



A Newsletter by
Health Power Inc. SM

Editor,
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Founder and President

4 OUR HEALTH

Health Information for People of Color

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Aetna and Health Power Join Forces for Minority Health

Aetna and Health Power have teamed up to help eliminate health disparities in People of Color. This collaboration was launched through an Aetna grant in support of Health Power's "Minority Health Improvement Through The Internet (MHITI)" Program.

The joint effort was announced by Health Power's Founder and President, Norma J. Goodwin, M.D. and Cheryl Pegus, M.D., Aetna's National Medical Director for Clinical Program Development, Sales and Marketing.



Through the collaboration, visitors and users of both the Health Power and Aetna web sites are able, with just one click, to easily use a wide range of health related information and services on both sites.

Another aspect of this collaboration is Aetna's becoming a Health Power Banner Sponsor, thus joining the American Heart Association, the organization's first Banner Sponsor. Because of Banner Sponsors' significant support of Health Power's minority health improvement efforts, their logos are posted on the Home Page of Health Power's web site.

The primary purpose of the Health Power web site is to provide authoritative, user-friendly and culturally relevant health information and related services to People of Color for disease prevention, early detection and control. The site is also useful for those who serve People of Color, and interested others. The wide array of information on the Health Power web site includes:

- Infant and Child Health, Teen, Parent, Women's, Men's and Ageing Health Channels;
- Food and Fitness Channel, which includes Tip Sheets and celebrity recipes.

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National Medical Association Convention: Women's Luncheon a Key Feature

A key event at the National Medical Association (NMA) Annual convention in San Diego last August, was the Annual Luncheon of the NMA Council on Concerns of Women Physicians, chaired by Sharon Allison-Ottey, M.D. Key speakers were Diahann Carroll, the legendary award winning actress and singer, and the also legendary Harry Belafonte, singer, actor and humanitarian.

Ms. Carroll spoke of the family challenges she faced while being simultaneously acclaimed as an artist, her ascent to a featured role in the TV weekly 'Dynasty, and special challenges confronted after being diagnosed with breast cancer. She proudly identified herself a healthy survivor.

Mr. Belafonte emphasized the importance of men's health and noted that



Dr. Norma Goodwin with Harry Belafonte at Women's Luncheon

women must play a more active role in getting our men to give their health a higher priority. He spoke from personal experience as a prostate cancer survivor.

A Historical Note:

Dr. Goodwin, Health Power's President, played a key role in establishing and developing the NMA's Council on Concerns of Women Physicians, as Chair of the Task Force on Women's Health which preceded it, and the first Council Chair.

**Remember,
Action's the Way
4 Health Power!**

Walking and Learning for the Health of It!

Health Power and friends participated in two major walking events last summer and fall:

- “Step Out Brooklyn” A Walk for Health; and
- “Making Strides for Breast Cancer”

Step Out Brooklyn

This 5-mile walk was sponsored by NYC Mayor Michael Bloomberg and The NYC Commission on Women’s Issues. Co-sponsors in addition to *Health Power* included the American Cancer Society, Lifetime, NYC Health Department, and Take A Walk New York.



The 20 Health Power walkers added a lot of fun and energy to the day, which included a walk through various scenic and historic Brooklyn neighborhoods. High points of the day were the rest break in Bedford Stuyvesant’s Fulton Park, and a visit to the legendary Weeksville area of “Bed-Stuy”.

Weeksville is a 19th century African-American community that was purchased by James Weeks, a black landowner. The four frame buildings that house the museum were discovered in 1968.

The Weeksville Society was formed in 1970 and the historic houses were declared landmarks. The furnishings, interior designs and accommodations represent a link to the past of African-American predecessors

Making Strides for Breast Cancer

In October, 2004, the Health Power Walkers joined the American Cancer Society in its Annual fundraising and awareness “Strides for Breast Cancer”. Participants enjoyed a 3-mile walk through Brooklyn’s scenic Prospect Park.

Before the walk, enthusiastic and energetic breast cancer survivors shared experiences at a “Survivors Breakfast”, and then kicked off the “Strides”.



NMA Convention (Continued from P.1)

Health Power Activities

Since *Health Power* was founded by Dr. Goodwin, it has collaborated with the NMA in various ways. Activities at the 2004 NMA convention included:

- ◆ distribution of *Health Power* informational packages at the women’s luncheon, with approximately 1,000 guests
- ◆ placement of customized *Health Power* Packets in the registration kits of the members of the Auxiliary to the NMA
- ◆ presentation by Dr. Goodwin on the *Health Power* web site at a session of the NMA Section on Women’s Health.

Hispanic Health Channel Launched During Hispanic Heritage Month

With the help of Hispanic/Latina editors Brenda Lee Huerta and Martha Sanchez, we celebrated Hispanic Heritage Month, on the web, from September 15–October 15, 2004, in fine style.

We were pleased to salute:

- Antonia Coello Novello, M.D., M.P.H., Dr. P.H., Commissioner, New York State Department of Health
- Cesar Perales, J.D., President and General Counsel, Puerto Rican Legal Defense Fund
- Elena Rios, M.D., President National Hispanic Medical Association
- Sandra Trujillo, Vice President, Children’s Defense Fund, New York State.

We also launched our [Hispanic Health Channel](#), whose contents include, in addition to information on the 2004 honorees:

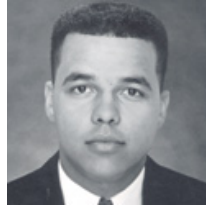
- Information about Hispanic Heritage Month;
- Key Hispanic Flags;
- Hispanic Internet Resources;
- Tables on the largest Hispanic groups in the U.S., the cities and states with the most Hispanics, and the 10 leading causes of death in Hispanics; and
- Historical and cultural information.

Since our last newsletter, two new *Teen Power* features were added:

- **Entrepreneur Spotlight, and**
- **Teen Soap Opera**

Entrepreneur Spotlight exposes Teens of Color to successful role models, and shares information about how they became entrepreneurs. This feature also gives teens insight into how they too can become successful.

Currently, the spotlight is on Dr. Daniel Laroche, Ophthalmologist and President of Advanced Eye care of New York. He responds in an honest and open manner to teen questions.



Daniel Laroche, M.D.



To visit **Teen Power** address:
[www. Teenpower.org](http://www.Teenpower.org)

Teen Advisory Council (TAC) members write the Teen Soap Opera, "Inside the Minds of a Unique Family." The story is about a teenage boy who did not realize that the color of one's skin has nothing to do with one's character. Each episode stimulates thought and promotes positive attitudes. Once teens start reading about this family, they won't want to stop.

Tip for Weight Control:

To look good and be healthy, if you put them in, you must burn them off! (We're talking about calories)

Aetna and Health Power Join Forces (from P.1)

- Section on "Our Major Killers and Disablers";
- Preventive Health Channel;
- Mental and Spiritual Health Channels;
- "What It Means", a glossary explaining many health terms;
- "What's Happening" a year-round announcement of key health related events;
- A "Relevant Resource Table" - Has key information on more than 85 organizations, and provides one click access to each of their Home Pages.
- Special racial/ethnic/cultural channels—for African-American, Hispanics/Latinos, Asian Pacific Islanders, and American Indians and Alaska Natives.

To make it easier for interested individuals to remember *Health Power's* web address, it has been changed:

From: www.healthpoweronline.org

To: www.healthpowerforminorities.org.

Health Power also likes the change because it carries two important messages: 1. That the organization wants People of Color/minorities to have *Health Power* through improved health, and 2. That the organization is committed to the well-being of People of Color/minorities.

Arrangements have been made so that individuals who prefer to keep using the previous address can continue to do so.

Aetna's comprehensive web site provides its members with information on a variety of health and benefit issues including: Women's Health, Public Policy on Disparities, Diversity, Careers and Employment Opportunities and, of course, sections on the various Aetna health plans.

As one of the nation's leading providers of health care, dental, pharmacy, group life, disability and long-term care benefits, Aetna puts information and helpful resources to work for its approximately 13.6 million medical members, 11.6 million dental members, 8.3 million pharmacy members and 13.3 million group insurance members to help them make better informed decisions about their health care and protect their finances against health-related risks. Aetna provides easy access to cost-effective health care through a nationwide network of more than 646,000 health care professionals, including over 385,000 primary care and specialist doctors and 3,908 hospitals. To obtain more information, visit www.aetna.com (September 30, 2004 figures)

Aetna is the brand name used for products and services provided by one or more of the Aetna group of subsidiary companies. The Aetna companies that offer, underwrite or administer benefits coverage include Aetna Health Inc., Aetna Dental, Inc., Aetna Health of California Inc., Aetna Dental of California Inc., Aetna Health of the Carolinas Inc., Aetna Health of Illinois Inc., and/or Aetna Life Insurance Company.

Health Power Joins AHA at Sylvia 's Awards Event.

New York City's St. John the Divine was the site of the Annual Sylvia and Herbert Woods Scholarship Fundraiser. The Sylvia we're referring to is the nationally recognized owner of Sylvia's Restaurant in Harlem. She is often referred to as the "Queen of Soul Food." **The awardees were:**

- **Evelyn Cunningham**, nationally known, highly regarded and influential journalist, activist and administrator,
- **Rev. Dr. Calvin O. Butts, III**, Pastor of New York City's Abyssinian Baptist Church, and President of the State University New York Old Westbury. Ten scholarships were awarded.

AHA table guests included Jane Chestnutt, Board Chair, New York Heart Association; Michael Weamer, AHA Executive Vice President and *Health Power Chairman*; B Cynthia Cendoma and Wendel Stewart, AHA Senior Vice Presidents; Robin Verges, Senior Vice President, Rubinstein Associates; Mary Robinson, Vice President, Bank of New York; Betty Herard, Director, Herard Center of Technology; *Health Power* President Dr. Norma Goodwin, and Christine Burgess, Executive Assistant to the President..



Harlem's noted Congressman Charles Rangel and Dr. Goodwin at Sylvia's Event

Heart Attack & Stroke Warning Signs

Know the American Heart Association's (AHA) warning signs for Heart Attack and Stroke, and what to do **about** them.

Heart Attack Warning Signs:

- Uncomfortable pressure, squeezing, fullness or pain in the center of the chest lasting more than a few minutes or going away and coming back
- Pain or discomfort in one or both arms, the back, neck, jaw or stomach
- Shortness of breath with or before chest discomfort
- Signs such as breaking out in a cold sweat, nausea or lightheadedness

Stroke Warning Signs:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body
- Sudden confusion, trouble speaking, or understanding
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden severe headache with no known cause

WHAT TO DO: Call 9-1-1 if you see or have any of these symptoms. Treatment can be more effective if given quickly. **Every minute counts!**

For more information: www.americanheart.org.

Board Spotlight

outcomes from *Health Power's* November Annual Board Meeting:

Michael Weamer, CAE was elected Chairman of the Board. He is also Executive Vice President of the American Heart Association.

Gail Mitchell, Immediate Past President, Pan Hellenic Council of Greater New York, was elected to the Board. She is also a Manager, the Port Authority of New York and New Jersey.

Feedback Corner

Let us hear from You



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For additional newsletters, to get on our mailing list, or for anything else

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About Health Power

The mission of Health Power is to improve the health of people of color :

— through —

- health information
- health promotion
- technical assistance
- partnerships

Working with the public, non-profit and private sectors to achieve mutually agreed upon goals and objectives.