

Building A Culture of Health Asbury Park Blueprint for Action



The health and safety of all of the City's residents is our highest priority. The Alliance for a Healthier Asbury Park is a coalition of public, private and non-profit organizations dedicated to improving health outcomes for all residents by promoting healthy eating, access to healthcare, and safe streets for active transportation and physical activity. We completely support the Alliance, with the great leadership from EZ Ride, as they implement this Blueprint Action Plan.



Mayor John B. Moor on behalf of the City Council and Staff

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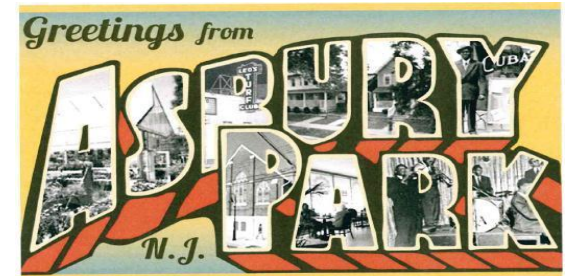
I. Executive Summary

A blueprint is a plan an organization develops to guide its main priorities. The Asbury Park Blueprint for Action has been developed by a number of groups from the City and individuals from our coalition using healthcare data and community input. Our Blueprint lists key strategies and objectives that we will work to implement in the next three years. We have identified gaps and barriers to health that have existed for decades in our community and will now focus on addressing those gaps and barriers to make progress on improving health.

The Alliance for a Healthier Asbury Park is a multi-sector coalition built on the foundation that all people deserve to live the healthiest lives possible. Our vision is to improve the health and well-being of Asbury Park and the community through prevention, health education, active programs and policy and environmental change. Our mission is to prevent and reduce chronic disease and to reduce the barriers and conditions that prevent healthy living and thinking. Our objectives are to improve access to physical activity, affordable transportation, fresh and healthy food, affordable healthcare, and mental health services. The coalition also aims to support neighborhood safety, affordable housing, job training and career development for youth and adults.

Key Goals and Strategies:

- Help all residents have the opportunity to live the healthiest lives possible
- Improve the neighborhood environment where it affects health for all: safety and the ability to walk, bike, and play outdoors
- Create and promote policies that help residents make healthier choices
- Provide more access to healthy foods, preventive care, and teach healthy eating and medication adherence
- Coordinate and improve access to transportation, clinical care, health and insurance information & social support
- Develop and provide access to skills & employment training programs that will provide full-time, well-paying jobs
- Promote collaboration and expand coalition membership from businesses, faith-based groups, and youth
- Share about our work and progress with our community and others
- Maximize use of members' available skills/resources and seek additional sources of funding to sustain our work



I. Introduction - Background to the Coalition & Collaborating to Build a Culture of Health



The Alliance for a Healthier Asbury Park emerged as a coalition from the successful School Health Council (SHC) work started by Lisa Lee who previously was employed by the Monmouth County Health Department. Our SHC effort involved a partnership with the Asbury Park School District, and the Community YMCA. Other partners were invited to participate including Meridian Health and the Community Affairs & Resource Center. The elementary SHCs focused on reducing childhood obesity and preventing chronic disease by increasing physical activity and promoting healthier eating during and after school. With the understanding that community health depends on many interwoven factors, the experience gained from that work led to the creation of a broader, multi-sector coalition. Our coalition was awarded a NJ Health Initiatives "Building a Culture of Health in NJ - Communities Moving to Action" grant in 2016 to work for four years. Our goal in our first year was to engage more partners to work collectively to reduce health barriers in Asbury Park and to develop this Blueprint.

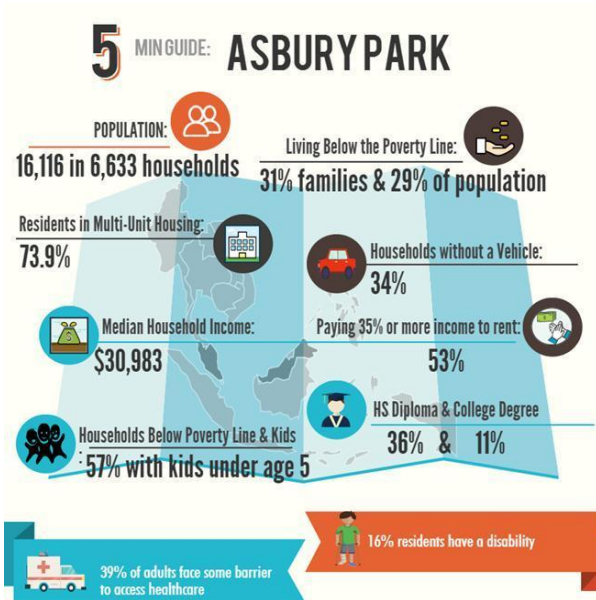
These are a few of the social and economic factors that impact health in Asbury Park:

- People need higher education and job skills training to get a good-paying full-time job and feel financially secure
- People need full-time jobs to get health insurance, build credit, and meet basic needs
- People need stable jobs and good credit to rent or get a mortgage and secure housing
- People need affordable housing, food, and a safe neighborhood to have peace of mind and mental wellness
- People need affordable transport to access health services and get to the grocery store
- People need safe neighborhoods to be active and play outside, walk or bike to school
- People need access to healthier foods, nutrition education and role models to develop healthy eating habits
- People need better hours/transport/bilingual help to access clinics, doctors, pharmacies when they aren't working

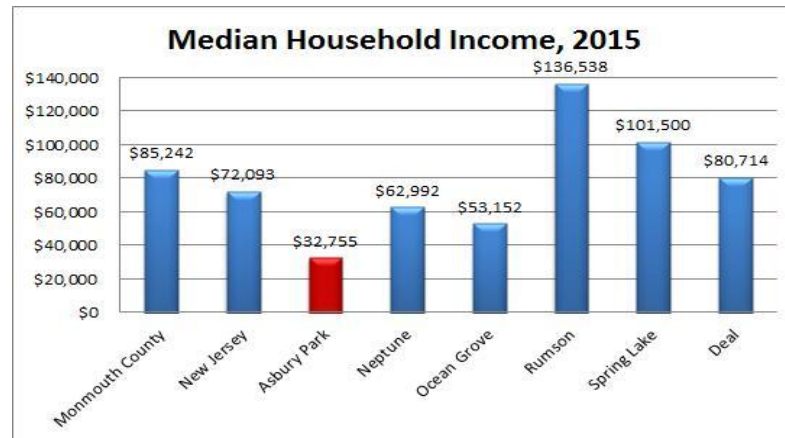
The Alliance for a Healthier Asbury Park is committed to working alongside all agencies and coalitions in the City where our missions align to promote health for all residents.

III. A Picture of Asbury Park

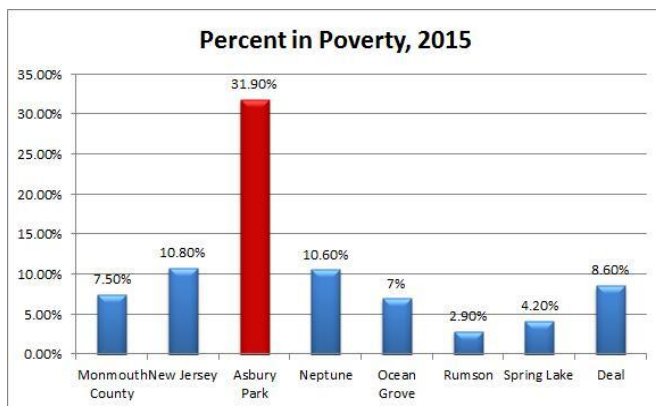
Asbury Park was named after Francis Asbury, the first American bishop of the Methodist Episcopal Church in the United States. It was developed in 1871 by James Bradley as a religious shore resort. Asbury Park covers approximately 1.6 square miles with only 1.4 square miles of land. Asbury Park is one of the most populous and densely populated municipalities in Monmouth County with a population of approximately 16,166 in 6,793 households.



Asbury Park is more racially diverse than Monmouth County or New Jersey as a whole. 42.8 percent of residents identify as Black or African American, 33.7 percent as Hispanic or Latino, 20.6 percent as White, and 2.4 percent identify as two or more races.



Census.Gov/ DataUSA



There are large disparities across socio-economic factors including median household income and poverty level. The graph above compares Annual Median Household Income (MHI) in a cohort of cities, the county, and the state to demonstrate the inequity. Asbury Park's reported MHI is \$32,755 which is approximately 75 percent lower than New Jersey's reported MHI of \$72,093 and approximately 89 percent lower than Monmouth County's MHI of \$85,242. Just 12 miles away, Rumson reports a MHI of \$136,538 -- approximately four times as high as Asbury Park.

Asbury Park’s low MHI correlates inversely with its percent of residents earning below the poverty level. Approximately 32 percent of Asbury Park residents earn wages below the poverty line compared to 11 percent for New Jersey and eight for Monmouth County. There is no reported location within this cohort that has 11 percent of its residents living in poverty, which is almost three times less than Asbury Park’s percentage in poverty. Rumson has less than three percent of its residents living in poverty; 10 times less than Asbury Park.

City of Asbury Park Vision:

The east side of Asbury Park is experiencing an economic revival as city and business leaders focus on redeveloping the boardwalk and business area. The west side, where the majority of residents live, still struggles with crime, underemployment, and poverty. The City’s vision for the year 2025 is a thriving, safe and vibrant community where both the east and west sides of the city will have an expanded economy, well-maintained infrastructure, expanded community facilities, and successful redevelopment. The City has six redevelopment areas: the Central Business District Redevelopment Area; Waterfront Redevelopment Area, S.T.A.R.S. (Strategic Target Area Rebuilding Spirit) Redevelopment Area; Springwood Avenue Redevelopment Area; Washington Avenue Redevelopment Area; and the Main Street Redevelopment Area. Major projects and initiatives are expected to be completed by 2025.

VI. The Coalition: Alliance for a Healthier Asbury Park

The Alliance for a Healthier Asbury Park is a multi-sector coalition with a vision is to improve the health and well-being of Asbury Park residents through prevention, health education, active programs and policy and environmental change. Our mission is to prevent and reduce chronic disease and to reduce the barriers and conditions that prevent healthy living and thinking. Our objectives are to improve access to physical activity, affordable transportation, fresh and healthy food, affordable healthcare, and mental health services. The coalition aims to support neighborhood safety, affordable housing and job training for youth and adults. All these actions seek to improve life and reduce barriers to health for Asbury Park residents. The table below lists current coalition members. The list is growing day by day as more people hear about our plan and mission and decide to get involved.

Nonprofits/Faith-Based			
EZ Ride	Oceans Family Success Center	I Believe In Me	Interfaith Neighbors
Society for Prevention of Teen Suicide	Konscious Youth Development & Service	ASLAN Youth Ministries	The Community YMCA
Coastal Habitat for Humanity	Alliance to Prevent Drug & Alcohol Abuse	Boys & Girls Club	Prevention First
Consent 101	Asbury Park Complete Streets Coalition	Easter Seals	Mercy Center

Community Affairs & Resource Center (CARC)	Deliverance Temple	West Side Citizens United	Fulfill NJ (FoodBank)
Trinity Episcopal Church	Jewish Family & Children's Service	Ringside Rescue At Risk Youth	The Salvation Army
Shiloh Community Fellowship Ministries	Faith Baptist Tabernacle	Second Baptist Church	Boardwalk Vineyard Church
Government			
Mayor & City Council	City Planning, Parks & Recreation, Community Engagement & Transportation	City Police, Social Services & Asbury Park Library	County Workforce Development
AP Environmental Commission, Housing Authority,	NJ Office of the Attorney General/Prosecutor	Monmouth Cty Human Svcs, Health Dept. & Mental Health	Monmouth County Parks

Businesses

Langosta Lounge/Food for Thought	Sodexo Food Services	Home Drug Store	Asbury Chamber of Commerce
Dark City Grill	Second Life Bikes	Greener By Design	The Coaster News
Life Barber	Mr. Mohamed, Barber	Asbury Cyclery	Asbury Sun
La Tapatia	Prime Convenience Store	Sheffield's Market	

Philanthropy & Investors

Monmouth University	New Jersey Health Initiatives	NJ Partnership for Healthy Kids	Hackensack Meridian Foundation
NJ Prevention Network	NJDOT/Safe Routes to School	Robert Wood Johnson	NJ Healthy Corner Store Initiative
EZ Ride	The Food Trust	American Heart Association	Foundation

Community Development

Creative Asbury	Asbury Park CAN	Greater Asbury Park CDI	HUD Asbury CHOICE
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Education			
Asbury Park School District	Monmouth U. School of Nursing/ Health	Sisters Academy	Rutgers NJAES/SNAP-Ed
Asbury Park BOE/PTO	Rutgers School-Planning & Public Policy	Our Lady of Mt. Carmel School	College Achieve Charter School
Healthcare			
American Heart Association	Alliance to Prevent Drug & Alcohol Abuse	Horizon NJ Health	VNAHG/Com. Health Center/Cty Council for Young Children
Hackensack Meridian Health K. Hovnanian Children's Hospital	Meridian Health & Addiction Svcs/Booker Family Health Center	Monmouth Medical Center/ RWJ Barnabas Health	Ocean Monmouth Health Alliance
Health Improvement Coalition of Monmouth County	CJ Family Health Consortium		

Boundary Spanning Leadership Team



The coalition was initially led by five members from different sectors who formed the Boundary Spanning Leadership (BSL) team as well as a Community Coach:

1. Alison Cerco, Hackensack-Meridian Health (Healthcare)
2. Dianna Harris, Greater Asbury Park Community Development Initiative (Criminal Justice)
3. James Konopack, Monmouth University (Higher Education)
4. Lisa Lee, EZ Ride (Active Transportation, Community Health)
5. William Wells, Bradley Elementary School (Education)
6. Nina Summerlin, West Side Citizens United (Community Coach)

The team participated in the Center for Creative Leadership's (CCL) BSL Institute in 2016 to build trust and develop collaborative approaches using tools such as CCL's Visual Explorer, Buffering & Identifying Boundaries, and Mission Alignment. The BSL team learned to use a collaborative agenda, Google Docs, and regularly scheduled meetings and conference calls to work together. The group focus was to recruit more members and develop the Blueprint Plan. For year 2, more committed leaders joined the BSL to help implement the plan including Pamela A. Major (Monmouth County Mental Health & Addiction Services); Brian Marcinczyk (Community YMCA); Michael Manzella (City of Asbury Park); Vic Stood (Home Drug Pharmacy); Nina M I Summerlin-**Project Director** (Westside Citizens United); Linda Rossi (Ocean Family Success Center); Wendy Glassman (Mayor's Wellness Committee) and Krishna Murthy (EZ Ride). We expect more leaders to join us.

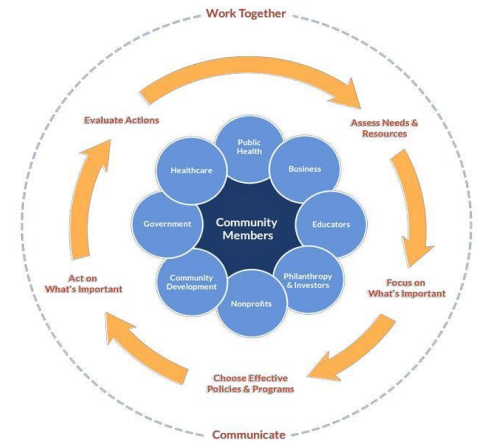
V. County Health Rankings and Roadmaps (CHR&R) Health Factors & Principles

The County Health Rankings and Roadmaps assist communities to identify and implement strategies that help people live healthier lives in their schools, workplaces, homes and neighborhoods. The County Health Rankings examine four main health factors that affect health outcomes. The Alliance for a Healthier Asbury Park used the *Roadmaps* model (picture at left) to work together around a common purpose to help all live healthier lives. The Take Action model is a visual representation of how groups look at the factors that influence health, collaborate and set priorities that will have a lasting impact on health. The Alliance for a Healthier Asbury Park Coalition met bi-monthly to plan, discuss, and share ideas on ways to improve health in Asbury Park. We formed workgroups to discuss each area and asked other known coalitions to contribute their ideas and plans to the blueprint.



As per the CHR&R principles, the Alliance is building a culture of health by:

- Harnessing the collective power of leaders and members from multiple sectors
- Cultivating the belief that all people deserve to live healthier lives
- Using data, evidence-based and new ideas to set priorities and track progress
- Committing to sustainable long term systems, policies and environmental change
- Securing and leveraging resources to increase healthy living
- Measuring and sharing progress widely and continuously seeking to improve



Health

Many factors affect people's health and the way we feel. Defined in the broadest terms, health includes the whole person and all the challenges we face impact our health: hunger, stress, difficulty finding a place to live, a job, or healthy food, poor housing conditions, non-resident landlords, childcare and transportation issues, financial hardship, educational barriers and lack of access to safe places to play outdoors. All of these factors affect how people feel and how they live, learn, work and play.

The Alliance for a Healthier Asbury Park is a coalition of people and groups who care about the health of everyone. We are focused on building community partnerships and advancing a culture of health that includes long-term systems, policy and environmental change. The Alliance provides a way to meet, share ideas and plan to work together on the different factors that affect health.

We continually share our goals and action plan with residents to grow our membership. We are committed to grow the diversity of voices represented and involved because it will take many people working together to make a difference.



Health Concerns in Asbury Park

Recent surveys show key health issues are high blood pressure, asthma, high cholesterol, diabetes, depression, lack of healthy food, and obesity. Other major concerns that affect health are air pollution, noise, household pests, allergies, second-hand smoke, lack of jobs, neighborhood violence and safety.

Coalition Membership

The Alliance meets regularly and formed workgroups to learn and discuss how to break down barriers to working together. We present in this blueprint the priority areas and action plan we have already identified. We will continue to meet monthly to work together in small action teams and share data and effective practices that can help us carry out strategies.

Summary of Plan & Goals: More details are in the appendix by focus area starting on p.15.

Neighborhood Safety & Walkability

- Work with the city on a plan to improve streets & neighborhood safety
- Make it safer & easier for those who don't have cars to walk & bike
- Include health promotion in City's Master Plan

Housing, Fitness, Job Training & Transportation

- Provide input to Housing Authority & Mayor's Wellness Committee
- Increase # free fitness activities in Asbury Park
- Develop affordable transportation & job training

Hunger, Healthy Eating & Social Justice

- Increase healthier food options in local stores & restaurants
- Promote benefits of eating healthier foods at schools, faith-based groups, farm markets & gardens.
- Increase pounds of fresh produce distributed at local pantries.
- Support work to champion underserved & marginalized groups.

Education, Family Support, Community & Youth Outreach

- Hold and attend community events to promote coalition & plans
- Use available media channels, art, music & drama to promote health
- Involve and encourage youth to be health leaders
- Work with schools, families, police & food service to promote health of youth



Health Info & Screening

- Conduct health screening at local places
- increase # patients receiving follow-up & treatment at local clinics
- Create & distribute useful health information to all residents
- Provide training on mental health & suicide prevention programs
- Decrease # at-risk youth or increase # youth receiving additional services/care

Measuring & Sharing

Working with respected leaders and creatively using available resources benefits everyone. As we grow and connect, we will increase our ability to solve health concerns one step at a time. This is a grass-roots, community and resident-led effort. We will use word of mouth and enthusiasm to engage residents and key community representatives. We meet monthly and will share progress with the coalition and others in Asbury Park, New Jersey, and the nation using email, Facebook, APTV, NJTV, public events and our website. We will involve local youth to create art, drama and music to teach the community about healthy living and eating and to discuss ways to deal with stress, depression and other health-related issues. Our goal is to keep improving day by day.

Membership

Our intent is to encourage everyone to join the Alliance -- community groups, businesses, city and county government, schools, faith-based groups, students, retirees, parents, artists, and community volunteers who are committed to improving health and working with others for change.

I. Next Steps & Acknowledgements

- The coalition recognizes this blueprint is a living document that will evolve and grow over time as the membership grows and as we ask for and receive feedback from members and the community. We will share this plan with the coalition and public to get input and encourage support from community members.
- We will continue to grow the coalition, and seek dedicated servant leaders and volunteers to drive implementation of priorities and strategies in our focus areas. We will promote collaboration and trust among the agencies and nonprofit groups working in Asbury Park, support the efforts of those who are doing valuable work, stimulate others with ideas and proven methods, and share funding opportunities to progress toward our objectives.

- Key goals are to use our funds to improve the local environment and infrastructure to enable safe physical activity, to encourage policies that promote healthy living in the City's Master Plan and Bike & Pedestrian Plan, to reduce significant barriers to health and well-being for residents, and to model healthy living. Another objective is to seek more funds and support from foundations and the private business sector to support coalition goals.
- We would like to thank the Boundary Spanning Leadership team and coaches who are helping build the coalition and blueprint:
Allison Cerco, Hackensack-Meridian Health
Jim Konopack, Monmouth University
William Wells, Asbury Park School District
Diana Harris, GAPCDI
Lisa Lee, EZ Ride
Nina Summerlin, West Side Citizens United (Community Coach)
Toni Lewis, County Health Rankings & Roadmaps (Coalition Coach)
- We thank all the coalition members who participated in the focus area workgroups and came up with ideas for our Blueprint for Action and our Public Blueprint.
- Special thanks to Bob Atkins, Diane Hagerman, Milton Ellis, Juanita Curry and Jemmel'z Washington from NJHI for all their guidance and support.

III. APPENDIX Current & Ongoing Efforts by Coalition Members to Improve Health and Reduce Health Barriers

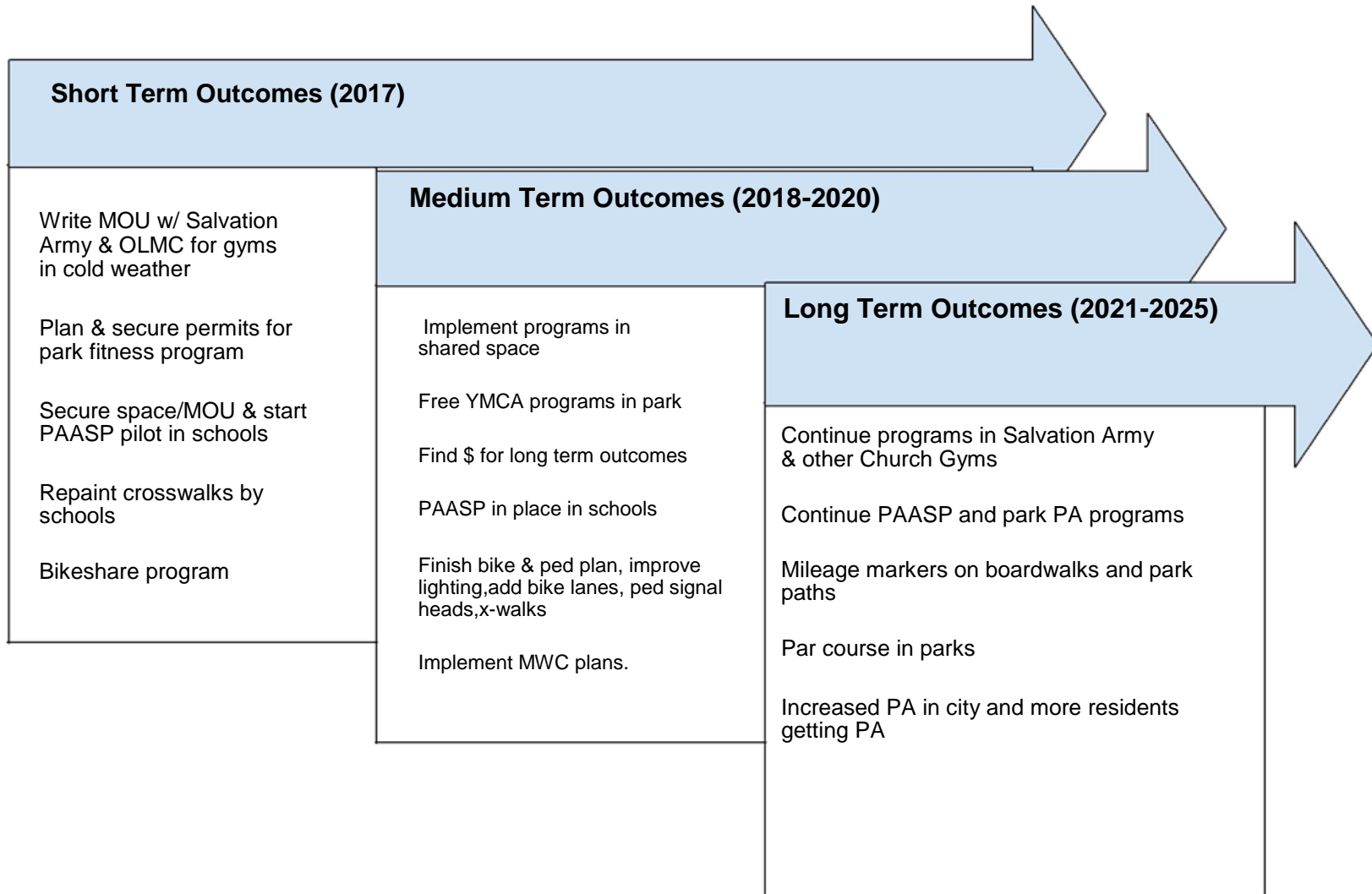
Physical Activity	Beat the Streets wrestling and HW help program:CDI	AP Complete Streets Coalition family bike rides	Safe Routes to School Biking & Walking Programs, Walk2School day	Boys & Girls Club (BGC) & YMCA programs	City Rec: Karate, Swim, Soccer, Boxing, Bball	Schools: Sports, Girls on the Run
Healthy Eating	-CARC: Eat Healthy- Be Active - train 300 parents/yr (DOH grant) -CARC/BOE: Annual Health Fair	-EZ Ride Healthy Cornerstore effort with La Tapatia, Sheffield's Mkt, Prime Convenience Store & Dark City Grill	-School produce gardens -Sodexo Fresh Fruit & Veggie grant, Young Chefs Healthy Cooking Contest	-Summer Farm Mkt -ASLAN & YMCA summer cooking programs	-City, Trinity Church & Kula community garden offer free produce -SNAP-ED working in schools/churches	-FoodBank: provide produce for soup kitchens/ pantries & school backpacks
Transportation	Safe Routes to School	EZ Ride Community Mobility Project/Design Thinking Initiative, Ryde4Life pilot	City received NJDOT Bike /Ped Plan award on 5/17 to develop plan by 2018	City launching bikeshare -summer 2017	AP Complete Streets Coalition	Second Life Bikes /AP Cyclery
Healthcare & Access to Health	VNA Community Health Center	Hackensack Meridian Booker Family Health Clinic	STD/HIV clinic (joint effort of Meridian & County Health Dept.)	Prevention Coalition (MH & Substance abuse)	Wellness Initiative for Senior Education re Rx Meds (W.I.S.E.)	County Behavioral Health Svcs & Alcohol & Drug Treatment & Prevention flyers
Housing	AP Housing Authority	HUD/CHOICE Planning Award: Survey & Plan	CARC Lead Free Program	CARC Rental Subsidy Program	CARC Utility Bill Application Assistance	
Public Safety	COPS	Police Cadets (body image, esteem, nutrition & fitness)	National Night Out	Police patrols		
Work Training	Go 4 the Gold: CDI/WFD	Kula restaurant training	County Workforce Development	CARC training		
Education	Dream Academy (gifted youth)	School Health Council	STEM, Allied Health Academy, Law & Public Safety, Humanities	21st Century Thought Leaders	BGC STEAM programs; Academic program, life skills	
Family & Social Support	-Strengthening Families(SFP) -Family Dinner Night -School District Parent Center	-Milestone Moms -The Father Factor -Boys 2 Men	Prevention 1st Drug-Free Community (DFC)	-Baby Bunch -Mommy &Me Stork Club	Charity Kings events -Gateway to English -Books & Beyond	Faith Baptist Tabernacle Youth Council
Outreach/ Communication	Facebook, emails, website	City Communications	AP Press/AP Sun Coaster/Tri-City News	Chamber of Commerce	Schools & Churches	
Neighborhood Environment	Habitat for Humanity	Police & Planning	Bike & Ped Plan	Master Plan	Complete Streets Coalition	SRTS Safety & Streetscape

Alliance for a Healthier Asbury Park Blueprint Focus Areas, Priorities & Performance Measures

Focus Area: Physical Activity

“Goal: To improve and increase opportunities & places where residents can get physical activity”

<u>Specific Priorities for Action to Increase Physical Activity</u>	<u>Partners</u>	<u>Objective</u>	<u>Policy & Environment Change Strategies</u>	<u>Resources (Available & Needed) A: Available, N: Needed</u>	<u>Performance Measures</u>
1. Collaborate to use private space for PA	Salvation Army: Maj. Stanley Newton OLMC: Connie Isbell	Develop MOU w/ SA & OLMC to have open gym/activity in Winter Secure OLMC school MOU for PA Afterschool Program (PAASP) pilot	Create more places for exercise/PA (environmental)	A: School gyms/fields A: Salvation Army gym A: B+G Club Pool/gym N: MOUs	# Shared Use MOUs Hrs in shared space
2. Collaborate to use public space for PA	YMCA: Brian Marcinczyk City: Leesha Floyd MU: S. Andrews/J. Konopack Justin Artenant: AP District BOE: Geoff Hastings Ringside Rescue: C. Brunson	Seek city permits for free park Start YMCA park fitness program Seek AP school/21st Century MOU for PA After School Program (PAASP) pilot (2) Seek use of HS track to start a running club	Scale initial MOU's into broader partnerships for PAASP	A: MU has grant for \$8,700 in 2017-18 N: Sustain PAASP – need funds 2019-20 Seek use of City boxing ring A: YMCA park fitness program: (2017) and find city volunteers 2018->	# kids attend & activity programs Activity measurement using SOPLAY (McKenzie et al., 2000) Polar HR data Children's Body Image Scale (Truby & Paxton, 2008)
3. Increase bicycling Programs	Library: K Melgar/R. Stewart EZ Ride/SRTS: Lisa Lee AP Complete Sts Coalition: Polli Schildge Second Life Bikes: Kerri Martin AP Cyclery: Jared McClary	Hold SRTS Bike Riding Rodeos Hold Family Bike Rides Organize Closed Streets/Ciclovía event Expand Bike share program in city	Improve bikeability Increase bikers Increase active transportation users	A: Bike Helmets N: Library Park permit N: bike lanes Bike/Ped Plan N: 2019-20: \$funds for bikeshare stations N: \$10K-30K Ciclovía 2018	# participants # events
4. Promote walking/fitness Activities	Mayor's Wellness Committee: Mike Manzella EZ Ride/SRTS: Lisa Lee	Form Mayor's Wellness Committee Develop walking programs Enhance Pedestrian Safety	Streetscape safety by slowing vehicles Traffic calming enhance ped facilities	A: \$3K Get Active mini grant 2017 N: \$ to paint crosswalks- 2017 A: City will install new crosswalks and get stop for peds signs A: Bike & Ped Tech Assistance grant received in 2017	# steps taken # participants # wellness/walking events # crosswalks repainted # signs installed

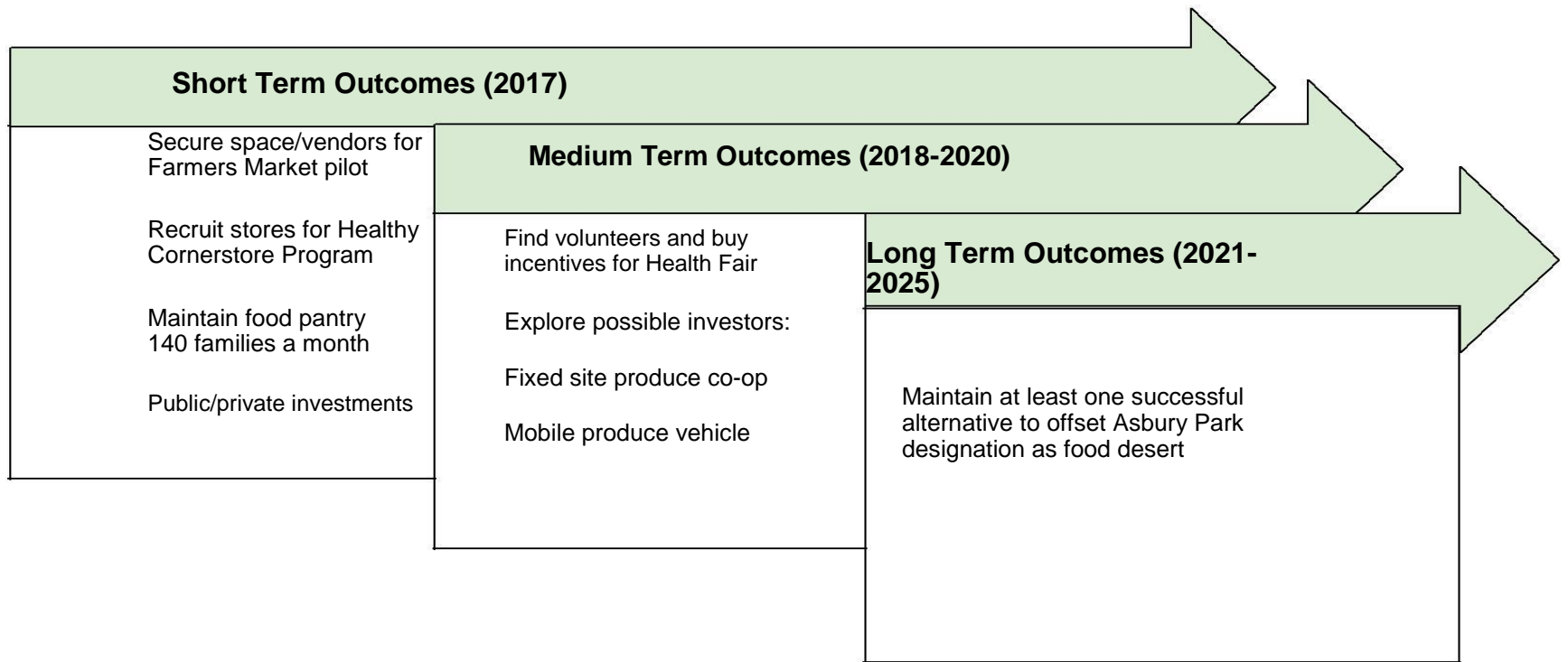


Focus Area: Healthy Eating

“Goal: To improve and increase opportunities & places where residents can access healthier foods”

<u>Priorities for Action to Increase Healthier Living</u>	<u>Partners</u>	<u>Objective (Measurable)</u>	<u>Policy & Environment Change Strategies</u>	<u>Resources (Available & Needed)</u> <i>A: Available, N: Needed</i>	<u>Performance Measures</u>
1. Develop Farmers Market in Springwood Park	Champion: Janis Marler, ASLAN Dept of Parks & Rec: Leesha Floyd Farms: Asbury Fresh – other farms City Songan Brenner	-Increase # locations on West Side for residents to access fresh produce -Pilot one farm mkt event Fall 2017 - Sell at least 50 pounds of fresh produce sales at market - Accept EBT cards, WIC, SNAP or create a double bucks program	Improve access to produce at public places	A: City space & permit N: Park Fee if city won't waive A: Pam Caputo (Advice) N: Farm vendors to provide produce stand N: DofAg: equipment, training to accept EBT cards	# lbs produce sold # types of produce sold # markets done/yr Pilot in 2017
2. Healthy Corner Store Initiative	Champion: Lisa Lee, EZ Ride Partners: Dark City Grill: Isaac Jones La Tapatia: G. Garcia Sheffield's Mkt: Sam & Allan Prime Mkt: Nermine Elbowridy VNA CHC: Colleen Nelson Meridian: Allison Cerco	-Increase # locations where residents can access fresh produce -Offer tastings, health screenings, cooking demos, coupons to try produce -Educate customers re nutrition, recipes		A: EZ Ride has \$5000 HCSI grant thru 6/18 N: Funds for 7/18-7/19 A: 4 stores recruited N: CHC/Meridian - screenings	# stores # tastings/screenings # healthy items added # coupons # health screenings & healthier food tastings offered
3. Provide fresh produce via pantries, soup kitchens, shelters & group homes for residents	FoodBank of MOC-Katie Friedland Trinity Church: Derek Bloom Jewish Family & Children's Svcs -Paul Freedman	-Increase # places providing fresh produce -Increase type/amount fresh produce available Offer screening events at sites		List & Map of sites Recipes, food demos N: \$ (2017): Trinity Church program . N: \$ (2017-20): JFCS-More produce weekly	# lbs or bags produce provided/ site # events held # farms involved # sites donating food # individuals/families served
4. Educate the community about healthy eating behaviors	Schools Restaurants: Dark City, Langosta, Kula Foodbank of MOC-Katie Friedland CARC: Ericka Uter	-Create Flyer to educate residents -Sessions for residents on living a healthier life -Provide Culinary Training -Community Health Fair		A: RDs & chefs from agencies	Flyer lists ingredients for healthy diet # information sessions # Attendees # Culinary Training Program

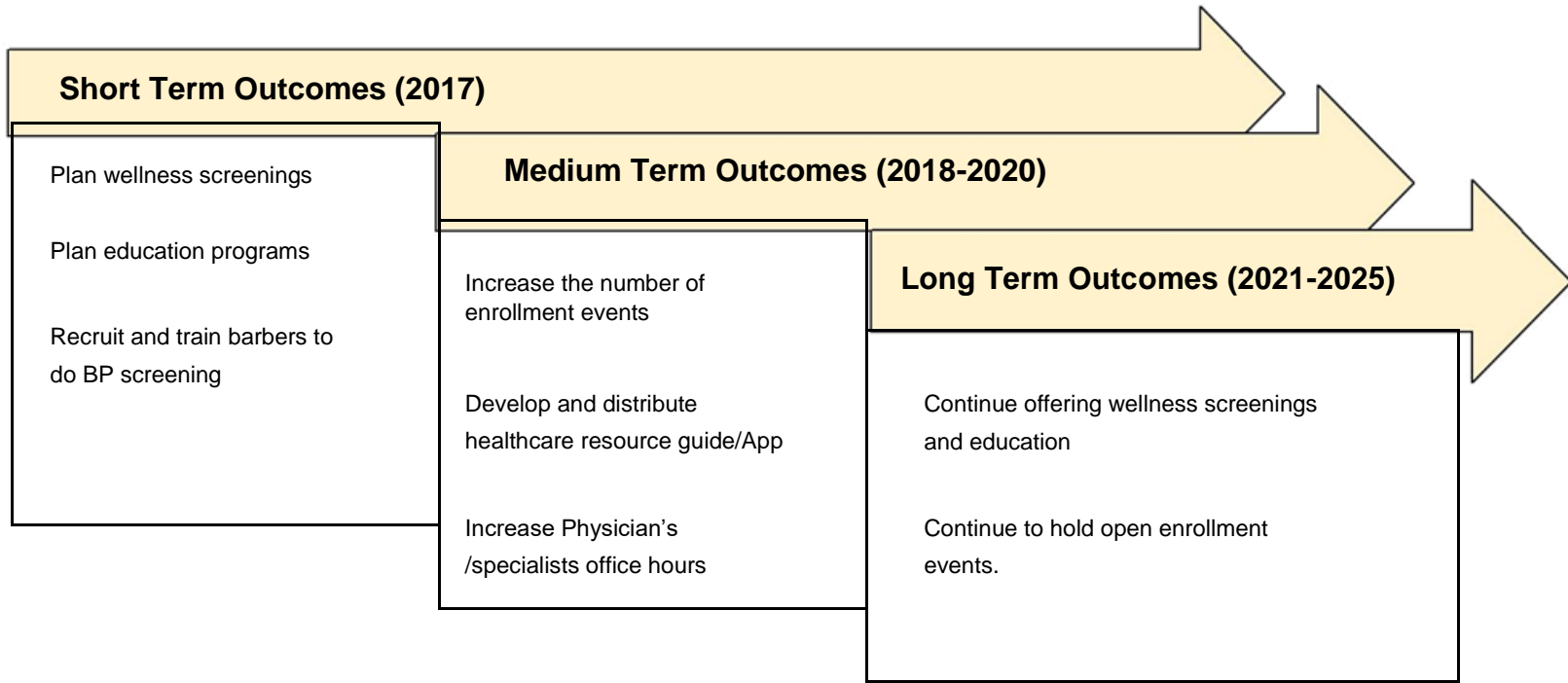
5. Focus on ensuring residents have access to clean water	School: Dr. Kristie Howard Housing Authority: Tyrone Garrett Health Dept: Chris Merkel	Test water Check pipes, water system Install water fountains in public places		N: District & HD support approvals	Results of Water test # Fountains installed
6. Increase # healthy food vendors/ restaurants & make healthier items affordable	City Food for Thought: -Marilyn Schlossbach Dark City Grill: Isaac Jones Kula Cafe: Gillian Edgar Jewish Family & Children's Svcs: Paul Freedman	-Sell healthier foods for community (smoothies, fruit cups, salads, etc) -Healthy Wagon -Put nutrition info on menus -Start Food Co-op -Mobile produce vehicle	tax incentives	A: Food for Thought N: Tax incentives for healthy food vendors A: Dark City Grill N: \$ to increase fresh produce at pantries	# healthy vendors/stores # new healthy foods sold # healthy menus w/ nutrition info Pass ordinance on tax incentives



Focus Area: Healthcare & Access to Health

“Goal: To improve and increase opportunities & places where residents can access healthcare and health information”

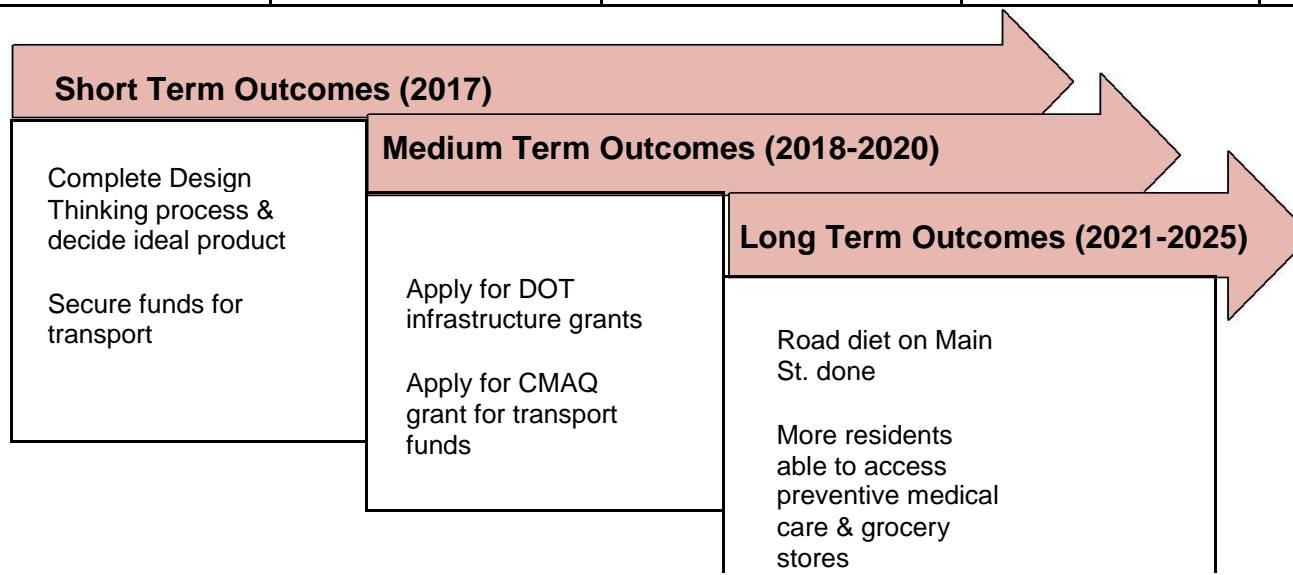
<u>Priorities for Action to Increase Healthier Living</u>	<u>Partners</u>	<u>Objective (Measurable)</u>	<u>Policy & Environmental Change Strategies</u>	<u>Resources (A: Available & N: Needed)</u>	<u>Performance Measures</u>
1. Improve access to affordable healthcare & insurance	Hackensack Meridian: A Cerco Horizon: Vinnie Smith CARC: Beatriz Oesterheld FoodBank MOC- Katie Friedland	-Decrease # of uninsured residents. -Increase of individuals that re-enroll.			# insured/uninsured # enrollees
2. Increase Physician/Specialist access	Booker Family Health Ctr: A. Cerco VNA Clinics: C. Nelson Urgent Care Rite Aid Redi-Clinics	-Increase physicians/specialists that extend hours on weekends/evenings	Extended hrs/days give more opportunity to visit doctors	N: contact private clinics N: later hrs	# offices that extend hrs
3. Educate residents on health topics	Hackensack Merid. Horizon: Vinnie Smith Boys & Girls Club: Isiah Jones AP HS: Brian Stokes Home Drug Store: Vic Sood HICMC workgroup	-Provide education to patients regarding medications, asthma, STDs, -Provide STD training to 150 providers -Identify 100 community champions who will take MH awareness classes annually - Reach 5,000 ppl with info on MH and substance abuse resources. ½ can be from towns with disparities.			# educated # providers trained in MH/STD course in AP area # flyers distributed # opioid deaths decreased #champions trained to give MH and substance abuse talks
4. Prevent Disease thru Early Detection/Screening	Hackensack Meridian Health: A Cerco CHC: D. Diaz & H. Velocin Horizon: Vinny Smith Right 2 Breathe (Asthma): B. Birdecella Home Drug Store Local Businesses Local Barbershops	-Use sports events/barber shops to educate on wellness & offer BP health screenings -Incentive program coupons to offer discounts and increase business -Angioscreen program-provide info re circulation & heart attack/stroke risk -Distribute Meds adherence guide for health -Provide CPR training -Tobacco Cessation Education -Heart Healthy Nutrition Education		N:\$ 2,300 (46 angioscreens) N:\$3000 Asthma outreach/education N: \$2K med mgmt N:\$3K:coupon/incentive program N:\$200 bp monitor	# using incentive program # angioscreens #CPR trained # educated # events Decrease morbidity



Focus Area: Transportation

“Goal: To improve and increase access to transportation to healthcare, work & healthy food shopping”

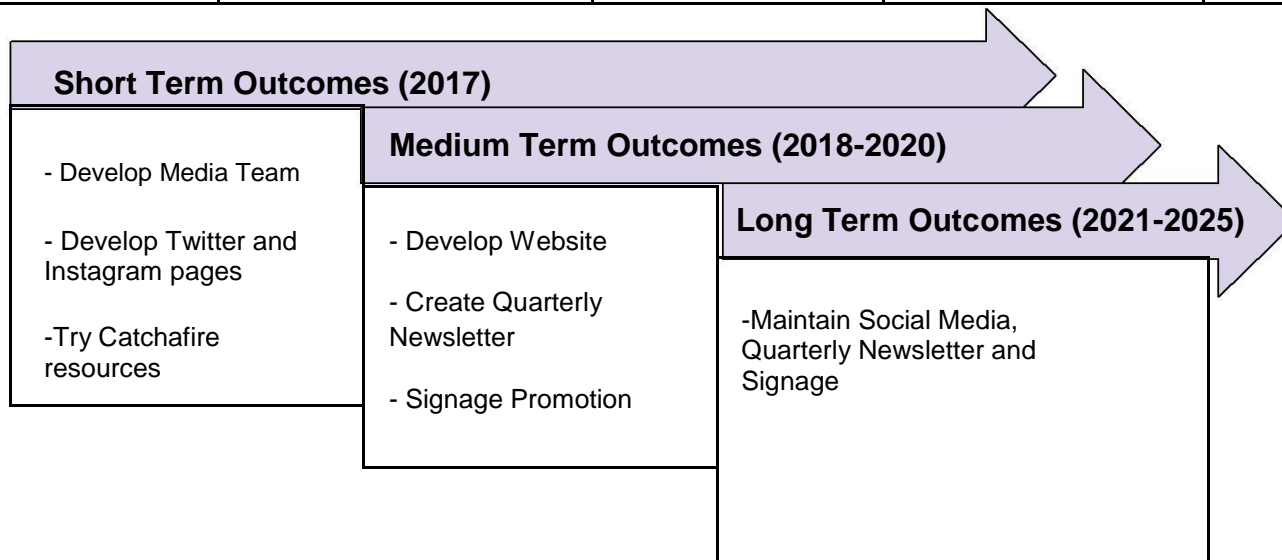
<u>Priorities for Action to Increase Healthier Living</u>	<u>Partners: Roles & Accountability</u>	<u>Objective (measurable)</u>	<u>Policy and Environmental Change Strategies</u>	<u>Resources (Available & Needed)</u>	<u>Performance Measures</u>
1. Transportation Safety	Trans. Mgr: Mike Manzella EZ Ride/SRTS: Lisa Lee NJTPA: Keith Hamas	-Improve safety for peds, cyclists & cars -Create walkability survey -StreetSmart campaign	- Implement Complete Streets - road diet on Main St	A: Helmets, Flyers, A: StreetSmart Grant A: HTS Safety grant A: LTAC: Blke & Ped Plan	Survey results
2. Transportation for healthcare and general	EZ Ride- Lisa Lee NJT: Elmyra/Fred Storey Planner: Michele Alonso Transportation Mgr: Mike Manzella CTAA: Amy Conrick	-Increase access to healthcare facilities -Design community mobility solution using Design Thinking -Bikeshare expansion	-Increased bus routes/stops -Implement circulator or individual transport solution like Ryde4Life	N: \$10K subsidy for AP Ryde4Life passengers who use SNAP/WIC, medicaid (2017) Expand Bikeshare (2019-20) N: \$9K	New transport system implemented # Bus routes/stops
3. Physical Environment	EZ Ride/SRTS- Lisa Lee Complete Sts Coalition: Polli S 2nd Life Bikes: K. Martin Trans. Mgr: Mike Manzella	-Implement Road Diet and Complete Streets Initiative - Increase # of bicycle facilities -Increase signage and striping	-Implement Complete Streets -Crosswalks repainted -Bike lanes -Implement Bike/Ped Plan recommendations	N: \$6K for x-walks repainting, \$600 Stop for Ped signs (2017-19) N: \$20K Solar lights, stop signs (2018-19)	# crosswalks repainted # new signs installed # lights installed



Focus Area: Communications & Outreach

“Goal: To educate & spread awareness of coalition, health resources & opportunities”

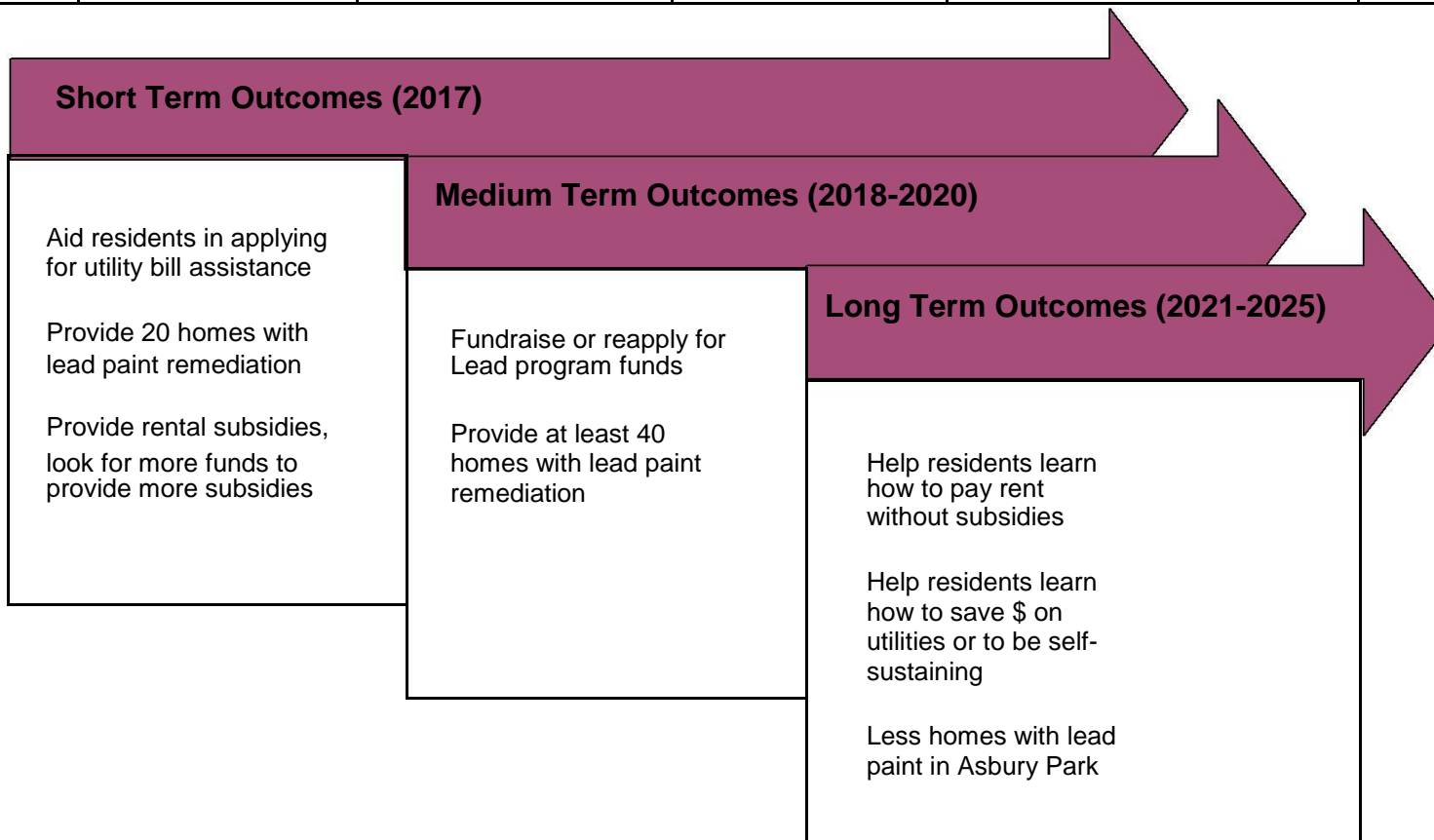
<u>Specific Priorities for Outreach & Communication</u>	<u>Partners (Role/Responsibility)</u>	<u>Objective (Measureable)</u>	<u>Policy & Environmental Change Strategies</u>	<u>Resources (A: Available & N: Needed)</u>	<u>Performance Measures</u>
1. Social Media (SM)	Outreach workgroup Catchafire	Develop SM Team, Twitter & website for coalition		NJHI site Catchafire (free)	Track views & increase by 10% quarterly
2. Signage	Outreach workgroup Chamber of Commerce, BOE, City	Create tablecloth for fairs, banner & signs to promote healthier behaviors	Meet w/City Council, COC & BOE for ways to promote a Healthier AP thru signage	A:Local Printing companies N:\$ Physical Marketing	Increase in visibility
3. Written Communication	Local News Outreach workgroup EZ Ride/coalition members	Create public blueprint, Quarterly e-Newsletter & press releases to promote the Alliance, print public blueprints to distribute/recruit members,		Asbury Park Press Asbury Park Sun Coaster/Tri-City News N-\$ Print blueprints	Circulation (# on email list) # blueprints distributed
4. Oral/Visual Presentations	AP HS, AP TV Theater Groups BGC Prevention Coalition Youth group	-Develop commercials/ infomercials for cable TV, public access TV & YouTube -Organize speaking engagements at churches or local organizations.		Videographer, Cable Vision HS Drama Clubs/ Debate Team, Theater Groups, Oratorion Clubs N:\$ for Video/rap song	Track Student & Adult involvement



Focus Area: Housing

“Goal: To provide assistance to renters and improve public & private housing conditions”

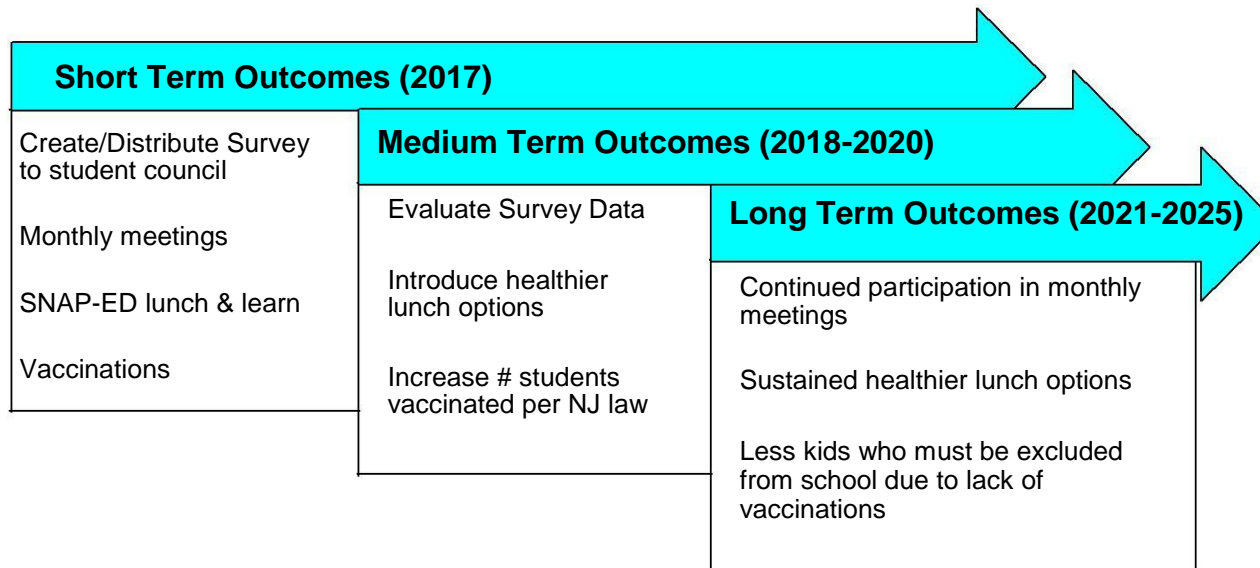
<u>Priorities to Increase Healthier Living</u>	<u>Partners: Roles & Accountability</u>	<u>Objective</u>	<u>Policy & Environmental Change Strategies</u>	<u>Resources (A: Available & N:Needed)</u>	<u>Performance Measures</u>
1. Lead-Safe Housing	CARC: Aina Holm Scheller	Ensure lead safe homes Improve living conditions	Less homes with lead	A: Lead-Safe Home Remediation Grant Program (NJDCA) - ends 10/31/18	Remediate/assist 40 homes/year in Monmouth, Ocean, Atlantic Cty
2. NJ Shares Utilities Assistance	CARC: Belinda Cueto	Assist clients w/ applications for utility bill assistance	Fewer people losing service	A: NJ Shares funding N: Case managers	# applications # case managers
2. Rental Assistance	CARC: Belinda Cueto	Provide rental subsidies	More affordable housing	A: CARC receives funds from County Human Svcs annually N: Supplemental funding \$5K	# clients receiving rent subsidy



Focus Area: Education

“Goal: To collaborate with Schools to raise awareness and provide opportunities for healthy eating & active living”

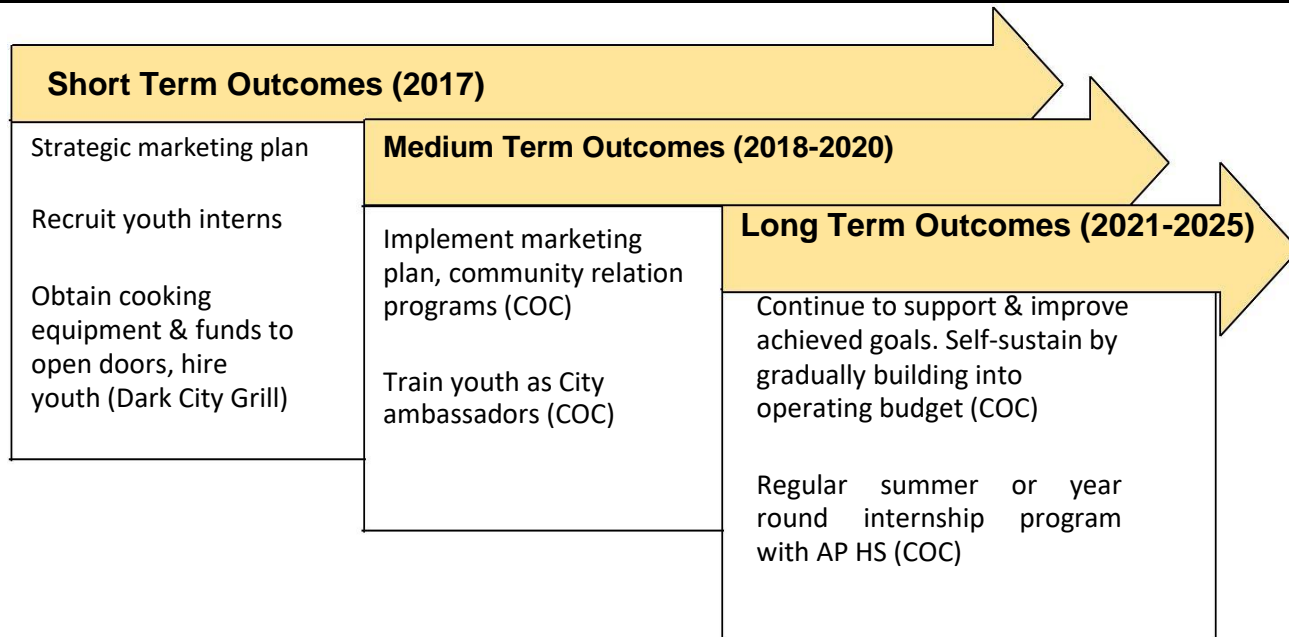
<u>Priorities for Action to Increase Healthier Living</u>	<u>Partners: Roles & Accountability</u>	<u>Objective</u>	<u>Policy & Environmental Change Strategies</u>	<u>Resources (A: Available & N: Needed)</u>	<u>Performance Measures</u>
1. To enhance knowledge of healthy food	APSD Sodexo: Tyria Joyner BGC	Students tell parents importance of healthy lunch		A: School building A: SNAP-ED staff to provide lunch & learn health talks A: BGC Healthy Habits Program/SMART Moves	10 parents participate Sodexo Advisory # Parents attend May meeting # students attend lunch & learn
2. Communicate importance of healthy lunch	SNAP-ED educator Sodexo: Tyria Joyner	Sodexo will conduct survey mtg w/student council		A: School building N: survey	Student survey created by Sodexo # student council members.
3. Present to students on importance of food security	CAP & APSD	CAP associates will communicate with students the right to be fed		A: Students of APSD	# students reporting problems w/ food security Survey from CAP & report # students w/ food insecurity.
4. Increase # students vaccinated in District	County Health Dept. HS, elementary schools	Provide vaccinations at school	Preventive health at school	A: Health Dept N: Coordinate to hold clinics at schools in Sep	# of students vaccinated # /type of vaccines provided



Focus Area: Youth/Adult Development & Employment Training

“Goal: To increase full-time employment by implementing training & mentoring that imparts marketable skills”

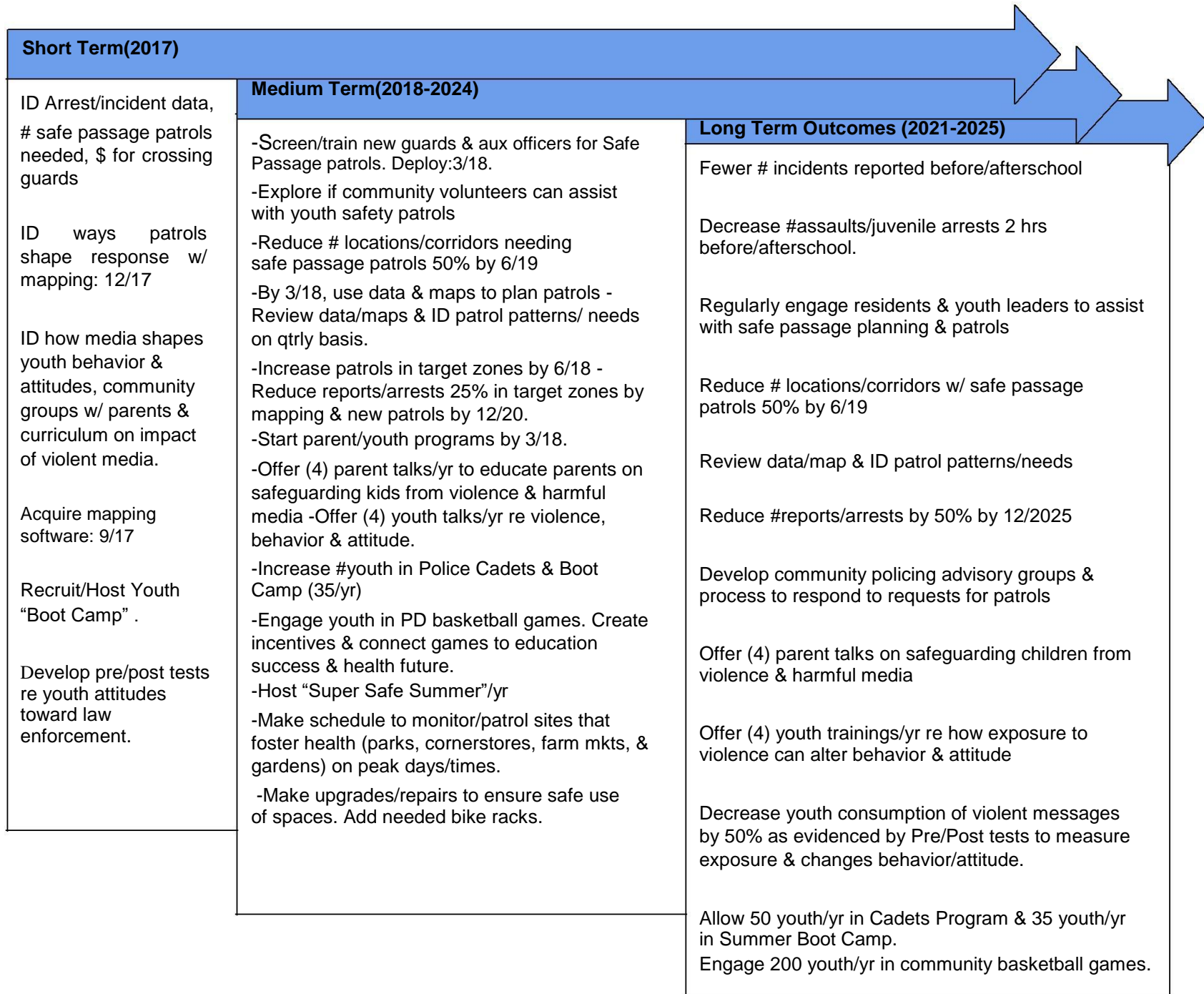
<u>Priorities for Action to Increase Healthier Living</u>	<u>Partners: Roles & Accountability</u>	<u>Objective</u>	<u>Policy & Environmental Change Strategies</u>	<u>Resources (A:Available & N:Needed)</u>	<u>Performance Measures</u>
1. Next Gen Future Leaders Program	B&G Club: Doug Eagles AHAP: Lisa Lee & members	Mentor & train 10-15 HS age youth to support health in Asbury Park		A: NJHI Grant (2017-2020)	# youth trained # internships
2. Youth training - to staff healthy fast food cafe	Dark City Grill: Isaac & Leslie Clax Jones Kula Cafe: Heather Schulze	Create jobs, train/mentor local youth in food service operations & as future business owners	Open a new healthy café/cornerstore on West Side on Prospect Ave	A: Owner is an entrepreneur who also owns local barber shop next door	# youth employed/trained/yr Skills learned
3. HS/Youth Marketing Internship Program	Chamber of Commerce (COC):Sylvia Sylvia	Mentor & train Asbury HS youth/young adults		N: funds for 2017 (staff, Executive & Assistant Director to coordinate & implement) N: funds for 2018-20	# of mentors # of youth in program
4.I Believe in Me Youth Mentoring	Angela Anderson, 6 vols, nutritionist, exercise consultant, AP Rec	Increase confidence and esteem thru development activities in a 2 hr/weekly class for teens age 15-18		N: funds (2017) for exercise consultant, RD, supplies and graduation	# students enrolled # grads



Focus Area: Public Safety

“Goal: To improve overall safety of residents and public spaces for physical activity”

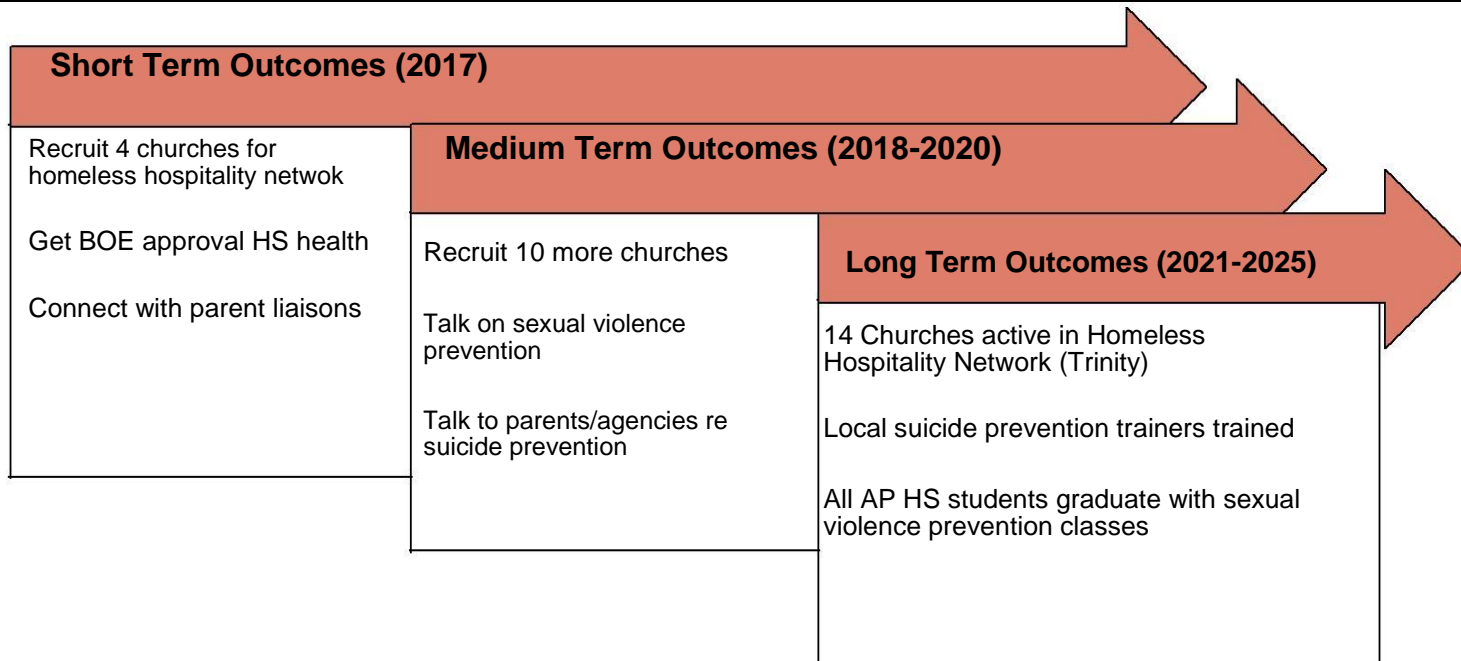
<u>Priorities for Action to Increase Healthier Living</u>	<u>Partners: Roles & Accountability</u>	<u>Objective</u>	<u>Policy & Environmental Change Strategies</u>	<u>Resources (Available & Needed)</u> <u>A: Available, N: Needed</u>	<u>Performance Measures</u>
1: Create Safe Corridors To and From Schools	Police	Develop & train police auxiliary to do safe passage patrols		A: Crime Data A: SIM Software A:Auxiliary Police Funding A:Auxiliary Police Training	# aux officers trained/ on safe passage patrol (SPS) # corridors identified unsafe # hrs SPS on streets before & after school. Decreased # incidents on SPS
2. Data & Maps to Plan Patrols & Staff to Prevent Crime & Improve Safety	Police	Research incidents to make patrol plans and maps		Crime Data SIM Software Funds & training for Auxiliary Poli	# quarterly SIM reports to shape patrols and pop. maps # patrols created/ terminated due to crime trends needs/trends identified by mapping
3: Educate comm. how media impact youth behavior & contribute to delinquent behavior	Police/Other org. Arts organizations	Provide access to forum where youth experience or create positive music or art		Curric. & Best Practice Research Comm. Partners Incentives for Parents/youth Comm. space for positive art/music Certificates for volunteers.	#educational sessions w/ parents, youth Decreased # youth/parents exposed to violence # of youth/parents show improved behavior/attitude # positive art/music activities youth engaged in
4. Engage youth with police thru civic engagement activities/programs (Boot camp/ Cadets)	Police School District	Help local youth & police develop good relationships	Youth engagement leads to upstanding citizens Life prep for post HS	Boot Camp & Cadets funding Partners provide health/nutrition info College tour funding/incentive Community/law enforcement event Participation/snacks funding Certificates for volunteers	#youth in programs/ # officers # youth playing basketball games/ # games # college tours or other incentives # youth receiving incentives offered # National Night Out (NNO) events # groups planning NNO, Super Safe Summer & BTS # of Super Safe Summer & Back to School Night events
5. Educate victims, PD, at-risk youth & community about trauma informed care approaches.	AP Police CIACC Monmouth Co. Prosecutor's Office	Victim Advocacy Program Children's Interagency Coordinating Council	Minimize revictimization. build trauma responsiveness in the community.	Curric. & Best Practice Res. Comm. Partners Incentives for Participants Refreshment funding Certificates for volunteers. CE credits for teachers & social workers	# education/awareness events for parents schools, teachers, PD, & health pros # referrals to providers/victim advocacy grps # residents w/increased knowledge & responsiveness
6. Ensure access to safe grocery stores, farm mkts & gardens.	AP PD AP DPW Trans. Mgr: Manzella	Improve safety of places that promote health	Install bike racks		# of health sites mapped/ patrolled # of safety improvements made # of bike racks added or maintained



Focus Area: Family & Social Support

“Goal: To provide positive family and social support that will encourage residents to make healthier choices”

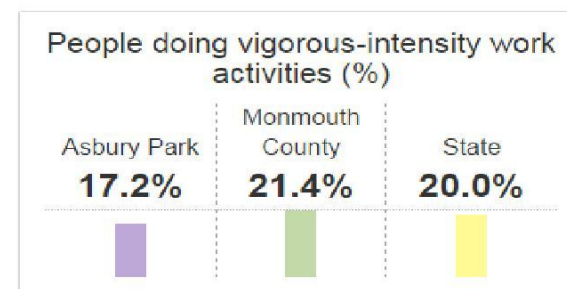
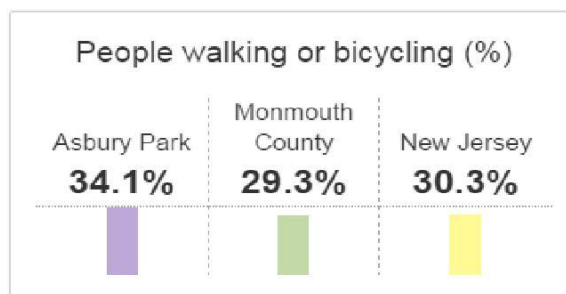
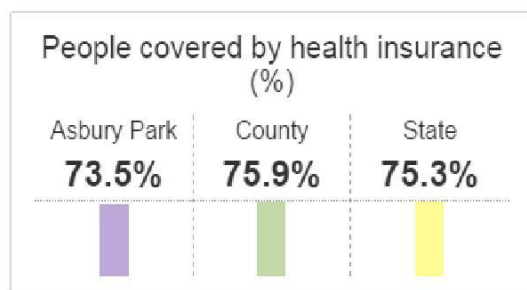
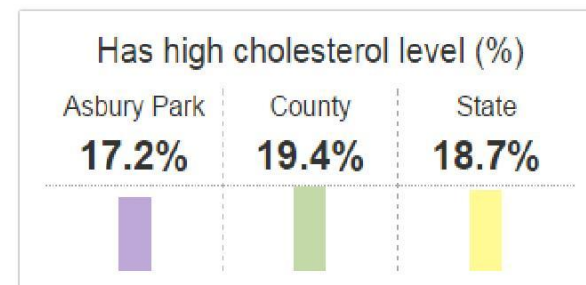
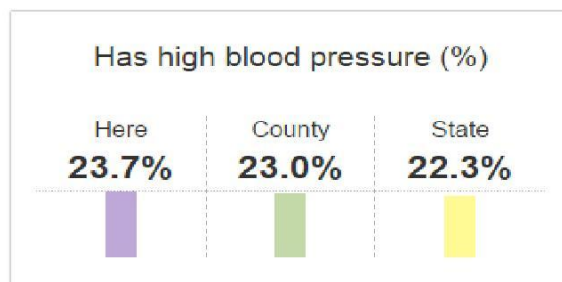
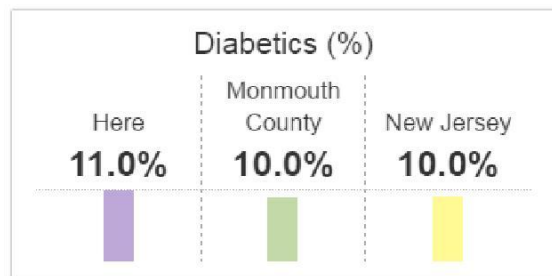
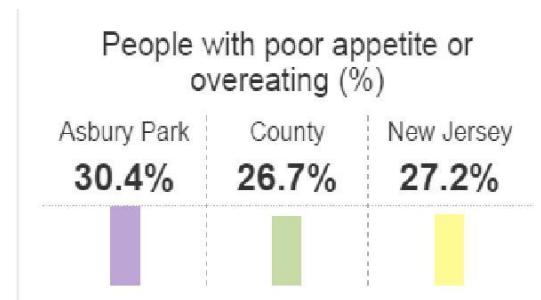
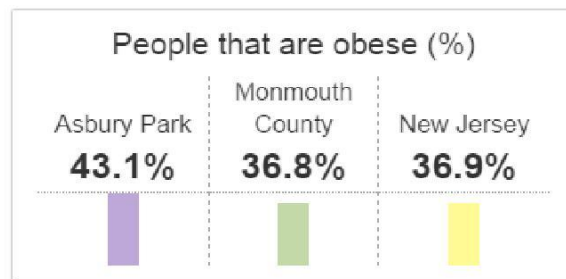
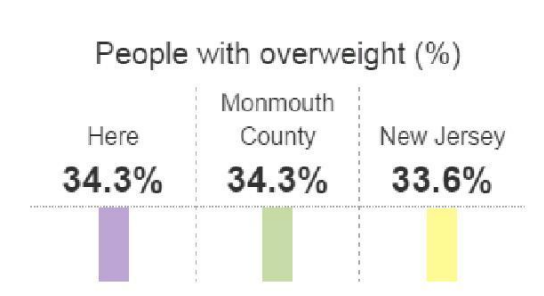
<u>Priorities for Action to Increase Healthier Living</u>	<u>Partners: Roles & Accountability</u>	<u>Objective (Measurable)</u>	<u>Policy & Environmental Change Strategies</u>	<u>Resources (Available & Needed) A: Available, N: Needed</u>	<u>Performance Measures</u>
1. Provide supportive services to the homeless and immigrants	AP Homeless Hospitality network: & Racial & Social Justice:D. Bloom	Provide housing & supportive services for homeless women and help immigrant community Build connections between local churches & the community		N: Funds for (2017) Coordinator for hospitality network N: Funds for (2017-2020) Director Space in church	# of churches in hospitality network # homeless women served # social justice events # immigrants served/event site visit to justice event
2. Prevent sexual violence among youth	Kate Cleary, Consent 101 AP HS health staff	Provide 90 min wkshop to prevent rape and explain local support system for all HS youth & staff at AP HS, PTO. Build msgs and SM projects at school		N:Funds (2018-19) for planning, workshops and media ads	Benchmark student attitudes 20% reduction in rape levels in LT
3. Prevent Teen Suicides	Society for the Prevention of Teen Suicide - Phyllis Alongi, MS	Provide 6 talks to parents and Youth agencies on topics of Raising Resilient Teens, Role of the Trusted Adult, Making Youth Agencies Partners in Youth Suicide Prevention and Train the Trainer		A: Evidence-based Curriculum from Lifelines: Suicide Prevention N: Funds (2017) for 5 talks incl. Refreshments and for Train the Trainer (2018-19)	# parents educated # agencies educated # trainers trained to sustain education



Evidence-Based Studies to Support Strategies

Focus Area	Strategies for Healthy Living	Evidence:
Physical Activity	Increase bike activity	Bike & ped infrastructure improvements (bike lanes, racks, trails, & shared bicycle programs promote physical activity.
	Promote Walking	Dependence on driving leads to 40,000 traffic-related deaths annually Princeton: Robert Wood Johnson Foundation (RWJF); 2012.
Healthy Eating	Farmers Markets	Farmers' markets increase access to healthy foods (Freedman 2013)
	Healthy Corner Store Initiative	Offering healthy foods in corner stores increases access to & purchasing of healthy foods(Paek 2014)
	Importance on Healthy Living	Local communities can work together to provide healthy choices & support the pursuit of healthy lifestyles.Since this work began in 2004,
	Unpolluted water & other sources	Rain gardens & other bioretention systems reduce stormwater runoff & pollutant concentrations, especially total suspended solids & heavy metals (Ahiablame 2012)
	Affordable Healthy Food	Price discounts for healthier foods have shown increases in healthier food consumption (Ann 2013, AHA-Mozaffarian 2012).
Healthcare	Reduction of uninsured people	Adopting & implementing strategies that reduce barriers to care & better match providers to community needs can increase access to care(Clancy C, Munier W.)
	Mental health	Counseling is a suggested strategy to address unmet mental health needs, build resilience, & support academic success (Nadeem 2014).
	Screening & African-American Men	Barbershops are relaxed non-medical places to screen because patrons normally discuss stress, food, relationships and health. (J. Ravenell, 2016 TED talk)
	Medication adherence	Increasing patient adherence to treatment improves quality of life,increases satisfaction & engagement with health care providers (Wissow 2013).
	Substance abuse	States with prescription monitoring drug programs appear to have smaller increases in opioid misuse & opioid-related hospital admissions per year(Reisman 2009).
Transportation	Importance of being Active	Streetscape design improvements increase physical activity, particularly when implemented as part of a multi-component intervention (Brownson 2006)
	Implementing Road Diet	Street crossing safety features & traffic calming measures have been shown to reduce traffic speed & increase pedestrian & cyclist safety (Cochrane-Bunn 2003))
Communications Outreach	Awareness of Healthy Habits	Exercise programs offered in community settings increase physical activity levels & improve physical fitness for participating adults & older adults (Holl& 2005),
Housing	Safe Housing	Housing First programs can improve housing stability & decrease hospitalizations among homeless veterans (Montgomery 2013).
	Rental Assistance	Housing Choice Voucher Program helps families move to higher quality neighborhoods, improves the socio-economic diversity & reduce exposure to crime (Houston 2013)
Education	Knowledge on healthy eating	Healthy eating & nutrition counseling, advice, & information given by physicians & other health care providers influences patient behavior (Bhattarai 2013)
	Importance of healthy lunches	Healthy school lunch initiatives increase healthy food selection & consumption, & improve students' eating behaviors (Driessen 2014)
	School Health Council	SHCs are a coordinated approach to develop, implement and assess healthy eating and physical activity policies and practices (CDC, School Health Guidelines, 9/2011)
Public Safety	Reduce poverty & violent crimes	Neighborhood watches reduce crime; watches have been shown to reduce crime between 16 & 26% (Campbell-Bennett 2008)
Environment	Drug free communities	Proper drug disposal programs are a strategy to reduce illicit drug use & unintentional poisoning (TFAH-Levi 2013)

Statistics of Asbury Park Compared to Monmouth County and New Jersey



Accessed 05/16/2017 <http://www.city-data.com/health-nutrition/Asbury-Park-New-Jersey.html>