

# Mass in Motion: Eat Better, Move More

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Healthy  
Policies



Healthy  
Environments



Healthy  
Behaviors



Healthy  
People



# Mass in Motion: Eat Better, Move More

## Multifaceted state initiative

- Call to Action report
- Regulatory/policy changes
  - BMI reporting
  - School Nutrition Standards
  - Executive Order 509
- State Agency Collaborations
- Public information campaigns
- Healthy Communities Initiatives
  - MA Children at Play
  - Working on Wellness
  - Municipal Wellness and Leadership
  - Healthy Community Design Initiative
- Comprehensive Evaluation
- [www.mass.gov/massinmotion](http://www.mass.gov/massinmotion)



# Healthy Community Design Initiative

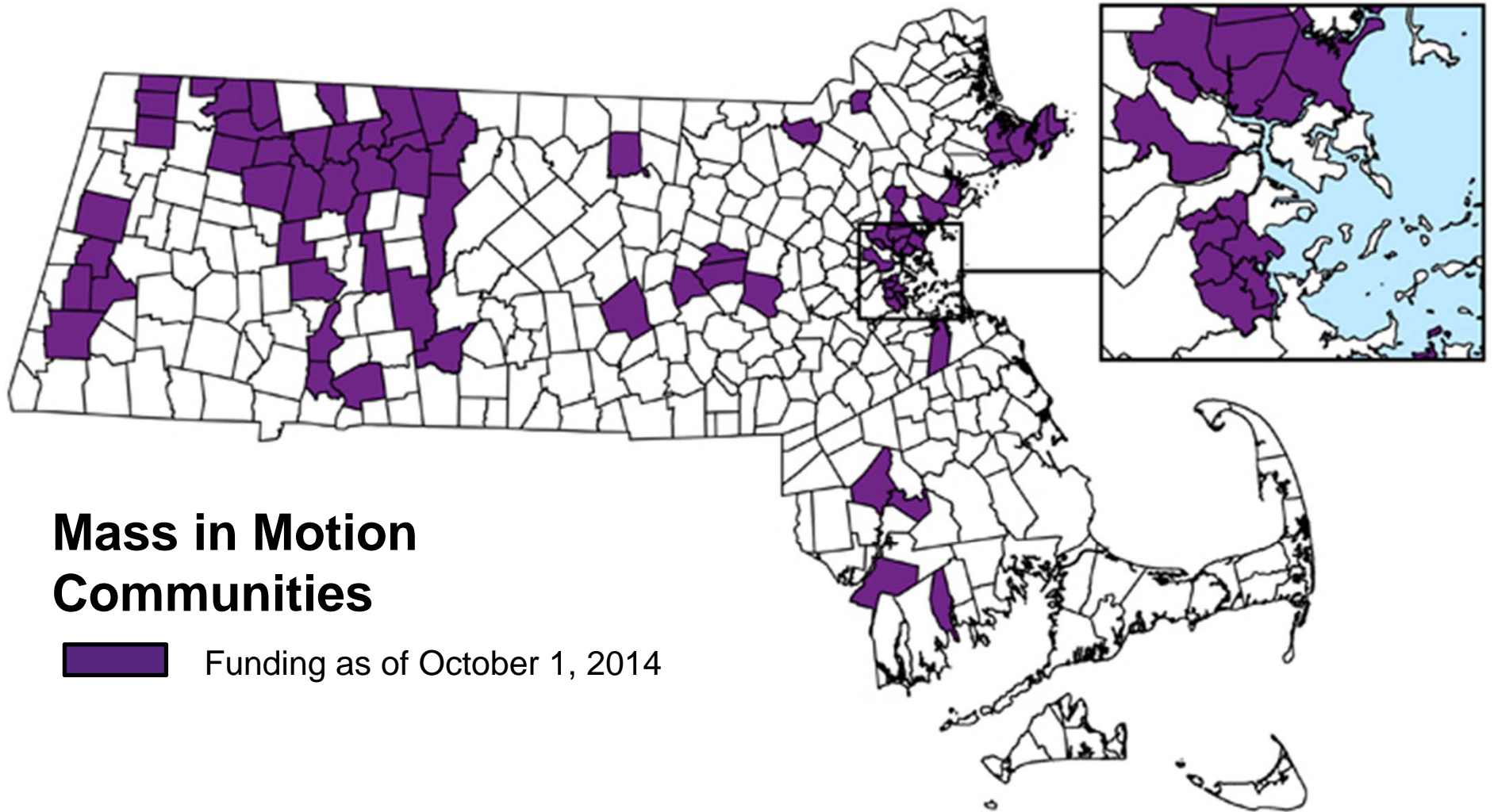
- Health Impact Assessments
- Built Environment Community of Practice
- Development of tools and resources
- Training and Technical Assistance
- [www.mass.gov/healthycommunitydesign](http://www.mass.gov/healthycommunitydesign)




# Municipal Wellness and Leadership Grants

- A public-private partnership supporting cities and towns to implement local policy, systems and environmental change strategies to prevent and reduce overweight/obesity, chronic disease and associated risk factors and to create healthier communities.
- Interventions focus on healthy eating, active living, and promotion of healthy and safe physical environments.
- The initiative is municipal lead with the creation of a multi-sector partnership to develop and implement the community-level strategies.





## Mass in Motion Communities

 Funding as of October 1, 2014

## Focus Areas for Community-Level Strategies

- Increase the availability of healthy foods and decrease the availability of unhealthy foods
- Increase safe opportunities for physical activity
- Improve the built environment to create more opportunities for healthy living



## Examples of Local Strategies

- Offer incentives for restaurants and convenience stores that promote healthier options and/or make healthier options more readily available
- Introduce or modify land use policies/zoning regulations to promote, expand, and protect potential sites for community gardens and farmers' markets
- Establish a community-wide safe routes to school initiative to increase walking and bicycling to school on a daily basis
- Build and/or maintain parks and playgrounds that are safe and attractive for playing and in close proximity to residential areas and/or adopt community policing strategies that improve safety and security for park and playground use
- Conduct health-based zoning/ordinance/regulation reviews that assess barriers to active transportation, public transit access, access to healthy food and access to green/open space
- Adopt pedestrian, bicycle and public transit master plans to develop a long-term vision for walking, bicycling and access to public transit that include measurable goals and objectives
- Implement local "complete streets" policy





# Chronic Disease Prevention and Climate Change Opportunities for Alignment

- **Food Access**
  - nutrition, social cohesion
  - transport distance (pollution), emergency resilience
- **Mode Share/Active Living**
  - physical activity, safety
  - air quality, pollution
- **Green Space**
  - physical activity, social connectedness, mental health
  - permeable surfaces, heat island reduction, air quality

# Contact Information

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