

DFSM eNewsletter

NEWS FROM THE DEPARTMENT OF FAMILY AND SOCIAL MEDICINE

October-November 2012

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Departmental News



Grand Rounds News

Grand Rounds will be moving to the first and third THURSDAY of the month starting in January 2013| 8:00am

Grand Rounds will be broadcast over the Internet. To obtain access through WebEx, contact Maria Pasa at 718-920-2810 or via email at mpasa@montefiore.org. Grand Rounds will also be streamed live to the following locations: Montefiore Family Health Center (3rd floor conference room); Williamsbridge Family Practice (precepting room); or Moses Family Inpatient Unit (NW7 conference room).



Arthur E. Blank, PhD is the Director of the Evaluation Core for Einstein-Montefiore's Institute for Clinical and Translational Research. He has recently been the national co-chair for the Social Net-

work Analysis Work group of NIH's 60 Centers for Translational Science Awards (CTSAs). Arthur would have become the chair of this group this fall, but had to step aside as he was appointed the national co-chair of the Evaluation Key Function Committee for the medical schools and universities involved in these efforts. He becomes chair of that committee in October 2013.

Dr. Blank is also the evaluation liaison to the CTSAs Comparative Effectiveness, and Biostatistics committees. Dr. Blank is also starting his 4th year of his five year grant evaluating 10 programs across the county seeking to improve access to, and the quality of care for HIV+ Women of Color.

IN THE NEWS

Scholastic.com | August 21, 2012

Success ID 101

Sandra Braganza, MD, MPH, pediatrician, CHCC, discussed the benefits of drinking milk.

<http://www.scholastic.com/successed101/>

WABC-TV Ch. 7 | July 29, 2012

Reach Out and Read

Sandra Braganza, MD, MPH, pediatrician, CHCC, CHAM, appeared as a guest on the talk show, Tiempo, that is aimed at Hispanics, to discuss how the Reach Out and Read program benefits her patients. Reach Out and Read is a non-profit organization that promotes literacy in pediatric exam rooms nationwide by giving new books to children and advice to parents about the importance of reading aloud.

<http://abclocal.go.com/wabc/video?id=8748506>

SKY Magazine | September 2012

Juan Robles, MD

EVERY KID IN EVERY NEIGHBORHOOD DESERVES A DOCTOR

JUAN ROBLES, MD, TELLS HIS STORY...

As a poor kid growing up in the Bronx, I faced a lot of challenges – but not when it came to seeing a doctor who cared about my health and my future. He came to our neighborhood in a Children's Health Fund's big blue bus that I thought was the coolest doctor's office on wheels. He healed me when I was sick, helped me be healthy for school and inspired me to be the man I am today. Now I'm a doctor treating kids in my old neighborhood. For 25 years, the Children's Health Fund has helped more than 250,000 kids around the country get the care they deserve so they can also grow up healthy and ready to learn.

Support us, because the help you give gives back.
www.childrenshealthfund.org

MEET DR. JUAN ROBLES

25 YEARS CHILDREN'S HEALTH FUND

DELTA Special thanks to Delta Air Lines for donating space in support of Children's Health Fund

Departmental News



Another success for the Montefiore Health Opportunity Program (MonteHOP) and the Alumni Research in Community Health Equity Study Program (ARCHES)!

Last year, Omar Sanon, MonteHOP '09 and ARCHES '12 graduate became the youngest person in NAPCRG history to present at the organization's international research conference. This year he will be joined by fellow NYU undergraduate, Andrew Carmona MonteHOP'11. CUNY Queens College undergraduate, Mamadou Bah, MonteHOP'11- also contributed to the work. The research was part of broader efforts to characterize the food environment in the Bronx, coordinated by Sean Lucan.



Molly Fitzgerald, who recently joined us as Education Administrator, has a BA in Sociology from Trinity College and an MPH from the Mailman School of Public Health at Columbia University. She became interested in the field of public health when taking a course with a community learning component, through which she worked in both a large medical center and a community health organization in Hartford, CT. While completing her master's degree she was a research assistant with the RWJ Health and Society Scholars Program, working on a qualitative study of a text-based neighborhood watch program to improve neighborhood communication. As Education Administrator, Molly will work on the continued implementation and evaluation of the faculty development fellowship and the social medicine residency curriculum, as well as provide support for educational scholarship in the department. Originally from Boston, she has lived in New York City for the past 2 years and is excited to be a part of the Department of Family and Social Medicine at Montefiore. Her office is on the 3rd floor. Molly can be reached via email at mofitzge@montefiore.org; 718-920-2820.

Please join us in welcoming Molly.



Ilana Ambrogi, MD PGY-1, was named a recipient of the *Eberle Scholarship Fund* in April, a recently established scholarship grant award at Northwestern University Feinberg School of Medicine given to 5 students planning careers in primary care.

2nd Place for Best Presentation

The poster "Bronx subway stations and unhealthy-food advertising: targeted marketing to vulnerable groups" won 2nd Place for Best Presentation at the NYCRING Annual Convocation of Practices 9-11-12. The research was supervised by Sean Lucan, and the work was conducted and presented by Bronx CREED students from the ARCHES program, Omar Sanon and Andrew Carmona.

Bronx subway stations and unhealthy food advertising
Targeted marketing to vulnerable groups

Mamoudou S. Bah¹, Omar C. Sanon², Andrew J. Carmona³, Andrew R. Marchio, PhD⁴, Sean C. Lucan, MD, MPH, MS⁵

¹Queens College, Flushing, NY; ²College of Arts & Sciences, New York University, New York, NY; ³College of Health Systems, Lehman College, Bronx, NY; ⁴Department of Family & Social Medicine, Albert Einstein College of Medicine, Bronx, NY; ⁵Department of Health & Social Medicine, Albert Einstein College of Medicine, Bronx, NY

Background

- Obesity and diet-related diseases disproportionately affect low-income, nonwhite—especially, and increasingly, children.
- Dietary intake in which fresh fruits (like fruits and vegetables), and high in processed and packaged foods may contribute.
- Processed and packaged items appear to increase in outdoor point-of-purchase and advertising opportunities in cities.
- The extent of point-of-purchase items has not been reported, but may expose vulnerable groups to unhealthy marketing.

Methods

- Enumeration of all subway stations in the Bronx and assessed all signs at subway stations (N = 48, Jan-Aug 2012).
- The study team recorded the number and type of all ads (not on or within transit, writing size, location, and content).
- Team members categorized ads for food and beverages, and weight gain/obesity/regulation for ads from the NYCTA.
- Data on neighborhood socioeconomic status from the US Census and the NYC Department of Health and Mental Hygiene.

Preliminary Results

- There were 1,090 ads total, but the 40% of ads analyzed for 17% of ads were for foods or beverages; 61% of those were for unhealthy highly processed items (e.g., Figure 1 & 2), ads which were more likely to feature children, minorities, foreign language.
- By subway station (N = 48) 31 had more ads, had a single ad, 11 had multiple ads (median 10, range 2-30 ads per station).
- Of the 6 stations having unhealthy ads, 4 were in high-poverty, low education, major-dock, and high population.

Objectives

- To characterize the content, type, and distribution of advertising in Bronx subway stations.
- To understand the types of marketing to which children and other vulnerable groups might be exposed.
- To understand the regulations for subway advertising in NYC.

The Bronx

Next Steps

- To complete analyses of all ads and locations, performing content analysis and measuring rates and positions of ads.
- To understand how policy and regulations of ads in subway stations may affect the vulnerability marketing to vulnerable and ethnic groups, particularly children.

Conclusions

- Surprisingly a majority of stations had 21 ads, and only a small proportion of ads were for food or beverages.
- Unhealthy food ads were more likely in neighborhoods with greater socioeconomic challenges, unhealthier eating, & greater burden of diet-related disease, with most ads geared to children & minorities.

Most Popular Drink THIS IS SHAKE IT UP!

Figure 1. Youth-oriented study ad in a Bronx subway.

Figure 2. Bronx subway stations and distribution of ads.

Figure 3. Sparsely-oriented energy-drink ad in a Bronx subway.



Manisha Sharma, MD was invited on 9/28/12 to the White House for a strategy meeting on how to educate and improve clinician engagement and understanding about the Affordable Care Act.

Departmental News



A Community Garden Plot for the Family

The Fordham Bedford "Lot Busters" Community Garden is a NYC Land Trust garden located on 193rd and Bainbridge Ave in Bronx, NY. Narrowly avoiding becoming a parking lot, this space was protected in the late 1990's when a citywide response from national environmental groups successfully opposed the city's plan to auction off city-owned community gardens. This community garden is now a lush thriving oasis of greenery filled with fruit trees and vegetable plots.

Due to the proximity of this community garden to the Montefiore Family Health Center (FHC), there has long been a desire to establish a relationship and obtain a plot for the clinic so that patients and staff could be involved. Dr. Ernesto Guevara, a Family Medicine resident at Montefiore decided to make this his Social Medicine Project in his intern year. Numerous attempts were made to se-

cure a plot for the clinic by contacting the land trust representative, but there was not an open plot available until this summer July 2012.

Now a third year resident, Dr. Guevara has obtained two plots and has busily been engaging residents, clinic staff and patients in planting and harvesting vegetables.

There are currently two plots growing all kinds of vegetables, including tomatoes, kale, swiss-chard, collard greens, bell peppers, green beans, cucumbers, onions, parsley, mint, and cilantro. The clinic's health educators have incorporated the community garden plot into their patient education by using the harvested veggies in their weekly cooking demonstrations, recipes, and nutrition lectures. Weekly walks that are taken from the clinic to the farmers market stop by the plot on the way,



and surplus harvest is given to patients. Weekly meetings for various peer groups facilitated by clinical psychologists have also been held at the community garden.

In August 2012, Senator Gustavo Rivera visited the Fordham Bedford "Lot Busters" Community Garden as part of the Bronx CAN Initiative which focuses on creating a healthier Bronx. The senator held an awards ceremony there, where this community garden was named "Best in the Bronx" and given a monetary award that will go toward the building of a greenhouse so that produce can be grown throughout the winter months.

These community gardens are essential in promoting health in our community, help support and extend our 'CATCH' (Collective Action to Transform Community Health) project at FHC and the Fordham area. It is also critical for our health centers to establish relationships with these gardens and set examples of healthy eating practices. Staff and patients at the FHC have found this to be a fun and engaging health care activity that still has a great degree potential for expansion.

—Asiya Tschannerl, MD



Departmental News



2012 Palliative Care Fellows



Tartania Brown MD

Tartania graduated from New York University (New York, NY) with a Bachelor of Arts in Psychology and went on to complete a Post Baccalaureate Program. She received her Doctor of Medicine from State University of New York, (Buffalo, NY). Additionally, she completed her residency in Internal Medicine at State University of New York, (Brooklyn, NY) and went on to serve as a Geriatric Chief. She has been recognized for her excellence in palliative care by receiving the award for Outstanding Achievement in Palliative Care at SUNY, Brooklyn. In residency she pursued research related to the education of medical students and residents around the topics of geriatrics and Palliative Care. We are excited to have Tartania join our program this year. **Welcome Tartania!!!**



Elizabeth Chuang, MD

Elizabeth (Liz) graduated from Vassar College, (Poughkeepsie, NY) with a Bachelor of Arts in Psychology. She went on to get her Doctor of Medicine from New York University, (New York, NY). She completed her Internal Medicine Residency at New York University - Bellevue Hospital and then did her Masters in Public Health from Columbia University, (New York, NY). Liz has worked in numerous local and international settings including working with survivors of World Trade Center Terrorist Attacks at Bellevue Hospital and Geriatric and HIV patients at Bronx Lebanon hospital. Her research has focused on vital quality improvement areas including communication and improved medical management of hypertension. We are excited to have Liz join our program for the year. **Welcome Liz!!!**



Charlene Recto, MD

Charlene received her Doctor of Medicine from the University of Philippines, Manila with Honors. She worked in the Philippines as a Primary Care Physician and as an Emergency Room Physician until 2008. She completed her Internal Medicine Residency at Sound Shore Medical Center of Westchester in June 2011 and went on to complete her fellowship in Geriatrics from New York University - Langone Medical Center, (New York, NY). Her research interests have included population based studies of elderly patients with diabetes and medication reduction in patients after Bariatric Surgery. We are excited to have Charlene join us. **Welcome Charlene!!!**

Social Media and Medical Professionalism: Perfect Match or Perfect Storm?

<http://www.einstein.yu.edu/news/releases/830/einstein-faculty-receive-grant-to-teach-social-media-professionalism-in-medicine/>

Social media has become a primary form of communication for the millennial generation. The purpose of this project is to help students understand the potential benefits and harms of using social media in medicine. First, the existing generation gap will be narrowed through an intensive faculty education program on social media and medicine. Next, first- and second-year medical students will create and analyze their own “digital footprints” for evidence of on-line behavior that may be inconsistent with professionalism. Students will also have simulated encounters in which social media issues are raised. Third-year students will interview patients in the Bronx community in order to assess their social media usage. This will help determine whether social media use can help enhance the well-being of the patient population served by Einstein.

Principal Investigator: Elizabeth Kitsis, MD, MBE

Co-PIs: Martha Grayson, MD, Patrick D. Herron, MBE, Mimi McEvoy, MA, CPNP, Felise B. Milan, MD, Daniel C. Myers, ACSW, Jacqueline Weingarten-Arams, M.D.

Dr. Kitsis and the Co-PIs are sharing responsibility for the development and implementation of curricular sessions for students, faculty development workshops and evaluation tools to be used. We are partnering with Einstein’s Department of Communications and Marketing and invited collaborators with expertise in social media as well.

—Patrick Herron, MBE

Thanks to everyone who participated in the 2012 NYC RING Convocation of Practices

This year's event hosted over 200 attendees representing over 22 partner organizations throughout New York City, and featured 65 presentations demonstrating the wonderful, meaningful work being done in the Bronx and throughout New York City.

It was truly wonderful to see a lot of familiar and new faces, and see everyone so engaged in both Dr. Kevin Grumbach's Keynote Address and the poster presentations.



All photos: 2012 Stephanie Neves

Congratulations to this year's 1st, 2nd, and 3rd Place winners for **BEST PRESENTATION!**

1st Place: Efforts to Expand Procedural Training in Urban Family Medicine: What is Doable and What is Not. Lucia McLendon, MD, MPH; *The Institute for Family Health*

In 2008 and 2009 Family Medicine published two consensus statements by the STFM Group on Hospital Medicine and Procedural Training. Faculty in the Beth Israel Residency Program in Urban Family Practice subsequently made efforts to expand procedural training in the outpatient setting. Dedicated teaching sessions were created and then expanded whenever capacity was reached in efforts to increase the procedural training of the residents. By the fall of 2012 three sessions with two full templates were in operation. Using the electronic health record to retrospectively review the cases, this article compares the range and volume of procedures performed, and compares the types of procedures available in this urban setting to the goals laid out in the Consensus statements.

Continues on page 7

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2nd Place: Bronx Subway Stations and Unhealthy Food Advertising: Targeted Marketing to Vulnerable Groups. Omar Sanon; *New York University and Albert Einstein College of Medicine*

Context: Family Physicians increasingly confront obesity and diet-related diseases. Management and prevention of these conditions extends beyond physicians' offices to patient environments. An important part of patients' environments may be unhealthy-food advertising, which prior studies suggest targets vulnerable groups like minorities and children. The extent of advertising on mass transit has not been reported, but may be particularly important in urban areas. Objective: To characterize the extent, type, and distribution of food advertising in subway stations, considering target audience. Design: Cross-sectional. Setting: Bronx subway system advertisements (N=1,609) in all Bronx subway stations (N=68), excluding ads on and within trains themselves. Method: Researchers rode all Bronx subway lines, assessing all ads in all stations, [un-Aug 2012. Demographic data on surrounding neighborhoods came from the U.S. Census, and health characteristics came from city data. Outcome Measures: The number, size, and content of food-and-beverage ads, and associations with neighborhood characteristics. Preliminary Results: Each station had 0 to 82 ads (median 16), not counting duplicates (0- 15 per station). For the 43% of ads analyzed so far: 17% were for foods or beverages; 82% of these were for 'unhealthy' items (ads which were more likely to feature children, minorities, and foreign-language text). The odds of a station having unhealthy ads increased with neighborhood poverty ($p < 0.06$), low-education ($p < 0.05$), percent foreign-born ($p = 0.11$), mean sugary-drink intake ($p = 0.08$), mean cholesterol ($p = 0.08$), and mean blood pressure ($p = 0.08$) in the neighborhood. [We project p values will achieve statistical significance at $\alpha = 0.05$ when all of the data is analyzed]. Conclusions: Unhealthy- food ads were more likely in neighborhoods with greater socioeconomic challenges, unhealthier eating, and greater burdens of diet-related disease, with most ads geared toward youth and minorities in high- immigrant areas. Policy should address unhealthy marketing to vulnerable and affected groups in subways.

3rd Place: Seeking Health Care on Their Own: The Experience of Teen Patients in an Urban Community Health Center. Kim Freeman, MPH; *Montefiore Medical Group*

Background: Although NYS law gives minors the right to consent for reproductive, substance abuse and mental health care, a recent focus group study of adolescent primary care patients at 3 Montefiore Medical Group (MMG) sites described barriers to access and confidential services. Purpose: As part of a larger quality improvement initiative, the purpose of this pilot study was to document and quantify the experience of minor adolescents receiving primary care at a MMG center, part of the Bronx Community Health Network in order to determine need for systems changes and adolescent/ staff education. Methods: A convenience sample of 33 patients 12-17 years, identified in the waiting area of Comprehensive Health Care Center (CHCC), completed a 12 question written survey. Results: Sample median age was 14 years, 71% female. Over half were patients at CHCC for >5 years. Appointment access: 27% (N=9) attempted to make own appointment by phone, 7 succeeded. Two subjects denied; told they were too young or parent must make the appointment. When asked if they would recommend the center to a friend that needed confidential services, 27% would not 2/3 believed that one could not be seen without a parent. Need for 'private' care: 15% (N=5) who had ever needed MD confidential care received it. The 28 subjects who did not need confidential care were asked what they would do if the need arises, 68% would ask to see their doctor, 32% would use another medical facility and 25% did not know what they would do. Time alone with doctor during visit: 70 % of subjects indicated that time alone occurred 'sometimes'; 15 % 'always' and 15% 'never'. Knowledge of right to confidential care: Nearly 60 % of subjects were unaware of this right. Conclusion: The majority of adolescents did not experience barriers to needed care. However, many lacked information needed to access such care if needed. Medical home staff should be encouraged to educate adolescents and their families about the right to confidential care.

Also, be sure to visit www.nycring.org to access Dr. Kevin Grumbach's presentations and audio from the Faculty Session and Convocation Address.

Thanks again and we look forward to seeing you soon!

The NYC RING Team

Social Medicine in the Kitchen...

Pepper Frittata



Ingredients:

Makes 6 servings

2 tablespoons vegetable oil
2 potatoes, chopped
2 onions, chopped
3 bell peppers, chopped
6 eggs, beaten
Salt and pepper (optional)

Directions

Heat oil in a frying pan over medium heat
Add potatoes, onion and peppers and cook until vegetables are soft
Pour in eggs and gently stir together
Cover the pan and continue to cook until eggs are firm
Serve hot and enjoy!
Refrigerate leftovers

Sent in by Renee Shanker
From jsyfruitveggies.org

Social Medicine in the Literature...



Proximal, Distal and the Politics of Causation: What's Level Got to Do with it? American

Nancy Krieger

Am J Public Health 2008; 98:221-230

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2376874/pdf/0980221.pdf>

Abstract

Causal thinking in public health, and especially in the growing literature on social determinants of health, routinely employs the terminology of *proximal* (or *downstream*) and *distal* (or *upstream*).

I argue that the use of these terms is problematic and adversely affects public health research, practice, and causal accountability. At issue are distortions created by conflating measures of space, time, level, and causal strength.

To make this case, I draw on an ecosocial perspective to show how public health got caught in the middle of the problematic proximal–distal divide—surprisingly embraced by both biomedical and social determinist frameworks—and propose replacing the terms *proximal* and *distal* with explicit language about levels, pathways, and power.

Always provoking, and hard to summarize in a paragraph, the article by Nancy Krieger challenges the traditional causal thinking in public health and in the literature on the social determinants of health. As attractive as these positions are, Krieger argues that they are distorting how we think about cause. Krieger uses her eco-social perspective to argue that a society's distribution of health cannot be divorced from considerations of political economy and political ecology. Or as Krieger states "Driving health inequities are how power and both power over and power to do structures people's engagement with the world and their exposure to material and psychosocial health hazards." Krieger shows how neither type of power "maps" onto how we currently talk about cause or causal strength in epidemiology and public health. Krieger's article is more nuanced than presented here and worth reading to see how she brings together varying notions of causal in the gene-environment and social determinants argument into a unified conceptual framework.

—Arthur Blank, PhD

Recent Publications & Presentations



Publications

Andaya E, Bonuck K, Barnett J, Lischewski-Goel J. Perceptions of Primary Care-Based Breastfeeding Promotion Interventions: Qualitative Analysis of Randomized Controlled Trial Participant Interviews. *Breastfeeding Medicine: The Official Journal of the Academy of Breastfeeding Medicine*. May 23 2012. PMID:22621223.

Barnett J, Aguilar S, Brittner M, Bonuck K. Recruiting and retaining low-income, multi-ethnic women into randomized controlled trials: Successful strategies and staffing. *Contemp Clin Trials*. Sep 2012;33(5):925-932. PMID:22732312.

Bonuck K, Rao T, Xu L. Pediatric Sleep Disorders and Special Educational Need at 8 Years: A Population-Based Cohort Study. *Pediatrics*. epub ahead of print: September 3, 2012. PMID: 22945405.

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Cocohoba JM, Althoff KN, Cohen M, Hu HH, Cunningham CO, Sharma A, Greenblatt RM. Pharmacist Counseling in a Cohort of Women with HIV and Women at Risk for HIV. *Patient Preference and Adherence*. 2012;(6):457-463.

Dicker S, Marion R. Judicial Spectrum Primer: What Judges Need to Know About Children with Autism Spectrum Disorders. *Juvenile and Family Court Journal*. 2012;63(2):1-19.

Flores, M.E.S., S.E. Simonsen, T.A. Manuck, J.M. Dyer, D.K. Turok. The "Latina Epidemiologic Paradox": Contrasting Patterns of Adverse Birth Outcomes in U.S.-Born and Foreign-Born Latinas. *Women's Health Issues*: official publication of the Jacobs Institute of Women's Health, 2012. 22(5): pe501-e507. <http://www.whijournal.com/article/S1049-3867%2812%2900059-X/abstract>.

Greenberg M, Herbitter C, Gawinski BA, Fletcher J, Gold M. Barriers and Enablers to Becoming Abortion Providers: The Reproductive Health Program. *Family Medicine*. 2012;44(7):493-500.

Huang G, Wang D, Khan UI, Zeb I, Mason JE, Miller V, Hodis N, Budoff JM, Merriam GR, Harman MS, Brinton EA, Cedars MI, SuYL, Lobo RA, Naftolin F, Santoro N, Taylor HS, Wildman RP. Association Between Retinol-Binding Protein 4 and Cardiometabolic Risk Factors and Subclinical Artherosclerosis in Recently Postmenopausal Women: Cross-Sectional Analysis From the Keeps Study. *Cardiovascular Diabetology* May 15, 2012;11(52)

Lucan, SC, Barg FK, Karasz A, Palmer CS, Long JA. Concepts of Healthy Diet Among Urban, Low-Income, African Americans. *Journal of Community Health*. 2012;37(4):754-762.

Lucan SC, Mitra N. Perceptions of the Food Environment are Associated with Fast-Food (Not Fruit and Vegetable) Consumption: Findings From Multi-Level Models. *International Journal of Public Health*. Jun. 2012;57(3):599-608.

McHugh M, Saultz DM, Wuhrman E and Kosharsky B. Inter-ventional Pain Management in the Palliative Care Patient. *International Journal of Palliative Nursing* 18 (9).pp 426 - 433.

McHugh M, Arnold J and Buschman P (2012). Nursing Leading the Response to the Crisis of Palliative Care for Vulnerable Populations. *Nursing Economics*, 30 (3)140-47.

Min I, Schonberg D, Anderson M. A Review of Primary Care Training Programs in Correctional Health for Physicians. *Teaching and Learning in Medicine*. 2012;24(1):81-89.

Murakami N, Reister R, Patel Amit, Hamso M, and Ackerman, A. Bending the Arc: Doctors for the 99%. *SGIM Forum*. July 2012: 35(7); 6,11.

O'Callaghan K, Moadel A, Blank A, Rainone F, Kolidas E, Martinez M. The Voice of the Hispanic Cancer Patient: Is it Being Heard? A Psychosocial Needs Assessment. *Psycho-Oncology*. Feb 2012;21:32-33.

Ogorodnikova, AD, Kim M, McGinn AP, Muntner P, Khan U, Wildman RP. Incident Cardiovascular Disease Events in Metabolically Benign Obese Individuals. *Obesity* 2012;20(3):651-659.

Quinn C, Bonuck K. Identifying Breastfeeding-Sensitive Conditions by Expert Consensus. *Journal of Human Lactation*. epub ahead of print: September 6, 2012. PMID: 22956743.

Page C, Stumbar S, Gold M. Attitudes and Preferences Toward the Provisions of Medication Abortion in an Urban Academic Internal Medicine Practice. *Journal of General Internal Medicine* 2012;27(6):647-652.

Roose R, Fuentes L, Cheema M. Messages About Methadone and Buprenorphine in Reality Television: A Content Analysis of Celebrity Rehab with Dr. Drew. *Substance Use & Misuse*. 2012;47 (10):1117-1124.

Smith LR, Fisher JD, Cunningham CO, Amico KR. Understanding the Behavioral Determinants of Retention in HIV Care: A Qualitative Evaluation of a Situated Information, Motivation, Behavioral Skills Model of Care Initiation and Maintenance. *Aids Patient Care and Stds*. Jun. 2012;26(6):344-355.

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Recent Publications & Presentations



Presentations

Alkalay A, Vega M, Hudson M, Blank AE, Umanski G, Hosinking W, Landsberger E, Fuloria M. Neonatal complications of obesity in women with gestational diabetes. Eastern Society for Pediatric Research; March 2012.

Alkalay A, Vega M, Hudson M, Blank AE, Umanski G, Hosinking W, Landsberger E, Fuloria M. Neonatal complications of obesity in women with gestational diabetes. American Pediatric Society and the Society for Pediatric Research; April 2012.

Davis R., Brandt L.J. Reasons why primary care doctors in an urban setting refer or do not refer patients with chronic GERD for EGD. American College of Gastroenterology Annual Scientific Meeting. October 2012.

Flattau A. "Aligning Wound Healing Services with the Three-Part Aim" on September 10, 2012, at the Innovation Advisors Program Conference in Baltimore, MD.

FMEC 2012 Conference Cleveland, OH

Physicians as Advocates for Reproductive Health
Lin-Fan Wang MD, Dana Schonberg MD, Jennifer Amico MD, Marji Gold MD

(Maternal Child Health) Pregnancy Options Counseling Training as a Paradigm for Teaching Trainees about Counseling Patients
Dana Schonberg MD, Lin-Fan Wang MD, Tara Stein MD, Marji Gold MD

Updating the Well Woman "Check-Up"
Sarah B. Miller MD, MPH, Anita Ravi MD, MPH, Rachel Rosenberg MD

Addressing the Health Needs of Transgender Patients
Cara Herbitter MPH, Finn Schubert BA, Ariana Bennett MPH, Marji Gold MD

Representations of Abortion in Pop Culture: Helping Learners Develop Media Awareness and Teaching Skills
Ariana Bennett MPH, Lin-Fan Wang MD, Finn Schubert, Cara Herbitter MPH, Marji Gold MD

Building Resident Competency in Physical Exam and Communication Skills during the Gynecologic Exam
Harini C. Kumar MD,

Jennifer Purcell PhD, Lisa Lapman MD, Ellen Tattelman MD

Menopause and Beyond: Women's Sexual Health and Experiences.
Alice S. Teich MD, Lin-Fan Wang MD, Marji Gold MD

Resident Attitudes towards Teaching Medical Students in the Ambulatory Care Setting:
A Needs Assessment. *Lisa B. Lapman MD, Ellen Tattelman MD, Harini Kumar MD, Jennifer Purcell PhD*

Couples Counseling in Family Planning: Including Men in the Contraception Conversation.
Sarah B. Miller MD, MPH, Lucia McLendon MD, MPH, Linda Prine MD

Reproductive Health Legislative Updates.
Dana Schonberg MD, Lin-Fan Wang MD, Jennifer Amico MD, Marji Gold MD

A Review of Abortion, Family Planning and Miscarriage Management Content in Family Medicine Textbooks
Sar Aksel MSII, Marji Gold MD, Finn Schubert, Ariana Bennett MPH, Cara Herbitter MPH, MPH, CPH

Are You Prepared For Postpartum Hemorrhage?
Christopher Moore MD, Belinda Johnston-Briggs MD

The Promise and Challenge of Reflective Writing
Jonathan K. Han MD, Paul Gross MD



Future Dates



Upcoming Events

Social Medicine Rounds

Every 2nd & 4th Tuesday of the Month—4:30-6PM
 3544 Jerome Ave, 3rd floor conference room
 For more info go to: www.socialmedicine.info

October	November	December
10/30 No SMR	11/13 TBA	11/27 TBA
12/ 11 TBA	12/25 No SMR	



DFSM Holiday Party



Please Join Us

December 18, 2012
4:30pm – 7:00pm

At RPSM:

3544 Jerome Ave

3rd Floor Conference Room

Contribution sign-up sheets will be located at the RPSM reception area beginning in November

Grand Rounds

Every 1st & 3rd Friday of the Month—8:00-9AM
 Internet Broadcast:
 —Montefiore Family Health Center, 3rd fl. Conf. RM
 —Williamsbridge Family Practice-Precepting Room
 —Moses Family Inpatient Unit- NW7 Conf RM

October

10/19
 Robert Rutherford, MD
 “Knee Pain”

November

11/2
 Robert Rutherford, MD
 “Arthritis: What you need to know”

11/16
 Assumpta Madu, MD
 “TBA”

December

12/7
 Robert Roose, MD
 “Hepatitis C: Evaluation, Treatment & Overcoming Challenges”

12/21
 Jim Fausto, MD & Rose Guilbe, MD
 “TBA”



For our next issue coming in December

Future Dates



Health, Peace, & Social Justice

A symposium in honor of

VICTOR W. SIDEL, MD

Distinguished University Professor of Social Medicine

Albert Einstein College of Medicine

Montefiore Medical Center

November 27, 2012

Cherkasky Auditorium

Montefiore Medical Center

2:00 – 5:00pm

Reception to Follow: The Grand Hall

Sponsored by

The Office of the President
Montefiore Medical Center

The Department of
Epidemiology and Population
Health

The Department of Family and
Social Medicine

Please RSVP by October 31st to

Celeste Broquadio
celeste.broquadio@einstein.yu.edu
(718) 430-3039

Montefiore
THE UNIVERSITY HOSPITAL

EINSTEIN
Albert Einstein College of Medicine
OF YESHIVA UNIVERSITY

Opportunities



I-TECH Namibia promotes activities that increase human capacity for providing HIV and AIDS clinical care and support through the development of health care worker training systems.

HIV Clinical Mentor x 2

The HIV Clinical Mentor supports decentralized delivery of HIV care, treatment, and prevention, and continuous improvement of patient outcomes at all ART and other HIV care delivery sites; promotes the application of classroom learning to clinical settings; improves the quality of clinical care and patient outcomes; and builds the capacity of primary care providers to provide comprehensive and integrated care using on-site clinical collaboration, consultation and directed support.

Responsibilities:

ART site-specific HIV-related mentoring and support:

- Provide on-site clinical training primarily to medical officers on the management of HIV-infected patients, including adult and pediatric ART, PMTCT (including early infant diagnosis), and the treatment of TB, STIs and other opportunistic conditions
- Provide training through clinical consultation, assisting local physicians to problem-solve
- Assist in the development of standard operating procedures for the provision of HIV clinical care at the ART clinics, including problems with patient flow, tracking defaulters, or clarifying referral pathways
- Promote, encourage, and assist mentees to do HIV-related operational research.
- Submit a monthly report on mentoring and technical assistance activities

Non-mentoring support for quality of HIV-related care and treatment:

- Provide didactic HIV-related training sessions to health professionals
- Assist with updating and revision of HIV-related training materials and national guidelines.
- Participate as a member of the MOHSS Regional Support visit team

Requirements:

- MD degree with specialization in Family Medicine, Internal Medicine, Paediatrics, Infectious Diseases or similar area.
- 5+ years experience with clinical HIV and AIDS care, including the provision of ART to treatment-experienced patients.
- 2+ years experience with program planning, assessment and implementation of HIV clinical care.
- Experience in the provision of HIV clinical training and curriculum development.
- Excellent interpersonal skills and ability to work with people of different backgrounds.
- Willingness to travel to clinics and hospitals throughout Namibia.

I-TECH Namibia offers an attractive package commensurate with qualifications and experience. Send your CV to HR@itech-namibia.org or contact us directly on Tel: (061) 310200. Only shortlisted candidates will be contacted and note that no documents will be returned.

Social Medicine on the Web...



- publishing personal accounts of illness and healing
- fostering the humanistic practice of medicine
- encouraging health care advocacy

Pulse on the Move

Pulse--voices from the heart of medicine, the weekly online publication created by DFSM in 2008 continues to attract new readers from around the world. Our weekly circulation will soon top 7,000.

Every Friday, *Pulse* e-mails its readers via e-mail a first-person story or poem about health care. These pieces are personal and compelling--and written by patients, healthcare professionals and students alike, providing a rare forum where all those who are a part of health care can share our experiences on an equal footing.

Because of their power and authenticity, *Pulse* stories are circulated by organizations like the IHI (Institute for Healthcare Improvement) and picked up by websites like Kevin MD; *Pulse* has been featured in the *Wall Street Journal*, *Washington Post* and *Los Angeles Times*.

Dr. Donald Berwick, Administrator of Medicare and Medicare Services, spoke for many when he said, "I not only read *Pulse*, I adore it... The supply of compelling, often poetic accounts is the best around."

Larry Dyche and Justin Sanders have published stories in *Pulse*. So have Jenny Reckrey and Joanna Dognin, as well as a number of Einstein students. Perhaps you have a story you'd like to tell?

If you don't receive *Pulse* and would like to, simply visit our website: www.pulsemagazine.org and click on "Become a Friend." It's easy to sign up--and it's free!

—Paul Gross, MD

MONTE H.O.P.

Helping Students Succeed in Health Careers

Montefiore's Health Opportunities Program (Monte H.O.P.) is a summer enrichment program for students from economically or educationally disadvantaged backgrounds and/or from groups typically considered underrepresented in the health care fields.

<http://www.montehop.org/>

Social Medicine / Medicina Social

Social Medicine is a bilingual, academic, open-access journal published since 2006 by the Department of Family and Social Medicine at Montefiore Medical Center/Albert Einstein College of Medicine and the Latin American Social Medicine Association (ALAMES). Registration with the journal is not necessary to read the content.

<http://www.socialmedicine.info/index.php/socialmedicine>

The Social Medicine Portal

Social Medicine Portal is a project developed by faculty members of the Department of Family and Social Medicine of the Albert Einstein College of Medicine. The portal contains links to websites, documents and presentations devoted to social medicine. Our goal in creating this site is to link together the diverse international community of people working in social medicine and health activism. We encourage visitors to e-mail us materials for inclusion.

<http://www.socialmedicine.org/>

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