



Mass in Motion: Municipal Wellness and Leadership Grant Awards

City of Everett

Proposal Summary:

The applicant for this implementation grant is a municipality, the City of Everett. The city plans to work with existing partners to (1) create physical places for additional recreational opportunities, such as the proposed Bike to the Sea (2) promote healthy eating by banning Trans Fats in all Everett restaurants, and (3) encourage healthy behaviors by creating systems changes (e.g. creation of farmers markets, safe walking routes to school) in the community.

City of Fall River

Proposal Summary:

The applicant for this implementation grant is the City of Fall River. At a January 2009, quarterly meeting, the Healthy City Fall River Design Team began the process of outlining an Action Plan for the next five years. This period will be focused on policy, systems and environmental changes in four areas: 1) Food Supply and Nutrition, 2) Built Environment and Transit, 3) Workplaces and Medical Settings, and 4) Schools and Recreation. In each of these areas, efforts will be made to create either sustainable changes in policy and practice that can influence healthier choices or structural changes in the physical environment that will make the healthier choices the easier choices. The goal of each of these changes is to increase the amount and intensity of physical activity, such as walking, throughout the life course of those who live or work within the City, and to improve the quality of the City's food supply and access to more nutritious foods on the part of significant sectors of the population. The outcome of all of these measures, taken collectively, is an expected reduction in the rate of obesity and its medical consequences.

City of Fitchburg

Proposal Summary:

The applicant for this planning grant is a municipality, the City of Fitchburg. *Fun 'n FITchburg* addresses the increasing problem of obesity and the subsequent risk for chronic disease, such as heart disease, type 2 diabetes, and stroke via environmental and policy changes that increase access to healthy foods and active living. This initiative targets low-income and/or minority youth and their families. The City of Fitchburg is the lead agency and will subcontract with the Montachusett Opportunity Council, through its Nutrition and Wellness component to assist in carrying out grant activities. Statistics classify Fitchburg as a low-income community with a high Hispanic population and at a high risk for obesity. Using the RWJF Active Living by Design 5P model for the program structure, the first year will focus on preparation of the community assessment, promotional campaigns, and development of comprehensive plan of interventions that

support policy, system and environmental change policies. The second year's activities include promotion, policy advocacy, programs and projects that support the plan. A diverse network of community partners with expertise in the areas of community assessment, community gardens, farmers markets, local parks and recreational activities health care, media, and advocacy have agreed to advise and support, *Fun 'n FITchburg*.

City of Gloucester

Proposal Summary:

The applicant for this planning grant is a municipality, the City of Gloucester. The City of Gloucester will create a unique public private partnership, *Get Fit Gloucester*, under the management of the Community Development Department and in close collaboration with the Mayor and the Public Health Department. The partnership will include representation from a wide variety of stakeholders including experts in health, business, recreation and transportation. Get Fit Gloucester will assess the assets and needs of schools, public spaces, neighborhoods, food establishments, work places, health centers and other locations where residents can be better supported to eat healthier and move their bodies. Specific at risk populations have been identified (i.e. low-income, youth, fishing families, and immigrants). Get Fit Gloucester will develop a comprehensive action plan including policy, systems and environmental strategies. The plan will be adopted by all partners and ratified by the Gloucester City Council.

Towns - Lee, Lenox, and Stockbridge:

Proposal Summary:

The applicant for this planning grant is a municipal entity, the Tri-Town Health Department. The Health Department will work with regional community partners that have diverse expertise in various areas of wellness; building on already in-place structures, and built environment models; assessing sustainable policy, systematic and environmental change and strengthening community-wide accessibility to healthy opportunities to effectively reduce overweight and obesity.

City of New Bedford

Proposal Summary:

The applicant for this planning grant is a municipal entity, the City of New Bedford Board of Health/ Health Department. The city will establish and mobilize a diverse community partnership. The city will conduct and analyze a municipal-wide assessment and develop a comprehensive action plan that emphasizes policy, systems and environmental change strategies to support healthy eating and active living in the city.

City of Revere

Proposal Summary:

The applicant for this planning grant is a municipality, the City of Revere. The city in collaboration with the Massachusetts General Hospital, Revere CARES' Food and Fitness Task Force and other community partners will conduct a community-wide assessment and based on the assessment findings develop and implement an action plan. and revise an interim logic model that was previously produced by the Food and Fitness Task Force.

City of Springfield

Proposal Summary:

The applicant for this planning grant is a municipality, the City of Springfield. The City of Springfield proposes, in Year 1 of the grant, to create a wellness and leadership coalition/partnership comprised of key policy decision-makers and community stakeholders. This coalition/partnership will be responsible for creating a Plan of Action for Springfield that strengthens, policy, system and environmental change strategies to reduce obesity/overweight among its residents and to support healthy eating and active living in Springfield. The Springfield Plan of Action, to be implemented in Year 2, will be based on a thorough citywide assessment/environmental scan of existing policies and supports, Springfield's assets, and Springfield residents' attitudes, knowledge and behaviors towards healthy eating and active living

Town of Weymouth

Proposal Summary:

The applicant for this planning grant is a municipality, the Town of Weymouth in partnership with the Weymouth Wellness Team (WWT). The WWT through its Mass in Motion Advisory Planning (MIMAP) Subcommittee will assess (1) existing nutrition and physical activity related policies and environmental supports, (2) community assets that can help improve the existing policies, systems and environments and (3) community resident's attitudes, knowledge and behaviors towards healthy eating and active living. The WWT has identified partners and stakeholders for this initiative and will collaborate with them, using the Strategic Prevention Framework to create an action plan with emphasis on policy, systems and environmental change strategies to support healthy eating and active living in the municipality.

City of Worcester

Proposal Summary:

The applicant for this planning grant is a municipality, the City of Worcester. On nearly all measures of demographic characteristics, socioeconomic status and chronic disease that affect or result from overweight and obesity, Worcester faces more challenges than the state as a whole. City management has made clear that public health division leadership and staff must focus their attention and their efforts on policy change as well as core services despite budget cuts. The Department's leadership and partnership with municipal and community agencies, give it the capacity to implement the activities in the workplan and achieve the goals and objectives for policy and environmental changes that will support healthy eating and active living.