The Act FRESH Campaign
FResh Environments Support Health

Priorities for Healthy Places
2011-2012

Building vibrant communities for all Massachusetts residents
The mission of the Greater Lowell Health Alliance is to identify and address healthcare issues facing Greater Lowell. By raising awareness and providing resources for our communities, schools, civic and business leaders, and healthcare providers, we empower them to make decisions and take actions that will lead to an improvement in the overall health of our communities. The Healthy Weight Task Force raises awareness about the threat of obesity to adults and children, shares resources, creates partnerships and develops programs that encourage healthy lifestyles.
LivableStreets Alliance. LivableStreets Alliance is a non-profit organization that believes urban transportation has the power to make our communities more connected — and more livable. We challenge people to think differently and to demand a system that balances transit, walking, and biking with automobiles.

Partners for a Healthier Community, Inc. /Live Well Springfield. Live Well Springfield’s mission is to promote city-wide campaigns to increase daily physical activity and healthy eating through programming, physical infrastructure improvements, and policy work — targeting all people who live, work, and play in Springfield.

Massachusetts Association of Health Boards. MAHB’s mission is to assist and support boards of health in meeting their statutory mandate to deliver public health services and enforce state and local public health laws through education and training, providing technical assistance and legal education and resource development. MA Boards of Health are responsible under state and local laws for disease prevention and control, health and environmental protection, and promoting healthy communities.

Massachusetts Public Health Association. MPHA is a statewide membership organization of people working for a healthy Massachusetts by promoting laws, policies, and programs that protect the health of our families, communities, and workplaces, with a focus on prevention. We believe that everyone has a right to both public health and health care, particularly those vulnerable to disparities in health status because of race, ethnicity, class, gender, or sexual orientation.

Nuestras Raíces (Holyoke). Nuestras Raíces is a grass-roots organization that promotes economic, human and community development in Holyoke, Massachusetts through projects relating to food, agriculture, and the environment.

Southeast Center for Healthy Communities, Health Imperatives. The mission of the SCHC is to promote and support community-based prevention that builds communities in which health, well-being and safety are sustained. SCHC works in 69 Southeast/Cape communities to promote collaboration to reduce the use and abuse of alcohol, tobacco and other drugs, particularly among youth and young adults; mobilizes youth and young adults for leadership and civic action; and promotes partnerships among regional and local public health leaders.

Voices for a Healthy Southcoast. The mission of Voices is to build and support healthy lifestyles in the 17 Southcoast communities. We aim to do this by working together and advocating for policy, practice and environmental change in order to sustain vibrant communities that are conducive to healthy living.

Worcester Food & Active Living Policy Council. The Worcester Food and Active Living Policy Council works by engaging diverse partners to foster a healthy and just food system and active community environment.
The Act FRESH Campaign
Priorities for Healthy Places, 2011-2012

February 2011

Authors
Maddie Ribble, Lisa Schottenfeld, Valerie Bassett
Massachusetts Public Health Association

Contributors/Editors
Diego Angarita, Nuestras Raíces
Jessica Collins, Partners for a Healthier Community, Inc./Live Well Springfield
Lisa Conley, Boston Public Health Commission
Jeff Harness, Western Massachusetts Center for Healthy Communities
AJ Juarez, Massachusetts Public Health Association
Kara Keenan, Massachusetts Public Health Association
Janice King, School Nutrition Association of Massachusetts, Quaboag Regional School District
Reverend Bill Loesch, BOLD Teens/Codman Square Neighborhood Council
Heather McMann, Groundwork Lawrence
Steve Miller, LivableStreets Alliance
Deirdra Murphy, Healthy Weight Task Force, Greater Lowell Health Alliance
Sarah Parmenter, Southeast Center for Healthy Communities, Health Imperatives
Allyson Perron, American Heart/Stroke Association
Frank Robinson, Partners for a Healthier Community, Inc./Live Well Springfield
Anna Rosenquist, American Academy of Pediatrics-Massachusetts Chapter
Cheryl Sbarra, Massachusetts Association of Health Boards
Liz Sheehan Castro, Worcester Food & Active Living Policy Council
Carin Upstill, growURhealth Consulting
Aliza Wasserman, Boston Public Health Commission
David Weed, Voices for a Healthy Southcoast/Healthy City Fall River

Thank you to these funders of the Act FRESH Campaign
The Boston Foundation
Harvard Pilgrim Healthcare Foundation
Tufts Health Plan Foundation

Act FRESH Leadership Team Coordinator
Sara Kanevsky, Massachusetts Public Health Association

Photo Credits
Cover: freedigitalphotos.net/ClareBloomfield (carrots), pedbikeimages.org/CarlSundstrom (sign); page 4: pedbikeimages.org/CarlSundstrom; page 10: pedbikeimages.org/LauraSandt; page 20: The Food Project.

Designer
Kara Quick
Contents

2 Act FRESH Leadership Team

6 Introducing the Act FRESH Campaign

9 2011-2012 Policy Priorities
   Zoning for Healthy Community Design
   Access to Healthy Food Stores
   Healthy School Food for Every Child
   Strong Physical Education Programs in Every School

15 Why Act FRESH? Why Now?
   Healthy People Depend on Healthy Places
   Obesity and Chronic Disease Rates are Soaring, Leaving No Community Untouched
   Unhealthy Neighborhood Conditions Contradict Our Basic Values
   We Cannot Afford the Rising Cost of Preventable Chronic Diseases

28 Learn More and Get Involved
Introducing the Act FRESH Campaign

Healthy people need healthy places. Evidence shows that the places where we live, learn, work, and play can support – or discourage – healthy choices.

Every resident of Massachusetts deserves the opportunities that come with a healthy neighborhood: good schools with healthy food and physical activity, safe places that promote walking and biking, affordable grocery stores, healthy housing, and clean air and water. These are some of the “fresh environments that support health” that inspire our name: Act FRESH.

Unfortunately, the infrastructure in too many of our communities limits options for physical activity and healthy eating. This has led to a steady rise in unhealthy weight and preventable chronic diseases in Massachusetts and across the nation. Diabetes, heart disease, cancers, and stroke are shortening lives, decreasing quality of life, and costing billions annually in medical costs and lost productivity. Low-income communities and communities of color with fewer healthy resources have been affected the most by this epidemic.

The good news is that we have the evidence, the tools, and the know-how to make every Massachusetts community a healthier place to live. With coordinated action and political will, we can make significant progress.

That’s why we have launched the Act FRESH Campaign. The campaign is a project of the Massachusetts Public Health Association (MPHA) and is led by a diverse group of MPHA member organizations - grassroots organizations and statewide associations from every region of the Commonwealth. We are taking action to build a better future for Massachusetts families by improving access to healthy, affordable food and safe public spaces for physical activity.

The Act FRESH Campaign has identified four primary goals that we will strive to accomplish over the next two years – each with a concrete action plan designed to achieve specific outcomes. While many changes are needed to bring about this vision, we believe these four priorities represent the most valuable investment of our collective efforts today.

The Act FRESH agenda has been carefully chosen to respond to what we’ve heard directly from residents all across the Commonwealth and from leaders working in a variety of fields. Our priorities are supported by the research literature and expert opinion. And most importantly, they represent real political opportunities we can - and must - take advantage of in the next two years.
OUR AGENDA: PRIORITIES FOR HEALTHY PLACES, 2011-2012

ZONING FOR HEALTHY COMMUNITY DESIGN. We urge the Massachusetts Legislature to pass comprehensive zoning reform legislation, with the goal of promoting communities whose very structure makes healthy activity an easy choice every day. Zoning can promote community features such as mixed commercial-residential districts that promote walking and biking, preservation of open space, improved access to healthy food choices, and reduced exposure to pollution.

ACCESS TO HEALTHY FOOD STORES. We call for coordinated public and private support for developing more affordable grocery stores in places that need them and healthier options in corner stores. This will be possible using tools such as state and federal economic development resources, strong buy-in from public officials, and vibrant community participation.

HEALTHY SCHOOL FOOD FOR EVERY CHILD. We call for the development and successful implementation of stronger state and federal school nutrition standards, as directed by recently-passed state and federal legislation.

STRONG PHYSICAL EDUCATION PROGRAMS IN EVERY SCHOOL. We urge the Massachusetts Legislature and the Administration to increase the hours, consistency, and quality of physical education offered in all grade levels in Massachusetts schools, and to increase other opportunities for physical activity in school.

WHY ACT FRESH? WHY NOW?

1. Healthy people depend on healthy places. Over the past several decades we have responded to poor nutrition and lack of physical activity with the strategy of individual education, but now we know better: policies that promote health at a neighborhood level are the best solution.1

2. Obesity and chronic disease rates are soaring, leaving no community untouched. Nearly 60% of Massachusetts adults 2 – and 1 in 3 students 3 – are obese or overweight. Rates of diabetes are rising dangerously.4 Compared with healthy weight adults, obese adults are more than 3 times as likely to have been diagnosed with diabetes or high blood pressure.5

3. Unhealthy neighborhood conditions contradict our basic values of fairness and equality. Low-income, African-American, and Latino neighborhoods have fewer affordable grocery stores and more fast food outlets. Existing stores tend to have higher prices and less healthy food.6 In addition, these communities have fewer places to be physically active, such as parks and bicycle paths.7

4. We cannot afford the rising costs of preventable chronic diseases. Massachusetts could save $55 million each year on state-portion Medicaid funds alone with just a small decrease in preventable chronic diseases.8 Lost productivity costs related to obesity are estimated at more than $16 billion each year in Massachusetts.9

Massachusetts has what it takes to accomplish these goals, but change only occurs when active residents make it happen. Please join us.

The Act FRESH Campaign: Priorities for Healthy Places, 2011-2012
www.MPHAweb.org/actfresh.htm
Act FRESH Policy Priorities 2011-2012
Zoning for Healthy Community Design

The Act FRESH Campaign urges the Massachusetts Legislature to pass comprehensive zoning reform legislation, with the goal of promoting communities whose very structure makes healthy activity an easy choice every day. Zoning can promote community features such as mixed commercial-residential districts that promote walking and biking, preservation of open space, improved access to healthy food choices, and reduced exposure to pollution.

BACKGROUND

Local zoning codes are the DNA of communities. They can lead to healthy, inclusive, and thriving neighborhoods that are pedestrian- and bike-friendly – or they can lead to communities burdened by sprawl, pollution, social isolation, and stunted economic development. In order to move toward local zoning codes that promote long-term health benefits, we must first reform our state’s out-of-date zoning laws.

ACTION PLAN

The Act FRESH Campaign will collaborate with residents and leaders from the fields of smart growth, housing, planning, business, and environment, in order to push for legislation that includes:

**Stronger Master Planning.** As the underlying blueprint of a community, zoning codes should reflect strong planning, including areas to protect as open space and areas in which to concentrate development around compact mixed commercial-residential districts. Protected open space can promote active recreation, environmental conservation, and the local farm economy, while compact mixed-used districts can increase physical activity and community safety.

**Financial Support and Technical Assistance.** The state should encourage and support communities by prioritizing state infrastructure funding and technical assistance for those communities that adopt higher standards consistent with state health, environmental, housing, and economic development goals.

**Connecting Local and Regional Planning.** State zoning laws should promote better integration of local and regional planning. This will help to avoid piecemeal and inconsistent growth and economic development strategies across municipal lines within the same region.

**Improving Impact Fees.** State law should formalize guidelines for the payment of impact fees – charges that developers pay to cities and towns to support costs related to a development project. These fees should be available to support roads, public transit, sidewalks, bike paths, parks, and community gardens, but the current system of informal negotiations too often leads to a complex, lengthy, and unpredictable process that creates uneven benefit across communities.
Access to Healthy Food Stores

The Act FRESH Campaign calls for coordinated public and private support for developing more affordable grocery stores in places that need them and healthier options in corner stores. This will be possible using tools such as state and federal economic development resources, stronger buy-in from public officials, and vibrant community participation.

BACKGROUND

According to a 2010 report from The Food Trust, Massachusetts has fewer supermarkets per capita than almost any other state, ranking 3rd fewest nationwide. Some cities, such as Lowell and Fitchburg, have half as many supermarkets as they need to serve their current population. All across the Commonwealth, “food deserts” plague rural and urban areas, forcing residents to travel long distances in order to purchase healthy foods. In areas with high number of corner stores, these small businesses often lack the capital and technical expertise to provide healthy foods to loyal customers.

Low participation rates in the Supplemental Nutrition Assistance Program (SNAP, also known as food stamps) exacerbate the problem, leading to a decreased ability for families to purchase healthy food and to a lack of potential purchasing power that might attract healthy food outlets to underserved areas.

ACTION PLAN

The Act FRESH Campaign will partner with The Food Trust - a nationally recognized organization striving to make healthy food available to all – along with local business and community leaders and local and state officials, to:

**Identify Barriers and Make Recommendations.** Working actively with The Food Trust, we will help to identify barriers to bringing grocery stores to underserved areas and expanding healthy food options in corner stores. Act FRESH will bring on-the-ground knowledge to the development of recommendations to fill in this “grocery gap.”

**Push to Leverage State and Federal Economic Development Tools.** A number of tools exist and have been used successfully in other states – including state and federal tax credits, technical assistance, and public-private partnerships to provide grants and low-cost loans for grocery stores in underserved areas and for the purchase of equipment by small retailers, such as refrigeration units for stocking fresh produce.

**Mobilize Community Support.** We will enlist grassroots support from across the state for the implementation of recommendations by the public and private sectors.
Healthy School Food for Every Child

The Act FRESH Campaign calls for the development and successful implementation of stronger state and federal school nutrition standards, as directed by recently-passed state and federal legislation.

BACKGROUND

Every school in Massachusetts should have healthy, fresh, appealing food, while limiting unhealthy options. Recently-passed state and federal legislation create new opportunities and requirements for schools to improve nutrition for students. We must ensure that children across the Commonwealth benefit from these opportunities.

ACTION PLAN

The Act FRESH Campaign will collaborate with community members, school nutrition directors, educational leaders, state officials, and others to undertake the following activities:

Urge the Massachusetts Public Health Council to Adopt the Strongest Nutritional Standards in the Country. The Massachusetts Department of Public Health and its regulatory arm, the Public Health Council, is directed by recent state statute to adopt standards for school vending machines, a la carte lines, and school stores. We will push for standards that promote the availability of healthy foods and minimizing foods with little nutritional value.

Urge the US Secretary of Agriculture to Adopt Strong Regulations for the National School Lunch Program. The US Congress recently passed the Healthy and Hunger Free Kids Act of 2010, which directs the Secretary of Agriculture to develop improved nutritional standards for school lunches. We will push for national standards that attain the highest possible health outcomes.

Align Resources to Support Schools. Act FRESH will collaborate with the school nutrition leaders and others to connect local school food service directors and other municipal officials with the tools and resources to make needed changes to come into compliance with local, state and federal regulations once adopted.

Ensure Strong Evaluation and Monitoring. Once new regulations go into effect, we will collaborate to ensure effective monitoring and evaluation.
Strong Physical Education Programs in Every School

The Act FRESH Campaign urges the Massachusetts Legislature and the Administration to increase the hours, consistency, and quality of physical education offered in all grade levels in Massachusetts schools, and to increase other opportunities for physical activity in school.

BACKGROUND

Regular physical activity helps to control weight, improve health, and has been demonstrated to increase academic achievement and raise children's test scores. Despite these benefits, less than half of Massachusetts high school students meet national standards for recommended physical activity each week.

In 1993, more than 80% of high school students across the state participated in physical education on a weekly basis, but by 2007, this number dropped by 25%. While Massachusetts law requires physical education to be taught in public schools, requirements mandating minimum hours of instructions were repealed by the Board of Education in 1996. Physical education has frequently been one of the first programs to suffer as school budgets have been cut, and over time many Massachusetts schools have reduced or eliminated physical education programs entirely.

ACTION PLAN

The Act FRESH Campaign will push for state legislation that will:

Reinstate Required Hours of Physical Education. Require that all students receive a weekly amount of physical education consistent with national standards, and ensure that all students benefit from physical education during school hours. School policies should also promote other kinds of physical activity during the school day.

Improve Data Collection and Oversight. Strengthen the data gathering, reporting, and oversight requirements for physical education included in recent legislation.
Why Act FRESH? Why Now?

The Act FRESH Campaign: Priorities for Healthy Places, 2011-2012

www.MPHAweb.org/actfresh.htm
Healthy People Depend on Healthy Places

The structure of our neighborhoods can support - or discourage - healthy behaviors. Our ability to eat well and to be physically active is strongly influenced by the places where we live, learn, work, and play.

Options that get you from point A to point B – actively.
Residents who live in neighborhoods with more sidewalks are more likely to walk and less likely to be overweight. In addition, the presence of bicycle lanes leads to higher rates of bicycling.\(^2^0\)

Healthier food stores nearby.
Adults who live close to supermarkets consume more fruits and vegetables, while adults with no supermarkets within a mile of their homes are significantly less likely to eat well.\(^2^1\) Massachusetts has fewer supermarkets per capita than almost any other state, ranking 3rd worst nationwide.\(^2^2\)

Public schools are critical places where children learn to be healthy.
Children eat up to two-thirds of their calories at school – and learn habits for a lifetime. Physical activity is linked to healthier weight and better academic performance.\(^2^3\)

There is a high-priced supermarket nearby, and a much less expensive one, but the next town over. Getting to that one requires a bus trip with transfer, and a taxi ride home, if you don’t own a car, which many poor people in my area don’t have.
Framingham, MA resident

People don’t exercise because it is not safe to do so in our neighborhood . . . [we need] better lit and maintained sidewalks. Often they are covered with glass or are uneven, forcing people into the street, which is not safe.
Boston, MA resident
### Building Blocks for Healthy Neighborhoods

#### STRONG community resources

<table>
<thead>
<tr>
<th></th>
<th>LIMITED community resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>well-maintained network of sidewalks</td>
<td>sidewalks absent or in disrepair</td>
</tr>
<tr>
<td>grocery stores offering nutritious, affordable foods</td>
<td>no affordable grocery stores</td>
</tr>
<tr>
<td>accessible &amp; dependable public transportation</td>
<td>limited or no public transportation options</td>
</tr>
<tr>
<td>previously vacant-land used for community gardens or public recreation</td>
<td>numerous unused vacant lots</td>
</tr>
<tr>
<td>planning invests in compact mixed-use districts and protects open space</td>
<td>development consumes open space, bypassing town centers</td>
</tr>
<tr>
<td>corner stores offer fresh, healthy food options</td>
<td>corner stores stock mainly highly processed, unhealthy foods</td>
</tr>
<tr>
<td>well-connected network of bicycle lanes</td>
<td>few bicycle lanes or paths</td>
</tr>
<tr>
<td>unhealthy products and ads are limited</td>
<td>high number of liquor store, fast food, cigarette and alcohol ads</td>
</tr>
<tr>
<td>clean air and environment</td>
<td>exposure to air and water pollution, toxics</td>
</tr>
</tbody>
</table>

 Obesity and Chronic Disease Rates Are Soaring, Leaving No Community Untouched

Poor nutrition and physical inactivity have resulted in a dramatic increase in obesity and related preventable chronic disease.

More than half of adults are overweight.
57% of adults in Massachusetts are overweight or obese - up from 40% in 1990. 24,25

Children’s lifespans are predicted to decrease.
Studies suggest that the current generation of American children may have shorter life expectancies than their parents due to diseases related to being overweight or obese - a first in our history. 26

Diabetes and its devastating complications are skyrocketing.
Obese adults are 3 times more likely to develop diabetes or high blood pressure 27 and live shorter lives than their healthy-weight peers. 28 Since 1994, the number of Massachusetts residents diagnosed with diabetes has increased by 75%. 29 This diagnosis doubles the risk for heart disease, heart attack and stroke. 30

The diagnosis will only get worse.
If current trends continue, three out of four Americans will be overweight by 2015, and 41% will be obese. In addition, a full 15% of adults will be suffering from diabetes and its complications. 31
Obesity and Chronic Disease Rates Are Soaring, Leaving No Community Untouched

Each week in Massachusetts, diabetes leads to:

- 5 new cases of blindness
- 22 deaths
- 38 lower leg amputations
- 104 people discharged from the hospital


Proportion of children who are overweight or obese in selected Massachusetts communities, 2008-2009

<table>
<thead>
<tr>
<th>Community</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Average</td>
<td>34.3%</td>
</tr>
<tr>
<td>Brockton</td>
<td>40.3%</td>
</tr>
<tr>
<td>Cambridge</td>
<td>33.3%</td>
</tr>
<tr>
<td>Fitchburg</td>
<td>46.2%</td>
</tr>
<tr>
<td>Holyoke</td>
<td>45.0%</td>
</tr>
<tr>
<td>Lawrence</td>
<td>46.6%</td>
</tr>
<tr>
<td>Natick</td>
<td>28.4%</td>
</tr>
<tr>
<td>Granby</td>
<td>38.9%</td>
</tr>
<tr>
<td>Plymouth</td>
<td>35.5%</td>
</tr>
<tr>
<td>Springfield</td>
<td>43.6%</td>
</tr>
<tr>
<td>Waltham</td>
<td>40.1%</td>
</tr>
<tr>
<td>Worcester</td>
<td>36.2%</td>
</tr>
</tbody>
</table>


The Act FRESH Campaign: Priorities for Healthy Places, 2011-2012

www.MPHAnet.org/actfresh.htm
Unhealthy Neighborhood Conditions Contradict Our Basic Values of Fairness & Equity

Low-income, African-American, and Latino neighborhoods have fewer places to buy healthy food and fewer places for physical activity - leading to worse health outcomes, decreased quality of life, and a greater burden of healthcare costs for residents.

Double whammy: less healthy food and higher prices.
21 studies have confirmed what too many people know firsthand - grocery and corner stores in lower-income neighborhoods and communities of color stock less healthy food and have higher prices compared to stores in predominantly white and higher income neighborhoods.  

Less recreational space.
People of color and low-income individuals are less likely to have access to parks and other outdoor recreation areas where they can be physically active near where they live. More affluent communities are more than 5 times more likely to have bike paths than neighborhoods where 10% of the population is poor.
Prevalence of diabetes among Massachusetts adults by household income, 2009


Individuals in MD, MS, NC & MN with a supermarket in their census tract, by race, 2002

In order to win the fight for healthcare cost containment, we must tackle the staggering cost of treating chronic disease - one of the leading drivers of the health care cost explosion. These charges are largely borne by the public sector, and they burden families with higher premiums and increased medical costs. Chronic diseases also result in tremendous losses in workplace productivity, lost work days, and missed school.

Wasting $55 million in state funds every year.
A January 2011 study estimated that Massachusetts could save $55 million annually in state-portion Medicaid costs within 5 years if the prevalence of diabetes and hypertension and their complications were reduced by just 5%.34 We know that health care costs for patients with diabetes are more than twice that for patients without the disease.35

Billions in lost productivity.
Obesity-related medical costs in Massachusetts are at $1.8 billion annually.36 As if this weren’t enough, the Milken Institute estimates productivity losses are at nearly $17 billion annually in Massachusetts.37

Early weight affects learning and medical costs.
Obese children are absent from school 20% more often than their healthy-weight peers.38 Annual medical costs for a child diagnosed with obesity are on average three times higher than those for a child who is not overweight or obese.39

Cardiovascular disease is driving up hospital costs.
In 2007, Massachusetts inpatient hospital charges for cardiovascular disease represented a full 1/3 of our state’s total yearly hospital charges at $3.5 billion.40,41
Reducing the prevalence of diabetes and hypertension by a mere 5% would lead to large decreases in medical costs within only a few years.

Much of the high costs of these diseases lie in treating their complications – such as heart disease, stroke, and renal disease.

By avoiding these complications, Massachusetts could begin saving $450.4 million dollars per year within 5 years.
End Notes

15 Chakravarthy M. Joyner M. Booth F. An obligation for primary care physicians to prescribe physical activity to sedentary patients to reduce the risk of chronic health conditions. Mayo Clin Proc. 2002;77(2);165-173.
20 Active Living Research. Active Transportation: Making the Link from Transportation to Physical Activity and Obesity; Research Brief, Summer 2009. Available at http://www.activelivingresearch.org/files/ALR_Brief_ActiveTransportation.pdf
End Notes

41 Massachusetts Division of Health Care Finance and Policy. Inpatient Hospital Case Mix and Charge Data, Fiscal Year 2007. Boston, MA; 2009.
To learn more and get involved in the Act FRESH Campaign, visit
www.MPHAweb.org/actfresh.htm

or contact us at:

Worcester Office
Sara Kanevsky
508.414.0976
sara.kanevsky@gmail.com

Boston Office
Maddie Ribble
617.524.6696 x 111
mribble@mphaweb.org

Springfield Office
AJ Juarez
413.750.2060
ellis6065@charter.net