

Mass in Motion

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.

COMMUNITY PARTNERS - Working Together in Martha's Vineyard

7 Vineyard Elementary School, Martha's Vineyard Regional High School, Audubon Society, Bike Pedestrian Action Committee, Council on Aging, Dukes County Commissioner, Healthcare Access Program, Healthy Aging Task Force, Martha's Vineyard Commission, MassDOT, Serving Hand Food Assistance Program, Vineyard Committee on Hunger, Vineyard Nutrition, Island Grown Schools, Island Grown Gleaning, Mass Bike, Slow Food Martha's Vineyard, Living Local MV, 6 towns – Police, DPW, Board of Health, YMCA

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.

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MASS.GOV/MASSINMOTION



Mass in Motion Communities

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

MARTHA'S VINEYARD

Mass in Motion 2013 Community Report



“We’ve really been able to integrate the Farm-to-Table concept with our students and families. Our kids are starting to understand where their food comes from!”

**NEVETTE PREVID,
MIM COORDINATOR**

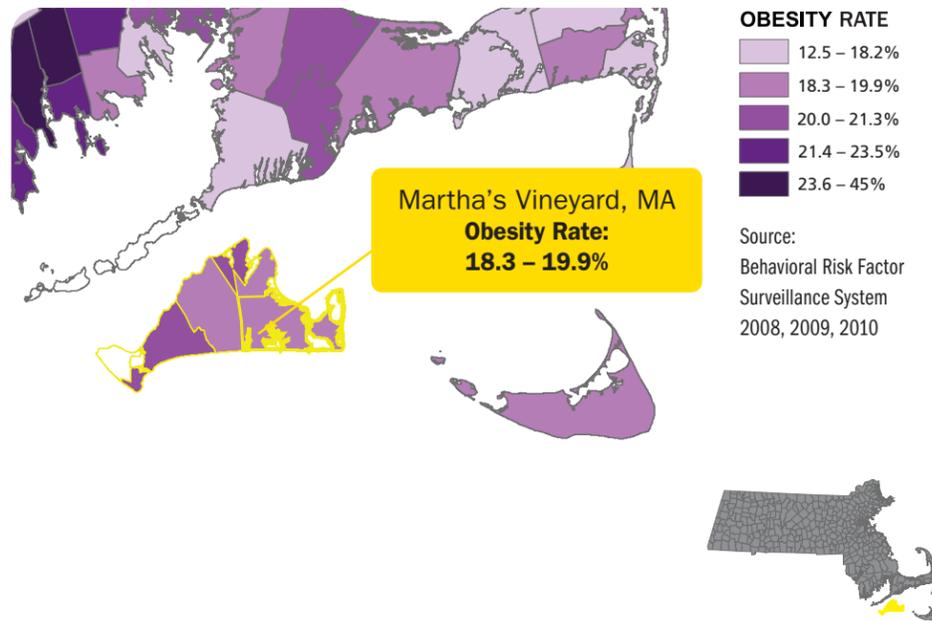
About Mass in Motion – Martha's Vineyard, a Program of the Dukes County Health Council

Mass in Motion – Martha's Vineyard works locally to increase opportunities for Island residents to eat better and move more in the places they live, learn, work, and play. Martha's Vineyard is among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

PRIORITY INITIATIVES

- ✓ **Built Environment** - designing vibrant, active neighborhoods for bikers and walkers
- ✓ **Safe Routes to School** - creating safe, walkable routes to school
- ✓ **Healthy Dining** - offering healthier options at local restaurants
- ✓ **School Nutrition** - offering healthier foods in schools
- ✓ **Food Pantries** - offering healthier options at food pantries

The Obesity Challenge



Martha's Vineyard has one of the lower obesity rates in the Commonwealth, but nearly one-fifth of its residents are overweight or obese.

More than half of adults and 1 in 4 high school and middle school students in Massachusetts are overweight or obese. People who are overweight or obese are more likely to suffer preventable diseases, including diabetes, heart disease, and some cancers.

In the past ten years, the percentage of adults in Massachusetts with diabetes has increased 28%. In addition, over \$3.5 billion of medical expenses in Massachusetts are due to adult obesity.

Mass in Motion communities are working together to reverse this epidemic.

There are many factors within our communities and neighborhoods that affect what we eat and how physically active we are able to be. Mass in Motion communities work to:

- ✓ Increase access to fresh healthy affordable foods
- ✓ Increase safe opportunities for physical activity
- ✓ Design neighborhoods that promote walking, biking, and active living

By creating positive changes to our environments, we are making it possible for people to **eat better, move more, and live healthier lives.**

Healthy Policies

Healthy Environments

Healthy Behaviors

HEALTHY PEOPLE

Martha's Vineyard Highlights

Success Story

In collaboration with Island Grown Schools, Mass in Motion – Martha's Vineyard (MiM-MV) launched Harvest of the Month in the island's six elementary schools and regional high school. Island Grown Harvest of the Month is a program that highlights a locally available crop each month of the school year in school cafeterias. The goal is to help children, their caregivers, and the broader community experience healthy, seasonal, whole-foods-based meals, while supporting local and regional farmers.



Active Living

- MiM-MV coordinated with the Regional High School Leadership class to conduct the second bike-walkability study for the Edgartown Elementary School (2013 study completed in Tisbury). This study was presented to the town planning board and the Department of public works. With letters of support from the Planning Board and the school principal, the DPW implemented a new plan to prepare for the opening of school, cleaning sidewalks, fixing road and sidewalk markers, etc.
- MiM-MV was able to strengthen the Bike Pedestrian Action Committee by coordinating a list of goals for the committee and enlisting collaboration with the MV Commission (regional land use planning agency of the island). This resulted in the MV Commission and the Joint Transportation Committee (Department of Public Works representatives of all six towns) adopting the Healthy Design Standards for all island infrastructure projects, the first step in crafting support for a general Complete Streets Guideline for all six towns.



The program introduced and promoted local and seasonal foods at school cafeterias (such as fish, corn, and dried beans), while providing recipe cards for students to bring home, contributing monthly recipes to the school's newsletter, and incorporating the foods into the curriculum. Martha's Vineyard was the first school system in Massachusetts to pioneer Harvest of the Month in 2012-3. The program was so successful that MiM-MV is now working with the Massachusetts Farm to School Project to spread its model across the state.