

OCT 2020

# NWSLTR

## HARLEM UNITED ISSUE 9



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*Photo: Ibrahima Cisse, Business Development Specialist*



## Welcome from the CEO

Dear Harlem United Family,

I want to take this opportunity to welcome back those of you who are returning to working on-site. The work of Harlem United never shut-down, but for many staff, October marks their first scheduled time in the office since March. We have taken extensive steps, through the hard work of our Facilities and Maintenance team, to ensure you can feel safe and confident when on-site.

Thank you to everyone who attended the Town Halls on September 30<sup>th</sup>. More than 200 staff members participated, giving us the opportunity to address pressing questions about our safety plan. The slides from the Town Halls, along with full details of our safety plan can be found on the [Harlem United website](#). If you have additional questions, do not hesitate to reach out to myself or any member of the Executive Team.

The health and safety of our staff and clients remain our top priority. As we increase the number of staff onsite, we are committed to strictly maintaining our safety plan. Please be sure to [review the safety plan, individual site plans, FAQs, and trainings on the website](#).

Remember when on-site to wear your mask, observe social distancing, and practice good hand hygiene. If we work together and all do our part, we can keep each other safe.

Wishing you good health,



Jacqui Kilmer  
CEO









## Community Advocacy: Voter Registration

In anticipation of the General Election on November 3, Harlem United launched our 2020 Voter Registration campaign in September. Voting is fundamental practice in a Democracy. So, to amplify our clients' voices and help counter long histories of racist voter suppression, we developed a training for the voter registration process, hosted two in-person voter registration drives, and planned an extensive social media approach.

In early summer, [Harlem United rebooted our advocacy efforts](#), focusing on three inter-related areas: HIV/AIDs Prevention Strategies; Health Equity and Access; and Racism as a Public Health Crisis. Because voting is a key way to demand more access and power for our community, this effort is central to our Health Equity and Access advocacy mandate.

To kick off the campaign, Strategic Advancement hosted three trainings for staff members. Attendees were trained to help voters register online, request an absentee ballot, find their polling place, and more. Due to COVID-19 restraints on outreach, new voter registration in NYC is down 49% compared to 2016. Trained staff can register clients during their regular teleservices check-ins and visits. Our training was designed with COVID-19 in mind, making it possible for staff to register clients virtually and safely.

In addition, Harlem United hosted two in-person voter registrations drives at 125<sup>th</sup> Street and Malcolm X Boulevard, on September 15<sup>th</sup> and 22<sup>nd</sup>. At each drive, we spoke to community members, helping them to register for the first time or update current registration. Over the span of each two-hour session, we were able to provide passers-by with voter information and register new voters.

Combining our one-on-one efforts with social media support to provide resources and reminders throughout election season, we hope to help our online communities register and make a voting plan. We are posting weekly #GoVote content, relying on fun videos and GIFs to get our audience engaged with voting. On our website, we created a [landing page for all voter information](#), along with an [announcement about our efforts](#).

Thank you to all the staff members who have helped with the planning and execution of this effort. Together, we are making Democracy happen!

### HU in the News

At our registration drive on the 22<sup>nd</sup>, National Voter Registration Day, Tamisha McPherson was interviewed and [our drive was featured on the Pix 11 News at 5](#).



### Get Involved!

There's still plenty to do to make sure you are vote ready!

- [Know your polling place](#).
- [Request an absentee ballot](#) before Oct 19 to ensure you receive your ballot before Election Day
- Worried about COVID-19? Consider voting early, Oct 21 – Nov 1. Note that your early voting location may be different from your usual polling place. [Make sure to look it up before going](#).
- Follow Harlem United on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) for timely reminders and resources throughout election season.
- It's not too late to help clients get ready to vote! [Watch the training](#) to see how to help clients make their voting plan.



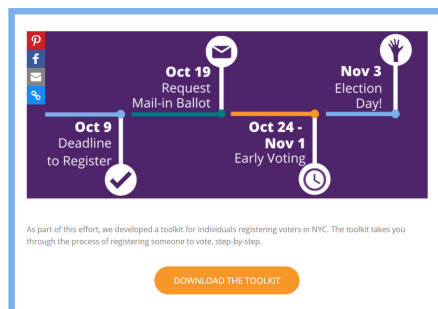
## Strategic Advancement Updates

This first quarter of FY21 has been a time of new beginnings in Strategic Advancement. In September and October, we welcomed two new staff members: [Rianna Daniels](#) joins as our Director of Program Development, handling our Foundation and Government grant submissions; and [Aidan Wildes](#) joins as our new Director of Individual Giving, managing our Individual Giving and Corporate donors' portfolio. We wish them all the best in their new roles.

FY21 funding targets have been increased and we are already working hard to meet our new deliverables.

**Grants:** To date, we have submitted four proposals totaling \$9,548,243 in July, August, and September, spanning Supportive Services, Housing, and Prevention. Our largest pending proposal is to New York City Department of Homeless Services (NYC DHS) for a whopping \$9,411,093. This Housing proposal would allow us to add 89 studio Adult Family Shelter units, located in Upper Manhattan, to our Housing program.

**Individual Giving:** This first three months has brought in 72 gifts totalling \$16,325, almost 20% of our annual target of \$55,000 in individual and corporate donations. Our average gift amount in this three-month period has been \$227. Additionally, we had two major in-kind donations with a combined value of \$31,250 from MAC Cosmetics and Ariela & Associates, a lingerie company. MAC donated 1,000 lipsticks to clients while Ariela donated 2,450 undergarments for clients in need. If managers are interested in acquiring lipstick and panties for your clients, please contact [funddevelopment@harlemunited.org](mailto:funddevelopment@harlemunited.org).



**Communications:** In August and September, our team focused on Voter Registration, creating the [staff training](#), several eblast to our [email marketing list](#), weekly social media posts, and a [resource directory](#) and an [announcement on the website](#).

## Top Social Media Posts

On our social media platforms, we continue to provide critical resources to our community and prepare for Election Day.



Our audience on Instagram was excited to help us share [resources for our community members](#) who don't have regular access to basic hygiene like showers. Many users shared this post with their networks.



On [National Voter Registration Day](#), we invited our online community to join us for an in-person voter drive. The post garnered a high number of engagements on Instagram.



Each month, we support Harlem United's recruiting efforts on our social media platforms. In September, our [hiring post](#) was the top post on both Facebook and LinkedIn.



## Veterans Housing

Since 2016, Harlem United's Veterans Housing has provided a chance to build a new foundation for homeless veterans in NYC. The program contributed to the Mayors Challenge to End Veteran Homelessness which was launched in 2014 by the Federal government. The effort challenged cities and states to commit to end and prevent Veteran homelessness in their communities. Since 2014, NYC has had one of the largest decreases (78%) in homeless veterans in the country according to the 2019 Annual Homelessness Report. Harlem United's efforts include offering 93 units of permanent supportive housing in the Upper West Side.

In honor of Veterans Day next month, we spoke to the Management Team at Veterans Housing to learn more about the program.

### What is Veterans Housing?

The Management Team shared with us "Veterans Housing is a new beginning for veterans who have been through traumatic experiences in their lives. It doesn't matter how long you served, the moment you signed on with the military, you gave your life for us. That's why we're honored that these formerly homeless veterans call Harlem United home. Our case managers, mental health specialist, clinical staff, housing and vocation specialist, and maintenance staff provide links to educational opportunities, primary and mental healthcare, benefits, money management education, food pantry, and more—all in addition to a safe, affordable, supportive place to live."

### How has Veterans Housing adapted to COVID-19?

Management commended the case management and maintenance teams at Veterans Housing for the amazing work they've done during the COVID-19 pandemic. "Despite being onsite fewer days a week, the case management team has increased wellness check-ins to be biweekly, to ensure all residents have the support they need. Maintenance is following the new cleaning and disinfecting protocols, continuing their critical work to keep all residents and staff safe."

To help residents feel more connected, Veterans Housing celebrated Labor Day by preparing food from Jacob's Restaurant and bringing the meals to each resident in their home, since they weren't able to have a gathering.

Veterans Housing has had its challenges during this period as well. Several residents have unfortunately passed away, which has taken a toll on staff and residents emotionally. The staff has close bonds to residents—they are by their side on their doctors' visits, when they get test results, and they trust the staff help with any issues they want to resolve. "But we've made sure to practice the self-care needed to keep ourselves healthy, emotionally and physically."

For Veterans Day, the program is planning a memorial for the residents who have passed away, to take the place of the usual participation in the Veterans Day Parade, which has been cancelled due to COVID-19.



## New Tech Solution to Connect Clients to Care

The COVID-19 Pandemic has highlighted the importance of using technology to stay connected. Through our partnership with the EngageWell IPA, Harlem United now has two new tech solutions that will keep us connected to our clients and our partners across the city.

The first is Mend, which is a simple HIPAA compliant virtual telehealth/teleconferencing platform. With Mend, staff is able to engage with clients virtually, one-on-one or in groups, in a secure shared video environment. Staff can connect with clients via text message or download the platform on any device that can connect to the Internet and has a camera. In addition, the platform can be used for case conferences, care plan design with other providers, file sharing, and scheduling appointments. Mend is being piloted this fall in Health Home, Primary Care, and at the ADHC.



The second innovation is Unite NYC, a shared technology platform that allows staff to send, receive, and track electronic referrals from other participating NYC agencies. Staff from across Harlem United will have access to Unite NYC. This closed loop referral system will enable the tracking of referrals (e.g. whether a client attended an appointment or enrolled in a program) through the system. In addition, other agencies that are a part of the Unite NYC network will be able to refer their clients to Harlem United services.

Please reach out to [Danielle Strauss, AVP of Evaluation and Population Health](#), to learn about training opportunities and accessing Mend and Unite NYC.

Harlem United is one of the founding members of EngageWell IPA, a collaborative of 17 NYC based harm reduction providers. The network works together to offer coordinated and integrated treatment options that address social determinants of health. Last month, Kevin Rente was re-elected to the EngageWell Board and is currently the Data/IT Chair. If you have any questions about EngageWell, please contact [Kevin Rente, Senior Vice President of Strategic Advancement](#).

## Health Home Ranked #1 by NYC Health + Hospitals

Congratulations to the New York City Health and Hospitals (HHC) Health Home team for being ranked number one in the Health and Hospitals' quarterly review of all the agencies in their network. Harlem United placed first out of 17 other Health Home programs throughout the city.

Despite being under-staffed, our program achieved top marks across 10 indicators, including important benchmarks like annual comprehensive assessments, care plan development, monthly care plan updates, and physician and appointment documentation. This is a particularly impressive achievement because the evaluations from HHC are very extensive and strict. Thank you to our HHC team for your hard work!

## Congrats to New Broadway

Earl Cox congratulates the New Broadway staff for continuing to adapt to COVID-19. In addition to the many new safety practices, our funder (NYC DHS) recently changed their reporting and activity tracker. Thank you all for your flexibility and commitment!



Harlem United participated in a recent effort to honor Amy Boyle of the Deputy Mayor's Office and Mike Rosen of Breaking Ground for coordinating PPE for Harlem United and other service providers. SHNNY (Supportive Housing Network of New York) created a compellation thank you video to screen at their virtual gala on Oct. 21.



## **Congrats on 10+ years!**

Manuel Felton - Social Worker  
Eugene Hill - Maintenance Worker/Driver  
Orlando Serrano - Clinical Director  
Sabrina Warren - Care Manager

## **Welcome to all new staff!**

Jacqueline Rosario, Care Manager  
Myrthlyn Chambers, Janitorial Worker  
Lonnie Jackson, Maintenance Worker  
Marcoantonio Malpica, Psychotherapist  
Benjamin Roman, Patient Navigator  
Alexander Vargas, Medical Office Assistant  
Rianna Daniels, Director of Program Development  
Nazma Bibi, Medical Office Assistant  
Fiorella Ramirez, Registered Nurse  
John Quijije, RN Care Team Supervisor  
Garth Dyer, Maintenance Worker/Driver  
Sarah Christodoulou, Collections Specialist  
Sean Shady, Maintenance Worker/Floater  
Jasmine Guzman- Cabrera, Dental Office Assistant  
Daniel Szymczyk, Case Manager  
Rasheen Williams, Case Manager  
Alexandria Massey, Nurse Manager  
Aidan Wildes, Director of Individual Giving

## **Staff Highlights**

### **Congratulations Vernon Mosley**

Mr. Mosley has recently assumed a new role as Sr. Case Manager with FROST'D HUD. He has worked at Harlem United since 2011, with both the Scattered Site Housing and Veterans Programs.

### **Congratulations to Dr. Frankel**

On August 30, Dr. Frankel welcomed her daughter, Vivienne Paige. Welcome to the Harlem United family Vivienne!

### **Well done Katerina Chapman**

Katerina represented Harlem United at the 2020 National Azara Conference. She presented on telehealth services and quality health trends among high risk patients during the pandemic.

### **Congratulations Lisa Bailey**

Join us in welcoming Lisa to her new role as Managing Director of HRA. Thank you for your commitment to Harlem United as a case manager, Program Director of NYNY III, and Director of Scattered Site and Residence Management.

### **Welcome back Rachel Bernard**

Congratulations to our new Director of Scattered Site and Residence Management. Rachel was previously a Program Coordinator for HRA.



## Upcoming Events - October/November 2020



## Upcoming Events

**October is ... LGBTQ History Month**

**September 15<sup>th</sup> – October 15<sup>th</sup>**  
[Hispanic Heritage Month](#)

**October 5<sup>th</sup> – 9<sup>th</sup>**  
[National Primary Care Week](#)

**October 11<sup>th</sup> – 17<sup>th</sup>**  
[National Case Management Week](#)

**October 25<sup>th</sup> – 31<sup>st</sup>**  
[PrEP Aware Week](#)

**October 8<sup>th</sup>**  
[National Depression Screening Day](#)

**October 10<sup>th</sup>**  
[Postcrypt Coffeehouse Virtual Benefit Concert Supporting Harlem United](#)

**October 12<sup>th</sup>**  
 Columbus Day  
 (Harlem United closed)

**October 15<sup>th</sup>**  
[National Latinx AIDS Awareness Day](#)

**October 28<sup>th</sup>**  
[Milad un Nabi – Prophet's Birthday](#)

**October 31**  
 Halloween  
[Last day to complete the 2020 Census](#)

**November is ... National Diabetes Month**

**November 3<sup>rd</sup>**  
 Election Day  
 (Harlem United closed)

**November 8<sup>th</sup>**  
[Intersex Solidarity Day](#)

**November 11<sup>th</sup>**  
 Veterans Day  
 (Harlem United closed)

**November 14<sup>th</sup>**  
[Diwali](#)

**November 20<sup>th</sup>**  
[Trans Day of Remembrance](#)

**November 26<sup>th</sup>**  
 Thanksgiving  
 (Harlem United closed)

**November 27<sup>th</sup>**  
 Day after Thanksgiving  
 (Harlem United closed)

**ESTAS LISTO CON PrEP**

Una pastilla que se toma una vez al día y que reduce el riesgo de contraer VIH a través del sexo en más del 90%.

Preguntas y respuestas en el internet el Jueves 29 de Octubre a la 1 p.m. Visite [harlemunited.org/PrepWeek](http://harlemunited.org/PrepWeek) para unirse al evento o solicitar una cita con un proveedor de salud.

**HARLEM UNITED**

In collaboration with NYS AIDS Institute, Harlem United is participating in PrEP Aware Week with a live online Q&A on October 29. The ad to the left will appear in El Especialito in Harlem, Washington Heights and the Bronx on October 23.

[Find out more on our website.](#)