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
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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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
Contact Information

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