

## **HealthyNYC 2024 City Council Report**

### ***Background***

Established by Local Law 46 of 2024, HealthyNYC is the population health agenda for New York City. The HealthyNYC campaign aims to extend the average life expectancy of New Yorkers to 83 years by 2030, with gains across racial and ethnic groups. The local law requires the New York City Department of Health and Mental Hygiene (Health Department) to submit reports on its progress as it works to extend life expectancy, and to review the goals and agenda to improve health and life expectancy every five years, updated accordingly based on current data. HealthyNYC sets forth the subgoals that set specific reductions in mortality across seven key drivers of loss of life expectancy for this five-year cycle: cardiometabolic conditions, screenable cancers, drug overdose, suicide, COVID-19, violence, and maternal mortality.

### ***Data***

Please note that our most recent set of data is from 2022, and we launched HealthyNYC in November, 2023. We can not attribute these numbers to HealthyNYC, but they offer a clearer picture of the state of our city.

Overall, life expectancy at birth in 2022 rose to 81.5 years. That is up by almost a year from 80.7 in 2021, but it is still about a year below the pre-pandemic level in 2019. As a city we are moving in the right direction, but we have maintained the pre-existing inequities in lifespan.

Updated 2022 HealthyNYC data, including data for each indicator and by race and ethnicity can be found on the Health Department website here: [www.nyc.gov/healthnyc](http://www.nyc.gov/healthnyc). These interactivity data visualizations will give you a fuller picture of the 2022 data.

### ***Accomplishments***

Over the past year, the Health Department has made many advancements related to HealthyNYC, which will be covered throughout this report. The two main components of HealthyNYC are the campaign and HealthyNYC as a framing mechanism for programmatic alignment within the agency and across partner organizations.

The campaign encompasses the Department's HealthyNYC messaging, including media campaigns and the HealthyNYC Champion initiative outlined below. In June 2024, the Health Department promoted HealthyNYC with the "Healthy Is..." campaign, which provided New Yorkers with simple, actionable tips for better health. This campaign ran in the top spoken languages in NYC: English, Spanish, Mandarin, and Cantonese. It was promoted through broadcast TV, local radio and newspapers, social media, and website ads, as well as out-of-home digital screens, including Subway, LinkNYC, and neighborhood businesses. The Health Department continues to regularly amplify HealthyNYC through its social media messaging.

The programmatic alignment component of HealthyNYC involves the agency using HealthyNYC to propel strategies that will be most effective at accomplishing the HealthyNYC goals. The Health

Department has developed ‘Strategy Maps’ that align with HealthyNYC goals and identify the strategies that are most effective at addressing each driver. These Strategy Maps will serve as the Health Department’s ‘roadmap’ to achieve our goals. The maps will also be a guide for partners to better understand how they can adjust their programming and policies to align with and support HealthyNYC.

To further increase the City’s ability to reach the HealthyNYC goals, the Health Department will carry out three Improvement Collaboratives focused on behavioral health, preventative health, and maternal mortality over the next two years. The Department is partnering with the Institute for Healthcare Improvement, the leading organization nationally and internationally in facilitating high-impact collaboratives. Each collaborative will engage a multidisciplinary team that will work together using improvement science techniques to address their issue area within the HealthyNYC framework. The Improvement Collaboratives start by bringing together stakeholders to understand the challenges around tackling specific issues, then leveraging existing plans and frameworks to determine the best path forward, and finally, supporting capacity-building that allows systems to continue improving priority areas after the project ends. Currently in the planning stage, the Improvement Collaboratives will launch in Spring 2025.

### ***Community Partnerships***

In an effort to align private aims with public goals, the Health Department launched the HealthyNYC Partner initiative in June 2024. Partners are critical to the success of HealthyNYC, as they perform the essential work in communities, advocate for policies that advance and improve health, and provide resources and investment that will drive us toward achieving healthier, longer lives for all New Yorkers. Organizations are invited to be a HealthyNYC Supporter or a HealthyNYC Champion. While HealthyNYC Supporters primarily advance HealthyNYC through amplification, HealthyNYC Champions choose to make specific commitments related to enhancing or designing programming to best advance the HealthyNYC goals. Partners can amplify HealthyNYC through their own community engagement efforts or advance programming that contributes to the goals. In exchange, partners receive promotional materials, access to tools and resources from the Health Department and opportunities to collaborate with other partners. HealthyNYC Partners include non-governmental organizations, nonprofits, faith-based organizations, businesses, academic organizations and philanthropic organizations. Since its launch, we have welcomed more than 30 institutions as HealthyNYC Champions or Supporters and continue to bring on new partners.

#### ***HealthyNYC Supporters commit to:***

- Amplifying HealthyNYC messaging, branding and goals on public-facing platforms
- Incorporating HealthyNYC into community engagement efforts to promote and amplify HealthyNYC
- Raising awareness of HealthyNYC goals with partner organizations

#### ***Supporters include:***

- Manatt
- Memorial Sloan Kettering Cancer Center
- Mount Sinai

#### ***HealthyNYC Champions commit to:***

In addition to the Supporter commitments, HealthyNYC Champions commit to at least two of the following:

- Integrating recommended actions from the HealthyNYC Campaign Guide for Employers (PDF)
- Designing new programming or enhancing existing programming that contributes to at least one HealthyNYC goal

- Contributing in-kind or financial resources to the NYC Health Department to support achievement of one or more HealthyNYC goals

Champions include:

- American Heart Association
- American Cancer Society
- Carnegie Hall
- Columbia University Mailman School of Public Health
- Commonwealth Fund
- CUNY Graduate School of Public Health and Health Policy
- DC37
- EmblemHealth
- Greater New York Hospital Association
- Human Services Council
- InUnity Alliance
- Milken Institute
- Northeast Business Group on Health
- NYU Langone Health
- The New York Academy of Medicine
- The Rockefeller Foundation
- United Way of NYC