

MASS IN MOTION

HIGHLIGHTS – 2013



Mass in Motion is dedicated to working with local communities to make the healthy choice the easy choice. In 2013, a total of 33 Mass in Motion Programs covering 52 cities and towns across the Commonwealth promoted opportunities for people to eat better and move more in the places they live, learn, work, and play.



SPRINGFIELD



REVERE



WALTHAM



PLYMOUTH



FRANKLIN COUNTY



WEYMOUTH

HEALTHY DINING RESTAURANTS

As restaurant foods are often high in calories, fat and sodium, and served in large portions, more and more customers are looking for healthier options while dining out. The Mass in Motion Healthy Dining Program helps participating restaurants offer healthier menu options, including smaller portions, sides of fruit and vegetables, and healthier drink choices. In 2013, the program expanded to 126 healthy dining participating restaurants across 14 communities. Metrowest Moves and Building a Healthy Northborough recruited the most new restaurants, with each bringing on 8 new restaurants this year.



LYNN



HEALTHY MARKETS

When people can easily access healthy foods, they're more likely to choose healthy options. The Mass in Motion Healthy Market Program works with local convenience store owners to make healthy, affordable food and drink options available to customers. There are 48 neighborhood markets throughout 16 communities in the Healthy Markets Program. These stores offer healthier options such as fresh fruits and vegetables, whole grains, and low fat or fat-free dairy.

SAFE ROUTES TO SCHOOL PROGRAMS

By improving sidewalks, reducing traffic, and teaching children about pedestrian and bicycle safety, communities can increase the number of elementary and middle school students who safely walk or bike to school on a daily basis. 220 schools among 38 Mass in Motion programs are now enrolled in Massachusetts' Safe Routes to School program, which provides opportunities for students to incorporate physical activity into their day by walking or biking to school.



NEW BEDFORD

Many of these schools were in Barnstable County and Lynn, which each had 17 additional schools participate. Many Mass in Motion communities are reaching beyond the Safe Routes to School program, by adding sidewalks, bike lanes, crosswalks and other bike and pedestrian features to streets to make it easier and safer for students to walk and bike every day of the school year. In Fitchburg, City police and Fitchburg State University students volunteer each week to help students across Fitchburg walk safely to school. The Department of Public Works spray-painted the Fun 'n FITchburg logo on numerous city sidewalks to highlight and promote walking paths to school.



SPRINGFIELD

MASS IN MOTION 2013

SCHOOL NUTRITION

Children spend many of their waking hours at school, which means schools have a unique opportunity to create an environment that encourages students to eat healthy and be active. Northborough Mass in Motion



worked with four elementary schools

to transition to having recess before lunch. Playing outside before lunch allows students to build up an appetite and enjoy their lunch without feeling like they have to rush through their meal so they can go to recess. In Northern Berkshires, the food service director, school principal, and a local Clarksburg farmer worked together to serve local foods at the school two times each month. In partnership with Be Well Berkshires, schools in Pittsfield and Great Barrington are now serving locally grown fruits and vegetables. Healthy Plymouth worked with the Plymouth School Food Service Department and high school students to create three sandwiches that met the School Nutrition Guidelines. These sandwiches are now being served at the school cafeteria. Springfield's Mass in Motion team and Food Policy Council were awarded a \$100,000 USDA Farm to School Grant for the school department, which will fund 24 new school gardens, agriculture clubs, school garden curriculum, and healthy food preparation training for cafeteria workers.

GROWING AND BUYING LOCALLY

Many Mass in Motion communities help residents purchase locally grown fruit and vegetables. Brockton, Medford, Melrose/Wakefield, and Somerville helped nine farmers' markets begin accepting different forms of payment. Expanding payment options to include WIC/SNAP, food stamps, debit cards, and credit cards made these locally grown foods more accessible to residents of all income levels. A total of 1,392 WIC/SNAP purchases were made at farmers' markets in Medford, Melrose/Wakefield, Somerville, and Waltham. The Revere Beach Farmers' Market launched the Beach Bucks program, which doubles the value of the first \$20 of WIC/SNAP points spent at the market. The expansion helps grow the farmers' markets, too; thanks to the program, WIC/SNAP purchases made up 75% of the Revere Beach Farmers' Market's total sales. Holyoke, Adams, and North Adams reported over 300 SNAP/WIC purchases equaling over \$5,000 in sales.

Mobile market trucks, which sell fruits and vegetables directly from the truck in highly-populated areas, increase availability and access to affordable fresh and local produce, especially for low income residents. Worcester's mobile farmers' market has expanded to 17 different stops throughout the city, including City Hall, the WIC office, YWCA, public parks, and the Worcester Housing Authority. The mobile market in Somerville has been gaining popularity, making over \$15,000 worth of sales of subsidized local produce to residents. Cambridge launched a winter farmers' market, which provided fresh foods during a time when locally-grown food options are fairly limited.

ANNUAL HIGHLIGHTS

IMPROVING NUTRITION AT FOOD PANTRIES

Many Mass in Motion communities are partnering with local food pantries to offer healthier choices to food pantry clients. Franklin launched the Healthy Futures Shelf in the Franklin Food Pantry, which contains healthier food options and recipes to accompany them for food pantry clients. Barnstable County awarded mini-grant funding to support local food pantry volunteers and clients to grow and donate vegetables to the Bourne Food Pantry, and hired Nutrition Educators to provide healthy cooking demonstrations and hand out healthy eating cookbooks at food pantries across the county. Nantucket and Martha's Vineyard each worked with one local food pantry, which now both offer healthier options for people in need. Northern Berkshires Mass in Motion worked with three food pantries this year to encourage healthier food donations, distributing 500 cloth bags with suggested healthy donation ideas for the annual letter carrier food drive.



PARKS AND RECREATION

Improving parks and recreational space provides children, adults, and families with fun, safe areas to be active outdoors. Get Fit Gloucester! joined with public and private partners to raise \$4 million to create the New Balance Track and Field at Newell Stadium. The new stadium will allow a 10-fold increase in games, practices, and class use. Weymouth worked with Harvard Law School to develop a joint use agreement with the city's teen center, which has enabled town employees to use the center after



hours to exercise.

The Springfield Mass in Motion leadership team leveraged \$20,000

in funds for an Open Gyms program in three Springfield schools, keeping them open in the evening for family use. Energize Everett facilitated the signing of a joint use agreement between the city and Everett public schools, opening an elementary school gym to the community after school. Fall River Mass in Motion took a leadership role in helping save basketball courts and open space and advocated for a brand-new park in 2013.





BIKING AND WALKING

Many communities are working within their city or town to build and promote safe ways for people to walk and bike. Cambridge in Motion worked with city partners to promote a trial of winter operations for Hubway, the region’s bike share program.

Users were able to ride throughout the winter in the city as a trial for potential year-round service in the Boston area. The city also updated its



zoning ordinance to create more bicycle parking. Gloucester passed a new ordinance requiring signage for bike routes and establishing the city’s first bike lanes. Revere also painted its first bike lanes in 2013. Malden marked all of the Malden River routes that lead to the Mystic River and created maps to distribute to residents. Medford created a map with interest points to encourage use of its first walking path, a 1.7 mile route that opened in August 2013. Mass in Motion New Bedford collaborated with city officials and the New Bedford Bike Committee (NBBC) to develop a

city-wide bicycle lane priority map that led to the painting of over 6.5 miles of bike lanes, as well as the installment of 15 bike racks in key locations. Somerville’s



commitment to creating a bikeable community was recognized by the League of American Bicyclists, which named it a Silver-level Bicycle Friendly City in October 2013.

DESIGNING HEALTHY COMMUNITIES

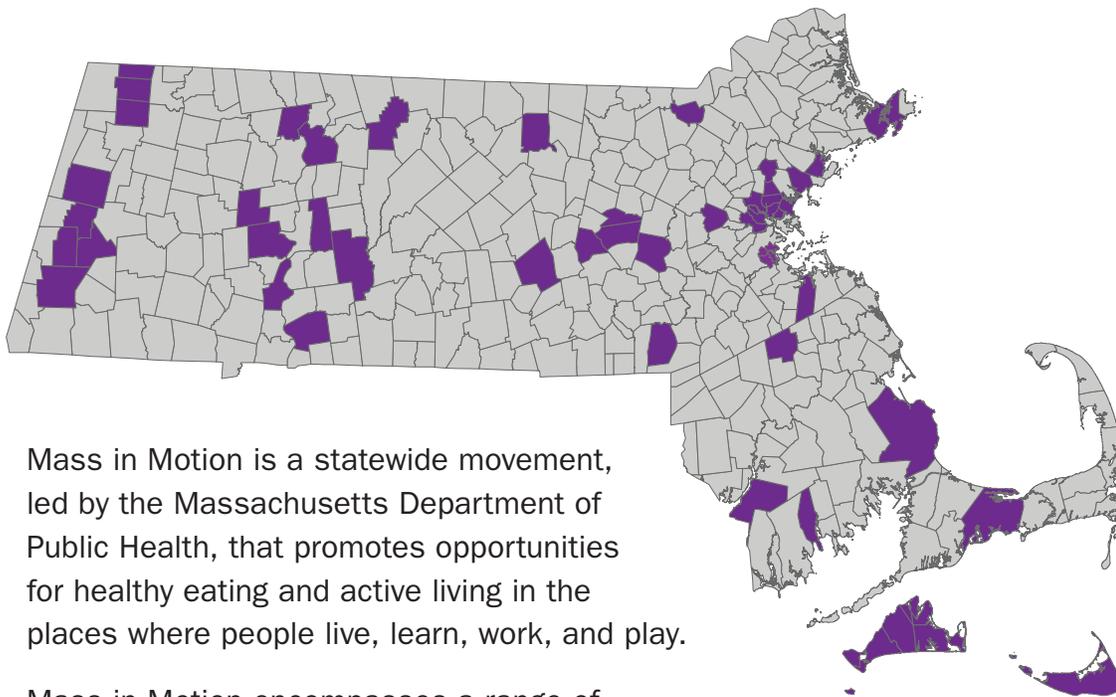
Designing healthy communities puts health at the center of community planning, transportation, and land-use decisions, so that people can easily walk or bike to the places they need to be. Twenty-six cities and towns adopted healthy design standards to increase opportunities for residents to be active through various forms of transportation, including walking and biking. In Barnstable County, healthy design standards were used in all 15 communities. Brockton drafted a new Open Space Plan that would improve the overall quality of Brockton’s open space and parks and submitted it to the state for approval. Plymouth adopted a local Complete Streets policy – the first in the Commonwealth – that focuses on developing a connected, integrated network that serves all road users.

HEALTHY VENDING AND CONCESSIONS

Several communities are partnering locally to improve the quality of foods sold in vending machines and concession stands. In Lowell, five vending machines in three public buildings are now offering healthier options. Fitchburg worked with parks’ vendors, leagues, and school groups to develop a Healthy Vending and Concessions toolkit, which parks will use when choosing healthier options to serve this summer.



Mass in Motion Communities



Mass in Motion is a statewide movement, led by the Massachusetts Department of Public Health, that promotes opportunities for healthy eating and active living in the places where people live, learn, work, and play.

Mass in Motion encompasses a range of initiatives, including a workplace wellness program, the Massachusetts Children at Play program, and work supporting nutrition standards for schools and state agencies, in addition to the Municipal Wellness and Leadership Grant Program.

The Municipal Wellness and Leadership Program is a collaborative effort built on the engagement of multi-sector partnerships. These partnerships are an instrumental part of the success of Mass in Motion in creating healthier communities.

52
municipalities
across the
Commonwealth
are part of
Mass in Motion

Thanks to a public/private funding partnership that includes state, federal, and private foundations, 52 municipalities across the Commonwealth are part of Mass in Motion. Mass in Motion is supported by the Massachusetts Department of Public Health, the Centers for Disease Control and Prevention, The Boston Foundation, Partners HealthCare, Tufts Health Plan Foundation, Blue Cross Blue Shield of Massachusetts, MetroWest Health Foundation, and Harvard Pilgrim Health Care Foundation.



- 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