

# **MetroWest Moves Meeting**

## **MetroWest Health Foundation**

161 Worcester Road, Suite 202 | Framingham, MA

**August 9<sup>th</sup>, 2012**

Meeting Convened: August 9<sup>th</sup>, 2012 at 10:08am

Members Present: Bob Landry, Ethan Mascoop, Sam Wong, Amanda Loomis

Others in Attendance: Tammy Calise, Amanda Ryder, Elizabeth Costello, Dana Baarsvik

I. **Town Meetings:** A meeting for the Food Service Directors from Framingham, Hudson, and Northborough will be held at 9:00am on August 17<sup>th</sup> at the Framingham High School. The food service directors, the work group and members of the JSI team will meet to share best practices and figure out how the MetroWest Moves initiative can work with food service in the schools in the future. Roland from Marlborough cannot attend this date, so another meeting will be held at the end of September.

- (Hudson Food Service is provided by an independent contractor, Whitsons. The nutritional information, menus, etc. are on the Hudson Public Schools website.)

### II. **Action Plan**

- a. **Assessments/Change Tool:** The change tool was submitted and approved.
- b. **Awareness/Media**

#### Website:

- Elizabeth has taken photographs from each three communities, to be used for the Facebook page and website. There are photographs of the town hall in each community, people exercising, and healthy food from a farm stand. Elizabeth requested photographs from the work group of famers markets, community gardens, etc.
- The logo has been made bigger, but it is difficult to put any graphic or behind the logo because of the color of the logo. Texture has been added to the menu, and space has been added below the scrolling picture on the first page. Bob commented that there is still a great deal of white space beside the logo at the header. The lavender has been taken out on the sub-page, and replaced with gray.
- Elizabeth gave the work group a list of community-specific resources (links). These resources will appear on the site, and we will build on them over time. The work group has been asked to review these and give feedback.
- It isn't feasible to translate all content on the website to Spanish and Portuguese, but the "About the initiative" section will be translated. Links will also be provided to the translated Mass in Motion pages. MAPC has a contract with a vendor who can translate English to Portuguese, and Spanish can be done in-house at JSI. The website won't launch with the translations, but they should be added soon after.

- The website will act as a central hub for the MetroWest area. JSI will send out a questionnaire to stakeholders and community groups, as well as the kickoff meeting attendees. This survey will include questions about their recent events supporting the initiative, if there are any planned future events, and how they can see their organization working with MetroWest Moves. This will work as a way to engage the communities in the early stages of the initiative. JSI will rely on the work group to use their networks to publicize the initiative in each community.

Communication Strategy: The communication strategy has been finalized. The goal of the MetroWest moves initiative is to provide information and resources to help residents make healthy dietary choices, provide information and resources residents to engage in physical activity, promote and share information about the primary MWM activities, engage community residents and stakeholders in a dialogue about action steps to improve the overall health of the community, and to promote the activities of other community residents and organizations that that are also working to improve the health of the community.

The Facebook and Twitter accounts have been established. The website will be launched (soft launch) on August 27<sup>th</sup>. Promotion for the website will begin in September. JSI will follow up with the kickoff event attendees to notify them, and also send the website link to the work group to be sent to their contacts. Promotion of resources, information, events to build followers and engagement will start in September.

**c. Healthy Restaurant Initiative**

- Ethan has contacted Holli Andrew in charge of the downtown renaissance. She can work with us to identify downtown Framingham restaurants.
- The brochure is completed, and will be sent out to be translated.

**d. Vending Policies**

- Contact needs to be made with the person/group in charge of the vending machines in municipal buildings in order to obtain information about the vending companies and their contracts. Finding these contacts has been difficult in each community.
- In Hudson, some of the vending machines are owned and operated by the unions (machines at the DPW and Fire Department. There is already some opposition from the unions. Sam and Bob don't believe there are contracts for the vending machines in Hudson or Marlborough.
- Bob suggested sending a survey to the employees in the municipal buildings to get feedback about a potential changes to vending machines.
- A taste test was suggested to increase awareness and build support for the initiative. This will also serve to engage people in the initiative at their work sites. It should be stressed that choice would not be eliminated altogether; only a

certain percentage of the food in the vending machines will be designated as “healthy”.

- Bob suggests that an inventory of the contents of each of the vending machine is a good place to start with this strategy.
  - Tammy requested the contact information for those in charge of the vending machines in the union (in Hudson). Sam will send this information.
  - Massachusetts Department of Public Health licenses (and inspects) vending machines at the state level. Because the communities don’t license the vending machines, they don’t have any jurisdiction to regulate it. While a policy can be passed, they are not enforceable. Board of Selectmen (City Council or Mayor’s office in Marlborough) cannot legally pass a regulation on anything they do not license. DPH will have the list of vending machines in the buildings (but there may be a large gap between what is licensed and what is there). JSI will contact the MA Department of Public Health to get more information on this.
- e. **Community Design Standards:** Bruce Leish (consultant for MAPC) is reviewing the regulations to make recommendations for each community. These recommendations will be done by the end of the month. Amanda will contact Bruce to update him on changes being made to regulations currently.

### III. Budget Update

- Sam’s report has been approved.
- DPH has sent emails regarding evaluation of the community transformations. The expectation from DPH is that the coordinators (JSI) assist with the evaluation activities. The contract between JSI and the Town of Hudson does not include evaluation. There is money set aside in the budget for evaluation. This money needs to be moved into the current contract, or a new contract should be set up. In the budget for this fiscal quarter (ending at the end of September), roughly \$5,000 has been set aside for evaluation. The money will be moved over to the JSI contract to include evaluation services, provided that the money doesn’t exceed 15% of the original contract.

### IV. Town Updates

#### **Framingham:**

- Amanda Loomis will be representing Framingham along with Ethan.
- A sub-study of the Framingham Heart Study has shown that there is no relationship between proximity to fast food restaurants and BMI. The study was just refunded by the NIH, and the Board of Health in Framingham will be working on this study.
- The state legislature has passed an initiative to open three aqueducts in and around Framingham. Ethan will look further into this.

**Marlborough:** Bob is waiting for an okay to take pictures at the community garden.

**Hudson:**

- The community garden in Hudson got a grant to construct fencing surrounding the garden.
- The Adopt a Rail Trail program is underway in Hudson. It will cost \$2,000 to adopt a section for one year. A few businesses in Hudson are on board.

Next Meeting: August 17<sup>th</sup>, 2012 at Framingham High School at 10am (after the meeting of the Food Service Directors at 9am)

Meeting Adjourned: The meeting adjourned on August 9<sup>th</sup> at 11:53am