



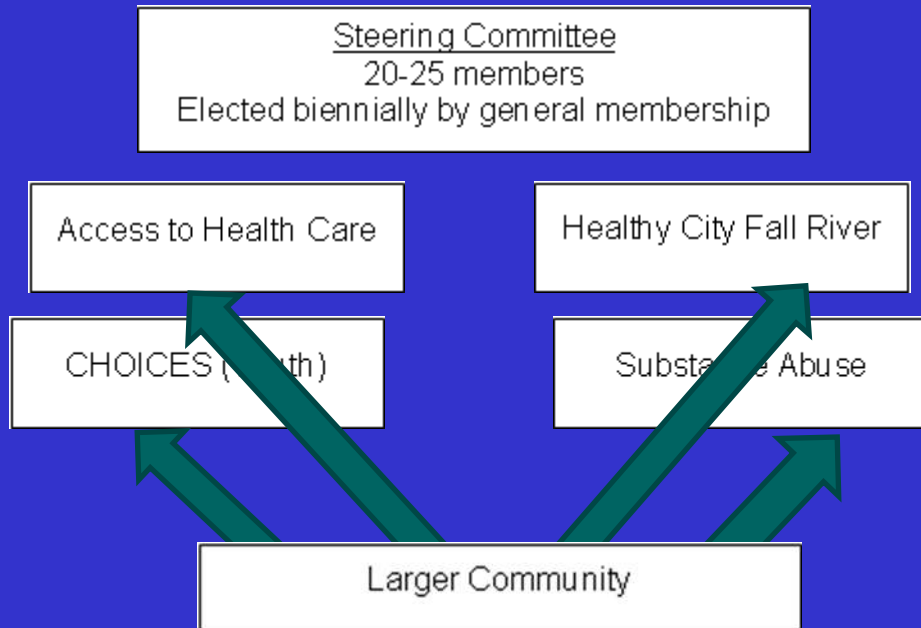
# Partners for a Healthier Community, Inc.



- The Fall River Community Health Network Area (CHNA) is one of 27 statewide established in 1994 by the Massachusetts Department of Public Health
- Responsible for the assessment and planning of health initiatives for Fall River and three surrounding communities in Bristol County



# How we are organized



- Six full-time staff members
- Total annual budget under \$160,000

- A 501(c)(3) directed by a 25-Member Steering Committee that directs projects of four Task Forces
- Work with, but not for, the City Health and School Departments
- Funded by DoN support from two hospitals



# Design Team plans, assesses and evaluates

- Organizes surveys, collects data and analyzes it every five years to establish goals & benchmarks
- Works with all sectors of the community to create a five-year Action Plan with specific objectives
- Meets quarterly to share information on problems & progress and annually to review goals

# RWJF Roadmaps to Health Prize



In 2013, Fall River was awarded one of six national prizes by the Robert Wood Johnson Foundation for its efforts to improve health.

The other winners were Cambridge, MA; Minneapolis, MN; New Orleans, LA; Santa Cruz Co., CA; and Manistique, MI.

# Health challenges are related to a number of population factors

- Second highest rate of premature deaths statewide
- Higher percentage of families w/children in poverty
- High rates of unemployment
- Higher life stress levels related to economic status
- Lower rates of school completion
- Steady high rates of immigration and resultant language and cultural barriers that decrease the comprehension of health promotion messages.



# Some Health Challenges

	Smoker	Overweight	Obese
City of Fall River	27.0 %	65.7 %	32.2 %
Massachusetts	18.2 %	57.3 %	22.7 %
United States	18.1 %	63.1 %	34.9 %

Source: BRFSS, via MassCHIP Instant Topics (2010-2013), CDC

# Other Health Challenges

## Diagnosed With Diabetes in Lifetime

	2000	2010
Fall River	8.4%	13.8%
Greater Fall River	6.1%	10.4%
Massachusetts	5.8%	7.4%

Source: BRFSS, via MassCHIP



# How we began

WHO criteria for a Healthy Community:

1. Creates ongoing dialogue
2. Generates leadership everywhere
3. Shapes its future
4. Embraces diversity
5. Knows itself
6. Connects people and resources, and
7. Fosters a sense of community



# How we began



We asked over 1,000 people: “What would make Fall River a healthier place to live and work?”

Community residents voted for top five priorities:

- Safety and Substance Abuse
- Environment and Recreation
- Health Education
- Adult Education, Job Training & Employment
- Community Planning & Housing

# Action Planning



- Following a second community-wide survey in 2009, the Design Team revised the goals for the next five-year period



- We modified the original five Priority Areas and added a focus on system, policy and environmental changes.

# Action Planning

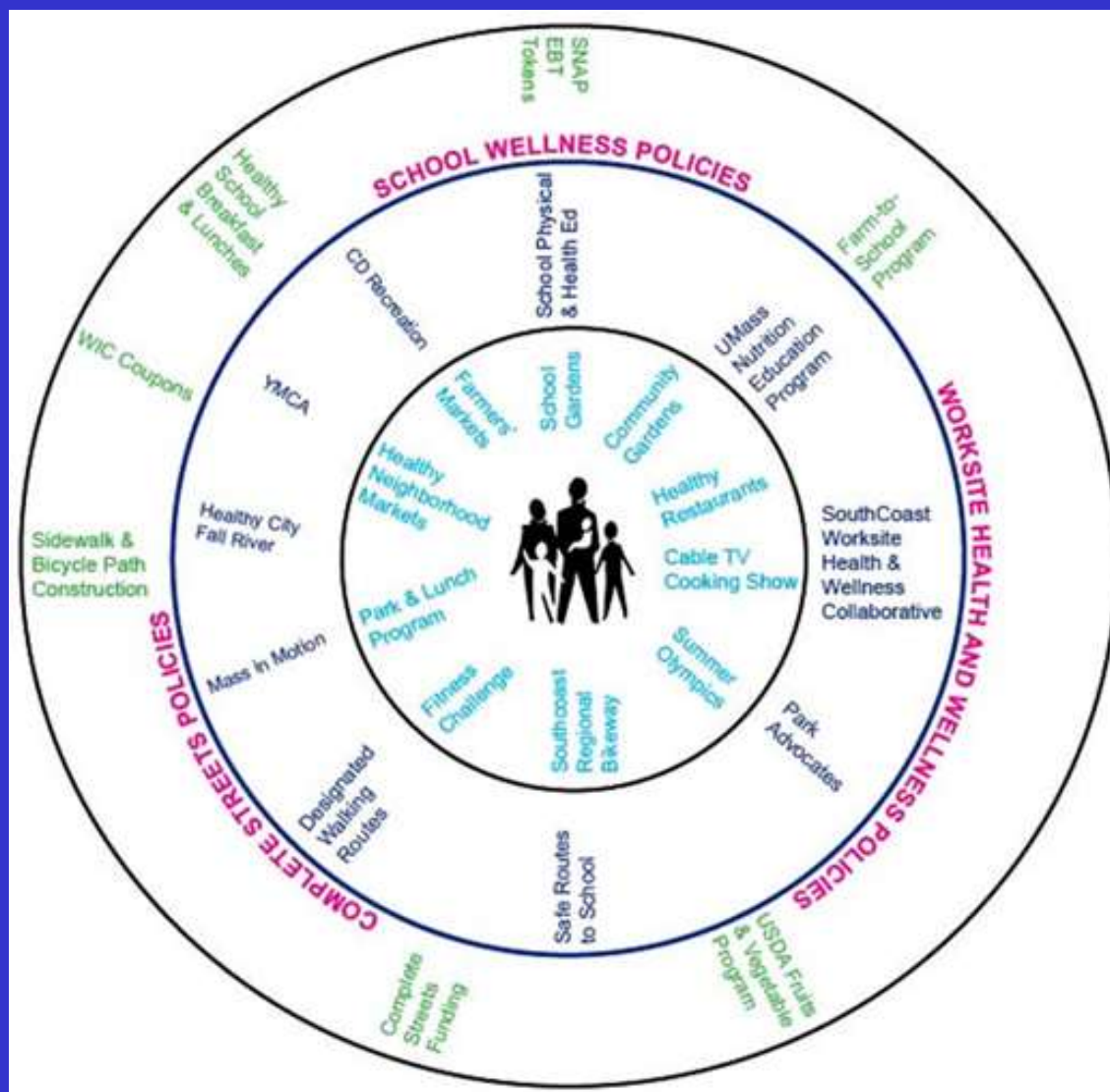
To the original five goals, we added work on:

- Food supply and nutrition
- Built environment and transit
- Worksite and medical settings



# Policy, System & Environment Change

PS&E changes occur in the context of programs and activities that involve and educate people on the need to make changes in their personal and collective environment



Some policies change as the result of changes in individual and collective behavior, and some behaviors change in the context of altered policies, systems and environments



# Some of our ongoing projects

- Tobacco & drug laws (e.g., pharmacy sales)
- Alcohol laws (e.g., social host & server laws)
- Reduction of crime and youth violence
- Improved school meals & wellness policies
- Improved food supply
- Youth and adult physical fitness
- Improving access to healthcare
- Integration of health with health care
- Park and open space development
- Walking & bicycle route development

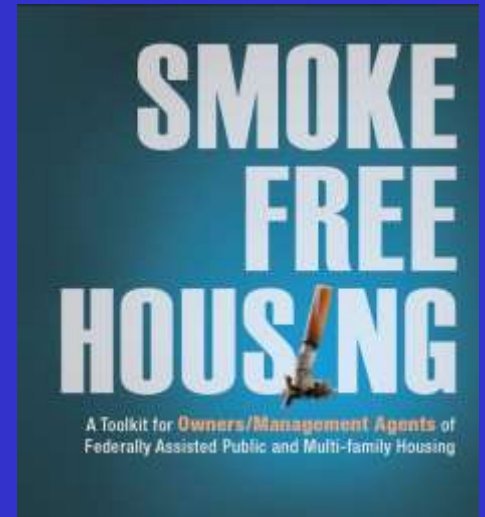


# Enforcing Tobacco & Drug Laws



- Youth led pharmacy ban
- Tobacco sales to minors
- Drug paraphernalia sales
- Store owner and staff education
- Prescription drug use
- Opioid overdose prevention

# CDC Smoke-free housing grant





# Changing Alcohol Sales/Use Laws



- Alcohol sales education and warnings with the Sticker Shock program
- Social host ordinance passed by City Government
- Beverage server training now required

# Reducing crime & youth violence



- Instituted community policing city-wide
- Targeted gang suppression among youth
- Reduced youth violence 37% over four years through education, jobs and social support
- Engaged youth in prevention

# Improving school meals & wellness



- Work with new school cafeteria vendor
- Elimination of soda sales
- Physical education teacher support
- Walk & bike to school
- Playground education
- Family Fun Nights

# Improving the local food supply



- Farmers' markets and veggie-mobiles
- Healthy restaurants and markets
- School and community gardens
- Hunger network

# Improving after-school youth fitness



- Summer Olympics
- Summer park recreation program
- Year round recreation program

# Increasing adult physical fitness



- Ten walking routes city-wide
- Walking events
- Worksite walks
- Staircase gallery
- Walks with a hospital doctor
- Hikes in the Fall River forest

# Increasing adult physical fitness



- Fitness Challenge brings in 800+ people each year, now at five sites
- Includes healthy nutrition classes
- Cycling groups now very active

# Improving access to healthcare



- Two new health clinics
- Work with immigrant populations
- Dental care access for children
- Healthcare enrollment



# Integrating health into healthcare



- Physicians advising patients on primary prevention
- Physicians writing prescriptions for walking
- Prescribing nutritious foods and issuing farmers' market tokens
- Offering CSA in the hospital
- Running farmers' markets outside the hospital
- Recruiting and training community health workers to do first-line prevention in churches



# Park & open space development



- City-wide clean-ups
- Park advocates
- Playground improvements
- Tree inventory & planting

# Walking & bicycle route planning



- Walking routes
- Bicycle lane striping
- Street construction
- South Coast Bikeway development

# Review of Health Factors

- 1: Diet & Exercise (poor diet, inactivity, knowledge of and access to healthy food)
- 2: Tobacco, Alcohol and Other Drug Use Prevention (smoking, prescription and illegal drug use)
- 3: Sexual Activity and Infectious Diseases (STDs, HIV, teen pregnancy)
- 4: Access to Quality Dental, Health, Mental Health and Substance Abuse Care (Insurance coverage, waiting times, lack of support outside medical settings)
- 5: Education, Employment, Income and Disability (graduation rates, job creation, adult education)
- 6: Community Safety and Violence Prevention (crime, abuse, bullying)
- 7: Family, Cultural and Social Support, and Housing (language, race, ethnicity, cultural values, maternal care, single parent households, homelessness)
- 8: Environment and Infrastructure (transportation, infrastructure, park development)

# Proposed Action Plan Items

Problem Area	Prevention Goal	Strategy	Activity	Resources	Measures	Achieved		
Population Nutrition is poor, obesity and diabetes rates are high	Increase rate of fruit and vegetable consumption	Increase the availability of healthy produce	Increase outlets which offer healthy produce	Increase access and availability of farmers' markets	Number of hours markets are open and number of locations	Count hours and locations		
				Mass in Motion Healthy Neighborhood Market expansion	Increase number of markets offering healthy produce	Count of markets offering health produce		
		Increase number of school and community gardens	Work with school and organization staff with an interest in gardens	Link experienced gardeners with those willing to learn	Number of gardens and gardeners	Count of gardens and gardeners		
				Plan, organize, create and maintain plantings	Mass in Motion grant, Permaculture expert	Number of plantings	Count of plantings	
		Increase education around the selection and preparation of healthy produce	Expand nutrition education opportunities	Umass-Amherst Nutrition Education Program staff	Increased number of locations where nutrition education is offered	Count of nutrition education opportunities		
	Improve the quality of food offered at work locations	Educate and incentivize employers to adopt healthy nutrition policies	Introduce healthy workplace nutrition guidelines to local	Partners educational materials; Worksite Wellness Coordinator's	Number of employers that adopt healthy worksite nutrition policies	Count of worksites with healthy nutrition policies		
	Improve the quality of food offered in public and private schools	Educate and incentivize school systems to adopt healthy nutrition policies	Work with School Wellness Policy development teams to	School Wellness Coordinator's time	Number of school systems that adopt health nutrition policies	Count of school systems		
	Improve the quality of food offered in civic and religious organizations	Educate and incentivize civic and religious organizations to adopt healthy nutrition	Work with civic and religious organizations to adopt healthy nutrition	Healthy City Fall River Coordinator's time	Number of civic and religious organizations that adopt	Count of organizations		
	Increase the availability of nutrition education opportunities	Arrange for nutrition education, especially for low-income and special populations at-risk of nutrition problems	Offer teaching opportunities at soup kitchens and food distribution sites	Voluntary instructors from BCC, Johnson & Wales, and Umass-Amherst Nutrition Education Program	Number and locations of nutrition education opportunities offered	Count of nutrition activities offered		
		Promote the "Look Who's Cooking" Series	Advertise series through multiple outlets	Community Media on-line service and CDs distributed widely	Frequency of views	Count of views		
		Promote Family Fun Night nutrition education	Promote Family Fun Nights in all elementary schools	Local nutrition educators	Numbers of attendees	Count of attendance		
		Promote nutrition education opportunities for those with diabetes and prediabetes	Hold cooking demonstrations at a variety of venues	People Incorporated Diabetes Association staff	Numbers of attendees	Count of attendance		
		Promote WIC "Cooking Matters" and shopping tour program to 3,000+ enrollees	Hold cooking and shopping demonstrations at a variety of venues	HealthFirst WIC program staff	Number of attendees	Count of events and attendees		
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Increase the availability of organized fitness activities throughout the community	Organize, promote and operate a year-around Fitness Challenge for residents to the Greater Fall River Area	Engage voluntary participation of professional fitness providers; fund-raise for	Partners paid coordinator's time to organize and promote Challenge	Number of attendees for each event and event totals	Count of participants		
			Engage voluntary participation of physical education teachers and principals	Partners School Wellness Coordinator's time	Number of children participating	Count of teachers and child participants		
			Engage parent volunteers, principals, teachers and community health workers	Partners School Wellness Coordinator's time	Number of children participating	Count of teachers and child participants		


# 2014-2019 Action Plan

The Proposed Action Plan will be reviewed for final input at:

- A public forum in the Hearing Room at Fall River Government Center from 4:30 to 5:30 on June 10, 2014
- A table display at the Kick-Off to Summer event from Noon to 3:00 p.m. at Ruggles Park on June 21st, and
- Through on-line input and feedback materials at each public library in the four communities between June 10th and 21st.

The final Action Plan will be reviewed and approved at the June 26th Design Team meeting of Partners for a Healthier Community to be held from 8:30 to 10:00 a.m. in the Community Room of HealthFirst Family Care Center, 387 Quarry Street, Fall River. All events are open to the public.

# 2014-2019 Action Plan

 **Partners for a Healthier Community, Inc.**  
P.O. Box 1228  
Fall River, MA 02722

Proposed Five-Year Action Plan: 2014-2019

Every five years, Greater Fall River Partners for a Healthier Community, Inc. (Partners) conducts a community-wide health needs assessment upon which an Action Plan for the following five-year period is built. You are invited to review the attached materials that outline the steps in a ten-month process that began in September 2013 and ends in June 2014 to develop a comprehensive approach to improving the health of our community over the next five year period. You are then invited to comment on the Proposed 2014-2019 Action Plan, also attached. Your comments will be considered in preparing the final Plan that will be published at the end of this month. As in the two prior five-year planning processes, the Action Plan will be reviewed annually to evaluate progress-to-date and to recommend adjustments to be made as needed. An annual report of progress measured against benchmarks in the Action Plan will be prepared and made available to the larger community.

The Proposed Action Plan and related materials can also be viewed on-line at \_\_\_\_\_ and input received by emailing the Executive Director at [drweed@cox.net](mailto:drweed@cox.net).

We would appreciate your responses to the following questions:

I am a resident of:  Fall River  Somerset  Swansea  Westport

I have reviewed the Proposed 2014-2019 Action Plan  
 I have the following additions, corrections or comments: (Please use other side if needed)

Please rank the following health concerns in the order of greatest priority in your view (1=most important):

1. Diet & Exercise (poor diet, inactivity, knowledge of and access to healthy food)
2. Tobacco, Alcohol and Other Drug Use Prevention (smoking, prescription and illegal drug use)
3. Sexual Activity and Infectious Diseases (STDs, HIV, teen pregnancy)
4. Access to Quality Dental, Health, Mental Health and Substance Abuse Care (insurance coverage, waiting times, lack of support outside medical settings)
5. Education, Employment, Income and Disability (graduation rates, job creation, adult education)
6. Community Safety and Violence Prevention (crime, abuse, bullying)
7. Family, Cultural and Social Support, and Housing (language, race, ethnicity, cultural values, maternal care, single parent households, homelessness)
8. Environment and Infrastructure (transportation, infrastructure, park development)

Please submit your completed form to the location from which you obtained it.

Copies of the Feedback Forms for the Proposed Five-Year Action Plan will be available through June 21<sup>st</sup> at all public libraries as well as on-line at the [www.gfrpartners.com](http://www.gfrpartners.com) web site.

All final input will be reviewed at the June 26<sup>th</sup> Design Team meeting at HealthFirst Family Care Center and a final report issued as of June 30, 2014 on the Partners web site.





# Health Challenges

	Current Smoker			Overweight			Obese		
	White	Black	Hispanic	White	Black	Hispanic	White	Black	Hispanic
Greater Fall River	20.3%	20.0%	25.8%	60.3%	72.8%	70.4%	23.5%	30.9%	32.3%
Massachusetts	15.1%	17.5%	14.8%	57.9%	67.1%	65.0%	21.7%	30.6%	29.1%

Source: BRFSS, via MassCHIP Instant Topics (2010-2013)