

## 2017 Healthy Eating / Active Living (HEAL) Goals for the 2014-2019 Action Plan

Health Factor I: Goal 1	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	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
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
<p>15: We might want to consider aquaculture as well as farmers' markets. Also, it would be great to develop an app that people could use on their phones to locate a healthy market near them.</p> <p>16. Plans are in place to beta test an all-day farmers' market at Re-Creation on Rock Street starting after July 4<sup>th</sup> to make locally-grown produce available at low prices. If successful, a similar market could be added at HealthFirst and at SSTAR. Unsold Southcoast farmers' market produce is donated to homeless families in the shelters.</p> <p>17. The all-day farmers' market at Re-Creation worked well enough last year that it will run again this year starting after the 4<sup>th</sup> of July and extending to the end of September. The SNAP-HIP benefits should help to increase sales. Saint Anne's will work with Rachael Goldsby at the Kennedy market to accept physician coupons for produce. Southcoast will run a weekly market at Charlton, also with HIP benefits. SSTAR now operates a Boston Food Bank distribution once a month at their South End Clinic. Plans are in place to offer frozen locally grown produce through the winter using freezers purchased with the Harvard Pilgrim donation and placed at strategic locations around the city. A food justice app is currently in beta testing through UMD that will identify all soup kitchens, food pantries and food rescue procedures.</p>						

Health Factor I: Goal 2	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	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
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	Mass in Motion Healthy Neighborhood Market expansion	Increase number of markets offering healthy produce	Count of markets offering health produce
<p>15: Mass in Motion is planning to create a "Five Minute Walk to a Healthy Market" project that will select five neighborhood markets in the South End that are willing to increase their offerings of healthy food items (e.g., produce, non-processed foods, non-sugary drinks, etc.).</p> <p>16. The "Five Minute Walk to a Healthy Market" project has created maps for three sections of the City that will be incorporated into the 1422/WalkFallRiver website.</p> <p>17. Following months of planning, work on the 1422 neighborhood market upgrades at the two Reis markets will continue into the next years</p>						

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<b>Health Factor I: Goal 3</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	Increase rate of fruit and vegetable consumption	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
<p>15: This would be a great project to link with the various school summer programs (21<sup>st</sup> Century, YMCA, etc.). Our SCI "Food Guru", Micah Sativtsky, has expressed an interest in promoting more community gardens.</p> <p>16. No activity in this area over the past year, but the new 7<sup>th</sup> Street Community Garden will bring school children to learn about gardening. The Bishop Eid Apartment garden continues to do well under the leadership of Katie Goldman who was provided with a scholarship to take the Master Gardeners' course at Bristol Community College.</p> <p>17. The 7<sup>th</sup> Street and Bishop Eid Apartment gardens continue to do well to encourage gardeners, but more are needed. The Saint Anne's Hospital Youth ?Trauma program maintains a small garden for therapeutic purposes.</p>						

<b>Health Factor I: Goal 4</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	Increase rate of fruit and vegetable consumption	Create permaculture gardens throughout the community	Plan, organize, create and maintain plantings	Mass in Motion grant, Permaculture expert	Number of plantings	Count of plantings
<p>15: A plan is currently in place for a permaculture garden at the Baressi and Cattell Apartment grounds in the Flint with Lydia Moses using funds from the Vela Foundation. She is thinking about starting in the Spring of '15.</p> <p>16: Permaculture garden is in place on the Cattell Apartment grounds and George Burton reports that things are going well this spring. He's even seen some fruit beginning to form on one of the trees!</p> <p>17. George reports that the gardens and fruit trees are doing well. He's recruiting new gardeners to replace those who have dropped out.</p>						

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<b>Health Factor I: Goal 5</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	Increase rate of fruit and vegetable consumption	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
<p>15: We should connect UMass Nutrition Education staff with Whitsons to see what they might be able to do together in FR schools.</p> <p>16: The UMass Extension SNAP-ED Program has provided 30 or 45 minute classes for four weeks over the past year to teach second grade students in all Fall River elementary schools basic information on nutrition that can help children make healthier food choices. They also held two cooking demonstrations for families at Doran and Watson.</p> <p>17. In addition to the school-based classes, the SNAP-ED Program staff have videotaped eight cooking demos which have been added to the Look Who's Cooking series and all 14 segments are now posted on <a href="http://www.COOKFR.org">www.COOKFR.org</a> that can be easily accessed on a smart phone. The staff have also presented several cooking demos during Family Fun Nights.</p>						

<b>Health Factor I: Goal 6</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	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
<p>15: Worksite Wellness Coordinator will distribute Partners healthy meeting and events brochure along with healthy meeting and event guide via DPH to local businesses. Worksite Wellness Coordinator will offer technical assistance regarding written policy change for healthy meetings and events at worksites. Worksite Wellness Coordinator will educate and suggest healthy vending options and substitutes for food.</p> <p>16: Above goals were met and worksites received training in health vending practices by Gina Deluca of the RI Department of Health at the annual worksite wellness conference as well as a tool book.</p> <p>17. We have continued education around healthy vending policies and healthy meeting and event policies for all worksites involved in the collaborative. None have reported adopting policies per se, but all have the educational materials on-site.</p>						

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<b>Health Factor I: Goal 7</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	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
<p>15: Some of this is already underway with the new School Wellness Policy that limits what parents and others can bring to the school for events.</p> <p>16. Fall River Public School Wellness Policy has been reviewed, updated and approved by the School Committee and a notice sent to all staff and parents. Training of staff will take place again at the beginning of the 2016-2017 school year.</p> <p>17. The Fall River Public School Wellness Policy was revised to prohibit food brought in from home and withholding recess as behavioral intervention. The Policy passed the first read and is expected to be implemented in Fall 2017</p>						

<b>Health Factor I: Goal 8</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	Improve the quality of food offered in civic and religious organizations	Educate and incentivize civic and religious organizations to adopt healthy nutrition policies	Work with civic and religious organizations to adopt healthy nutrition policies	Healthy City Fall River Coordinator's time	Number of civic and religious organizations that adopt	Count of organizations
<p>15: Healthy City Coordinator Dave Weed plans to do some education on this with the "Fed Up" video.</p> <p>16: Fifteen weeks of healthy nutrition classes were offered to 40+ participants through the Fitness Challenge and the Fall River Parent Academy. Presentations were also given to the Mass Public Health Association and the Mass Dietetic Association. A sermon on health eating was preached in Fall River and New Bedford, and one is planned for Swansea.</p> <p>17. Twelve weekly sessions of nutrition education were offered as part of the Fitness Challenge and videotaped so they can be accessed on the Partners website.</p>						

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<b>Health Factor I: Goal 9</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	Increase the availability of nutrition education opportunities	Arrange for nutrition education, especially for low-income and special populations at-risk of nutrition problems	Offer teaching opportunities at soup kitchens and food distribution sites	Voluntary instructors from BCC, Johnson & Wales, and UMass-Amherst Nutrition Education Program	Number and locations of nutrition education opportunities offered	Count of nutrition activities offered
<p>15: It would be great to replicate the microwave cooking event that volunteers from the White Church in Swansea arranged.</p> <p>16: Healthy cooking demonstration were held for homeless family members, at Nurturing Fathers, at Ships Cove by various presenters, and at the DTA office by SNAP-Ed staff.</p> <p>17. A healthy cooking demonstration was held for family members who are homeless at the 7<sup>th</sup> Day Adventist Church.</p>						

<b>Health Factor I: Goal 10</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	Increase the availability of nutrition education opportunities	Promote the "Look Who's Cooking" Series	Advertise series through multiple outlets	Community Media on-line service and CDs distributed widely	Frequency of views	Count of views
<p>15: This series needs to be "re-marketed", especially to specific populations that rely on fast foods.</p> <p>16: The ten-episode series was re-packaged and is currently available on a continuous basis on the Healthy City web page. A link will be posted quarterly on MyFallRiver.org with an offer of free cookbooks to gauge responses.</p> <p>17. The Look Who's Cooking series and eight segments of cooking demos by UMass Extension staff are now posted on www.COOKFR.org that can be easily accessed on a smart phone. Twelve large posters advertise the site at locations around Fall River and Somerset, and recipes are available at other locations and on-line.</p>						

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<b>Health Factor I: Goal 11</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	Increase the availability of nutrition education opportunities	Promote Family Fun Night nutrition education	Promote Family Fun Nights in all elementary schools	Local nutrition educators	Numbers of attendees	Count of attendance
<p>15: School Wellness Coordinator Marcia Picard has a full schedule of Family Fun Nights set up for the current school year.</p> <p>16: Family Fun Nights were offered at six Fall River elementary schools, one middle school, Atlantis Charter School. They were also offered at one Somerset school, two in Swansea, and one in Westport. A summer event is being planned for patients of the Highland Pediatrics office.</p> <p>17: Family Fun Nights were offered at 10 Fall River Public Schools, one parochial school, one Somerset school, one Westport school, and one session at Head Start.</p>						

<b>Health Factor I: Goal 12</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population Nutrition is poor, obesity and diabetes rates are high	Increase the availability of nutrition education opportunities	Promote nutrition education opportunities for those with diabetes and prediabetes	Hold cooking demonstrations at a variety of venues	People Incorporated Diabetes Association staff	Numbers of attendees	Count of attendance
<p>15: Diabetes Association Coordinator John Quintas does monthly cooking demonstrations and shopping tours.</p> <p>16: Cooking demonstrations are conducted monthly by the Diabetes Association.</p> <p>17: Twelve Cooking demo's and five shopping tours took place at WIC.</p>						

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Health Factor I: Goal 13	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	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Population Nutrition is poor, obesity and diabetes rates are high	Increase the availability of nutrition education opportunities	Promote WIC "Cooking Matters" and shopping tour program to 3,000+ enrollees	Hold cooking and shopping demonstrations at a variety of venues	HealthFirst WIC program staff	Number of attendees	Count of events and attendees
<p>15: The WIC program does both cooking demonstrations and market shopping tours.</p> <p>16: In addition to WIC, regular demonstrations also take place monthly at Ship's Cove. Family Fun Nights have included several demonstrations as have some of the Fitness Challenge nutrition classes. WIC does a shopping trip every other month to Walmart.</p> <p>17. Ship's Cove held four cooking demonstrations as did the Fitness Challenge nutrition classes.</p>						

Health Factor I: Goal 14	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	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Increase the availability of organized fitness activities throughout the community	Organize, promote and operate a year-around Fitness Challenge for residents for the Greater Fall River Area	Engage voluntary participation of professional fitness providers; fund-raise for incentives	Partners paid coordinator's time to organize and promote Challenge	Number of attendees for each event and event totals	Count of participants
<p>15: Re-Creation staffer Annemarie Holly is preparing for the 8<sup>th</sup> year of Fitness Challenge activities starting with a Resource Fair on January 10, 2015.</p> <p>16: The 9<sup>th</sup> year of the Fitness Challenge ran for 15 weeks from January through April and involved more than 500 participants.</p> <p>17. The 10<sup>th</sup> year of the Fitness Challenge ran for 12 weeks from January into April and involved more than 400 participants with a total weight loss of 1,861 pounds</p>						

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Health Factor I: Goal 15	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	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Increase the availability of organized fitness activities throughout the community	Organize and promote a school-based Challenge series for local schools	Engage voluntary participation of physical education teachers and principals	Partners School Wellness Coordinator's time	Number of children participating	Count of teachers and child participants
<p>15: School Wellness Coordinator Marcia Picard will arrange for School Fitness Challenge activities in all four communities.</p> <p>16: Over 5,500 children were involved in the School Fitness Challenge at 16 schools in Fall River, Swansea and Westport.</p> <p>17: Over 4,000 students in 9 schools in Fall River and Westport participated in this year's school fitness challenge.</p>						

Health Factor I: Goal 16	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	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Increase the availability of organized fitness activities throughout the community	Organize a Safe-Routes-To-School Walking program at elementary schools	Engage parent volunteers, principals, teachers and community health workers	Partners School Wellness Coordinator's time	Number of children participating	Count of teachers and child participants
<p>15: Marcia Picard is working with School Safety Officer Brenda Racine to extend the walking school bus from Doran Elementary to other schools.</p> <p>16: The Doran Community School (part of the year) and the Letourneau Elementary School organized and ran regular walk-to-school programs with school staff and dozens of children which is being recognized statewide.</p> <p>17: Safe routes to school walks were held daily at the Doran, Fonseca, and Letourneau schools.</p>						



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<b>Health Factor I: Goal 17</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Increase the availability of organized fitness activities throughout the community	Engage behavioral health clients in a program of regular exercise	Organize and operate a daily fitness program at the SSTAR Outpatient Program	SSTAR staff	Number of participants and frequency of sessions	Count of sessions and participants
<p>15: SSTAR now provides a daily fitness program for outpatients. This should be expanded to other behavioral health settings.</p> <p>16: SSTAR continued to provide the daily fitness program throughout the year.</p> <p>17. Weekly outdoor walks were scheduled for both English and Spanish speaking groups as part of the Mass in Motion and 1422 program, and weekly walking groups were held at Kuss Middle School from January to April.</p>						

<b>Health Factor I: Goal 18</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Increase the availability of organized fitness activities throughout the community	Engage housing authority residents in a program of regular exercise	Run a wellness program that includes regular physical activity for adults and children	SCHHWI staff	Number of participants and frequency of sessions	Count of sessions and participants
<p>15: Given that Southcoast Y did not receive the PICH grant from CDC, it is unclear where funding can come from for this.</p> <p>16: No exercise program took place in the Fall River Housing Authority though a walking club is being explored through 1422.</p> <p>17. No activity reported this year.</p>						

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<b>Health Factor I: Goal 19</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Increase the availability of organized fitness activities throughout the community	Engage new moms in a program of regular exercise	Run a FitWIC program at HealthFirst	WIC staff	Number of participants and frequency of sessions	Count of sessions and participants
<p>15: The FitWIC program was planned for WIC recipients.</p> <p>16: The FitWIC program for parents of young children did not occur for lack of dedicated staff. A video-based Go Noodle program will be explored. WIC is planning two field days this coming summer, and Wiggle Kids has provided activity for children of homeless families on six occasions.</p> <p>17: The program did not run this year.</p>						

<b>Health Factor I: Goal 20</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Increase the availability of organized fitness activities throughout the community	Operate a program at Bristol Community College that engages students in physical exercise	Operate a physical fitness program in the Commonwealth Center open to all students	Bristol Community College staff	Number of participants and frequency of sessions	Count of sessions and participants
<p>15: Worksite Wellness Coordinator will connect worksites to low or no cost physical activity programs, including but not limited to the Fall River Fitness Challenge.</p> <p>16: Several worksites organized teams to participate in the Fitness Challenge, including two at People Incorporated.</p> <p>17: BCC launched a wellness program for staff to address fitness and nutrition and the campus fitness center has been refurbished for student use.</p>						

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<b>Health Factor I: Goal 21</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Increase the availability of organized fitness activities throughout the community	Run a weekly fitness program for seniors designed to increase balance, flexibility and strength	Run two groups at the Niagara Senior Center on a weekly basis	Senior Center staff and YMCA instructor	Number of participants and frequency of sessions	Count of sessions and participants
<p>15: One group now meets twice a week at the Niagara Senior Center.</p> <p>16: Two fitness groups ran at the Niagara Senior Center in collaboration with Family Service Association who received a United Way grant.</p> <p>17: Two fitness groups were offered weekly at the Niagara Senior Center for any Fall River senior to participate free of charge.</p>						

<b>Health Factor I: Goal 22</b>	<b>Diet &amp; Exercise</b>	<b>Problems with poor diet, inactivity, and lack of knowledge of and access to healthy food</b>		<b>Goal:</b>	<b>To lower diabetes, heart disease, some cancers rates</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Create a walking map of Central Fall River showing distances between points and walking times	Increase knowledge of walkability of Central Fall River	Print and distribute maps widely; hold promotional events to encourage walking	Mass In Motion Coordinator and BikeFall River volunteers	Numbers of maps printed and distributed	Count of number of maps printed and distributed
<p>15: Mass in Motion just published a walking map specific to seniors as part of the WalkBoston walkability project.</p> <p>16: Mass in Motion ran a Five-minute Walk to a Healthy Market and developed walking maps in three neighborhoods linked with local markets who provide healthy food items. A complete system of maps, wayfinding signs and interactive web site will soon launch funded under the 1422 Project.</p> <p>17: WalkFallRiver.org web and Facebook sites were launched and promoted. Wayfinder signs were installed and evaluated. Walk and special events were scheduled at the Q-River Rail Trail and Heritage State Park to encourage new walkers. A QRRT map was produced for publication.</p>						

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Health Factor I: Goal 23	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	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Promote increased safe use of bicycles by children	Organize programs to teach bicycle safety	Offer bicycle safety training classes; distribute free helmets	Mass In Motion Coordinator and BikeFall River volunteers	Numbers of participants and helmets distributed	Count of participants and helmets
<p>15: Mass in Motion Coordinator Julie Kelly is working to turn over the bike safety and helmet give-away programs to school safety officers.</p> <p>16: Bicycle safety trainings and helmet distribution events were held at Letourneau, Doran and Talbot Middle Schools, Kennedy Park, Sunset Hill and on the South Watuppa Bicycle Path this year. This year, events will be held at Britland and Lafayette Parks. Cycle Kids will be held at Letourneau and then moved to Viveiros and other schools if funds for materials can be found.</p> <p>17. Bike helmets were given out at schools &amp; parks, at Cycle Kids bike safety programs (Letourneau &amp; Silvia Schools) and at Family Fun Nights.</p>						

Health Factor I: Goal 24	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	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Population fitness levels are low; too few people get the recommended hours of moderate physical activity per week	Promote the purchase and consumption of frozen vegetables as a less expensive option	Plan, organize, and promote a "Buy Frozen" campaign for the community	Produce print and video materials to advertise the benefits of frozen vegetables widely	Healthy City Fall River Coordinator's time	Numbers of events and participants	Count of events and attendees
<p>15: A prototype "Wellness Champion" format has been completed for several seniors and can be expanded to include people of all ages.</p> <p>16: As a grant from the Harvard-Pilgrim Foundation was not obtained, a program to sell frozen foods at HealthFirst and SSTAR did not begin. Other sources of funding will be pursued. Funding from major frozen food producers and a video on the topic will be explored.</p> <p>17. Harvard Pilgrim donated \$10,000 to purchase freezers and frozen food for distribution at soup kitchens, clinics and other locations. Getting local produce flash frozen in Amherst was also explored and could start at the end of this season.</p>						

## 2017 Healthy Eating / Active Living (HEAL) Goals for the 2014-2019 Action Plan

Health Factor VIII: Goal 55	Environment & Infrastructure	Problems with non-vehicular transportation		Goal:	Increased physical activity and access to recreational resources	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Improved access to public transportation and its connectivity to schools, jobs, parks, medical centers and shopping needed	Develop a Bicycle Master Plan for the City of Fall River	Map routes to key destinations (school, work, shopping, recreation) to ensure bicycle access	Create maps designating bicycle routes throughout the Area	Mass in Motion and Fall River Bicycle Committee	Map created and distributed	Number of maps distributed
<p>15: Julie has a working version of this map now.</p> <p>16: Mass in Motion has produced a detailed map of South Coast bicycle routes. Eric as included a layer of bicycle routes on the WalkFallRiver.org web site.</p> <p>17. Plans for Scholarship City route to connect along Brayton Avenue to Plymouth engineered, Route 79 project included bike lanes.</p>						

Health Factor VIII: Goal 56	Environment & Infrastructure	Problems with non-vehicular transportation		Goal:	Increased physical activity and access to recreational resources	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Improved access to public transportation and its connectivity to schools, jobs, parks, medical centers and shopping needed	Develop a Bicycle Master Plan for the City of Fall River	Create a bicycle culture that recruits new cyclists and addresses bicycle safety in a vehicle-oriented community	Plan and implement a comprehensive bicycle safety program; Trips for Kids, Bike Fall River	Southeastern Regional Planning & Economic Development District, MASSBIKE, Safe Routes to School	Number of safety sessions offered, number of organized bicycle trips offered for children and adults	Count of safety sessions and bicycle trips
<p>15: A total of 38 bicycle racks purchased through a grant from SRPEDD will be installed in Nov. 2014 throughout the city on public property, i.e., schools, housing sites, parks, libraries, etc.</p> <p>16: A Trips for Kids program is operational at the Boys and Girls Club. Bike Fall River continues to organize rides. MassBike conducted a Safe Routes to School Training and a Cycle Kids program at Fonseca Elementary School.</p> <p>17. Cycle kids program ran at Letourneau and Silvia Schools (see Goal 23)</p>						

## 2017 Healthy Eating / Active Living (HEAL) Goals for the 2014-2019 Action Plan

Health Factor VIII: Goal 57	Environment & Infrastructure	Problems with non-vehicular transportation		Goal:	Increased physical activity and access to recreational resources	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Improved access to public transportation and its connectivity to schools, jobs, parks, medical centers and shopping needed	Standardize Physical Education Curriculum to include Safe Walking and Cycling	Review and revise School Wellness Plan to address safe walking and cycling	Standardize the PE curriculum for the FR Public Schools to include walking and cycling	Partners School Wellness Coordinator's time and Mass In Motion participation on the Wellness Committee	Inclusion of language in the Wellness Plan to address pedestrian and bicycle participation and safety	Wellness Policy language included
<p>15: Marcia Picard will work with the Fall River Schools new physical education department head.</p> <p>16: District PE Director Brad Bustin has standardized the PE curriculum in FR Schools and has added an annual physical fitness test event for middle schools and added national standards for physical fitness and a "Fitness Gram" data collection program.</p> <p>17. A bike safety program has begun in one school (Letourneau and Silvia Schools), funded by Saint Anne's Hospital. The curriculum and bicycles were purchased and program ran this year. Work is continuing on a PE curriculum on walking and cycling.</p>						

Health Factor VIII: Goal 58	Environment & Infrastructure	Problems with non-vehicular transportation		Goal:	Increased physical activity and access to recreational resources	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Increase physical access to healthy food, especially to low-income areas and people who lack automobile transportation	Create a Five-Minute Walk to a Healthy Market Program	Identify potential markets that agree to upgrades using the Healthy Market Toolkit	Expand shelf space and improve locations of healthier food options	MIM staff to locate markets based on owner interest to increase and promote healthier choices	Five markets with interest and potential to expand availability of healthier food options identified	Number of participating markets
<p>15: See item #2, above.</p> <p>16: The Five-Minute Walk to a Healthy Market program was organized. Efforts are underway through the Mass in Motion 1422 project to improve healthier food options in several local markets. Work has begun with managers of Stop &amp; Shop, Price Rite and Walmart to increase healthy options.</p> <p>17. Work has begun on doing "make-overs" at two neighborhood stores through the 1422 program.</p>						

## 2017 Healthy Eating / Active Living (HEAL) Goals for the 2014-2019 Action Plan

<b>Health Factor VIII: Goal 59</b>	<b>Environment &amp; Infrastructure</b>	<b>Problems with non-vehicular transportation</b>		<b>Goal:</b>	<b>Increased physical activity and access to recreational resources</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Increase physical access to healthy food, especially to low-income areas and people who lack automobile transportation	Create a Five-Minute Walk to a Healthy Market Program	Create map of the 1/2 mile radius of all markets offering healthy food options	Locations plotted and analyzed; healthy market locations plotted; map produced and publicized	MIM staff; Cancer prevention project staff; Healthy City Coordinator	Map created and distributed	Number of maps distributed
<p>15: See item # 2, above.</p> <p>16: A complete interactive on-line map of 24 local markets has been produced for the WalkFallRiver.org web site.</p> <p>17. Map was created and posted on the WalkFallRiver.org web site.</p>						

<b>Health Factor VIII: Goal 60</b>	<b>Environment &amp; Infrastructure</b>	<b>Problems with non-vehicular transportation</b>		<b>Goal:</b>	<b>Increased physical activity and access to recreational resources</b>	
<b>Problem Area</b>	<b>Strategic Goal</b>	<b>Strategy</b>	<b>Activity</b>	<b>Resources</b>	<b>Measures</b>	<b>Achieved</b>
Increase physical access to healthy food, especially to low-income areas and people who lack automobile transportation	Create a Five-Minute Walk to a Healthy Market Program	Brand a Five-Minute Walk to a Healthy Market program and advertise using English and non-English messages	Five-minute walk program created in multiple languages and widely publicized	MIM staff; Cancer prevention project staff; Healthy City Coordinator	Branding project completed	Branding advertisement count
<p>15: See item # 2, above.</p> <p>16: Three neighborhood brochures for the Five-Minute Walk to a Healthy Market have been produced in English and distributed widely.</p> <p>17. Brochures are not yet translated.</p>						

## 2017 Healthy Eating / Active Living (HEAL) Goals for the 2014-2019 Action Plan

Health Factor VIII: Goal 63	Environment & Infrastructure	Problems with non-vehicular transportation		Goal:	Increased physical activity and access to recreational resources	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
<p>Improve and increase resources and awareness of active living resources</p>	<p>Improve and expand parks and open spaces and awareness of and access to both</p>	<p>Search and identify funding sources for park and open space improvements; complete planning and apply for funding</p>	<p>Grant opportunity search; coordination with Mayor's Office and Grantwriter</p>	<p>City grant writer; Parks and Recreation Department; Department of Community Maintenance</p>	<p>Grants identified and secured; projects underway and completed</p>	<p>Number of grants; number of improved and expanded parks and open spaces</p>
<p>15: City Grantwriter Jane Dibiasio will work on this as opportunities for funding arise. Grant applications pending decision: PARC Grant to install new basketball courts in 5 parks (Abbott Court, Kennedy Park, Maplewood Park, North Park &amp; Ruggles); LWCF Grant to install an inclusion playground at North Park (DCS has approved, but we're still waiting for the NPS to give final approval so work can begin).</p> <p>16: Grant applications were written and submitted for the Mass in Motion 1422 Project, Community Funding from the Bristol County District Attorney for a Summer Field Day, Harvard-Pilgrim Healthy Food Grant, KEEN Effect Grant, Working Cities Grant, and Southcoast Community Benefits Grant, an inclusion playground at North Park, a GroundWork project, and a PARC grant for five ball fields. A Master Plan for parks has also been completed.</p> <p>17. No grants were received related to park and open space improvements.</p>						



## 2017 Healthy Eating / Active Living (HEAL) Goals for the 2014-2019 Action Plan

Health Factor VIII: Goal 63	Environment & Infrastructure	Problems with non-vehicular transportation		Goal:	Increased physical activity and access to recreational resources	
Problem Area	Strategic Goal	Strategy	Activity	Resources	Measures	Achieved
Improve and increase resources and awareness of active living resources	Improve and expand parks and open spaces and awareness of and access to both	Implement a Complete Streets policy for the City	Work with the Planning Department to ensure that all new street construction follows the policy	Mass in Motion staff	New construction adheres to the policy	Number projects completed that follow the Complete Streets policy
<p>16: Complete Streets Policy has been approved by the Mayor's Office. Re-construction of Plymouth Avenue followed the Complete Streets Policy. New construction of Quequechan Street will follow the policy.</p> <p>17. Mayor reviewing Complete Streets Policy in order to receive \$400,000 in new funding</p>						