

GRASSTOPS ORGANIZING: THE MASSACHUSETTS RECIPE FOR SUCCESS



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MASSACHUSETTS PUBLIC HEALTH ASSOCIATION

NOVEMBER 4, 2013
"MOBILIZING A PUBLIC HEALTH CAMPAIGN"
AMERICAN PUBLIC HEALTH ASSOCIATION
WWW.MPHAWEB.ORG | @MAPUBLICHEALTH
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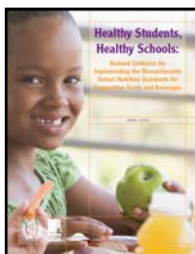
Presenter Disclosures

Maddie Ribble

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

10 years of legwork by MPHA & allies = Healthier food standards for 1 million kids



The Role of Act FRESH

- Identifies opportunities to move a healthy food and physical activity agenda through state policy
- Brings strong public health voice to cross-sector collaborations
- Complements and does not replicate local and national initiatives
- Brings local groups together with statewide groups on a common agenda
- Can mobilize broad statewide support

The Role of Act FRESH

- Identifies platform based on listening to needs on the ground – to ensure solutions tailored to community needs
- Provides training and 1:1 support for leaders to build advocacy capacity
- Creates table of local leaders not just professional advocates

2010: Survey Process

- **Survey conducted:** between June 30 and October 8, 2010 using e-survey, phone, paper, face-to-face meetings
- **Targeting:** Used face-to-face and phone meetings to target key stakeholders identified by MPHA staff and partners
- **Electronic survey:** Used MPHA and other email networks to circulate widely

Survey Process (con't)

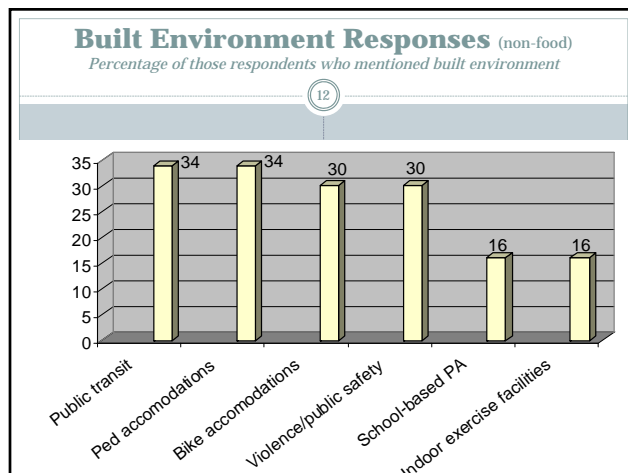
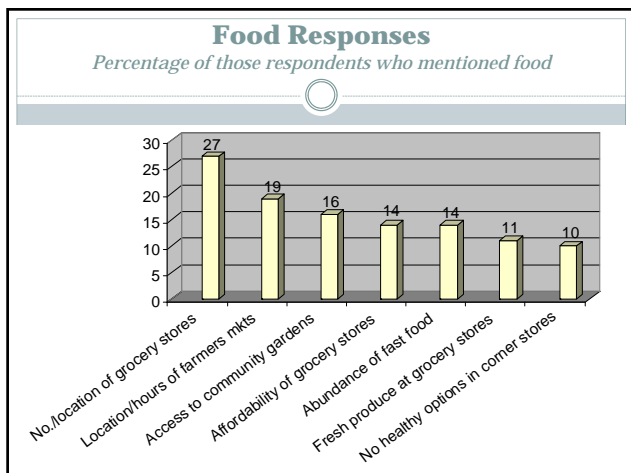
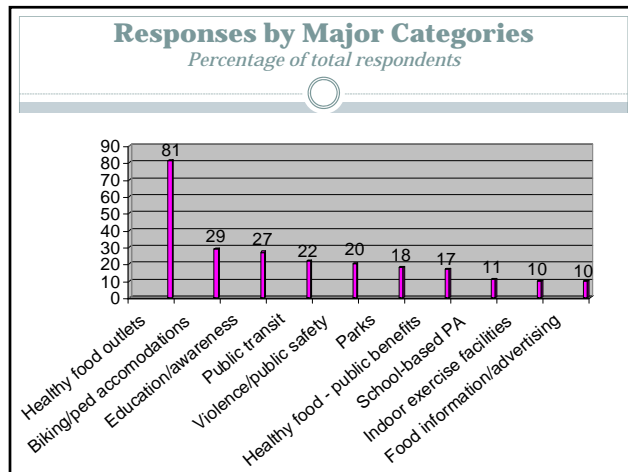
- **Questions:** Open ended questions asked about –
 - major barriers to accessing healthy affordable food and public space for physical activity
 - causes of those barriers
 - potential solutions
- **“Promising Policies:”** list attached with examples of potential solutions.
 - From national recommendations, existing state efforts, and efforts in other states

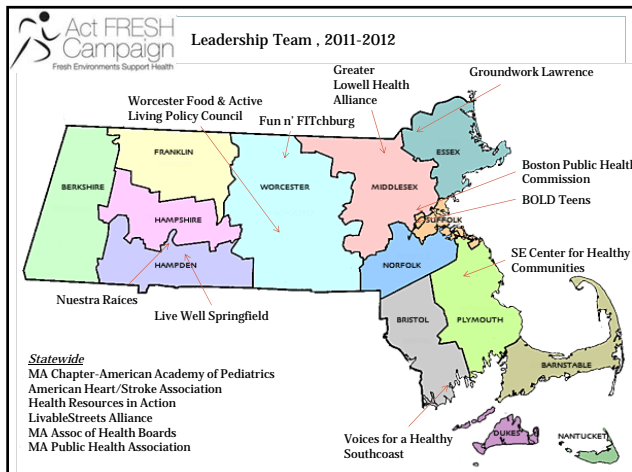
Responses

- **252 responses**
 - 112 organizations
 - 140 individuals

There is a high-priced supermarket nearby, and a much less expensive one, but the next town over. Getting to that one requires a bus trip with transfer, and a taxi ride home, if you don't own a car, which many poor people in my area don't have.
 Framingham, MA resident

People don't exercise because it is not safe to do so in our neighborhood ... [we need] better lit and maintained sidewalks. Often they are covered with glass or are uneven, forcing people into the street, which is not safe.
 Boston, MA resident





Leadership Team Responsibilities

- Participate actively in meetings and in developing and advancing the Act FRESH agenda;
- Serve on at least one Working Group
- Make the Act FRESH agenda a top organizational/coalition policy priority
- Be able to vote in a timely manner on key decisions;
- Recruit other organizations and individuals to help advance the Act FRESH agenda;
- Contribute, as able, organizational funds or in-kind staffing/services toward the Act FRESH campaign;
- Be a current MPHA member or represent an organization that is an organizational MPHA member
- Share credit for campaign work and victories with the Act FRESH coalition in a manner determined by the Leadership Team.

Criteria for Choosing Priorities

- Effectiveness – power of intervention
- Targeting equity
- Interest among stakeholders
- Power to educate and engage organizations and individuals
- Power to build policymaker champions
- Platform has a mix of short term wins and pushing boundaries for long term change

- **ZONING FOR HEALTHY COMMUNITY DESIGN.** We urge the Massachusetts Legislature to pass comprehensive zoning reform legislation, with the goal of promoting communities whose very structure makes healthy activity an easy choice every day. Zoning can promote community features such as mixed commercial-residential districts that promote walking and biking, preservation of open space, improved access to healthy food choices, and reduced exposure to pollution.
- **ACCESS TO HEALTHY FOOD STORES.** We call for coordinated public and private support for developing more affordable grocery stores in places that need them and healthier options in corner stores. This will be possible using tools such as state and federal economic development resources, strong buy-in from public officials, and vibrant community participation.
- **HEALTHY SCHOOL FOOD FOR EVERY CHILD.** We call for the development and successful implementation of stronger state and federal school nutrition standards, as directed by recently-passed state and federal legislation.
- **STRONG PHYSICAL EDUCATION PROGRAMS IN EVERY SCHOOL.** We urge the Massachusetts Legislature and the Administration to increase the hours, consistency, and quality of physical education offered in all grade levels in Massachusetts schools, and to increase other opportunities for physical activity in school.

The Act FRESH Campaign
FRESH Environments Support Health

Priorities for Healthy Places
2011-2012

Building vibrant communities for all Massachusetts residents



Healthy people need healthy places. Evidence shows that the places where we live, learn, work, and play can support – or discourage – healthy choices.

Every resident of Massachusetts deserves the opportunities that come with a healthy neighborhood: good schools with healthy food and physical activity, safe places that promote walking and biking, affordable grocery stores, healthy housing, and clean air and water. These are some of the “fresh environments that support health” that inspire our name: Act FRESH.

Unfortunately, the infrastructure in too many of our communities limits options for physical activity and healthy eating. This has led to a steady rise in unhealthy weight and preventable chronic diseases in Massachusetts and across the nation. Diabetes, heart disease, cancers, and stroke are shortening lives, decreasing quality of life, and costing billions annually in medical costs and lost productivity. Low-income communities and communities of color with fewer healthy resources have been affected the most by this epidemic.

Building Blocks for Healthy Neighborhoods


STRONG community resources	VS	LIMITED community resources
well-maintained network of sidewalks	○	sidewalks absent or in disrepair
grocery stores offering nutritious, affordable foods	○	no affordable grocery stores
accessible & dependable public transportation	○	limited or no public transportation options
previously vacant-land used for community gardens or public recreation	○	numerous unused vacant lots
planning invests in compact mixed-use districts and protects open space	○	development consumes open space, bypassing town centers
corner stores offer fresh, healthy food options	○	corner stores stock mainly highly processed, unhealthy foods
well-connected network of bicycle lanes	○	few bicycle lanes or paths
unhealthy products and ads are limited	○	high number of liquor store, fast food, cigarette and alcohol ads
clean air and environment	○	exposure to air and water pollution, toxics

Source: Based on RWJF Commission to Build a Healthier America. Beyond Health Care: New Directions to a Healthier America. Recommendations from the Robert Wood Johnson Foundation.




Activities

- Messaging and framing, e.g., on zoning reform
- Education of members and partners
- Legislative education and advocacy – State House and district
- State House events – building visibility and champions
- Testimony at State House and field hearings
- School Nutrition Implementation Working Group, report, and commitments
- Influenced Grocery Access Task Force recommendations, ongoing participation/survey
- Built credibility and influence with new sectors
- 1st time Phys Ed Bill reported from committee



Act FRESH Campaign
(FResh Environments Support Health)
Priorities for a Healthy Springfield
Building Vibrant Neighborhoods!



Prevention & Wellness Trust Fund

- more than 100 legislators
- hundreds of community organizations and civic leaders
- dozens of mayors and other municipal leaders
- leaders from health care, business, labor, and philanthropy.

\$60 million fund over 4 years



Evaluation

- Took action: 100%
- Participation benefitted personal or organizational goals: 82%

"It's pushed me to do more (advocacy work) locally."

"The campaign provided an arena for me to step up professionally."

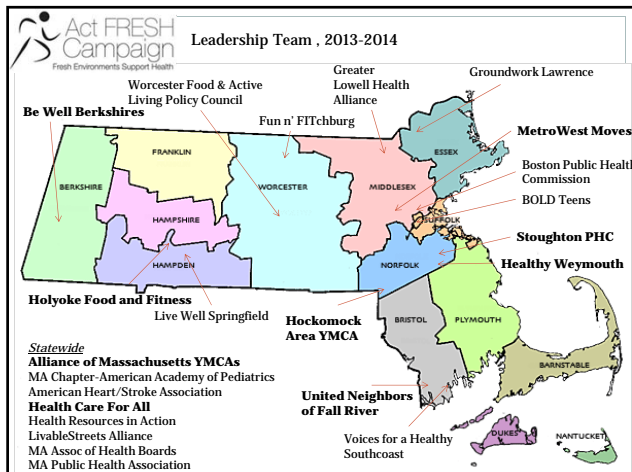
"It helped me talk about (our organization) in a better way."

"We appreciate the ability to expand (our) reputation and name recognition."

"I sent letters, I made calls, I gave testimony...I'd never done that before."

"If you're trying to change locally, it really helps to have statewide efforts."

"I wouldn't have worked so hard on this issue (locally) if I hadn't known it was also a state issue."

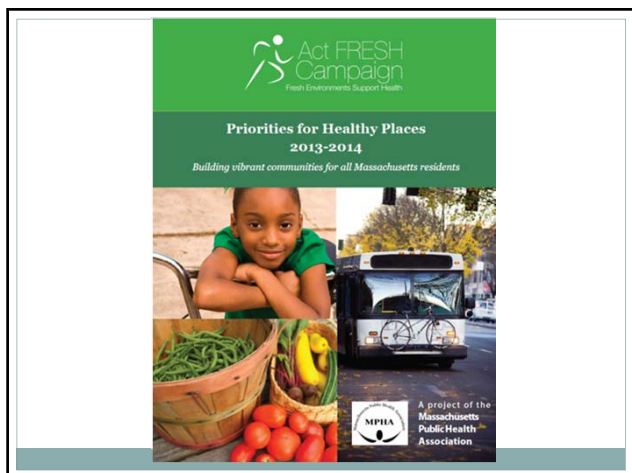


LEADERSHIP PRIORITIES

- > Advance Health Equity through Transportation Policy
- > Implement and Expand the Prevention and Wellness Trust
- > Pass Zoning Reform Legislation for Healthy Community Design

ADDITIONAL PRIORITIES

- > Pass Legislation to Increase Physical Activity and Physical Education in Schools
- > Create a Fresh Food Financing Initiative



Community Transformation Grants

- 3rd year participating in CTG as a technical assistance provider
- One-to-one coaching, meeting planning and facilitation, outreach, action planning
- Research on creative new ways other states are improving access to healthy, affordable food.



The Sunday Enterprise
 Good transportation can be a prescription for good health

The Herald News
 www.heraldnews.com
 GUEST OPINION:
 Strong transportation in Fall River a prescription for good health
 By David S. Weed
 March 23, 2013

When the transportation system is broken, it can be a prescription for good health. When the system is broken, it can be a prescription for good health. When the system is broken, it can be a prescription for good health.

COMMENTARY
 BY DAVID S. WEED
 About issues on health, including how

WORCESTER BusinessJournal
 THE BUSINESS NEWSPAPER FOR CENTRAL MASSACHUSETTS / METROWEST

**Boost Quality of Life:
 Think Beyond the Car**

LIZ SHEEHAN CASTRO & JERRY POWERS
 Special to the Worcester Business Journal





Accomplishments

- Secured 114 co-sponsors for priority legislation.
- Moved the Healthy Food Access Bill out of the Community Development Committee in June.
- Through our efforts, we helped secure revenue to increase funding for transportation by an average of \$600 million per year.
- Built knowledge and visibility of transportation as a social determinant of health.
- Building momentum on “Active Streets Bill” funding for local complete streets funding.

Focus on Leadership Development

- # of organizations supporting Act FRESH
- # of organizations that mobilize their networks
- # of organizations that report increased advocacy skills and influence
- Of campaign members, % actively participate in strategy, regularly take action, and mobilize their networks
- Creation of an MPHA leadership development model

Foundation and Institutional Funders, 2010-2013

The Boston Foundation
 Blue Cross Blue Shield of Massachusetts Foundation
 Baystate Health
 Partners HealthCare
 Harvard Pilgrim Healthcare Foundation
 Tufts Health Plan Foundation

Thank you!



www.MPHAweb.org/actfresh.htm

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