10 years of legwork by MPHA & allies = Healthier food standards for 1 million kids

The Role of Act FRESH

- Identifies opportunities to move a healthy food and physical activity agenda through state policy
- Brings strong public health voice to cross-sector collaborations
- Complements and does not replicate local and national initiatives
- Brings local groups together with statewide groups on a common agenda
- Can mobilize broad statewide support
The Role of Act FRESH

- Identifies platform based on listening to needs on the ground – to ensure solutions tailored to community needs
- Provides training and 1:1 support for leaders to build advocacy capacity
- Creates table of local leaders not just professional advocates

2010: Survey Process

- **Survey conducted:** between June 30 and October 8, 2010 using e-survey, phone, paper, face-to-face meetings
- **Targeting:** Used face-to-face and phone meetings to target key stakeholders identified by MPHA staff and partners
- **Electronic survey:** Used MPHA and other email networks to circulate widely

Survey Process (con’t)

- **Questions:** Open ended questions asked about –
  - major barriers to accessing healthy affordable food and public space for physical activity
  - causes of those barriers
  - potential solutions

- **“Promising Policies:”** list attached with examples of potential solutions.
  - From national recommendations, existing state efforts, and efforts in other states

Responses

- 252 responses
  - 112 organizations
  - 140 individuals
There is a high-priced supermarket nearby, and a much less expensive one, but the next town over.
Getting to that one requires a bus trip with transfer, and a taxi ride home. If you don’t own a car, which many poor people in my area don’t have.

Framingham, MA resident

People don’t exercise because it’s not safe to do so in our neighborhood ... we need better fit and maintained sidewalks. Often they are covered with glass or are uneven, forcing people into the street, which is not safe.

Boston, MA resident

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### Responses by Major Categories

**Percentage of total respondents**

- Healthy food outlets: 81%
- Biking/ped acco: 29%
- Education/awareness: 27%
- Public transit: 22%
- Violence/public safety: 20%
- Parks: 18%
- Healthy food—public benefits: 17%
- School-based PA: 11%
- Indoor exercise facilities: 10%
- Food information/advertising: 10%

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### Food Responses

**Percentage of those respondents who mentioned food**

- No. of grocery stores: 27%
- Location/hours of farmers’ market: 19%
- Access to community gardens: 16%
- Availability of fresh food: 16%
- Options at grocery stores: 14%
- No healthy options in corner store: 11%
- Affordability of grocery stores: 10%

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### Built Environment Responses (non-food)

**Percentage of those respondents who mentioned built environment**

- Public transit: 34%
- Ped acco: 34%
- Bike acco: 30%
- Violence/public safety: 30%
- School-based PA: 16%
- Indoor exercise facilities: 16%
Leadership Team Responsibilities

- Participate actively in meetings and in developing and advancing the Act FRESH agenda;
- Serve on at least one Working Group;
- Make the Act FRESH agenda a top organizational/coalition policy priority;
- Be able to vote in a timely manner on key decisions;
- Recruit other organizations and individuals to help advance the Act FRESH agenda;
- Contribute, as able, organizational funds or in-kind staffing/services toward the Act FRESH campaign;
- Be a current MPHA member or represent an organization that is an organizational MPHA member;
- Share credit for campaign work and victories with the Act FRESH coalition in a manner determined by the Leadership Team.

Criteria for Choosing Priorities

- Effectiveness – power of intervention
- Targeting equity
- Interest among stakeholders
- Power to educate and engage organizations and individuals
- Power to build policymaker champions
- Platform has a mix of short term wins and pushing boundaries for long term change
Healthy people need healthy places. Evidence shows that the places where we live, learn, work, and play can support – or discourage – healthy choices.

Every resident of Massachusetts deserves the opportunities that come with a healthy neighborhood: good schools with healthy foods and physical activity, safe places that promote walking and biking, affordable grocery stores, healthy housing, and clean air and water. These are some of the “fresh environments that support health” that inspire our name: Act FRESH.

Unfortunately, the infrastructure in too many of our communities limits options for physical activity and healthy eating. This has led to a steady rise in unhealthy weight and preventable chronic diseases in residents across the nation. Diabetes, heart disease, cancers, and stroke are shortening lives, decreasing quality of life, and costing billions annually in medical costs and lost productivity. Low-income communities and communities of color with fewer healthy resources have been affected the most by this epidemic.

**Priorities for Healthy Places 2011-2012**

Building vibrant communities for all Massachusetts residents

- Messaging and framing, e.g., on zoning reform
- Education of members and partners
- Legislative education and advocacy – State House and district
- State House events – building visibility and champions
- Testimony at State House and field hearings
- School Nutrition Implementation Working Group, report, and commitments
- Influenced Grocery Access Task Force recommendations, ongoing participation/survey
- Built credibility and influence with new sectors
- 1st time Phys Ed Bill reported from committee
Prevention & Wellness Trust Fund

- more than 100 legislators
- hundreds of community organizations and civic leaders
- dozens of mayors and other municipal leaders
- leaders from health care, business, labor, and philanthropy.

$60 million fund over 4 years

Evaluation

- Took action: 100%
- Participation benefitted personal or organizational goals: 82%

"It's pushed me to do more (advocacy work) locally."

"The campaign provided an arena for me to step up professionally."

"It helped me talk about (our organization) in a better way."

"We appreciate the ability to expand (our) reputation and name recognition."

"I sent letters, I made calls, I gave testimony...I'd never done that before."

"If you're trying to change locally, it really helps to have statewide efforts."

"I wouldn't have worked so hard on this issue (locally) if I hadn't known it was also a state issue."
Leadership Team, 2013-2014

Be Well Berkshire
Holyoke Food and Fitness
Lowell Springfield

Voices for a Healthy Southcoast

Leadership Priorities

- Advance Health Equity through Transportation Policy
- Implement and Expand the Prevention and Wellness Trust
- Pass Zoning Reform Legislation for Healthy Community Design

Additional Priorities

- Pass Legislation to Increase Physical Activity and Physical Education in Schools
- Create a Fresh Food Financing Initiative

Community Transformation Grants

- 3rd year participating in CTG as a technical assistance provider
- One-to-one coaching, meeting planning and facilitation, outreach, action planning
- Research on creative new ways other states are improving access to healthy, affordable food.
Boost Quality of Life: Think Beyond the Car

LIZ SHEEHAN CASTRO & JERRY POWERS
Special to the Worcester Business Journal

GUEST OPINION:
Strong transportation in Fall River a prescription for good health
By David. S. Weed
March 25, 2013

The Sunday Enterprise
Good transportation can be a prescription for good health

The Herald News
www.heraldnews.com
GUEST OPINION:
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www.worcesterbusinessjournal.com
Boost Quality of Life:
Think Beyond the Car

LEE SHEEHAN CASTRO & JERRY POWERS
Special to the Worcester Business Journal
Accomplishments

- Secured 114 co-sponsors for priority legislation.
- Moved the Healthy Food Access Bill out of the Community Development Committee in June.
- Through our efforts, we helped secure revenue to increase funding for transportation by an average of $600 million per year.
- Built knowledge and visibility of transportation as a social determinant of health.
- Building momentum on “Active Streets Bill” funding for local complete streets funding.

Focus on Leadership Development

- # of organizations supporting Act FRESH
- # of organizations that mobilize their networks
- # of organizations that report increased advocacy skills and influence
- Of campaign members, % actively participate in strategy, regularly take action, and mobilize their networks
- Creation of an MPHA leadership development model

Foundation and Institutional Funders, 2010-2013

The Boston Foundation
Blue Cross Blue Shield of Massachusetts Foundation
Baystate Health
Partners HealthCare
Harvard Pilgrim Healthcare Foundation
Tufts Health Plan Foundation
Thank you!

www.MPHAweb.org/actfresh.htm

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