

Developing the Communities Health: Responding to the Challenge

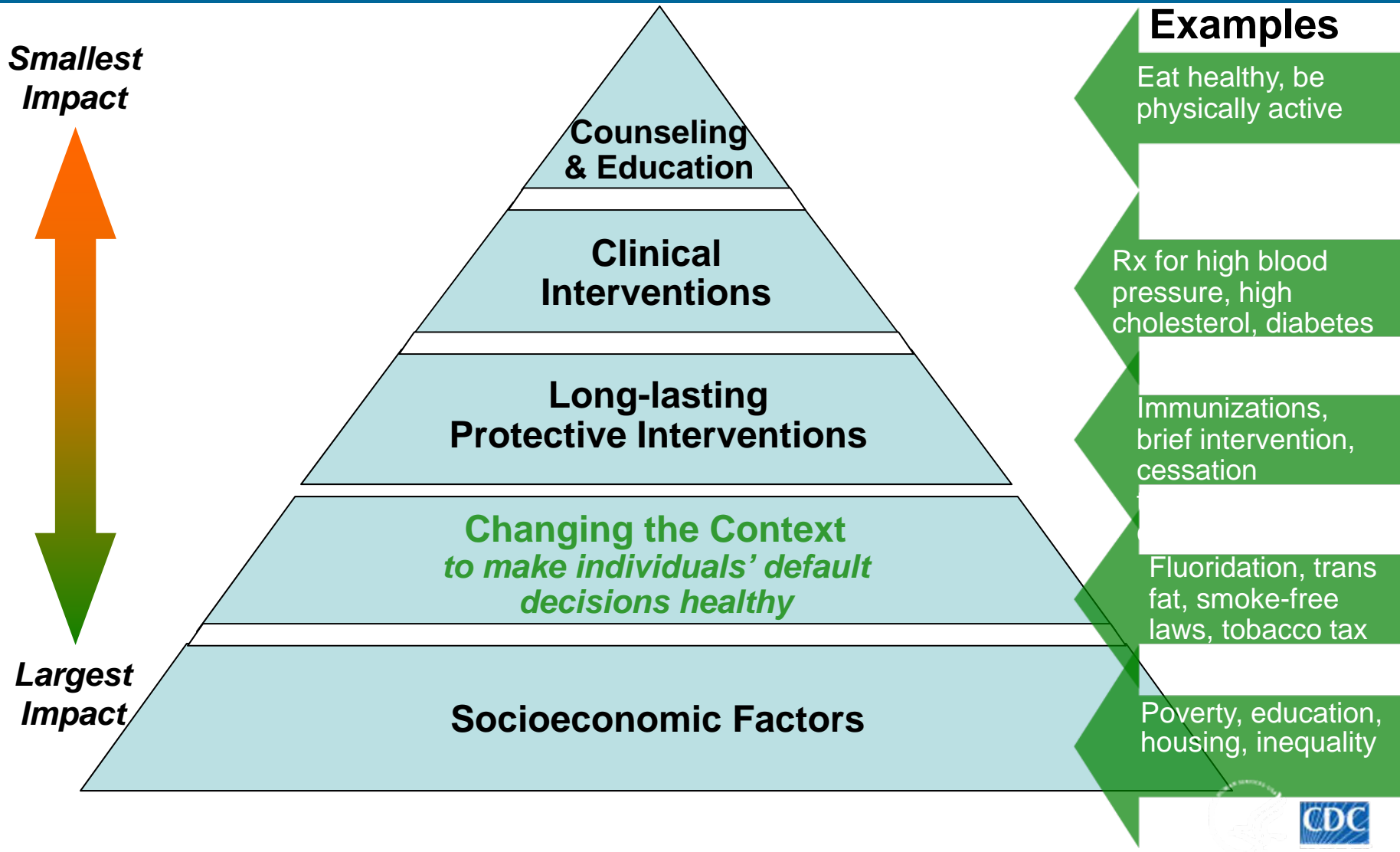
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CDC “Health Impact Pyramid”

Shifting our Emphasis



Examples

Eat healthy, be physically active

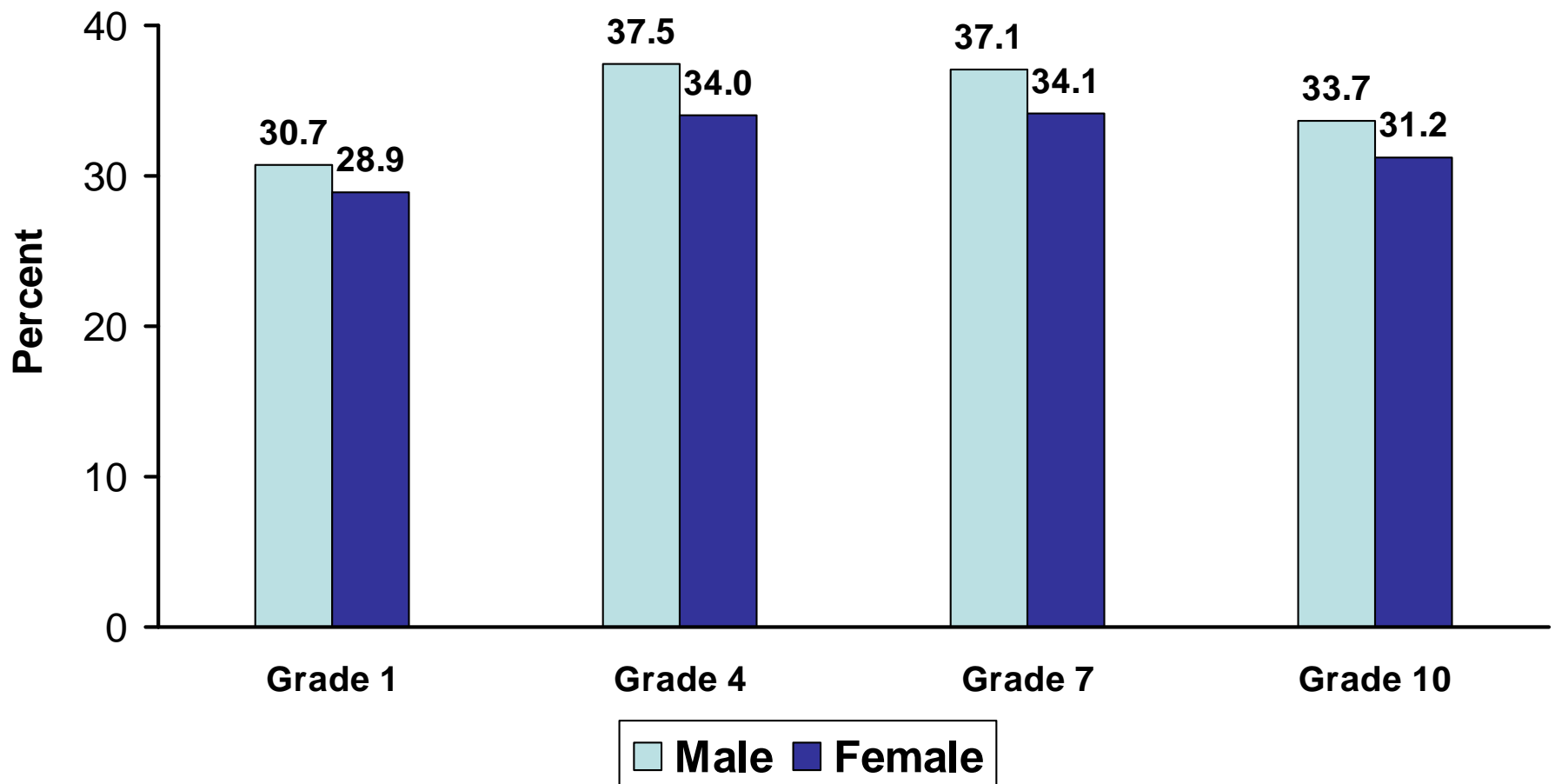
Rx for high blood pressure, high cholesterol, diabetes

Immunizations, brief intervention, cessation

Fluoridation, trans fat, smoke-free laws, tobacco tax

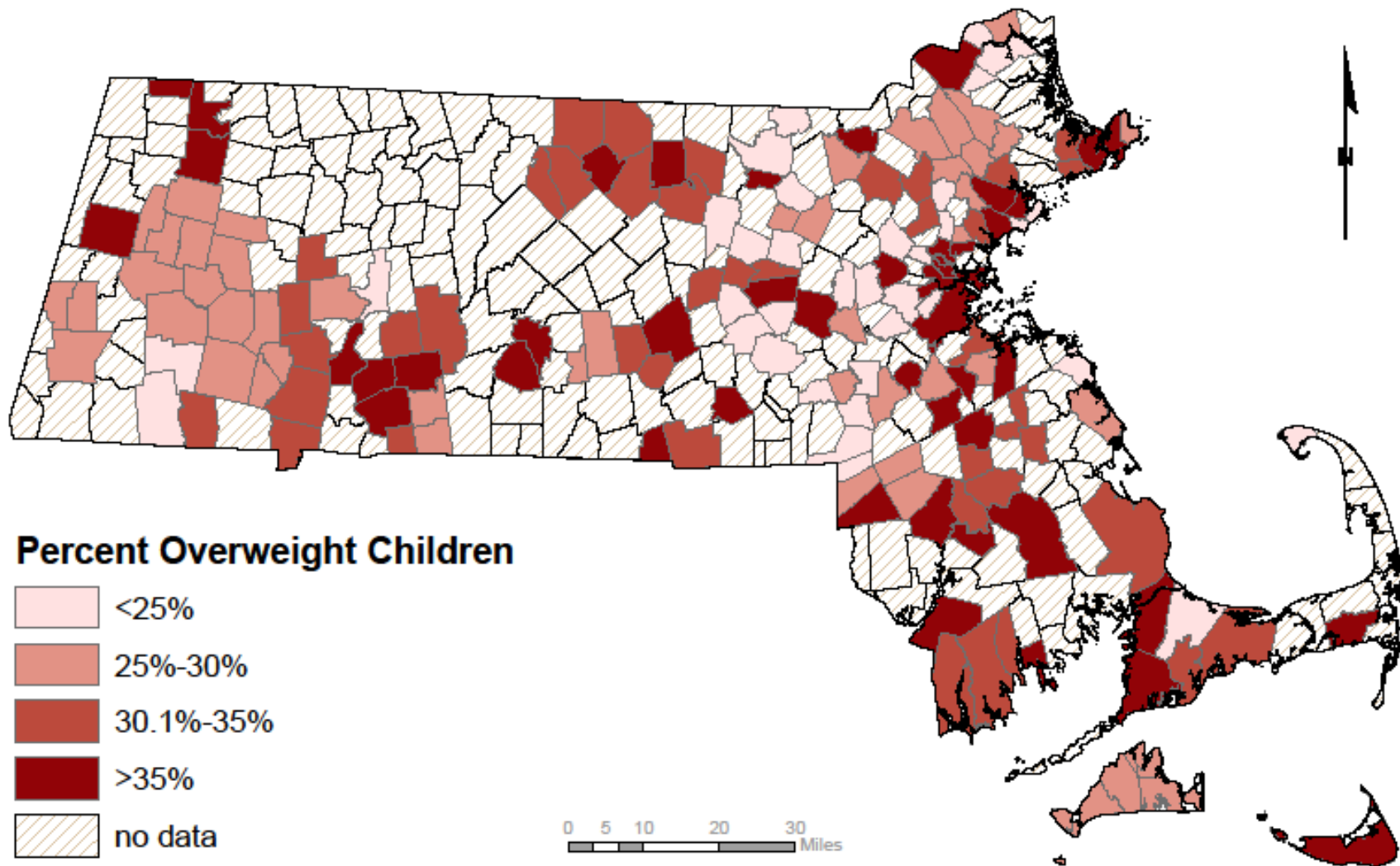
Poverty, education, housing, inequality

MA Students with BMI for Age in Overweight/Obese Category by Grade & Gender, 2009-2010



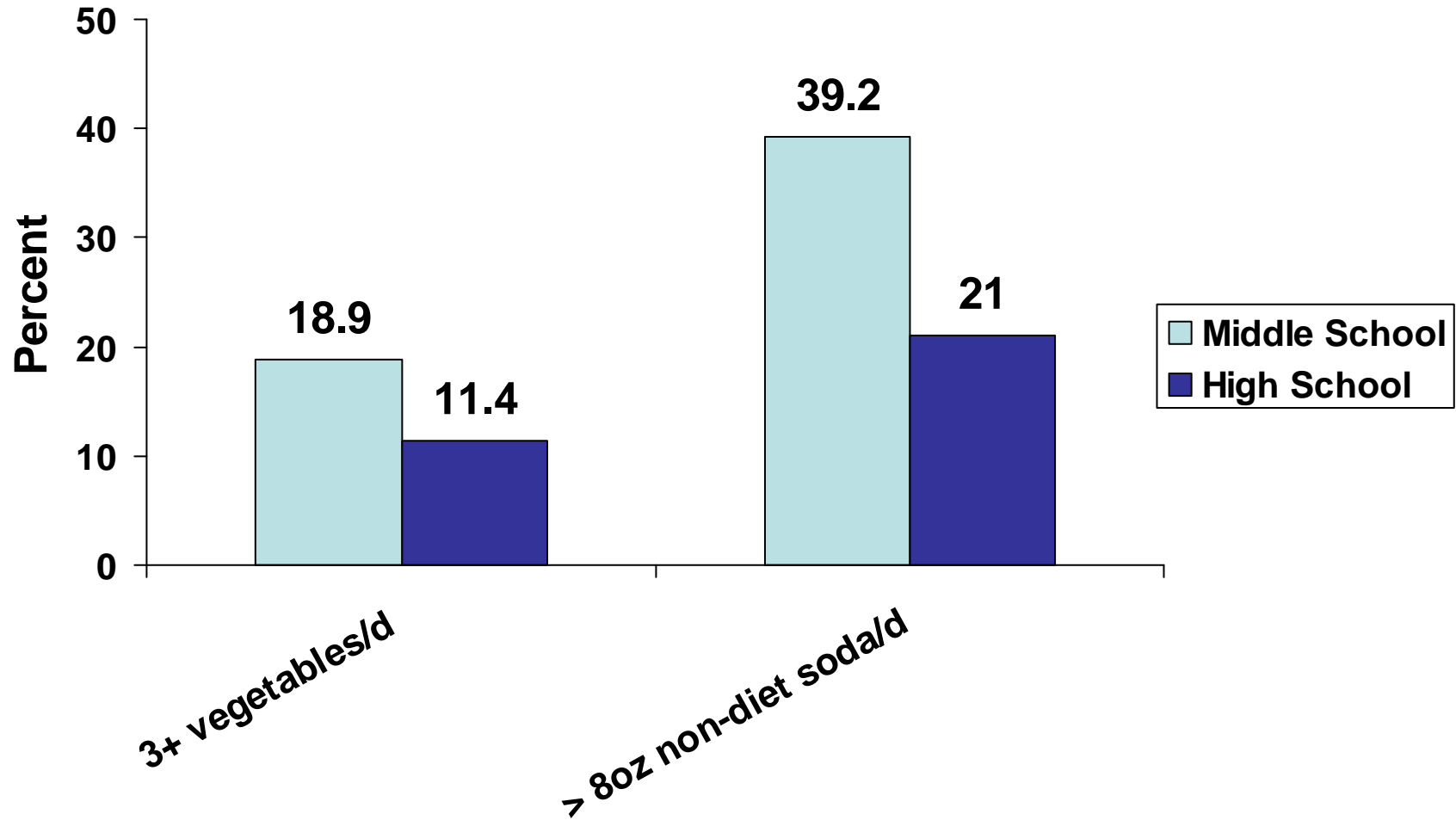


Massachusetts Overweight/Obesity Among Children 2010 BMI Results



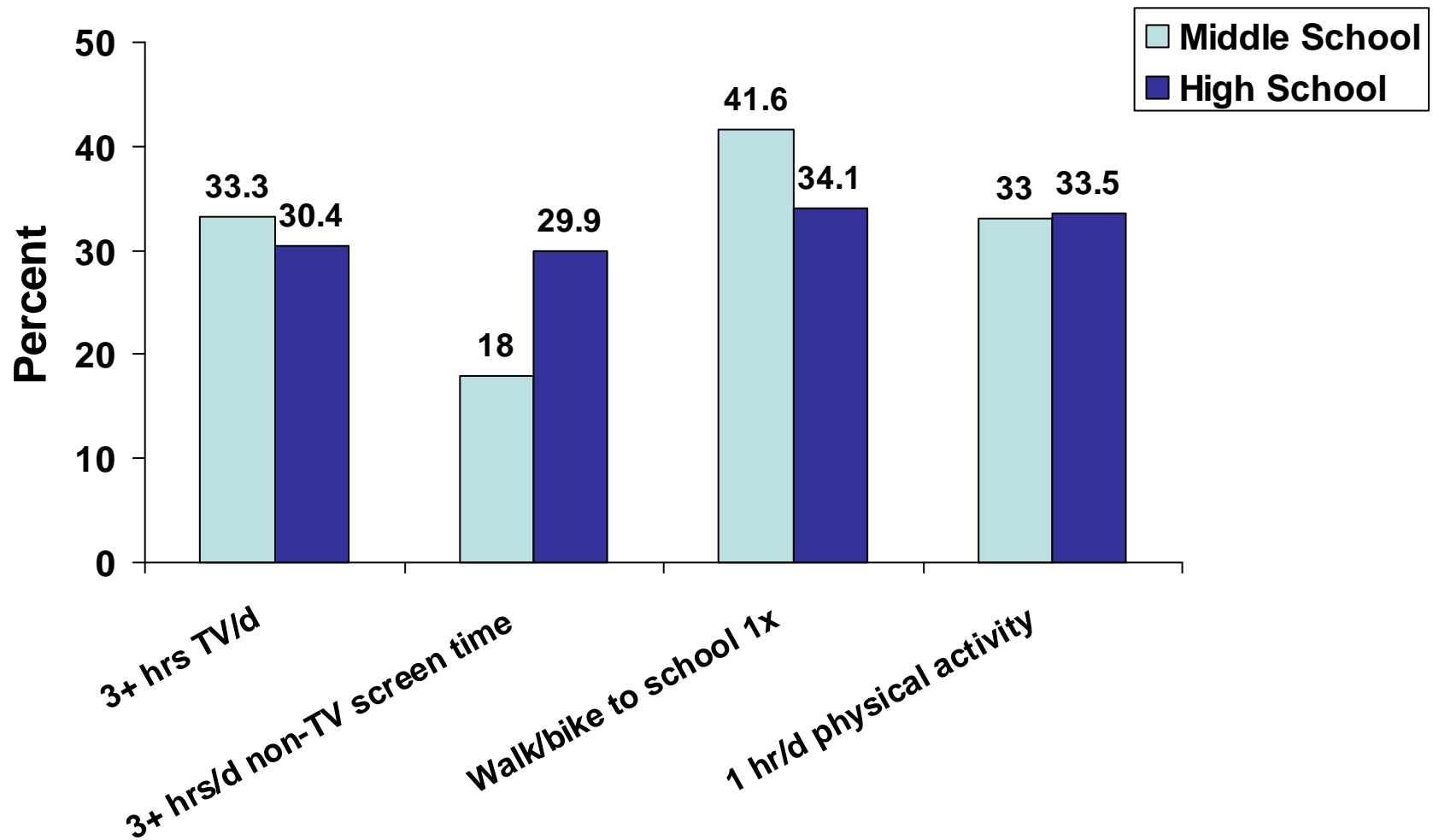
Massachusetts Department of Public Health, preliminary results from FY2010 BMI data from 1st, 4th, 7th, and 10th graders in 173 cities and towns.

Behavioral Risk Factors for Obesity Among MA Youth in 2009: *Nutritional Risk Factors*



Source: Youth Health Survey, 2009, Youth Risk Behavioral Survey, 2009

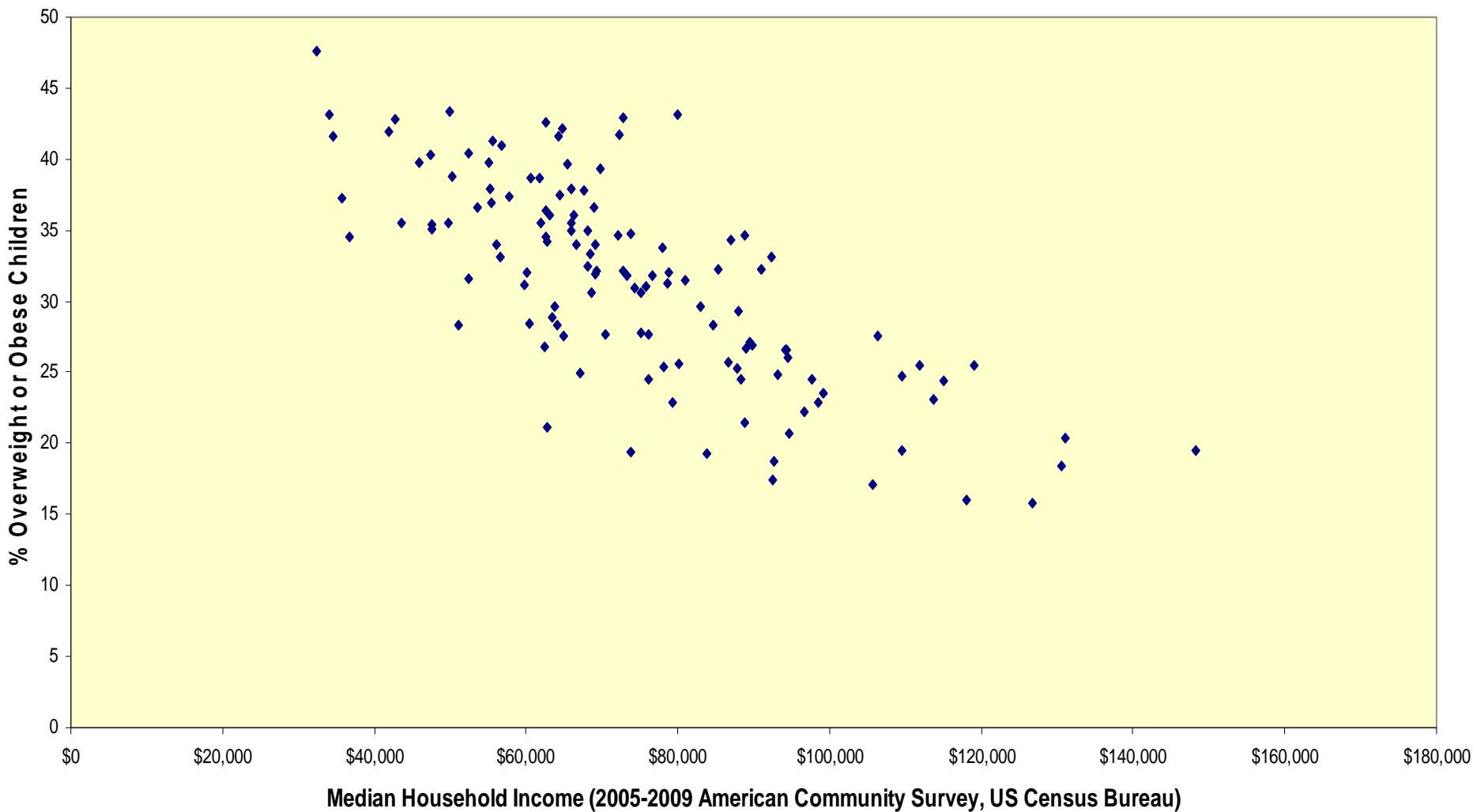
Behavioral Risk Factors for Obesity in 2009: *Screen Time and Physical Activity*



Source: Youth Health Survey, 2009, Youth Risk Behavioral Survey, 2009

Childhood Obesity is Not Randomly Distributed Among our Communities

Childhood Obesity and Median Household Income, 2009-2010



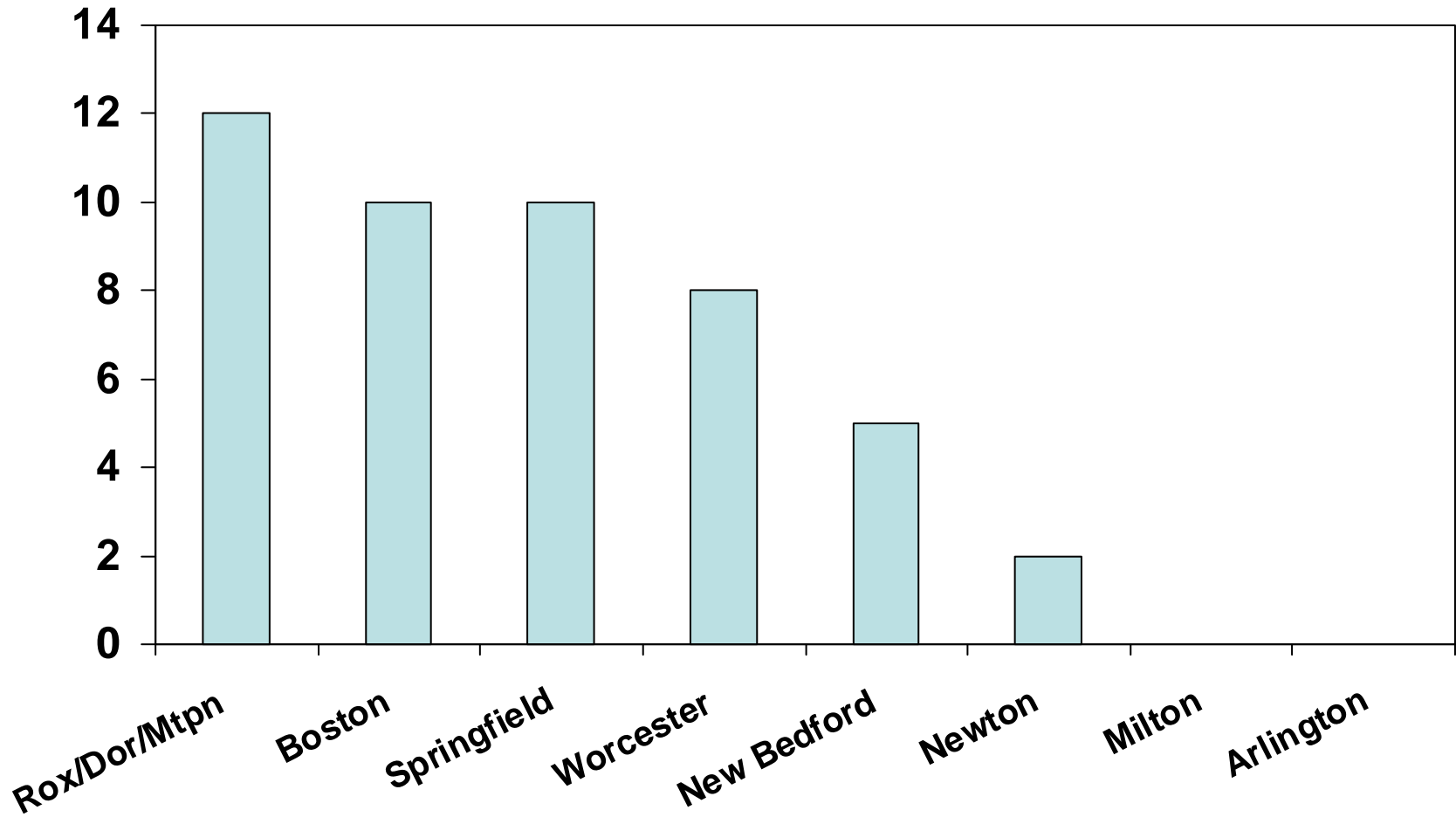
Disparities in Fast Food Nation

- Fast food restaurant density related to income and % black residents of neighborhood.
- A 4% increase in proportion of black residents associated with 10% increase in fast food density



- Predominantly black neighborhoods
 - 6 times more fast food restaurants
 - 2.4 fast food restaurants/sq mile

Accessibility of Fast Food: Number of Outlets of 1 Chain in a few MA Cities/Towns



“The fun way for on-the-go kids to refuel”

Kids Meals	Calories	Fat (g)	Chol (g)	Sodium (mg)
Chicken McNuggets (6 pc), small French fries, 8 oz low-fat chocolate milk	670	31	50	910
Double cheeseburger, small French fries, 8 oz low-fat chocolate milk	840	37	85	1460
Chicken McNuggets (4 pc), small French fries, 8 oz low-fat chocolate milk	580	26	35	710
Cheeseburger, small French fries, 8 oz low-fat chocolate milk	700	27	45	1060

“Extra value meals are one tasty bargain”

	Calories	Fat (g)	Cholesterol (g)	Sodium (mg)
Double quarter pounder with cheese	740	42	155	1380
Large French fries	500	25	0	350
Large soda (32 oz)	310	0	0	20
TOTAL	1550	67	155	1750

Where are the healthy options?

- Supermarkets have more “heart healthy” food vs. grocery & convenience stores
- Low income & minority neighborhoods
 - Less likely to have supermarket
 - More likely to have small grocery stores

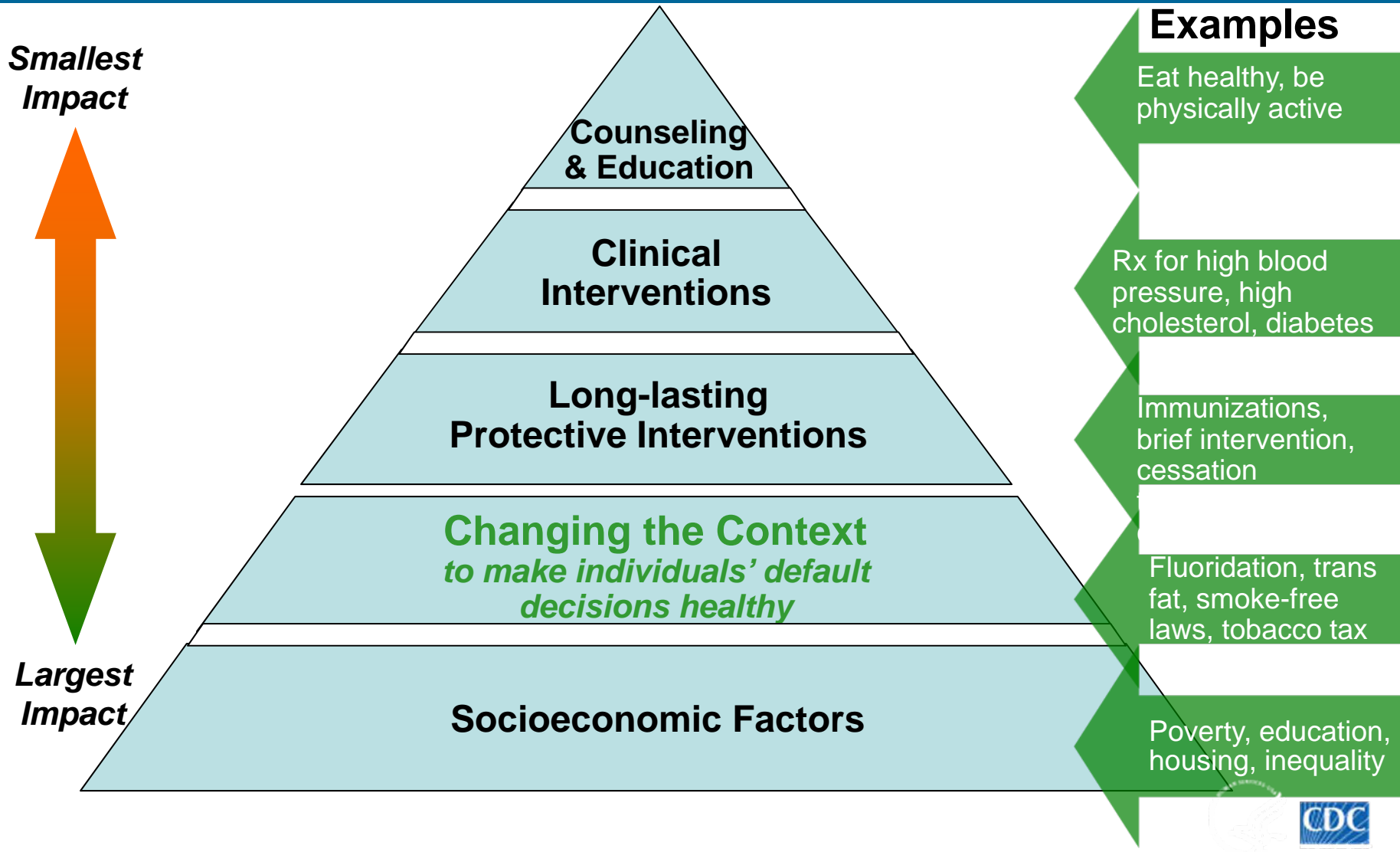




DPH Priorities

1. Promote wellness and reduce chronic disease
2. Reduce health disparities by promoting health equity
3. Strengthen local and state public health capacity
4. Support the success of health care reform
5. Reduce youth violence

DPH: *Helping Communities Move Down the Pyramid*



Mass in Motion: Eat Better, Move More

Multifaceted state initiative

- Call to Action report
- Governor's Executive Order 509
- Public information campaigns
- Municipal wellness grants
- Website
 - Info on physical activity & nutrition
 - Calendars
 - Blogs
 - Links to state and local resources
- Making childhood BMI data accessible on MassCHIP

The screenshot shows the official website of the Office of Health and Human Services (EOHHS) for the state of Massachusetts. The header includes the text "The Official Website of the Office of Health and Human Services (EOHHS)" and "Health and Human Services" with the "Mass.gov" logo. Below the header is a navigation bar with links for "Mass.gov Home", "State Agencies", and "State Online Services". A secondary navigation bar offers options for "EOHHS Home", "For Consumers", "For Providers", "For Researchers", and "For Government". The main content area features a large purple graphic with a white silhouette of a person running, labeled "Mass in Motion" with the tagline "Better health. It's your move." To the right is a photograph of a diverse family of five people smiling outdoors. Below this are two featured sections: "Eat Better" with an image of a healthy meal and "Move More" with an image of people exercising. A sidebar on the right contains "Calendar" and "Blog" buttons. The footer text reads: "This information is provided by the [Department of Children and Families](#)".



The Original Value Meal

Learn how eating healthy at home can be fast, tasty and low-cost.



Forward Motion

Find out ways that everyone can enjoy an active lifestyle.



Daily Workout

Learn how you can get in shape without fancy gym equipment.



My Gym

Learn more about fun, easy, low-cost ways to exercise.



Fast Food

Learn how cooking a healthy meal can be fast and easy.

Municipal Wellness Grants: A public-private partnership supporting cities and towns

A unique partnership of 5 foundations, hospitals and an insurer with DPH

- Involve local officials
- Grants of at least \$60,000
- Examples of supported work: school lunches, transportation, zoning policy change



Municipal Wellness Grants: Evidenced Based Approaches

Grantees using CDC recommended evidenced based strategies for community change

- *Promote availability of affordable healthy food*
- *Support healthy food and beverage choices*
- *Create safe communities that support physical activity*



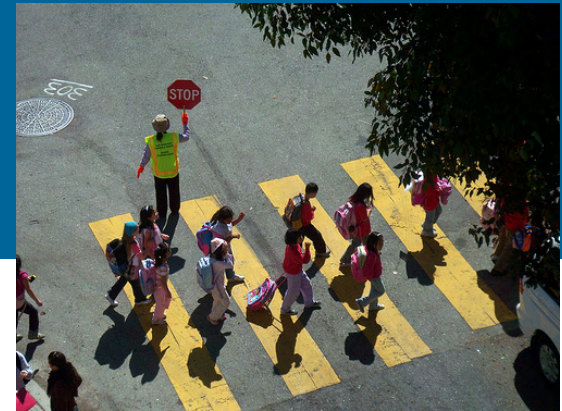
Healthy Community Design

Important characteristics of the built environment critical to promoting health include:

- walkable and bikeable neighborhoods
- public transit
- parks, recreation facilities, and open spaces
- healthy food environments
- safety



Community Development: Active Living



- Adopt a **pedestrian and bicycle master plan** to develop long-term vision for walking/cycling.
- Plan, build and maintain a **network of sidewalks and street crossings** that safely connect schools, parks and other destinations.
- Build and maintain **parks and playgrounds** that are safe, attractive and close to residential areas.
- Adopt **community policing strategies** that improve safety and security for park use

Community Development: Healthy Eating

- Create incentive programs to **attract supermarkets and grocery stores** to underserved neighborhoods
- Use **zoning regulations**
 - to *enable healthy food providers* to locate in underserved neighborhoods (e.g., “as of right” and conditional use permits”)
 - to *limit the density of fast food* establishments
- Introduce or modify land use policies/zoning regulations to **promote, expand, and protect potential sites for community gardens and farmers’ markets**, such as vacant city-owned land or unused parking lots

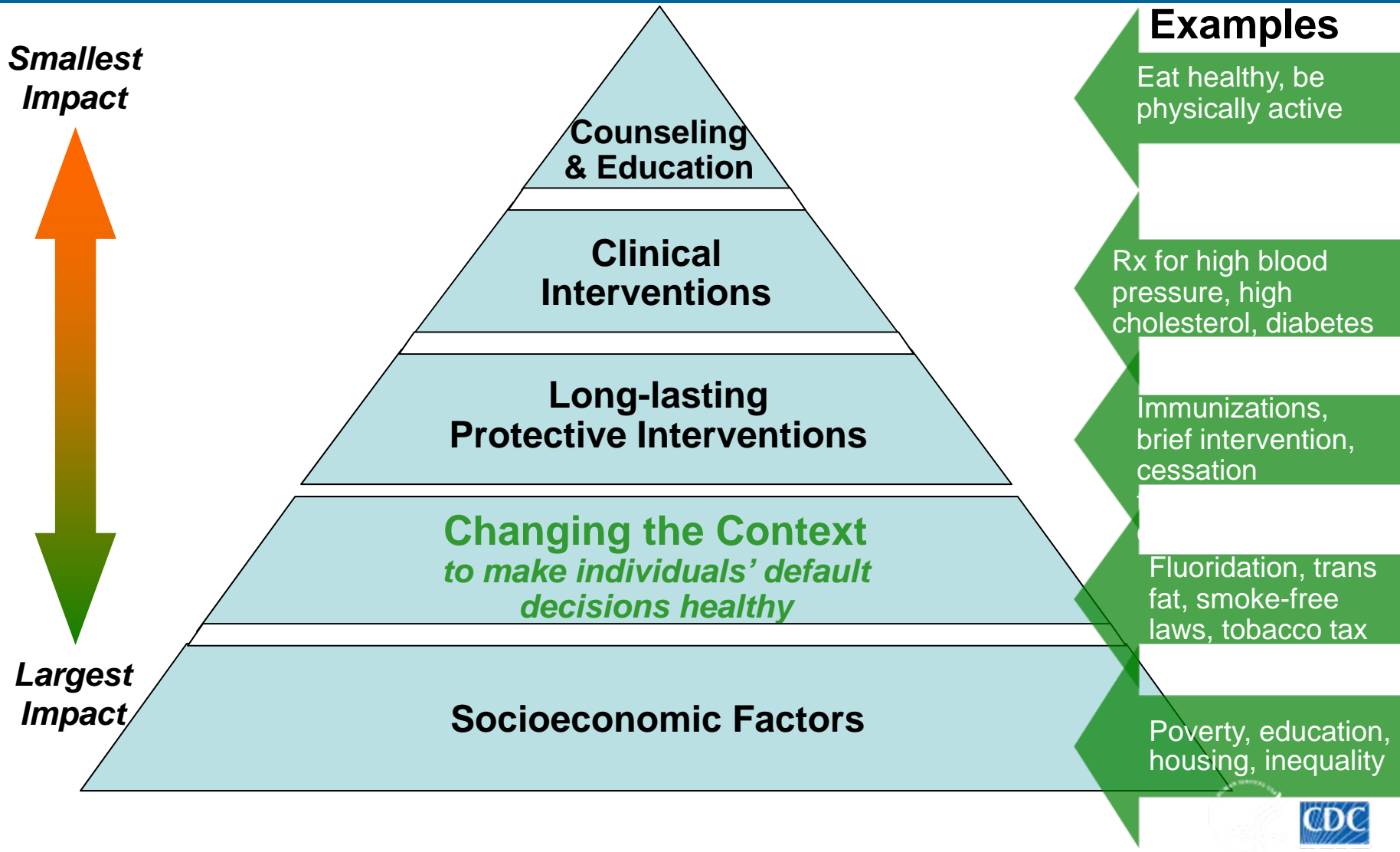


Healthy Transportation Compact, 2009

- Promote “**Healthy, Livable and Sustainable Communities**” through land use, transportation and public health policies and initiatives.
- Promote and encourage walking, bicycling and transit through state policies and programs.
- Ensure “Complete Streets” design approach that provides for pedestrians and bicycles in all transportation and development projects that use federal or state funds, or that require state permits.
- Use Health Impact Assessments as a tool to promote healthy transportation goals.



DPH: *Helping Communities Move Down the Pyramid*



PAIN RELIEVERS

