
Convergence Healthy People, Healthy Places
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September 2010
Mass In Motion Overview

• Release Health of Mass: Impact of Overweight & Obesity
• Create Calorie Posting Regulations
• Develop Body Mass Index (BMI) Regulations
• Support Legislation (e.g. School Nutrition Bill)
• Conduct Statewide Communications Campaign
• Issue an Executive Order Requiring Purchase of Healthful Foods with State Contracts
• Expand the Workplace Wellness Initiative

Implement Municipal Wellness & Leadership Grants Program: A Public - Private Partnership
Outcomes

**Long term:**
- Decrease the number and percentage of both adults and children who are overweight and obese in Massachusetts
- Decrease the prevalence of chronic disease associated with unhealthy eating and lack of physical activity

**Intermediate:**
- Increase in multi-sector collaborations
- Increase in number of policies, ordinances, and resolutions to support healthy eating and active living
- Increase in amount of leveraged resources (e.g. material, human)

**Initial:**
- Increase in number of municipal partnerships with broad multi-sector representation and participation
- Increase in number of municipalities completing CHANGE tool
- Increase in number of comprehensive community action plans that identify/implement policy, systems, and environmental change approaches to support healthy eating and active living
Methodology

• Data Collection
• Data Review
• Data Prioritization
• Strategy Selection
• Community Action Plan
Fitchburg, MA

Improve availability of mechanisms for purchasing foods from farms

- **Objective:** Implement mechanisms to help low income/minority individuals purchase food at area farmers markets
- **Performance Measure:** Increase participation at farmers market and increase sales via EBT use and coupon redemption

<table>
<thead>
<tr>
<th>Activity</th>
<th>Indicator</th>
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<tbody>
<tr>
<td>Provide EBT machines at farmers market</td>
<td># EBT machines</td>
</tr>
<tr>
<td>Encourage farmers market to accept SNAP benefits/WIC and senior nutrition program coupons</td>
<td>EBT sales # coupons redeemed</td>
</tr>
<tr>
<td>Provide trolley rides to market</td>
<td># trolley rides</td>
</tr>
<tr>
<td>Propose policy that only certified farmers may vend at city markets</td>
<td>policy adopted</td>
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## Lee-Lenox-Stockbridge, MA

**Enhance infrastructure supporting bicycling and walking**

- **Objective:** Expand the framework outlined in existing BoH Resolution “Planning for a Healthier Future Through The Built Environment and Community Design” to other municipal boards and departments
- **Performance Measure:** Municipal boards and departments adopt elements of resolution

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<tr>
<td>Distribute resolution to planning boards, boards of public works, selectboards zoning boards of appeals</td>
<td># copies of resolutions disseminated</td>
</tr>
<tr>
<td>Conduct meetings with boards to introduce effort, review informational material, review resolution, prioritize specific resolution items, and draft recommendations</td>
<td># meetings # draft recommendations</td>
</tr>
<tr>
<td>Convene “all-boards” meetings in each town to determine how boards and departments can better integrate comments on infrastructure and review/approve proposals</td>
<td># meetings # recommendations adopted</td>
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Worcester, MA

Provide incentives to food retailers to locate in and/or offer healthier food and beverage choices in underserved areas

- **Objective:** Outline potential alternatives for small business incentive program through City of Worcester Division of Economic Development that could be promoted to food retailers by Worcester Advisory Food Policy Council
- **Performance Measure:** Outline of potential program options

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<tr>
<td>Inventory/review existing incentive programs for small businesses in Worcester</td>
<td>Written description of programs</td>
</tr>
<tr>
<td>Research promising practices nationwide</td>
<td>Written summary/document</td>
</tr>
<tr>
<td>Outline potential program options recommendations</td>
<td>Written outline/document</td>
</tr>
<tr>
<td>Present findings to Economic Development</td>
<td># meetings</td>
</tr>
<tr>
<td>Advocate for set aside CDBG funds or solicit alternative funding to support food retailer incentives</td>
<td>Written request to CDBG # grant proposals # funds secured</td>
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Successes

• People are Talking
• Getting Buy-in and Ownership
• Engaging youth
• Identifying “low hanging” fruit
• Identifying Resolutions and Policies
• Leveraging Resources
Challenges

• Time
• Capacity
• Person power
• Clarity on language and definitions
• Data Collection Tools
Lessons Learned

• Dedicate resources and staff
• Engaging stakeholders from start
• Time to lead, inspire, and coordinate
• Similar skill set, different lens
• Access to tools and resources
• Importance of policy enforcement