



# The Evolution of Mass in Motion

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# The Boston Paradox

Greater Boston is  
vulnerable to a  
challenge no global  
medical center has  
yet conquered: a rising  
tide of preventable  
chronic disease.

UNDERSTANDING BOSTON

EXECUTIVE SUMMARY

## The Boston Paradox:

Lots of Health Care, Not Enough Health

Research by the

New England Healthcare Institute  
Boston, Massachusetts

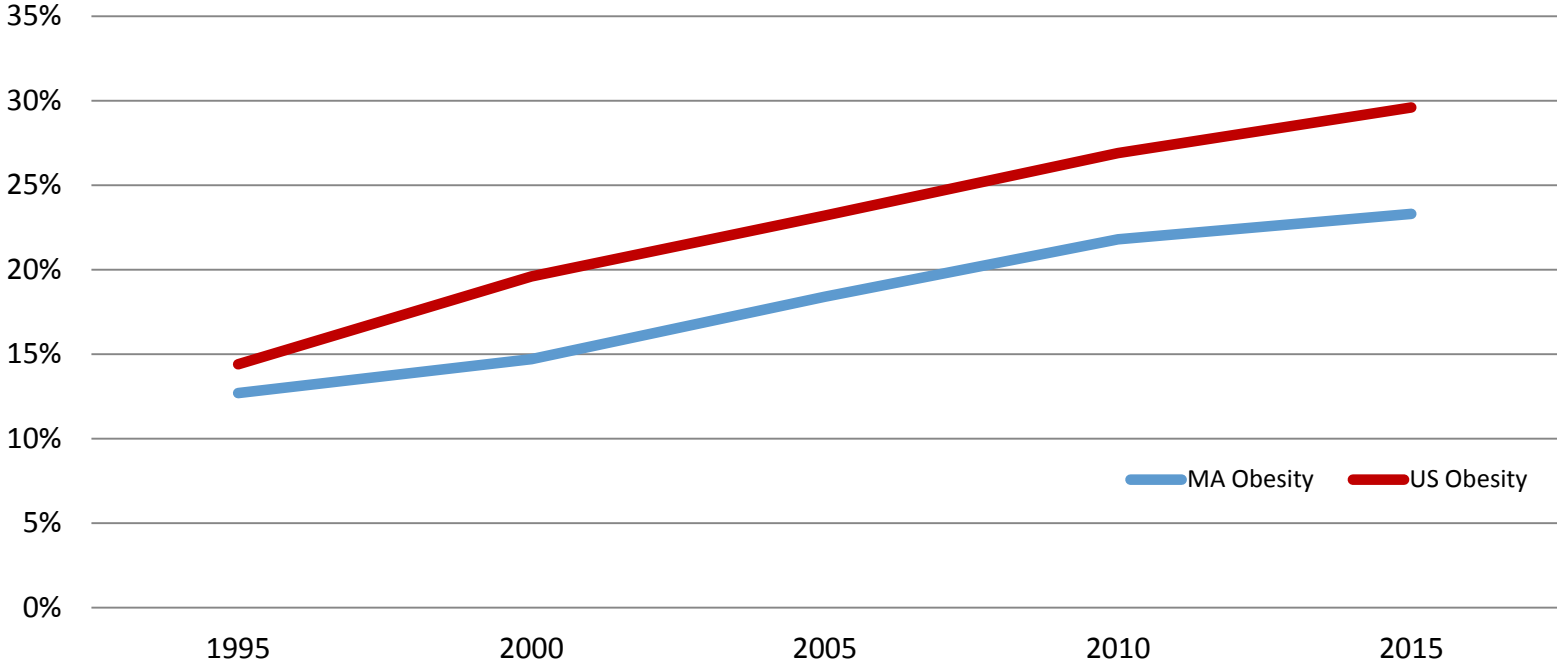
**tBf** The Boston  
Foundation  
INNOVATION. INFORMATION. IMPACT.

**NEHI**  
New England Healthcare Institute

The Boston Foundation  
June 2007

# National Epidemic with Local Impact

## Obesity in Massachusetts and the U.S. 1996-2015



Source: CDC National Vital Statistics data 1996-2015, as viewed at America's Health Rankings, [www.americashealthrankings.org](http://www.americashealthrankings.org)

# The Beginnings of Mass in Motion

Obesity  
Task Force  
convened

**2007**

Mass in Motion  
launched

**2008**

Release of  
“Mass in  
Motion: A Call  
to Action”

**2009**

\$1.2 million in  
grants awarded  
to 16 Legacy  
Communities

**2010**

# The Mass in Motion Strategy

## Policy, Systems, and Environment Change

*“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”*

- Institute of Medicine (2000)



Healthy  
Policies

Healthy  
Environments

Healthy  
Behaviors

Healthy  
People

# The Municipal Wellness and Leadership Program



**Healthy  
Eating**



**Active Living**



**Designing  
Healthy  
Communities**



# The Evolution of Mass in Motion

**2012:** Partners HealthCare joins as funder;  
MiM awarded CDC Community Transformation  
Grants

**2014:** Stakeholders lobby MA State Legislature  
to dedicate funding to MiM;  
MA Department of Public Health institutes  
35,000 population requirement for grants

**2016:** 27 MiM programs covering 60+ towns  
and cities



# Community Spotlight: Springfield

High Obesity Rates  
Underperforming Schools  
High Rate of Violence

“Walking School Bus” Program at  
Brightwood Elementary School



Safe Routes to Schools in 10 Schools





# Community Spotlight: Dorchester



North and South Dorchester Neighborhoods in Boston are among the **highest in annual heart disease hospitalization rates.**

Dorchester Community Action Plan focused on **increasing access to healthy foods and increase walking** by residents.

Walkability audits by WalkBoston helped to increase awareness of walking and biking routes.

**Wayfinding signs** were created and focus is now on biking.

# Community Spotlight: Healthy Hampshire



Collaborative of **four municipalities**:

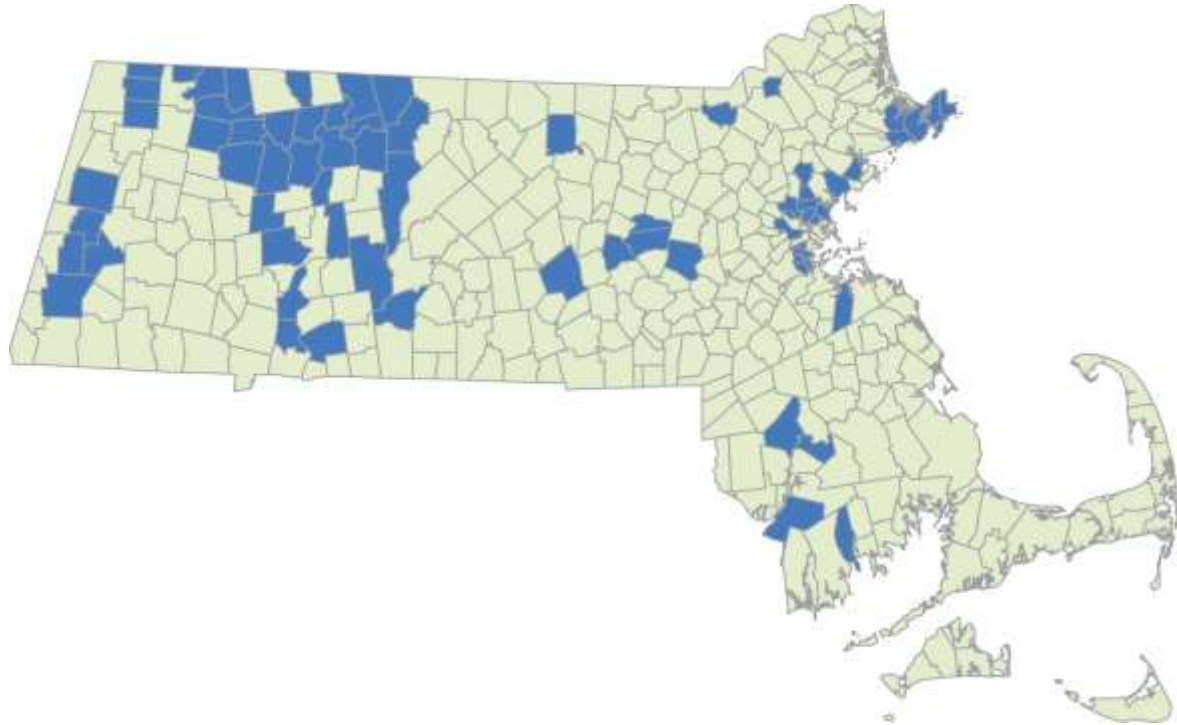
- Amherst
- Belchertown
- Northampton
- Williamsburg

**Health equity** lens: focus on connecting low-income residents to new and existing healthy living resources

- ❖ Healthy Markets
- ❖ “SNAP & Save”

# Systemic Change through Mass in Motion

- Nearly \$9 million distributed to 60 cities and towns
- 63 healthy policies passed
- 348 sites implementing healthy food access policies and/or practices
- 170 sites providing greater physical activity opportunities
- 595 partners engaged in MiM efforts



# The Future of Mass in Motion





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