

HRA Celebrates Food Day and NYC's Food Resources With 'Cut the Junk' Campaign

HRA has worked with the Mayor's Office, the Mayor's Food Policy Coordinator and the Departments of Health and Education to create a comprehensive food policy website, NYC Food. To further encourage New Yorkers to eat healthy, HRA is introducing a new informational campaign called 'Cut the Junk,' with posters on display in Job, Food Stamp and Medicaid centers citywide. The posters point viewers to more information on nutrition and healthy eating available at NYC.gov and by calling 311. More information on nutrition, healthy recipes and New York City's food programs is available at [NYC Food](#).

"HRA helps New Yorkers in need incorporate good nutrition into their lives by making healthy foods easier to get, and by making sure they have access to the latest nutritional information," said HRA Commissioner Robert Doar. "We hope the 'Cut the Junk' campaign will help spread awareness of the options New Yorkers have not just for affording food, but for eating better and healthier meals."

"Nutrition is a vital part of staying healthy, and a balanced diet can lead to a happier, longer life," said Cecile Noel, Executive Deputy Commissioner of HRA's Office of Domestic Violence and Emergency Intervention Services. "We want to help New Yorkers in need incorporate good nutrition into their lives by making healthy foods easier to get, and by making sure they have access to the latest nutritional information."

Obesity and poor nutrition are serious problems in New York City. Over half of NYC residents are overweight, and over 22,300 people are hospitalized for diabetes in the city each year. Heart disease is the number one cause of death in New York as it is in the rest of the country. These ailments also disproportionately affect low-income New Yorkers.

HRA has many programs in place to help low income New Yorkers not only afford enough to eat, but to help them afford healthy and nutritious foods as well. HRA's Office of Domestic Violence and Emergency Intervention Services (ODVEIS) also oversees the Emergency Food Assistance Program, which helps supplement the city's 550 food pantries and soup kitchens with nutritious foods, and the Food Stamp and Nutrition Outreach Program, which conducts nutrition education programs and brings information on the Food Stamp Program to health fairs and community organization meetings.

The Food Stamp Program (also known as the Supplemental Nutritional Assistance Program) is a critical work support, which provides food assistance for nearly 1.8 million low-income New Yorkers including families, the elderly and the disabled. The primary goal of the program is to help families supplement the cost of their diet with nutritious foods. New York City encourages using food stamp benefits to make healthier choices by purchasing fruits, vegetables and other nutritious items. During the city's greenmarket season, HRA and the Department of Health and Mental Hygiene (DoHMH) help clients afford more fresh produce with Health Bucks. For every \$5 Food Stamps clients spend at greenmarkets, they receive one Health Buck, a coupon good for \$2 off their next purchase at any participating greenmarket.

A healthy diet can literally save lives. HRA hopes the 'Cut the Junk' campaign and the NYC Food website will help spread awareness of the options New Yorkers have not just for affording food, but for eating better and healthier meals.