

*The Art and Science of Evaluation:
Sound Methods for Assessing Policy and
Environmental Change*

Convergence Healthy People, Healthy Places

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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*

Activity

Provide EBT machines at farmers market

Encourage farmers market to accept SNAP benefits/WIC and senior nutrition program coupons

Provide trolley rides to market

Propose policy that only certified farmers may vend at city markets

Indicator

EBT machines

EBT sales
coupons redeemed

trolley rides

policy adopted

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*

Activity

Distribute resolution to planning boards, boards of public works, selectboards zoning boards of appeals

Conduct meetings with boards to introduce effort, review informational material, review resolution, prioritize specific resolution items, and draft recommendations

Convene “all-boards” meetings in each town to determine how boards and departments can better integrate comments on infrastructure and review/approve proposals

Indicator

copies of resolutions disseminated

meetings
draft recommendations

meetings
recommendations adopted

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*

Activity

Inventory/review existing incentive programs for small businesses in Worcester

Research promising practices nationwide

Outline potential program options recommendations

Present findings to Economic Development

Advocate for set aside CDBG funds or solicit alternative funding to support food retailer incentives

Indicator

Written description of programs

Written summary/document

Written outline/document

meetings

Written request to CDBG
grant proposals
funds secured

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