

Document Revision

New York City
Department of Health
and Mental Hygiene



Summary

The following project is a revision of the New York City Department Of Health and Mental Hygiene partial "Notice of Intention". I revised any stylistic issues, such as cohesion, topical progression, and coherence that made information unclear for the audience. My goal was to present the information as clearly as possible, which consisted complete arrangement of the documents paragraphs.

Furthermore, I included an analysis that explained my reasoning behind each revision and a letter to the head researcher. The goal of the analysis is to clarify my choices in hopes that company writers could implement these stylistic tools in future documents.

Intended Audience

Client:	George Kazankis - Researcher on Public Health New York City Board of Health and Mental Hygiene (NYC BMMH)
Recipient:	Dr. Stephanie Larson - Carnegie Mellon University Assistant Professor of Rhetoric - Style Course Professor

Completed Tasks

- Conducted a preliminary analysis
- Noted all stylistic issues
 - Characters/Subjects
 - Cohesion and Topics
 - Coherence
- Revised stylistic issues
- Wrote an analysis
 - Clarified reasoning
 - Illustrated findings

Developed Skills

- Revising and Editing
- Proofreading
- Analysis Construction
- Letter of Address
- Clear Writing
- InDesign Layout
- Typography and Text Formatting

Analytical Report On The
New York City Board of Health and Mental Hygiene
"Notice of Intention"

October 18, 2018

George Kazankis
Researcher on Public Health
New York City Board of Health and Mental Hygiene (NYC BHMH)

Dear Dr. Kazankis,

After a preliminary analysis on the NYC BHMH's "Notice of Intention," I determined possible alternatives to provide residents of the NYC boroughs with a clearer format of your notice. Due to the overly scientific and data driven language, the overall purpose of the notice is lost to a more general audience. It is also best to provide a clear format in sentence topic succession and offer concise language to help the reader along.

Based on a more thorough analysis, I began a more in-depth revision process and am now providing you with a report for my stylistic adjustments and paragraph reconstruction. Through this process, I will illustrate my reasoning for some of these choices as well as provide examples and their revised formats.

Please consider, my revision as carefully formulated choices based on previous experience in Science Writing. I studied Microbiology and other such sciences for three years, giving me the opportunity to work and write academic papers, research projects, and lab reports on a variety of these fields. Because of my background, I focused on my experience as both a writer and researcher to determine the correct choices to implement in my revision process. As the agent between researcher and audience, I aimed to provide a coherent revision that both satisfies your intent and the assessment of the audience.

Sincerely,
Ana Karina Van Nortwick

Audience and Purpose:

The purpose of the revised notice is to inform New York City residents of an amendment to Article 81 of the New York City Health Code. This amendment aims to fix the intake of trans-fat of NYC residents, by cutting it from restaurant or FSEs food. As NYC residents are affected by these amendment changes on a variety of dietary sources, they will have an interest as to why such changes are being made on their behalf. Thus, as the NYC BMMH audience, they will also want to understand the research findings that this amendment is based on.

Therefore, the context provided in this notice should allow BMMH audiences to assess the information so that they are more aware of what is transpiring. Thus, the goals of this revision are to provide the NYC BMMH audience with concise language and cohesive structure that does not hinder reading.

Due to the important information in this notice, the Department should aim to supply all NYC residents with a notice specifically produced for public consumption. Therefore, the purpose of this analysis is to provide you and the Board with the necessary information to continue all revisions of this notice. The analysis will also provide information on some of the stylistic changes, what they mean, where they were made, and an example of how they are applied. This analysis should also clarify any confusion or uncertainty for the audience and provide answers to any questions the Board/researchers may have.

Stylistic Problems: Characters

In the notice prior to my revisions, many sentences were structured in ways that made it difficult for the audience to understand and assess information. One reason this occurs, is that main characters are not subjects. Therefore, this portion will focus on providing sentence level clarity to the audience by delivering a subject that is also a character. Doing so will allow the audience to understand who said what, or who this information pertains to.

To clarify, sentence subjects typically should start with a character, wherein, a character is a flesh and blood entity. In other words, an audience adheres more towards subject/characters (in reference to this notice) such as I, researchers, residents, board (in reference to board members), or reporter/s. Nevertheless, not all sentences in the revision strictly adhere to this rule but they still linger in close resemblance to a flesh and blood character as they pertain to countries (Denmark / US), task forces (Canadian TFTF), or government health services (AHA / FDA). To provide plenty of references for further examination, I will address characters on a phrasal, sentence, and paragraph level.

Exhibit A: Phrase

Original:

Most dietary trans-fat...

In the original phrase, the subject, *trans-fat*, lack a character that gives authorial voice to the sentence. As a reader, the audience will typically look for assurance and authority at the center of scientific studies. Thus, this phrase, though not terrible, would benefit from either implementing *researchers*.

Revised:

...researchers claim dietary trans-fat...

In the revised phrase, the subject is also the character, *researchers*. This provides the sentence with the authority of a person/s stating the fact. Therefore, by implementing a flesh and blood character, the phrase gains a sense of authorial voice.

Exhibit B: Sentence

Original:

Heart disease is New York City's leading cause of death.

In this sentence, there is clearly no flesh and blood character as the subject. Though *heart disease* does grab attention, it has no preliminary background (character) to support the claim. With something as intense as death, the entire sentence would benefit from having a researcher/scientist support why heart disease is the leading cause.

Revised:

Researchers state that heart disease is New York City's leading cause of death.

Though the context of this sentence is still rather simplistic, it benefits from adding a flesh and blood character. In this case, *researchers* takes on the role of the subject and is also flesh and blood. This allows the audience to see where the information is coming from, in this case researchers that have expertise on the matter.

Exhibit C: Paragraph

Original (Partial):

Heart disease is New York City's leading cause of death. In 2004, 23,000 New York City *residents* died from heart disease and nearly one-third of these individuals died before the age of 75. *Scientific evidence* demonstrates a clear association between increased trans fat intake and the risk of coronary heart disease. Most dietary *trans fat* is found in partially hydrogenated vegetable oil ("PHVO") - oil that has been chemically modified.

In this partial paragraph, three of the four sentences lack a subject/character. The only exception is sentence two, but the character is lost within the paragraph's over all lack of main characters as the subjects. In order to benefit from an authorial voice, the paragraph should implement characters that the audience can attribute as a person/s.

*Revised:*¹

Researchers state that heart disease is New York City's leading cause of death. According to a 2004 study, *they* state that one-third of the 23,000 New York City residents that died of heart disease were under the age of 75. *They* also concluded that a high intake of dietary trans-fat was a primary factor for coronary heart disease. It should be noted that *researchers* claim dietary trans-fat is found in partially hydrogenated vegetable oil (PHVO) – oil that is chemically modified through a hydrogenation process.

The context of this paragraph uses multiple forms of a character, but still ties them together through a progression of subject/character. The subjects are the characters, *researchers*, *they*, *they*, and *researchers*. This paragraph thus takes ownership of who is doing what and who discovered the information. This provides authority to the information once more, and also leads into a topical progression that benefits cohesion.²

Stylistic Problems: Cohesion and Topics

Another stylistic problem found within the original notice, is that concerning sentence cohesion. Therefore this section will provide information on better structuring sentences to have consistent topical progression and create sentence cohesion.

Before doing so, you must understand coherence as sentence level work leads to an overall coherent paragraph. In other words, the focus of the paragraph comes from cohesion and smooth topic progression, key emphasis, and moving from old to new information. When you achieve cohesion, you can finalize your work through coherence. Doing so will allow the audience to follow along through each sentence to the next without having to reread or work around cyclical or staggering information/topics.

To clarify, cohesion is about connecting sentences to allow information from the end of a sentence to set up the beginning of the next. Topics are what the sentence is about and if the progression is successful, the overall sentence cohesion becomes more concise. Therefore, the notice benefits from the extra care on sentence-sentence relation and work on sentence level topic. Thus, to provide enough reference for further examination, I will address cohesion and topics on a sentence and paragraph level.

1 The paragraph was reconstructed to match each sentence with its revised counterpart, but the actual paragraph has been reorganized to provide coherence to the entire notice in the actual final revision.

2 Topical progression and cohesion are discussed in the next section.

Exhibit A: 2 Sentences

Original:

Heart disease is New York City's leading cause of death. In 2004, 23,000 New York City residents died from heart disease and nearly one-third of these individuals died before the age of 75. Scientific evidence demonstrates a clear association between increased trans fat intake and the risk of coronary heart disease. Most dietary trans fat is found in partially hydrogenated vegetable oil ("PHVO") - oil that has been chemically modified.

In these sentences, trans-fat and scientific evidence are not the same or closely related topics. The audience could feel disorganized as they assess the point of the paragraph that could benefit from a more concise topical progression and sentence structure.

Revised:³

Additionally, researchers claim dietary trans-fat is found in partially hydrogenated vegetable oil (PHVO)- oil that is chemically modified through a hydrogenation process. Therefore, researchers examined the affects on cholesterol when available heart-healthy alternatives replaced trans-fat. Researchers results yielded an estimated 6% reduction and determined that a moderate method, such as saturated fat, showed a decrease in coronary heart disease.

In these sentences, I separated the second from the original to allow the audience a moment to regroup their thoughts before continuing to the rest of the information provided. I also restructured the sentences to have a more linear/cohesive progression of topics. Additionally, I worked on providing older knowledge at the beginning of both sentence and paragraph with newer information emphasized at the end. By doing so, I allow the audience a way to move from one idea to the next in each sentence while also retaining important information. This method works to make a more cohesive paragraph.

Exhibit B: Paragraph

Original (Partial):

The major source of dietary trans-fat, found in PHVO, can be replaced with currently available heart healthy alternatives. Denmark has recently successfully removed artificial trans-fat by limiting industrially produced trans-fat content in food to 2% of total calories from fat. In addition, in June 2006 the Canadian Trans Fat Task Force issued a report recommending that Canada limit trans-fat in food service establishments to 2% of total fat content in margarines and vegetable oils and 5% of total fat content in all other food ingredients.

Original (Partial): Continued

"Zero grams" trans-fat packaged foods in the US, both new products and those already in production, have been extensively marketed since the labeling requirement for packaged foods became effective in January of 2006.

In these sentences, the topics are loosely related which creates a paragraph that is not cohesive. The lack of cohesion does not allow the audience to assess information in an effective manner. The disarrangement of the topics messes up the progression of notice. Though certain topics are somewhat related, such as the Canadian... Force and Denmark, the overall paragraph would benefit from revision and extra care to allow topics to follow more naturally.

*Revised:*⁴

On a more global note Denmark, has also recently removed artificial trans-fat through limiting it in industrially produced food to 2% of total caloric fat. In addition, Canadian Trans Fat Task Force (CTFTF), like the AHA, issued a report that recommends Canada to limit its trans-fat to 2% in margarine and vegetable oils, and also to 5% in all other food ingredients.

In these sentences, I completely removed the first and last sentence from the original and placed them in other paragraphs so that the majority of topics and sentences worked to create an overall coherent notice. With the two I kept, I decluttered the sentences so that the information provided was not lost in the combined sentences. The topics Denmark and Canadian... Force are still the same as the original paragraph, but by removing the other sentences I allow the information in this paragraph to flow more naturally.

Stylistic Problems: Coherence

The last stylistic problem I will address in this analysis is coherence. Though I discussed it earlier in this analysis, I will go into further depth here. I believe the reason certain audiences could not discern the information provided was that the overall paragraphs of the notice did not portray adequate coherence. To clarify, the audience of this notice would benefit from an overall focus on paragraphs that create consistent topics, key themes, and provide necessary emphasis on vital information. For this particular section, I will provide two revised paragraphs and illustrate what changes I made, whether reorganizing or reworking sentences, to show a format that provides a better overall coherence.⁵

⁴ See footnote 1.

⁵ For reference, these two paragraphs are now the primary paragraphs. They are in place of the 1st paragraph (or 5th paragraph) right below the "Basis for restricting service of products containing artificial trans fat" section began in the original notice. It should be noted that half of the original is still where it was, but the following paragraph has been moved up from further down the overall original notice.

Exhibit A: 2 Paragraphs

Revised:

Researchers state that heart disease is New York City's leading cause of death. According to their 2004 study, one-third of the 23,000 New York City residents that died of heart disease were under the age of 75. Researchers also concluded that a prime factor for coronary heart disease was caused by a high intake of dietary trans-fat.

In another study, the Institute of Medicine (IOM) board also reviewed the scientific evidence and discovered a positive trend between trans-fat intake and total LDL concentration. IOM researchers determined that the risk of heart disease increases due to trans-fat raising LDL cholesterol (bad) and lowering HDL cholesterol (good). Because of the adverse effect on HDL Cholesterol, IOM researchers believe that trans-fat is worse than saturated fat.

Basis for Structural Revision:

When going over the notice, I realized that a big part of why the information was hard to understand and assess was partially due to the structure of sentences and paragraphs. Because of this, I focused on reorganizing the entire notice to provide more subtitles and paragraphs that belonged in each. This means that sentences were moved around and paragraphs were broken up to provide better context progression and a clearer structure of information. Here the topic string now reads as, Researchers – New York City Residents* – Researchers; IOM board – IOM researchers – IOM researchers.

The original paragraph was divided in half, the first portion reorganized on a sentence level and then subsequent information was added as the following paragraph. The second paragraph, after revision, followed the order of information more clearly than the original did and therefore provided a more coherent connection between two paragraphs. Heart disease opened up a bridge to the IOM's review on why trans-fat increased heart disease.

Conclusion:

The overall final revision that I have attached to this analysis follows the same pattern of paragraph deconstruction and rearrangement. The purpose was to group certain information provided by your research with other similarly related topics. After careful evaluation, the revision declutters sentences and structures paragraphs in a way that a more general audience can interpret. As the goal of this notice is to provide NYC residents' with an understandable notice for an amendment, coherence of paragraphs was an important step that had to be done.

Once these stylistic choices are implemented into the remainder of the information provided, the notice will have a coherent over all structure, that aligns with strong character/subject involvement and cohesion between sentences. The final revision differs in certain aspects, but the message is still the same. However, the revision now provides the audience with an adequate relay of what the NYC BMMH intended to express in their notice.

The reason for this analysis was to supply reasoning for the revisions. It has, thus, illustrated the three most important stylistic choices that I found and addressed. By providing context for each section, the remainder of the notice I did not work on can now be revised by other writers at the NYC BMMH. The most important feature that a revision, notice, or any form of writing should take into account, is the engagement and understand of the audience. If the audience cannot see the overall message, then the writing needs revision. If they can, then the writer has done their job adequately. The most critical information should be accessible to the general reader. Thus, the most effective works follow good stylistic choices.

NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE

NOTICE OF ADOPTION OF AN AMENDMENT (§81.08) TO ARTICLE 81 OF THE NEW YORK CITY HEALTH CODE

BACKGROUND

The New York City Department of Health and Mental Hygiene (the 'Department') estimates that restaurants (interchangeable with "food service establishments" or FSEs) provide an estimated one-third of daily caloric intake for New York City (NYC) residents.¹

The Department understands that NYC residents use restaurants as a regular source for daily food and wants to assure that safe and healthy dining options are a public health priority. Therefore, the Department has revised its amendment to address the public health concern on the presence of trans fat in foods served in restaurants. The reason for the Department's concern is that trans-fat is a dangerous and preventable health risk, yet avoiding the harmful substance is currently not practical for patrons of NYC restaurants.

The Department (as defined in §81.03(j) and (p) of the Health Code) handles permits and inspections for all of New York City FSEs and processors of non-retail food. Department employees also work on preventing and controlling disease, including chronic disease, by addressing individual or community behavior.

For this reason, the Department board revised Article 81 of the NYC Health Code to restrict FSE use of artificial trans-fats products. Consequently, board restrictions on FSE trans-fat could help reduce NYC resident exposure to food hazards that are associated with increased risk of heart disease.

BASIS FOR TRANS-FAT RESTRICTIONS

Researchers state that heart disease is New York City's leading cause of death. According to their 2004 study, one-third of the 23,000 New York City residents that died of heart disease were under the age of 75.² Researchers also concluded that a prime factor for coronary heart disease was caused by a high intake of dietary trans-fat.

Furthermore, the Institute of Medicine (IOM) board also reviewed the scientific evidence and discovered a positive trend between trans-fat intake and total LDL concentration.³ IOM researchers determined that the risk of heart disease increases due to trans-fat raising LDL cholesterol (bad) and lowering HDL cholesterol (good).⁴ Because of the adverse effect on HDL Cholesterol, IOM researchers believe that trans-fat is worse than saturated fat.

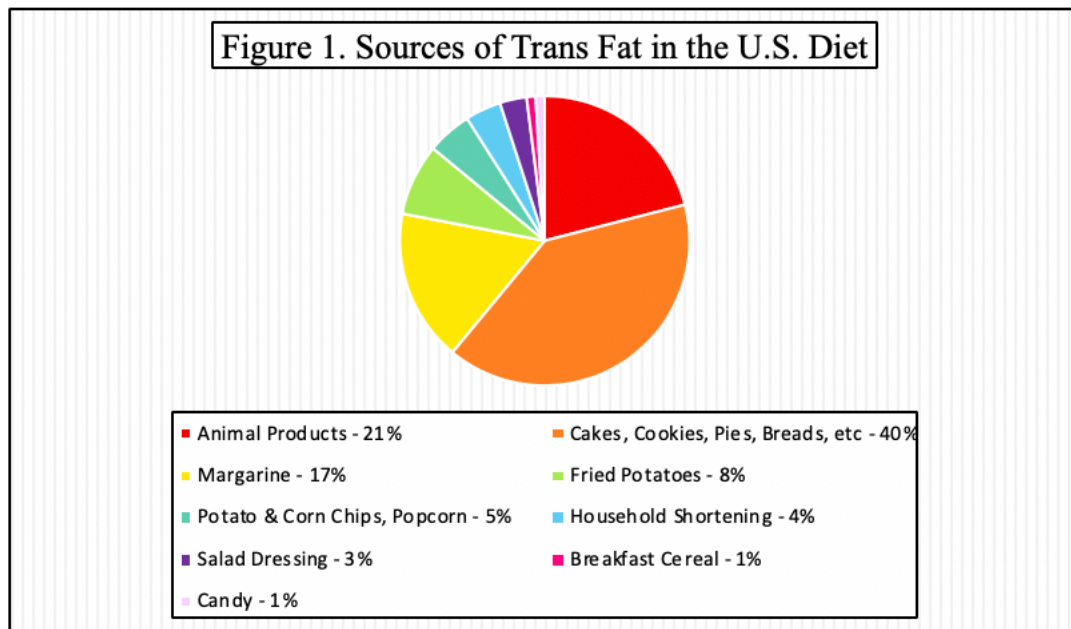
PHVO AND TRANS-FAT

Additionally, researchers claim dietary trans-fat is found in partially hydrogenated vegetable oil (PHVO)- oil that is chemically modified through a hydrogenation process. Researchers explain that PHVO in artificial trans-fat makes it horrible for dietary consumption due to the hydrogen added to the vegetable.

Other researchers concluded that industrial PHVO makes up approximately 80% of trans-fat found in frying, baking, and processed foods.⁵ These researchers also determined that approximately 20% occurs in dairy and meat products naturally (See Figure 1).⁶

NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE

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Common FSE sources of artificial trans-fat include: foods fried in partially hydrogenated vegetable oils; margarine and vegetable shortening; prepared foods such as pre-fried French fries, fried chicken, taco shells and donuts; baked goods such as hamburger buns, pizza dough, crackers, cookies, and pies; and pre-mixed ingredients such as pancake and hot chocolate mix.

As NYC residents consume one-third of dietary trans-fat from restaurants, the use of PHVO is a prominent factor in cardiovascular risk.⁷ Therefore, researchers examined the affects on cholesterol when available heart-healthy alternatives replaced trans-fat. Researchers results yielded an estimated 6% reduction and determined that a moderate method, such as saturated fat, showed a decrease in coronary heart disease.⁸ They also note that other scientific studies have yielded a 23% chance of avoiding coronary heart disease by replacing trans-fat with healthy alternatives (See Figure 2).

ACCEPTABLE HEALTH ALTERNATIVES

Traditional Mono & Poly Unsaturated Oils	Newly Developed Alternative Oils
1. Canola Oil	1. Soybean Oil
2. Corn Oil	2. Safflower Oil
3. Olive Oil	3. Sunflower Oil

NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE

NOTICE OF ADOPTION OF AN AMENDMENT (§81.08) TO ARTICLE 81 OF THE NEW YORK CITY HEALTH CODE

GLOBAL METHODS ON LIMITING TRANS-FAT INTAKE

Countries have already started taking steps to lower the risk of trans-fat intake. In 2005, the United States Department of Agriculture (USDA) issued a Dietary Guideline for Americans recommending that trans-fat intake be as low as possible.⁹

In early 2006, the Food and Drug Administration (FDA) made it mandatory for packaged food to have the total content of trans-fat labeled.¹⁰ Later in June 2006, the American Heart Association (AHA) issued a guideline that trans-fat intake should not exceed a total of 1%.¹¹

On a more global note, Denmark has also recently removed artificial trans-fat through limiting it in industrially produced food to 2% of total caloric fat. In addition, Canadian Trans Fat Task Force (CTFTF) like the AHA, issued a report that recommends Canada to limit its trans-fat to 2% in margarine and vegetable oils, and also to 5% in all other food ingredients.¹²

Furthermore, as a derivative of the FDA January 2006 labeling requirement, more manufacturers are formulating products so that supermarket shelves offer "zero grams" trans-fat products (FDA defined as < 0.5 grams per serving). Due to these facts and increased demand, US companies expanded production to increase supply of PHVO and trans-fat alternatives.^{13,14}

Even educational and enforcement effort programs promote a shift towards healthier fats. A New England Journal of Medicine (NEJM) reporter recently shared that industry and government representatives agreed that the quality, cost, and availability of food was not affected by the Denmark trans-fat food restrictions.¹⁵ Their report demonstrates that trans-fat can be replaced without affecting consumers.¹⁶ Furthermore, newer trans-fat free oils last awhile and hold other favorable characteristics of PHVO. Thus, the overall health benefits and processes are substantial for New York City residents to switch to available heart-healthy alternatives.

Department of Health and Mental Hygiene

For more information go to: <http://www.nyc.gov/health>



NEW YORK CITY DEPARTMENT OF HEALTH AND MENTAL HYGIENE

NYC Health Supplementary Research

- 1 Guthrie JF. et al. Role of Food Prepared Away from Home in the American Diet, 1977-78 Versus 1994-96: Changes and Consequences. Society for Nutrition Education 2002; 34:140-150.
- 2 NYC DOHMH, Office of Vital Statistics. NYC Vital Statistics 2004, Accessed on EpiQuery. 2006.
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- 15 "Trans Fatty Acids and Cardiovascular Disease". New England Journal of Medicine.
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