Designing for Healthy Communities: Public Health & Planning
I. Why planning & public health
II. Mass in Motion approach: healthy community design
III. Bringing public health & planning together in Worcester
IV. Leading with race & addressing structural racism
V. Q&A
Why Planning & Public Health
Adult Obesity Rate by State, 2017

Percent of obese adults (Body Mass Index of 30+)

25.9%

Credit: https://stateofobesity.org/adult-obesity/
Overall calorie intake has increased by 20% since 1970s.

Calorie intake trend line approximates the obesity trend line.

Since the 1950s, there has been almost a 3X increase in the % of working individuals engaged in low-activity occupations – increasing the sedentary lifestyle.

Since the 1970s, the proportion of trips to work by automobile has increased substantially to nearly 90%. Walking and taking public transit to work have declined over time.

Since the 1950s, individuals are spending on average 3 more hours per day watching television. This does not include additional screen time associated with computer and internet use.

Focus on environments and causes

Smallest Impact
- Traditional Public Health
- Examples from Other Sectors

Largest Impact
- Complete streets, speed limits, walkability, access to green space
- Housing, Zoning, Economic Development

Socioeconomic Factors

Changing the Context to make individuals’ default decisions healthy

Clinical Interventions

Long-Lasting Protective Interventions

Counseling & Education

“Eat healthy, be physically active”

Rx for high blood pressure, high cholesterol, diabetes

Vaccinations, cessation treatments (e.g. for smoking)

Fluoridation, tobacco tax, smoke-free laws

Income, Race, Education

Source: CDC Health Impact Pyramid, A Framework for Public Health Action: The Health Impact Pyramid, Thomas R. Frieden. Adapted by Metropolitan Area Planning Council
Unhealthy Environments in Massachusetts

Not all residents of MA have the same ability to access healthy food options.

Lack of access to healthy food options in Massachusetts

Credit: The Food Trust (2017).
Unhealthy Environments in Massachusetts

Not all residents of MA have the same ability to access safe parks and other recreational facility for active living.

Adequate access to locations for physical activity in Massachusetts, by county

HEALTHY COMMUNITY CHANGE FRAMEWORK

Healthy Policies  Healthy Environments  Healthy Behaviors  Healthy People

This is where Mass in Motion works!
Mass in Motion Approach: Healthy Community Design
DPH’s **Mass in Motion** Municipal Wellness & Leadership Initiative aims to lower the risk of chronic disease by supporting equitable **food access** and **active living opportunities**.

We work with a **diverse network of partners** to implement proven policies and practices that create environments **supportive of healthy living**.
Mass in Motion Municipal Wellness & Leadership

Be Well Berkshires
Lee, Lenox, Stockbridge, Great Barrington, Pittsfield, Adams, Clarksburg, North Adams

Cambridge
Cape Ann
Gloucester, Rockport, Essex, Manchester by the Sea

Chelsea
Dorchester, Boston

Holyoke
Lawrence
Lowell
Lynn
Malden
Medford
Melrose/Wakefield
MetroWest
Framingham, Marlborough, Hudson, Northborough

Everett
Fall River
Fitchburg
Franklin County
Hampshire County
Northampton, Williamsburg, Amherst, Belchertown

Healthy Hampden
Palmer, West Springfield

New Bedford
Revere
Roxbury, Boston
Salem
Springfield
Taunton
Weymouth
Worcester

27 coordinating grantees
70 communities
2+ million population
APPROACH: Sustainable Solutions

Multi-sector collaborations

Policy, systems, & environmental change

Influenced & leveraged dollars

Advancing health equity
Multi-sectoral Collaborations

CLINICAL
MUNICIPAL
STATE GOVERNMENT
FEDERAL GOVERNMENT
TRANSPORTATION/
LAND USE PLANNING
ACADEMIC
INDUSTRY
LAW ENFORCEMENT
RELIGIOUS
MEDIA
AGRICULTURE
PARKS & RECREATION
TRANSITIONAL SERVICES

300 critical partners
Resident Participation in Change that Impacts Their Lives

Inform  Consult  Involve  Collaborate  Empower  Community Driven / Led

Low level of community engagement  Mid level of community engagement  High level of community engagement

Continuum of Community Engagement
Bringing Public Health & Planning Together in Worcester
2009 Mass in Motion funding

2011 Municipal opportunities report

2013 Safe Routes to Schools launch

Union Hill Health Impact Assessment

2015 Launch of Pedestrian Safety Task Force

2016 First ever crash and injury report

2017 Input on development of Complete Streets policy

Inclusion on Complete Streets implementation committee

2019 Potential HIA

Use of Community Health Assessment data in Master Plan

Worcester Mass in Motion Timeline
Community Engagement
Safe Routes to School
Leading with Race & Addressing Structural Racism
Adult Obesity Rates by State, BRFSS 2016

- Mississippi
- Alabama
- Tennessee
- Texas
- Michigan
- South Carolina
- Iowa
- North Carolina
- Illinois
- Georgia
- Kansas
- Delaware
- Maryland
- South Dakota
- Arizona
- Washington
- Minnesota
- New Jersey
- Florida
- Rhode Island
- Connecticut
- New York
- Utah
- Hawaii
- Colorado

Percent

Ma Overall: 23.6%
MA Black, Hispanic, and White Adult Obesity Rates Compared to Adult Obesity Rates by State, BRFSS 2016

MA Black
36% (29.1, 43.4)

MA Hispanic
28.9% (24.6, 33.0)

MA Overall
22.7% (21.3, 24.3)
Addressing Structural Racism (& Other Inequities)
THANK YOU!
Resources to Start Connecting Planning & Public Health

Conduct Internet searches for:

• Mass in Motion Municipal Wellness & Leadership Initiative
• Healthy Community Design Toolkit
• MA Hospital & HMO Annual Community Benefit Reports via MA Attorney General Office
• MA Regional Planning Agencies
• WalkBoston
• MA Safe Routes to School
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