



Healthier Perth Amboy



BLUEPRINT FOR ACTION

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

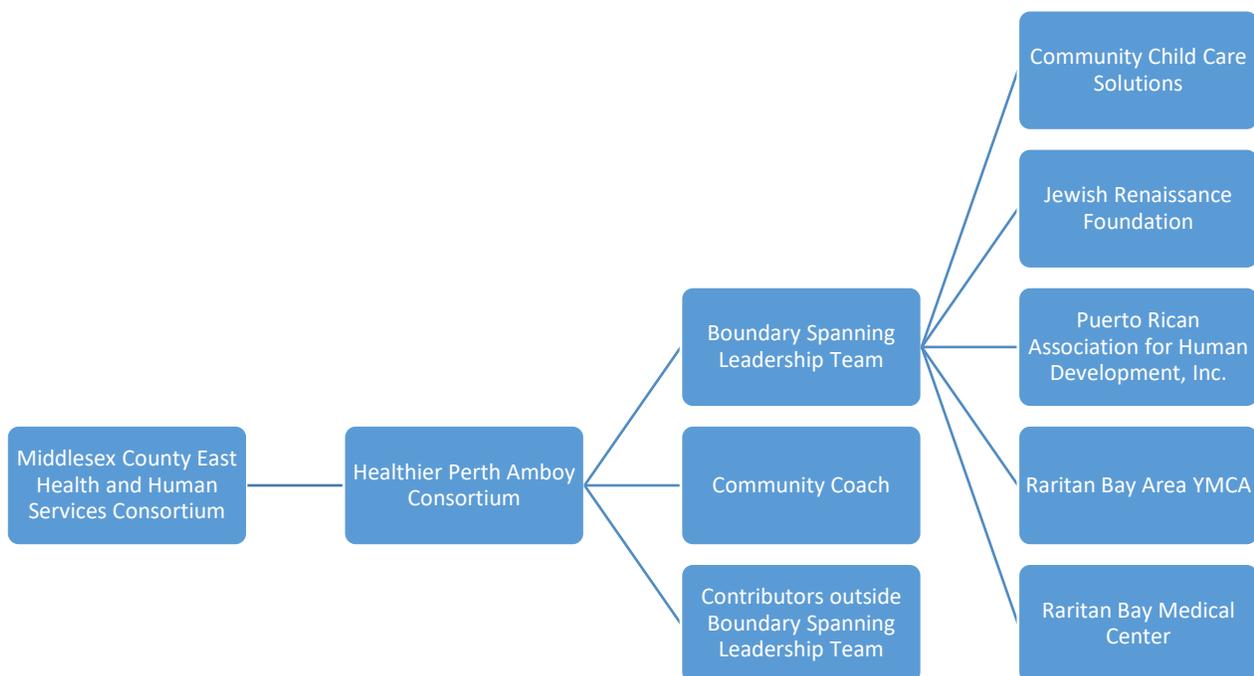
REVISED August 2018

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

<p>Business Improvement District</p> <p>Cathedral International</p> <p>Citizens Campaign</p> <p>City of Perth Amboy Department of Human Services</p> <p>City of Perth Amboy Office of Economic and Community Development</p> <p>Jewish Renaissance Medical Center</p> <p>Middlesex County Office of Planning</p>	<p>New Jersey Department of Environmental Protection</p> <p>Perth Amboy Green Team</p> <p>Perth Amboy Housing Authority</p> <p>Residents of Perth Amboy and Middlesex County</p> <p>Rutgers Center for Urban Environmental Sustainability</p> <p>United Way of Central Jersey</p> <p>Jewish Renaissance Foundation</p>
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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.

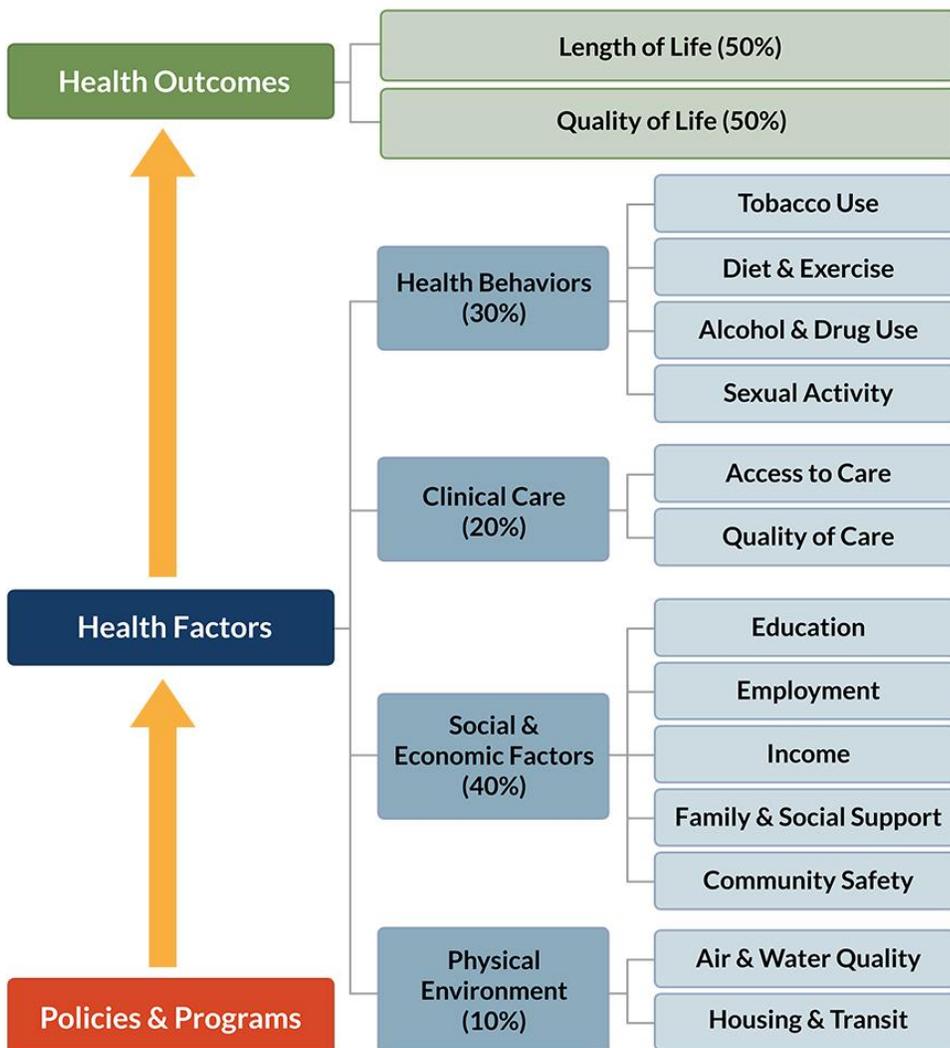
When looking at health outcomes, nearly 21% of Perth Amboy residents reported poor or fair health, in comparison to 14% of Middlesex County residents. Close to 30% of Perth Amboy residents are uninsured, twice as many as Middlesex County and New Jersey residents.

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 principles¹, 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 model² (Figure 2, below), action steps created by work groups were organized by relevant health factor area and then by goals.

Figure 2: County Health Rankings Model



County Health Rankings model © 2016 UWPHI

¹ <http://www.countyhealthrankings.org/about-project>

² <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

Health Factor Areas	Goals
Health Behaviors	To improve the health and wellness of Perth Amboy employees by establishing a workplace wellness toolkit.
	To increase access to fresh and nutritious foods for Perth Amboy residents.
Clinical Care	To improve clinical care and support of services to expectant and postpartum mothers by reducing barriers, educating new mothers, and increasing access to care.
Social and Economic Factors	To promote a healthy school environment and improve academic achievement by revising and implementing a comprehensive District Wellness Policy including nutrition, nutrition education, physical activity requirements and school based gardens.
	To explore unsafe/unhealthy housing conditions including review of existing systems, policies and procedures, and develop lasting solutions
	To create an equitable food system by maximizing production of nutritious foods.
Physical Environment	To increase access to physical activity by improving current infrastructure and developing new infrastructure.
	To make Perth Amboy a more sustainable place to live by supporting Perth Amboy Green Team initiatives

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

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

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Conduct a health screening of at least 10 businesses to assess the overall wellness needs of Perth Amboy employees	<i>Champion:</i> Robin Krippa, Hackensack Meridian Health (HMH) <i>Collaborators:</i> Brenda Guilles, RBA YMCA Raquel Landero, PRAHD Junel Hutchinson, BID	2018	Time investment Health screenings List of businesses from BID	Year 4: \$3000 in mini grants for Workplace Wellness	-Dates and times of each screening -Documentation from vision screening
Develop workplace wellness toolkit and resources and provide guidance on the use of the toolkit	<i>Champions</i> Robin Krippa, HMH <i>Collaborators:</i> Rebecca Pauley, RBA YMCA Brenda Guilles, RBA YMCA Raquel Landero, PRAHD	2018	-Research of existing workplace wellness resources	-Year 4: \$3000 in mini grants for Workplace Wellness -Printing materials \$100	-Completed toolkit that directly addresses the health needs of screened employees -Confirmation of >10 businesses that they have received/will implement toolkit
Recruit businesses to participate/implement/adopt Toolkit recommendations.	<i>Champion:</i> Robin Krippa, HMH <i>Collaborators:</i> Brenda Guilles, RBA YMCA Rebecca Pauley, RBA YMCA Raquel Landero, PRAHD	Late 2018- and ongoing	-Time investment -Creation of pretest/posttest -Space and/or time for meetings	-Time investment -Space for meetings -Creation of pre-test post-test	-Reflection sheets at 3 month, 6 month, and 1 year from each business -Dates of screenings

Projected outcome of reaching the goal: Perth Amboy employees will be knowledgeable of their rights and will improve their overall wellbeing by making healthier choices at their job and participating in healthy work activities.

Overall goal statement:

To promote quality of life and healthy development by supporting the improvement of Air and Water Quality, Park Development, & Green Initiatives.

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Support and Promote Sustainable Jersey & Green Team Initiatives	<i>Champion:</i> Maximo Vazquez, City of Perth Amboy <i>Collaborators:</i> Green Team Maritza Rodriguez, City of Perth Amboy Rebecca Pauley, RBA YMCA	2017-ongoing	City of Perth Amboy Sustainable Jersey Green Team	Up to \$300 per initiative	-Green Team minutes -Minimum of 10 points earned for Sustainable Jersey
Create a policy that facilitates joint-use-of-facilities agreements (such as model joint-use agreements).	<i>Champion:</i> Steve Jobin, RBA YMCA <i>Collaborators:</i> All participating businesses, schools, and organizations	2018-ongoing	YMCA City of Perth Amboy School District PRAHD JRF	None	-Execution of a minimum of 10 joint-use agreements. -Increase number of agreements every year
Install bike racks at all municipal buildings.	<i>Champion:</i> Steve Jobin, RBA YMCA <i>Collaborators:</i> Adam Cruz, City Kenneth Ortiz, City Daniel Cleaver, City Maximo Vazquez, City Maritza Rodriguez, City Frank Hoffman, City Wilda Diaz, Mayor	July-September 2018	Public Works YMCA City of Perth Amboy	-In Yr.3, \$10,000 is designated for the Bike Rack project (Each bike rack at \$800 + shipping)	-pictures of 8 bike racks at different municipal buildings

Reduce the amount of auto-related fumes by supporting anti-idling laws	<i>Champion:</i> Maximo Vazquez, City <i>Collaborators:</i> Maritza Rodriguez, City Green Team Rebecca Pauley, RBA YMCA	2018-ongoing	Green Team Recreation Dept. City of Perth Amboy City of Perth Amboy	No Idling signs \$14.50+shipping (x10 signs), plus sign posts if needed = \$300	- Resolution for ordinance brought up to state standards -Pictures of No Idling signs installed near target idling sites
Support the creation new parks (play spaces).	<i>Co-Champions:</i> Maximo Vazquez, City Maritza Rodriguez, City <i>Collaborators:</i> Kenneth Ortiz, City	2017-ongoing	-City of Perth Amboy	\$100 for printing materials	-Community screenings -Park design documentation -Pictures of parks
Contract for the development and design of a linear park plan.	<i>Champion:</i> Cecilia Gonzalez, JRF <i>Collaborators:</i> Emerging Leaders Rutgers CUES Maximo Vazquez, City Maritza Rodriguez, City Kenneth Ortiz, City	June 2017-June 2022	-City of Perth Amboy OECD, Recreation and DPW Staff Time -Funding for land acquisition, remediation as needed, engineering, design and construction	-\$15,000 for linear park implementation	-Successful identification of route -Physical indicator of connectivity (signage, paths, etc.) -100% accessibility across Perth Amboy -Outline of mass Transit Systems
Recommend, promote, and support for Outdoor Dining Ordinance to include “parklettes” or “sidewalk extensions”.	<i>Champions:</i> Maximo Vazquez, City Maritza Rodriguez, City <i>Collaborators:</i> Kenneth Ortiz, City of Perth Amboy	2018-2019	-City of Perth Amboy	-Outdoor Dining \$5000	-Creation of at least one sidewalk extension <ul style="list-style-type: none"> • 315 State Street -Documentation of ordinance -Pictures of sidewalk extension

Projected outcome of reaching goal: Children and adults alike will reap in the mental and physical benefits of cleaner air, less auto traffic, and better, more accessible parks. There will be a decrease in pollution-related illness as well as a decrease in chronic disease that stems from lack of activity.

Overall goal statement

To advance changes in the environment, policy, and systems that support increased opportunities for healthy eating, physical activity, and improvements in the built environment.

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Provide nutritional and physical activity training opportunities annually for in-home childcare providers	<i>Champion:</i> Joan Lorah, CCCS <i>Collaborators:</i> Stuart Grant, United Way Horizon	May 2018- 2019	Line of communication with child-care providers Professional to provide training	Up to \$300 to host educational event	-Successful implementation of 4 nutritional and/or physical activities for at least 5 providers -Agendas/pictures -Sign in sheets Increase in homes reached
Support the Perth Amboy School District in revising and implementing a comprehensive District Wellness Policy including nutrition, nutrition education, physical activity requirements and school based gardens.	<i>Champion:</i> Lisset Lebron, PARTNER <i>Collaborators:</i> Junior Iglesia, Board of Ed Randy Convery, Board of Ed Tashi Vazquez, Board of Ed Kenneth Puccio, Board of Ed Dr. Vivian C. Rodriguez, PAPS	April 2018- Ongoing	School district administration	\$1000 for up to 4 school-based gardens	-Meeting documentation -Policy comparison, old vs new -Pictures of gardens -documentation of education policy regarding gardens
Strengthen the linkages between traditional health care and community-based prevention strategies in order to help individuals prevent, delay, or live better with chronic conditions.	<i>Champion:</i> Robin Krippa, HMH <i>Collaborators:</i> Michelle Novak, HMH Lynette Davis, HMH	2018- Ongoing	Take Control of Your Health Program	Provided by Hackensack Meridian Health	Increased sign-ups for program through advertisements on our social media pages

Support and promote breastfeeding friendly environments through Breastfeeding promotion programs and Baby Friendly Hospitals Initiative (BFHI)	<i>Champion:</i> Michelle Novak, HMH <i>Collaborators:</i> Robin Krippa, HMH Lynette Davis HMH	July 2017- June 2018	Staffing for outreach to business activities Materials for pledges Signage that indicates location welcomes/supports breastfeeding	Printing materials for pledges: \$20	-List of participating restaurants -Pictures of signs in restaurant -Signed pledges
Provide prenatal education and prescription for Wellness for expectant and postpartum mothers to establish healthy eating habits and promote Speak Up When You Are Down to increase postpartum depression treatment.	<i>Champion:</i> Michelle Novak, HMH <i>Collaborators:</i> Robin Krippa, HMH Lynette Davis HMH Rebecca Pauley, RBA YMCA	July 2017- June 2020	Nutrition class foods Nutrition class venue Referral for free post-partum depression services Marketing materials for campaign in print Resource guide of services Advertisement through social media	Provided by Hackensack Meridian	-Attendance logs of 6-10 nutrition classes/year with post-partum mothers -25% of referred postpartum mothers attend postpartum depression treatment services -Attendance logs of 10 breastfeeding classes -Attendance logs of 10 child-birth classes
Provide child care, parent education, physical health and mental health services, and other family supports to pregnant women with low incomes and children aged 0 to 3	<i>Champion:</i> James Castillo, RBA YMCA <i>Collaborators:</i> Shakila Wilcox, RBA YMCA Dora Gonzales, RBA YMCA	2018 and ongoing	Early Head Start Program	Nestle Grant	-document training -Pictures -Sign in sheets -Course materials

Projected outcome of reaching goal: Perth Amboy parents will have peace of mind knowing their children are healthy and safe. Children being raised by in-home childcare providers will provide care that matches traditional preschool settings. Parents will be better equipped to care for their children and loved ones by first taking better care of themselves and their chronic conditions.

Overall goal statement:

Advocate for healthy food policy within Perth Amboy.

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Adopt healthy vending standards in municipal buildings and public parks.	<i>Champion:</i> Cecilia Gonzalez, JRF <i>Collaborators:</i> Emerging Leaders City of Perth Amboy	2018	City of Perth Amboy JRF	None	More water/healthier options in public vending machines
Encourage healthy mobile vending trucks, community gardens, farmers markets, and healthy foods near schools and public playgrounds.	<i>Champion:</i> Cecilia Gonzalez, JRF <i>Collaborators:</i> Vanessa Cepin, JRF Michael LoBrace, PAPS Betty Crews, Royal Garden Club Eileen Irizarry, City	2018 and ongoing	Participating community gardens City of Perth Amboy Royal Garden Club Emerging Leaders	Community garden mini grant \$3500 up to 7 Community Gardens... \$1000 being school based	-Pictures of veggie cart -Receipts of purchased gardening supplies and equipment -Pictures of completed gardens
Encourage the sales of healthy products in Perth Amboy corner stores	<i>Champion:</i> Rebecca Pauley, RBA YMCA <i>Collaborators:</i> Brenda Guilles, RBA YMCA Mario Garcia, RBA YMCA	2017 and ongoing	Printing materials Time to visit each store Social media highlighting each store	Corner store mini grant	-Pictures of new shelving requirements/produce in stores -Monthly chart to track progress -promotions of healthy corner stores through social media.

Projected outcome of this goal: Perth Amboy residents will be aware of the increased opportunities for eating healthier. Food pantries will have an increased amount of fresh produce due to the improvements made to community gardens. Residents will even have the opportunity to grow their own food due to an increase in community garden accessibility.

Overall goal statement:

To consistently strengthen and develop the Healthier Perth Amboy Leadership and the engage new voices and partners by inviting key stakeholders and representatives from the City including but not limited to Healthy Corner Stores Owners, Local Food Pantries, Clergy, Police, Fire, Zoning, Restaurants, in our work.

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Host/ attend meetings with the intention of building relationships, advancing our cause, and reporting progress.	<i>Champion:</i> Steve Jobin, RBA YMCA <i>Collaborators:</i> CoH coalition	2017-2020	Refreshments Space Coordination	Up to \$50 per meeting	10 successful meetings/events discussing Culture of Health, each with at least 1 new person at the table Pictures of meetings, attendance logs Minimum of 10 participants/meeting
Host an annual community meeting to educate, engage, and invite City stakeholders to our work.	<i>Champion:</i> Steve Jobin, RBA YMCA <i>Collaborators:</i> CoH coalition	2017-2020	Refreshments Space	Up to \$50 per meeting	-Consortium meeting dates and pictures -Minutes/Agendas -Flyer
Attend 6 meetings, of local organizations (PTO, Kiwanis, Zoning Board, Chaplains Corp., etc...) and discuss/present/invite Collaborators to our work.	<i>Champion:</i> Steve Jobin, RBA YMCA <i>Collaborators:</i> CoH coalition	2017-2020	Refreshments Space (provided by YMCA)	Up to \$50 per meeting	- Meeting dates, pictures, attendance logs, and notes

Projected outcome of reaching goal: The coalition will meet frequently to discuss ideas and progress, while at the same time create relationships with community members. Over time, this will create sustainability within the culture of health because the community members will take over.

Overall goal statement:

To increase access and quality of education and job preparation for high school students.

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Support school policies, including comprehensive curriculum review, that address the diversity of needs for our students and families.	<i>Champion:</i> Lisset Lebron, Board of Ed <i>Collaborators:</i> Board of Education Michael Loblance, PAPS Stuart Grant, United Way	2018-2020	Communication with the Board of Ed	None	Policy changes if needed Support of policy that is already implemented
Host attendance interventions for chronically absent high school students.	<i>Champion:</i> Lisett Lebron, Board of Ed <i>Collaborators:</i> Board of Education Stuart Grant, United Way	2018-2020	Board of Ed United Way RBA YMCA	\$100 per intervention	Attendance logs of 2 attendance interventions
Provide supports such as mentoring, counseling, or vocational training, or school environment changes to help students finish high school	<i>Champion</i> Lisett Lebron, Board of Ed <i>Collaborators:</i> Stuart Grant, United Way RBA YMCA	2018-2020	Board of Ed United Way Social Media	None	Advertisement through social media Documentation
Promote Vocational Services that increase the likelihood of gaining employable skills.	<i>Champion:</i> Lisett Lebron, Board of Ed	2018-2020	Social media	None	Documentation Advertisement through social media
Offer and expand out of school learning through afterschool activities and Summer enrichment.	<i>Champion:</i> Cecilia Gonzalez, JRF <i>Collaborators:</i> Emerging Leaders	2018-2019	Space provided by RBA YMCA Emerging Leaders	Provided by Emerging Leaders	Documentation of activities Education Policy

Projected outcome of reaching goal: There will be a steady increase in the graduation rate of Perth Amboy high school students, which will help them get better jobs and therefore happier, healthier lifestyles.

Overall goal statement:

To increase access to job opportunities for all Perth Amboy residents.

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Host an annual employment fair.	<i>Champion:</i> Maritza Rodriguez, City <i>Collaborators:</i> Rebecca Pauley,RBA YMCA	2018-2020	-Middlesex County One-Stop Career Center-Perth Amboy -Supplies for advertisement -Refreshments	\$200 per fair x 3 fairs =\$600	-Attendance logs from businesses/participants -Pictures from fair
Provide and update community job posting board.	<i>Champion:</i> Steve Jobin, RBA YMCA <i>Collaborators:</i> God’s Army Ministry	2018 and ongoing	-Space for board with high visibility -Materials Social media updates	\$50 needed for materials	Pictures of board Log of when the board is updated
Implement full-day preschool for all eligible students to improve access to early education and interventions.	<i>Champion:</i> Steve Jobin, RBA YMCA <i>Collaborators:</i> PRAHD	2019	-Space: RBA YMCA -Educators	Provided by RBA YMCA	Implementation of preschool Documentation of education policy

Projected outcome of reaching goal: Perth Amboy residents will have increased opportunities to find well-paying jobs that they are satisfied with. In turn, the unemployment rate of Perth Amboy will decrease.

Overall goal statement:

Improve overall public safety and aesthetic by promoting trust and cooperation within the community.

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Implement Safe Routes to School Program	<i>Champion:</i> Maximo Vazquez, City <i>Collaborators:</i> Cecilia Gonzalez, JRF Emerging Leaders, JRF Green Team	August 2018- 2019	-incentives for student and parent participation in SRTS Presentations	Provided by SRTS grant	-Successful implementation of SRTS in 1 school -10 points awarded to Green Team
Host and/or support 2-6 events per year promoting community health, safety, and education.	<i>Champion:</i> Rebecca Pauley, RBA YMCA <i>Collaborators:</i> Jenny Alvarez, JRF Cecilia Gonzalez, JRF Emerging Leaders	2018- 2020	-Volunteers -Supplies	-\$1000 2-6 Events per year for Health/Physical Activity/Education	Pictures and advertisements from at least 2 events
Advocate for a Graffiti removal ordinance.	<i>Champion:</i> Steve Jobin, YMCA <i>Collaborators:</i> Maximo Vazquez, City Maritza Rodriguez, City	2018- 2019	-City of Perth Amboy BID	None	-Before/After pictures -Sample ordinance
Increase façade improvements for local businesses.	<i>Champion:</i> Steve Jobin, RBA YMCA <i>Collaborators:</i> BID & UEZ	2018- 2020	BID	Provided by BID	-Before/After pictures -BID minutes/agenda
Implement policing philosophy to proactively address public safety issues	<i>Champion:</i> Steve Jobin, RBA YMCA <i>Collaborators:</i> Perth Amboy PD	2018 and Ongoing	Printing materials for agreement Communication with police chief	None	-Agreement from police chief

Projected outcome of reaching goal: Perth Amboy will be an even more beautiful and safer place to live. Residents will live their lives with less worry.

Overall goal statement:

Increase socioeconomic conditions by focusing on healthy housing and homeowners.

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Provide/promote homeownership counseling seminars, public education courses and homeowner workshops	<i>Champion:</i> Raquel Landero, PRAHD <i>Collaborators:</i> Kim Ruiz, PRAHD Perth Amboy Housing Authority City of Perth Amboy	2018-2020	Meeting materials Refreshments	\$500 to be split for different meetings/events each year	-Hold at least 4 seminars -Attendance logs from each seminar -Pictures and flyers -Promotion through our social media pages
Conduct healthy home lead assessments	<i>Champion:</i> Raquel Landero, PRAHD <i>Collaborators:</i> Kim Ruiz, PRAHD Puerto Rican Action Board (PRAB)	2018-2020	Contact with PRAB	Provided by PRAB	-Successfully connect PRAB to 5 Perth Amboy properties -documentation
Convene stakeholders to explore unsafe/unhealthy housing conditions including review of existing systems, policies and procedures.	<i>Champion:</i> Raquel Landero, PRAHD <i>Collaborators:</i> GATEWAY Neighborhood Collaborative	2018-2020	Time allotments for meetings	None	-Decrease in illegal housing code violations by 2020 -recommend system, policies and procedures to reduce unsafe/unhealthy housing conditions.

Projected outcome of reaching goal: There will be a decrease in poor and dangerous housing conditions of Perth Amboy. Perth Amboy residents will be more confident in owning a home.

Overall goal statement:

Increase community engagement through the improvement of social norms and attitudes

Action Steps	Partners	Timeline	Resources	Budget Allotment	Success Indicators
Engage Citizens Campaign to implement Civic Trust Program	<i>Champion</i> Steve Jobin, RBA YMCA	2019	Communication with Citizens Campaign Printing materials	None	Implementation of program Signed agreements
Increase access to mass media and emerging technologies by providing at least 1 location for community access computers for internet.	<i>Champion</i> Steve Jobin RBA YMCA <i>Collaborators:</i> Rebecca Pauley, RBA YMCA	2018 and ongoing	-Donated Toshiba computers -Space: 392 Smith Street Social media pages	Computer donations:\$0	-Increase in people using computers (through daily sign-in sheets) -Increase in outreach through social media
Navigate citizens to quarterly Town Hall assemblies/Block Party(s).	<i>Champion:</i> Lisset Lebron, PARTNER <i>Collaborators:</i> Maritza Rodriguez, City Maximo Vazquez, City RBA YMCA	2018-2020	-Food/refreshments -Advertisement -Space	\$500 to help host each event	-Hold 2-4 assemblies and/or block parties/year -Pictures from each assembly/party -Increase in voter registration
Support and promote local art by partnering with local Artists, the Arts Council and various other Art Groups.	<i>Champion:</i> Rebecca Pauley, RBA YMCA <i>Collaborators:</i> Samantha Miranda, Dept of Recreation PRAHD	2018 - 2020	BID Perth Amboy Gallery Center for the Arts PRAHD City of Perth Amboy	\$300 per event	Pictures and/or advertisements of at least 1 event/ year.

Projected outcome of reaching goal: Perth Amboy residents will be more inclined to create lasting relationships with each other, use their creative side, and eventually create a culture of health and happiness within the community.

Appendix A: About our town

	Perth Amboy	Middlesex County	New Jersey
DEMOGRAPHICS			
Population	52,179 ³	836,297 ⁴	8,938,175 ²
% Females	50.4% ¹	50.8% ²	51.2% ²
% below 18 years of age	27.1% ¹	22.0% ²	22.5% ²
% 65 and older	10.2% ¹	13.4% ²	14.7% ²
% Hispanic	78.1% ¹	19.9% ²	19.3% ²
% Non-Hispanic African American	7.4% ¹	9.3% ²	12.9% ²
% Non-Hispanic White	12.0% ¹	45.4% ²	56.8% ²
% Non-Hispanic Asian	1.6% ¹	24.0% ²	9.4% ²
% Rural	0.0% ¹	0.7% ²	5.3% ²
HEALTH OUTCOMES			
<i>MORTALITY</i>			
Premature Death	n/a ⁵	4,600 ²	5,500 ²
<i>MORBIDITY</i>			
Poor or fair health	20.8% ⁴	14.0% ²	16.0% ²
Poor physical health days	n/a ⁵	2.9 ²	3.2 ²
Poor mental health days	n/a ⁵	3.1 ²	3.4 ²
Low birth weight (LBW)	n/a ⁵	8.0% ²	8.0% ²

³ <http://www.city-data.com/city/Perth-Amboy-New-Jersey.html#b>

⁴ <http://www.countyhealthrankings.org/app/new-jersey/2016/rankings/middlesex/county/outcomes/overall/snapshot>

HEALTH FACTORS			
<i>HEALTH BEHAVIORS</i>			
Adult smoking	n/a ⁵	12.0% ²	15.0% ²
Adult obesity	n/a ⁵	24.0% ²	25.0% ²
Physical inactivity	n/a ⁵	24.0% ²	24.0% ²
Excessive drinking	n/a ⁵	17.0% ²	17.0% ²
Motor vehicle crash death rate	7.9 ¹	6 ²	7 ²
Sexually transmitted disease	n/a ⁵	256.5 ²	319.6 ²
Teen birth rate	n/a ⁵	14 ²	20 ²
CLINICAL CARE			
Uninsured	29.7% ⁵	14.0% ²	15.0% ²
Primary care physicians	n/a ⁵	1,050:1 ²	1,170:1 ²
Dentists	n/a ⁵	1,210:1 ²	1,220:1 ²
Preventable hospital stays	n/a ⁵	57 ²	55 ²
Diabetic screening	n/a ⁵	85% ²	84% ²
Mammography screening	n/a ⁵	61% ²	61% ²

⁴ <https://www.rbmc.org/wp-content/uploads/2017/02/RBMC-CHNA-2015.03.09-FINAL.pdf>

⁵ Missing data should be updated upon verification of source.

¹ <http://www.city-data.com/city/Perth-Amboy-New-Jersey.html#b>

² <http://www.countyhealthrankings.org/app/new-jersey/2016/rankings/middlesex/county/outcomes/overall/snapshot>

⁵ <https://www.census.gov/quickfacts/table/PST045215/3458200>

⁵ Missing data should be updated upon verification of source.

SOCIAL AND ECONOMIC FACTORS			
Median household income	\$43,499 ¹	\$77,300 ²	\$72,000 ²
Less than a high school diploma	33.2% ¹	15.6% ¹	10.9% ¹
High school graduate	28.5% ¹	89.0% ²	88.0% ²
Some college	18.7% ¹	72.0% ²	66.0% ²
Unemployment	10.8% ¹	6.0% ²	6.6%
Individuals below poverty	20.4% ⁶	8.11% ⁴	9.87% ⁴
Families below poverty	17.0% ⁴	5.4% ⁴	7.4% ⁴
Children in poverty	56.3% ³	11.0% ²	16.0% ²
Children eligible for free lunch	n/a ⁵	26.0% ²	31.0% ²
Inadequate social support	n/a ⁵	n/a ⁵	n/a ⁵
Children in single-parent households	n/a ⁵	25.0% ²	30.0% ²
English proficiency	n/a ⁵	n/a ⁵	n/a ⁵
Violent crime rate	n/a ⁵	178 ²	302 ²
Homicide rate	n/a ⁷	2 ²	5 ²
PHYSICAL ENVIRONMENT			
Daily fine particulate matter	n/a ⁵	11.1 ²	11.3 ²
Drinking water supply	n/a ⁵	n/a ⁵	n/a ⁵
Access to recreational facilities	n/a ⁵	n/a ⁵	n/a ⁵
Access to parks	n/a ⁵	n/a ⁵	n/a ⁵
Limited access to healthy foods	n/a ⁵	n/a ⁵	n/a ⁵
Fast food restaurants	n/a ⁵	n/a ⁵	n/a ⁵

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² <http://www.countyhealthrankings.org/app/new-jersey/2016/rankings/middlesex/county/outcomes/overall/snapshot>

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