

# Martha's Vineyard

## Mass in Motion 2013 Community Report

### About Mass in Motion-Martha's Vineyard, a Program of the Dukes County Health Council

Mass in Motion – Martha's Vineyard works locally to increase opportunities for Island residents to eat better and move more in the places they live, learn, work, and play. Martha's Vineyard is among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

### Priority Initiatives

- Built Environment – designing vibrant, active neighborhoods for bikers and walkers
- Safe Routes to School – making safe, walkable routes to school
- Healthy Dining – offering healthier options at local restaurants
- School Nutrition – offering healthier foods in schools
- Food Pantries – offering healthier options at food pantries

### Accomplishments

- **7 schools** are in the Safe Routes to School Initiative, up from 3 schools in the previous year
- **1 food pantry** is now offering healthier options for people in need
- **6 communities** in Martha's Vineyard are now incorporating healthy design standards into all island infrastructure projects

### Quote

"We've really been able to integrate the Farm-to-Table concept with our students and families. Our kids are starting to understand where their food comes from!" Nevette Previd, Coordinator, Mass in Motion – Martha's Vineyard

### Obesity Rate: 18.3-19.9%

obesity rate for grantees with multiple cities and towns is weighted by population

### Mass in Motion Activity in Martha's Vineyard (Page 3)

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### Success Story

In collaboration with Island Grown Schools, one of Mass in Motion Martha's Vineyard's most active partners, we launched **Harvest of the Month** in six elementary schools and regional high

schools. Island Grown Harvest of the Month is a program that highlights a locally available crop each month of the school year in school cafeterias, restaurants, and grocery stores. The goal is to help children, their care-givers, and the broader community experience healthy, seasonal, whole-foods based meals, while supporting local and regional farmers. The program introduces and promotes local and seasonal foods (fish, corn, dry beans, etc.) at the schools through food offerings at the cafeteria, providing recipe cards for students to take home, monthly recipes in the school's newsletter, and incorporating the foods into the curriculum. Martha's Vineyard was the first school system in Massachusetts to pioneer Harvest of the Month in 2012-3, and is now working with the Massachusetts Farm to School Project to spread our model across the state.

## **Active Living Highlights**

- MiM-MV coordinated with the Regional High School Leadership class to conduct the first bike-walkability study for the Tisbury Elementary School. This study was presented to the town planning board and the Department of public works. With letters of support from the Planning Board and the school principal, the DPW implemented a new plan to prepare for the opening of school, cleaning sidewalks, fixing road and sidewalk markers etc.
- MiM-MV was able to strengthen the Bike Pedestrian Action Committee by coordinating a list of goals for the committee and enlisting collaboration with the MV Commission (regional land use planning agency of the island). This resulted in the MV Commission and the Joint Transportations Committee (Department of Public Works representatives of all six towns) adopting the Healthy Design Standards for all island infrastructure projects, the first step in crafting support for a general Complete Streets Guideline for all six towns.

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### **Community Partners – Working Together in Martha's Vineyard**

Vineyard School District, Bike Pedestrian Action Committee, Healthy Aging Task Force, Cycle Martha's Vineyard, Vineyard Committee on Hunger, Serving Hand Food Assistance Program, Island Food Pantry, Council on Aging, Martha's Vineyard Commission, YMCA, Healthcare Access Program, Audubon Society, Police Departments of all 6 towns, MassDOT

### **Contact Information**

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