

United Way



United Way of Passaic County

PASSAIC COUNTY FOOD POLICY COUNCIL BUILDING A CULTURE OF HEALTH: BLUEPRINT FOR ACTION

Progress Update March 2019

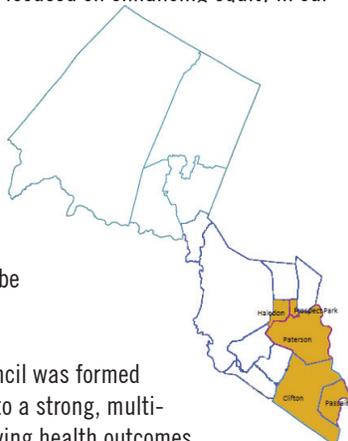
PASSAIC COUNTY 
Food Policy Council

EXECUTIVE SUMMARY – A CALL TO ACTION

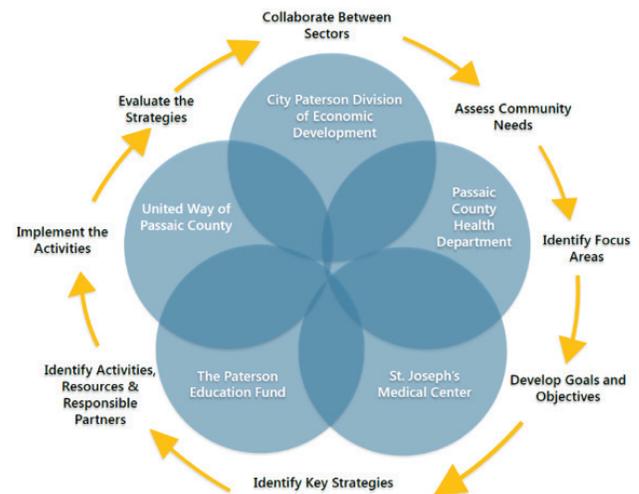
Our community Blueprint for Action is a call to collective action to Build a Culture of Health in Paterson and the surrounding municipalities. It is a reflection of the direction, alignment and commitment of many organizations, community members, and institutions that are united to improve our communities. Its development and implementation is led by our Boundary Spanning Leadership Team Members:

- Charlene W. Gungil, DHS., Director/Health Officer of Passaic County Health Department
- Ken Morris, Vice President of External Affairs, St. Joseph's Healthcare
- Mike Powell, Director of Economic Development, City of Paterson
- Rosie Grant, Executive Director, Paterson Education Fund
- Mary Celis, Project Director, Director of Health Initiatives, United Way of Passaic County

The work outlined in the Blueprint is focused on enhancing equity in our communities by improving quality of life and length of life in Passaic County. As Passaic's County seat, we plan to build on Paterson's rich history of vibrancy, diversity, and ingenuity. As the Nation's first planned industrial city founded by Alexander Hamilton, we hope that a new era of vitality and health will be furthered by our collective efforts.



The Passaic County Food Policy Council was formed in 2011. Since then, it has grown into a strong, multi-sector coalition committed to improving health outcomes. The United Way of Passaic County (UWPC) serves as the backbone organization for our collective impact framework model. Thanks to the New Jersey Health Initiatives, our work has moved to a new level that has enabled us to prioritize and implement action steps needed to reduce health disparities.



We assessed our community data utilizing the County Health Rankings model and the more localized data from our Community Health Needs Assessment (CHNA). The data was used to identify and prioritize focus areas that most readily influence health outcomes in our community (See process summary to the right). We included feedback from community stakeholder meetings and focus groups in our most high-risk neighborhoods to ensure that we had data from our most vulnerable communities.

We are half way through implementing the Blueprint for Action. We have overcome a number of challenges with the support of enthusiastic, persistent partners who are committed to building more equitable communities. Our success thus far is the result of the efforts and creativity of many.

The plan is organized into four focus areas, each with specific goals:

- **Economic Opportunity**
- **Community Safety**
- **Healthy Food Access**
- **Access to Clinical Healthcare**

BUILDING A CULTURE OF HEALTH: BLUEPRINT FOR ACTION

Highlights to Date of Our Collective Efforts

For a copy of the full report please visit: www.unitedwaypassaic.org/health

STREETSCAPE DESIGN

Improve Streetscape Design

Lead Agency: Paterson Habitat for Humanity and CPTED

- 24 meetings
- 15 community projects
- Cards created to pass out with information on where to report streetlight outages
- 357 volunteers engaged
- 65.5 event hours
- 1066 volunteer hours
- 95 light install projects completed

Next Step: Increase neighborhood resident membership in CPTED

VIOLENCE PREVENTION PROGRAMS

Implement Violence Prevention & Restorative Justice Programs

Lead Agency: Paterson Education Fund

- Paterson Education Fund Parent Education Organizing Council, Paterson Public schools trained 11 people as restorative justice master trainers
- Paterson Public Schools will open 2 new full service community schools which will expand violence prevention programming

GREEN SPACES, GARDENS, & PARKS

Create or Enhance Green Spaces, Community Gardens, & Parks

Lead agency: Passaic County Department of Planning & Economic Development - Open Space, Farmland, and Historic Preservation Trust Fund Program/Paterson Habitat for Humanity

Green Acres Garden

- Between 2015-2018 increased food production from 1500 lbs to 3500 lbs
- Between 2015-2018 increased families served from 200 to 500
- Engaged more than 200 volunteers in 2018
- Between 2014 -2018 created 5 children's programs

Next Steps: Implement a green house which is projected to produce an additional 1000 pounds in season and an additional 1000 lbs in the winter months. Gardening Corps: A pilot program which will allow 6 participants to grow food in dedicated beds. Expand children's programs to include a nutritionist.

MLK Park

- Raised more than \$120,000 in grant money, donations and in-kind donations
- Engaged 121 community members in planning through 4 community meetings

In collaboration with: Mayor Andre Sayegh, Paterson City Council Members Ruby Cotton and Rev. Dr. Lilisa Mimms, Passaic County Board of Chosen Freeholders, Paterson Department of Public Works, Paterson Fire Department, Bethel AME Church, Bronze Heat, City Green, Paterson Habitat for Humanity, Paterson SMART, Regency Elevator, Rutgers University, The United Way of Passaic County, and the many dedicated community members of the Fourth Ward



Community Safety



Economic Opportunity

VOCATIONAL TRAINING FOR ADULTS

Coordinate Vocational Training Programs

- Plans to develop Institute for New and Emerging workforce to prepare residents for the new economy

FOOD BUSINESS INCUBATOR

Establish & Provide Support to New Food Businesses through a Local Business Incubator

Lead Agency: City of Paterson

- Almost 7 million dollars has been invested
- Development of public/private partnership with Palestinian Eats project which includes: four restaurants, a bakery, a butcher, a spice shop, a cheese shop, and an olive oil store.
- Food Business Incubator projected to create 150 jobs and be a catalyst for small business growth
- Partnership created with local universities to plan for sustainability



Healthy Food Access

MEALS PROGRAM

Implement &/Or Expand School Breakfast, Summer Meals, & After School Dinner Programs in Paterson, Clifton, Prospect Park, Haledon, & Passaic City

Lead Agency: Hunger Free NJ

- Breakfast After the Bell is implemented Paterson, Passaic High School, and being piloted in Clifton
- Summer 2017 – 12 new summer feeding sites and 20% increase in participation. Summer 2018- 6 new summer feeding sites in Paterson
- Afterschool meals program being expanded in Paterson

HEALTHY CORNER STORES

Implement Healthy Corner Store Policies & Practices in Paterson & Passaic City

Lead Agency: Rutgers Cooperative Extension

- Six healthy corner stores implemented in Passaic City
- Inventory of corner stores completed by Rutgers Cooperative Extension in Paterson
- Healthy Food Retail Act Passed in NJ which will support implementation of additional healthy corner stores in Paterson

HEALTHY FOOD PROCUREMENT

Implement Healthy Food Procurement Practices in Institutions

Lead Agency: The Common Market

- New Partner- The Common Market who is working with partners including multiple early childhood centers

UWPC released RFP to fund implementation of Healthy Food Access Strategies. Awards were made to the following agencies: St. Paul's CDC, Oasis, St. Peter's Haven, and The Paterson YMCA to advance cooking and nutrition knowledge and school meals advocacy.



PASSAIC COUNTY



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Access to Clinical Healthcare

Lead Agency: St. Joseph's Health

SCHOOL-BASED HEALTHCARE CENTERS

Identify a Location for & Establish a New School-Based Healthcare Center in a Low-Income Community

- Currently school based community clinics are located in the following schools: #4, #5, #6, New Roberto Clemente

COMMUNITY HEALTHCARE WORKERS

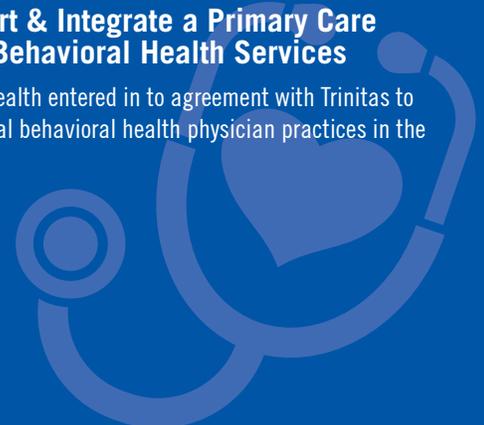
Expand the Community Healthcare Workforce

- Scheduled to hire 9 new community health workers through Horizon

BEHAVIORAL HEALTH PRIMARY CARE INTEGRATION

Provide Support & Integrate a Primary Care Practice with Behavioral Health Services

- St. Joseph's Health entered in to agreement with Trinitas to open additional behavioral health physician practices in the community



ACKNOWLEDGEMENTS

This Blueprint for Action would not have been possible without the generous support of the New Jersey Health Initiatives award: Building a Culture of Health: Communities Moving to Action, Round Two.

Thank you to the Center for Creative Leadership for giving us the tools and practices necessary to build our Blueprint for Action (Blueprint). Many thanks to Toni Lewis, MPH, HO, our Community Coach from the County Health Rankings and Roadmaps, who guided us through the process of writing the Blueprint to ensure that we utilized available evidence-based research. Thank you to Irene Sterling, our Passaic County Community Coach, who helped us to navigate the complexities of working in a cross-sector team.

The implementation of the Blueprint for Action is a representation of the work of many individuals, sectors, organizations and it spans diverse communities. It is led by a phenomenal cross-sector Boundary Spanning Leadership Team whose dedication, talent, energy, and expertise made the implementation of this Blueprint possible. Thank you to the Team for striving for excellence throughout this process:

Our Boundary Spanning Leadership Team Members:

- Charlene W. Gungil, DHSc., Director/Health Officer of Passaic County Health Department
- Ken Morris, Vice President of External Affairs, St. Joseph's Health
- Mike Powell Director of Economic Development, City of Paterson
- Rosie Grant, Executive Director, Paterson Education Fund
- Mary Celis, Project Director, Director of Health Initiatives, United Way of Passaic County

We thank all of the Passaic County Food Policy (PCFPC) Members and partners who participated in implementing The Blueprint for Action strategies. A special thank you to our Strategy Leads and Working Group Chairs who provided additional leadership and expertise: Rachel Terry, The Common Market; Sara Elnakib, Rutgers Cooperative Extension; Michelle Jansen and Jessica Elicin, The Community Food Bank of NJ; Lisa Pitz, Hunger Free NJ; Kathleen Caren, Passaic County Department of Planning & Economic Development; Barbara Dunn, Paterson Habitat for Humanity.

Our elected officials supported the implementation process. Thank you to:

- Ruby Cotton, City Councilwoman, Paterson City
- Luiz Velez, City Councilman, Paterson City
- Mayor Andre Sayegh, Paterson City
- The Board of Chosen Freeholders of Passaic County

The Passaic County Food Policy Council and the Blueprint for Action are a program of United Way of Passaic County.



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