

## **City Spends \$5M for Ads Urging WTC Health Care**

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By: Kathleen Lucadamo

The city is launching a \$5 million advertising campaign Monday to encourage New Yorkers suffering with 9/11-related health problems to get help.

"The goal of this new campaign is to reach people who don't realize their problems may be related to 9/11 or who may not know the services available to them," Mayor Bloomberg said Thursday.

The ads, tagged "Lived There? Worked There? You Deserve Care," are aimed at people who have problems identified by the World Trade Center Medical Working Group, which released its first annual health report Thursday.

The report found that posttraumatic stress disorder was common in the first six months after the attack among people at or near the twin towers.

Health Commissioner Thomas Frieden said that PTSD could remain in residents even seven years later if untreated.

"We can estimate that this disorder will effect as many as tens of thousands of New Yorkers going forward into the future unless there are effective services provided," said Frieden.

The WTC Environmental Health Center has already given free treatment to 2,800 New Yorkers, most for respiratory problems, and it has the capacity to serve 20,000, according to Alan Aviles, president of the Health and Hospital Corporation.

Those who qualify should call 311, officials said.