

MEETING MINUTES

Under the provisions of G.L. c. 30A, MetroWest Moves conducted a Meeting on
Friday, March 1, 2013

10:00 a.m. – 12:00 p.m.

MetroWest Health Foundation
161 Worcester Road, Suite 202
Framingham, MA 01701

I. Call to Order

- a. **Meeting convened:** March 1, 2013 at 10:10am.
- b. **Members present:** Sam Wong, Ethan Mascoop, Bob Landry
- c. **Others in attendance:** Tammy Calise, Janie Hynson, Lola Omolodun, Amanda Ryder, Rubyane Marques-Franca

II. Administrative 10:00 – 10:45 am

- a. **Approval of meeting minutes:** The voting members approved the meeting minutes from 2/15/13.
- b. **New Steering Committee members:** Jennifer Burke (Hudson), Tim Cummings (Marlborough), Jeremy Marsette (Framingham), Priscilla Ryder (Marlborough)
- c. **Community awareness – updates:**
 - DPH's communication department has reviewed and is very pleased with the MetroWest Moves website.
 - DPH plans to do an extensive Mass in Motion communication campaign in the near future.
 - Amanda Ryder attended the Active Living Research conference in San Diego (<http://www.activelivingresearch.org/conference2013>). This year's theme was "Achieving Change Across Sectors: Integrating Research, Policy and Practice". The conference was heavily focused on how to use research and analysis to inform policy and practice; among many other topics, there was discussion about Safe Routes to School and how Nike recently released their "Designed to Move" report as a call to action for physical activity around the world. Several other CTG participants were in attendance.
- d. **Upcoming meetings:**
 - Action Institute Meeting (April 3rd, 8:30am-4:30pm, Marlborough). Tammy will send out the registration link.
 - The tobacco group will meet again April 5th from 10:30am-12:00pm.



- MassHousing “Aging in Place: Supporting Elders in Housing” Conference (April 10th, 8:30am-4:30pm, Sheraton Framingham <http://bit.ly/XFrMQM>). Chris Banthin requested whether MetroWest Moves wants to distribute materials related to tobacco.
- e. **Budget Update:** The group agreed to allot an additional \$2,995 to the dietician, Valisa Hedrick, based on additional work that she has been asked to do and has completed. She will be asked to work with an additional 10 to 15 restaurants with these additional funds. One of the major benefits of working with Valisa is that she has access to the most advanced nutritional analysis software. Valisa will be asked to send Sam Wong a bill for \$2,995.
- f. **Evaluation:** The work group has considered sending out a survey to Kick-Off attendees or community partners that have been actively engaged with MetroWest Moves. The initial goal is to establish a baseline. Amanda learned about a nine-domain survey during the Active Living Research conference. There are a few different options that JSI will share with the workgroup, which vary in relevance to different types/groups of respondents. JSI will modify one of these to share and receive workgroup feedback.
- g. **Workplan Updates:**
 - **Tobacco Control:** About 10-11 communities are interested in forming a regional collaborative to collaborate about regulations and smoke-free housing. A grant has been drafted and MetroWest Moves is waiting to hear back from Natick as to whether they will be taking the lead on the grant. If they haven't heard from Natick by Tuesday, then Marlborough may be able to take the lead. Bob Landry will discuss the grant with the Mayor of Marlborough. JSI will share an initial draft of the grant proposal for the workgroup to review. Ethan has been communicating with Sterling Management in Framingham about the opportunity for going smoke-free and they seem receptive to the idea. In Hudson, Sam has been dealing with residents spraying chemical cleaners to cover the smell of smoke. Challenges exist when issues do not constitute code violations, but the Boards of Health must still respond to residents' complaints. JSI will call each community in order to determine their status on this strategy (e.g. meeting with landlords, working on regulations, having conversations about smoke-free housing).
 - **Worksite Wellness:** To be discussed during the next meeting.
 - **Community Design Standards:** The Complete Street workshop will take place May 3rd from 9am-12:30pm in Marlborough (either Memorial Hall or the library). A brochure from Baystate Roads will be distributed and



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work group members are requested to promote attendance at the event. Bob mentioned that the Jericho Ski Lodge could be another location option and could be arranged through Priscilla Ryder. Bruce Leish has received approval from MAPC to continue the checklist.

- h. **Completion of work group timesheet:** Workgroup members completed the timesheet for 1/28/13 – 3/1/13.

III. Work Plan Focus – Healthy Dining Initiative 10:45 – 12:00 pm

- a. **Strategizing about working with Brazilian restaurants:** Rubyane Marques-Franca attended the meeting. She grew up in Marlborough and attended Framingham State University. She is a nutritionist and has a consulting practice which primarily works with the Brazilian community. Amanda Ryder described the initial recruiting strategy for the Healthy Dining Initiative and some of the challenges that MetroWest Moves has experienced in working with some of the ethnic restaurants. MetroWest Moves is committed to incorporating as many different types of restaurants in the program as possible. The first priority is to work with Copacabana to finalize their menu items. Rubyane shared several ideas for encouraging participation among the Brazilian restaurants, including:

- Rubyane explained that first the restaurant owner needs to understand what he/she will get out of offering healthy menu items and how the program will help them to attract new patrons.
- Offering media promotion would be a good incentive. The Brazilian radio station is very popular in MetroWest and the Boston area and Rubyane could connect MetroWest Moves with the station.
- MetroWest Moves could invite Brazilian restaurants to a meeting to learn about the program and create a competition among restaurants.
- For restaurants with buffets, we could post photos of the menu items in the restaurant/near the buffet to demonstrate healthy menu options.

Rubyane also has several contacts within the Brazilian community including a Brazilian doctor from Cambridge Medical Associates. Rubyane said that she is interested in working with MetroWest Moves and will submit a proposal for her services.

- IV. **Photovoice Project:** Lola request MetroWest Moves' participation in the Photovoice project, which is an evaluation technique where young people identify areas within their community where they feel safe/unsafe and then

present this information. Last year, MAPC contracts through a Shannon grant to work with Everett, Somerville, and Cambridge to identify at-risk youth. MetroWest Moves would be asked to contribute a couple of hours each month towards the project. The work group decided to participate in the Photo Voice process. \$30,000 in funding is available for the region and contracting details still need to be worked out but this is part of the CTG funding.

V. **Review of Tasks**

- Work groups members are requested to encourage participation for the Complete Streets workshop (May 3rd from 9am-12:30pm in Marlborough)
- Valisa Hedrick (dietician) will be asked to invoice Sam Wong for \$2,995.
- Rubyane Marques-Franca will submit a proposal for her work with the Brazilian restaurants.
- Tammy will send out the registration link for the Action Institute Meeting.

VI. **Next Meeting Date/Time:** Friday, March 15th, 10am-12pm at Marlborough City Hall. Lola will check to see if there is someone at DPH who could attend to speak about worksite wellness which will be the focus of the meeting.

VII. **Adjourn**

The meeting adjourned on March 1st, 2013 at 12:37pm.