



# Collaboration to Improve Community Health

An integrated approach to coordinating multiple prevention efforts in a single community



# How Partners is Organized



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

- 4 full-time staff members and 2 part-time staff members

# Our office



But we maintain the largest Fall River-based web site ([HealthyCityFallRiver.org](http://HealthyCityFallRiver.org))  
As well as the only health & human service blog site at [MyFallRiver.org](http://MyFallRiver.org).



# World Health Organization

Partners follows the WHO definition of a healthy community that has:

- A high level of community participation
- Preventative health care services
- A non-violent, safe environment
- Affordable housing
- Employment and educational opportunities
- Accessible recreational resources
- Safe and healthy workplaces
- And, accessible transportation



# Fall River has many challenges

- High rate of adults and children in poverty
- Low levels of education
- High numbers of homeless
- High rates of tobacco and substance use
- High rate of blood pressure and cholesterol
- High rates of heart disease and heart attack
- High rates of obesity and diabetes
- High rate of lung and throat cancer
- Low rates of breast-feeding
- Poor nutrition and lack of exercise

# So, what can we do to change this?

Improve access to health care

Educate the population

Improve the environment

Change laws and regulations

Engage everyone in making changes



# We conduct community-wide assessments



In addition to health data reports, hundreds are surveyed and interviewed every five years



# We develop plans every 5 years: 2015-2019

Plans are based on these **eight strategies** that affect health outcomes as outlined by the Population Health Institute and the Robert Wood Johnson Foundation



Diet & Exercise



Tobacco, Alcohol & Drugs



Infectious Disease



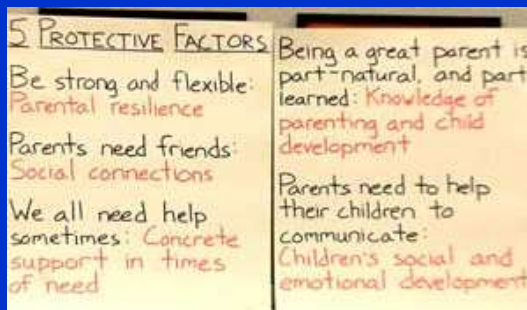
Access to Health Care



Education & Employment



Community Safety



Family Support



Environment/Infrastructure



# We then address 62 specific objectives

- Because no one presents with just one health problem, we need to address multiple problems together.
- Everything we do to accomplish these objectives is done through partnerships.
- We are known for across the state and across the nation for the effectiveness of our collaborations.

Greater Fall River 2014-2019 Action Plan for Improving Health

Problem Area	Strategic Goal	Strategy	Activity	Resource	Priority	Outcome
<b>Health Factor: Diet &amp; Exercise</b>						
Problem: Lack of knowledge, skills, and motivation to eat healthy and exercise regularly.						
1	Provide education and resources to help individuals make healthy choices.	Develop and implement community-based programs that provide education and resources on healthy eating and physical activity.	Conduct community health fairs, workshops, and classes. Utilize social media and local influencers to promote healthy living.	Local health departments, community centers, and local businesses.	High	Increased knowledge and skills of the community regarding healthy eating and physical activity.
2	Encourage individuals to adopt healthy eating and physical activity habits.	Partner with local businesses and organizations to promote healthy options and provide incentives for healthy choices.	Offer discounts on healthy food and beverages. Organize group walks and runs.	Local businesses, community organizations, and local government.	Medium	Increased participation in healthy eating and physical activity programs.
3	Support individuals in making healthy choices.	Provide individualized coaching and support to help individuals overcome barriers to healthy living.	Offer one-on-one coaching and support through phone, text, or in-person.	Local health departments, community centers, and local businesses.	High	Increased motivation and confidence in making healthy choices.
4	Engage the community in healthy living initiatives.	Organize community events and activities that promote healthy eating and physical activity.	Host community health fairs, walks, and runs. Organize cooking classes and gardening workshops.	Local health departments, community centers, and local businesses.	Medium	Increased community engagement and participation in healthy living initiatives.
5	Monitor and evaluate the effectiveness of the action plan.	Conduct regular assessments and evaluations to measure the impact of the action plan and make adjustments as needed.	Conduct surveys, focus groups, and data analysis to evaluate program effectiveness.	Local health departments, community centers, and local businesses.	High	Regular monitoring and evaluation of the action plan's effectiveness.



# We won the RWJF Culture of Health Prize

It was that collaboration that earned us one of six national awards by the Robert Wood Johnson Foundation in 2013 and a return visit to Princeton every year thereafter. So what do we do to earn it?





# We collaborate to reduce the use of tobacco



- We work with state agencies and local businesses
- We advocate for education and reduced access for children & adolescents
- We also provide smoking cessation treatment for current smokers





# We collaborate to lower alcohol & drug use



- Active efforts to eliminate youth use of alcohol
- Ongoing work to take back prescription drugs
  - Enforcement of drug paraphernalia laws





# We collaborate to reduce youth violence



Active work with street youth and in-school youth & annual Peace By Piece gathering



# We collaborate to support homeless families





# We collaborate to support walking and biking





# We collaborate for safe routes to school



**Fall River educators snag \$1 million grant to fix walkways around Viveiros Elementary School**





# We collaborate on the Fitness Challenge



Over 20,000 pounds lost!

Now the longest running public fitness challenge in America!



Over 3,000 adults & 20,000 students





# We collaborate on access to healthy food



Encouraging greater consumption of fruits & vegetables among low-income populations





# We collaborate to educate about sugar





# We collaborate on environmental change



Changing the environment to support healthy activity





# We collaborate on worksite wellness

Southcoast Worksite Health & Wellness Collaborative



MA SMALL BUSINESS WELLNESS TAX CREDIT  
Shioban E. Torres  
Massachusetts Department of Public Health





# And, we collaborate with medical care providers



- Education and support for Community Health Workers
- Health promotion in medical care with the \$1.72 million Mass in Motion “1422” grant and SSTAR’s \$1.6 million Health Integration Project .



# Our priorities for Health Improvement

Community-wide prevention:

- Tobacco and substance abuse prevention
- Prevention of youth violence and prejudice
- Protective factors for youth development
- Improved school health and wellness
- Reduced impact of homelessness
- Ensuring secure and stable families
- Improved supply of healthy food
- Increased opportunities for fitness
- Promotion of walking, biking and bus travel
- Medical care that focuses on prevention
- Worksites that promote employee health



# What do we expect from this effort?

A continuing collaborative effort involving all sectors of City government and local organizations can produce:

- Lower crime, better parks, cleaner streets, improved education levels, healthier children, and more productive employees
- Change in the image of Fall River toward a positive self-image and a higher quality of life
- Evidence that health behaviors are trending in a positive direction
- A positive sense that people are turning their lives around

# What we would like from you!

- Support of your name and office to help us in these efforts
- Continued support of local initiatives that relate to our work
- Attendance at our meetings when possible
- If you know of a health-related problem, come to us to see what we can do together to begin to address it!