



Municipal Wellness and Leadership Program



IN MASSACHUSETTS:

Obesity and being overweight has become an epidemic in Massachusetts, causing an increase in obesity-related chronic diseases and increasing health care costs in the Commonwealth.

- 2 out of 3 adults, and 1 in 4 children are either overweight or obese.
- Almost half of Massachusetts adults do not get the recommended amount of physical activity, and more than 75% do not eat enough fruits and vegetables.
- Obesity-related diseases account for 7.6% of all health care costs in Massachusetts, a full \$3.5 billion in excess health care expenditures each year.

To address this significant public health problem, the Massachusetts Department of Public Health launched Mass in Motion in 2009. This is a multi-faceted initiative which includes a worksite wellness program, school nutrition standards, and the release of Executive Order 509. It also includes a community-based initiative providing grants to cities and towns to help them build policies, systems and environments that promote wellness and healthy living. Today, the MA Department of Public Health funds 52 cities and towns to create changes that make healthy living easier and more affordable.

MASS IN MOTION COMMUNITIES:

- ✓ Increase access to fresh foods by helping schools, neighborhood stores, restaurants, farmers' markets and food pantries offer healthy, affordable choices.
- ✓ Increase safe opportunities for physical activity through new and enhanced open spaces, parks, playgrounds and other recreational facilities.
- ✓ Design neighborhoods that promote and support walking, biking, and healthy living through sidewalk improvements, bike lanes, mixed use development, shared use paths, and establishing healthy design standards and Complete Streets policies.

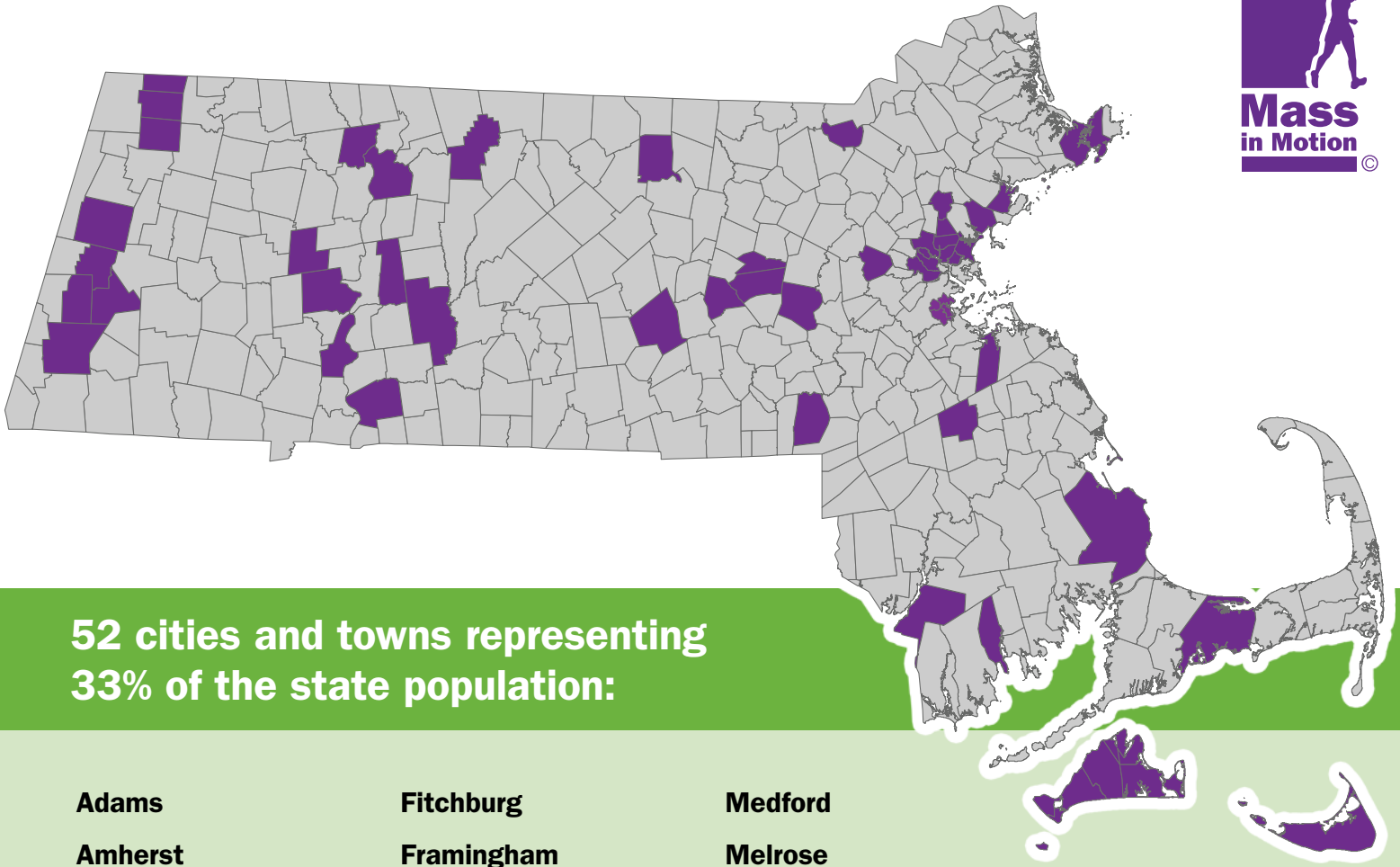


Mass in Motion is a statewide obesity prevention movement to help people eat better and move more in the places they live, learn, work and play.

Together, we're making the healthy choice, the easy choice.

Eat Better. Move More. Live Well.

MASS IN MOTION COMMUNITIES



**52 cities and towns representing
33% of the state population:**

Adams	Fitchburg	Medford	
Amherst	Framingham	Melrose	
Aquinnah	Franklin	Montague	
Barnstable	Gloucester	Nantucket	
Belchertown	Great Barrington	New Bedford	Somerville
Brockton	Greenfield	North Adams	Springfield
Cambridge	Holyoke	Northampton	Stockbridge
Chelsea	Hudson	Northborough	Tisbury
Chilmark	Lee	Oak Bluffs	Wakefield
Clarksburg	Lenox	Orange	Waltham
Dorchester	Lowell	Pittsfield	West Tisbury
Edgartown	Lynn	Plymouth	Weymouth
Everett	Malden	Revere	Williamsburg
Fall River	Marlborough	Salem	Worcester