Mission and Current Initiatives

- Mass in Motion is a statewide initiative to promote healthy eating and active living.
- As part of its Community Health Improvement Plan (CHIP), the Division of Public Health is using Mass in Motion funding on several projects.
- The CHIP aims to make Worcester the healthiest city in New England by 2020.
- This summer, I worked towards this goal on the Healthy Markets and Safe Routes to School initiatives.

Healthy Markets Program

- Healthy Markets connects corner stores in towns of the Central Mass. Regional Public Health Alliance with fresh produce distributors.
- Potential Healthy Markets should accept SNAP/WIC, be in areas with limited produce access, and be within one mile of a school.
- The WDPH provides promotional and follow-up support to store owners, along with a $100 subsidy for the 1st order.

Current Healthy Markets

- As of July 2014, there were 7 active Healthy Markets within the Regional Public Health Alliance.
- These Healthy Markets stock fresh produce from local farmers, with biweekly ordering and deliveries.
- In addition, 4 different stores are in the process of joining, with ongoing customer surveying and owner involvement.

Safe Routes to School

- Safe Routes to School is a nationwide initiative to promote walking and biking to school.
- A Worcester pilot program launched at 2 elementary schools this spring and summer.
- At Vernon Hill Elementary School, we trained 67 2nd graders in safe pedestrian strategies.
- At Canterbury Street School, we trained 50 2nd graders in safe pedestrian strategies.

In addition to the trainings, we conducted walking safety audits of 2 more elementary schools – May Street School and Woodland Academy (pictured).