Healthier
Perth Amboy

BLUEPRINT FOR ACTION

Making Perth Amboy a great place to live, learn, work and play!
Background

The Middlesex County East Health and Human Services Consortium consists of more than 100 individuals with approximately 30 individuals and organizations actively participating in the regular meetings. It is a robust, high-functioning network of partners, concerned stakeholders, schools, community businesses and individuals serving all of Middlesex County with a focus on Carteret, Metuchen, Highland Park, Sayreville, Perth Amboy, South Amboy, Edison and Woodbridge. The purpose of the Consortium is to assist low-income, minority, high-risk families to thrive. This mission brought about more comprehensive efforts to promote public health in its host City of Perth Amboy. While the Consortium members consistently share information and routinely enter in partnerships with one another, opportunities like the New Jersey Health Initiatives funding allowed the group to develop collaboration with a greater focus on health.

As shown in Figure 1 below, the Healthier Perth Amboy Consortium now acts as a subgroup of the Middlesex County East Health and Human Services Consortium with 19 active participants. Five organizations, in addition to a Community Coach, make up the Boundary Spanning Leadership Team. These five organizations are the Raritan Bay Area YMCA, Community Child Care Solutions, Puerto Rican Association for Human Development, Inc., Jewish Renaissance Foundation, and Raritan Bay Medical Center. The Healthier Perth Amboy Consortium works collaboratively with the community to make Perth Amboy a healthy place to live, learn, work and play.

*Figure 1: Consortium Chart*
The contributors outside of the Boundary Spanning Leadership Team are the following:

Table 1: Consortium Contributors

<table>
<thead>
<tr>
<th>Business Improvement District</th>
<th>New Jersey Department of Environmental Protection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cathedral International</td>
<td>Perth Amboy Green Team</td>
</tr>
<tr>
<td>Citizens Campaign</td>
<td>Perth Amboy Housing Authority</td>
</tr>
<tr>
<td>City of Perth Amboy Department of Human Services</td>
<td>Residents of Perth Amboy and Middlesex County</td>
</tr>
<tr>
<td>City of Perth Amboy Office of Economic and Community Development</td>
<td>Rutgers Center for Urban Environmental Sustainability</td>
</tr>
<tr>
<td>Jewish Renaissance Medical Center</td>
<td>Rutgers – SNAP-Ed</td>
</tr>
<tr>
<td>Middlesex County Office of Planning</td>
<td>United Way of Central Jersey</td>
</tr>
</tbody>
</table>

Through our participation in the New Jersey Health Initiatives (NJHI) Communities Moving to Action initiative, the Healthier Perth Amboy Consortium aims to reduce the burden of obesity by addressing the underlying barriers, which are education, economics and access to health care, healthy foods and physical activity. Through the planning and implementation of policy and environmental changes in the community, a goal of a healthy community is achievable. Through the utilization of evidence-based strategies and the shared power of the Consortium’s members and community stakeholders, opportunities for healthier living can be improved.

The training and focus provided through NJHI’s process has genuinely transformed the culture of our partner organizations. With representatives from several different working areas, such as food access, schools, child care, government and faith-based communities, the Consortium is now equipped for comprehensive citywide health strategic planning and coordinated service delivery. The Boundary Spanning Leadership Team has provided direction, alignment and commitment to the Consortium’s development and implementation of this Blueprint for Action in Perth Amboy. They have engaged community constituents and stakeholders in providing their input in addition to conducting an informal inventory of community assets. Boundary Spanning strategies will be utilized by the leadership team to create an interdependent Consortium that incorporates community assets to execute and sustain the Consortium’s Blueprint for Action.

The Consortium’s Blueprint for Action includes a range of actions that allow participants to expand their ongoing efforts and dream for new bold ideas. In the short term, the membership will work toward increasing access to health and wellness programming through more effective marketing, and addressing economic barriers. These efforts will prioritize educating the public about the resources available to them in settings that are the most convenient for them, such as schools, workplaces and houses of worship. The Blueprint also provides guidance in addressing food security by working with the City’s community gardens and emergency food providers. In the long term, the Blueprint seeks to make improvements to the City’s recreation and transportation infrastructure that provide opportunities for residents to safely bike or walk to key City destinations and incorporate physical activity into their daily lives. The Blueprint also includes policy proposals and creative placemaking plans to foster equitable economic growth that supports healthy businesses and other forms of investment in the City.
As of 2014, the City of Perth Amboy, located in Middlesex County, has approximately 52,000 residents. Persons below the age of 18 make up 27% of the population. Over three-quarters of Perth Amboy residents identify as Hispanic (78%) with Non-Hispanic White residents making up the second largest population (12%). Perth Amboy has no rural areas (0%), similar to Middlesex County’s 0.7% of rural area.

A third of Perth Amboy residents have less than a high school degree, which is three times as many as New Jersey. Less than 20% of residents have some college education, in comparison to 72% at the county level and 66% at the state level. Unemployment is nearly double in Perth Amboy (11%) than in Middlesex County. In Perth Amboy, 17% of families live below poverty, more than triple that of Middlesex County, and over 56% of children live in poverty, more than five times that of Middlesex County.

When looking at health outcomes, nearly 21% of Perth Amboy residents reported poor or fair health, in comparison to 14% of Middlesex County residents. Close to 30% of Perth Amboy residents are uninsured, twice as many as Middlesex County and New Jersey residents.

For more demographic information and sources of data, see Appendix A at the end of the Blueprint.
Blueprint for Action

In the following pages, the Healthier Perth Amboy Consortium presents the Blueprint for Action for Perth Amboy. Guided by the County Health Rankings & Roadmaps principles\(^1\), priorities for action and strategies have been identified. The strategies are evidence-based, incorporate policy and environmental changes and address the major barriers to living healthier in Perth Amboy. Using the County Health Rankings & Roadmaps model\(^2\) (Figure 2, below), action steps created by work groups were organized by relevant health factor area and then by goals.

\(\text{Figure 2: County Health Rankings Model}\)

\(^1\) [http://www.countyhealthrankings.org/about-project](http://www.countyhealthrankings.org/about-project)
\(^2\) [http://www.countyhealthrankings.org/resources/county-health-rankings-model](http://www.countyhealthrankings.org/resources/county-health-rankings-model)
The goals seen in Table 2 below highlight the work that will be taking place in Perth Amboy over the next three years and the work that will continue beyond 2020. With the continued support and dedication of stakeholders and community members, major barriers to healthy living can be reduced.

Table 2: Healthier Perth Amboy Consortium Health Factor Area Goals

<table>
<thead>
<tr>
<th>Health Factor Areas</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Behaviors</td>
<td>To improve the health and wellness of Perth Amboy employees by establishing and/or maintaining workplace wellness programs.</td>
</tr>
<tr>
<td></td>
<td>To increase access to fresh and nutritious foods for Perth Amboy residents.</td>
</tr>
<tr>
<td>Clinical Care</td>
<td>To improve clinical care and support of services to expectant and postpartum mothers by reducing barriers and increasing access.</td>
</tr>
<tr>
<td>Social and Economic Factors</td>
<td>To promote a healthy school environment and improve academic achievement by establishing a district-wide Wellness Council.</td>
</tr>
<tr>
<td></td>
<td>To foster an equitable economic climate by stabilizing housing costs and generating investment in local businesses.</td>
</tr>
<tr>
<td></td>
<td>To create an equitable food system by maximizing production of nutritious foods.</td>
</tr>
<tr>
<td>Physical Environment</td>
<td>To increase access to physical activity by improving current infrastructure and developing new infrastructure.</td>
</tr>
</tbody>
</table>

The action plans to follow describe the following:
1. An overall goal statement
2. Actions steps
3. Roles of leader(s) and partners for each action step
4. Timeline of each action step
5. Resource allocation for each action step
6. Indicators of success for each action step
Health Behaviors

**Overall goal statement**

To improve the health and wellness of Perth Amboy employees by establishing and/or maintaining workplace wellness programs.

<table>
<thead>
<tr>
<th>Action steps</th>
<th>Partners</th>
<th>Timeline</th>
<th>Resources</th>
<th>Success Indicators</th>
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</table>
| **To conduct an assessment of the current status and interests in workplace wellness programs among Perth Amboy businesses.** | - Yvonne Lopez, PRAHD  
- Samarie Rivera, PRAHD  
- Jose Monte, PRAB  
- Barry Rosengarten, Business Improvement District  
- Lionel Giron, SMART Transportation Division  
- Dr. Michael Cienciewicki, RBMC/Hackensack Meridian  
- Barbara Usack, Middlesex County Resident  
- Garry Antonelli, Perth Amboy Public Schools | July 2017 - June 2018 | - Survey Monkey  
- Time investment  
- Printing Materials $50.00 | - Development of survey instrument  
- Data captured from surveys  
- Survey 8 of 15 businesses who have been identified with 100+ employees  
- Survey findings presented to partners |
| **Develop wellness campaign toolkit and resources and provide guidance on the use of the toolkit** | - Yvonne Lopez, PRAHD  
- Samarie Rivera, PRAHD  
- Jose Monte, PRAB  
- Barry Rosengarten, Business Improvement District  
- Lionel Giron, SMART Transportation Division  
- Dr. Michael Cienciewicki, RBMC/Hackensack Meridian  
- Barbara Usack, Middlesex County Resident  
- Garry Antonelli, Perth Amboy Public Schools  
- Brenda Guilles, Raritan Bay Area YMCA | July 2018 - June 2020 | - Time investment  
- Research of workplace wellness resources  
- Graphic designer $100.00  
- Printing materials $100.00 | - Completed toolkit  
- Resource guide completion and dissemination of resource guide to what 100% of businesses interested  
- 50% of businesses surveyed will establish a workplace wellness program |
| **Engage partners by establishing a Workplace Wellness Network of employers with dedication to workplace wellness and recruiting more businesses into the Network** | - Yvonne Lopez, PRAHD  
- Samarie Rivera, PRAHD  
- Jose Monte, PRAB  
- Barry Rosengarten, Business Improvement District  
- Lionel Giron, SMART Transportation Division  
- Dr. Michael Cienciewicki, RBMC/Hackensack Meridian  
- Barbara Usack, Middlesex County Resident  
- Garry Antonelli, Perth Amboy Public Schools  
- Brenda Guilles, Raritan Bay Area YMCA | July 2018 and ongoing | - Time investment  
- $3,000 in mini-grants to establish Network  
- $3,000 in mini-grants for businesses to establish and/or sustain workplace wellness programs | - 50% of businesses utilizing a workplace program will join established network  
- Recruitment of 10 new businesses into the Network per year  
- 50% of new businesses in Network establish a workplace wellness program per year |

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### Health Behaviors

#### Overall goal statement

To provide Perth Amboy residents with access to fresh and nutritious foods.

<table>
<thead>
<tr>
<th>Action steps</th>
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</table>
| Ensure food distribution from community gardens to local food pantries and soup kitchens<sup>4</sup> | -Participating community gardens, food pantries & soup kitchens in the Food Alliance  
-City of Perth Amboy                                                          | July 2018-June 2020                                                      | -Volunteers                      
-Transportation and meals for volunteers                                          | -Creation of adequate food distribution infrastructure  
-Creation of food tracking system to eliminate food waste  
-All community gardens distributing food  
-All soup kitchens & pantries receiving food  
-5% of residents receiving fresh produce from community gardens                |
| Provide nutrition education programs in schools utilizing the community gardens and parent education in child care centers and schools on nutrition<sup>5</sup> | -Eva Kucaba, Perth Amboy School Administration  
-School Wellness Council members  
-Susan Stephenson-Martin, SNAP-Ed  
-Joan Lorah, Community Child Care Solutions  
-Child Care Centers TBA  
-Liz Jackson, NJDEP Division of Fish & Wildlife                                   | July 2017-June 2020                                                      | -SNAP-Ed Nutritionist  
-SNAP-Ed curriculum  
-School resources i.e. teachers  
-Child care centers  
-Representative from community garden  
-Refreshments for meetings                                                       | -Community garden curriculum is incorporated into health education class in two schools  
-A parent nutrition education presentation will be provided in a minimum of four child care centers each project year |

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<sup>4</sup> [http://www.countyhealthrankings.org/policies/community-gardens](http://www.countyhealthrankings.org/policies/community-gardens)

<sup>5</sup> [http://www.countyhealthrankings.org/policies/school-fruit-vegetable-gardens](http://www.countyhealthrankings.org/policies/school-fruit-vegetable-gardens)
### Overall goal statement

To improve clinical care and support of services to expectant and postpartum mothers by reducing barriers and increasing access.

<table>
<thead>
<tr>
<th>Action steps</th>
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</table>
| Engage employers/businesses in increasing/supporting breastfeeding friendly environments by committing to a “Breastfeeding is welcome/supported at location” pledge⁶ | -Michelle Golba-Norek, Hackensack Meridian Health (HMH)  
- Mayra Aburto, Jewish Renaissance Medical Center (JRMC)  
- Quanasia Frost, JRMC  
- Jennifer Melara, Central Jersey Family Health Consortium (CJFHC)  
- Jeanette Ravelo-Rodriguez, RN, HMH  
- Linda Peloquin, JRMC  
- Patricia Vena, CJFHC  
- Aviva Woog, Wellcare  
- Susanna Zeferino, WIC  
- Susan Mayer, WIC | July 2017-June 2019 | - Staffing for outreach to business activities  
- Materials for pledges  
- Signage that indicates location welcomes/supports breastfeeding  
- Materials from La Leche League, CJHFC, CDC, WIC and/or Eunice Shriver Foundation | - By 2018, 5% of listed agencies in Perth Amboy are participating  
- By 2019, 10% of listed agencies in Perth Amboy are participating  
- By 2020, 15% of listed agencies in Perth Amboy are participating |
| Increase advertising of Centering Pregnancy program through collaboration with school-based nurses and other teen pregnancy and school-based health programs⁷ | - Michelle Golba-Norek, HMH  
- Mayra Aburto, JRMC  
- Quanasia Frost, JRMC  
- Jennifer Melara, CJFHC  
- Jeanette Ravelo-Rodriguez, HMH  
- Linda Peloquin, JRMC  
- Patricia Vena, CJFHC  
- Eva Kucaba, APN  
- Perth Amboy Board of Education | July 2017-June 2020 | - Training materials  
- Trainer staff  
- RBMC no fee breast feeding and childbirth classes  
- RBAYMCA offers free child care during classes | - Increase number of program participants (currently 20-25) in increments of 8-10 per year - 50 by 2018, 60 by 2019, 70 by 2020 |

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⁷ [http://www.countyhealthrankings.org/policies/centeringpregnancy](http://www.countyhealthrankings.org/policies/centeringpregnancy)
### Clinical Care

<table>
<thead>
<tr>
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</tr>
</thead>
</table>
| Offer prenatal education and nutrition classes for expectant and postpartum mothers to establish healthy eating habits and promote a ‘Speak Up When You Are Down’ campaign to increase postpartum depression treatment | -Michelle Golba-Norek, HMH  
- Lisa Ann G, HMH  
- Susan Stephenson-Martin, Middlesex EFNEP/SNAP-Ed  
- Jennifer Melara, CJFHC  
- Jeanette Ravelo-Rodriguez, HMH  
- Linda Peloquin, JRMC  
- Patricia Vena, CJFHC  
- Aviva Woog, Wellcare  
- Susanna Zeferino, WIC  
- Susan Mayer, WIC | July 2017-June 2020 | -SNAP-Ed mini workshops  
-WIC materials  
-WIC, JRMC and/or RBMC Nutritionist  
-Nutrition class foods  
-Nutrition class venue  
-Cooking demos by RBMC Nutritionist  
-Referral for free postpartum depression services  
-Marketing materials for campaign in print by CJFHC  
-Resource guide of services in print by CJFHC | -8-12 participants in attendance per class  
- Postpartum mothers participate in 6-10 nutrition classes per year  
- 25% of participants report improvements in their diet choices after attending classes  
- 25% of referred postpartum mothers attend postpartum depression treatment services  
- Breastfeeding classes offered 10 times per year  
- Child birth classes offered 10 times per year  
- 2 physician lectures regarding teen pregnancies offered per year |
| Utilizing the Perth Amboy Health and Wellness Program Directory to establish a standard Wellness Prescription Plan and develop a guide on customizing the plan for each postpartum mother | -Michelle Golba-Norek, HMH  
-Mayra Aburto, JFMC  
- Quanasia Frost, JRMC  
- Jennifer Melara, CJFHC  
- Jeanette Ravelo-Rodriguez, HMH  
- Linda Peloquin, JRMC  
- Patricia Vena, CJFHC  
- Susan Stephenson-Martin, Middlesex EFNEP/SNAP-Ed  
- Lynette Davis, HMH  
- Mary Jo Mendoza, HMH  
- Aviva Woog, Wellcare  
- Adriana Romero, Jewish Renaissance Foundation (JRF)  
- Susanna Zeferino, WIC  
- Susan Mayer, WIC  
- Steve Jobin, Raritan Bay Area YMCA | July 2017-June 2020 | -Plan of exercises with community resources or a booklet with daily exercises  
- Exercise specialists from RBAYMCA, DPTs, APNs and physician support to develop standard prescription template  
- Printing of materials covered by RBMC and JRMC physicians | -Data from YMCA and other agencies regarding participants and referral source  
- Dissemination of resources to 50% of physicians  
- 5% increase of postpartum mothers who use prescription at YMCA and other agencies per year |

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8 [http://www.countyhealthrankings.org/policies/nutrition-prescriptions](http://www.countyhealthrankings.org/policies/nutrition-prescriptions)  
## Social and Economic Factors

### Overall goal statement
To promote a healthy school environment and improve academic achievement by establishing a district-wide Wellness Council.

<table>
<thead>
<tr>
<th>Action steps</th>
<th>Partners</th>
<th>Timeline</th>
<th>Resources</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Engage partners by establishing a district-wide Wellness Council</td>
<td>- Joan Lorah, Community Child Care Solutions&lt;br&gt;- Susan Stephenson-Martin, SNAP-Ed&lt;br&gt;- Eva Kucaba, Perth Amboy School Administration</td>
<td>July 2017 - June 2018</td>
<td>- School District Administration&lt;br&gt;- Funds for refreshments and meeting supplies</td>
<td>- Identify Wellness Council members, roles and Council mission&lt;br&gt;- Create a meeting schedule&lt;br&gt;- Hold quarterly meetings</td>
</tr>
<tr>
<td>Identify health and wellness policies and practices that maximize physical activity opportunities and nutritional choices available&lt;sup&gt;10&lt;/sup&gt;</td>
<td>- School Wellness Council members</td>
<td>July 2018 - June 2020</td>
<td>- Research of existing policies and practices&lt;br&gt;- Alliance for a Healthier Generation School Wellness Committee Toolkit&lt;br&gt;- Time of Council members</td>
<td>- Implementation of health and wellness policies and practices in two schools</td>
</tr>
<tr>
<td>Hold health education events that support physical and safety activities in school, childcare and community settings throughout the year</td>
<td>- Christopher Gonda, Keep Middlesex Moving&lt;br&gt;- Eva Kucaba, Perth Amboy School Administration&lt;br&gt;- City of Perth Amboy Office of Economic and Community Development TBA&lt;br&gt;- Child care providers TBA&lt;br&gt;- Jewish Renaissance Foundation TBA</td>
<td>July 2018 and ongoing</td>
<td>- Staff from Keep Middlesex Moving&lt;br&gt;- Funds for incentives for student and parent participation&lt;br&gt;- Funds for bike racks and protective gear i.e. helmets&lt;br&gt;- Funds for refreshments and meeting supplies</td>
<td>- Bicycle and pedestrian educational presentation at a minimum of four elementary schools and middle schools in district yearly&lt;br&gt;- Annual parent education regarding school zone driving and walking safety to 50 parent participants</td>
</tr>
</tbody>
</table>

<sup>10</sup> https://www.hsph.harvard.edu/obesity-prevention-source/obesity-prevention/schools/school-obesity-prevention-recommendations-read-and-print/
## Social and Economic Factors

### Overall goal statement

To foster an equitable economic climate by stabilizing housing costs and generating investment in local businesses.

<table>
<thead>
<tr>
<th>Action steps</th>
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</thead>
</table>
| Promote participation in public education courses, workshops, online material on home ownership | - Perth Amboy Housing Authority  
- Jewish Renaissance Foundation  
- City of Perth Amboy Office of Housing  
- PRAHD                                                                 | July 2017 and ongoing | - PAHA, JRF, OOH, PRAHD staff time | - Increase current homeownership rate of 32% by 10% annually  
- Decrease current number of 52 vacant properties by 10% annually |
| Responsible growth and management of housing                                | - City Administration                                                     | July 2017-ongoing | - Established mechanism for regulating rent levels  
- Enforcement for code violations                                             | - Established form of monitoring tenant/homeowner turnover by 2018  
- Satisfied market demand of safe/stable housing for all income ranges  
- Retention of millennial/youth population  
- Decrease current number of 261 illegal housing violations by 50% by the year 2022 |
| Foster positive perception of the City through marketing and creative placemaking for businesses and residents | - William Kurzenberger, City of Perth Amboy  
- Lisette LeBron, Partner  
- Business Improvement District/Urban Enterprise Zone | July 2017-ongoing | - Marketing funding  
- $10,000 for outdoor dining proposal                                         | - Decrease in tenant/homeowner turnover by 10%  
- Increase in tax base/ratables by $50,000,000                                  |
Social and Economic Factors

### Overall goal statement

To create an equitable food system by maximizing production of nutritious foods.

<table>
<thead>
<tr>
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</table>
| Engage new voices and partners by inviting key stakeholders and representatives from the City of Perth Amboy, local food pantries, soup kitchens, restaurants, corner stores and community gardens to participate in the Healthier Food Alliance | -Faith Based Work Group  
- Cathedral/CDC  
- Salvation Army  
- Wellcare  
- SNAP-Ed  
- We Care Rep  
- Jewish Renaissance Medical Center  
- Raritan Bay Area YMCA  
- City of Perth Amboy                                                      | July 2017-June 2018                                                                                | -Coordinator  
- Location  
- Refreshments  
- Printing  
- Audio/visual equipment                                                  | - Each sector represented within membership that participate in the Alliance                      |
| Build capacity to sustain our urban agricultural production by developing a pollinator network, mobilizing volunteers, and increasing access to technical assistance and resources from external partners\(^\text{11}\) | - Rutgers Cooperative Extension  
- William Kurzenberger, City of Perth Amboy  
- AmeriCorps  
- Student Organizations  
- Healthier Food Alliance Members  
- Green Team  
- Liz Jackson, NJDEP Division of Fish & Wildlife                              | July 2017-June 2019                                                                                | -$3,500 of "fresh produce access mini-grants" to five operating community gardens (YMCA, JRF, City, RGC/St. Peter's, RBMC) per year  
- Compost Bins for each of the five community gardens (YMCA, JRF, City, RGC/St. Peter's, RBMC)  
- Training materials  
- Schedule of training workshops                                           | - All gardening programs receiving access to soil testing, technical assistance & composting equipment  
- 25 volunteers recruited to participate  
- 1200 of volunteer hours completed                                         |

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\(^{11}\) [http://www.countyhealthrankings.org/policies/urban-agriculture](http://www.countyhealthrankings.org/policies/urban-agriculture)
### Social and Economic Factors

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<tr>
<td>Implement policy changes that will support urban agriculture efforts by including equitable food systems in the City’s Master Plan, advocate for amending the NJDA 5 Acre Rule, encouraging marketing efforts for healthy food alternatives and zoning regulations for healthier restaurants</td>
<td>- City of Perth Amboy - Healthier Food Alliance Members</td>
<td>July 2018-ongoing</td>
<td>- Time for advocacy activities on NJDA policy - Time and/or funding to compose Food Element - Time for drafting new zoning regulations</td>
<td>- Amended NJDA policy to allow tax breaks for agricultural land uses within urban municipalities - Healthy options available at all restaurants</td>
</tr>
<tr>
<td>Create opportunities for urban agriculture as an economic driver by enhancing existing farmer’s markets, fostering opportunities for commercial growing and encouraging city grocery stores and corner stores to purchase city produce</td>
<td>- City of Perth Amboy - Healthier Food Alliance Members</td>
<td>July 2018-June 2020</td>
<td>- Land or facility to develop commercial operations</td>
<td>- Presence of commercial agriculture enterprise - 20% of city grocery stores/corner stores/restaurants purchasing Perth Amboy-grown produce</td>
</tr>
</tbody>
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### Physical Environment

#### Overall goal statement

To increase access to physical activity by improving current infrastructure and developing new infrastructure.

<table>
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</table>
| Establish more and improve access to open/recreational spaces throughout the  | -William Kurzenberger, City of Perth Amboy  
| City through the development of a citywide linear park[^14][^15]               | -Kenny Ortiz, City of Perth Amboy  
| -Dr. Beth Ravit, Rutgers  
| -Nick Tufaro, Middlesex County Planning  
| -Liz Jackson, NJDEP Division of Fish & Wildlife                                 | June 2017-June 2022  
| -$15,000 for Rutgers internship proposal  
| -City of Perth Amboy OECD, Recreation and DPW staff time  
| -Funding for land acquisition, remediation as needed, engineering, design and  | -Successful identification of route  
| construction                                                                       | -Physical indicator of connectivity (signage, paths, etc.)  
| -Adoption into Perth Amboy Master Plan  
| -100% accessibility across neighborhoods, ages, and abilities  
| -Improvement in acreage of open/recreational space from current 2.1 acres per 1000 residents (110 acres in total) by 25% |
| Implement Complete Streets Project[^16]                                       | -William Kurzenberger, City of Perth Amboy                                                 | June 2017-June 2021      | -Funding for project engineering, design and construction               | -Shovel in ground for street construction/improvement  
| Connection to Middlesex County Greenway[^17]                                 | -William Kurzenberger, City of Perth Amboy  
| -Kenny Ortiz, City of Perth Amboy  
| -Middlesex County Planning Office  
| -Perth Amboy Police Department                                                  | June 2017-June 2021  
| -Funding for land acquisition, trail/connectivity signage and path construction | -Physical indicators of connectivity (signage, path, etc.) throughout Perth Amboy                      |

[^16]: [http://www.countyhealthrankings.org/policies/streetscape-design](http://www.countyhealthrankings.org/policies/streetscape-design)
## Appendix A: About our Town

<table>
<thead>
<tr>
<th>DEMOGRAPHICS</th>
<th>Perth Amboy</th>
<th>Middlesex County</th>
<th>New Jersey</th>
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<tbody>
<tr>
<td>Population</td>
<td>52,179&lt;sup&gt;18&lt;/sup&gt;</td>
<td>836,297&lt;sup&gt;19&lt;/sup&gt;</td>
<td>8,938,175&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>% Females</td>
<td>50.4%&lt;sup&gt;1&lt;/sup&gt;</td>
<td>50.8%&lt;sup&gt;2&lt;/sup&gt;</td>
<td>51.2%&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>% below 18 years of age</td>
<td>27.1%&lt;sup&gt;1&lt;/sup&gt;</td>
<td>22.0%&lt;sup&gt;2&lt;/sup&gt;</td>
<td>22.5%&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>% 65 and older</td>
<td>10.2%&lt;sup&gt;1&lt;/sup&gt;</td>
<td>13.4%&lt;sup&gt;2&lt;/sup&gt;</td>
<td>14.7%&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>% Hispanic</td>
<td>78.1%&lt;sup&gt;1&lt;/sup&gt;</td>
<td>19.9%&lt;sup&gt;2&lt;/sup&gt;</td>
<td>19.3%&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>% Non-Hispanic African American</td>
<td>7.4%&lt;sup&gt;1&lt;/sup&gt;</td>
<td>9.3%&lt;sup&gt;2&lt;/sup&gt;</td>
<td>12.9%&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>% Non-Hispanic White</td>
<td>12.0%&lt;sup&gt;1&lt;/sup&gt;</td>
<td>45.4%&lt;sup&gt;2&lt;/sup&gt;</td>
<td>56.8%&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>% Non-Hispanic Asian</td>
<td>1.6%&lt;sup&gt;1&lt;/sup&gt;</td>
<td>24.0%&lt;sup&gt;2&lt;/sup&gt;</td>
<td>9.4%&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td>% Rural</td>
<td>0.0%&lt;sup&gt;1&lt;/sup&gt;</td>
<td>0.7%&lt;sup&gt;2&lt;/sup&gt;</td>
<td>5.3%&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

## HEALTH OUTCOMES

### MORTALITY

| Premature Death | n/a<sup>5</sup> | 4,600<sup>2</sup> | 5,500<sup>2</sup> |

### MORBIDITY

| Poor or fair health | 20.8%<sup>4</sup> | 14.0%<sup>2</sup> | 16.0%<sup>2</sup> |
| Poor physical health days | n/a<sup>5</sup> | 2.9<sup>2</sup> | 3.2<sup>2</sup> |
| Poor mental health days | n/a<sup>5</sup> | 3.1<sup>2</sup> | 3.4<sup>2</sup> |
| Low birth weight (LBW) | n/a<sup>5</sup> | 8.0%<sup>2</sup> | 8.0%<sup>2</sup> |

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<sup>5</sup> Missing data should be updated upon verification of source.
## HEALTH FACTORS

### HEALTH BEHAVIORS

<table>
<thead>
<tr>
<th>Health Behavior</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult smoking</td>
<td>n/a</td>
<td>12.0%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Adult obesity</td>
<td>n/a</td>
<td>24.0%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Physical inactivity</td>
<td>n/a</td>
<td>24.0%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Excessive drinking</td>
<td>n/a</td>
<td>17.0%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Motor vehicle crash death rate</td>
<td>7.9</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Sexually transmitted disease</td>
<td>n/a</td>
<td>256.5</td>
<td>319.6</td>
</tr>
<tr>
<td>Teen birth rate</td>
<td>n/a</td>
<td>14</td>
<td>20</td>
</tr>
</tbody>
</table>

## CLINICAL CARE

<table>
<thead>
<tr>
<th>Category</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uninsured</td>
<td>29.7%</td>
<td>14</td>
<td>15.0%</td>
</tr>
<tr>
<td>Primary care physicians</td>
<td>n/a</td>
<td>1,050:1</td>
<td>1,170:1</td>
</tr>
<tr>
<td>Dentists</td>
<td>n/a</td>
<td>1,210:1</td>
<td>1,220:1</td>
</tr>
<tr>
<td>Preventable hospital stays</td>
<td>n/a</td>
<td>57</td>
<td>55</td>
</tr>
<tr>
<td>Diabetic screening</td>
<td>n/a</td>
<td>85%</td>
<td>84%</td>
</tr>
<tr>
<td>Mammography screening</td>
<td>n/a</td>
<td>61%</td>
<td>61%</td>
</tr>
</tbody>
</table>

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3. [https://www.census.gov/quickfacts/table/PST045215/3458200](https://www.census.gov/quickfacts/table/PST045215/3458200)
4. Missing data should be updated upon verification of source.
### SOCIAL AND ECONOMIC FACTORS

<table>
<thead>
<tr>
<th>Factor</th>
<th>Region 1</th>
<th>Region 2</th>
<th>Region 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median household income</td>
<td>$43,499</td>
<td>$77,300</td>
<td>$72,000</td>
</tr>
<tr>
<td>Less than a high school diploma</td>
<td>33.2%</td>
<td>15.6%</td>
<td>10.9%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>28.5%</td>
<td>89.0%</td>
<td>88.0%</td>
</tr>
<tr>
<td>Some college</td>
<td>18.7%</td>
<td>72.0%</td>
<td>66.0%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>10.8%</td>
<td>6.0%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Individuals below poverty</td>
<td>20.4%</td>
<td>8.11%</td>
<td>9.87%</td>
</tr>
<tr>
<td>Families below poverty</td>
<td>17.0%</td>
<td>5.4%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Children in poverty</td>
<td>56.3%</td>
<td>11.0%</td>
<td>16.0%</td>
</tr>
<tr>
<td>Children eligible for free lunch</td>
<td>n/a</td>
<td>26.0%</td>
<td>31.0%</td>
</tr>
<tr>
<td>Inadequate social support</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Children in single-parent households</td>
<td>n/a</td>
<td>25.0%</td>
<td>30.0%</td>
</tr>
<tr>
<td>English proficiency</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Violent crime rate</td>
<td>n/a</td>
<td>178</td>
<td>302</td>
</tr>
<tr>
<td>Homicide rate</td>
<td>n/a</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

### PHYSICAL ENVIRONMENT

<table>
<thead>
<tr>
<th>Factor</th>
<th>Region 1</th>
<th>Region 2</th>
<th>Region 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily fine particulate matter</td>
<td>n/a</td>
<td>11.1</td>
<td>11.3</td>
</tr>
<tr>
<td>Drinking water supply</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Access to recreational facilities</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Access to parks</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Limited access to healthy foods</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Fast food restaurants</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

---

3. [https://www.census.gov/quickfacts/table/PST045215/3458200](https://www.census.gov/quickfacts/table/PST045215/3458200)
5. Missing data should be updated upon verification of source.