

CTA Summer Project 2007 “Soverel Park – Assessment and Visioning Report”

August 15, 2007

Clients:

**City of East Orange
Office of Mayor Robert L. Bowser
City of East Orange City Council
44 City Hall Plaza
East Orange, NJ 07019**

Prepared for:

**POLICY, PLANNING & DEVELOPMENT
DEPARTMENT OF HEALTH & HUMAN
SERVICES
DEPARTMENT OF RECREATION**

Prepared by:

**Community Technical Assistance, Inc.
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Acknowledgements:

On behalf of Community Technical Assistance, Inc. (CTA), we would like to thank our clients for their insight and commitment to actively engaging their young citizens in community development and the rebuilding of the City of East Orange.

As part of our organizations mission, CTA established the Transforming Distressed Communities (TDC) Program to introduce young citizens to their community and allow them to become visionaries and leaders within their respective neighborhoods.

To achieve the results expected from the project, CTA gives a special thanks to our partners:

- **Mayor Robert L. Bowser, City of East Orange**
- **Joyce Goore, 1st Ward City Council Woman**
- **Ernest Freeman, Director of Policy Planning and Development**
- **Larry Schumacher, Director of Recreation**
- **Rochelle D. Williams-Evans, Health Officer**
- **Zunilda Rodriquez, Planning Staff of Policy Planning and Development**

- **East Orange Board of Education**

- **Neighborhood Planning and Architectural Design, Inc.**
- **777 Steppers, Brookside Apartments Senior Citizens, 777 Springdale Avenue, East Orange NJ**

TDC Program Participants:

Our TDC program actively engaged public school students in the middle and high schools from Langston Hughes, Campus 9, and Campus High School. The students ranged in grades from 6th thru 12th grades with a cumulative grade point average of 2.5 or higher. The students began the program in November of 2006, attending five days per week at CTA's professional office as part of our after school program from 4 to 6 pm. In addition, students were competitively selected to enter our eight week summer program based on their past performance and academic achievement.

Our TDC program is an applied learning based program that links student's academic education with real-world community development projects. The outcome is that students, young citizens, realize the importance of their community, the power they have to change something in their community, the positive role that government plays in serving as a catalyst for change, and the significance of identifying the needs and responding to the needs of residents impacted by their work.

Over the course of the 2006-2007 school year and the eight (8) week summer program, our program had more than 50 students to participate within the TDC program. A significant component of our researched-based curriculum is the introduction of the Urban Planning and Public Health Fields of Study. During the summer, our students designated as student-interns that engaged in the respective professional field of study.

In addition, our program actively partners to engage college students from University of Medicine and Dentistry of New Jersey (UMDC), Rutgers University, and New Jersey Institute of Technology. We had a total of ten (10) undergraduate and graduate level students. Our college students are designated as college mentors and work directly with our student-interns to provide project support.

Introduction:

Public Health is what we as a society do collectively to assure the conditions in which people can be healthy. Physical activity, a leading indicator of good health, is an important measure of public health. However, there is a disparity in the amount of physical activity engaged in ethnic groups, especially African Americans. One of the goals of The Healthy People 2010 project is to eliminate health disparities.

Our project deals with the importance of public parks to physical activity and public health. Our project site is Soveral Park located in East Orange and is the largest park in the City of East Orange. It is located off of Springdale Avenue, with entrances on Brighton Avenue and North Park Street.

Our project scope was based on an eight (8) week plan that included active participation of public school student interns from Langston Hughes, Campus 9 and Campus High School as part of CTA's Transforming Distressed Community (TDC) program.

The scope encompassed the establishment of respective project goals and objectives, engaging of impacted community residents, civic and governmental review and oversight, professional training and community connection. During the process the student interns conducted an assessment, conducted surveys of park users and impacted residents, obtained public health data to establish the need for public space. A brief description is as follows:

1. Assessment:

- extensive demographic and population characteristics data was gathered, specific physical conditions of the park was documented, and proximity of senior citizen's homes were recorded.
- Documented the location of park equipment, grade surface conditions, photographic conditions of basketball courts, track, tennis courts, park entrances, bleachers, benches, and field house

2. Research Methods:

- conducted face-to-face interviews of current park-users including the youth and senior citizens, sent more than 150 mail surveys to impacted residents and documented the high response.
- Prepared case study research that revealed the significance of improving public parks and its direct contribution to physical activity.

3. Public Health Research and Data

- researched and linked the national and state policies impacting public health, documented the health disparity and barriers for healthier lifestyles with respect to physical activity reported by the Behavioral Risk Factor Surveillance System (BRFSS)

4. Recommendations:

- Gathered community input via documented responses from senior citizens and identified issues and goals linked to national and state objectives.

All the information provided was prepared by the student interns, reviewed by CTA staff and presented by the student interns during the final presentation on August 18, 2007 in the City of East Orange's City Hall Chambers.

The information is presented reflects text, tables, charts, spatial mapping, and digital photos. The information was gathered within a geographically area known as the “study area and project site.”

The study area consists of one census tract (99) and a block group (3). The census tract and block group data reflects the population’s characteristics such as their social and economic conditions. The data was extracted from the United States Census Bureau over a ten-year period for 1990 to 2000.

The project site is Soverel Park and it is an estimated 10.32 acres with 2 softball fields, 1 baseball field, 3 basketball courts, walking/running track, 7 tennis courts, 2 jungle gym areas and public open space. Soverel Park is designated as a community park because it’s designed for heavy uses that is used by people of all ages and has more than 5 acres. The park is bordered by Springdale Avenue, North Park Street, and Brighton Avenue. Vehicular parking is accessible via Springdale Ave and park entrances (4) are located along the bordering avenues and streets.

The report begins information the following:

- **Public Health Research and Data**
- **Research Methods**
- **Assessment**
- **Issue Identification and Goal Setting**

The report is intended to be a guide for potential alterations and upgrades to be conducted for Soverel Park. More investigation is required with respect to environmental feasibility, engineering design and production, professional planning, and other professional trades necessary to successfully ensure that national, state, and local codes are recorded. Our student interns provide an in-depth study and extensive research that can serve as critical decision making and possible design solutions.



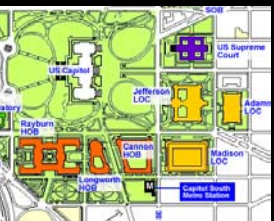
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Project Description

Public Health is what we as a society do collectively to assure the conditions in which people can be healthy. Physical activity, a leading indicator of good health, is an important measure of public health. However, there is a disparity in the amount of physical activity engaged in ethnic groups, especially African Americans. One of the goals of The Healthy People 2010 project is to eliminate health disparities. Our project deals with the importance of public parks to physical



activity and public health. Our project site is Soverel Park located in East Orange and is the largest park in the City of East Orange. It is located off of Springdale Avenue, with entrances on Brighton Avenue and North Park Street. Our project scope is to assess the importance of a public park to physical activity and public health for its neighborhood residents.



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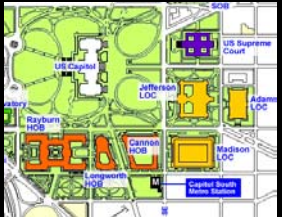
PROJECT GOALS AND OBJECTIVES

Project Goal:

To conduct a needs assessment in order to assess the importance of public parks to physical activity

Project Objectives:

- Determine national and state goals for physical activity
- Assess the levels of physical activity
- Select a project site
- Establish relationship between public parks and physical activity

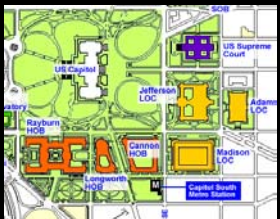


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HEALTHY PEOPLE 2010



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Healthy People 2010 (National)

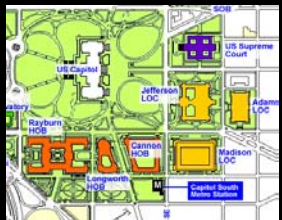
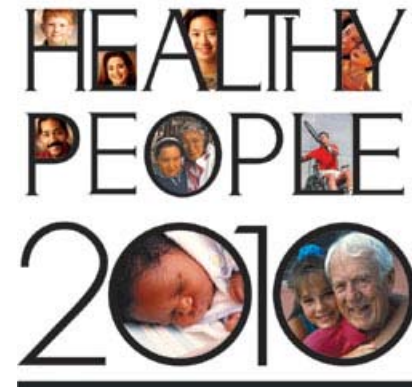
2 Overarching Goals

- Increase Quality and Years of Healthy Life
- Eliminate Health Disparities

One of the 28 focus areas is **Physical Activity and Fitness**

Focus Area Goal

Improve health, fitness, and quality of life through daily physical activity.



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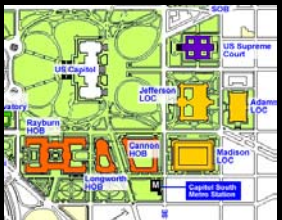


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Physical Activity and Fitness Objectives

22-2. Increase the proportion of adults who engage regularly, preferably daily, in moderate physical activity for at least 30 minutes per day.

22-4. Increase the proportion of adults who perform physical activities that enhance and maintain muscular strength and endurance



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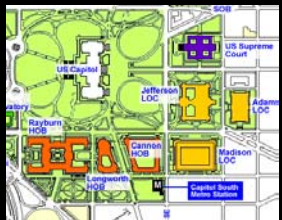
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Healthy New Jersey 2010 (State)

2 Overarching Goals

- Increase Quality and Years of Healthy Life
- Eliminate Health Disparities

3D-4 Objective: Reduce the percentage of persons aged 18 or older who do not engage regularly, in moderate physical activity for at least 30 minutes per day.



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National

State

Metro/ Micropolitan

**Adults Engaging in Moderate or Vigorous
Physical Activity(18 and Over)**

- Gender
- Age
- Race
- Education
- Income

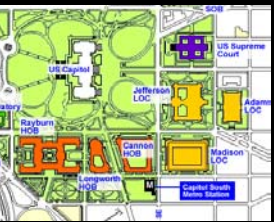


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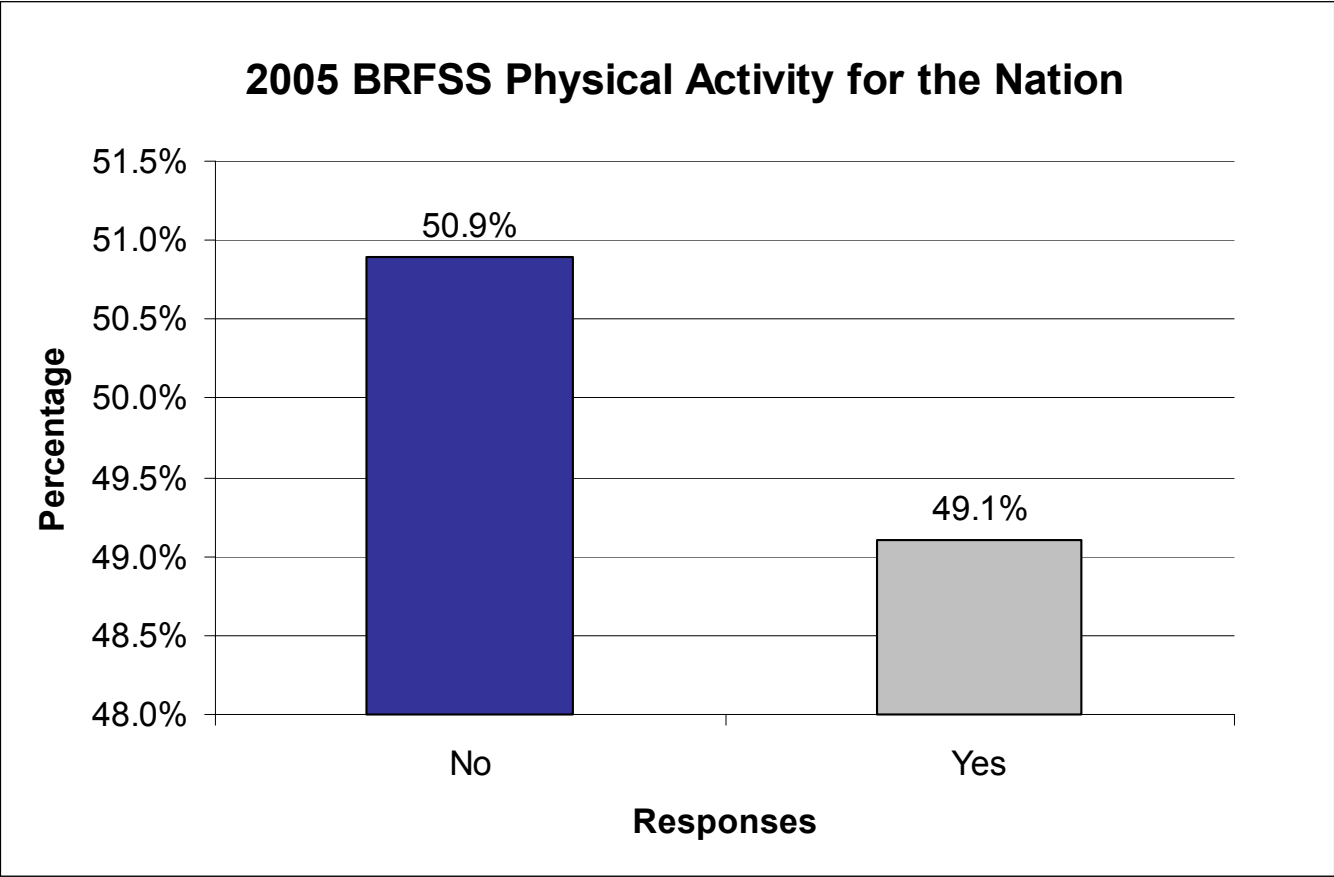
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Adults with 30 or more minutes of moderate physical activity five or more days per week, or vigorous physical activity for 20 or more minutes three or more days per week.

NATION

(States and DC)



• *More people responded NO*



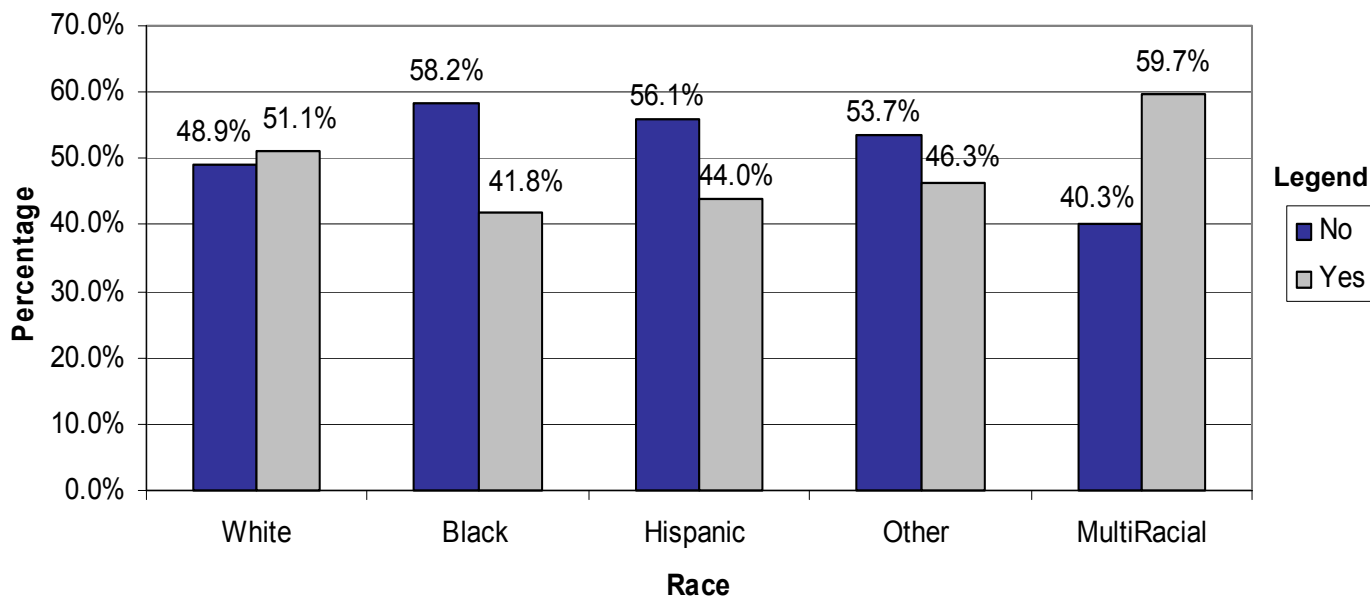
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Adults with 30 or more minutes of moderate physical activity five or more days per week, or vigorous physical activity for 20 or more minutes three or more days per week.

NATION

(States and DC)

2005 BRFSS Physical Activity for the Nation Grouped by Race



White: 51 States

Black: 31 States

Other: 21 States

Hispanic: 28 States

MultiRacial: 7 States

• **Black individuals have the highest percentage of not engaging in physical activity.**

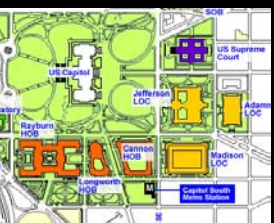
Source: www.cdc.gov/brfss

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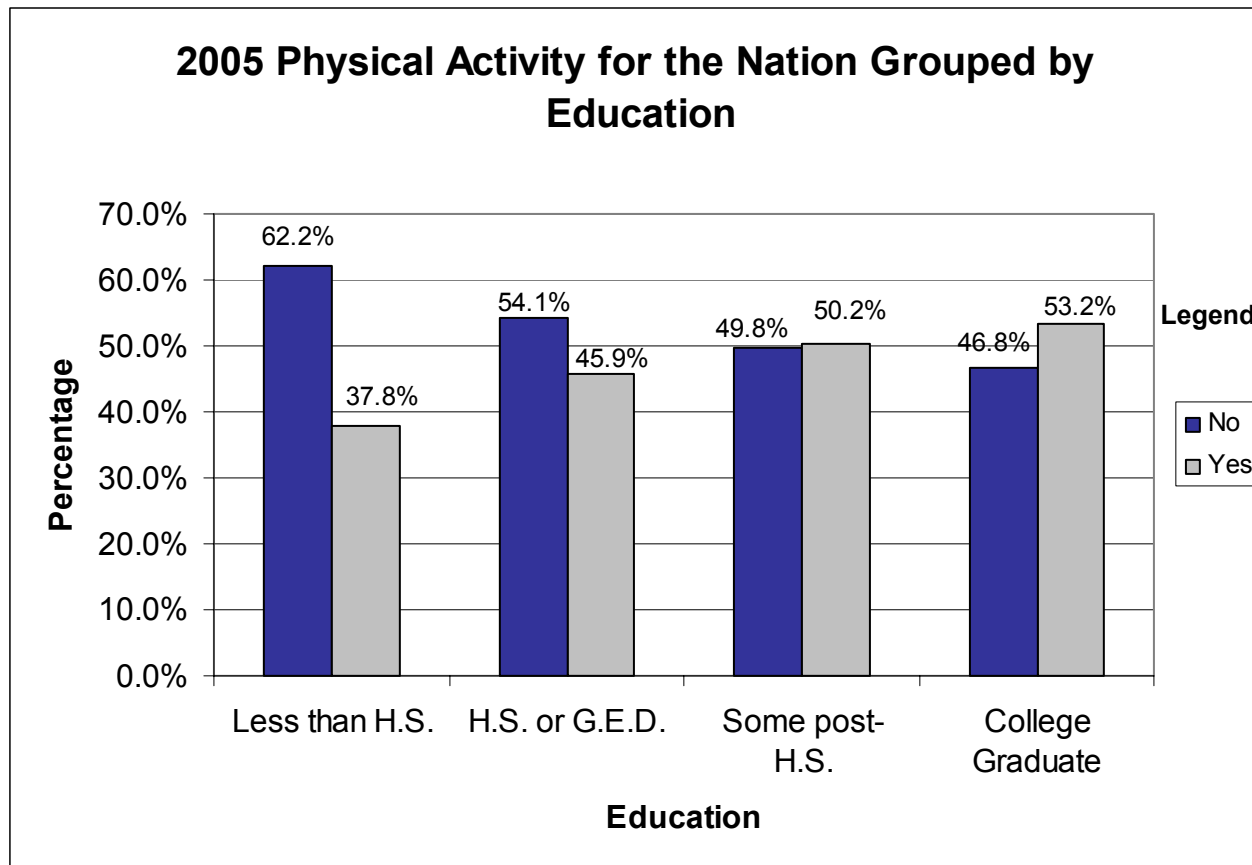
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NATION

(States and DC)



Less than H.S.: 48 States

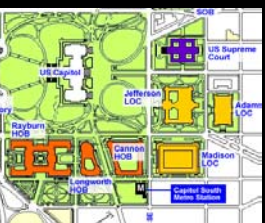
H.S.- College: 51 States

- ***People without a high school diploma have the highest NO rating.***

Source: www.cdc.gov/brfss



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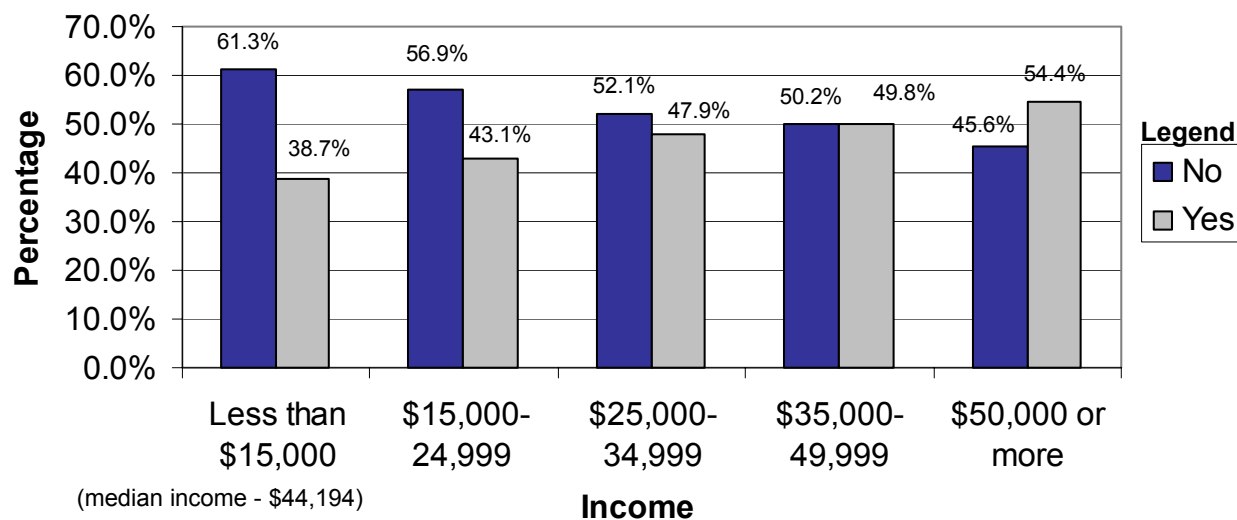
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NATION

(States and DC)

2005 BRFSS Physical Activity for the Nation Grouped by Income



Less than \$15,000: 47 States Surveyed

\$15,000- 50,000: 51 States Surveyed

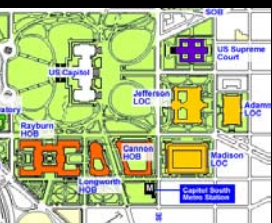
•The lower a person's income, the less likely they are to engage in physical activity.

Source: www.cdc.gov/brfss

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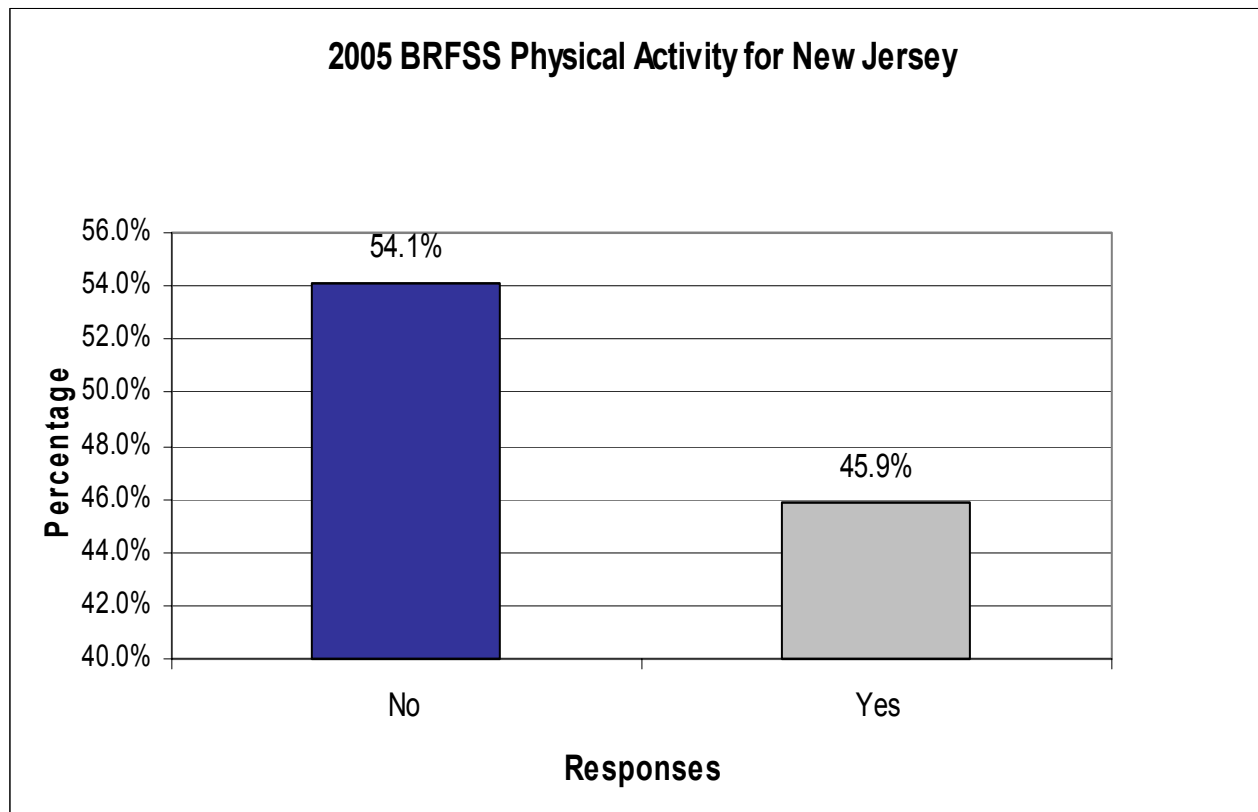


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NEW JERSEY



12,277 Respondents

•*More people responded NO*

Source: www.cdc.gov/brfss



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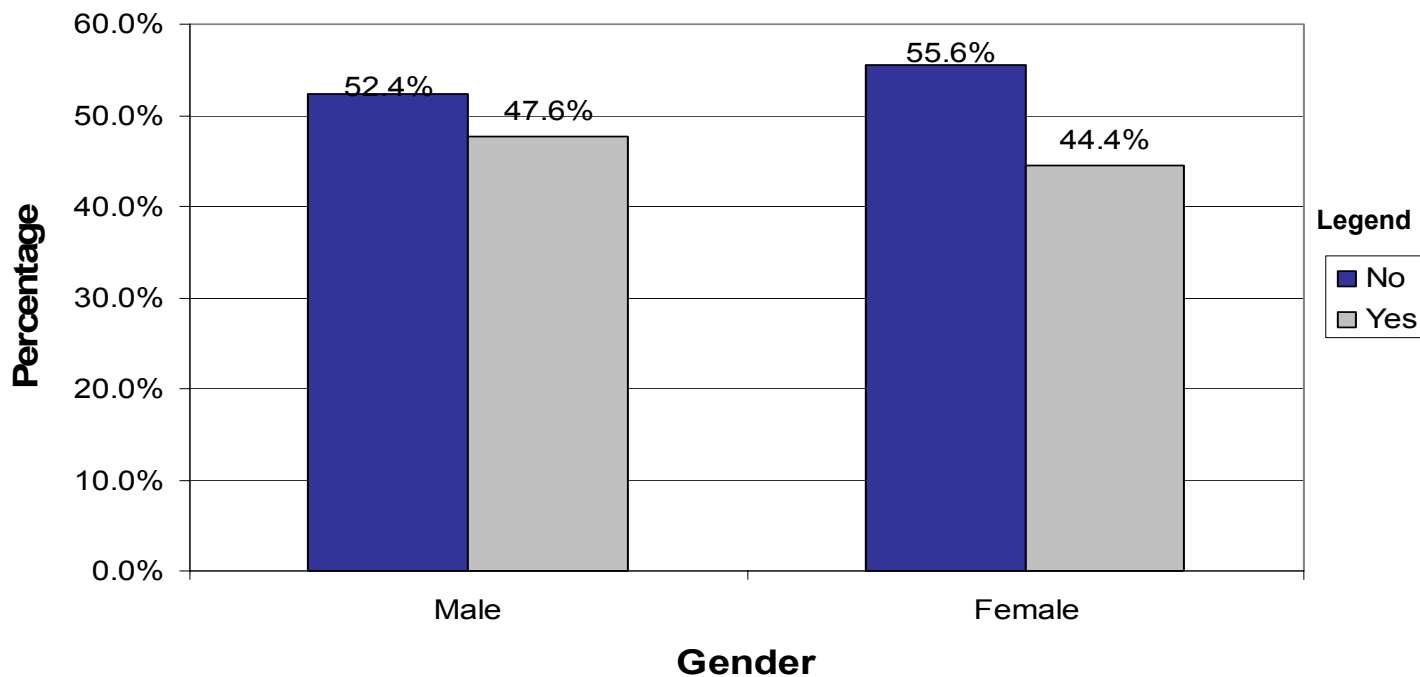
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NEW JERSEY

**2005 BRFSS Physical Activity for New Jersey
Grouped by Gender**



Male: 4815 Respondents

Female: 7462 Resp.

•Both males and females have a higher NO percentage than YES

Source: www.cdc.gov/brfss



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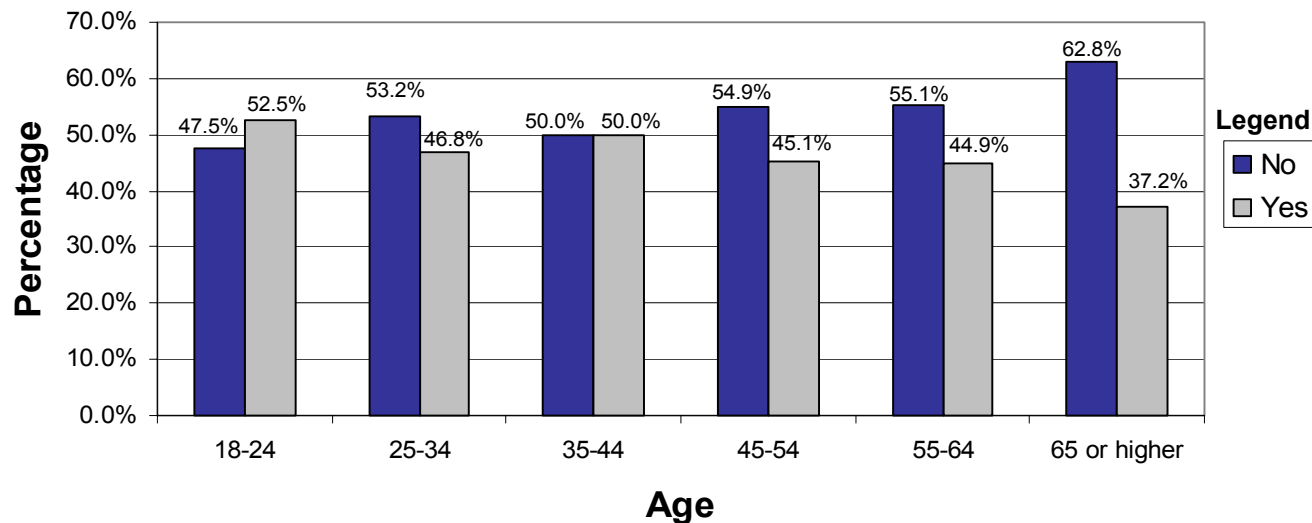
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NEW JERSEY

**2005 BRFSS Physical Activity for New Jersey
Grouped by Age**



18-24: 463 Respondents

25-34: 1467 Resp.

35-44: 234 Resp.

45-54: 2691 Resp.

55-64: 2338 Resp.

65+: 2971 Resp.

- **Individuals 65 and older have the highest NO percentage**



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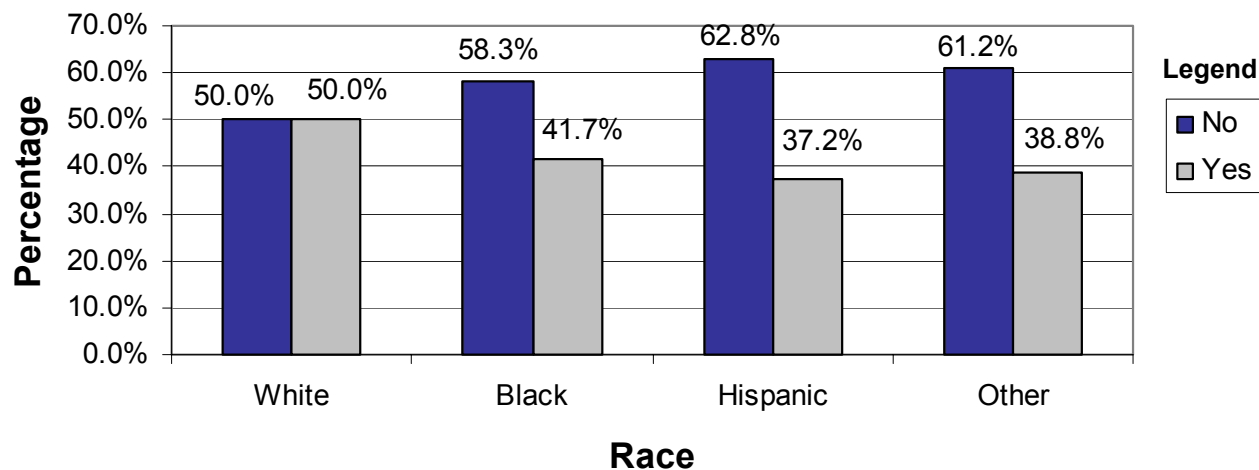
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NEW JERSEY

2005 Physical Activity for New Jersey Grouped by Race



White: 9207 Respondents

Black: 1101 Resp

Hispanic: 1272

Other: 473

• **Hispanics and Blacks have the highest NO percentage**

Source: www.cdc.gov/brfss



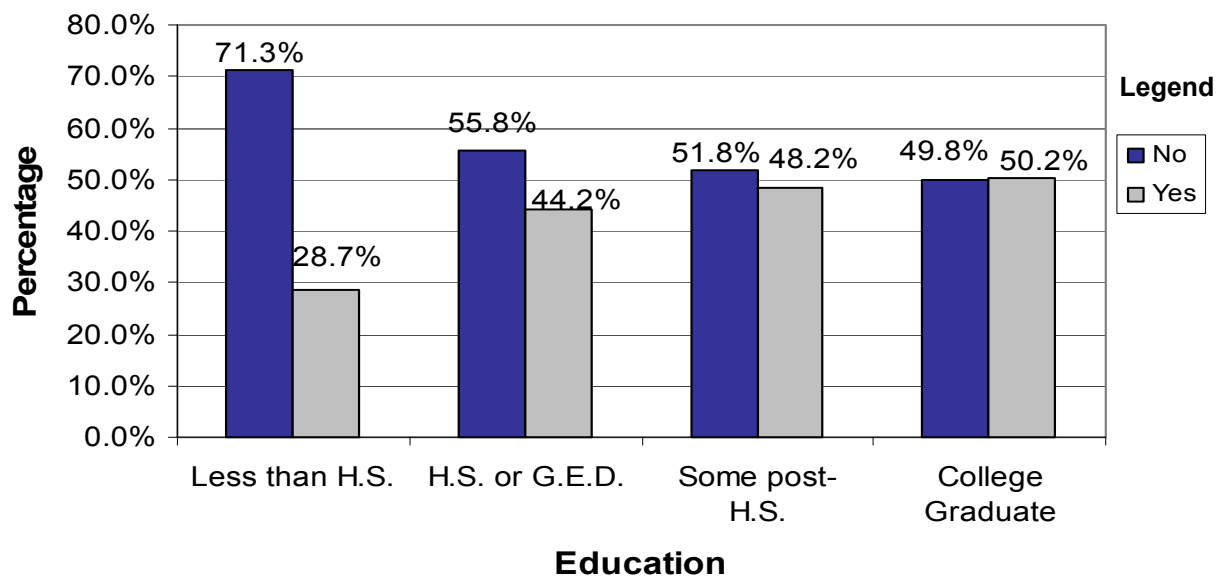
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NEW JERSEY

**2005 Physical Activity for New Jersey Grouped
by Education**



Less than H.S.: 1033 Respondents

H.S. or G.E.D.: 3508 Resp.

Post H.S.: 2752 Resp.

College Graduate: 4949 Resp.

•People without a high school diploma have the highest NO percentage

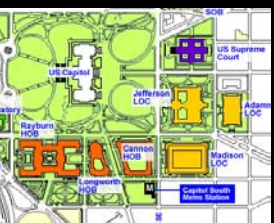
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Source: www.cdc.gov/brfss



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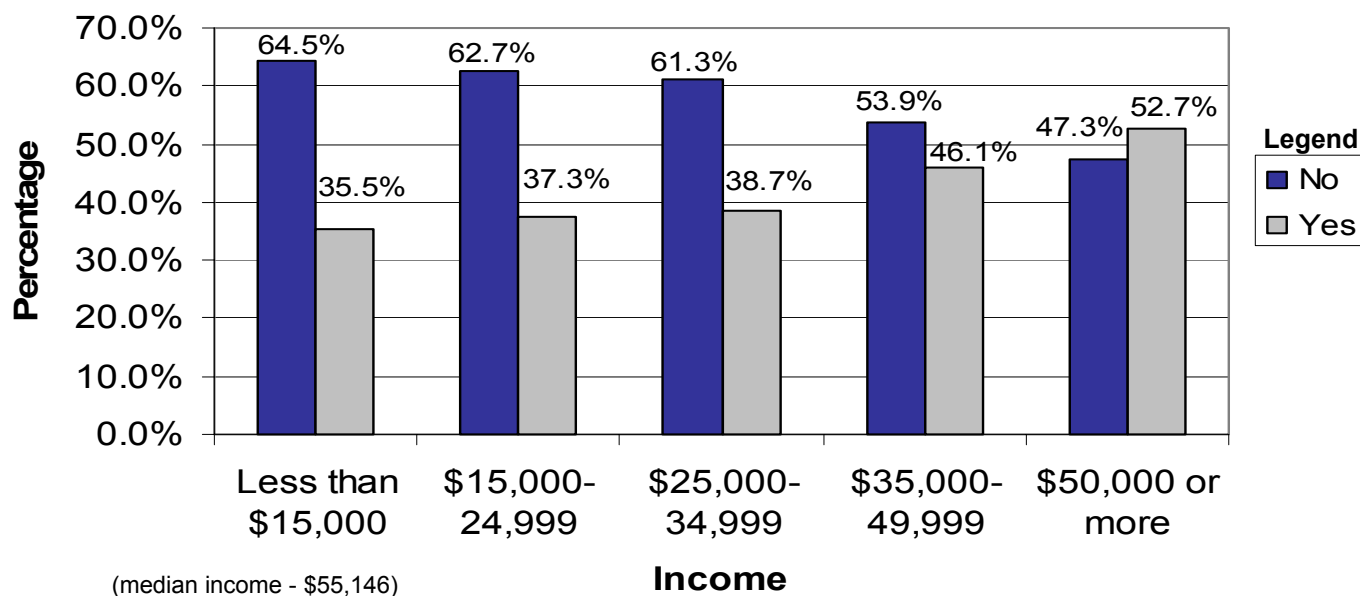
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NEW JERSEY

2005 BRFSS Physical Activity for New Jersey Grouped by Income



Less than \$15: 892 Respondents

\$15-24: 1549 Resp.

\$25-34: 1131 Resp.

\$35-49: 1439 Resp.

50+: 5519 Resp.

•The lower a person's income, the less likely they are to engage in physical activity

Source: www.cdc.gov/brfss



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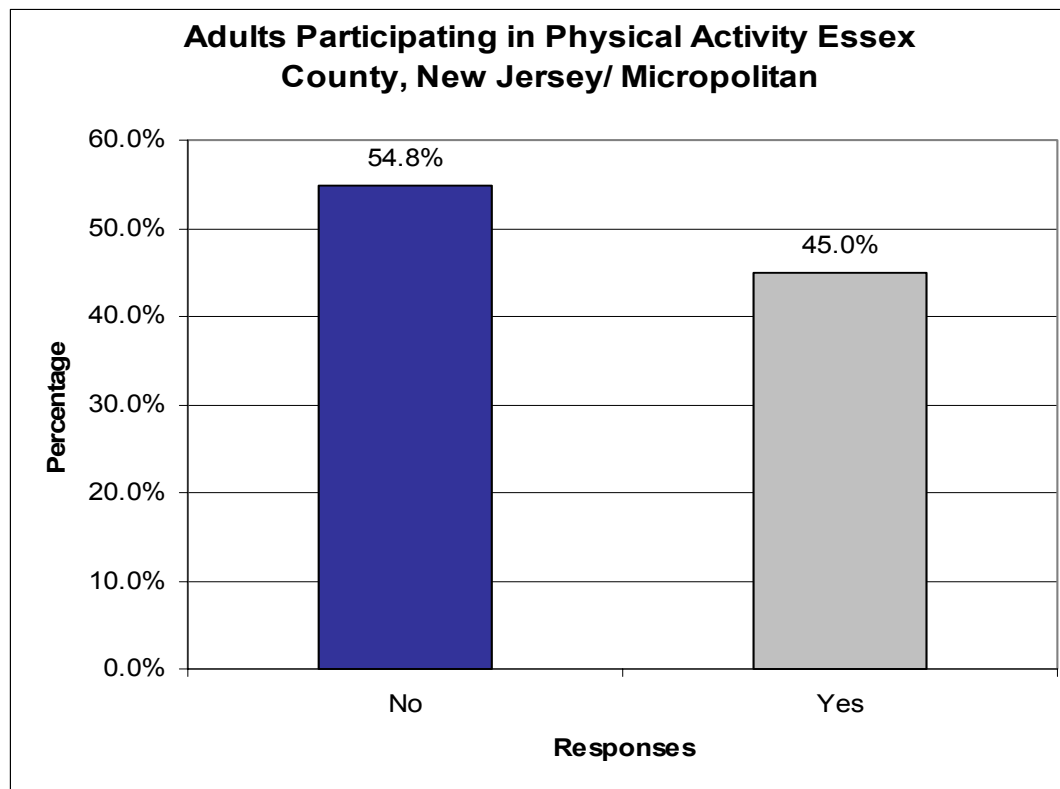


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Essex County, New Jersey/ Micropolitan Area

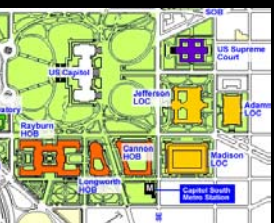


888 Respondents

•More people responded NO



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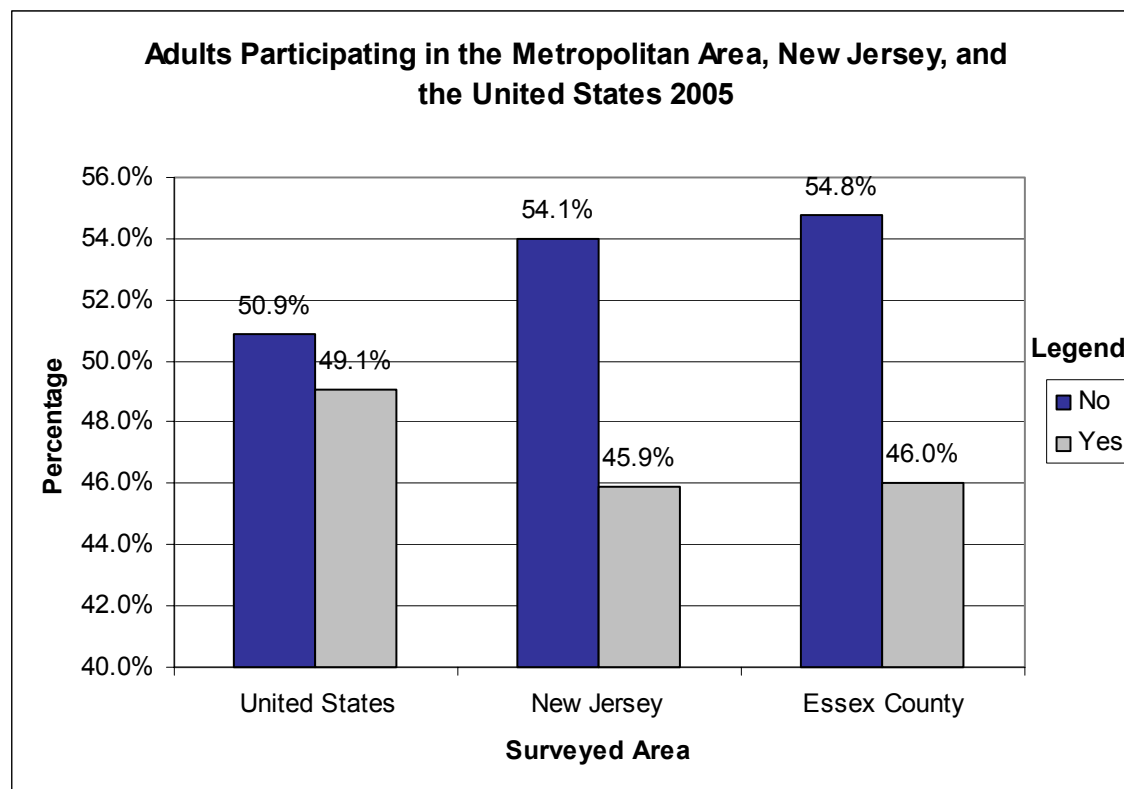


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NATION, NEW JERSEY, ESSEX COUNTY



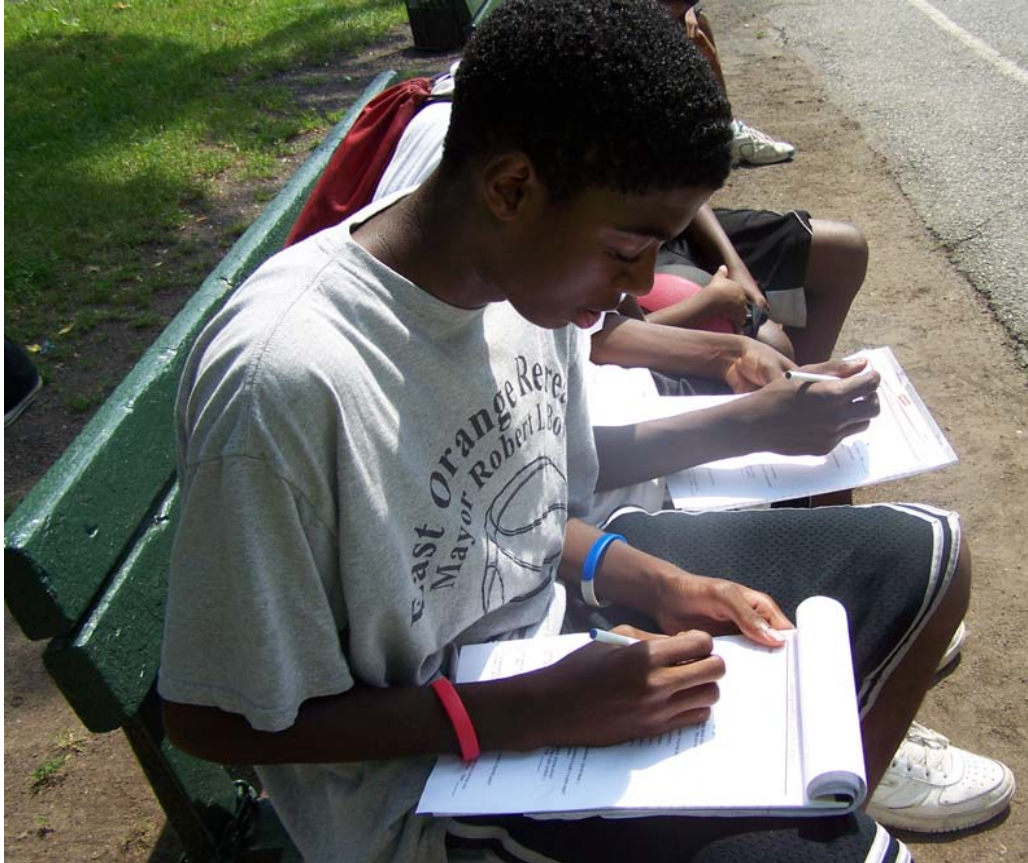
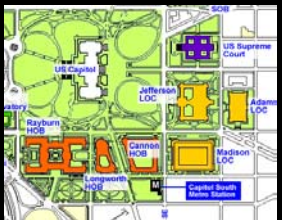
Nation: 50 states and D.C. New Jersey: 12277 Essex County: 888 Respondents

•All three levels have a higher NO percentage than YES



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Research Methods



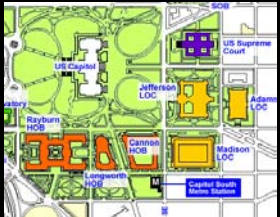
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Face-to-Face Interviews of Senior Citizens



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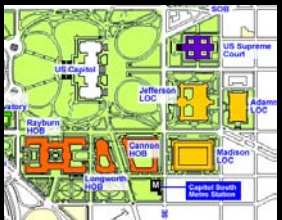
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Question	Most Common Response	% of Most Common Response
1. How often do you visit the park?	Everyday	44.20%
2. Do you enjoy Soverel Park?	Yes	88.50%
3. Do you engage in any type of physical Activity?	Yes	59.6%
4. On a scale of one to ten, ten being the highest, how do you rate Soverel Park?	7.5	75%
5. What do you find displeasing about Soverel Park?	The seating	28.80%
6. What would you change about Soverel Park?	The track	96.20%

Total Respondents: 52



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Face-to-Face Interviews of Senior Citizens



Intern: "Do you enjoy Soverel Park?"

Senior: "Yes I like sitting in the shade and relaxing but it's really hard for me to get up; the benches are so low."



Intern: "What do you find displeasing about Soverel Park?"

Senior: "I find it appalling that there is trash on the floor when there are garbage cans in the park."



Intern: "Do you engage in physical activity?"

Senior: "Yes, I walk around the park whenever I go."



Interns: "What would you change about Soverel park?"

Ms. Watson, Director of Soverel Park: "Senior citizens walk every morning in Soverel Park; I would fix the tracks"



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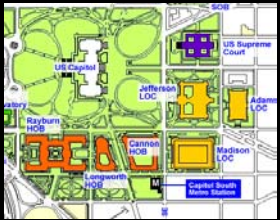
Face-to-Face Surveys at Senior Homes

Age

55 & above – 100%

Gender

Women - 82.3%
Men - 17.7 %



Survey Questions	Yes	No
3. Do you participate in any physical activity (moderate to intense)?	70.6%	29.4%
6. Do you believe you are doing enough physical activity?	47.1%	52.9%
7. Do you think that you would engage in more physical activity if you had better access to improved parks?	70.6%	29.4%

Total Respondents: 17

- **Women seniors are participating in physical activity and feel that improved parks will help to increase their participation.**

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Face-to-Face Surveys at Soverel Park

Age
Under -18 -- **45.7%**
 18-30 -- 31.4%
 30-55 -- 22.9%
 55 and above -- 0%

Gender
Males -- **51.4%**
 Females -- 48.6%

Survey Questions	Yes	No
3. Do you participate in any physical activity (moderate to intense)?	91.4%	8.6%
6. Do you believe you are doing enough physical activity?	34.3%	65.7%
7. Do you think that you would engage in more physical activity if you had better access to improved parks?	62.8%	37.2%

Total Respondents: 35

- **Males under 18 are participating more physical activity and they do not believe it is enough.**



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Face-to-Face Impacted Resident Mailed Surveys

Age
Under 18 -- 0%
18-30 -- 12.4%
30-55 -- 37.6%
55 and above -- 50%

Gender
Males -- 50%
Females -- 50%

Survey Questions	Yes	No
3. Do you participate in any physical activity (moderate to intense)?	50%	50%
6. Do you believe you are doing enough physical activity?	50%	50%
7. Do you think that you would engage in more physical activity if you had better access to improved parks?	37.4%	62.6%

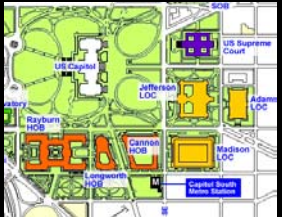
•A good number of responses are middle aged and are split between whether or not to participate in physical activity.

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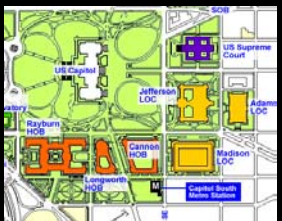
Project Site Assessment





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Identifying Population Characteristics



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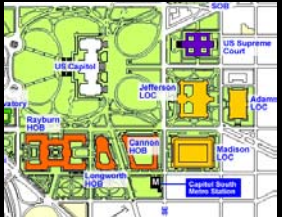
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Study Area Map, Census Tract 99, Block Group 3

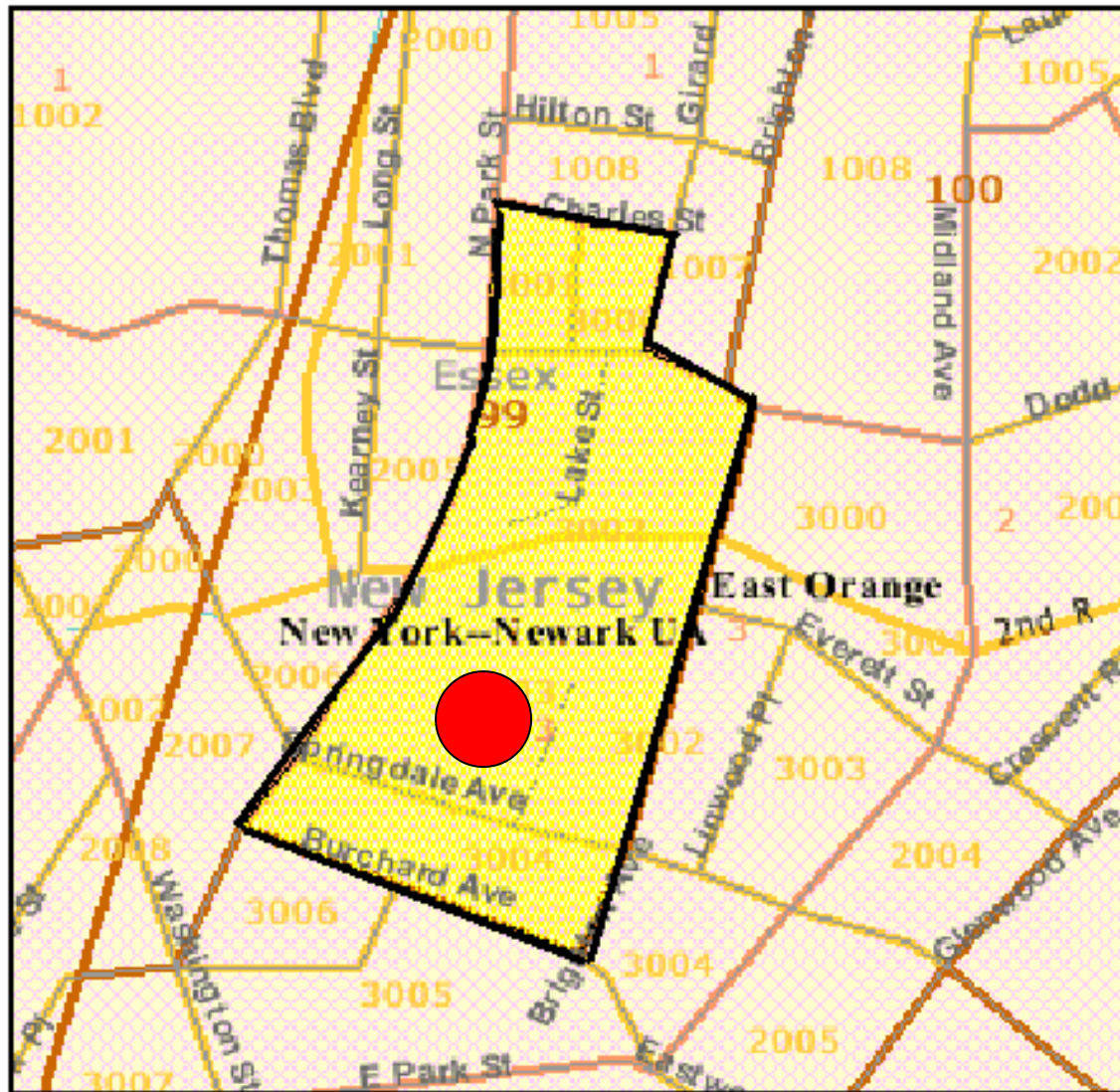


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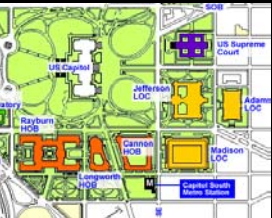
Legend

-  Project Site
-  Block Group 3

Source: www.census.gov



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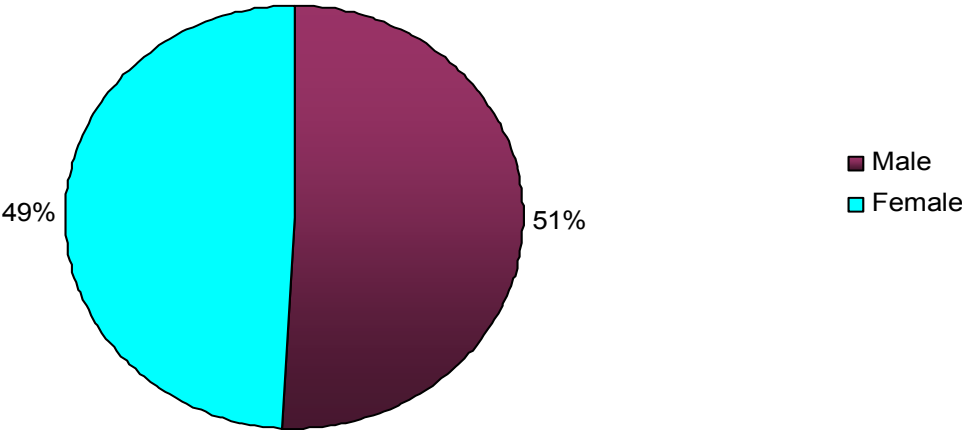
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Gender

Gender	East Orange	Percentage Of East Orange	Study Area (Block Group 3)	Percentage of Study Area
Male	31,350	45%	319	51%
Female	38,554	55%	309	49%
Total	69,904	100%	628	100%

Study Area (Block Group 3)





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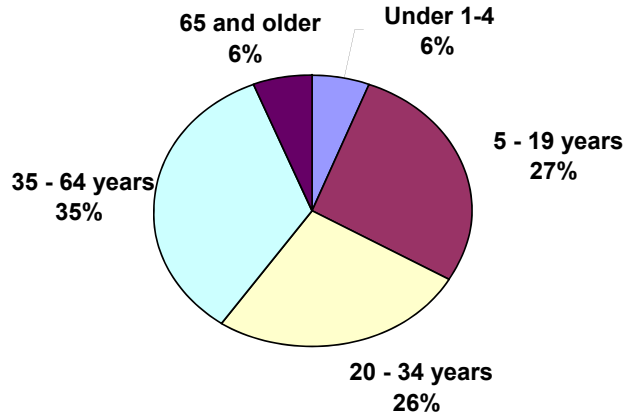
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Age Distribution

- The 2000 census data shows that both age groups 5 -19 and 20 – 34, equals 22% of the population of East Orange.
- The 35 – 64 age group represents 37% of people in East Orange.

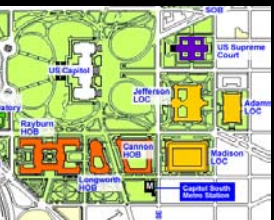
Age Distribution	East Orange	Percentage Of East Orange	Study Area (Block Group 3)	Percentage of Project Site
Under 1	1,273	2%	11	2%
1 - 4 years	4,374	6%	27	4%
5 - 19 years	15,645	22%	172	27%
20 - 34 years	15,698	22%	164	26%
35 - 64 years	24,983	36%	216	34%
65 and older	7,931	11%	38	6%
Total	69,904	100%	628	100%

Age Distribution: Project Site





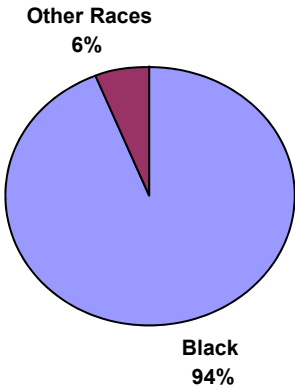
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Racial Distribution by Non-Hispanic Origin

Racial Distribution by Hispanic Origin	East Orange 2000	Percentage of East Orange	Study Area (Block Group 3)	Percentage of Project Site
<i>Non-Hispanic Origin:</i>	66,609	95.3%	601	95.7%
White	2,103	3%	12	2%
Black	61,147	87.5%	589	94%
Asian	266	0.4%	0	0%
American Indian	226	0.3%	0	0%
Other	2,867	4.1%	0	0%
<i>Hispanic Origin:</i>	3,295	4.7%	27	4%
Total	69,904	100%	628	100%

Project Site: Racial Distribution

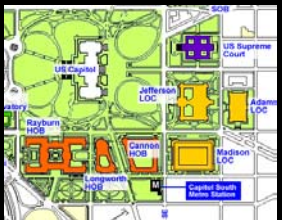


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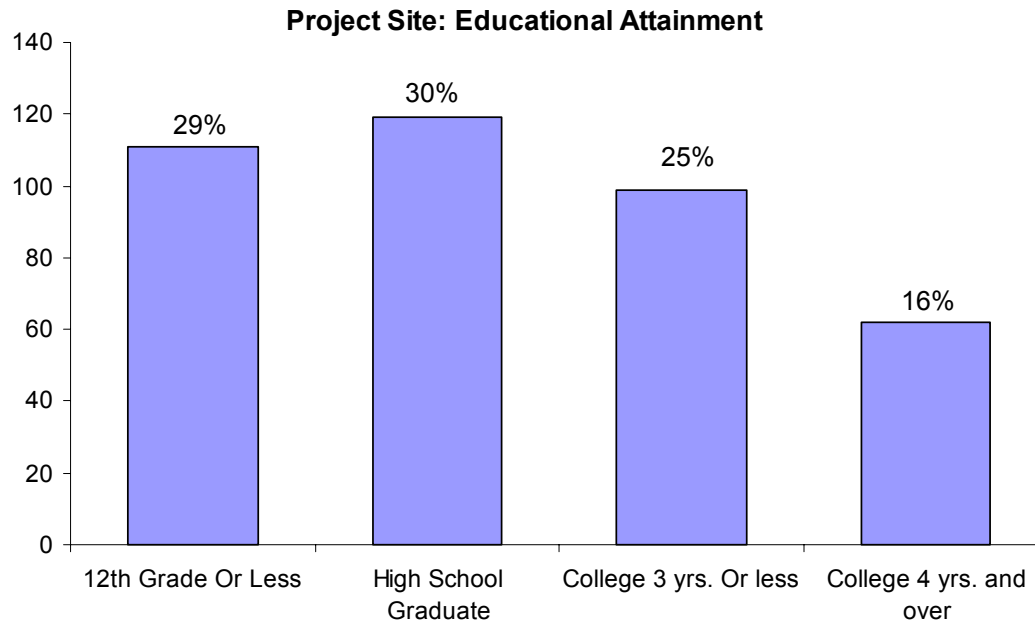


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Educational Attainment 25 years and older

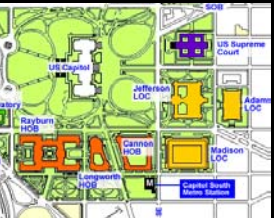
Educational Attainment	East Orange 2000	Percentage Of East Orange	Study Area (Block Group 3)	Percentage Of Project Site
Less Than 9th Grade	4,368	10%	9	3%
9th to 12th Grade, No Diploma	7,659	18%	102	26%
High School Graduate	13,502	31%	119	30%
College 3 yrs. or less	11,435	26%	99	25%
College 4 yrs. and over	6,545	15%	62	16%
Total	43,509	100%	391	100%



Source: www.census.gov



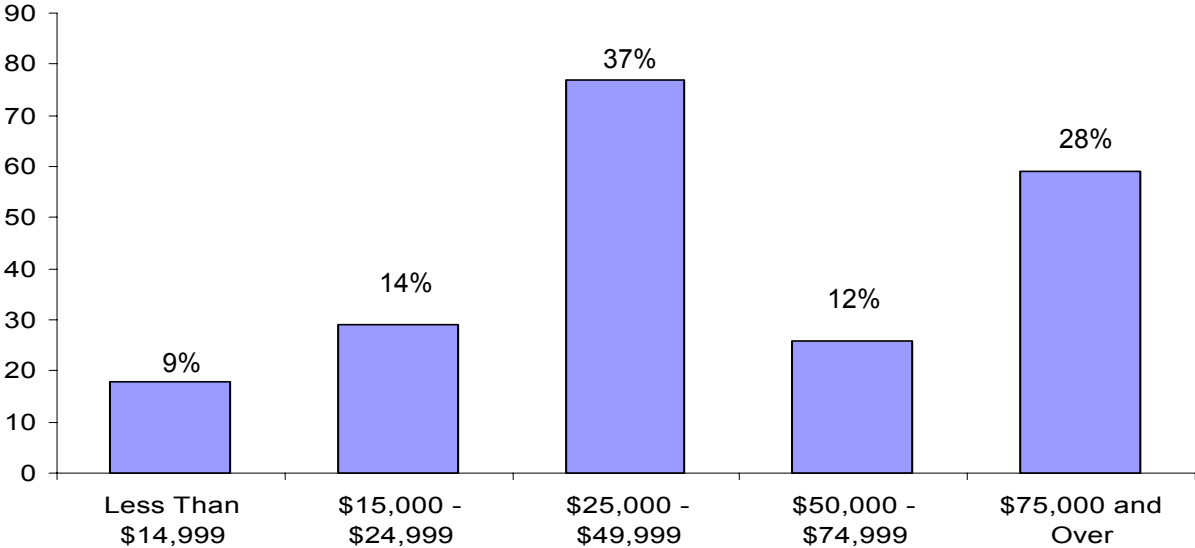
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Household Income Distribution

Household Income Distribution	East Orange	Percent of East Orange	Study Area (Block Group 3)	Percent of Study Area
Less Than \$14,999	6,641	25%	18	9%
\$15,000 - \$24,999	3,821	15%	29	14%
\$25,000 - \$49,999	7,425	28%	77	37%
\$50,000 - \$74,999	4,166	16%	26	12%
\$75,000 and Over	4,023	15%	59	28%
Total	26,076	100%	209	100%

Household Income: Project Site

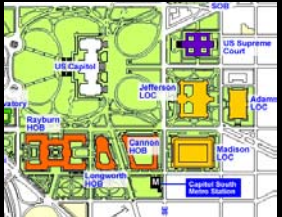


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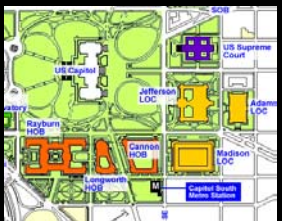
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Soverel Park Site Conditions





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Soverel Park



Legend

- Soverel Park
- Entrances/Exits

Features

- 10.32 Acres
- 2 Softball Fields
- 1 Baseball Field
- 3 Basketball Courts
- Walking/Running Track
- 7 Tennis Courts
- Open Space
- 2 Jungle Gym Areas

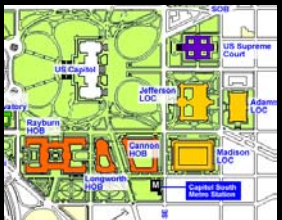
Aerial view of Soverel Park



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Community Park

Soverel Park is a community park because its designed for heavy use; it is used for people of all ages, and has more than 5 acres.



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Equipment Location Map



Legend



Entrance



Field House



Softball Field



Baseball
Field



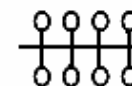
Bench



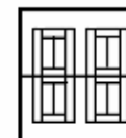
Racquet
Ball Wall



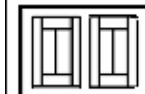
Fence



Swings



Tennis Courts 1-4



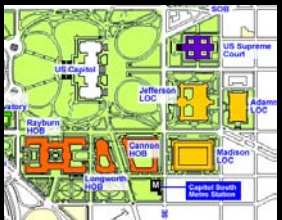
Tennis Courts 5-7



Basketball
Court



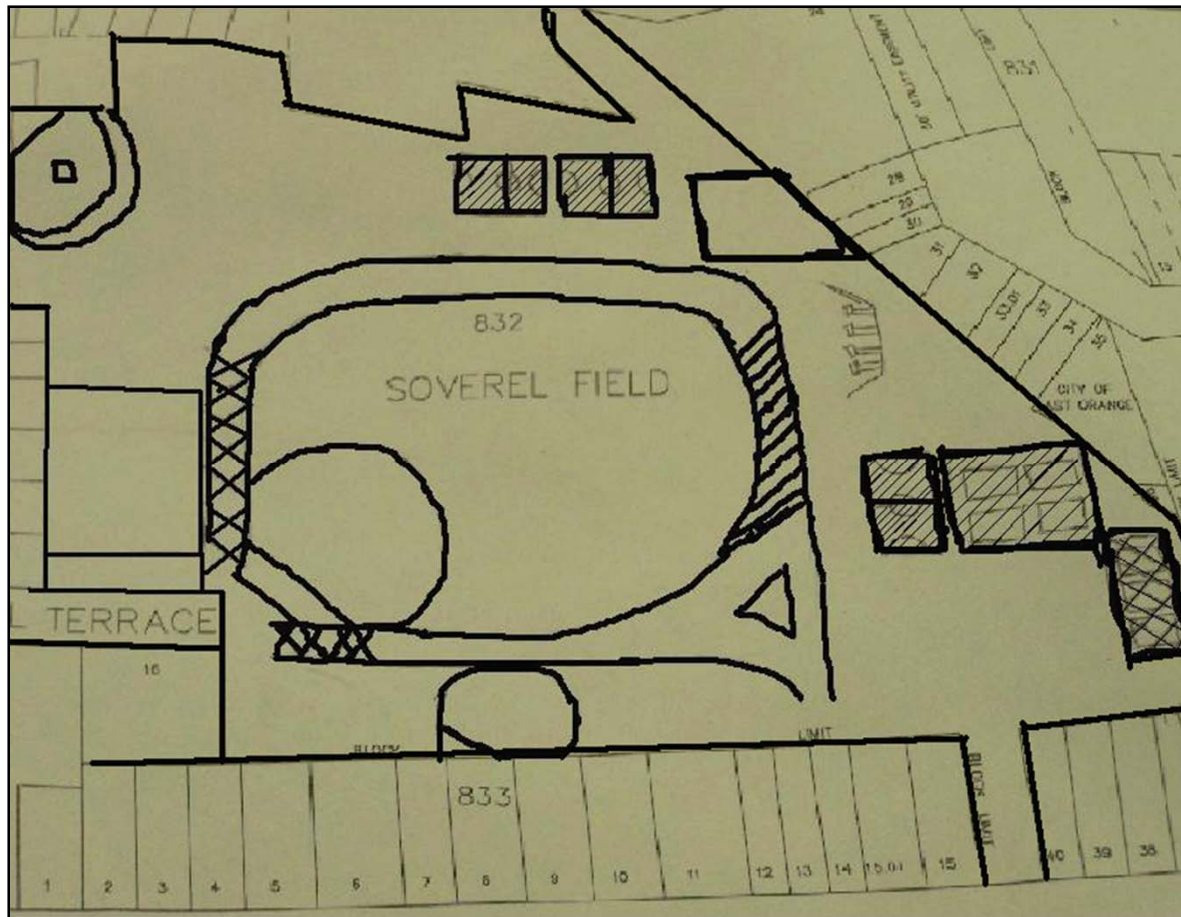
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Soverel Park Grade Survey



Legend



Good



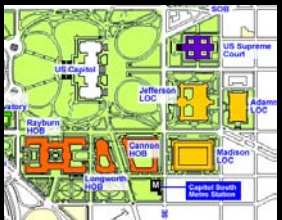
Poor



Severe



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Soverel Park Photo Documentation





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Basketball Courts



Aeria View



Panoramic view of the basketball court



Water accumulates on the basketball court when it rains.



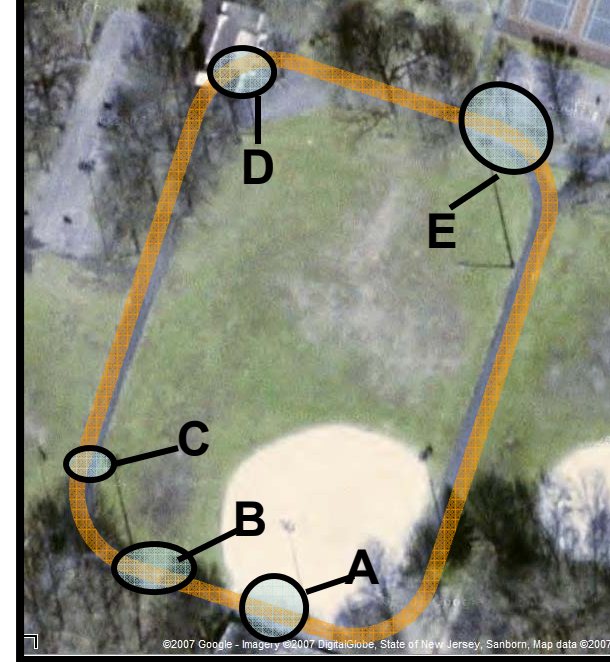
The basketball courts have cracks.



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Track

- The track is not leveled and has many cracks and potholes.



Aerial view of the track



Image A



Image B

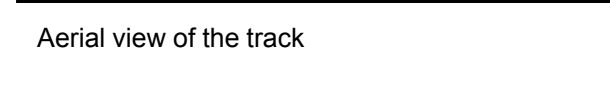


Image C



Image D



Image E

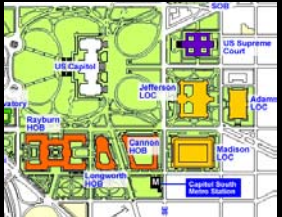


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Complete view of tennis courts



Tennis courts 5-7 are locked and have no nets.

There is graffiti on the grounds of courts 1-4.

Tennis Courts



Aerial View of the tennis
courts



Shrubs and bushes are growing through the fence of tennis courts 1-4.



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Soverel Park Entrances/Exits



Image A

Entrance/ Exit located on Brighton Avenue



Aerial View



Image B

Entrance/ Exit located on Soverel Terrace



Image C

Entrance/ Exit located on North Park Street



Image D

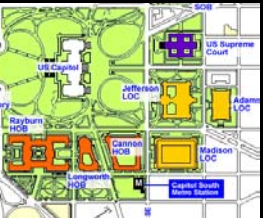
Entrance/ Exit located on Springdale Avenue

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Bleacher 1



The bleacher makes a
creaking sound.

Bleacher 2



The bleacher has chipped paint.

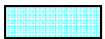


Bleacher 2



The bleacher is covered in dirt.

Bleachers

Legend

-  Bleacher 1
-  Bleacher 2
-  Bleacher 3



Aerial View

Bleacher 3



The bleacher is
uncomfortable to sit on.

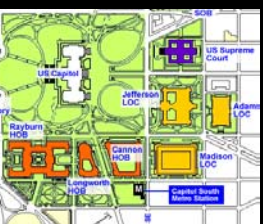
Bleacher 2



The bleacher is missing railing.



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Bench 1



It is located near a trash can.

Bench 2



This bench is weak.






Bench 3



The bench has chipped paint.

Benches

Legend

-  Bench 1
-  Bench 2
-  Bench 3
-  Bench 4
-  Bench 5



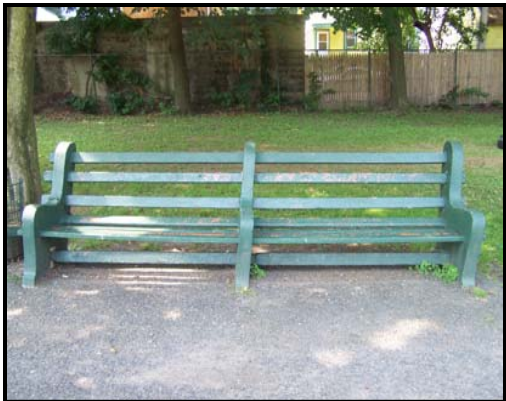
Aerial View

Bench 5



It is uncomfortable to sit on.

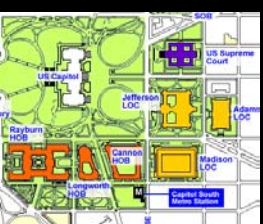
Bench 4



The bench is too low.



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Field House



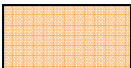
Weight Room in Field
House



Exercise Equipment in
Weight Room

Field House

Legend



Field House



Aerial View



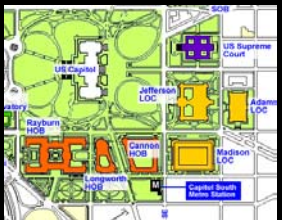
Eating area
in Field House



Rest Room in Field
House



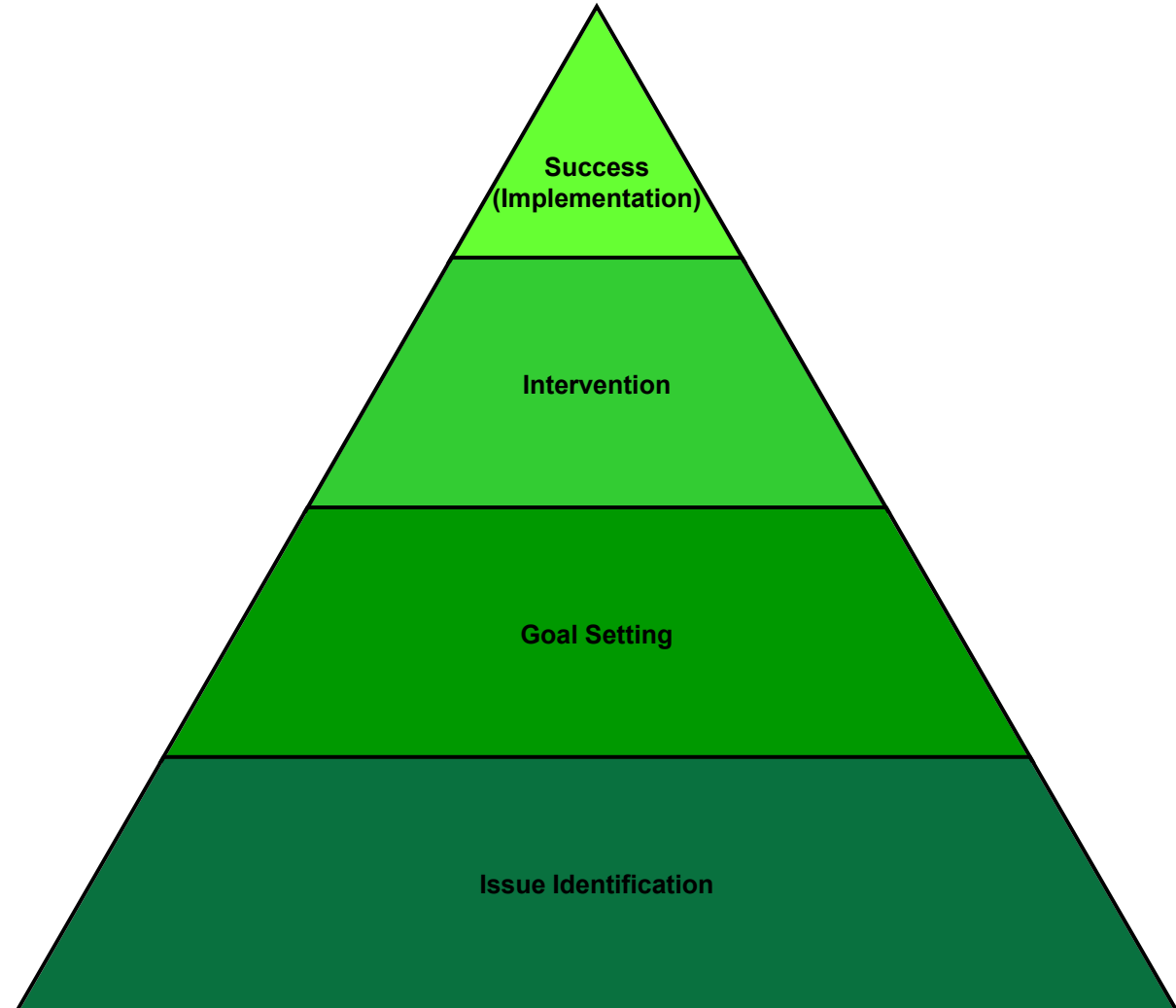
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Issue Identification/Goal Setting





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Issue Identification/Goal Setting

Category	Issue	Goal	Senior s Agree	Healthy People 2010
Physical Activity	People making an income less than \$35,000 are least likely to engage in physical activity	Increase awareness on the importance of physical activity	-	National(22-4) New Jersey(3D-4)
	Minority groups participate in less physical activity than white individuals	Encourage minority groups to do more physical activity	-	National(22-4) New Jersey(3D-4)
	People 65 years and older are not likely to engage in physical activity	Provide facilities and activities for senior citizens to engage in more physical activity	Yes	National(22-4) New Jersey(3D-4)
Safety	Not sufficient lighting for walking area	Add lights along track	Yes	-
	Lack of security	Have frequent patrol	Yes	-
Facilities	Weight room is under-utilized	Inform park users of weight room	Yes	National(22-4) New Jersey(3D-4)
	Restrooms are unsanitary	Sanitize restrooms	Yes	-
	Rusted leaking water fountain	Replace them	-	-

22-4. Increase the proportion of adults who perform physical activities that enhance and maintain muscular strength and endurance

3D-4 Objective: Reduce the percentage of persons aged 18 or older who do not engage in regularly, moderate physical activity for at least 30 minutes per day

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Issue Identification/Goal Setting

Category	Issue	Goal	Seniors Agree	Healthy People 2010
Access	Only one parking lot with only 23 spaces.	Create more parking spaces	-	-
	Only Soverel Terrace entrance connects straight to the track	Complete pathways to three remaining entrances	-	-
	Soverel Terrace entrance has dirt covered path	Pave the entrance	Yes	
Activity Areas	Tennis courts 5, 6, 7 are locked, cracked, have no nets, and shrubs growing in the fence	Repair tennis courts and unlock gates	-	(National) 22-2 (State) 3D-4
	The basketball courts 1 and 2 are cracked with standing water	Repave the basketball courts	Yes	(National) 22-2 (State) 3D-4
	Track is divided into asphalt and gravel	Keep track consistent with asphalt	-	(National) 22-14 (State) 3D-4
Landscape	The track is uneven, and has several cracks and potholes	Repair track consistent with continued smooth even surface	Yes	(National) 22-14 (State) 3D-4
	Shrubs and bushes are overgrown	Have the shrubs and bushes trimmed monthly	Yes	-
	There isn't enough shade in the park	Plant more trees and add more shelters	-	-

22-2. Increase the proportion of adults who engage regularly, preferably daily, in moderate physical activity for at least 30 minutes per day.

22-14. Increase the proportion of trips made by walking

3D-4 Objective: Reduce the percentage of persons aged 18 or older who do not engage in regularly, moderate physical activity for at least 30 minutes per day

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Appendices

- Definition of Public Health
- Public Health's 3 Core Functions and 10 Essential Services
- Research Data supporting the importance of Physical Activity to Public Health
- Case Study Research
- Senior Citizen Home locations



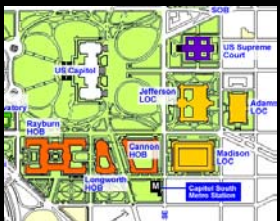
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Public Health

What we as a society do collectively to assure the conditions in which people can be healthy.

3 Core Functions

1. *Assessment and monitoring of the health of the communities and populations at risk to identify health problems and priorities.*
2. *Formulating public policies in collaboration with community and government leaders designed to solve identified local and national health problems and priorities.*
3. *Assuring that all populations have access to appropriate and cost effective care, including health promotion and disease prevention services, and evaluation of the effectiveness.*



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10 Essential Services

1. *Monitor health status, to identify community health problems.*
2. *Diagnose and investigate health problems and health hazards in the community.*
3. *Inform, educate, and empower people about health issues.*
4. *Mobilize community partnerships to identify and solve health problems.*
5. *Develop policies and plans that support individual and community health efforts.*
6. *Enforce laws and regulations that protect health and ensure safety.*
7. *Link people to needed personal health services and assure the provision of health care when otherwise unavailable.*
8. *Assure a competent public health and personal health care workforce.*
9. *Evaluate effectiveness, accessibility, and quality of personal and population-based health services.*
10. *Research for new insights and innovative solutions to health problems.*



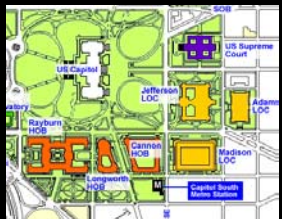
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The Importance of Physical Activity to Public Health

Regular physical activity throughout life is important for maintaining a healthy body, enhancing psychological well-being, and preventing premature death.

Physical Activity Benefits:

- Lower death rates
- Decrease risk of colon cancer
- Reduce high blood pressure
- Increase muscle and bone strength
- Aids in weight control



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Case Study



Rand Corporation is a non-profit institution that helps improve policy and decision making through research and analysis.

Title: Contribution of Public Parks to Physical Activity, Volume 97, March 2007, American Journal of Public Health

Authors: Deborah A. Cohen, MD, MPH, Thomas L. McKenzie, PhD, Amber Sehgal, MS, Stephanie Williamson, BA, Daniela Golinelli, PhD and Nicole Lurie, MD

Research: Researched residents in low income, minority communities use public parks; and how parks contribute to their physical activity.

Results: Two thirds of park goers were sedentary.

More males than females use the park.

Data showed that more people used specific areas when they were provided organized activities, suggesting that increasing the availability of structured activities will also likely increase park use.

Source: www.ajph.org

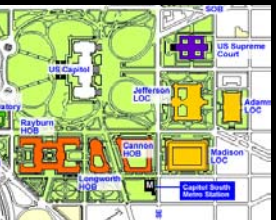
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Senior Citizens' Homes Locations



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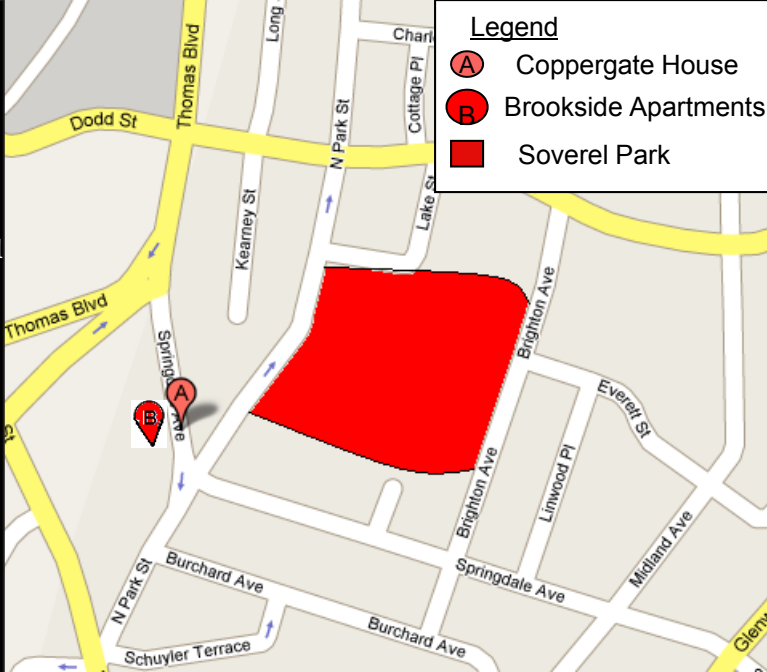


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Soverel Park
East Orange, New Jersey



Brookside Apartments
(Senior Home)
777 Springdale Ave.
East Orange, New Jersey



Coppergate House
(Senior/Disabled Home)
780 Springdale Ave.
East Orange, New Jersey