



**Healthy City Fall River**  
**4th Floor, Government**  
**Center**  
**Fall River, MA 02722**  
**508-324-2411**

#### **Participating Organizations**

Bristol Community College  
Bristol County District Attorney  
Bristol Elder Services  
Bristol Workforce Investment Board  
Catholic Social Services  
City of Fall River  
Board of Park Commissioners  
Children In Balance  
Clean City Committee  
Department of Public Works  
Health & Human Services  
Street Tree Planting Program  
Community Development Agency  
Community Development Recreation  
Child Nutrition Partnership  
Community Foundation of SE Mass.  
Corky Row Neighborhood Association  
Corigan Mental Health Center  
Diabetes Association, Inc.  
Fall River Adult Literacy Partnership  
Fall River Garden Club  
Fall River Housing Authority  
Fall River Office Econ. Development  
Fall River Police Department  
Fall River Public Schools  
Fall River Realtors Association  
Family Service Association  
First Baptist Church  
Gr. F.R. Chamber of Commerce  
Gr. F.R. Real Estate Board  
Green Futures  
Health First Family Care Center  
Katie Brown Educational Foundation  
Khmer Family Resource Center  
Maplewood Neighborhood Association  
Mass Community Water Watch & BCC  
May Institute  
People, Inc.  
S.E. Mass. Visiting Nurse Assoc.  
Seven Hills Behavioral Health  
Shepherd's Center  
Southcoast Hospitals  
Saint Anne's Hospital  
St. Luke's Episcopal Church  
Stanley Street Treatment & Resources  
The Trustees of Reservations  
Thomas Chew Mem. Boys & Girls Club  
Univ. of Mass. Extension Service  
Y.M.C.A. of Greater Fall River

# The Healthy City Fall River CONNECTION

*Connecting the people of the Fall River to improve our quality of life and health*  
Vol. 6 No.4 Summer 2010

## Healthy fruits and vegetables are available city-wide through neighborhood & farmers' markets



*Farmers' Market Coordinator Rachel Golsby is working with Healthy City Market Coordinator Kristen Gunderson to bring more farmers and more customers to the markets.*

**D**uring the first few weeks of summer, farmers from Berkley, Dartmouth, Swansea and Westport began bringing their crops, including spinach, lettuce and even strawberries, to Fall River's two farmers' markets held every Saturday morning (7:00 a.m.-1:30 p.m., through Nov.27th) at Kennedy Park in the South End and every Wednesday morning (9:00 a.m. -3:00 p.m., through November 24th) at Ruggles Park in the North End.

"I hope to have even more farmers selling at the two markets this year," commented Rachel Golsby who has been coordinating the project since 1995. "As the popularity of eating fresh, locally-grown produce increases, the farmers are increasing what they have to offer," she added.

Plans are also underway to add a new market location on Thursdays on Second Street behind the Academy Building. "We think this would work well, especially for the employees at the new courthouse who will be downtown every day," noted Fall River Mayor Will Flanagan.

If people are unable to get to the farmers' markets, locally-grown produce can also be found at a number of neighborhood markets as well as the major chain supermarkets. Of the 98 neighborhood markets that operate in

the city, more than a dozen have already signed onto a new Healthy Neighborhood Market program run by Partners for a Healthier Community. According to the program's new coordinator, Kristen Gunderson, store owners who agree can sign up to be designated as a Healthy Neighborhood Market.

"Many of these markets sell locally grown produce when it is available," noted Gunderson who has been talking with store owners. In order to participate in the program, stores must offer a choice of fresh, canned or frozen fruits and vegetables. They must also carry whole grain products such as bread, cereals and rice, as well as dried or canned beans and peas. Stores that participate in the program will display a Healthy Neighborhood Market sticker with the green Healthy City Fall River logo.

Recognizing that many people don't know how to prepare healthier foods, Fall River Mass In Motion coordinator Julianne Kelly is working to create a basic cooking show. The series of programs, "Look Who's Cooking", will begin to air in the fall of 2010 and will focus on building a basic pantry of cooking ingredients and preparation of simple but nutritious and low-cost meals.

Staff from the Women, Infants and Children (WIC) Nutrition Program, which operates out of the HealthFirst Family Care Center on County Street, will also be at the farmers' markets this summer to demonstrate basic cooking techniques to turn healthy fruits and vegetables into delicious and nutritious meals. WIC's primary goal is to help keep pregnant and breastfeeding women and children under the age of five healthy.

For more information on farmers' markets, healthy markets, and cooking instruction, go to [www.HealthyCityFallRiver.org](http://www.HealthyCityFallRiver.org).

## Worksite Wellness Project



Worksite Wellness Coordinator Jasiel Correia II talks with Daniel Barbone of Allied Waste Management.

The majority of adults spend most of their waking hours at work, and employers can make it easier for employees to change their behaviors to healthier ones by creating a “culture of health” in the workplace.

Active living, healthy eating, managing stress, and avoiding tobacco are some of the essential elements that worksite can stress to lower the risk for and costs of chronic disease.

Partners for a Healthier Community has recently hired Providence College sophomore Jasiel Correia II as Worksite Health Coordinator for the summer to begin meeting with Fall River employers about how they might increase their resources for health improvement.

The project is part of a larger effort by the Southcoast Worksite Health and Wellness Collaborative and Healthy City Fall River to encourage small employers to address wellness among their employees.

Mr. Correia is available to meet with employers and to offer them a three-ring binder full of local resources that employers can use to improve employee health.

The consultation and notebook is only \$25 and includes a one-year membership in the Collaborative.

More information about the project can be obtained by calling Mr. Correia at 508-496-1433 any weekday until September.

## Open Space Plan creates vision for City's parks



Mass In Motion Project Manager Julianne Kelly speaks at the Open Space and Recreation Plan hearing.

Mayor Will Flanagan invited residents to attend a public hearing regarding the updating of Fall River's Open Space and Recreation Plan 2010-2014 on June 24, 2010 in the City Council hearing room at Government Center. The goals and objectives of the new plan were reviewed for public comment through presentation of a slide show prepared by resident Al Lima and Sefani Koorey with the members of the Open Space and Recreation task Force.

The public was also invited to comment on an application for a Parks Acquisitions and Renovations for Communities (PARC) grant that will be submitted by July 15. The city is proposing the replacement of five playgrounds in parks throughout Fall River.

Representatives of the Urban Land Conservation Council, including Groundwork Lawrence, Lowell Parks and Land Trust and The Greater Worcester Land Trust were invited to Fall River in April, 2010 for a workshop to describe their work over the past decade in creating community gardens, farmers' markets, parks and open spaces, often in former industrial brown fields. The purpose of these projects is to create sustainable systems that will improve the local food supply and create improved opportunities for active living.

Other workshop speakers included Derek Christianson of Brix Bounty Farm in Dartmouth talking about the nutrient value of locally-grown foods and Al Lima of Green Futures who described bicycle route development in the City.

Mass in Motion has organized Fall River Park Advocates and is a member of the Urban Park Advocates, an initiative of the Trustees of Reservations.

To date, the Fall River Park Advocates have:

- Organized over 200 volunteers, who along with Mayor Flanagan and City Maintenance and Parks Departments, participated in a City

Wide Park Clean-up on May 22, 2010.

- Developed a plan for bicycle and walking routes throughout the city, linking routes to neighboring towns of Westport, Somerset and Tiverton, RI.
- Worked on plans for bike/walking paths along the Quequechan and around Cook Pond.
- Worked with the Fall River School Department and the Trustees of Reservations to initiate an educational program at the Silvia School to create awareness and understanding of the supply and protection of drinking water and open space resources, expected to begin in September 2010.

As the new Open Space and Recreation Plan was drafted, the Task Force invited public comment through a BMC Durfee High School student survey. This survey was conducted with freshmen through junior classes in the closing days of the school year. A total of 185 students completed the survey.

Neighborhood Association Meetings and Nights Out (or Walks through the neighborhoods) with Mayor Flanagan led to conversations and defining of needs regarding parks, streets and sidewalks, condition of recreation fields and more among City residents.

A Night Out for the Portuguese Community with Mayor Flanagan, on June 30th, also presented the opportunity for residents to comment on the plan draft.

The Task Force has met almost weekly since its inception in early May, studying the 2004 plan and reorganizing it to reflect the need for mechanisms to sustain progress, such as fundraising strategies and regulation enforcement. It has broadened the vision, from a five-year window, to a window that allows the community to see in its mind's eye, a city of tree-lined boulevards linking five greenways, a veritable “emerald necklace” around Fall River, accessible to all.

For more information, call or e-mail Julianne Kelly, chairwoman of the Open Space and Recreation Plan Task Force, at 508-324-2405.



Ms. Kelly conducts a tour in April of Fall River's open spaces for members of the Urban Parks Advocates.



Liz Hartman from the Institute for Health and Recovery, Somerville, talks with participants about how nicotine produces changes in the brain that make it hard to quit.

## New moms given help to quit smoking

Expecting mothers who smoke had the chance to join others in a weekly Healthy Choices group held at the Diabetes Association office on Pleasant Street during April and May.

This free five-week prenatal program for women in the Fall River community and surrounding towns also included sessions on mental and emotional health, nutrition, physical activity and fitness, and substance abuse prevention and treatment.

The program was supported by a Healthy City micro-grant and involved staff from WIC, Greater Fall River Early Intervention Program; Greater Fall River Early Intervention Partnerships Program, and the Institute for Health and Recovery.

The program was featured during National Women's Health Week, a weeklong health observance coordinated by the U.S. Department of Health and Human Services' Office on Women's Health (OWH).

For more information, contact Laura Delleaire at People, Inc. at 508-679-3078, X115.



CD-REC Program Director Jamison Souza and Personal Fitness Instructor Amy Jones hold the banner revealing the Challenge weight loss total of 5,821 lbs.

## 3rd Fitness Challenge achieves more this year

The Fall River Fitness Challenge held its 2010 Finale at the Eagle Restaurant on May 7th, celebrating the conclusion of the four-month series that began on January 9th.

Over a hundred participants and their supporters listened as Community Development Recreation (CD-REC) Program Director Jamison Souza emceed the gala event that ended with the award of prizes for the winning participants as well as raffle prize drawings. Representatives of the Children in Balance program, the Diabetes Association, Inc., the WIC program, and the Fall River YMCA were on hand to applaud the winners and to listen to remarks from Fall River Mayor Will Flanagan and School Superintendent Meg Mayo-Brown.

A highlight of the program was the presentation of special recognition awards by Personal Fitness Instructor Amy Jones to many of the participants who worked-out with her over the course of the Challenge.

For more information about the event, go to [www.FallRiverFitnessChallenge.com](http://www.FallRiverFitnessChallenge.com).

## People Incorporated plans to walk across the U.S.



People, Incorporated President and CEO Robert Canuel leads Robin Jones and other participants down Eastern Avenue to the South Watuppa bicycle path on June 14th, the first day of the program.

People, Incorporated kicked off "People Walking Across America", a pedometer-based walking program, part of the organization's voluntary worksite wellness initiative.

The goals of the program are to promote the benefits of physical activity, increase participants' awareness of their current level of daily physical activity, and encourage the development of habits that support increased levels of activity. Participants each receive a pedometer with which to track the amount of steps they take every day.

The virtual trek will follow Route 6 from Provincetown to Long Beach, CA,

## Upcoming Events

July 4th, 6:30-9:30 p.m. Room Full of Blues free concert, Heritage State Park, followed by fireworks at 9:30 p.m.

July 6 to September 3, 10:00-2:30 weekdays, Free Lunch & Park program at Abbot Court, Durfee High School, Doran School, Father Diaferio Community Room, Greene School, Griffin Park, Kennedy Park, Kuss Middle School, Lafayette Park, Maplewood Park, North Park, Pulaski Park, Ruggles Park and Westall School. For youth 18 and younger. Call CD-REC at 679-0922 for information.

July 6 to September 14th, Tuesdays, 6:00-7:30 p.m. Senior Concerts at various senior high-rise apartments throughout the City. Call 508-675-3500 for information

August 3, 4:30-7:30 p.m., National Night Out, Griffin Park. Free food and games. Call 508-679-0922 for info.

August 24, 1:00-3:00 p.m., Summer Olympics event at Durfee High School Athletic Field. Children from the Park & Lunch program compete. Call 508-679-0922 for info.

August 27, 10:00 a.m. - 2:00 p.m. Homeless Connect event at Bristol Community College. Call Mary Camara at Community Development 508-679-0131 for information

September 18, 10:00 a.m. 4th Annual Fitness Challenge Warm-Up kick-off event, 72 Bank Street. Call 508-679-0922 for information

September 16, 8:30-10:00 a.m. Healthy City Design Team meeting, SSTAR classroom. Call 508-324-2411 for info.



thirteen-year-olds Destinee Gifford wins one of the hula hoop contests put on by CD-REC at the annual Kick-Off to Summer event at Ruggles Park.



Evelio Torres moves past a Providence team member during the final playoff game of the day-long tournament held at the Bank Street armory.

## CD-REC kicks-off kids summer park activities

Community Development Re-creation (CD-REC) kicked off the 2010 summer season with a three-hour, free celebration with music, food and fun for hundreds of people on June 19th at Ruggles Park in the North End.

Activities included a rock climbing wall, arts and crafts, moon bounce, games & prizes, photos, temporary tattoos, face painting carnival games and pony rides.

A number of agencies, including the BOLD Coalition, the Fall River Housing Authority, CFC Head Start, YouthBuild and the Family Services Association offered children a variety of activities. Pizza and refreshments were provided at no charge by Seth Hockert-lotz of Domino's Pizza South Main Street.

This year's event included presentation of the award to the winner of the Youth of the Year, competition by Mayor Flanagan to Jessica Pereira, well as to finalist Matt Samreth and runner-up Jessica Wong

More information about the summer Lunch and Park program and other summer offerings through CD-REC is available at 508-679-0922 or at the agency's website [www.cdrec.org](http://www.cdrec.org).

## 9th "Farmers' Market" held at Spencer-Borden

The Fall River Children In Balance (CIB) program, that has been replicating the Shape Up Somerville childhood obesity prevention project, held its ninth "Farmers' Market" event at the Spencer Borden Elementary School on May 25, 2010.

Over 300 parents and children were taught how to prepare healthy dishes by health educators from the University of Massachusetts Extension Nutrition Education. They were also invited to dance to the tune of the song "Y.M.C.A." in the gymnasium and to attend a community marketplace with displays by a dozen local agencies as well as fresh fruits and vegetables from Coutinho Orchards.

Ten families also received two free bags full of healthy food in a door prize drawing.

Similar events have been held at the Doran, Fonseca, Greene, Letourneau, Silvia, Tansey, Viveiros and the Watson Elementary Schools since last fall.

For more information about the programs, contact School Wellness Coordinator Marcia Picard at the Fall River Schools.

## Project YES employs youth to improve health



Community Development Recreation Executive Director Grace Gerling announces the award of \$99,000 for Project YES while students from Spencer Borden school and youth workers Daphne Reyes, Savvyroth Chhem, Reinaldo Garcia, Matthew Bodden, Jaheem Allah Smith, and Jessica Wong stand behind her.

Attorney General Martha Coakley's Office has awarded grants aimed at promoting health and wellness by creating jobs for low-income teens that promote increased physical activity.

Through the Project YES Initiative, the grants were awarded to active youth programs that work with at-risk youth and that encourage physical activity, teach nutrition and healthy diet, and help to develop professional skills and work ethic.

In Fall River, eleven youth workers were employed by CD-REC in programs related to fitness, health and wellness that will run through the summer into next year.

The Healthy City  
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CONNECTION is  
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Healthy City Fall River is a collaboration between the Fall River Health and Human Services Department and Partners for a Healthier Community, Inc., the local Community Health Network Area (CHNA) organized by the Massachusetts Department of Public Health (DPH) 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

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2020 - 2014  
Priority Strategy Areas



Safety and ATOD Control



Recreation & Fitness



Food Supply & Nutrition



Educational & Medical Policies



Built Environment & Advocacy