

North Central Mass CHIP

Purpose

A Community Health Improvement Plan (CHIP) is an "established, evidence based tool for responding to the results of a community assessment. It establishes a shared framework for partners from many sectors so that identified community needs can be addressed at the systemic level, harnessing collective resources and political will, and coordinating strategies between multi-sector organizations and communities."

Priority Areas

Five priority areas were identified and implemented as primary components of the CHIP. This poster focuses on the **Healthy Eating and Active Living** priority area.

Healthy Eating and Active Living

Goal: Create an environment that supports people's ability to make healthy eating and active living choices in their community

Summer Service-Learning Assistantship

Background

The 2015 Community Health Assessment of North Central Massachusetts found that adults in the study area were more likely to be overweight and/or diabetic in comparison with the rest of the state:

Overweight: 63.2% vs 59.3% (state-wide)

Diabetes: 9.3% vs 8% (state-wide)

Objectives

1. Develop a **database and interactive map** identifying active living resources in the Clinton area
2. Assist in organizing **Walk with a Doc** groups for the Clinton and Fitchburg communities to encourage physical activity and strong patient-doctor relationships
3. Meet with **hospital groups and community organizations** to garner a better understanding of the hospital's role in community outreach

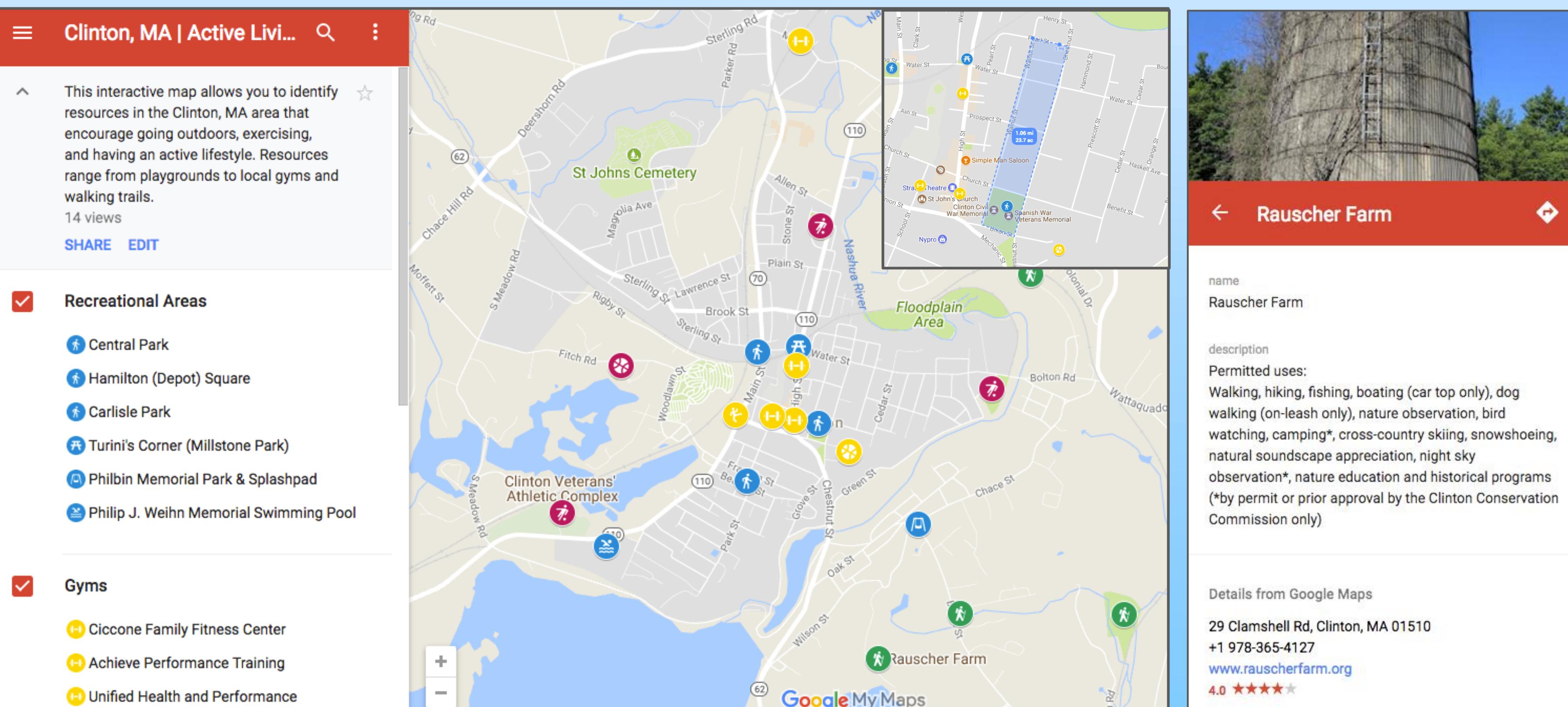
Assistantship Outcomes

Walk with a Doc

Funding was received for Clinton and HealthAlliance Hospitals to join the national program. The Fitchburg program, headed by Dr. Jill Tirabassi, will begin 9/13/17 and be monthly. Future goals include launching a similar program in the Clinton area.

Interactive Map and Database of Active Living Resources

An interactive map of all identified resources in the area is available online through Google Maps. Features include detailed descriptions of resources, such as hours of operation and amenities, as well as map tools to determine distances or provide directions. The map will also be available through the Clinton Parks and Recreation website. Future goals include expanding the map to adjacent regions.



References & Further Reading

Community Health Assessment of North Central Massachusetts May 2015
North Central Mass Community Health Improvement Plan 2020
Walk with a Doc (walkwithadoc.org)

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