiding force for much of the early development of the Institute. Dr. Fruchter chaired AAIUH’s task force on community partnerships and was instrumental in shaping the Institute’s programs.

Dr. Fruchter, who held a Ph.D. in biochemistry from Rockefeller University and a master’s degree in public health from Columbia University, was an associate professor of obstetrics and gynecology at the State University of New York Health Science Center at Brooklyn. She was recognized for her research on gynecological cancer as well as for her extensive activism and commitment with regard to women’s health issues.

“The Institute was enriched by the friendship and commitment Dr. Fruchter offered and we miss her greatly,” said Ruth Browne, Executive Director of AAIUH. “Although she is no longer with us, her inspiring example of improving the lives of others through health and community activism will endure.” ☺

Did You Know *Continued from page 1*

in health, and the specific implications for workforce issues.

AAIUH and its co-sponsors developed the conference in response to the continuing under-representation of some minority groups, including Blacks and Puerto Ricans, in the health professions. The potential impact of under-representation on these communities includes diminished access to health care and a muffled voice in health care policy.

“The conference profiled model minority pipeline programs designed to increase the representation of minorities in the health professions, with an emphasis on the innovative ways these programs have designed their tracking and outcome methodologies,” explained Dr. Ruth Browne, Executive Director of AAIUH. The Institute’s Health Science Academy was one of the programs profiled.

In sponsoring this event, AAIUH partnered with the Associated Medical Schools of New York, Biomedical Science Careers Program, and the New York State Council on Graduate Medical Education. Thomas Burke, Executive Director of the New York State Council on Graduate Medical Education, commented, “We hope to use the conference as a launching point to identify strategies that institutions and government can develop to address the problem of under-representation.” ☺

AAIUH *Continued from page 1*

Health fair attendees took advantage of the screenings offered for blood pressure, asthma, ophthalmology, glucose, and podiatry. Story telling activities about health and nutrition were provided for children. In addition, attendees participated in “Getting

Connected to Health” training sessions designed to teach individuals how to access reliable health information on-line.

The Brooklyn Information Health Access Coalition, led by AAIUH and the Brooklyn Perinatal Network, represents over 30 organizations and includes the BPL’s 60 branches. According to BPL Science and Industry Division Chief Sheila Johnson, “The work of the Coalition will help the library get vital health information to the public. Access to reliable, accurate information is part of the prescription for a healthy community.”

Other Coalition activities include a diabetes workshop held in September, a breast health workshop held in mid-October during Breast Cancer Awareness Month, and upcoming workshops on stress management to be held in November and December.

FIRST IMPRESSIONS

Contact: *Necole Brown*
718-270-4468

This October AAIUH rolled out a ground-breaking program called First Impressions. This initiative enlists the active support of tattoo and body piercing salon operators to deliver educational information on sexually transmitted diseases and HIV. Based on the Black Pearls/Different Fades of Health model, and sponsored by Dupont Pharmaceuticals, First Impressions makes videos, educational literature and condoms available to salon customers.

“What’s important about First Impressions is that we’ll be able to reach young people in an environment where they’re comfortable,” said Ruth



Browne, Executive Director of AAIUH. The Institute has already recruited five salons, three in Manhattan and two in Brooklyn, and intends to add four more Brooklyn-based establishments in upcoming months.

Maya, a tattoo artist whose participating salon is Third Eye (Brooklyn), designed the program logo (at left). She cited the need for greater public health awareness as a primary reason for her involvement.

MINORITY ASTHMA PARTNERSHIP

Contact: *Amanda Abbey* 718-270-4710

In an effort to treat and prevent asthma through community coalition building, AAIUH and six community partners have been awarded a three-year grant from the New York State Department of Health. This grant was awarded to fund their new Minority Asthma Partnership (MAP) Coalition.

Led by AAIUH, the Coalition will deliver outreach, education and disease management services to asthmatics in three underserved areas of Brooklyn: Bedford Stuyvesant/Crown Heights, Flatbush/East Flatbush, and East New York. The Coalition chose these neighborhoods because of their disproportionately high rates of asthma-related cases, hospitalizations and deaths.

Amanda Abbey, Project Coordinator, explained: “Improving access to clinical care is critical for this population. We hope to educate both adults and young children about different aspects of asthma management, such as the elimination of environmental triggers within the home and the proper use of asthma-related products.”

Other participants in the MAP Coalition include: the Brooklyn Chapter of the American Lung

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Association, the Environmental Protection Agency, SUNY Downstate Medical Center at Brooklyn, the University Hospital of Brooklyn-Asthma Center for Excellence, Brooklyn College of the City of New York, and GlaxoWellcome Pharmaceutical Company.

QUALITY HEALTH CARE CONFERENCE

Contact: ccconf@netmail.hscbklyn.edu or Gatrell Wright 718-270-7727

AAIUH joined the U.S. Department of Health and Human Services Office of Minority Health, SUNY's Health Science Center at Brooklyn, and Resources for Cross Cultural Health Care in presenting the Second National Conference on Quality Health Care for Culturally Diverse Populations: Strategy and Action for Communities, Providers, and a Changing Health System. This conference was held October 11-14, 2000 in Los Angeles.

The conference highlighted the new practices and programs their organizations have developed to enhance health care access and quality. Over 500 professionals attended the event.

MAKE A DIFFERENCE

The Institute relies heavily on the support it receives from individuals, corporations, foundations and community organizations. Gifts ranging from a few dollars to donations of furniture and equipment to major financial support are always gratefully accepted. Here are some options to consider:

- Individuals can make a gift to AAIUH in honor of or in memory of someone. Call the Institute at 718-270-3101 to obtain a special gift envelope.
- State employees can choose to designate all or a portion of State Employee Federated Appeal (SEFA) contributions to the Institute. The code number is 51-1464. New York City employees can contribute through the Combined Municipal Campaign 2000. The code number is 1906.
- If a corporate matching program is available, individuals can complete their company's forms in order to

receive a matching donation to AAIUH.

- Individuals and organizations can send a check or money order payable to The Arthur Ashe Institute of Urban Health or charge their American Express card.



AAIUH would like to acknowledge and welcome recently added supporters: The Edna McConnell Clark Foundation, The Environmental Protection Agency, The Greater NYC Affiliate of the Susan G. Komen Breast Cancer Foundation, JP Morgan, and The United Hospital Fund.

We welcome your support.

Contact Elizabeth Kallen at 718.270.1823. ☎

A Note to Readers: AAIUH is committed to increasing community involvement in urban health care issues, and we welcome input and support from our readership. If you wish to get more information or to offer

support to any of the programs, please call the indicated contact person or send a note to us at 450 Clarkson Avenue, Box 1232, Brooklyn, NY 11203. ☎



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