



Shape Up Somerville

November 9, 2011

NEACH Children's Health Care Summit

Nashua, NH

WHAT IS SHAPE UP SOMERVILLE?



Shape Up Somerville is a city-wide campaign to increase access to healthy foods and increase opportunities for physical activity for all community members.

SHAPE UP SOMERVILLE HISTORY

2002-2005

- Community-based environmental change research study led by Tufts University focused on 1st-3rd graders.
- During the first year youth gained one less pound than children in a comparable community

2005-present

- Application of research study findings to community at large
- Focus on policy, systems and environmental change
- Making the healthy choice the easy choice



WHY SHAPE UP SOMERVILLE?

- Sound public policy
- Governing with a long term vision
- Healthy communities are productive communities
- Improved quality of life for all residents
- Reduced health care costs
- Environmental stewardship
- Economic development



HEALTHY EATING : MARKETS, GARDENS, URBAN ORCHARDS

Farmers Markets
School Gardens
Community Gardens
Boston Tree Party



HEALTHY EATING :

HEALTHY RESTAURANTS, VENDING, FUNDRAISING

- Shape Up Approved Healthy Food Retailer Program
- Healthy Vending Policy for Municipal Buildings
- Healthy Fundraising



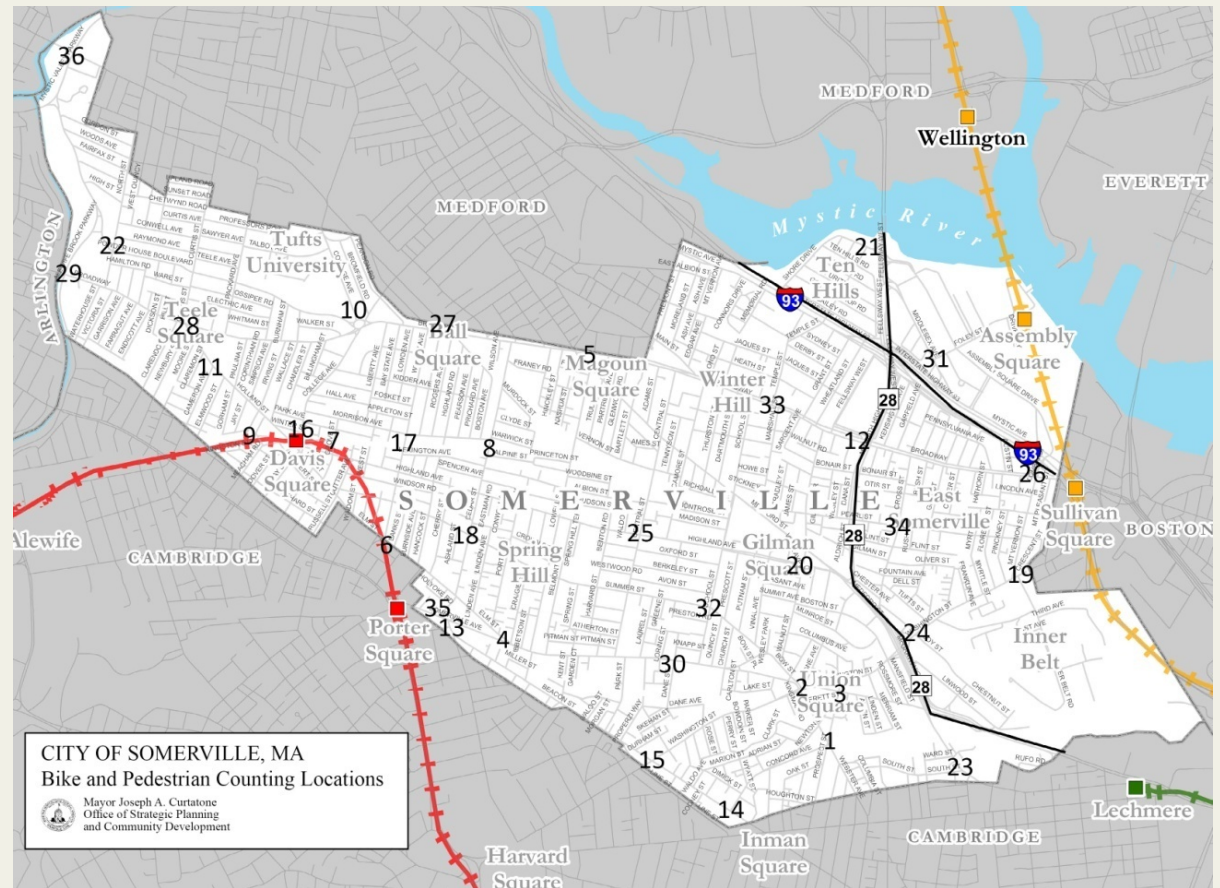
HEALTHY EATING: SCHOOL FOOD SERVICE

- Recipe development, taste tests, special events
- Produce sourced locally when in season
- Fruit /vegetable mid-morning snack
- No vending machines
- No fryolators

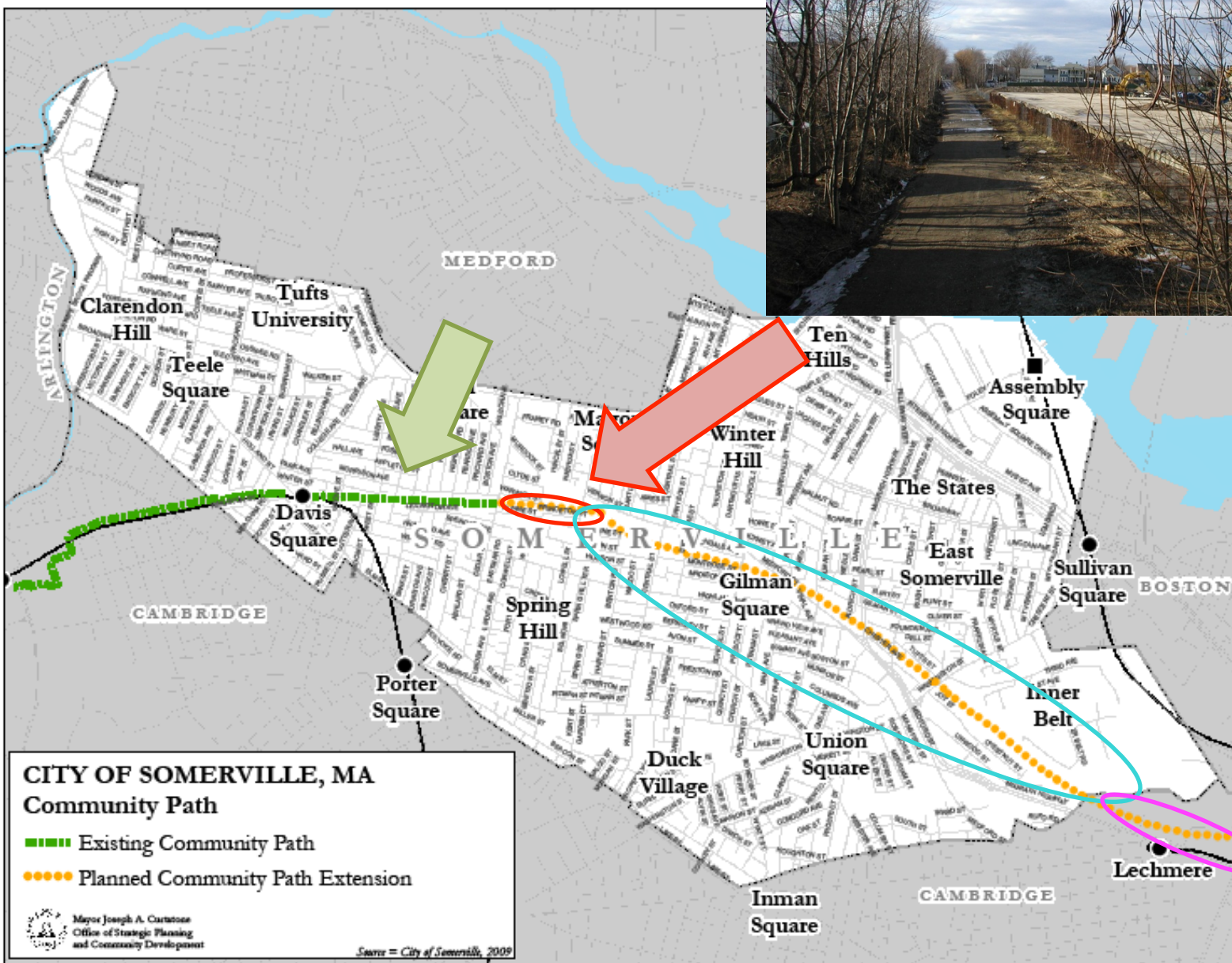


ACTIVE LIVING: BIKE & PEDESTRIAN COUNTING PROGRAM

- Initiated in 2010 - counting done twice a year
- Helps direct bicycle and pedestrian infrastructure decisions and policy
- Data supports funding, grants, designation efforts



ACTIVE LIVING: COMMUNITY PATH



Mayor Joseph A. Carnese
Office of Strategic Planning
and Community Development

Source = City of Somerville, 2009

ACTIVE LIVING: BIKE PARKING & INFRASTRUCTURE

- Over 100 racks installed in 2010
- 75 to be installed 2011
- 3 cycle stalls to be installed, 2011
- Hubway Bike Share coming to Somerville in 2012

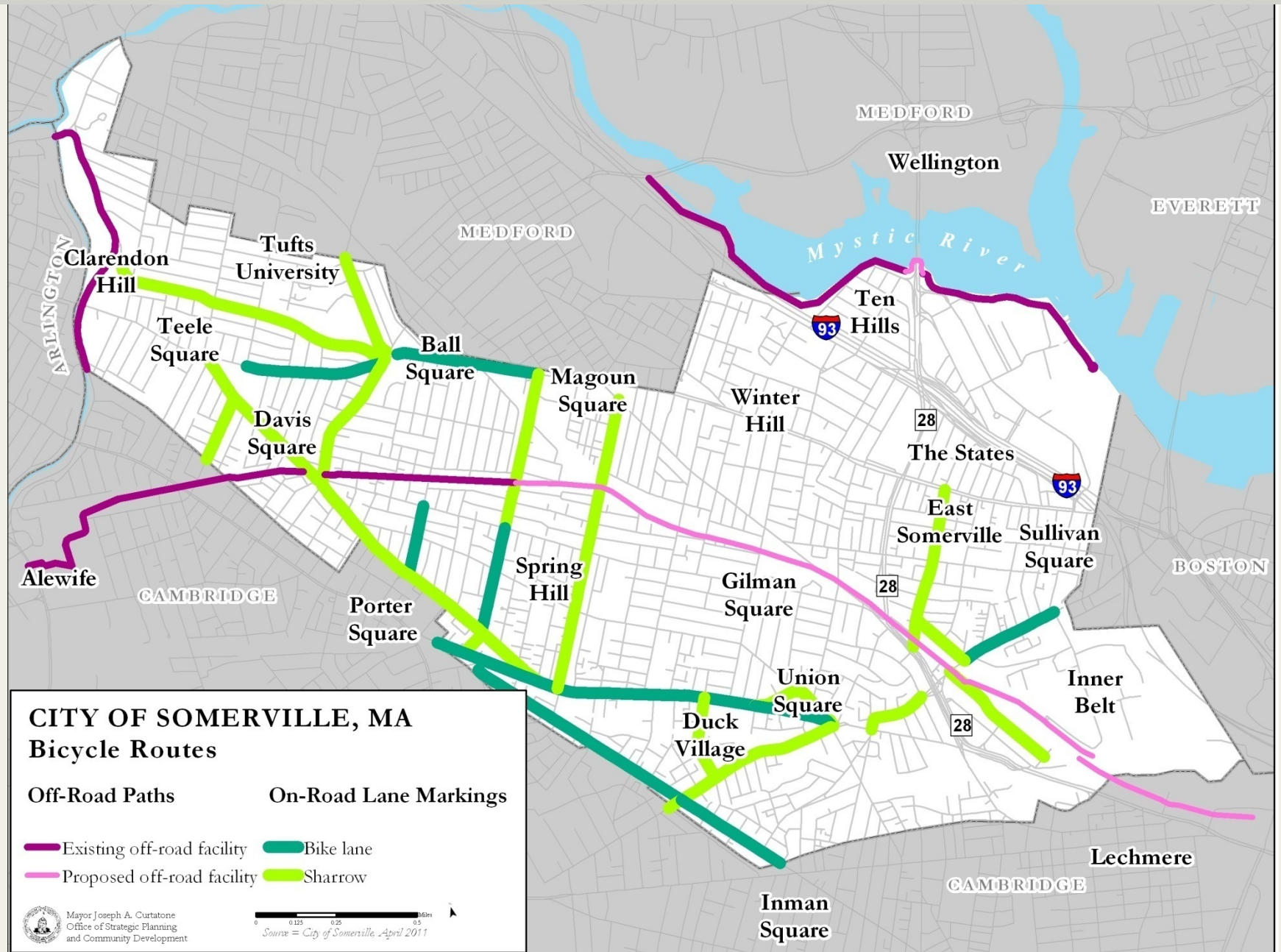


BICYCLE LANES + SHARROWS

- 8 miles on-road markings prior to 2010
- 10 + miles added in 2011
- ‘11 in 2011’ campaign underway (11 miles)
 - Sharrows (shared lane marking) and bike lanes



BICYCLE NETWORK



PARKS AND OPEN SPACE

- City reconstructing all outdated parks
- Concrete playgrounds are being transformed into flexible open spaces that are greener, serve more age groups, and encourage creative and active play
- Focus on youth & community engagement in park design

Before



After



PARTNERS IN THE WORK

Mayor Curtatone (*Chair*)
Community Action Agency of Somerville
East Somerville Main Streets
Green Streets Initiative
Groundwork Somerville
Institute for Community Health
Mass Farmers' Markets
Metro Pedal Power
Somerville Board of Aldermen
Somerville Board of Health
Somerville Chamber of Commerce
Somerville Communications Department
Somerville Community Health Agenda
Somerville Health Department
Somerville Local First
Somerville Office of Strategic Planning and Community Development
Somerville Public Schools
Somerville Physical Education Department
Somerville Recreation Department
Somerville School Committee
Somerville School Food Service

Somerville SomerStat Department
Somerville Traffic and Parking Department
Somerville Transportation Equity Partnership
Somerville WIC
Somerville Youth Department
State Representative Denise Provost
The Welcome Project
Tufts University
Union Square Main Streets
WalkBoston



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