

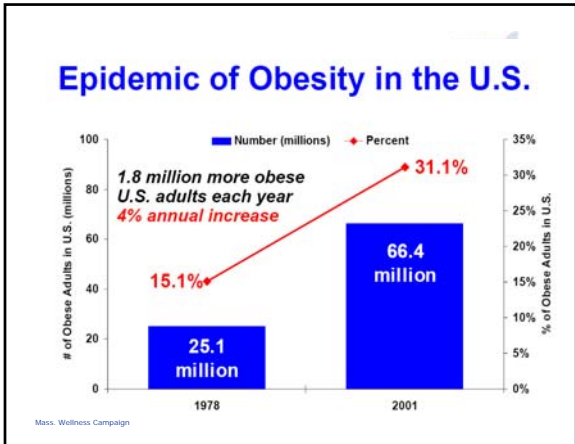


HealthyMASS
Our Health Is Our Commonwealth



Wellness Promotion/Obesity Prevention Initiative "Mass In Motion"

MA Department of Public Health

The health risks associated with overweight/obesity are too great to ignore

- Heart Disease
- High Blood Pressure
- Stroke
- Type 2 Diabetes
- Abnormal Blood Fats
- Metabolic Syndrome
- Cancer
- Osteoarthritis
- Sleep Apnea
- Reproductive Problems

Prevalence of Diabetes in Massachusetts, 1994-2005

Year	Prevalence (%)
1994	4.1
1995	3.8
1996	4.7
1997	4.3
1998	3.8
1999	4.9
2000	5.8
2001	5.8
2002	5.8
2003	6.2
2004	5.5
2005	6.4

Source: Massachusetts Behavioral Risk Factor Surveillance System (BRFSS), 1994-2005.
Note: Estimates have been age-adjusted to 2000 US standard population

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Why are these steps needed in difficult economic times

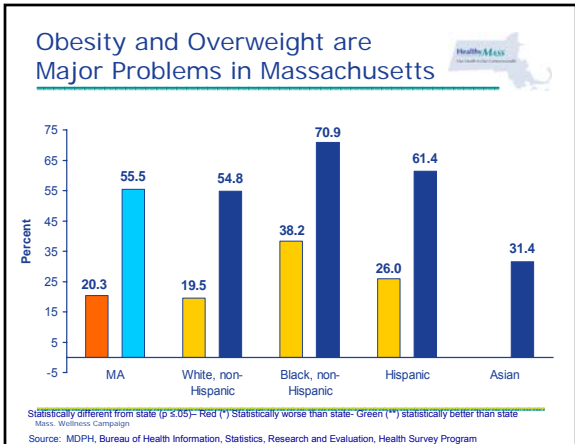
- Low income residents are more likely to be overweight and obese for a variety of socio-economic reasons
- Low income residents are more likely to develop chronic diseases – such as diabetes – as a result
- Certain action steps can be taken which have enhanced benefits for those with low incomes

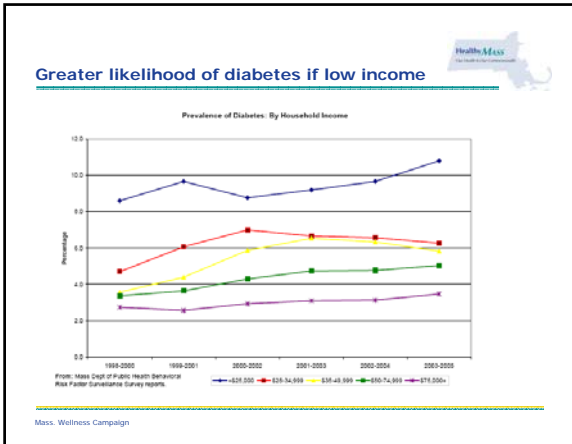
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Examples of disproportionate impact on low income residents

Fast food restaurants are more likely to be found in low-income neighborhoods and near low-income schools. Poorer neighborhoods have greater access to fast food and less access to supermarkets.^{8,9} In a new California study, nearly two-thirds of schools (65 percent) had a fast food restaurant within 1/6 of a mile of campus. Schools in low-income neighborhoods had even more fast food restaurants nearby than schools in higher income areas.¹⁰

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- ### Low income neighborhoods are less likely to have
- Supermarkets with large produce sections
 - Farmers markets
 - Accessible recreational facilities
 - Safe, walkable neighborhoods
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Our Goals

Decrease the number and percentage of both adults and children who are overweight and obese

Decrease the prevalence of chronic disease associated with unhealthy eating and lack of physical activity

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- ### Our Objectives
- Make the promotion of wellness and the prevention of overweight and obesity a top public health priority
 - Create conditions that encourage, nurture and promote wellness – with particular focus on the importance of a healthy eating and physical activity
-
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Action Steps

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Release a Report on the Problem of Overweight and Obesity

- Document the extent of the obesity epidemic in Massachusetts, including the disproportionate effect on certain populations
- Highlight innovative and successful programs across the Bay State and present new action steps

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Pass a Menu Labelling Regulation

Public Health Council will consider a regulation that requires fast food chain restaurants to post the calorie content of their food...at the point of purchase

NYC Now Has Calorie Information Posted!



SANDWICHES	CALORIES	PRICE
HAMBURGER	290	.89
CHEESEBURGER	330	.89
FILET-O-FISH	470	1.99
CRISPY CHICKEN	500	2.79
QUARTER POUNDER	430	2.29
BIG 'N' TASTY	540	2.29
BIG MAC	580	2.99
CHICKEN MCGRILLA	450	2.89
DOUBLE QUARTER POUNDER	790	2.99

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Pass a regulation requiring student Body Mass Index collection

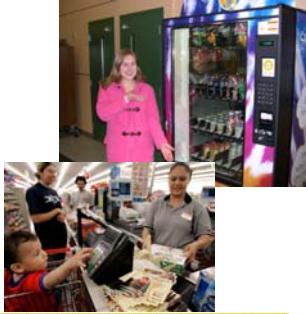
- Work in partnership with school nurses and local clinical providers
- Insure consistent and beneficial communication with parents



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Support Legislation

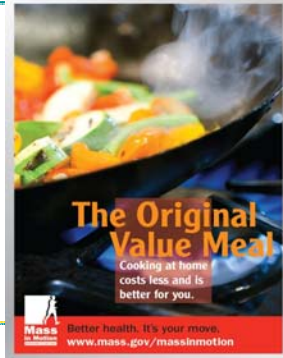
- Ban trans fats
- Promote healthful foods in schools, and ban junk food



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Statewide public information campaign

- Advertising on buses and trains; billboards; posters;
- Spokespersons include Governor Patrick and other residents representing different diverse populations
- Linkage to key state and local initiatives such as walking programs, recognition campaigns, etc.



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Interactive Wellness Website

- Comprehensive information on wellness
- Links to local resources and events
- Interactive tools to help individuals set and achieve goals



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Executive order requiring the purchase of healthful foods with state contracts

Procurement of foods and snack products which meet criteria based on healthful dietary guidelines for state facilities



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Workplace Wellness Initiative



- MDPH will expand its Worksite Wellness Initiative to new worksites
- A toolkit and curriculum will be available to all employers



Mission & Vision

Vision: All worksites in Massachusetts will provide social, cultural and physical environments that support optimum employee health and well-being

Mission: the mission of the Massachusetts Worksite Wellness Initiative is to promote worksite wellness through information, training, regulation and technical assistance

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A public-private partnership to support health cities and towns



- A unique partnership of 5 foundations, hospitals and an insurer with DPH
- Grants of at least \$60,000
- Examples of supported work: school lunches, transportation, zoning policy change



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Key Partners (advisers on plan)



- The Obesity Prevention Task Force, the Massachusetts Public Health Council, Massachusetts Health Policy Forum and the Massachusetts Public Health Association
- The HealthyMass Chronic Disease Prevention and Control Task Force
- The DPH Wellness Advisory Group (formerly the Partnership for Health Weight) – co-chaired by Massachusetts Heart Association and Blue Cross/Blue Shield
- Massachusetts Medical Society, the Mass. Chapter of the American Academy of Pediatrics and the Mass School Nurses Association

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Funding Partners



- Blue Cross/Blue Shield of Massachusetts
- Blue Cross/Blue Shield of Massachusetts Foundation
- Boston Foundation
- Harvard Pilgrim HealthCare Foundation
- MetroWest Community Health Care Foundation
- Tufts Health Plan Foundation

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A major mobilization can make a difference



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