Mass in Motion: Eat Better, Move More

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Increasing Population Impact

Increasing Individual Effort Needed

Counseling & Education

Clinical Interventions

Lasting Protective Interventions

Changing Context to Support Healthy Default Decision Making

Socioeconomic Factors

Adapted from T. Frieden, AJPH, April 2010
Most Common Approaches to Health Behavior Change

Trying to change individual behavior directly through:

- Education
- Awareness
- Early Intervention
What’s Wrong With This Approach?

• Knowledge alone does not alter behavior

• Individual behavior is determined to a large extent by social environment
Socio-Ecological Framework

- **Society**: nation, state
- **Community**: county, municipality, coalitions
- **Organizational**: organizations, social institutions
- **Interpersonal**: family, friends, social networks
- **Individual**: knowledge, attitudes, skills

Healthy Policy
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural and physical environments conspire against such change.”

~ Institute of Medicine
Why policy and environmental change?

- Build on lessons learned
- Want to see community-level change
- More sustainable
- Make the healthy behavior the easier behavior
- Address social justice by equalizing conditions
Mass in Motion: Eat Better, Move More

Multifaceted state initiative

• Call to Action report
• Governor’s Executive Order 509
• BMI regulation
• School Nutrition Regulations
• Public information campaigns
• MA Children at Play
• Municipal wellness grants
• Worksite initiative
• Website (www.mass.gov/massinmotion)
  – Info on physical activity and nutrition
  – Calendars
  – Blogs
  – Links to state and local resources
Forward Motion
Find out ways that everyone can enjoy an active lifestyle.

The Original Value Meal
Learn how eating healthy at home can be fast, tasty and low-cost.

Daily Workout
Learn how you can get in shape without fancy gym equipment.

My Gym
Learn more about fun, easy, low-cost ways to exercise.

Fast Food
Learn how cooking a healthy meal can be fast and easy.
Nutrition Standards for Competitive Foods and Beverages

Overview of Key Elements of Bill

• Update standards every 5 years

• Make plain water readily available during school day at no cost

• Offer fresh fruits/non-fried vegetables wherever food is sold (except vending machines)

• Make nutrition information available for non pre-packaged foods (in the cafeteria)

• Prohibits use of fryolators in preparing competitive foods
Nutrition Standards for Competitive Foods and Beverages

Overview of Key Elements of Bill

• Requires regulations to promote school wellness advisory committees

• Requires training of public school nurses in screening and referral for obesity, diabetes and eating disorders

• Establishes Commission on School Nutrition and Childhood Obesity
Goal of the Nutrition Standards

- Provide a healthy school environment for all students

- Offer nourishing food and beverage choices
  - Whole grains
  - Fruits and vegetables
  - Low-fat dairy products

- Promote students’ healthy growth and development, enhance learning and form life-long healthy eating habits
“Competitive” Foods and Beverages

• “Competitive” foods/beverages are those provided in:
  - school cafeterias offered as à la carte items
  - school stores and snack bars
  - vending machines
## School Nutrition Standards - Highlights

<table>
<thead>
<tr>
<th>Food/Beverage</th>
<th>Standards</th>
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<tbody>
<tr>
<td>Milk - Added Sugar</td>
<td>Flavored milk with no more than <strong>22 grams total sugar per 8 ounces</strong>; includes alternative milk beverages such as lactose-free and soy</td>
</tr>
<tr>
<td>Beverages with Added Sugar or Sweeteners</td>
<td>Any beverages with added sugar or sweeteners not already prohibited will be phased out by <strong>August 1, 2013</strong>. A school may provide or sell flavored milk or milk substitutes that contain the same amount or less sugar than plain, fat-free or low-fat milk.</td>
</tr>
<tr>
<td>Calories</td>
<td>Foods shall not exceed <strong>200 calories per item</strong>. A la carte entrées shall not exceed the calorie count of entrée items offered as a part of the National School Lunch Program (e.g., equivalent portion size).</td>
</tr>
<tr>
<td>Fat</td>
<td>No more than <strong>35% of total calories from fat</strong></td>
</tr>
<tr>
<td>Sodium</td>
<td>No food shall contain more than <strong>200 mg of sodium</strong> per item. A la carte entrées shall not contain more than <strong>480 mg of sodium</strong> per item.</td>
</tr>
<tr>
<td>Grains</td>
<td>All bread or grain-based products shall be <strong>whole grain</strong> (includes crackers, granola bars, chips, bakery items, pasta, rice, etc.).</td>
</tr>
<tr>
<td>Artificial Sweeteners</td>
<td>No food or beverage shall contain an artificial sweetener.</td>
</tr>
</tbody>
</table>
Implementation Guidance

- Standards at-a-glance
- Recommendation for healthy school environments
  - Healthy celebrations
  - “A-List”
  - Alternatives for school fund-raising
- Financial implications
- Q’s and A’s
- Local Massachusetts stories throughout
Executive Order 509

- Signed by Governor Patrick in July 2009 for new contracts which require impacted state agencies (N=9) to follow nutrition standards in contracting for purchase of foods and beverages *  **

- Non-impacted state agencies (N=68) use Healthy Meeting and Event Guide

* Impacted Agency: the agency provides a package of services which includes food and beverages to clients who are dependent on the state.

** Exemptions: Vending, concession, & cafeterias
  - Justification - no state/federal taxes used in these settings, just employee/client personal funds.
Target Population

Impacted Agencies (9)

- Dept of Developmental Services (2,700-3,000 community sites; 9,000-10,000 clients)
- Dept of Youth Services (67 sites/30-100 clients/site; 2,000-6,700)
- Public Health Hospitals (4 sites; 800 patients)
- Dept of Mental Health (3 hospitals; 522 community sites; 3,887)
- Dept of Corrections (12 sites/33,000 meals/d)
- Sheriff Office (14 counties; 42,000 clients)
- Exec Office of Elder Affairs (27 local AAA/ASAP/Nutrition projects, (75,000 seniors/yr)
- Dept of Children and Families (1 shelter 46/d or 16,376/yr)
- Veterans’ Services (6 shelters; 1 hospitals. 1 LTC =1400)

Approx outreach: 84-126 million meals & snacks/year
Initial Success Stories in MA

- Developmental Disabilities Services:
  > 1300 staff who procure and prepare food have completed the online course which was developed by MDPH and Framingham State University

- Public Health Hospitals (DPH)
  EO 509 type language into their (10 yr. $100 million) hospital contract for healthy food options for patients as well as employees (>fruits & vegetables; use of non-fat dairy, whole grains and lean meat, fish and rice and beans)

- Taunton State Hospital
  Wellness program; decreased seconds on entrée which paid for the cost of local produce. Propose development of 7 acres of hospital property to teach DD clients farm skills; and provide produce for the hospital

- OSD- MA Statewide Contract Agency
  MDPH participated in development/review of 3 food RFP’s. Grocer RFP approximately $14 million/yr.
Municipal Wellness & Leadership Grants

- A public-private partnership supporting cities and towns
- Using CDC recommended evidenced based strategies for community change
- Initiating or expanding policy, systems, and environmental change approaches to:
  - Promote availability of affordable healthy food
  - Support healthy food and beverage choices
  - Create safe communities that support physical activity
Funding Partners

- Blue Cross/Blue Shield of Massachusetts
- Blue Cross/Blue Shield of Massachusetts Foundation
- The Boston Foundation
- Harvard Pilgrim Health Care Foundation
- MetroWest Health Foundation
- Tufts Health Plan Foundation
- Partners HealthCare*
- CDC*
- MDPH

*New Funder
52 cities and towns representing 33% of the state population
Mass in Motion Communities

ADAMS
AMHERST
AQUINNAH
BARNSTABLE
BELCHERTOWN
BROCKTON
CAMBRIDGE
CHELSEA
CHILMARK
CLARKSBURG
DORCHESTER
EDGARTOWN
EVERETT
FALL RIVER
FITCHBURG
FRAMINGHAM
FRANKLIN

GLOUCESTER
GREAT BARRINGTON
GREENFIELD
HOLYOKE
HUDSON
LEE
LENOX
LOWELL
LYNN
MALDEN
MARLBOROUGH
MEDFORD
MELROSE
MONTAGUE
NANTUCKET
NEW BEDFORD
NORTH ADAMS
NORTHAMPTON

NORTHBOROUGH
OAK BLUFFS
ORANGE
PITTSFIELD
PLYMOUTH
REVERE
SALEM
SOMERVILLE
SPRINGFIELD
STOCKBRIDGE
TISBURY
WAKEFIELD
WALTHAM
WEST TISBURY
WEYMOUTH
WILLIAMSBURG
WORCESTER
The Community’s Role in Municipal Wellness and Leadership

- Diverse, multi-sectoral partnership
  - municipal entities (*leadership, public health, transportation, planning, schools, etc*),
  - non-municipal entities (*community based organizations, local businesses, community health centers, etc*),
  - community residents

- Community Assessment
  - utilize CHANGE tool

- Community Action Plan (CAP) development
  - policy, systems, environmental change strategies
Community Health Assessment and Group Evaluation (CHANGE): Building a Foundation of Knowledge to Prioritize Community Needs

- Provides a snapshot of policy, systems and environmental change strategies (highlights assets and needs)
- Group activity/consensus building
- Determines, for example, to what extent city/town:
  - Requires sidewalks and/or bike lanes to be built for all developments
  - Provides access to parks, shared-use paths or open spaces within reasonable walking distance of most homes
  - Provides street traffic calming measures or adopts strategies to enhance personal safety in areas where people are or could be physically active
  - Institutes healthy food and beverage and/or encourages smaller portion size options at local restaurants and retail food establishments
  - Enhances access to public transportation options to supermarkets and large food outlets
  - Accepts WIC and SNAP benefits at local farmers’ markets
  - Bans local restaurants and retail food establishments from cooking with trans fats
Increase accessibility, availability, affordability and identification of healthful foods in communities

- Implementation of healthy dining program
- Implementation of healthy corner stores/neighborhood markets
- Establishment of nutritional standards for food pantries and/or meal-programs
- Implement use of EBT system and/or increase use of WIC and SNAP benefits at farmers markets
- Increase access to farmers markets via affordable transportation modes
- Conduct community food assessment to determine options available to residents; present data and recommendations to municipal officials
- Review zoning/land use policies for usage of vacant parcels of land as community gardens
- Establish nutritional standards for vending machines in municipally owned buildings and/or implement Healthy Meeting Guidelines
- Support implementation of school nutrition standards
- Support farm to school, work and/or childcare initiatives
Increase opportunities for physical activity in communities

- Implement active community safe routes to school initiative
- Citywide collaboration re: snow clearance
- Increase use of parks and open spaces (increase safety, improve maintenance, enhanced lighting, etc)
- Establish safe areas for indoor recreation (joint use agreements, use of schools/municipal buildings)
- Establish safe walking routes/loops
- Increase number of walk friendly areas in low resourced neighborhoods
Improve community design to enhance walking and bicycling and active transportation

- Establish a “complete streets” policy

- Incorporate health element in municipal plans (such as comprehensive/master plan, open space and recreation plan, pedestrian or bicycle master plan)

- Establish healthy/active design standards for all new development

- Conduct walkability assessment and sidewalk review

- Identify priority areas for targeted infrastructure improvements (intersections, crosswalks, etc.)
Access to Places to be Active
Accomplishments

- Open Space and Recreation plans (Everett, Gloucester, Fall River, Revere, Weymouth)
- Regional bicycle/pedestrian plans in Worcester, Everett, Fall River and New Bedford
- Installation of bicycle racks in Gloucester, Everett and Weymouth
- Creation of joint use agreements in Springfield with parks department and college
- Increasing park usage in Fitchburg and Revere through safety improvements and adopt-a-park programs
- Bikeability assessment completed and city purchase of “bike sharrow” stencil in Gloucester
- Sidewalk assessment around all schools conducted in Northborough
- Passage of “Board of Health Resolution: Planning for a Healthier Future through the Built Environment” in Fall River, Weymouth, New Bedford, Lee, Lenox and Stockbridge
Access to Healthy, Affordable Foods Accomplishments

- Community and/or schoolyard gardens have been built in the communities of Everett, Fall River, Fitchburg, Franklin and Gloucester.
- Local “healthy dining” programs (that identify healthy nutritional options) have been implemented in restaurants in Everett, Fall River, New Bedford, Tri-Town and Weymouth.
- Farmer’s Markets have been expanded in Everett, Fall River, Fitchburg, Revere and Weymouth.
- Fall River has created a designation for Healthy Neighborhood Markets to identify healthy food and beverage options in neighborhood markets.
- The city of Everett’s Recreation Center has removed all sugar-sweetened beverages and unhealthy snacks from vending machines. Springfield City Council passed a vending machine resolution to increase healthier options in all municipal vending machines.
Are we out of Balance?
Healthy Communities, Healthy Living

For help quitting smoking go to
www.makesmokinghistory.org
or call
1-800-QUIT-NOW
(1-800-784-8669)
Massachusetts Department of Public Health
Contact Information

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