Healthy Eating and Active Living Pledge

Ed O’Connor, Kyla Pagani, Michelle Parris, Candace Wallace

UMass Medical School
UMassMemorial HealthAlliance-Clinton Hospital
CHNA9 Partners

1. A.E.D Foundation
2. Affiliative Tribes of New England Indians
3. Albars’s place
4. Arch of Opportunity
5. Barre Family Health Center
6. BePAWShive Therapy Pets and Community Education
7. Bigelow Public Library
8. CENTRO
9. Chair City Community Workshop
10. Chair City Legacy MakerSpace
11. Clark Memorial YMCA
12. Clinton Adult Learning Center
13. Comité de Vecinos
14. Community Health Connections
15. Community Healthlink
16. First Congregational Church of Gardner
17. First Church of God in Christ
18. Fitchburg Family Medicine
19. Fitchburg Board of Health
20. Fitchburg Department of Community Development
21. Fitchburg Police Department
22. Fitchburg Public Schools
23. Fitchburg State University
24. GAAWA
25. Gardner Community Action Committee
1. Gardner Community Action Team
2. Gardner Community Development Department
3. Gardner Emergency Housing Mission
4. Gardner Police Department
5. Gardner Public Schools
6. Gardner Visiting Nurses Association
7. Greater Gardner Chamber of Commerce
8. Growing Places
9. G-Vegas Striders
10. Health Care for All
11. Health Disparities Collaborative
12. Health Foundation of Central Mass
13. Health Resources in Action
14. Heywood Healthcare
15. House of Peace and Education
16. Indigenous Peoples Network
17. Joint Coalition on Health
18. Joint Coalition on Health
19. Leominster Public Schools
20. LUK
21. Make a Change
22. MA Department of Corrections
23. MA Department of Public Health
24. MARI
25. MassDevelopment
1. MassRides
2. Massachusetts Public Health Association Minority Coalition
3. Montachusett Community Branch YMCA
4. Montachusett Home Care Corporation
5. Montachusett Opportunity Council
6. Montachusett Public Health Network
7. Montachusett Regional Planning Commission
8. Montachusett Suicide Prevention Task Force
9. Montachusett Veterans Outreach Center
10. Mount Wachusett Community College
11. NAMI of North Central Mass
12. Nashoba Valley Chamber of Commerce
13. Nashoba Regional School District
14. Nashoba Valley Medical Center
15. North Central Chamber of Commerce
17. North Central Mass Faith Based Community Coalition
18. North Central Mass SURF
19. North Central WIC
20. North Quabbin Chamber of Commerce
21. One Square World
22. Parent Professional Advocacy League
23. Pathways for Change
24. Planned Parenthood League
25. Reliant Foundation
1. Rutland Council on Aging
2. Quabbin Drug Resistance Unifying Group (Q-DRUG)
3. Share Our Strength
4. The SITINE Initiative
5. South Bay Mental Health
6. Spanish American Center
7. Spectrum Systems
8. Sunrise Senior Living
9. Three Pyramid
10. Training Resources of America
11. Transportation for Massachusetts
12. UMass Medical School Center for Tobacco Treatment
13. UMass Memorial Health Alliance-Clinton Hospital
14. United Way of Tri-County/Wheat Community Connections
15. Voices of Truth
16. Wachusett Medical Reserve Corps
17. Winchendon Community Action Committee
18. The Winchendon School
19. Winchendon Public Schools
20. Winchendon Senior Center
21. Worcester County DA’s Office
22. Worcester County Food Bank/Fooding America
23. YMCA of Central Mass
24. You, Inc.
25. YMCA of Central Mass
Source: UMass Health Alliance-Clinton Hospital. 2018 Community Health Needs Assessment.
<table>
<thead>
<tr>
<th></th>
<th>MA</th>
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<td>7.5</td>
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**SOURCE:** US Census Bureau, American Community Survey 2011-2015 5-Year Estimates

**NOTE:** Figures highlighted in red indicate that the figure is significantly higher than the Commonwealth, while figures highlighted in blue are significantly lower than the Commonwealth. Figures that are not highlighted are not statistically significant from the Commonwealth.

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<td>3.5</td>
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Source: UMass Health Alliance-Clinton Hospital. 2018 Community Health Needs Assessment.
Social/Structural Determinants of Health

- Housing
- Employment/income
- Nutrition
  - 33% food insecure
    - Cost
    - Access
    - Quality
- Transportation
- Access to health insurance
  - CHC (FIT, GAR, LEO) 2016 → 17% uninsured vs. 2.8% MA
- Tobacco use

Source: UMass Health Alliance-Clinton Hospital. 2018 Community Health Needs Assessment.
Lack of Grocery Store Access in Massachusetts

Disease Burden Summary

- 13 diseases included
  - HIV
  - Asthma
  - Obesity
  - Diabetes
  - Poor Mental Health
  - CVD Hospitalizations
  - Stroke Hospitalizations
  - Cancers
    - Prostate
    - Colon & Rectal
    - Lung & Bronchus
    - Breast
    - Ovarian
    - Leukemia

- All diseases age-adjusted/100,000
- 6 analyses for data limitations
  - Towns missing 3+ datasets are highlighted
- All diseases weighted 1 in weighted sum analysis

LOCAL FOOD SYSTEM GAP

% Households on SNAP

Key Points:
- Gardner and Fitchburg have the highest number of households receiving SNAP
- Leominster has the next highest levels
- Clinton and Winchendon have the same percentage of households on SNAP

LOCAL FOOD SYSTEM GAP

% Children Overweight/Obese 2010

Key Points:
- Fitchburg has the highest number of students overweight/obese
*Clinton and Leominster do not have data per DESE

Interprofessional Teams of Care

**Physicians and Health Care Professionals**
- Empower patients to improve health
- Strengthen health
- Diagnose and treat
- Improve quality of life

**Community Health Advocates and Volunteers**
- Understand local community needs
- Need based intervention in communities where needed
- Understanding local populations

**Community members**
- Direct community members know what their community needs best
- Empowering people to represent and create a better environment for themselves and the community

**CHNA9**
- Promotes health equity in North Central MA
- Value diverse community
- Advocate for the community and population at large
- Members represent local community and advocate for individual needs

**Healthy and Active Community**
- Empowered to take health back into their own hands
- Stronger, healthier, and more supportive community
- Decrease incidence of disease
- Active and healthy lifestyle
- Increase well-being and quality of life
Healthy Workplace

- An organization in which workers and managers collaborate to use a continual improvement process to protect and promote health, safety, and well-being of all workers by considering:
  - Health and safety concerns in the physical work environment
  - Health, safety and well-being concerns in the psychosocial work environment including organizations of work and workplace culture
  - Personal health resources in the workplace
  - Ways of participating in the community to improve the health of workers, their families and other members of the community
Community Health Network of North Central Massachusetts (CHNA 9)

CHNAs are initiatives to improve health through local collaboration

Mission Statement: CHNA 9 brings together and supports diverse voices to promote health equity in our communities

Vision: CHNA 9 residents and institutions work together to create a healthy, safe and supportive environment

Growing Places Inc.

**Mission:** To inspire and connect the North Central MA community to create equitable access to health food and environmental sustainability through education, collaboration and advocacy.

**Aims:**
- Make fresh, healthy food more accessible, affordable and widely consumed
- Improve physical, mental and emotional well-being
- Build community leadership skills, healthy habits, and lifestyle skills
- Advocate for a socially just regional food system

**Goal:** Working with individuals, families, non-profit organizations, farmers, businesses, schools and public agencies.

**Source:** Growing Places. Growingplaces.org.
Priority Areas for Advocacy

- Healthy Eating and Active Living
- Healthy and Safe Relationships
- Mental and Behavioral Health and Substance Abuse
- Transportation and Access
- Racial Justice

Source: UMass Health Alliance-Clinton Hospital. 2018 Community Health Needs Assessment.
Based On

- High rates of diabetes/heart disease/obesity
- High rates of domestic violence and child abuse/neglect
- High rates of smoking, alcohol, and opioid abuse and ongoing shortage of beds/services for mental and behavioral health
- Date showing transportation as a major barrier to accessing health care, jobs, social services, and healthy foods
- Racial tension at national and local levels, immigration policy and enforcement concerns, and data showing inequitable access to career and education opportunities

Source: UMass Health Alliance-Clinton Hospital. 2018 Community Health Needs Assessment.
Priority Populations

- Racial and Ethnic Minorities
- Immigrants and Refugees
- Low income individuals
- Older Adults
- Linguistic Minorities
- Food insecure
- Underinsured/Uninsured
- Youth at risk

Implement a plan to reduce the barriers to accessing affordable fruits and vegetables in North Central by 2020: **Progress made**

Increase awareness of and access to physically active lifestyle in a socially and racially inclusive manner: **Progress made**

Integrate HEAL into multiple sectors of the community: **OUR OBJECTIVE**

Healthy and Safe Relationships: **Objectives met/progress made**

Mental Health & Behavioral Health & Substance Use: **Progress made**

Transportation & Access: **Objectives met/progress made**

Racial Justice: **Progress made**

**Source:** Community Health Improvement Plan 2020 and 2018 Annual Report. CHNA9.org.
Spread the Word

Review local Community Health Needs Assessment

Learn about local Community Health Improvement Plans and Strategies

Volunteer in the community

Participate with local CHNA

Create partnerships with local stakeholders
HEAL Pledge

Integrate Healthy Eating and Active Living (HEAL) into multiple sectors of the community.

Develop and implement a HEAL Pledge, securing commitments from partner organizations to provide opportunities for healthy eating and active living to their clients, members, and employees.

Community Needs

Community Health Needs Assessment

Priority Area:
Barriers to accessing healthy foods & opportunities for physical activity
- SNAP benefits use in Fitchburg & Gardner
- Interviews, focus groups, community forums

Source: UMass Health Alliance-Clinton Hospital. 2018 Community Health Needs Assessment.

Perpetuating Factors

- Low income
- Transportation access

Community Assets

- Local farms
- Growing Places
HEAL Pledge: Collaborators

CHNA 9
- Community Health Needs Assessment
- Community Health Improvement Plan
- Presentation at Fitchburg Family Practice

Growing Places
- Hub & spokes model of distribution
- Incentives for businesses
HEAL Pledge: Collaborators

Thomas Ward, UMass Memorial Wellness Director
- Massachusetts Working on Wellness
- Mass in Motion

Heather-Lyn Haley, UMass Family Medicine & Community Health
- WooFood
- Healthy Babies Healthy Business
HEAL Pledge: Design

Target audience
- Local businesses
- Public schools
- Healthcare organizations (e.g., clinics, hospitals)

Stratified by cost
- Low-cost/no-cost
- Major purchasing modifications

Categories of change
- Cafeterias
- Vending machines
- Meetings & events
- Break room & common spaces
- Educational initiatives
HEALTHY EATING

PURCHASING MODIFICATIONS

Cafeterias

___ Substitute at least 50% of refined grains with whole grains
   *Refined grain examples: white bread, white rice
   *Whole grain examples: brown rice, quinoa, barley

___ Substitute all less healthy cooking oils with healthier alternatives
   *Less healthy oils: partially hydrogenated vegetable, coconut, palm
   *Healthier oils: olive, canola, corn

___ Substitute at least 50% of whole or 2% milk products with 1% or fat-free products

___ Substitute at least 50% of processed and non-lean meats with healthier sources of protein
   *Processed meat examples: deli meat, sausage, bacon
   *Healthier protein examples: lean meats, tofu, lentils, nuts, eggs

___ Purchase fresh produce from local farms

HEALTHY EATING

LOW-COST/NO-COST MODIFICATIONS

Cafeterias

___ Adjust portion sizes to better align with daily caloric and nutrient guidelines

___ Post nutrition facts of all food/beverages served

___ Reduce salt added to prepared dishes by at least 50%
   *Suggestion: season with fresh herbs and spices instead

___ Remove salt and sugar shakers
   *Suggestion: replace with spices (e.g., basil, oregano)

___ Substitute frying with grilling, boiling, or baking

___ Position food strategically
   *Healthier options placed centrally and at eye level

___ Make microwaves available to employees in the cafeteria
   *Encourages bringing healthy food from home
ACTIVE LIVING

LOW-COST/NO-COST MODIFICATIONS

___ Yoga classes offered during lunch or before/after working hours
   Led by an employee volunteer, an app/youtube/video, or by a hired instructor

___ Initiate fitness competitions within and between departments
   Example: have employees record their weekly time spent exercising and
   provide a prize to the group with most minutes
   Example: hold a stair climbing competition in which employees record the
   number of trips they make up and down the stairs

___ Encourage small (2-3 people) meetings to be held while walking

___ Create and circulate maps of local walking paths that
   Employees can take during breaks or before/after hours
   Suggestion: categorize by distance and average time to complete
   Suggestion: if your organization is located near a public park, circulate any
   Publicly available trail maps

HIGHER COST/HIGH VALUE MODIFICATIONS

___ Offer employees subsidized gym memberships

___ Purchase and encourage the use of standing desks
   Promotes physical activity during work breaks, biking to work, etc.

___ Provide on-site changing rooms and/or showers
   Encourages employees to be more active during their lunch break

___ Provide comfortable spaces for eating lunch outdoors

___ Provide an adequate number of bike racks in convenient
   locations for employee use

Wachusett Reservoir, Sterling MA
Takeaways

- Not-for-profit hospitals responsible for population health initiatives
- Intersection of transportation access with food access
- Wealth of existing workplace wellness resources
- Clinician awareness of food access
Acknowledgements

- Rosa Fernandez-Penaloza, Director, Community Health and Volunteer Services UMass Memorial HealthAlliance-Clinton Hospital
- Ayn Yeagle, Executive Director, Growing Places
- Samuel Evers, Growing Places
- Daniel Forkner, Growing Places
- Thomas Ward, Wellness Program Coordinator
- Heather-Lyn Haley, Project Manager for Community Health
References