

Our **Healthy** Massachusetts

beta

Mass In Motion Local Coordinator Training
September 20, 2012



- Website Background and Goals
- Brief Overview of Features
- How You Can Help
- Discussion



Website Background & Goals

- Developed by MAPC in partnership with DPH as part of the Middlesex County Transformation Grant
 - Leverages MAPC's data & open source software developed for the MetroBoston DataCommon website

Goals:

- Communicate health information to a broad audience:
 - Data and indicators
 - Health promotion program description and updates
 - Community descriptions and links to local groups
- A resource to evaluate public health interventions (MIM, CTG)

A resource to:

- Promote and share local activities;
- Drive traffic to your local website and social media presence;
- And encourage comparisons across town lines (gasp!) and through data.

Choose a Town:

Select a Town

HOME

COMMUNITY
INFORMATION

MAP TOOL

ABOUT

LOGIN

Mapping data and local actions to create a healthier Massachusetts

Program Update

Everett Launches Healthy Corner Store Initiative

Corner stores and other small neighborhood markets are important shopping destinations, particularly for those unable to travel to grocery stores and supermarkets. Several communities, including Everett, have launched programs to add healthier options to these smaller stores. Programs like this aim to improve residents' access to healthy, fresh fruits and vegetables, increasing the number of people who consume the recommended amount of produce each day. Read about [this and other health promotion programs in Everett.](#) (Image



Program Update

Communities Expand Healthy Restaurant Choices

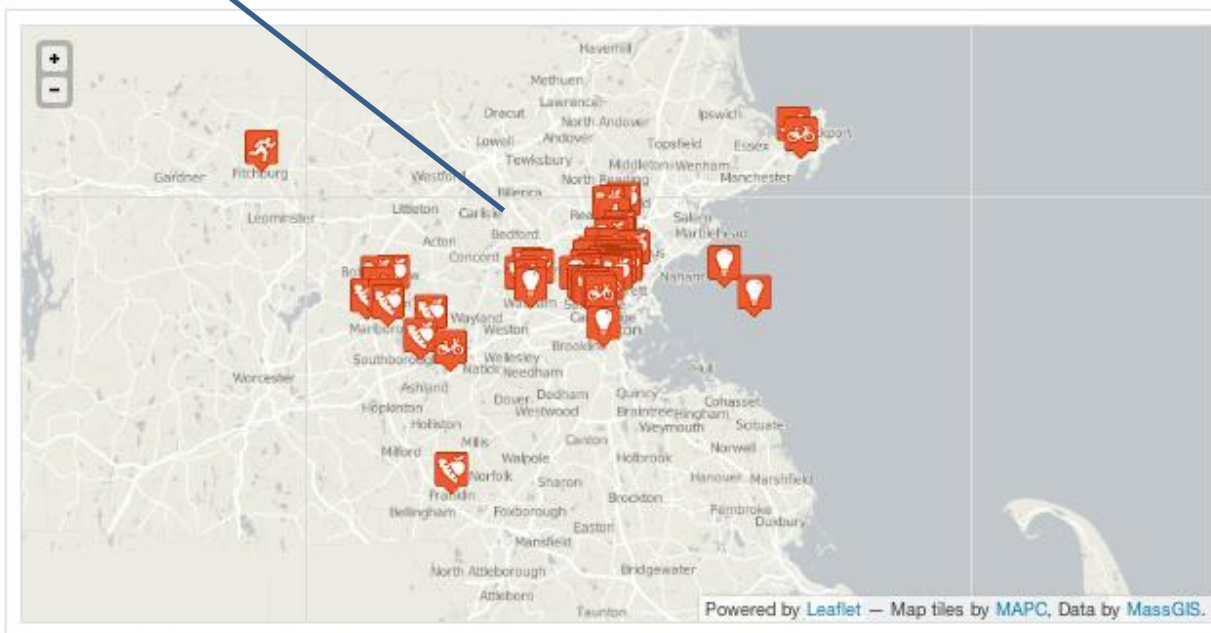
Program Update

Everett Launches Healthy Corner Store Initiative

Data Story

The Connection Between Obesity and Physical Activity

Program Updates



Mass in Motion Initiatives. Click on the map to explore health programs underway in Massachusetts.

Choose a Town:

Cambridge

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Cambridge

Summary

Health Programs

Health Profile

Data Stories

Choose a Town:

Cambridge

Health Promotion Programs

Cambridge is a national leader in implementing policies, laws, and urban planning projects that support good health. As of March 2012, a new winter farmers' market was established by the Cambridge Community Center—a member of the Food and Fitness Policy Council. Pedestrian and bicycle plans are currently being updated and will include the installation of 175 bike racks and addition of 6,255 yards of Americans with Disabilities Act (ADA) compliant sidewalks. In the spring of 2012 the City of Cambridge joined Hubway, the bike share program. In addition, Cambridge, served by the Somerville Board of Health 6 City Tobacco/Alcohol Initiative, receives CTG funding to implement smoke-free multi-family housing initiatives.

Cambridge Public Health Department

Staff Information

- [Some private document...](#)
- [Some other private document...](#)



Community Empowerment for Healthy Environments

Increasing healthy and safe physical environments through the implementation a youth community safety audit using the PhotoVoice technique, a process in which community members use pictures and video to capture and share with others their experience of the urban environment.

PhotoVoice

This summer, eleven Cambridge youth ages 15-23 took part in a Community Safety Photovoice project facilitated by the Cambridge Police Department, which highlighted aspects of the community that made the youth action researchers feel safe or unsafe. They presented their findings to City Official on September 10, 2012 in the Sullivan Chambers at Cambridge City Hall. The six themes that the youth presented were: city maintenance, residential maintenance, health, crime, homelessness, and positive prevention.



Overview
of all
Programs
&
Local Links

Program
Updates

Cambridge

Summary

Health Programs

Health Profile

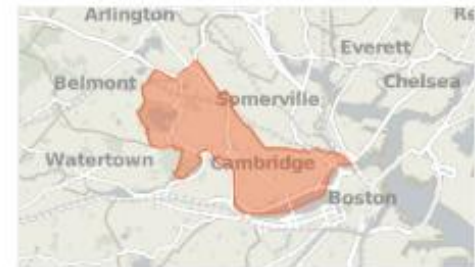
Data Stories

Choose a Town:

Cambridge

Health Profile

Cambridge has an urban environment containing a mix of apartment buildings, multifamily houses, and single family houses. New growth mostly occurs through redevelopment, infill, or conversion from industrial uses to residential. Minority, immigrant, and low-income populations comprise a large share of the population. The municipality is characterized by low levels of adult smokers, low levels of obesity, low levels of inactive adults, and high levels of fruit and vegetable consumption.



Health Outcomes

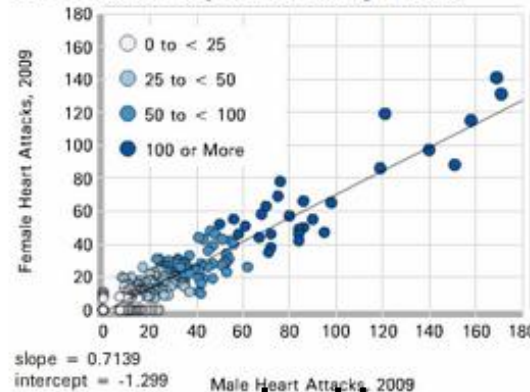
Indicator	Value	Year	Source
Cancer Death Rate, 2008	239.93		MADPH, 2012
Coronary Heart Disease Hospitalization Rate, Average	538.1785	2007-11	DPH
Heart Attack Hospitalization Rate, Average	223.8577	2007-11	DPH
Hospitalization Rate per 100,000 for hypertension and hypertensive diseases, Stroke Hospitalization Rate, Average	225.391	2009	DPH
Total Asthma Related Hospitalizations, 2009	22	2007-11	DPH
			MADPH, 2012

Click image for interactive Weave Visualization

Data Sections:

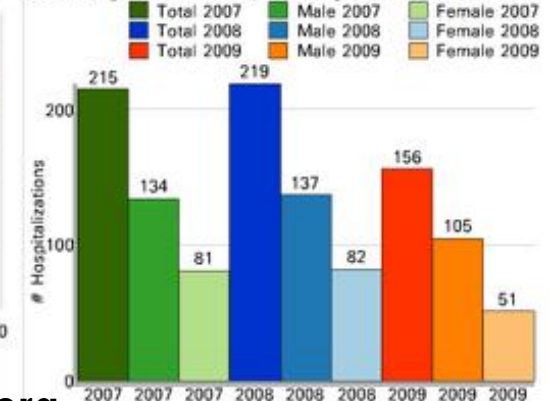
- Health Outcomes
- Risk Factors
- Environment
- Social Indicators

Heart Attack Hospitalizations by Gender



Click image for interactive Weave Visualization

Coronary Heart Disease Hospitalizations



Click image for interactive Weave Visualization

Waltham

Summary

Health Profile

Data Stories

Health Programs

Choose a Town:

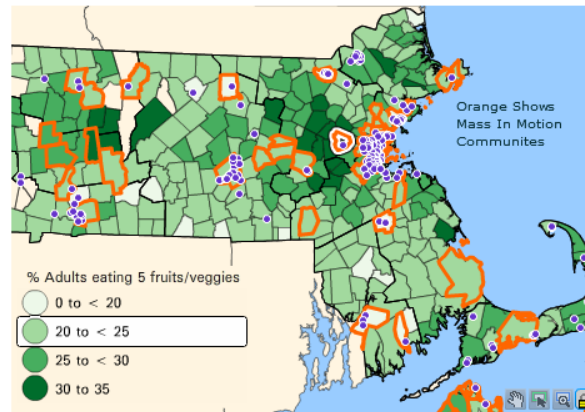
Waltham

Data Stories: Waltham

These data stories provide insight into health topics particularly of interest in your community

Healthy Eating: Combining Clinical and Community- Based Efforts

1 of 3 ▶



Eating a healthy diet rich in fruits and vegetables is an important part of a healthy lifestyle. This data story explores the proportion of residents of each town who do not eat the recommended five fruits and vegetables per day, and data about two potential ways to change this indicator: expanding access to healthy foods in supermarkets and corner stores, and conducting community outreach through community health centers. These initiatives are intended to make healthy choices easy and convenient.

This map shows what percentage of adults report eating at least the recommended five fruits and vegetables per day. The orange outlines show municipalities that participate in two public health programs: the Mass In Motion program and the Middlesex Country Community Transformation Grant. In these towns, these programs pay for local staff to on initiatives to get residents better access to healthy foods. The purple dots show the location of some community health centers in the state. In addition to providing many health services, community health centers are working with their patients to encourage better nutrition. One community that is addressing nutrition with the help of a clinical partner is Lowell. Specifically, Lowell's community health center is testing out a pilot project to allow clinical providers to write prescriptions that direct patients to the local farmers' market to buy fruits and vegetables. Explore your community on this map. Does it have community health centers? What proportion of the population is eating the recommended amount of fruits and vegetables? Although many forces influence individuals' diets, one of the most basic is the cost and availability of healthy foods. The next visualization illustrates the relationship between two sources of food: corner stores and supermarkets.

1 of 3 ▶

“Data Stories” are research-based yet accessible discussions of the relationships between health outcomes and social, environmental and other factors.

Exploring the Relationship between Obesity and Physical Activity



Smoke Free Living



Healthy Eating: Combining Clinical and Community- Based Efforts



- Advanced Map Tool
 - View existing datasets on a map
- Evaluation Tool
 - Support comparisons and hypothesis testing
- New data and website evaluation with online panel survey
 - Through CDC pilot program

- Provide us or post directly program updates:
 - Announcement of an event, initiative, program, or regulation.
 - Update about an ongoing project.
 - Stories about particular people, businesses, or organizations you are working with.
- Provide us with updated community links & link to use from your online resources
 - Can link directly to an aggregated “summary page” for your community:

<http://ourhealthymass.org/place/summary/everett/>

Everett

Summary

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Choose a Town:

Everett 

Health Profile

Find a variety of indicators that illustrate both health outcomes in each municipality, as well as contextual information about demographics, lifestyle, and environmental factors. The two indicators highlighted here were selected as particularly relevant for this municipality.

Key Outcome Indicators

Title
% Adult Smokers
% Obese Adults with BMI > 30

[View all health profile information >](#)

Update thumbnails for all rendered visualizations (versus just those that don't already have a thumbnail).

Wait for visualization rendering to be complete before submitting.

Data Stories

A data story uses data, text, and maps to investigate a specific policy question. Use them to learn what can be done to improve public health in your community, and how your community compares to others in the state.

[Exploring the Relationship between Obesity and Physical Activity](#)

[Smoke Free Living](#)

[Healthy Eating: Combining Clinical and Community- Based Efforts](#)

[View all data stories >](#)

Health Program Information

Read about initiatives going on in your town, and learn how to get involved.

[Choosing Healthy Options in Everett](#)

[Healthy Dining Program](#)

[Healthy Corner Stores Initiative](#)

[Walking Routes to the Mystic River](#)

[School Nutrition](#)

[Increasing the Number of Schools with an Active Safe Routes to School Program](#)

[Increasing SNAP Purchases at Farmers Markets](#)

[Healthy Vending Machines in Municipal Buildings](#)

[Increase Joint Use Agreements that Gives Schools Access to City Buildings](#)


[Complete Streets Guidelines](#)

[Community Empowerment for Healthy Environments](#)

[View all health program information >](#)

Summary Page

Choose a Town:

Select a Town 

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Grappelli

Home

Site administration

Programs

Programs

+ Add ≡ Change

Recent Actions


My Actions

None available

Add program

Title

Program Description

Styles Paragraph 

Path: p

Image No file chosen
Image will be shown at 120x80 in map info window.

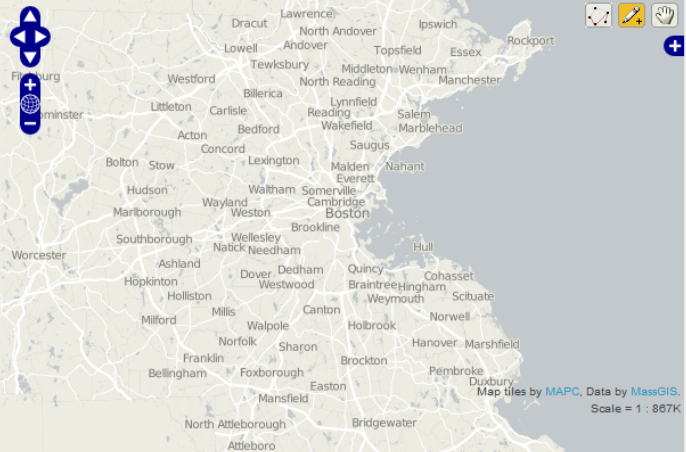
Icon

Order

Program Location

Place

Location



[Delete all Features](#)

Our **Healthy** Massachusetts *beta*

www.ourhealthymass.org

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