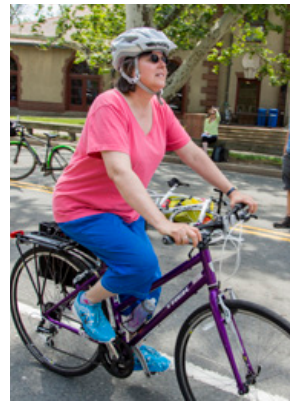




MASS IN MOTION

COMMUNITY OVERVIEW

Lynn





Melrose



Fitchburg



Palmer



Revere



Lynn

WHAT IS MASS IN MOTION?

Mass in Motion is a statewide initiative to reduce the burden of obesity and chronic disease. Mass in Motion partners with municipal and state governments, schools, and businesses to create conditions and environments that make the healthy choice the easy choice. For example, Mass in Motion works with communities to create walkable neighborhoods and ensures community members can easily access and afford healthy foods. Mass in Motion works with

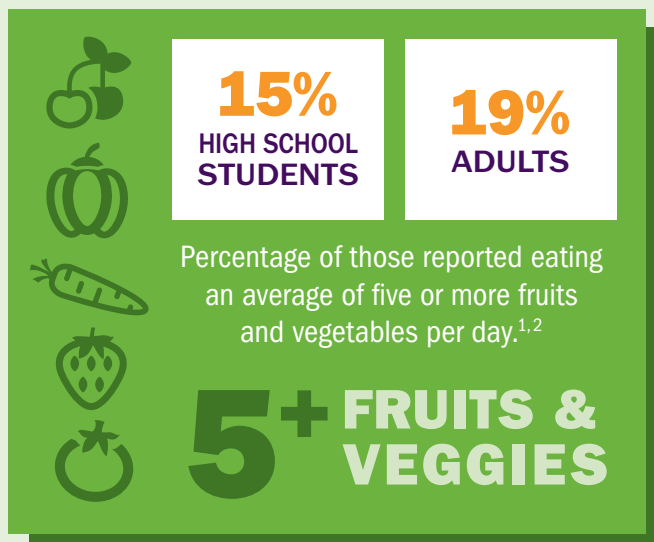
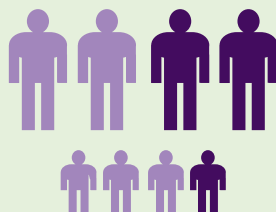
schools to make healthy foods available for school lunches for our children. And Mass in Motion partners with employers to create healthy work environments that support the health and wellbeing of employees. Working within existing systems like these and forming multi-sector partnerships among organizations that put people's health first is what allows Mass in Motion a unique opportunity to make real changes to policies that affect health.

Mass in Motion's Municipal Wellness and Leadership Program is making healthy food and an active lifestyle more accessible in Massachusetts communities. Mass in Motion works to change the way cities and towns do business by helping to shape policies and practices that create environments supportive of healthy eating and active living. Mass in Motion programs serve as catalysts of change, creating a network of diverse partners committed to advancing the health of their communities.

THE PROBLEM OF OBESITY & CHRONIC DISEASE

A healthy lifestyle that includes regular physical activity and eating healthy foods is important in maintaining a healthy weight. It also reduces the risk for chronic disease and associated risk factors, including high blood pressure, heart disease and stroke, diabetes, and some cancers.

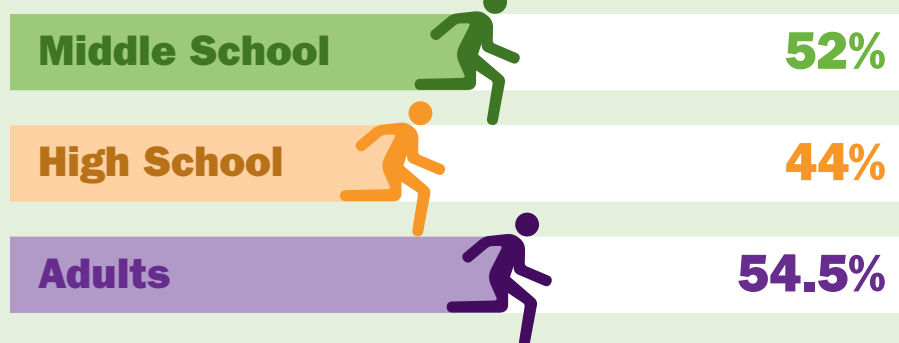
In Massachusetts, **over half of adults** and **1 in 4** high school and middle students are overweight or obese.^{1, 2}



\$3,500,000,000

MASSACHUSETTS MEDICAL EXPENSES EACH YEAR DUE TO ADULT OBESITY³

Those who met the weekly physical activity guidelines.¹
150 minutes of aerobic activity.



Obese adults are three times more likely to be diagnosed with diabetes or high blood pressure.³



¹ 2013 MA Behavioral Risk Factor Surveillance System ² 2013 MA Youth Risk Behavior Survey ³ Trogdon, J. G., Finkelstein, E. A., Feagan, C. W. and Cohen, J. W. (2012), State- and Payer-Specific Estimates of Annual Medical Expenditures Attributable to Obesity. Obesity, 20: 214-220. doi: 10.1038/oby.2011.169.

HOW MASS IN MOTION IS MAKING A DIFFERENCE

Public policies and practices play a large role in creating environments that support healthy living and healthy people. Experiences from Mass in Motion communities and other communities across the nation show us that creating healthier environments leads to healthier behaviors. And healthier behaviors create healthier people.

Mass in Motion uses **3 STRATEGIES** when working with cities and towns to create conditions that support and reinforce healthy behaviors for people of all ages and abilities:

Cambridge



1. Increase the availability of healthy foods and decrease the availability of unhealthy foods.

When healthy foods are available and nearby, people are more likely to eat healthier foods and consume more fruits and vegetables.

Mass in Motion communities are working to make it easier for people to buy and eat fruits and vegetables by working with farmers markets to offer SNAP (Supplemental Nutrition Assistance Program) benefits, helping to build community gardens, and collaborating with neighborhood markets to offer healthier foods and drinks.

Mass in Motion Melrose-Wakefield has hit the ground running with its **Healthy Market** program, which now has nine neighborhood markets actively participating. These markets have added healthy foods and fresh produce to their shelves – such as fresh bananas, apples, oranges, potatoes, carrots, and pomegranates – and are marketing these new

choices and displaying them in areas that are easily visible. Store owners report that fresh produce displayed by the check-out counter is flying off the shelves. Community members now see participating stores as partners in creating a healthier community environment.

2. Increase safe opportunities for physical activity.

Children and adults are more active when there are safe, accessible places and opportunities for physical activity. In fact, when schoolyards and recreation centers are open to the public, 84% more kids are active.⁴



⁴ Farley T, Meriwether R, Baker E, Watkins K, Johnson C, Webber L. Safe play spaces to promote physical activity in inner-city children: Results from a pilot study of an environmental intervention. *Am J Pub Health.* 2007; 97:1623-1631.



Northampton



Pittsfield



Fitchburg



Wakefield



Medford

Mass in Motion communities work with community partners to make facilities available for recreational use by children, adults, and families. They are establishing safer routes for children to walk and bike to school, and they are creating and improving parks and playgrounds to provide families a safe place to play and be active outdoors.

Worcester Mass in Motion joined together with the Worcester Department of Public Health and the Worcester Public Schools (WPS) to open up WPS facilities to community residents during after-school hours. They are working to assist school administrators in understanding why opening up facilities to the public benefits schools and the community. This district-wide joint-use agreement has opened up schools across Worcester so that children and families living near these schools have safe recreational areas to be active during non-school hours.

3. Improve the built environment to create more opportunities for healthy living.

Healthy Community Design can improve people's health by increasing opportunities for physical activity. People who live in walkable neighborhoods are two times as likely to get enough physical activity as those who don't. ⁵

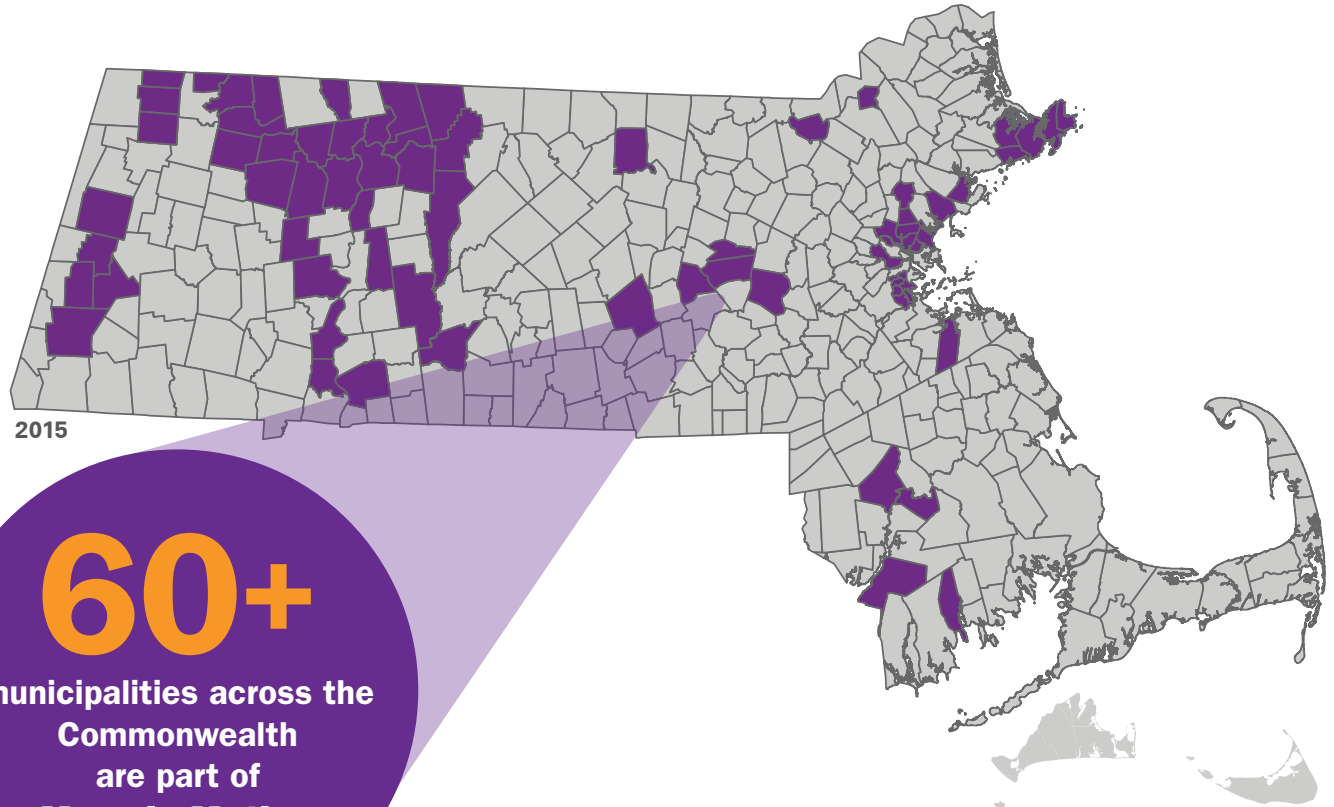
Mass in Motion communities are working to implement Complete Streets policies, which guide the re-development of communities to include new sidewalks, bike lanes, easy-to-follow signage, walkable paths, and safe crosswalks that make roads safe for all users.



Taunton

In collaboration with the MA Council on Aging, **Mass in Motion-Fall River** recruited and trained a group of “senior champions” to serve as walk auditors for the city. These champions conducted weekly walkability assessments around two Senior Centers and made recommendations for how to improve walkability for seniors to City department heads. Many of these recommendations were accepted, and as a result new, improved crosswalks and on-road pedestrian signage have been implemented and are making a difference, not only for seniors but for all residents.

⁵ Frank LD, Sallis JF, Chapman J, Saelens BE. Linking objectively measured physical activity with objectively measured urban form. Findings from SMARTRAQ. *American J of Preventive Medicine* 2005; 28(252):117-125.



60+

municipalities across the
Commonwealth
are part of
Mass in Motion

SUPPORT FOR THE MASS IN MOTION MUNICIPAL WELLNESS AND LEADERSHIP PROGRAM

Through state, federal and private funding resources, over 60 municipalities across the Commonwealth are part of Mass in Motion.

Supporters include the Massachusetts Department of Public Health, the Centers for Disease Control and Prevention (CDC), The Boston Foundation, Partners HealthCare, The MetroWest Community Health Foundation, and The Tufts Health Plan Foundation.

Mass in Motion Communities

Adams	Manchester-by-the-Sea
Amherst	Marlborough
Ashfield	Medford
Belchertown	Melrose
Buckland	Monroe
Cambridge	Montague
Charlemont	New Bedford
Chelsea	New Salem
Clarksburg	North Adams
Conway	Northampton
Deerfield	Northborough
Dorchester	Northfield
Erving	Orange
Essex	Palmer
Everett	Pittsfield
Fall River	Revere
Fitchburg	Rockport
Framingham	Rowe
Gill	Roxbury
Gloucester	Salem
Great Barrington	Shelburne
Greenfield	Springfield
Hawley	Stockbridge
Heath	Sunderland
Holyoke	Taunton
Hudson	Wakefield
Lawrence	Warwick
Lee	Wendell
Lenox	West Springfield
Leyden	Weymouth
Lowell	Williamsburg
Lynn	Worcester
Malden	

