

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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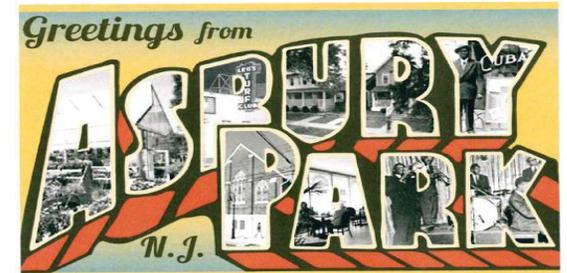
I. Executive Summary

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
- 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), which 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.

It is recognized that the lack of stable employment and transportation options prevents us from making healthy lifestyle choices. The Alliance supports organizations with specific goals towards opportunity within the City. These are a few of the social and economic factors that impact health in Asbury Park:

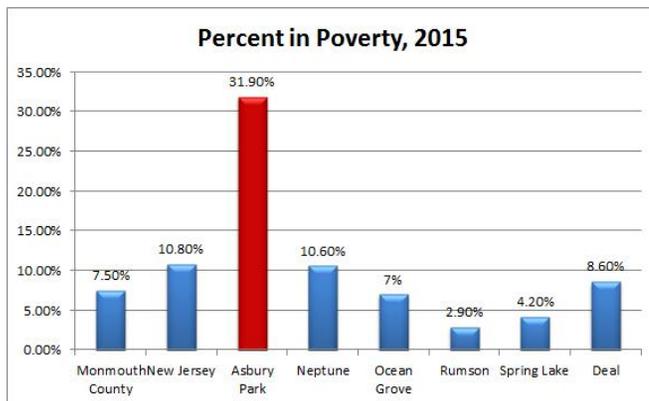
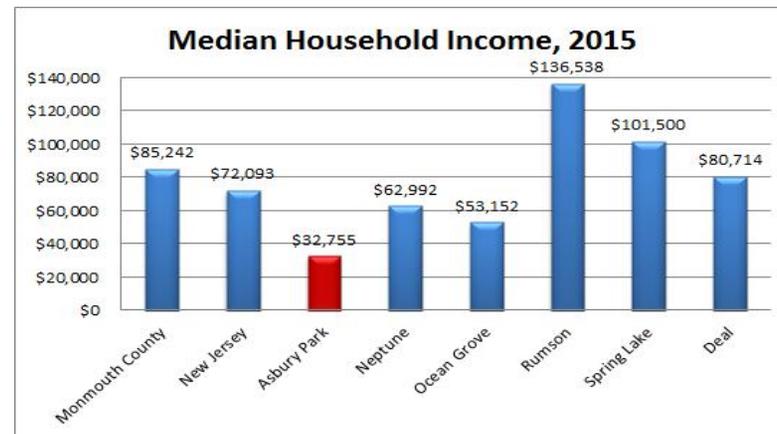
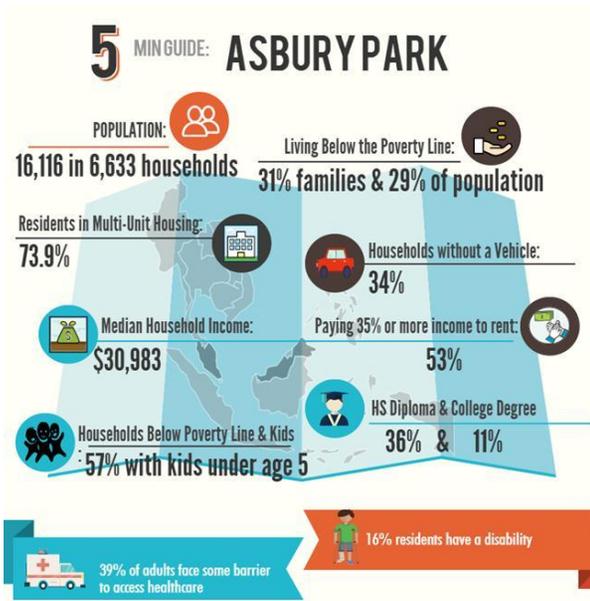
- People need higher education and job skills training to get a good-paying full-time job and feel financially secure
- People need full-time jobs to get health insurance, build credit, and meet basic needs
- People need stable jobs and good credit to rent or get a mortgage and secure housing
- People 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. Approximately 32% of Asbury Park residents earn wages below the poverty line compared to 11% for New Jersey and 8% for Monmouth County. There is no reported location within this cohort that has 11% of its residents living in poverty, which is almost three times less than Asbury Park's percentage in poverty. Rumson has less than 3% of its residents living in poverty; 10 times less than Asbury Park.

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. Vision for The Coalition: Alliance for a Healthier Asbury Park

The Alliance for a Healthier Asbury Park is a multi-sector coalition with a **vision** to transform Asbury Park into a health-centered destination City. Our **mission** is to improve the health and well-being of Asbury Park residents through prevention, health education, active programs and policy and environmental change. Our **objectives** are to improve access to physical activity, provide affordable and active transportation options, promote healthy lifestyles, including fresh and healthy food choices, healthcare, and mental health services. The table on the following page lists current coalition members.

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 Garden State Equality | 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 |
| 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



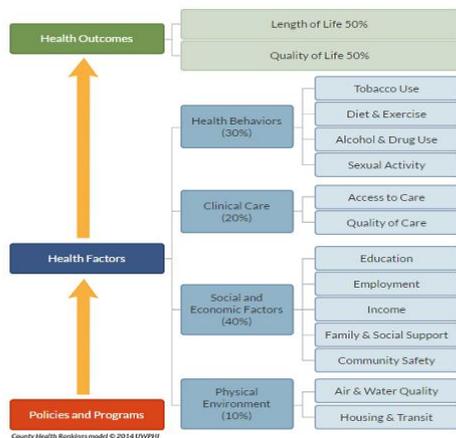
The coalition was initially led by five members from different sectors who formed the Boundary Spanning Leadership (BSL) team as well as a Community Coach:

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 Sood (Home Drug Pharmacy); Nina M I Summerlin-**Project Director** (Westside Citizens United); Wendi 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

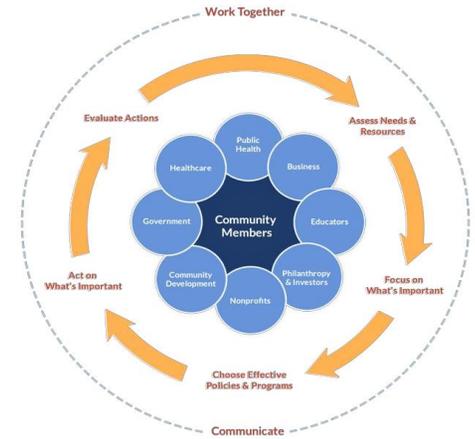
The County Health Rankings and Roadmaps assist communities to identify and implement strategies that help people live healthier lives in their schools, workplaces, homes and neighborhoods. The County Health Rankings examine four main health factors that affect health outcomes. The Alliance for a Healthier 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: The vision of the Alliance for a Healthier Asbury Park is to transform the City to a health-centered destination. The major initiatives that the Alliance will undertake are an Open Streets event and the Ryde4Life transportation program.

Open Streets Event – The Alliance will execute at least one Open Streets Event per year with the goal of promoting healthy practices, including walking and bicycling, healthy eating, health information and screening, education and community outreach. The event serves as a vehicle for creating ONE Asbury Park – eliminating barriers, making connections, and strengthening communities. The Open Streets events will temporarily close streets to automobiles to provide safe space for walking, bicycling, and social activities.

Ryde4Life Transportation Program – This program aims to subsidize the cost of transportation for the daily activities for eligible residents. The service is provided by EZ Ride to the residents of Asbury Park.

The Alliance has formed five workgroups to support these initiatives. Each workgroup has developed specific goals to be incorporated into the Open Streets Event as well as other efforts. Here are the workgroups and their goals:

1. Community Outreach

- Support and organize community events to promote health initiatives
- Use available media channels, art, music & drama to promote healthy lifestyles
- Involve and encourage youth to be leaders in the community regarding health
- Work with schools, families, police & food service to promote neighborhood health
- Support work to champion underserved & marginalized groups

2. Healthy Eating & Food Justice

- Provide opportunities to prepare and taste healthy foods
- Increase healthier food options in local stores & restaurants
- Encourage the display of nutritional information by local food providers
- Promote the benefits of better nutrition

3. Health Information & Access

- Conduct health screening at public events
- Promote existing programs and connect residents to available health care resources
- Increase the number of patients receiving follow-up & treatment at local clinics
- Create & distribute useful health information to all residents through the use of an app, guides and other publications
- Provide training on mental health & suicide prevention programs
- Decrease # at-risk youth or increase # youth receiving additional services/care

4. Physical Activity & Fitness

- Physical instructor-led fitness activities
- Promote the expansion of the availability of public facilities for recreation
- Increase the number of free fitness activities in Asbury Park

5. Transportation

- Work with the City on plans to improve streets & neighborhood safety
- Provide affordable transportation for older residents
- Provide affordable public transportation service in and around the community

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.

- 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
Dianna 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 the team from NJHI for all their guidance and support.