

MASS IN MOTION - FALL RIVER

2016 Community Report

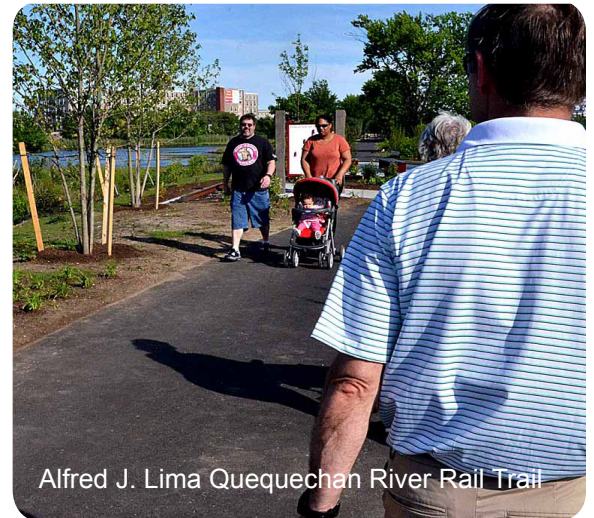


Mass in Motion "1422" Chronic Disease Project staff

Mass in Motion is a statewide movement led by the Massachusetts Department of Public Health that promotes opportunities for healthy eating and active living in the places where people live, learn, work and play. Mass in Motion Fall River is one of the original communities awarded the Mass in Motion Municipal Wellness and Leadership grant to work on the prevention of obesity through increased physical activity and healthy eating. The project works to create a healthier city through a variety of initiatives that improve access to healthy food and to an infrastructure that supports walking and biking.

The "1422 Project" With increasing research evidence that creating places to be physically active reduces rates of obesity and the risk of many chronic illnesses in urban areas, Mass in Motion Fall River is working with Stanley Street Treatment and Resources (SSTAR) on a health promotion grant funded through the Massachusetts Department of Public Health.

The project is centered around the Alfred J. Lima Quequechan River Rail Trail, a new 1.2 mile walking and cycling path that runs through some of the City's poorest neighborhoods. By encouraging residents to use the path for both recreational and functional walking, rates of diabetes, pre-diabetes and high blood pressure are expected to decline over the next three years. A new web site, www.WalkFallRiver.org, has also been created and over 100 wayfinding signs installed to direct residents to over a dozen walk-friendly locations throughout the City. The 1422 Project will also work to improve food options in connecting neighborhoods.



Alfred J. Lima Quequechan River Rail Trail



Trail Building Project at Cook Pond

Cook Pond Trail Development The Amity Nature Trail on Cook Pond is a small piece of a vision for a 3.5 mile walkway around the Pond's circumference. For the last four years, Mass in Motion-Fall River engaged the Youth Conservation Corps (YCC) of the Trustees of Reservations to carve out a rustic nature trail along the shoreline bordering the Henry Lord Community School property. This summer the youth laid stone dust on the path to increase walkability, and opened up many new vistas along the shoreline. The Southpointe Rehabilitation Center, situated between the School and a MA State Fisheries site off Henry Street, agreed to work with Mass in Motion Fall River to extend the trail along their properties. That longstanding plan became reality this summer when the City and MA Fisheries moved forward on improving access by paving Henry Street and restoring the fishery facilities. This motivated the YCC to put in a huge effort to reconnect the original path to the boating facilities. This second phase of the Trail is far more rustic, but it is hoped that it will be further developed next summer. Signage for the Amity Nature Trail is also being installed.



Working with the Fall River Planning Department, Mass in Motion is taking steps to pass a **Complete Streets Policy** and apply for funding from the MA Department of Transportation to make infrastructure improvements throughout the City of Fall River that will support multi-modal transportation. Following the completion of the Alfred J. Lima Quequechan River Rail Trail, the Plymouth Avenue redesign, and the Scholarship City Bike Route, three of the goals of the 2010-16 Open Space and Recreation Plan, the task of writing the 2017-2024 Plan is now on the front burner.

Staircase Galleries Mass in Motion also organizes and maintains art exhibitions in the two six-story stairwells at Government Center. Here, visitors to the Center can view works of local artists while getting important exercise by taking the stairs rather than the elevator.



Plymouth Avenue complete streets design



Government Center Staircase Galleries

Bicycle Helmet Give-Aways Mass in Motion provides free bicycle helmets, minor bicycle adjustments, and safety instruction to Fall River children. Over 200 helmets were donated by the Truesdale Foundation and the Fall River Kiwanis Club, whose primary mission is to reduce head injuries.

- Mass in Motion Fall River is involved in the following ongoing efforts:
- Open Space Planning
 - Park Improvement
 - Permaculture Gardens
 - Safe Routes to School
 - Complete Streets Development
 - Bus Shelter Improvement
 - Street and Cross-walk Audits
 - Fall River/New Bedford Ground-Work Project Development
 - Cook Pond Trail Development
 - Mapping walking routes
 - Healthy market designations

“Mass in Motion Fall River is helping to transform the physical environments of Fall River to make them more supportive of active lifestyles as well as helping to improve access to healthier food.”

David S. Weed, Psy.D., Director
Partners for a Healthier Community



Bicycle Helmet Give-Away

