



****MEDIA ADVISORY****

MAYOR'S PUBLIC ENGAGEMENT UNIT, NYC CARE, BRONXNET, AND LA CENTRAL YMCA TO HOST HEALTH CARE FAIR FOR BRONX FAMILIES

In recognition of National Minority Health Month, this event will feature free health & wellness activities and connect community members to health resources, encouraging Bronx families to start the spring off healthy.

NEW YORK, NY (March 29, 2023) — In honor of National Public Health Week and National Minority Health Month, the NYC Mayor's Public Engagement Unit (PEU), in collaboration with the NYC Care program from NYC Health + Hospitals, BronxNet, and other agency partners, will host a health care fair for Bronx families at La Central YMCA on Saturday, April 1st from 11 AM - 2 PM. The event will feature free access to YMCA gym facilities and classes, immersive VR fitness experiences, educational workshops on topics including nutrition and smoking cessation, health screenings (Hepatitis B & C, HIV, and more), health care enrollment and support, blood donation, COVID-19 testing & vaccinations, flu & shingles vaccinations, and information on community and government resources.

The three hour-long event will educate Bronxites about the many resources available in NYC that support people in living healthy lives. Families will be invited to participate in educational workshops and classes, or just stop by to meet with and access support from over fifteen CBO and government agencies who will be in attendance. Notably, PEU public health educators will provide information about health plan options, the availability of enhanced financial assistance, how to enroll, and how to get free enrollment help through GetCoveredNYC. Interpretation services will be available in Arabic, French, Igbo, Mixteco, Quechua/Kichwa, Spanish, Garifuna, and Wolof. Community members are encouraged to RSVP at on.nyc.gov/HealthCareFair.

WHAT: A health care fair for Bronx Families, which will include free access to YMCA gym facilities and classes, fun activities for the whole family, health care workshops and screenings, and representatives from across the City with information on community and government resources.

WHEN: Saturday, April 1st, 11 AM - 2 PM

WHERE: La Central YMCA: 434 Westchester Ave, The Bronx, NY 10455

WHO: The NYC Public Engagement Unit, NYC Care, NYC Health + Hospitals/Lincoln, BronxNet, La Central YMCA, MetroPlus Health, and Bronx Borough President Vanessa L. Gibson

TENTATIVE RUN OF SHOW:

10:30-11: Press Conference, at YMCA La Central

11-2: Health Care Fair (inside tabling & screenings, outside resource RVs)

- Blood Donation - *Note: Blood drive will have extended hours from 10am-3pm*
- HIV Screening
- Hepatitis B & C screening
- COVID-19 testing
- Vaccinations: COVID-19, flu, shingles
- Health Insurance enrollment
- Health information & resources
- Health workshops: smoking cessation, nutrition, diabetes prevention

10-2: YMCA Free Classes

- 10- 12: Ballet
- 10:10:50: Capoeira for youth
- 11-11:50: Capoeira for teens
- 12-12:50: Capoeira for adults
- 12-2: Child watch with arts and crafts
- 12-12:50: Family yoga
- 1:05-2p Family Zumba

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Additional Information

About the NYC Public Engagement Unit

[The NYC Public Engagement Unit \(PEU\)](#) was created to develop a new model for government outreach, using community organizing principles to re-envision how the City provides services to its most vulnerable communities. Rather than expecting constituents to navigate a complex City bureaucracy to get the help they need, PEU adopts grassroots tactics to meet residents where they are — at their doors and on their phones, in their social media feeds, and in their communities. PEU combines this proactive outreach with comprehensive case management, and in doing so, combats disillusionment and builds long-term relationships between New Yorkers and their government. For more information, visit [nyc.gov/PEU](https://www.nyc.gov/PEU) and stay connected on Facebook at <https://www.facebook.com/MayorsPEU> or Twitter at [@MayorsPEU](https://twitter.com/MayorsPEU).

MEDIA CONTACT: peupress@hra.nyc.gov

About GetCoveredNYC

GetCoveredNYC provides free assistance for New Yorkers seeking to enroll in health care, regardless of immigration status or income. Our Specialists speak more than 20 languages and conduct outreach to proactively identify uninsured New Yorkers and help them get access to health care and other health-related benefits.

Contact GetCoveredNYC:

- nyc.gov/GetCoveredNYC
- Call 311 and say “Get Covered”
- Or text CoveredNYC to 877877

About NYC Care

[NYC Care](#) is a healthcare access program that provides comprehensive and low or no-cost healthcare services through NYC Health + Hospitals for New Yorkers who cannot afford or are ineligible for health insurance. NYC Care provides a membership card, 24/7 customer service, access to comprehensive and affordable healthcare services, like primary care, mental health services, and sexual and reproductive healthcare, low-cost medications, and member materials in multiple languages – regardless of your immigration status or ability to pay. Call 646-NYC-CARE (646-692-2273) or visit nyccare.nyc to learn more and sign up today – privacy and confidentiality guaranteed.

Contact NYC Care:

- [GetCoveredNYC](#)
- Call 646-NYC-CARE (646-692-2273)

About NYC Health + Hospitals

NYC Health + Hospitals is the largest municipal health care system in the nation. We are a network of 11 hospitals, trauma centers, neighborhood health centers, nursing homes, and post-acute care centers. We are a home care agency and a health plan, MetroPlus. Our health system provides essential services to more than one million New Yorkers every year in more than 70 locations across the city’s five boroughs. Our diverse workforce of more than 43,000 employees is uniquely focused on empowering New Yorkers, without exception, to live the healthiest life possible. For more information, visit www.nychealthandhospitals.org and stay connected on Facebook, Twitter, Instagram and LinkedIn.

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About BronxNet

BronxNet is the nonprofit public service multimedia network of the people of the Bronx, broadcasting award winning local TV programming from the Bronx to the world. Through our educational mission, BronxNet TV provides workforce development and experiential learning opportunities for students and the public. Our newest location, The BronxNet Media + Technology Studios in The South Bronx at La Central will feature an Immersive Media Studio, Windows on the South Bronx Studio, Innovation Labs, Learning Labs and more, specializing in

immersive media, XR production stages, filmmaking, game design, CGI, + other emerging media technologies.

About the YMCA of Greater New York

For over 170 years, the YMCA of Greater New York has been helping all New Yorkers reach their full potential. As New York City's leading nonprofit community service and wellness organization, the Y empowers everyone, no matter who they are or where they're from, by providing access and opportunities for all to learn, grow, and thrive. We provide a place to play, to be healthy, and to give back. We give parents childcare, young adults job training, seniors a way to connect, and children a safe place to go. By bringing people together from different backgrounds, perspectives, and generations, the Y improves overall health and well-being, ignites youth empowerment, and connects and supports diverse communities across New York City. Follow us on Facebook, Twitter, and Instagram at [@ymcanyc](#).