



Nine-year-old Mycah Cole gets some tips on climbing the rock wall from Carabiner's Owner Steve Caton.

Re-Creation kicks-off summer

The 2013 summer season of Greater Fall River Re-creation programs and activities kicked off with a three-hour free celebration of music, food and fun for hundreds of people at Ruggles Park on June 22nd.

Activities included a rock climbing wall, pony rides, arts and crafts, games and prizes, face painting, and carnival games. A number of agencies, including BMC Health Net Plan, the Fall River Police Department, the Fall River Fire Department, Greater Fall River Re-Creation, HealthFirst Family Care Center, Partners for a Healthier Community Soda-free Pledge, Fall River Tobacco Control Program, and Time Exchange offered children and their parents a variety of activities as well as information about their services.

The event helps people learn about City safety programs as well as the summer Lunch and Park program and other summer offerings through Re-Creation. For more information, call 508-679-0922.



Paige Laliberte-Lebeau nearly succeeds in dunking Spencer Borden Principal Michael Ward.

SB School celebrates Kids' Day

Families of children at the Spencer Borden Elementary School on President Avenue were invited, along with other families, to the third annual free Kids' Day in the school's playground on June 15th.

Organized by the Spencer Borden Parent Teacher Organization, the event took place on a beautiful sunny day and brought several hundred children and family members out to the school.

The events included a rock climbing wall, a bounce house, Team Works, Animal Instincts, a pony ride, arts and crafts, a carpentry table with Home Depot, a dunk tank and a "Touch A Truck" event with vehicles from Fall River Police and Fire Departments and Department of Public Works that kids could sit in and "drive." Representatives from a number of organizations were also on hand, including Greater Fall River Re-Creation, Project Assist and the Herald News.

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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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2009 - 2014 Priority Strategy Areas



Safety and ATOD Control



Recreation & Fitness



Food Supply & Nutrition



Educational & Medical Policies



Built Environment & Advocacy

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
 Council on Aging
 Department of Public Works
 Health & Human Services
 Mass In Motion
 Street Tree Planting Program
 Tobacco Control Program
 Youth Services
 Community Development Agency
 Community Development Recreation
 Child Nutrition Partnership
 Community Foundation of SE Mass.
 Corky Row Neighborhood Association
 Corrigan Mental Health Center
 Diabetes Association, Inc
 District Attorney of Bristol County
 Fall River Adult Literacy Partnership
 Fall River Chamber of Commerce
 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, Incorporated
 S.E. Mass. Visiting Nurse Assoc.
 Seven Hills Behavioral Health
 Shepherd's Center
 Southcoast Hospitals Group
 Saint Anne's Hospital
 St. Luke's Episcopal Church
 Stanley Street Treatment & Resources
 The Trustees of Reservations
 Thomas Chew Mem. Boys & Girls Club
 United Neighbors of Fall River
 UMass. Extension Nutrition Education
 Y.M.C.A. of Greater Fall River

The Healthy City Fall River CONNECTION

Connecting the people of Fall River to improve our quality of life and health
 Vol. 9 No. 3 Summer 2013

Farmers' Markets now open five days a week!



Mary Mehri of Quansett Gardens farm in Dartmouth, MA sells produce and bakery items in front of Government Center

Two years ago, if you wanted to shop at a farmers' market, you could only go on Wednesdays, Thursdays and Saturdays, and early in the day at that. Starting this week, your options have expanded! Markets are now available on every day but Friday and Sunday, and are open as early as 7:00 a.m. and as late as 8:00 p.m.! So, no matter what your work or school schedule, you can avail yourself of the abundance of locally-grown produce throughout the summer months.

• **Mondays:** Begun last year, the Saint Anne's Hospital Farmer's Market opens at 11:30 a.m. every Monday and remains open until 4:00 p.m. Located next to the Hospital along South Main Street, the new market features produce and goods made from crops grown at the farm. Owned by Andy Pollock, the farm is one of the oldest operating farms in Massachusetts, with a 350-year history. Its produce is grown using sustainable methods, meaning no herbicides or pesticides are used. Created as a way to provide the community with affordable, healthful alternatives throughout the growing season, the market is open to hospital staff and the public. Select patients in the hospital's diabetes education program can also use free "Steward Rx" vouchers to purchase produce. Recipes and cooking demonstrations will be part

of the offerings over the summer months. The market takes cash, checks, debit/credit cards, and SNAP.

• **Tuesdays:** On Old Second Street last year, the former Thursday mid-day market has moved to a new location and a new day of the week. The Downtown Farmers' Market is now open every Tuesday from 5:30 to 8:00 p.m. on the sidewalks around Government Center to better fit the schedules of those who work in the downtown area. In addition to farmers, artisan, resource tables and fresh food grilled on the spot will be featured along with live music, so plan to stick around a while. The Market accepts cash, debit, credit and SNAP benefits for food purchases. Follow the Market on Facebook (Fall River Farmers' Markets) and look for cooking demonstrations by UMass Nutrition Education Program staff and raffles throughout the summer for free prizes.

• **Wednesdays:** Rachel Goldsby and her family will continue to operate a market in Ruggles Park in the City's North End every Wednesday from 9:00 a.m. to 3:00 p.m. as they have done for over thirty years at Kennedy Park. Half a dozen farms set up on the south side of the park in both shade and sun. Parking is usually available along Pine Street.

• **Thursdays:** Having tried a one-day market

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Together4Tolerance event brings youth to the Gates



Cheyenne Quintal, Jennie Arruda, Jordan Andrade, and Hannah Pacheco enjoy the music at the Gates.

Students Together Empowering Peers (STEP), part of the B.O.L.D. (Building Our Lives Drug-free) Coalition, organized a "Together 4 Tolerance" event at the Gates of the City on June 15, 2013, to celebrate diversity and tolerance within the youth community in Fall River.

Over a hundred young people came to hear free music by local groups, eat pizza donated by the 4G Golf Tournament, and enjoy a bounce house, a Foam Pit, and watch a martial arts demonstration. Information was provided by BOLD and Project Assist of Stanley Street Treatment & Resources (SSTAR) and CFC's Teen Pregnancy Prevention Program.

"The weather is awesome," stated STEP Advisor Mario DoRego, "so come and celebrate diversity."

The BOLD Coalition is funded by a SAMHSA grant at Stanley Street Treatment & Resources. For more information about the STEP Program, call Youth Program Coordinator Michael Aguiar at 508-324-3598. For more information about B.O.L.D. contact Executive Director Craig Gaspard at 508-324-3537.



Susan Loughlin and Lindsey Magan of the University of Massachusetts Extension Nutrition Education Program serve samples of a health dish made with fresh local produce to shoppers at the Government Center market.

Profiling Brittany Bertone



Brittany Bertone is not your average volunteer! Recruited a year ago from the Social Capital Incorporated AmeriCorps applicants to work for Partners for a Healthier Community on the MyFallRiver.org web site, Brittany has taken on a whole lot more.

With a desire to get involved in issues around food security, Brittany started working this year with Life Together Fellow Elizabeth Malkin on the the Plentiful Plates Program to encourage restaurants and bakeries to donate their leftover food to soup kitchens and food pantries in the area

Later, Brittany joined with Elizabeth to work on the Hunger Network that is working on improving the system of food delivery to low-income families in Fall River through the soup kitchens and food pantries.

Brittany also took on the task of heading up the Food Policy Committee, which, over the past year, has sought ways to improve the food supply to the City and to ensure that food is stored safely.

Though her volunteer stint with SCI has ended, Brittany has decided to remain in Fall River over the summer to help with the new Tuesday evening Farmer's Market that will operate outside of Government Center each week. Brittany will supervise the market and will exchange SNAP EBT benefits for the farmers' market tokens that Partners offers shoppers at each of the markets in the City.

Brittany will be heading for school this fall to pursue a degree as a physician's assistant, but her work here will be long remembered.

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last summer, Charlton Hospital will be offering a market every Thursday afternoon from 3:00 to 6:00 p.m. in their parking lot at 363 Highland Avenue. This is one of four markets that Southcoast Hospitals is offering this summer at Charlton, St. Luke's Hospital in New Bedford and Tobey Hospital in Wareham, and at the South Coast Business Center in Fairhaven.

• **Saturdays:** The largest and longest-running market operates each Saturday from 7:00 a.m. to 1:00 p.m. on the northeast corner of Kennedy Park along Bradford Avenue. Well over a dozen farmers sell a wide variety of produce under the shade of the trees that line the wide sidewalk. Plenty of parking is available along the double street.

So, what's so great about farmers' markets? After all, all grocery stores and many neighborhood markets sell produce, and often the prices are better on some items that one may find at a farmers' market. First of all, what is sold is almost always grown by the farmers who are selling it at the market. You can ask how the food is grown, whether herbicides or pesticides are used, and when the item was harvested. Frequently, the items sold were picked the day before at the peak of their flavor and nutrition, not days or weeks ahead of time as is often the case with food at year around markets.

You'll also be purchasing produce that's in season and not artificially grown in hothouses or long distances away to match market demand. Anyone who has sampled the difference between a tomato grown in April and one picked from the vine in July or August will quickly notice the difference. Many vegetables are grown to meet the rigors of shipping rather than the qualities of flavor or nutrition. Locally-raised produce often includes a greater variety that you're not likely to see in stores, such as heirloom varieties.

Finally, you'll be supporting local farms and local families who depend on farmers markets to sell what they grow. Very few small farmers get rich selling produce and depend on local people to regularly shop at markets just to stay in business. The money they do make goes into the local economy and helps to support other local businesses thereby helping the entire community. And, while the prices at a farmers' market may be lower or slightly

higher than similar products sold in stores, you are also not paying for lighting and air conditioning that contribute to greenhouse gasses and global warming.

So, this season, there is no excuse for not shopping at one of Fall River's many farmers' markets. Nearly all of the farmers will accept the wooden tokens that can be exchanged for SNAP benefits, and markets that have the machine can take credit cards. Most of the farmers also accept WIC coupons and Senior Coupons when those are issued later in the summer. The downtown market is located two blocks from the bus station and the others are close to city bus lines.

If you haven't been yet, try one out. If it's been a while since you've been, make it a point to visit one this week. If you're a regular shopper, know that you will have more options and more selection this year than ever before. Life doesn't get any better than that!

Information about Fall River Farmers' Markets is always available on the Healthy City Fall River web site (www.HealthyCityFallRiver.org). Just click on "Farmers' Markets" on the Personal Health Resources listings at the top of the page.



Bradyn Rioux and Macey Aguiar dance to the Hokey-Pokey in the HealthFirst parking lot.

HealthFirst has fun in the sun!

Dozens of families got to enjoy several hours of Fun in the Sun on a 90-degree day at the HealthFirst Family Care Center's new facility on Quarry Street on June 1st.

The event, which brings awareness to the importance of increased physical activity and living healthy lifestyles, offered plenty of music, interactive games, exercise and more as part of a health fair designed to give families important information about how to stay healthy through good nutrition and lots of healthy activity.

Staff from a number of agencies were on hand with numerous medical care providers. Call 774-627-1204 for more information.



BOLD Coalition Director Craig Gaspard talks with keynote speaker Steve Wright of R&R Partners before the workshop.

Social Cause Marketing taught

Members of the B.O.L.D. (Building Our Lives Drug-free) Coalition arranged for a workshop on Social Cause Marketing and Community Mobilization by Steve Wright, Director of Public Affairs for R & R Partners in Salt Lake City, UT.

Over forty participants attended the six-hour session held on June 21st at White's Restaurant. Mr. Wright has spearheaded and consulted on Utah's underage drinking prevention campaign, ParentsEmpowered.org; Mothers Against Drunk Driving's (M.A.D.D.) teen alcohol prevention effort; and the statewide prescription drug awareness campaign, UseOnlyAsDirected.org. His work has garnered national recognition from both M.A.D.D. and the National Highway Traffic Safety Administration.

Support for the workshop was provided by the MA Bureau of Substance Abuse Services as part of the Partners for Success three-year initiative aimed at reducing Prescription Drug Abuse in the City of Fall River.

Blount Fine Foods holds health & well being fair



Blount Benefits/Human Resource Manager Michelle Cabral oversees the operation of the first Health Fair held at Blount.

Employees at Blount Fine Foods in the Fall River Industrial Park were invited to the first Health and Well Being Fair ever held at the giant facility on June 21st.

Organized by Benefits/Human Resource Manager Michelle Cabral, the event offered



New Bedford Vocational High School graduate Carolyn Martin holds a sign with the new logo for the Breathe Better project.

"Breathe Better" has new logo

Members of the SouthCoast Healthy Housing and Workplace Initiative (SCHHWI) Leadership team gathered for a quarterly meeting at the headquarters of the Southcoast YMCA on June 19th to report on work to-date and to applaud the work of High School graduate Carolyn Martin for creating the new SCHHWI logo.

Project Manager Alice Rebelo introduced various members of the staff who gave field updates and reports on the evaluation plan. Coastline Elderly Services and Lafrance Hospitality were also congratulated for moving to a smoke-free campus and for becoming a Healthy Eating Active Living (HEAL) employer champion, respectively.

SCHHWI was created in 2012 when members of Voices for a Healthy SouthCoast were granted a \$1 million Community Transformation Grant from the Centers for Disease Control and Prevention to develop smoke-free housing and worksites in the South Coast,

employees the opportunity to have their blood pressure and cholesterol checked by a staff member of Southcoast Hospitals as well as to get up-to-date information from representatives of the United Way, Weight Watchers, the Fall River YMCA, Partners for a Healthier Community, and Coastline EAP.

"For a first-time event, I'm very pleased with the response," noted Cabral who is asking employees to fill out a survey indicating their interests in future health programs at the facility.

Michelle, an active member of the South Coast Worksite Health and Wellness Collaborative, can be contacted at Blount Fine Foods at 774-888-1300.

Upcoming Events

July 17, 10:00 a.m.-2:00 p.m.
Father Diaferio Village Community Fair, 220 Johnson St.
Contact Joey DaSilva at 508-675-3500 for information.

July 18, 6:00 to 10 p.m.
People Inc. Block-a-Palooza, with Room Full of Blues, economic revitalization event to benefit downtown Fall River. In front of the Court House on South Main St. Call 508-679-5233 for more info.

July 21, 11:30 to 3:00
GFR Re-Creation Car Expo, Lower Kennedy Park. Call 508-679-0922 for information.

July 31, 10:00 a.m.-2:00 p.m.
Sunset Hill Community Fair, 351 Charles St. Contact Joey DaSilva at 508-675-3500 for information.

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

August 27, 4:00-7:00 p.m.
GFR Re-Creation Back to School Bash, Abbott Court Park. Call 508-679-0922 for information.

September 5, 8:30-10:00 a.m.
Healthy City Fall River Design Team Meeting, SSTAR Classroom, 386 Stanley Street. Call 508-837-9029 for information.

September 18, 6:00-8:30 p.m.
20th Anniversary Celebration of Greater Fall River Partners for a Healthier Community and 10th Anniversary of Healthy City Fall River. Bristol Community College, Commonwealth Center. Call 508-837-9029 for info.