

2014-2019 Proposed Action Plan



Greater Fall River Partners for a
Healthier Community, Inc.

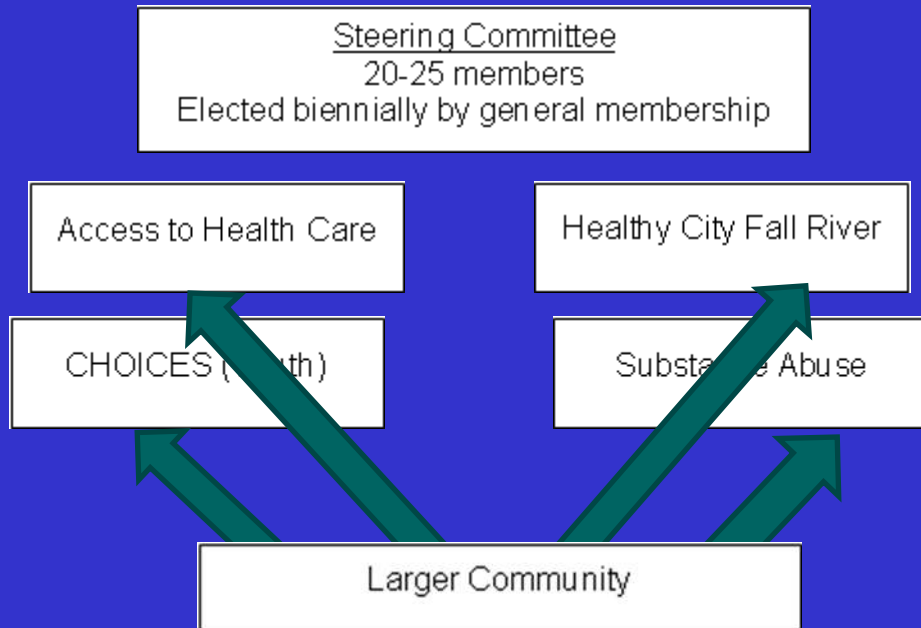
Partners for a Healthier Community, Inc.



- 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



- 3 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

Smokers **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

Health Challenges: Race & Ethnicity

	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)

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

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

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 8 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/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, maternal care, single parent households, homelessness)
- 8: **Environment and Infrastructure** (transportation, infrastructure, park development)

Action Planning Process

The most recent Action Planning Process began in September 2013

- **Designated 8 short-term Task Forces mobilized around issues**
 - Reviewed 129 Data Sources
 - Viewed 30 Videotaped Key Informant Interviews
 - Made up to ten recommendations
- **A comprehensive data assessment was published in January 2014**
- **Additional meetings were held Feb/March with six at-risk populations**
- **Two special meetings were convened in March and April to consider behavioral health issues from a systems perspective.**
- **All findings were reviewed at a series of Community Health Assessment Forums in May**
- **A Proposed Action Plan was published with 59 recommendations**

Proposed Action Plan Items

Greater Fall River 2014-2019 Action Plan for Improving Health

Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved	
Health Factor: Diet & Exercise							
			Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food	Goal: To lower diabetes, heart disease, some cancers rates			
1	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
2				Mass in Motion Healthy Neighborhood Market expansion	Increase number of markets offering healthy produce	Count of markets offering health produce	
3		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	
4		Create permaculture gardens throughout the community	Plan, organize, create and maintain plantings	Mass in Motion grant, Permaculture expert	Number of plantings	Count of plantings	
5		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	
6	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 employers	Partners educational materials; Worksite Wellness Coordinator's time	Number of employers that adopt healthy worksite nutrition policies	Count of worksites with healthy nutrition policies	
8	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 address nutrition guidelines	School Wellness Coordinator's time	Number of school systems that adopt health nutrition policies	Count of school systems	
9	Improve the quality of food offered in civic	Educate and incentivize civic and religious	Work with civic and religious organizations to	Healthy City Fall River Coordinator's time	Number of civic and religious organizations	Count of organizations	

HealthData South Coast



- Family Service Association
- HealthFirst Family Care Center
- New Bedford Health Department
- Partners for a Healthier Community
- People Incorporated
- Saint Anne's / Steward
- Stanley Street Treatment & Resources
- Southcoast Health
- Steppingstone, Inc.
- United Neighbors



HealthData South Coast



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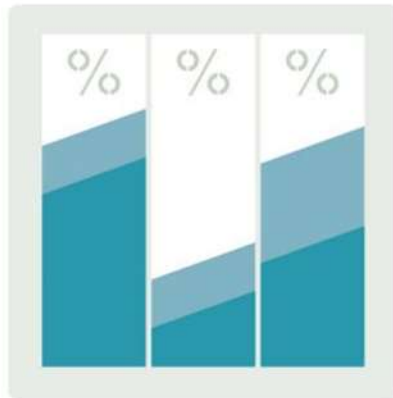
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