

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
 - Healthy Transportation Compact
 - MA Food Policy Council
 - Planning Ahead for Growth
- 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



The screenshot shows the official website of the Office of Health and Human Services (EOHHS). The header includes the text "The Official Website of the Office of Health and Human Services (EOHHS)" and "Health and Human Services". Below the header is a navigation bar with links for "Mass Gov Home", "State Agencies", and "State Online Services". A secondary navigation bar lists "EOHHS Home", "For Consumers", "For Providers", "For Researchers", and "For Government". The main content area features a large image of a diverse family of five people smiling outdoors. To the left of the family image is a purple silhouette of a person walking, with the text "Mass in Motion" and "Better health. It's your move." below it. Below this are two smaller images: "Eat Better" showing a plate of food and "Move More" showing a person walking. To the right of the family image is a "Calendar" button and a "Blog" button. Below the family image is a section titled "Adopting a child through The Department of Children and Families is a no cost to the adopting individual or family. Our children are special and ensure that we find the right home for them. We want to find the right custody." followed by a list of bullet points: "• We have children from a variety of ethnic and linguistic background families who will appreciate and embrace a multi-cultural, multi-lingual start in life, and may exhibit educational, emotional and behavioral challenges." "• Children who come into our care have been abused or neglected, and may exhibit educational, emotional and behavioral challenges." "• We have a number of sibling groups. Unless there are reasons why the children, we seek to keep brothers and sisters together. We are willing to open their homes to two or more children." "• We have some children who need varying degrees of medical attention. Children may have allergies, asthma, special diets, hearing or vision medical conditions. We seek individuals and families willing to care for medical needs." At the bottom, it states "This information is provided by the Department of Children and Families".



Regulatory and Policy Changes

- **BMI reporting**
- **School Nutrition Standards**
- **Executive Order 509**

BMI Reporting

- **Passed by our Public Health Council, the regulations April 2009 and amended October 2013.**
- **Require BMI testing for all students in grades 1, 4, 7 and 10. Schools are required to report the data to MDPH in aggregate.**
- **The surveillance data that has been collected over the past 4 years of implementation has given the Department preliminary information to target, strengthen and evaluate initiatives that are successfully reducing incidence of childhood obesity.**

School Nutrition Standards

- The “Act Relative to School Nutrition” was signed into law in July 2010 and required MDPH to establish standards for competitive foods and beverages sold or provided in public schools school day. The Public Health Council approved the original regulations in June 2011.
- The standards apply to foods and beverages sold or provided in school cafeterias as a la carte items, vending machines and school stores and snack bars.
- Regulations currently being updated in to align with USDA standards.

Executive Order 509

Nutrition Standards for State Agencies

- Signed by Governor Patrick in 2009, this first in the nation state food procurement standards requires state agencies to follow nutrition standards when buying or serving food and beverages.
- The standards apply to agencies which provide food to agency clients and patients and to all contracts procured on or after July 1, 2009.
- The standards encourage use of health food options such as increasing whole grains, increasing fruits and vegetables, using lean meats and alternative protein sources and using skim or non-fat dairy product.

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State Agency Collaborations

- **Healthy Transportation Compact**
- **MA Food Policy Council**
- **Planning Ahead for Growth**

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Healthy Communities Initiatives

- **MA Children at Play**
- **Working on Wellness**
- **Municipal Wellness and Leadership Grant Program**
- **Healthy Community Design Initiative**

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



Municipal Wellness & Leadership Grants

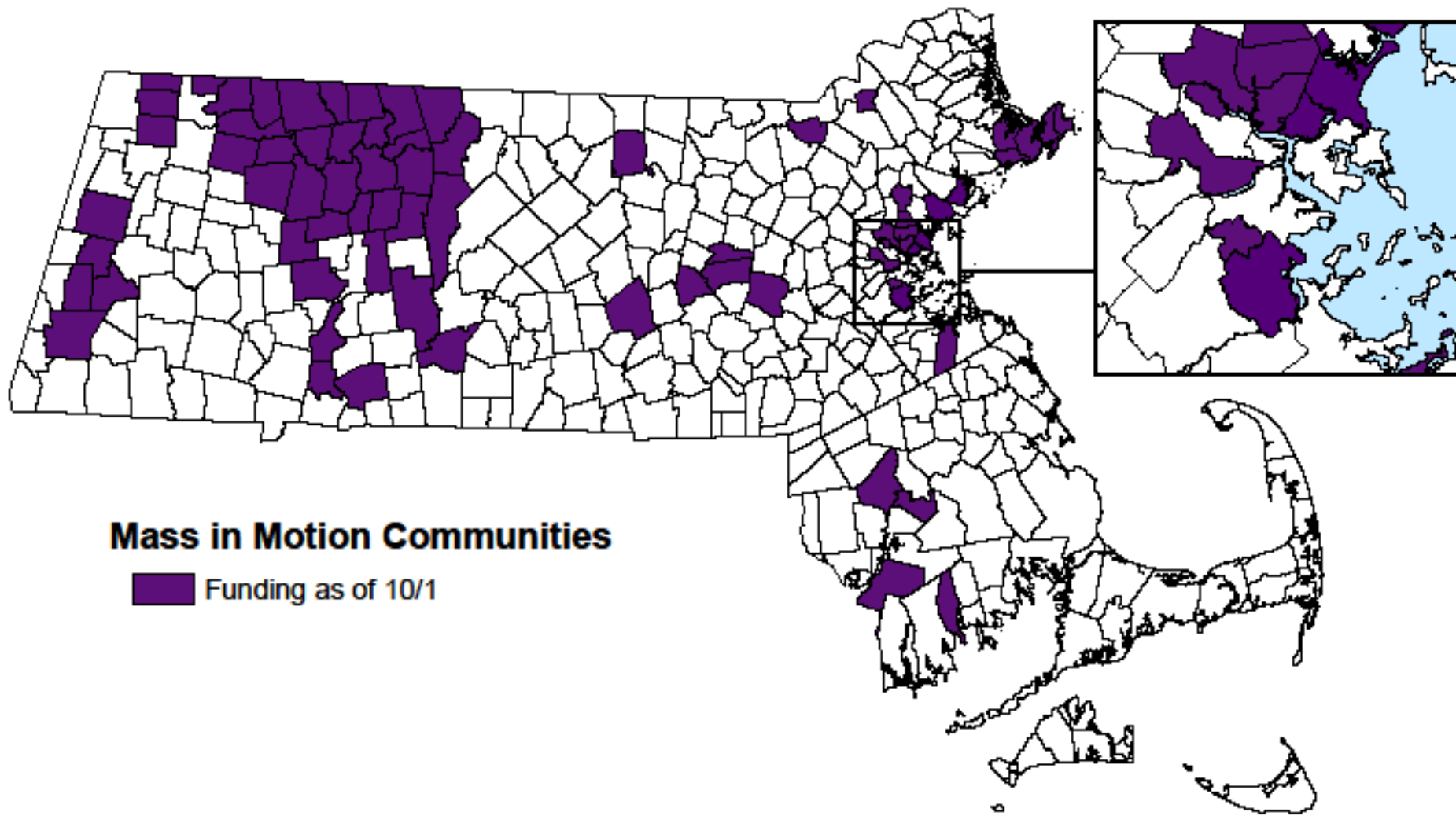
- A public-private partnership supporting cities and towns to implement local policy, systems and environmental change to prevent and reduce overweight/obesity, chronic disease and associated risk factors and to create healthier communities.
- Develop community-level strategies to:
 - Promote availability of affordable healthy food
 - Support healthy food and beverage choices
 - Create safe communities that support physical activity
- The initiative is municipal lead with the creation of a multi-sector partnership to develop and implement the community-level strategies.

Activities to Date to Increase Access to Healthy Affordable Foods

- 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

Activities to Date to Increase Opportunities for Regular Physical Activity

- Establish a “complete streets” policy
- Establish healthy/active design standards for all new development
- Incorporate health element in municipal plans (such as comprehensive/master plan, open space and recreation plan, pedestrian or bicycle master plan)
- Establish joint use agreements
- Increase use of parks and recreational space
- Implement active community safe routes to school initiative



Mass in Motion Communities

■ Funding as of 10/1

Contact Information

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