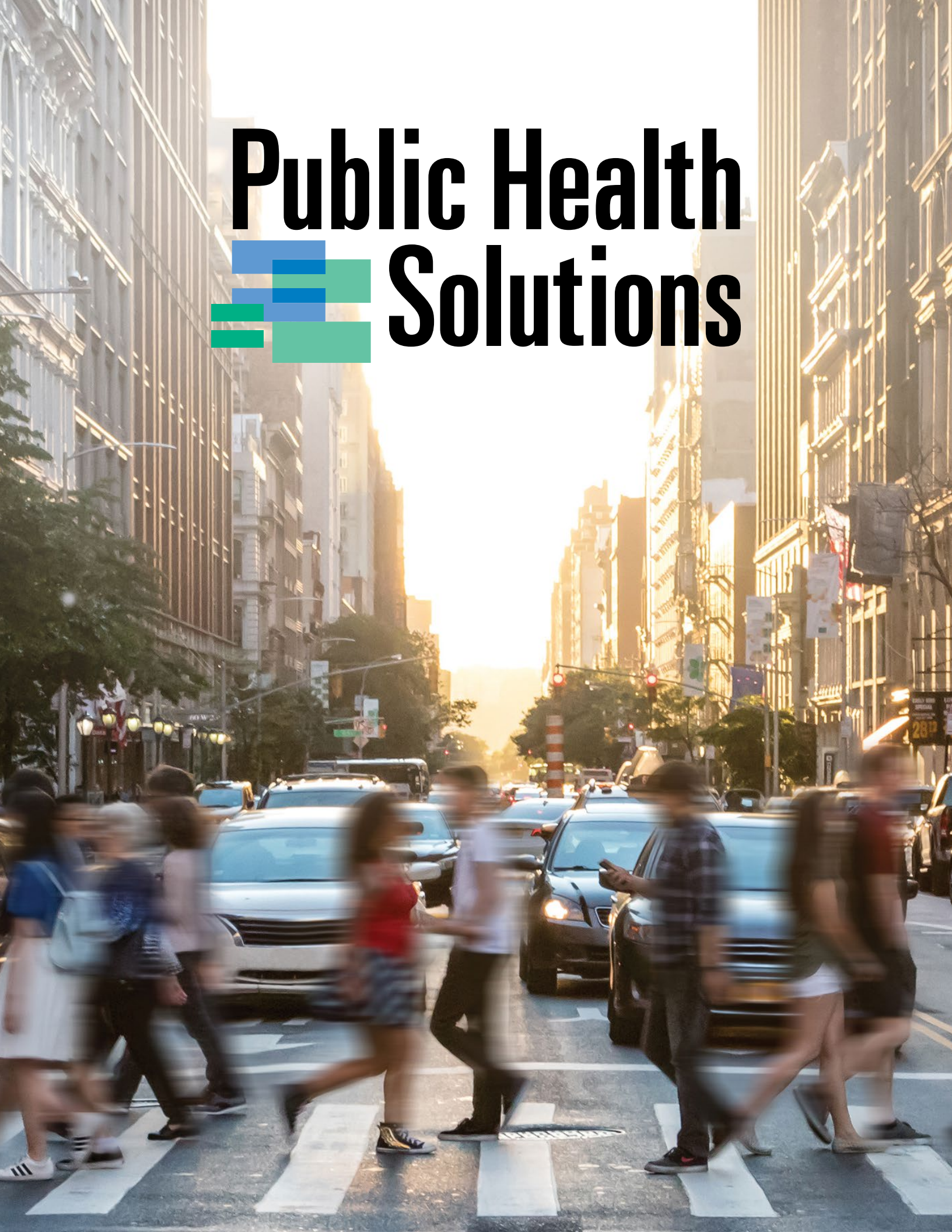
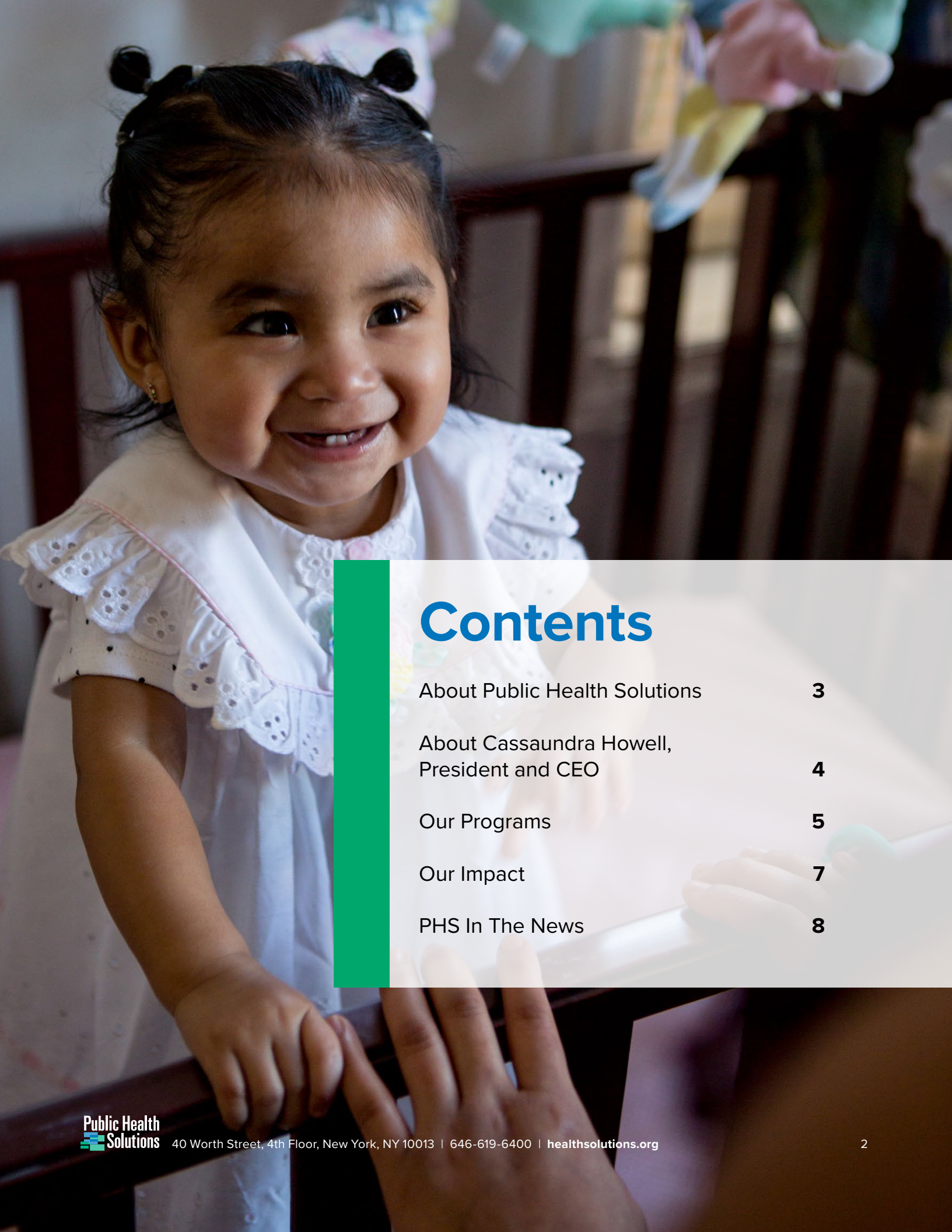


Public Health Solutions





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About Public Health Solutions

At Public Health Solutions, we believe that where you live should never determine how well or how long you live. We work every day to close the health and opportunity gaps that hold too many New Yorkers back.

Our approach is simple: meet people where they are, understand what they need, and connect them to the right resources – from food and health insurance to care coordination and social support. By providing services to families, channeling funding to community partners, and managing a city-wide network of providers who collectively meet all the essential needs of our city’s residents, we’re making it easier for New Yorkers to get the help they need, all in one place.

By breaking down barriers and strengthening partnerships across the city, PHS is reimagining what it means to care for a community — so that every New Yorker has the chance to thrive.

Our Mission

To support underserved New Yorkers and their families in achieving optimal health and building pathways to reach their potential.

Our Vision

Healthy families.
Thriving communities.
Health equity in NYC.

Our Focus

Community Work


Providing direct services within vulnerable and underserved communities to improve health outcomes

Contracting and Management Services

Delivering robust fiscal and administrative grant support for grant-funded community organizations

Healthcare Community Partnerships

Developing coordinated and accountable networks that bridge health and human services to make a sustainable impact in community health



“Public health is not just healthcare; it’s about economic stability, housing, food, and dignity.”

About Cassandra Howell, President and CEO of Public Health Solutions

Cassandra Howell is the President and CEO at Public Health Solutions. She is a business executive with over 22 years of experience successfully leading teams, forging synergies, and maximizing organization-wide goals. From managing multi-billion-dollar budgets to strategic planning with Lean transformations, she is credited for wide-ranging experiences in Human Resources, Information Technology, Contract Management, Financial Management and Organization-wide Change Management.

She holds a Bachelor of Science in Real Estate and Sustainability from New York University and a Master of Finance Degree from Pace University. She previously held the position of Partner and Chief

Financial Officer at Ichor Strategies where she worked in tandem with the CEO to set and drive the business’ vision and operational strategy by expanding the organization’s footprint nationally, formulating new business policies and adopting new technology.

Cassandra also held the positions of Director of Discretionary Procurement and Assistant Comptroller at the NYS Governors’ Office of Storm Recovery where she had a direct role in managing HUD’s Disaster Recovery Grant Reporting System, maintaining HUD compliance for community development block grant funds and overseeing the financial management and budgeting of recovery funds totaling \$4.2 billion dollars.

Key Programs and Initiatives

WholeYouNYC

In 2022, Public Health Solutions launched [WholeYouNYC](#), a citywide community resource network that addresses New Yorkers' health-related social needs, or the conditions in the places where people live and work that affect health risks and outcomes.

New Yorkers continue to have some of the worst health outcomes in the United States, despite the systems already in place to support good health. PHS' WholeYouNYC aims to solve these problems by placing people at the center of care and connecting them with a network of resources to address their unmet needs. This trustworthy and reliable community resource network brings together over 300 organizations across all boroughs of New York City offering services ranging from food, housing, employment, legal aid, youth training and development, health insurance, maternal and child health services, and so much more.

Food and Nutrition

Public Health Solutions' [Neighborhood WIC](#) is the largest community WIC program in New York State, helping over 35,000 women, infants and children annually. We certify and monitor grocery stores and pharmacies that accept WIC benefits across the entire State, a key component of ensuring that people who receive WIC are able to use them conveniently.

We also tackle food insecurity – a national issue – through [SNAP \(food stamp\) enrollment](#). Together, these services help lift families out of poverty, improve birth outcomes, and benefit childhood health and academic performance.



Health Insurance

For over 20 years, PHS' health insurance enrollment program has helped eligible individuals and families of all ages to obtain free or low-cost health insurance coverage through the New York State of Health Marketplace and through the Human Resource Administration.

PHS' Health Insurance Navigators and Facilitated Enrollers provide step-by-step assistance in understanding health coverage options, including general enrollment for through the NY State of Health Marketplace and specialized enrollment for eligible individuals who are age 65 and older, or certified blind, or living with disabilities. Together, our enrollment programs have contributed to a significant decline in the uninsured rate in New York.



Family Support

PHS offers a variety of services to support pregnant and parenting families, so they have the tools they need to give their babies the best possible start in life. Our Nurse Home Visitors, Family Support Workers, and Community Health Workers offer one-on-one health and parenting education in the home, and group support during pregnancy and through early childhood. These services are voluntary and free. In addition, PHS provides direct resources to families like free diapers, free cribs, infant feeding counseling through the NYC Breastfeeding Warmline, and more. We also provide support to expecting and parenting adolescents and young adults by connecting them to services throughout all five boroughs.

NYC Smoke-Free

Our NYC Smoke-Free program works to protect the health of New Yorkers through tobacco control policy, advocacy, and education, through a community-based strategy. Formerly the NYC Coalition for a Smoke-Free City, we partner with community members, legislators, and health advocates to support local efforts to end the devastating tobacco epidemic throughout NYC, which disproportionately affects underserved populations.

Harlem Health Advocacy Partners (HHAP) program

We bridge the gap between healthcare and social services for New York City Housing Authority (NYCHA) residents in East and Central Harlem, particularly those facing barriers like limited access to healthcare, cultural and linguistic differences, and socioeconomic challenges. Through this program, Community Health Workers build connections between residents, communities, healthcare providers, and service agencies in order promote health education, prevention, and access to care.





Our Impact

Public Health Solutions works to improve health and well-being for New Yorkers across every stage of life. Our work contributes to meaningful, measurable outcomes across communities:

- Children and families participating in nutrition and support programs such as WIC experience improved access to nutritious foods, healthier growth patterns, and stronger educational outcomes.
- New York State has reached historically low rates of people without health insurance, reflecting expanded access to coverage and care.
- Pregnant people and parents enrolled in home visiting programs, including young parents, are more likely to complete their education, secure employment, and experience healthy births and early childhood outcomes.
- Public health policies in New York City now support healthier environments, including smoke-free public spaces, restrictions on flavored tobacco products, and requirements for residential buildings to establish and share clear smoking policies.
- The rate of new HIV diagnoses in New York City has declined to historic lows, reflecting sustained investment in prevention, testing, and treatment.
- More New Yorkers with lower incomes are able to stay healthy and avoid unnecessary hospital visits because they are connected to community-based resources that address essential needs such as food, housing, and care access.

PHS in the News

THE BUFFALO NEWS

Another Voice: To Tackle the Looming Health Care Crisis, New York Must Pay its Public Health Workers Fairly
April 15, 2026

[READ MORE](#)

CITYLIMITS

What You Need to Know: How to Apply for WIC Food Benefits in New York
April 8, 2026

[READ MORE](#)

CITY & STATE
NEW YORK

Advancing Health Equity While Opening the Doors for Others
February 2, 2026

[READ MORE](#)

SPECTRUM NEWS NY 1

Thousands of New Yorkers Start New Year with Higher Healthcare Costs
January 6, 2026

[READ MORE](#)

Resources for Media

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PHS boilerplate

Health disparities among New Yorkers are large, persistent, and increasing. Public Health Solutions exists to change that trajectory and support underserved New Yorkers and their families to achieve optimal health and build pathways to reach their potential. As the largest public health nonprofit serving New York City, we improve health outcomes and help communities thrive by providing direct services to underserved families, supporting community-based organizations through our longstanding public-private partnerships, and bridging the gap between healthcare and community services.