

## Mass in Motion/Obesity & Nutrition

Overwhelming data has proven that obesity is a risk behavior for serious illness, and the root cause of two chronic and widespread conditions in our communities, including cardiovascular disease and diabetes. Our needs assessment outlines contributing factors that lead to obesity in children and adults in our neighborhoods:

- Poor availability of fruits and vegetables within walking distance
- High crime and low safety rates that keep residents indoors and off of playgrounds
- High density of fast food restaurants

Our goal is to align with and empower community organizations to address obesity and nutrition in a manner that best supports our patients. In so doing, we seek to lower the incidence of, and complications from, chronic illness, such as cardiovascular disease and diabetes.

By tackling obesity, we believe we can make lifesaving differences in health, wellness and selfesteem for people of all ages.

## Our initiatives include:

- Serving as a member of the Mass in Motion Coalition, led by the Brockton mayor's
  office and the YMCA, to complete a needs assessment and action plan that describe the
  scope of the problem and outline strategies such as bike paths, lighting, and access to
  healthier foods and beverages
- Implementing a healthy beverage campaign at Good Samaritan for our own employees, leading by example in selecting healthy over sugar-sweetened beverages, and providing some 1,000 free servings of water a week
- Donating pedometers for Trinity Catholic Academy's "Laps at Lunch" program, and also providing Health Resource Boards and guest speakers with information on obesity, nutrition and sport injuries
- Partnering with the YMCA in Stoughton on a task force targeting obesity and diabetes through environmental and policy changes
- Providing jump ropes, pedometers or nutrition information at community outreach venues, health fairs and events
- Staffing two diabetes support groups

We also use our funds for community grants and scholarships to promote healthy behaviors such as access to nutritious foods, exercise programs, nutrition education and obesity prevention.