

AUG 2020

NWSLTR

HARLEM UNITED ISSUE 8 : THE REUNION ISSUE



Carlos Restrepo, Dental Assistant

**HARLEM UNITED'S NEW
ADVOCACY STRATEGY**

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Welcome from the CEO

Dear Harlem United Family,

In the past several months, the world has changed. COVID-19's disproportionate impact on communities of color has highlighted the deep health inequity that Harlem United has been fighting to change for decades. Global protests against police brutality and systemic racism have [inspired some small, but real changes](#), pushing policy makers to divert public money from police departments in several cities across the country.

In the midst of these movements, I'm excited to announce that this year, [Harlem United will be redoubling our advocacy efforts](#) to better address the issues and concerns of underserved Black and Brown communities in New York City. We are outlining a new advocacy strategy which we will amplify through our communications channels.

As many of you know, Harlem United has always engaged in advocacy through sharing our program expertise with our city and state government officials, in the hopes that they can make more informed legislative decisions and institute best practices. In the last legislative session, we won major victories through our coalition work, including the passage of GENDA and the Reproductive Health Act. This year, our advocacy efforts will continue to put pressure on all levels of governance to ensure that public funds flow to communities who need them the most.

Under our new agenda, our advocacy work spans three areas which are related and interwoven:



AIDS Services and HIV Prevention Strategies

Our clients living with HIV/AIDs and other chronic conditions have the right to services in a dignified environment, where their confidentiality is protected, and their legal protections safeguarded. Guaranteeing that the most vulnerable among us get help is how we got our start and remains at the heart of all our services.



Healthcare Access and Equity

We will continue to push at the city and state levels for increased healthcare funding, providing comprehensive medical and behavioral health services for everyone. Better healthcare for low-income folks, safe and affordable housing for those who are homeless, more meals for those who are hungry, and increased community healthcare means a better quality of life for us all.



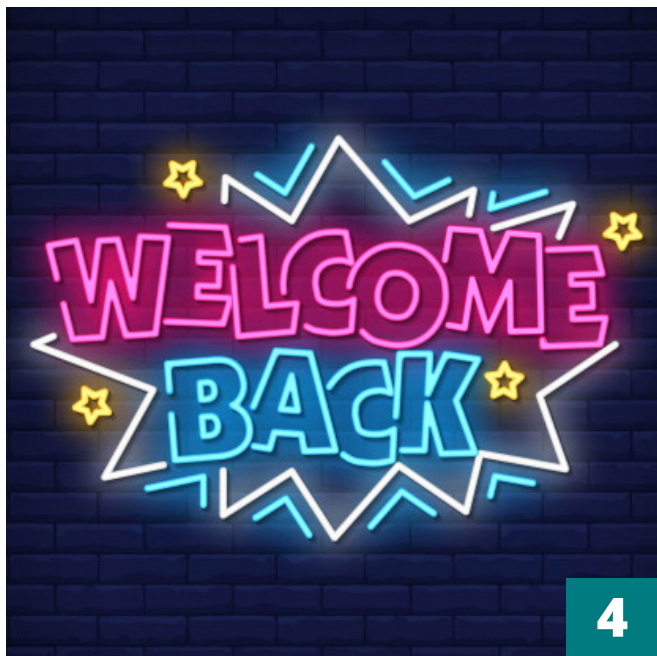
Racism is a Public Health Crisis

[Communities of color are systematically deprived of high-quality, preventative healthcare and social supports](#) by laws and provider biases that have actively worked together against their economic and social equality. Racism is a public health crisis.

This year, Harlem United will use its voice to push lawmakers to pass long overdue protections from criminal justice reforms and LGBTQ equality measures to reproductive rights and access to care.

In solidarity,


Jacqui Kilmer
CEO



CEO Editorial

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Miranda Veaser and Devin St. Clair at The Nest

COVID-19 Reopening Safety Plan

As we begin to slowly increase the number of staff on-site after temporarily restricting some of our programs due to COVID-19, the Executive Team has developed a “Reopening Safety Plan”, formulated from recommendations from the NYS DOH. [You can find the full internal plan, in addition to answers to Frequently Asked Questions](#), by using this dedicated link.

Below is a summary of the key points of the plan:

How will this affect me?

In Harlem United facilities, we will be taking all necessary precautions to promote social distancing. When in a public area, you must wear a mask or face covering. We will continue to limit larger gatherings, relying on telecommunications for meetings. When possible, we will stagger shifts to reduce the number of people at a site at a given time.

How will this affect my work site?

We will post signage in all facilities to remind staff to adhere to proper hand hygiene, social distancing, and PPE protocol. The Maintenance Team will be regularly cleaning all facilities in accordance with CDC and DOH requirements.

What new processes will we have in place?

Upon entering a Harlem United facility at the beginning of your shift, you will be required to answer a series of questions related to COVID-19 exposure and have your temperature checked. Staff will be sent home if they have a temperature of 100 degrees, if they've tested positive for COVID-19, or if they have had symptoms of COVID-19 in the last 14 days. If you are sent home, you will not be charged a sick day. To aid in facilitating contact tracing efforts while still maintaining confidentiality, we will carefully log all staff and visitors to all facilities. In the event of someone testing positive for COVID-19, maintenance staff will extensively clean any area that the person may have frequented.

Staff is strongly encouraged to [study the full details of the plan](#). Frequently Asked Questions are addressed fully, but if you have additional questions, please speak to your supervisor or reach out to the Executive Team.

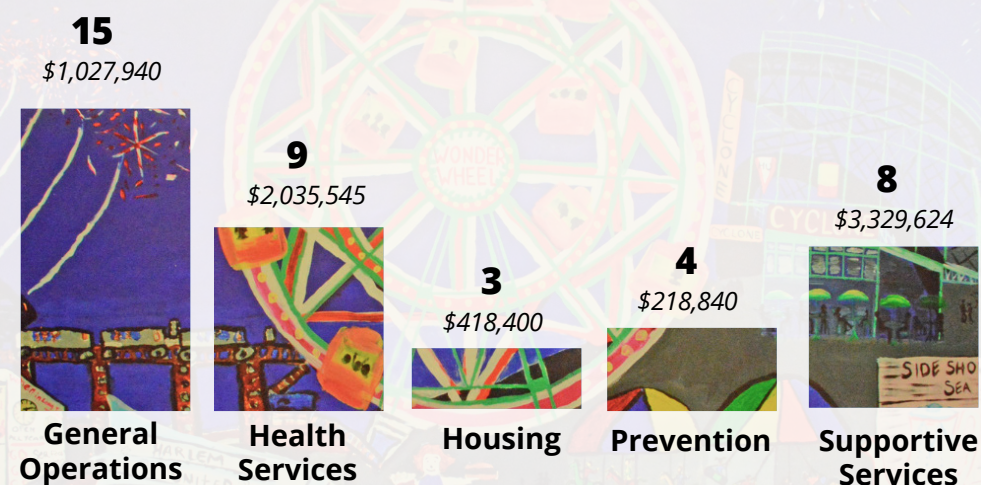
Strategic Advancement's Year 1 Summary

On July 1, Strategic Advancement completed its first full fiscal year of operation. The newly minted team exceeded a number of major targets and worked tirelessly to diversify funding and bring in critical unrestricted dollars. The three-member department raised over \$3.3 million to help work toward Harlem United's goal of improving access to care.

FY20 highlights include:

Grants: We were awarded \$3,239,009 from 22 grants last year, nearly tripling our \$1.2 million goal. In total, we submitted 39 applications (our goal was 26). Our 56% success rate is well over industry standard of 10-15%. \$498,500 of awards is designated as General Operating funding, allowing us to help cover administrative and operational costs. In addition, we were awarded 15 COVID-19 grants, totaling \$547,133 in March and April 2020

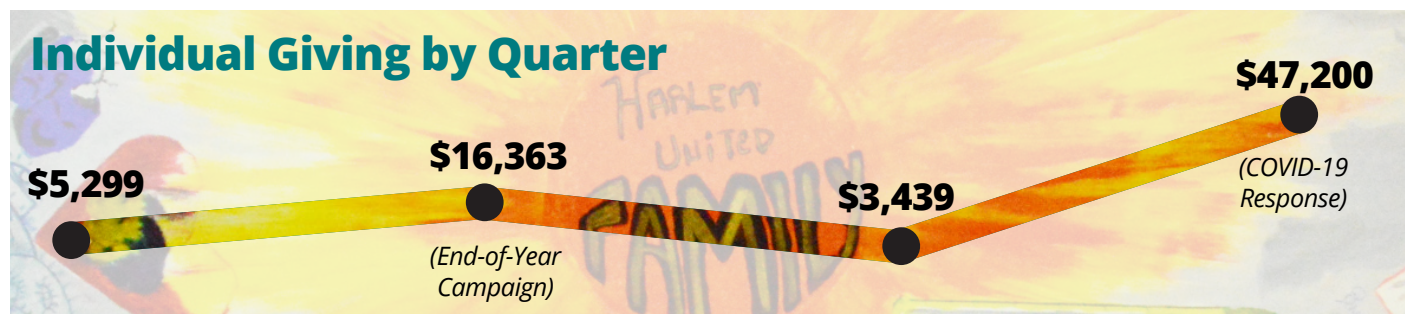
Grant Submissions by Area



Individual Giving: We raised \$72,301 in FY20, well over our \$45,000 goal. Our average gift amount was approximately \$144, more than 50% greater than the national average charity donation of \$94. We were most successful during our End-of-Year campaign in December, when national trends show that 30% of all giving during the year occurs, and in response to COVID-19 and the mass protests against police brutality, which led to significant post-sharing increases by community members with calls to donate to our organization.

In the final quarter of FY20, when COVID-19 hit New York hardest and Black Lives Matter protests erupted across the country, we raised \$47,000, more than our goal for the entire year. Statistically, 41% of donors nationwide give in response to natural disasters, which accounts for the outpouring of support during the COVID-19 pandemic. Additionally, in the wake of the murder of George Floyd, a culture of donating to nonprofits who work with communities of color sprung up, particularly on social media. Many new donors found their way to Harlem United as a result of those calls to invest in the health and wellbeing of communities of color. This culminated in extensive grassroots-style fundraising by community members, especially through Instagram.

Individual Giving by Quarter



What's Next? We are a small but mighty team of three. Our first priority in FY21 is hiring a new Director of Individual Giving and a Director of Program Development. For Individual Giving, we will continue to build on our success this year, aiming to raise at least \$75,000 in FY21.

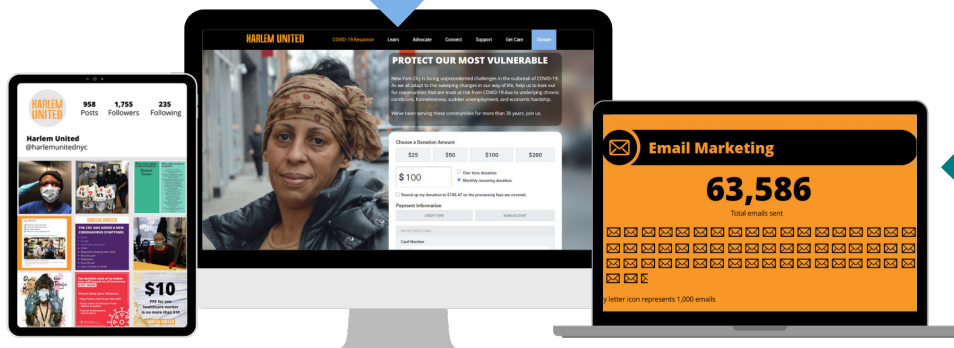
Communications FY20 Summary

We had an exciting year in Communications: we hired a new Director of Communications & PR, [Maya “Marty” Martin Udry](#) in October; we produced our first full annual report in the agency's history; and we began posting regularly on our social media platforms and our website. Here are a few highlights from FY20:

Website: We created or overhauled 18 webpages. Examples include the [COVID-19 Donation page](#) and seven new [Advocacy blog posts](#). In FY21, we hope to completely redesign the website.

Social Media:

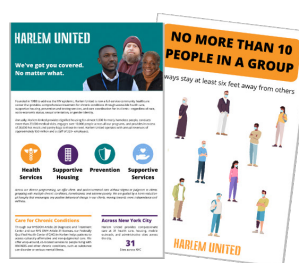
Our strategy included sharing features of staff members, education material, fundraising campaigns, wellness tips and more.



Email Marketing:

Since the start of the COVID-19 crisis, we have implemented weekly e-blasts.

Annual Report: The first fully produced report in the agency's history! The report was our 1st project in our brand refresh and established new ways of talking about our program work.



Collateral: In the last year, we created 24 flyers, presentations, and forms for departments across the agency to develop brand consistency and a uniform feel.

Compliance Update

Due to COVID-19, annual HIPAA Training for all staff and interns will occur via the DOHMH online HIPAA and HIV Confidentiality training portal. To access the training, use your existing account on [eCOMPAS Learning Center](#) or create one using your Harlem United email.

The two-hour self-paced training consists of three modules, each with its own quiz. You must score 70% or higher to pass. Upon successful completion of the quiz, please send the Certificate of Completion to your supervisor.

Program managers and directors must forward all certificates received to Compliance at compliance@harlemunited.org by **5:00 pm on Tuesday, September 1st, 2020.**

If you have question, please contact your supervisor or [Shaneequa Parker](#), Director of Compliance.

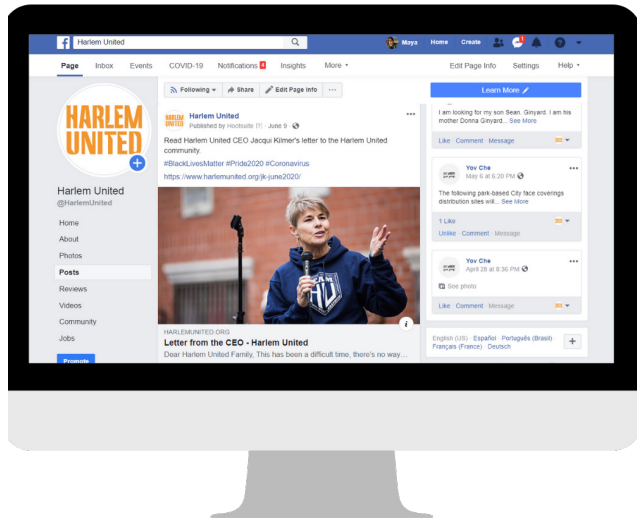
Participate in a Medication Adherence Study

Our own [Danielle Strauss](#), Associate Vice President of Evaluation and Population Health, is conducting a qualitative research study as part of her PhD dissertation at CUNY Graduate Center. She is currently recruiting virally suppressed PLWH/A in order to generate theory around the motivating factors to take HIV medication. The results of her study will be used to inform HIV policy and the strategies used by HIV/AIDS service providers to help PLWH adhere to their medication regimens.

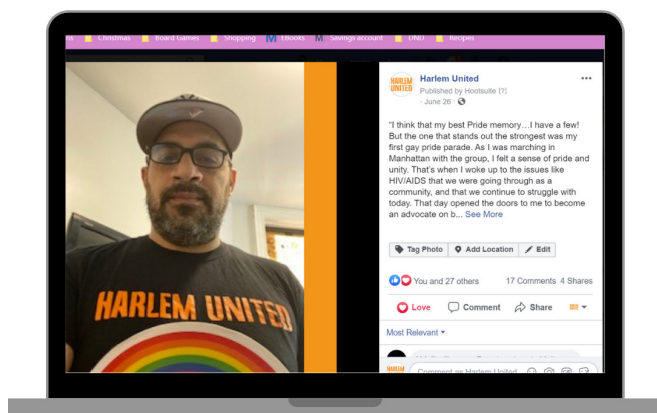
In addition to being HIV positive and virally suppressed, eligibility for her study includes being a person of color who is at least 26 years old and on Medicaid or ADAP. If you or someone you know is interested in participating, please contact her at (845) 459-0409. All participants will receive a \$20 gift card for their participation. Due to the pandemic, interviews will take place over Zoom or if necessary, over the phone.

Top Social Media Posts

Since our last newsletter, our social media strategy has focused on supporting the ongoing Black Lives Matter protests, providing critical COVID-19 resources, and recognizing LGBTQ Pride month.



CEO Jacqui Kilmer wrote a letter to convey Harlem United's support of the protests, linking the Black Lives Matter movement to Harlem United's history and mission. We posted that letter to the website and shared on our social media (above), where it was one of the top posts with 161 engaged users on Facebook.



Cisco Lazala, Program Coordinator in Prevention Services, shared how his best Pride memory led him to a career in HIV advocacy. Colleagues, friends, and family members commented on the post on Facebook (above) to thank him for his work and wish him a Happy Pride.



Harlem United Opposes Asylum Rule Change

Last month, Harlem United submitted a public comment opposing a new asylum rule proposed by the Trump administration. The new rules would categorically deny claims based on gender-based persecution, anti-Black or anti-Indigenous persecution, and more. They create new barriers to attaining asylum for people who enter the U.S. illegally, or after passing through other countries. The proposal would also allow judges to deny asylum applications without a court hearing or testimony from the applicant, violating due process.

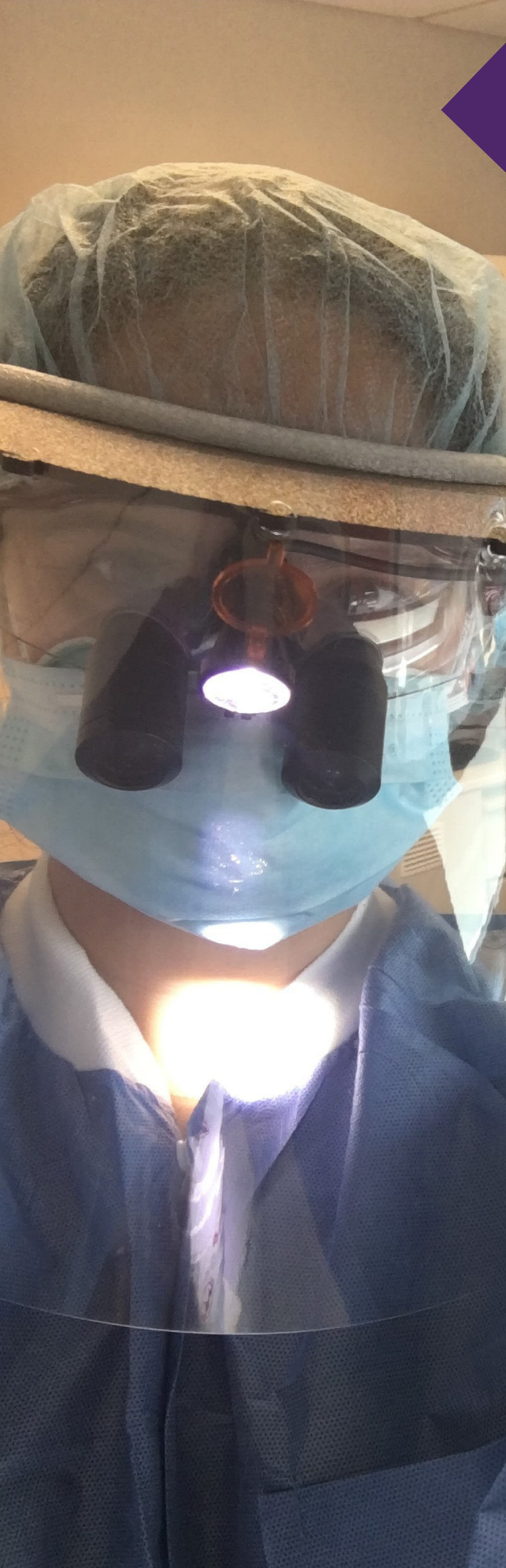
The cumulative effect of these rules will be to make asylum cases virtually impossible to win. This is an affront to both U.S. and international law, both of which establish the right to seek asylum.

These proposed changes are in opposition to Harlem United's mission, which aims to improve access to care for all persons regardless of race, class, sexual identity or immigration status. We at Harlem United stand strongly opposed to this racist and xenophobic attack on those fleeing persecution, torture, and death threats.

Harlem United has always known that Black Lives Matter and that #Queer-BlackLivesMatter. When we shared the graphic on the right on Instagram, 130 users engaged with the post.

If you'd like to get involved in our advocacy efforts and social media campaigns, please reach out to communications@harlemunited.org.





Health Services Welcomes New Dentist and Residents

After months of only seeing patients for emergency procedures due to COVID-19 restrictions, Harlem United's Dental program is beginning to accept new patients. The clinicians are following CDC and OSHA protocol, including wearing appropriate PPE to reduce the risk of spreading COVID-19 and protect staff and patients. Dental Services are currently accepting referrals—please [email Dr. Frankel](#) to refer a client or patient.

A new residency program partnership with NYU Langone expands our capacity by bringing more providers onsite and allows us to care for more patients. In addition, the relationship with NYU Langone keeps our program plugged in to the most up-to-date techniques and protocols, acting as a vital part of our connection to the broader dental community. Harlem United is honored to do our part in training the next generation of dentists.

Under the guidance of Dr. Frankel the residents perform the general dentistry procedures offered by Harlem United. In addition to acting as a faculty member at NYU, Dr. Frankel regularly lectures at Columbia Dental School.

The Dental team recently welcomed two new Residents, Ariel Steinberger and Emily Stahler. The residency program brings two Dental students to Harlem United to gain additional training for a year before getting their license. Welcome to all the new members of the Dental team!

Welcome Dr. Boissette

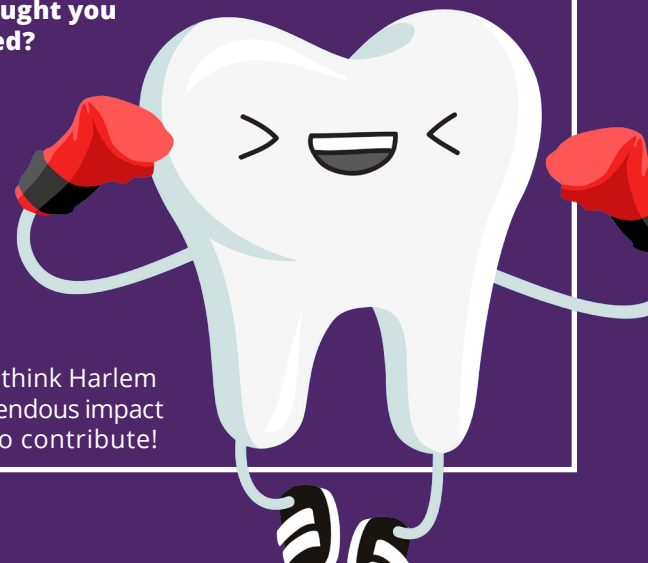
Dr. Pascal Boissette joined Harlem United's Dental team in June. Recently, our Director of Communications and PR, Maya "Marty" Martin-Udry spoke to Dr. Boissette to learn about his work.

MMU: How long have you been a dentist?

Dr. B: 22 years. I graduated for Howard University College of Dentistry 1998. For most of my career, I have been practicing in New York at both private practices and community health centers.

MMU: What brought you to Harlem United?

Dr. B: Right after school, I did my residency at Harlem Hospital. I've had the opportunity to work in Harlem at other points in my career as well, and I love the community. I think Harlem United has a tremendous impact and I'm excited to contribute!



Staff Highlights

Behavioral Health Team-

Thank you to the Behavioral Health Team for adapting to provide even more care during the pandemic. From April through July, the BH team has completed 11% more encounters than they averaged per month prior to COVID. They have completed a total of 2,199 telehealth visits in that 4-month period. You are all Harlem United Heroes!

-Tom Marino

Jose Santiago-

Mr. Santiago is an essential leader, ensuring that appropriate supplies, PPE, disinfecting, and other safety measures have been in place at our facilities in the face of a massive national shortages as a result of COVID-19.

-Sean Carrington

Anné Bullard-

Anné diligently conquers every task she is set. Recently, she simultaneously closed out the HOPWA program and successfully managing Short-Term Housing and HRA Scatter Site. Anne' also continues to provide case management to a portion of HOPWA clients who are still temporarily with HU but not assigned to any specific housing program.

-Laura Grund

Eddy Canon-

Mr. Canon is a tremendous leader, managing ongoing sensitive and complex HR matters that have arisen in the wake of COVID-19.

-Sean Carrington

Tamika Burrows -

Thank you for going above and beyond to manage multiple audits, reports, day-to-day oversight of the billing department, and billing for two specialties. We're so thankful for everything you do.

-Tamisha McPherson

Michael Rustin -

Thank you for all you do. You go above and beyond to ensure you meet the needs of the clients and the community at ADHC. We appreciate all that you do.

-Tamisha McPherson

Selena Caldwell-

Ms. Caldwell demonstrates consistent leadership, managing multiple complicated Residence Management matters associated with the end of the HOPWA contract and collaborating extremely closely with landlords, housing providers and our funder, DOHMH.

-Sean Carrington and Laura Grund

Veterans Housing-

Congratulations to the entire team at Veterans Housing! Recently, a funder (HRA) praised program staff for their operation during the pandemic. HRA congratulated the Veterans Housing team for putting in place the necessary protocols to keep both residents and staff safe during the pandemic; keeping the building extremely clean; and being incredibly responsive to clients, staff, the City and the neighborhood at large. Excellent work!

-Laura Grund

Joy Wilson-

Congratulations on earning your MBA in January! You are so supportive, especially administratively, developing effective staggered schedules for the Behavioral Health team, and supervising the support staff at the clinic.

You're the familiar face at the clinic, ensuring clients are connected to psychotherapy and medication management. You're definitely the glue to our team. Thank you!

-Preston Wholley

Julissa Jose-

Ms. Jose is a consummate leader, managing numerous intricate payroll and recruitment matters that have developed as a result of COVID-19.

-Sean Carrington

Orlando Serrano-

Orlando is successfully mentoring and supporting other colleagues during the pandemic including staff in Testing, Harm Reduction, FNS, PC Rap and the Undetectables. Recently, he helped draft a new training for all program staff on Serving Clients During COVID-19 Using a Harm Reduction Approach.

-Laura Grund

All Health Services Staff-

Thank you for your hard work, for being there for our patients, and for times.

Thank you for being flexible and for adjusting to the new normal. It's not easy managing family needs, fear, anxiety and safety precautions but you all stepped up. I appreciate each one of you!

-Dr. Antonios

Primary Care and Dental-

The Primary Care and Dental teams are working hard during COVID-19 to ensure that patients are being seen. They have conducted over 2,000 telehealth visits during this time. I appreciate your dedication and hardwork. They are a great team and wonderful people who are dedicated to our mission.

-Tom Marino

Marty Martin-Udry-

Hats off to our Director of Communications and PR for all your hard work this year. You have brought new life to our branding and communications platforms since you joined last October and we are so grateful to have you as a part of the team in Strategic Advancement. Your work has directly contributed to significant increases in our fundraising totals. Thank you, Marty!

-Mari Eva Mendes

Announcements



We honor the following staff members for their 10+ years of dedicated service to Harlem United:

Selena Caldwell - Senior Director Residence Management
Arleen Gonzalez - Special Project Coordinator, Housing
Mohammad Karim - Vice President of IT/MIS
Olga Keber - Director, Managed Care, ADHC
*Jacqui Kilmer - CEO
Leonard McLeod - Maintenance Coordinator
Christine Rivers - Senior Case Manager, Housing
**Jacqui was meant to appear in our last issue: belated congrats, Jacqui!*

Welcome to all new staff!

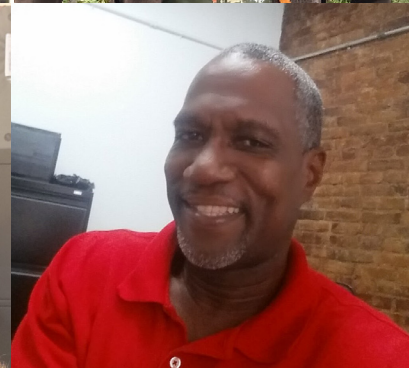
Wishing a warm Harlem United welcome to all the new staff members who have started since February.

Pictured: (clockwise starting upper left)

Chetram Balram, Clinical Director
Vanessa Anderson, Temporary Payroll Specialist
Robert Boyett, Harm Reduction Outreach Specialist
Tiffany Edwards, HR Generalist

Not pictured:

Alexandria Massey, Nurse Manager
Sheyvonne Mitchell, Property Management Associate
Harold Hyde, Maintenance Worker
Pascal Boissette, Dentist
Chevaughn Wilson, Maintenance Worker/Driver
Wilfredo Gonzalez, Maintenance Worker
Allenton Palmer, Maintenance Worker/Driver
Miranda Veaser, Care Team Supervisor



CONGRATULATIONS to all the VocEd Spring 2020 participants!

Unfortunately, due to COVID-19, we were unable to celebrate their achievement with a graduation.

Upcoming Events - August/September 2020



Upcoming Events

August is ... National Immunization Month

[Black August](#)

August 9th – 15th
[National Health Center Week](#)

August 17th – 21st
[NYC Black Pride](#)

September is ... National Alcohol & Drug Addiction Recovery Month

September 7th
 Labor Day
 (Harlem United is closed)

September 18th
[National HIV/AIDS and Aging Awareness Day](#)

September 19th
 Rosh Hashanah begins

September 23rd
[Bisexual Awareness Day](#)

September 23rd
 Harlem United Leadership Meeting

September 27th
[National Gay Men's HIV/AIDS Awareness Day](#)

September 27th
 Yom Kippur

September 30th
 Harlem United Virtual Town Halls

HR & Training Corner

Please join us for our upcoming trainings in August and September. For more information, please contact [Jamila Taylor](#), Director of Administrative Operations.

August 13th
[Understanding Panic Attacks](#), 12:00pm -1:00pm

August 20th
 Managing Depression and Anxiety during times of Social and Racial Injustices, 12:00pm – 1:30pm

September 15th
 Working with Triply Diagnosed Clients, 2:00pm – 4:00pm

Employee Assistance Program Licensed Counselors are prepared to take calls from employees or household members who are experiencing fears or anxieties related to COVID-19. Call: 800-386-7055 Visit: www.ibhworklife.com

