



Fall River School Department Physical Education Teacher Jason Springer, left, referees one of the tournament games.

## Basketball tournament held at Highland Park

The Highland Park Neighborhood Association sponsored a 3-on-3 basketball tournament on June 1, 2014 at the new park facility located at Robeson Avenue and President Avenue in the City's North End.

Part of an overall health fair that included the Southcoast Health Van and health specialists available, including a dentist, an audiologist and an optomologist, to consult with participants.

The tournament also offered six \$1,000 scholarships to the winners from each of the City's three high schools: Durfee, Diman and Connolly. Children from the 4th through the 10th grade were eligible to participate.

"It was a wonderful day for everyone in the community and for Fall River," stated Esther Charves, Vice-President of the Association. Neighborhood Association President Seve Camara, Dr. Rajiv Nehra, and Fall River Schools Physical Education teacher Jason Springer were involved in organizing the first-time event.



A group of girls led by Herbalife Fitness dances to some Salsa music in the pavilion following the clean-up.

## Hundreds pitch in for City-wide Clean-up

Hundreds of people volunteered for a day of cleaning in all sectors of the City on June 7, 2014, more than a month after rain delayed the original April 26th clean-up date.

Set in motion by Mayor Flanagan, Fall River Park Advocates, volunteers from neighborhood associations, schools, local employers and home owners joined City DPW and Parks Department workers on a beautiful June day to pick up litter, rake and spruce up public areas.

Projects included weeding the Bank Street Tot Lot and picking up loads of trash throughout the city by City Park and Department of Public Works employees.

Park Advocacy Coordinator Sandy Dennis organized a number of volunteers who pitched in for the morning. Greater Fall River Re-Creation staff hosted a noon-time cook-out at Kennedy Park for all of the volunteers following the event.

The Healthy City Fall River CONNECTION is published four times a year by Partners for a Healthier Community, Inc. P.O. Box 1228 Fall River, MA 02722



Healthy City Fall River Government Center Room 422 Fall River, MA 02722

### Participating Organizations

Arbour Counseling  
Bristol Community College  
Bristol County District Attorney  
Bristol Elder Services  
Bristol Workforce Investment Board  
Catholic Social Services  
City of Fall River  
Board of Park Commissioners  
Council on Aging  
Department of Public Works  
Health & Human Services  
Mass In Motion  
Street Tree Planting Program  
Tobacco Control Program  
Youth Services

Community Development Agency  
Child Nutrition Partnership  
Community Foundation of SE Mass.  
Corky Row Neighborhood Association  
Corrigan Mental Health Center  
Diabetes Association, Inc  
District Attorney of Bristol County.  
Fall River Adult Literacy Partnership  
Fall River Chamber of Commerce  
Fall River Garden Club  
Fall River Housing Authority  
Fall River Neighborhood Associations  
Fall River Office Econ. Development  
Fall River Police Department  
Fall River Public Schools  
Fall River Realtors Association  
Family Service Association  
First Baptist Church  
Gr. F.R. Chamber of Commerce  
Gr. F.R. Real Estate Board  
Greater Fall River Re-Creation  
Green Futures  
HealthFirst Family Care Center  
Katie Brown Educational Foundation  
May Institute  
People, Incorporated  
S.E. Mass. Visiting Nurse Assoc.  
Seven Hills Behavioral Health  
Shepherd's Center  
Southcoast Hospitals Group  
Saint Anne's/Steward Hospital  
St. Luke's Episcopal Church  
Stanley Street Treatment & Resources  
The Trustees of Reservations  
Thomas Chew Mem. Boys & Girls Club  
United Neighbors of Fall River  
UMass. Extension Nutrition Education  
Y.M.C.A. of Greater Fall River

Healthy City Fall River is a collaboration between the Fall River Health and Human Services Department and Partners for a Healthier Community, Inc., the local Community Health Network Area (CHNA) organized by the Massachusetts Department of Public Health (DPH) to establish a working partnership between DPH and area residents to improve the health status of all those who live or work in the CHNA

Supported in part by DPH linkage funding from Saint Anne's Hospital

### 2009 - 2014 Priority Strategy Areas



Safety and ATOD Control



Recreation & Fitness



Food Supply & Nutrition



Educational & Medical Policies



Built Environment & Advocacy

# The Healthy City Fall River CONNECTION

Connecting the people of Fall River to improve our quality of life and health  
Vol. 10 No. 3 Summer 2014

## New Five-Year Action Plan for Health Proposed



Dr. Weed presents the Proposed Action Plan at a public hearing held at Fall River Government Center. (Photo courtesy of Julie Kelly)

In order to get anything of a complex nature done, we need to have a plan. Whether we're going to educate our children, or build our roads and houses, or even get ready for retirement, we need a plan of action to make sure our efforts will get us where we want to go. In a similar way, if we want to create a healthier community, we need a plan. We first need to know what needs to be improved and then we need to determine what's most important to work on. Finally, we need to be sure we have the resources we'll need.

Every five years, Greater Fall River Partners for a Healthier Community, Inc., usually referred to as "Partners," conducts a community-wide health needs assessment upon which an Action Plan for the following five-year period is built. Partners is one of 27 organizations throughout the Commonwealth that has this responsibility given to it by the Massachusetts Department of Public Health. Our designated "Community Health Network Area" (CHNA) consists of the City of Fall River and the towns of Somerset, Swansea and Westport. The first plan was created in 2004, then updated and revised in 2009, and now we're ready to launch our third plan that will take us into 2019.

While much of the work on this plan is already completed, everyone who lives, works or attends school in these four communities

has been invited to review and comment on the plan. Partners will be put the finishing touches on the Plan and publish it on its website, [www.gfrpartners.com](http://www.gfrpartners.com), by June 30th.

While further revisions will be made every year at the June Design Team Meeting, the plan will remain in effect until June of 2019 when its results will be shared with the public. Our current Plan, for instance, reported a 14% drop in smoking over the past ten years and a 37% reduction in youth violence over the past four years. We are looking forward to similar changes in the next five years.

In order to make it easier to get a sense of what's in the Plan, Partners has summarized the goals in each of the eight categories of factors that influence health. These categories were created by the Robert Wood Johnson Foundation, the same group that awarded the City of Fall River one of six national "Roadmaps to Health" Awards a little over a year ago. Here, in summary form, is what's in the plan:

**Factor 1. Diet & Exercise.** This part of the Action Plan will address poor diet, inactivity, knowledge of and access to healthy food. The major goals include: 1) increasing our fruit and vegetable consumption, improving the quality of food offered at schools, work locations, and churches; 2) increasing nutrition education

(Continued, page 2)



Dr. Weed talks with two young men at the Greater Fall River Re-Creation Kick-off to Summer event about their ideas for making the community a healthier place to live and work. (Photo courtesy of Jennifer Espanola)

## Volleyball tournament raises funds for mission



Members of the Calvary Temple young adult group play a heart-healthy game of volleyball to help raise mission funds.

Members of the young adult group at Calvary Temple in the City's North End held a volleyball tournament on June 7, 2014 to raise money for a mission trip to the

Dominican Republic later in the summer.

Each member had to raise \$1,500 to pay for their expenses, and the tournament was one of several project designed to bring in sponsor dollars.

Under Associate Pastor Mike Montag's leadership, the group split into five five-member teams and played a round-robin of games to determine the winning group.

"This was really a great way to bring the youth together for some heart-healthy exercise while raising some much-needed money for the trip," commented Rev. Montag who invited other groups who might like to use the volleyball court for their own activities to contact him.

For more information, contact Pastor Montag at 508-676-3138.

## Profiling Julianne Kelly



If you want to get moving, Julie Kelly is the person you need to see!

Probably no one in Fall River knows more about the City's efforts to increase physical activity, such as walking and bicycling as Julie.

When Julie started working as the Mass In Motion Coordinator for the City in 2009, no one was looking at how pedestrians move around the City. All of the effort was going into getting cars to move faster, leaving pedestrians to fend for themselves. Since then much has changed, and Julie has been involved, working with advocates from all sectors, to ensure that pedestrians and cyclists are considered as changes are made to Plymouth Avenue, Davol Street and Route 79.

She has also worked to see that bicycle routes are not only planned and marked throughout the City, but she has also put in hundreds of hours working across the South Coast to link Fall River's bicycle routes with those in Somerset, Swansea and Westport, part of the South Coast Bikeway. She also was behind the effort to get the City to adopt an official Bicycle Commission that now advocates for cycling on its own.

Julie has also worked tirelessly to make improvements in our parks. Establishing Fall River Park Advocates and working with City departments, Julie has helped to reposition parks and open space as quality of life issues in Fall River and has seen the dream of the Quequechan River Rail Trail become a reality. This new park will connect Britland Park, Father Travassos Park and the South Watuppa Pathway when completed.

An active person in her own right, Julie loves to move, whether on foot or bicycle, and often joins some of the bicycle events both in Fall River and her home town of Fairhaven. Julie knows how to move!

(Continued from page 1)

opportunities; 3) increasing organized fitness activities; 4) creating a walking map of our downtown areas; 5) promoting safe use of bicycles, and 6) promoting personal fitness through a community-wide campaign.

**Factor 2. Tobacco, Alcohol and Other Drug Use Prevention.** The part of the Plan will address smoking, prescription and illegal drug use. The major goals include: 1) reducing opioid overdoses with Narcan; 2) expanding drug courts; 3) expanding substance abuse prevention in Somerset, Swansea and Westport; 4) administering the YRBS in those towns; 5) providing compliance checks of tobacco vendors; and 6) increasing educational offerings to youth.

**Factor 3. Sexual Activity and Infectious Diseases.** This area will address STDs, HIV, and teen pregnancy. Our goals include: 1) after-school, peer-led programs in all schools; 2) increased screenings for STDs at all medical facilities; and 3) continued education efforts around HIV/AIDS.

**Factor 4. Access to Quality Dental, Health, Mental Health and Substance Abuse Care.** This area deals with insurance coverage, waiting times, and lack of support outside medical settings. Goals include: 1) increased access to behavioral health resources; 2) education on dental hygiene to parents and children; and 3) SRTA bus system changes to make public transportation more responsive to consumer needs.

**Factor 5. Education, Employment, Income and Disability.** This area includes improved graduation rates, job creation, and adult education. Goals include: 1) engage at-risk youth in meaningful and engaging work; and 2) providing information to employers to promote wellness.

**Factor 6. Community Safety and Violence Prevention.** This area includes crime, abuse, and bullying prevention efforts. The goal is to reduce rates of psychological trauma and self-harm through trauma-informed care training in schools and agencies and through conflict resolution and social skills training in schools and community.

**Factor 7. Family, Cultural and Social Support, and Housing.** This area addresses language, race, ethnicity, cultural values, maternal care, single parent households, and homelessness. The goal is to increase the availability of resources to homeless individuals and families living in motels.

**Factor 8. Environment and Infrastructure.** This area includes improvements to non-automobile transportation and infra-

structure and park development. Goals include: 1) development of a Bicycle Master Plan; 2) standardization of physical education curricula to include safe walking and cycling; 3) creation of a "Five-minute Walk to a Healthy Market" program, and 4) Improvement and expansion of parks and open spaces and awareness of and access to both.

Altogether there are 59 specific goals and objectives in the Proposed Plan that will be published by the end of the month. Then, every June thereafter, progress on each of those objectives will be reported and the Plan updated as needed at the annual Partners Design Team meeting.

---

***"So, if you want to be part of creating a healthier Greater Fall River over the next five years, now is the time to get connected . . ."***

---

So, there is a plan to improve the health of our community! All we need now is the commitment to follow through with the plan. While Partners is responsible for developing the Plan, actually achieving the goals outlined in the plan will be up to all of those who live, work, attend school or play within the four communities. Everyone can have a role.

So, if you want to be part of creating a healthier Greater Fall River over the next five years, now is the time to get connected to one or more projects that will further these goals. For specific ideas, email at [drweed@cox.net](mailto:drweed@cox.net) or call him at 508-324-2411, and he'll put you in touch with the people who have already committed to addressing one or more of the goals outlined above.

---

## Fitness Challenge +



All Generations Fitness instructor Kevin Ouellette guides Challenge Plus participants in one of the weekly fitness routines held every Saturday morning at 9:00 a.m. until September 27th. For a \$2 donation, people can work out at any of several locations set up by the program. Call Annemarie Holly at 508-679-0922 to sign up and for information about locations.



Partners Worksite Wellness Coordinator Angela Bras leads a group discussion on smoking cessation at the workshop.

## Cessation workshop held at the Y

Staff of the SouthCoast Healthy Housing and Workplace Initiative (SCHHWI) Project invited trainers from The Institute for Health and Recovery (IHR) in Cambridge to provide a day-long training at the YMCA Southcoast headquarters on June 11, 2014.

The Tobacco, Addictions, Policy and Education (TAPE) Project on understanding tobacco/nicotine addiction and its impact on overall health and recovery from other substance use disorders.

Project Director Janet Smeltz and Tobacco Education and Treatment Specialist Louise Katz spent the day with SCHHWI staff members as well as another twenty people involved in cessation or related activities.

SCHHWI was created in 2012 when members of Voices for a Healthy South-Coast were granted a \$1 million Community Transformation Grant from the Centers for Disease Control and Prevention to develop smoke-free housing and worksites in the South Coast.

---

## Partners' volunteers thanked for their service



Partners for a Healthier Community, Inc. celebrated the year-long accomplishments of SCI AmeriCorps Volunteer Brian Moses and Life Together Fellow Philip York along with UMass-Dartmouth Intern Colby Bergeron and BCC Intern Zainab



Seniors from the Niagara-Maplewood Senior Center walk the Watuppa bike path on a recent outing.

## Senior walks encouraged

Senior citizens at the Flint Senior Center had the opportunity to walk on the Watuppa Bike Path as part of a Fall River Mass In Motion Healthy Aging Initiative Project to get more seniors walking.

The Project included two walks along the South Watuppa Pond Bicycle Path, one with the Flint Senior Center and the second one with participants from the Niagara Center.

"We're starting by getting some ideas from seniors from the Center on how to encourage more seniors to walk," stated Fall River Mass In Motion Coordinator Julianne Kelly. "The walk really stimulated discussion on what some of the barriers are and what motivates people to walk,"

Newly-hired Healthy Aging Initiative Coordinator Eric Andrade joined the group and helped Ms. Kelly poll the walkers. Eric will be working over the summer with seniors at the Niagara Center and the Flint Senior Center to encourage walking on the part of those who attend the Centers on a regular basis.

Abbas with a lunchtime event.

"These four young people have been an invaluable addition to our work to improve health in our community," stated Partners Executive Director David Weed. "They have each brought a variety of talents that have made it possible for us to reach people more effectively," he added.

Mr. Moses served at the outreach and technology coordinator at United Neighbors and was principally responsible for publication of the MyFallRiver.org web site. Mr. York worked with the Greater Fall River Health and Wellness Coalition to provide homeless families in local motels with food and other essentials.

## Upcoming Events

June 21, Noon -3:00 p.m.  
Greater Fall River Re-Creation Kick-off to Summer at Ruggles Park. Call 508-679-0922 for information.

June 26, 8:30-10:00 a.m.  
Partners Design Team meeting, HealthFirst Family Care Center Community Room. Open to the public. Call 508-324-2411 for information.

July 1, Noon-3:00 p.m.  
Ships' Cove Health Fair. 130 Canal Street. Contact Pam Anderson at 508-679-2587 for information.

July 1, 3:30-6:30 p.m.  
Partners Farmers' Market Opening Day. Columbia and Canal Street. Call 508-679-0922 for information.

July 19, 10:00 a.m.-6:00 p.m.  
Fall River Youth Council Festival, Britland Park. Call 508-679-0922 for information.

July 20, 11:30 a.m.-3:00 p.m.  
Custom Cars for Kids sponsored by Greater Fall River Re-Creation. Call 508-679-0922.

August 5, 4:00-7:00 p.m.  
National Night Out, Griffin Park, Corky Row. Call 508-679-0922 for information.

August 8, 10:00 a.m.-1:00 p.m.  
Homeless Connect. Commonwealth Center, Bristol Community College. Call Mary Camara at 508-679-0131 for information.

August 9, Time TBD  
Soapbox Derby, Snake Hill Road, North Park, President Avenue. Call 508-679-0922 for time and information

August 16, 9:00-11:00 a.m.  
Steppingstone 5K Walk for the Homeless, 542 North Main Street. Call 508-674-2788