



THE CITY OF SPRINGFIELD, MASSACHUSETTS

MAYOR DOMENIC J. SARNO

HOME OF THE BASKETBALL HALL OF FAME

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Wayfinding Signage Unveiled for Downtown Area

Springfield, MA – Mayor Domenic J. Sarno, Chief Development Officer Kevin Kennedy, and Commissioner of Health and Human Services Helen Caulton Harris unveiled the City’s plans for a new wayfinding system of signage for throughout downtown Springfield.

Mayor Domenic J. Sarno stated, “We have a very walkable downtown environment. Why not continue to enhance with not only convenient informational signage, but also to promote a good, healthy walk and jog too.”

The City of Springfield has hung 46 temporary wayfinding signs downtown Springfield in a partnership with the Springfield Business Improvement District (BID). The city has hired the consulting firm Applied Wayfinding to design a permanent wayfinding system to build off of the temporary system. Both the temporary signage and the consultant fee are funded by a 1422 grant that was secured by the City’s Health and Human Services Department through the State Department of Public Health.

“Public Health, public safety, proper signage and increased downtown lighting all work together to further our plans for economic development. We are pleased to have selected Applied Wayfinding, a world class company, to assist us in this very important task,” said Kevin Kennedy.

The City recently received funding from the Center for Disease Control and Prevention to intensify work being conducted under separate funding in state and large city health departments. The 1422 funds support work to prevent obesity, diabetes, heart disease and stroke, and reduce health disparities among adults through a combination of community, clinical and health system interventions.

Wayfinding is understood to be a major unifying element for the City that will link or tie together specific land uses, destinations, attractions, parks and open spaces, special features historic resources, entertainment venues and public transportation with the explicit goal of promoting Springfield as a healthy destination where people can walk to meet their daily needs as well as to visit the city's major attractions.

The funds from the grant are broken into two components. One supports environmental and system approaches to promote health, support and reinforce healthful behaviors, and build support for lifestyle improvements for the general population, particularly for those with uncontrolled high blood pressure and those at high risk for developing type 2 diabetes.

"I would like to commend the Office of Planning and the Wayfinding Steering Committee, for the concrete work and attention to detail on the Wayfinding portion of the 1422 grant. The Department of Health and Human Services is funded by the State Department of Public Health, through the Center for Disease Control, as the lead agency to prevent obesity, diabetes, heart disease and stroke and reduce health disparities through community and health system integration, said Helen Caulton-Harris. "Wayfinding is a concrete example of a strategy to encourage our residents and visitors to walk and it highlights places in the City of Springfield that may be of particular interest."

The second component supports interventions within the health care system and encourages thoughtful and culturally appropriate, linkages between clinics and community based resources that serve the specific needs of patients. This work focuses on the general population and priority populations, such as adults who are at risk for and/or have uncontrolled high blood pressure or who are at high risk for type 2 diabetes, and/or have prediabetes, and those who experience racial/ethnic or socioeconomic disparities, including inadequate access to care, poor quality of care, or low income.

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