



Commonwealth of Massachusetts  
Department of Public Health  
Helping People Lead Healthy Lives in Healthy Communities


## Working Toward Health Equity: Responding to the Challenge

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## Cooking Up Health Equity



- The more cooks, the better
- Everyone needs the necessary ingredients
- Need to invest in “recipes” with best chance of achieving the goal

2

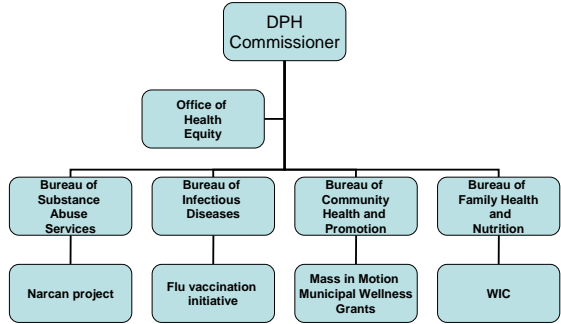


## DPH Priorities

1. Promote wellness and reduce chronic disease
2. Reduce health disparities by promoting health equity
3. Strengthen local and state public health capacity
4. Support the success of health care reform
5. Reduce youth violence

3

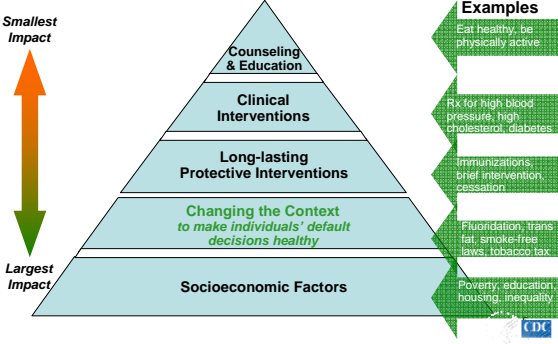
## The More Cooks, The Better



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graph TD
    DPH[DPH Commissioner] --- OHE[Office of Health Equity]
    DPH --- BSA[Bureau of Substance Abuse Services]
    DPH --- BID[Bureau of Infectious Diseases]
    DPH --- BCHP[Bureau of Community Health and Promotion]
    DPH --- BFHN[Bureau of Family Health and Nutrition]
    BSA --- NP[Narcotic project]
    BID --- FVI[Flu vaccination initiative]
    BCHP --- MMW[Mass in Motion Municipal Wellness Grants]
    BFHN --- WIC[WIC]
  
```

## CDC “Health Impact Pyramid” Shifting our Emphasis



Impact Level	Intervention	Examples
Smallest Impact	Counseling & Education	Eat healthy, be physically active
	Clinical Interventions	Rx for high blood pressure, high cholesterol, diabetes
	Long-lasting Protective Interventions	Immunizations, brief intervention, cessation
	Changing the Context to make individuals' default decisions healthy	Fluoridation, trans fat, smoke-free laws, tobacco tax
Largest Impact	Socioeconomic Factors	Poverty, education, housing, inequality

4

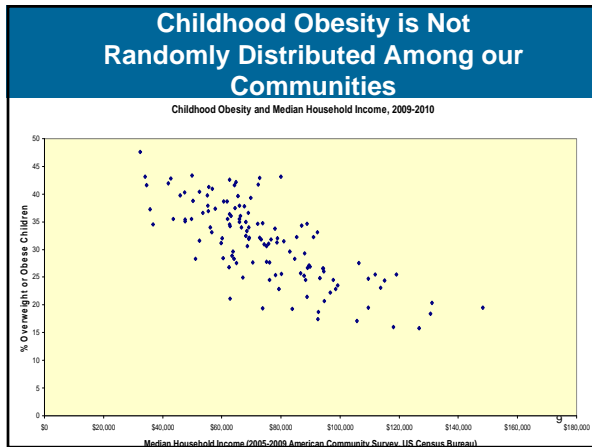
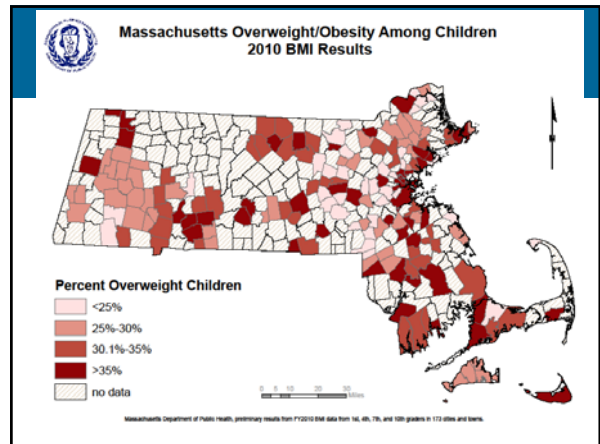
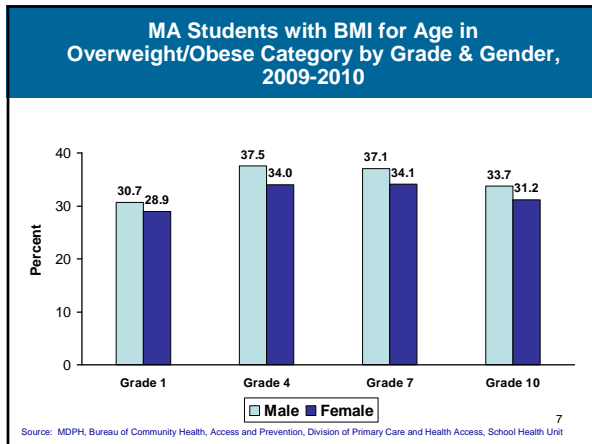
## Do all of our communities have the ingredients to Promote Healthy Weight?



**Nutritional Risks** (left side of scale, higher weight)

**Protective Factors** (right side of scale, lower weight)

5



### “The fun way for on-the-go kids to refuel”

Kids Meals	Calories	Fat (g)	Chol (g)	Sodium (mg)
Chicken McNuggets (6 pc), small French fries, 8 oz low-fat chocolate milk	670	31	50	910
Double cheeseburger, small French fries, 8 oz low-fat chocolate milk	840	37	85	1460
Chicken McNuggets (4 pc), small French fries, 8 oz low-fat chocolate milk	580	26	35	710
Cheeseburger, small French fries, 8 oz low-fat chocolate milk	700	27	45	1060

### “Extra value meals are one tasty bargain”

	Calories	Fat (g)	Cholesterol (g)	Sodium (mg)
Double quarter pounder with cheese	740	42	155	1380
Large French fries	500	25	0	350
Large soda (32 oz)	310	0	0	20
<b>TOTAL</b>	<b>1550</b>	<b>67</b>	<b>155</b>	<b>1750</b>

### Where are the healthy options?

- Supermarkets have more “heart healthy” food vs. grocery & convenience stores
- Low income & minority neighborhoods
  - Less likely to have supermarket
  - More likely to have small grocery stores

## Mass in Motion: Eat Better, Move More

Multifaceted state initiative

- Call to Action report
- Governor's Executive Order 509
- Public information campaigns
- Municipal wellness grants
- Website
  - Info on physical activity & nutrition
  - Calendars
  - Blogs
  - Links to state and local resources
- Making childhood BMI data accessible on MassCHIP



13

## Municipal Wellness Grants: Sharing Effective Recipes

A unique public-private partnership of 5 foundations, hospitals and an insurer with DPH

- Involve local officials
- Grants of \$60,000
- Examples of supported work: school lunches, transportation, zoning policy change



## Municipal Wellness Grants: Investing in Evidenced Based Approaches

Grantees using CDC recommended evidenced based strategies for community change

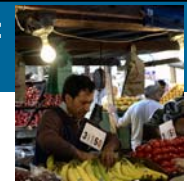
- **Promote availability of affordable healthy food**
- **Support healthy food and beverage choices**
- **Create safe communities that support physical activity**



15

## Community Development: Healthy Eating

- Create incentive programs to **attract supermarkets and grocery stores** to underserved neighborhoods
- Use **zoning regulations**
  - to *enable healthy food providers* to locate in underserved neighborhoods (e.g., "as of right" and conditional use permits")
  - to *limit the density of fast food establishments*
- Introduce or modify land use policies/zoning regulations to **promote, expand, and protect potential sites for community gardens and farmers' markets**, such as vacant city-owned land or unused parking lots



16

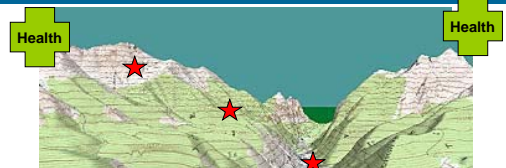
## Changing the Health Topography of Our Communities



Where are our communities starting on the journey to health?

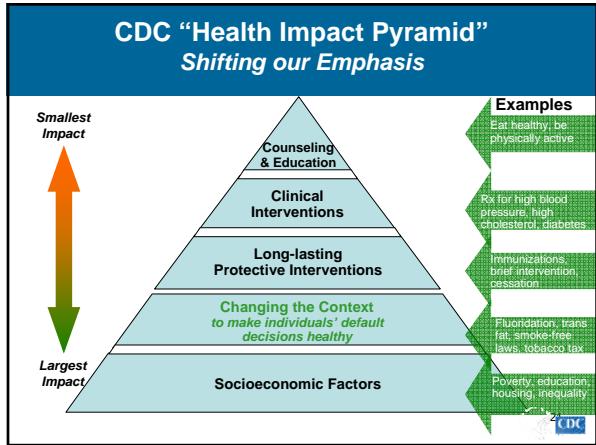
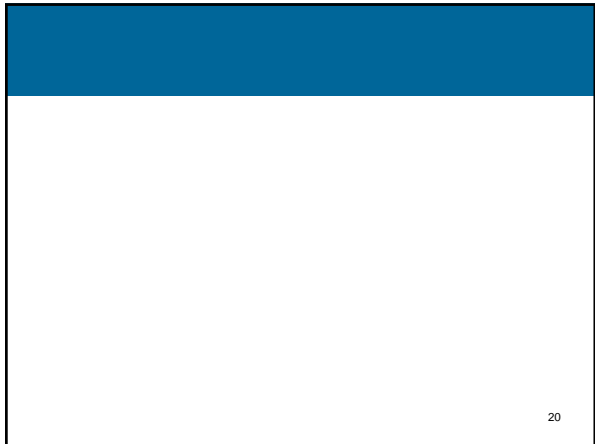
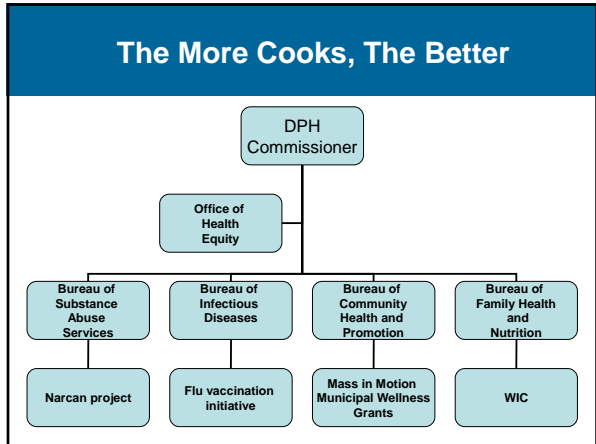
17

## Changing the Health Topography of Our Communities



Where are our communities starting on the journey to health?

18



### Healthy Community Design

Important characteristics of the built environment critical to promoting health include:

- walkable and bikeable neighborhoods
- public transit
- parks, recreation facilities, and open spaces
- healthy food environments
- safety

