

Action Plan Participants

The following are some of the organizations participating in the 2004-2009 Action Plan.

Bristol Community College
Bristol Elder Services
Bristol Workforce Investment Board
Catholic Social Services
City of Fall River
Board of Park Commissioners
Clean City Committee
Department of Public Works
Health & Human Services
Street Tree Planting Program
Community Development Agency
Community Development Recreation
Corky Row Neighborhood Association
Diabetes Association, Inc.
Fall River Adult Literacy Partnership
Fall River Housing Authority
Fall River Office Econ. Development
Fall River Police Department
Fall River Public Schools
Family Service Association
First Baptist Church
Girl Scout Council of SE Mass.
Gr. F.R. Chamber of Commerce
Gr. F.R. Real Estate Board
Green Futures
Health First Family Care Center
Healthy Lifestyles Task Force
Katie Brown Educational Foundation
Khmer Family Resource Center
Maplewood Neighborhood Association
Mass Community Water Watch & BCC
Univ. of Mass. Extension Service
Mayor's Child Nutrition Partnership
Mayor's Office, City of Fall River
Portuguese Youth Cultural Org.
Quaker Fabric Corporation
S.E. Mass. Visiting Nurse Assoc.
Shepherd's Center
Southcoast Hospitals
St. Anne's Hospital
St. Luke's Episcopal Church
Stanley Street Treatment & Resources
The Trustees of Reservations
Thomas Chew Mem.Boys & Girls Club
Y.M.C.A. of Greater Fall River

How Healthy City Works

The Healthy City Fall River process involves hundreds of individuals and dozens of organizations. Much of the work involves connecting people who are involved in separate but related efforts to improve the health of the City.

A Design Team is made up of over one hundred individuals representing a broad array of groups and activities that contribute to the health of the community. The Team meets quarterly to review the progress of the Healthy City Fall River process and to make recommendations to the Planning Team, a smaller group composed of representatives of the Mayor's Office, the Fall River Department of Health and Human Services, Partners for a Healthier Community and the Southeastern Center for Healthy Communities. The role of the Design Team is to interpret the input of the community, to help shape a plan of action and to evaluate the overall progress of the initiative.

Partners for a Healthier Community maintains a web site at www.healthycityfallriver.com that provides immediate access to information about the Healthy City Fall River initiative. Information about the Action Priorities and the Action Plan is maintained at this site. Links to information about Healthy City projects around the world as well as links to useful resources are also provided. Anyone wishing to join the Design Team or to have input into the process may e-mail the Healthy City Fall River Coordinator at drweed@cox.net at their convenience.

A Healthy City Fall River newsletter is published quarterly to provide easy access to information about the progress of the process and stories about community activities that contribute to a healthier city.

A permanent display of the Healthy City project is also maintained in the lobby of Government Center with information from the web site and the newsletter.

The Fall River Healthy City Initiative was established in 2003 in partnership with the City of Fall River and Partners for a Healthier Community.



Healthy City Fall River
One Government Center, Room 440
Fall River, MA 02722
508-324-2405

www.healthycityfallriver.org

Partners for a Healthier Community is the local Community Health Network Area (CHNA) organized by the Massachusetts Department of Public Health 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.

Partners for a Healthier Community
P.O. Box 9608
Fall River, MA 02720

**Healthy
City
Fall River**



Action Plan



2004-2009

The Visioning Process



In February, 2003, Mayor Edward M. Lambert, Jr., invited community leaders to begin a new initiative to address many of the challenges and oppor-

tunities that Fall River faces. Over 100 of these people gathered at the Advanced Technology and Manufacturing Center to begin a process of community improvement involving the people who live and work in the City.



A Design Team was formed to plan and carry out the first stage of this process. During the summer of 2003, over thirty separate visioning exercises were

conducted throughout the City involving more than 1,000 people in a process that solicited ideas on ways to improve the quality of life in the city. Over 900 suggestions were submitted and then organized into forty-two specific recommendations.



Beginning with the City's Bicentennial Celebration and running throughout the month of September, over 500 people from across the City "voted" for the

recommendations that they felt were the most important upon which to take action. Those areas receiving the most votes were organized into five Priority Areas, each containing three sub-priority goals. Ideas of ways to address these priorities were reviewed and discussed at a Healthy City Summit held at Bristol Community College on March 25th, 2004. The Design Team then reviewed a draft of the Action Plan and the results of that review were sent to the Mayor's office for final review and publication.

The Action Priority Areas

The five Priority Areas and the sub-priorities chosen by those who participated in the voting process are summarized as follows:

1. **Safety and Substance Abuse:** This Area, which received the most "votes" includes goals for
 - A) increased community policing and personal safety;
 - B) a drug-free community, including enforcement of tobacco laws; and
 - C) reduction of gangs.
2. **Environment and Recreation:** The second most voted Area will develop goals for
 - A) cleaner streets and parks;
 - B) increased and improved recreational opportunities for youth and adults; and
 - C) measures to ensure cleaner air and water.
3. **Health Education:** Voted third in importance, this Priority Area will include goals focused on
 - A) nutrition and diabetes education;
 - B) tobacco education and
 - C) physical fitness education.



4. **Adult Education, Job Training & Employment:** Selected fourth in order of importance, this Priority Area will describe goals for:
 - A) adult and out-of-school youth education;
 - B) alternative programs including tutoring, drop-out prevention and after-school programs; and
 - C) youth and senior employment and volunteerism.
5. **Community Planning & Housing:** This last Area in order of voted priority will focus on the development of goals for
 - A) affordable housing;
 - B) waterfront access; and
 - C) improvements in recreation facilities for youth and adults.

To see the contents of the Healthy City 2004-2009 Action Plan, visit the Healthy City web page at www.healthycityfallriver.org.

To obtain a printed copy of the Healthy City 2004-2009 Action Plan, contact the Healthy City Coordinator at 508-324-2405.

The Healthy Cities Movement



The Healthy Cities movement began in Toronto, Canada, in 1984 and quickly spread to Europe under the auspices of the World Health Organiza-

tion. The model emphasized "the recognition that health and well-being are interconnected with social, cultural, physical, economic and other factors and that community-wide participation and collaboration are necessary to improve health and the quality of life." (Duhl and Drake)

While each Healthy Cities project is unique, all share some common elements:

- A participatory model that grows both from the ground up and the top down
- Ideas, action and solutions derived from coalitions of diverse groups
- Funding as a result of local commitment
- Priorities set on a local basis and reflect local values
- Conflict managed by dialogue and mediation
- Continual self-evaluation that is part of the process, which is the focus

The Healthy Cities movement now includes projects in well over 1000 cities worldwide and more are starting all the time. Each project defines different goals and activities but all bring a wide variety of people into the community improvement work at hand. While in the past, people often divided into disciplines, sectors or interest groups to solve problems, when a Healthy Cities project is organized, everyone participates together.