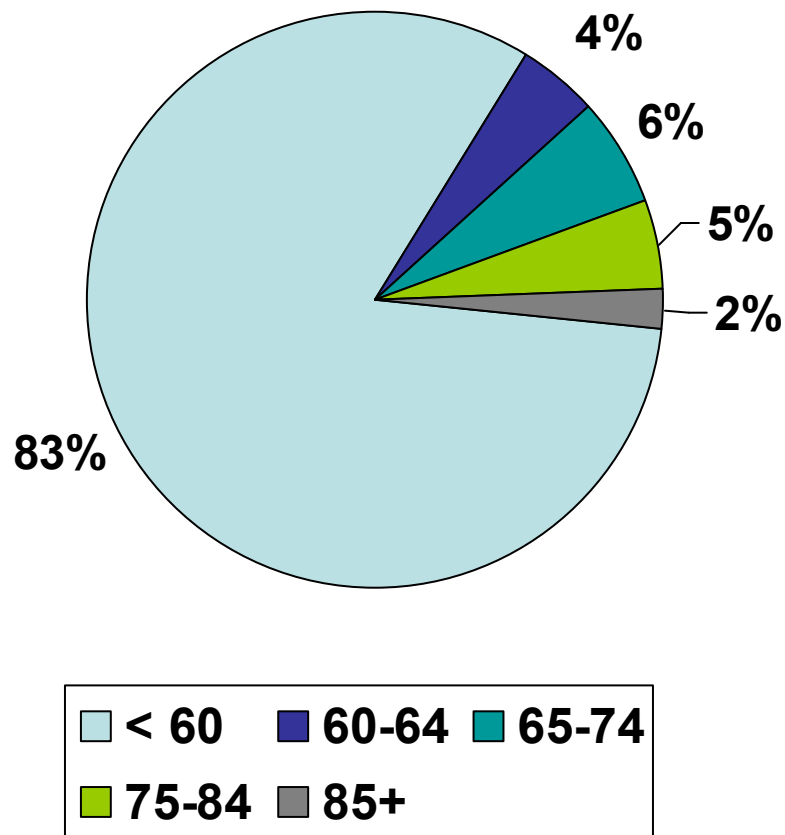


# ***Massachusetts as a Model for Healthy Aging: Moving Down the Pyramid***

Massachusetts Department of Public Health  
September, 2010

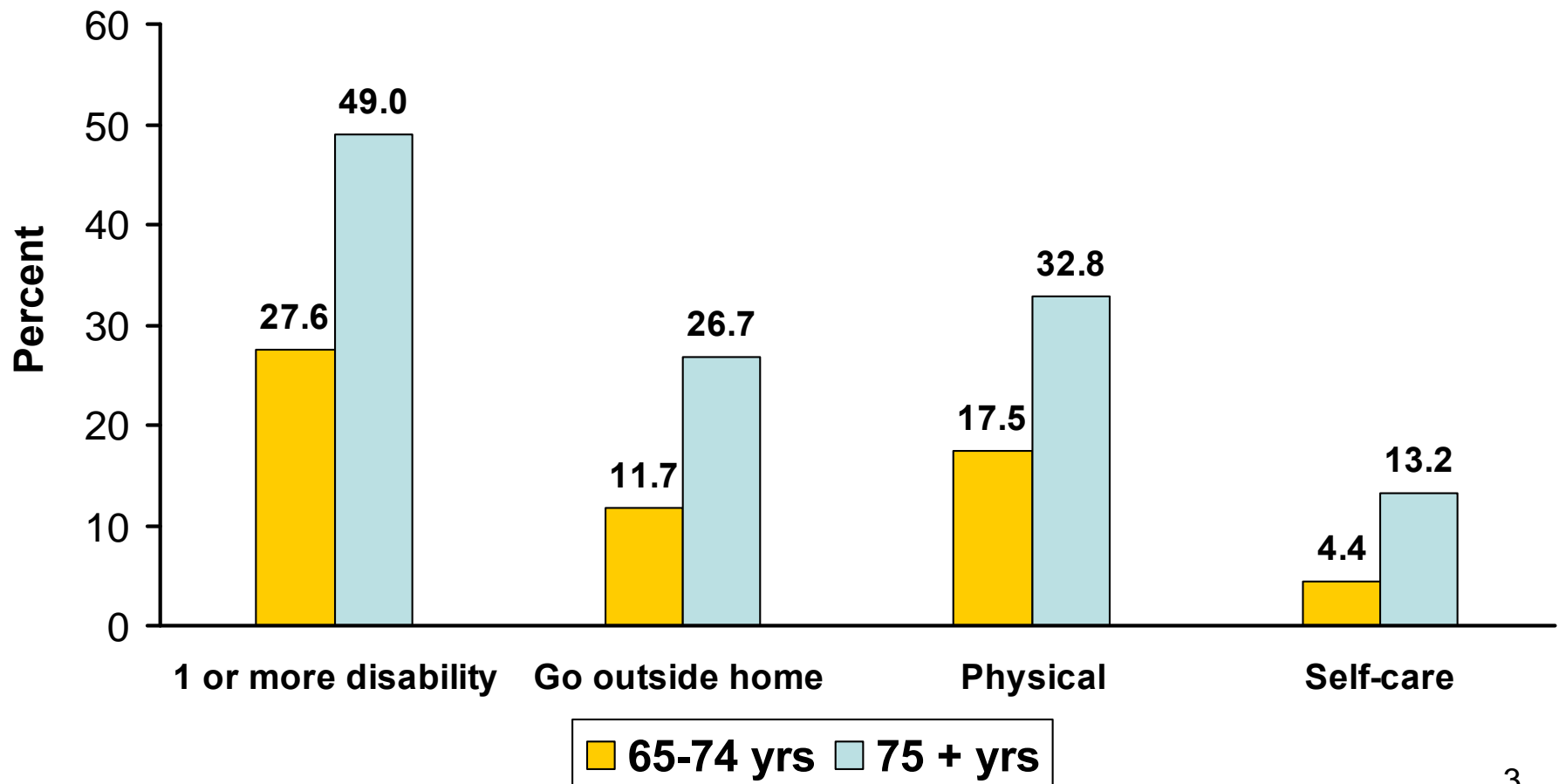


# Older Adults in Massachusetts



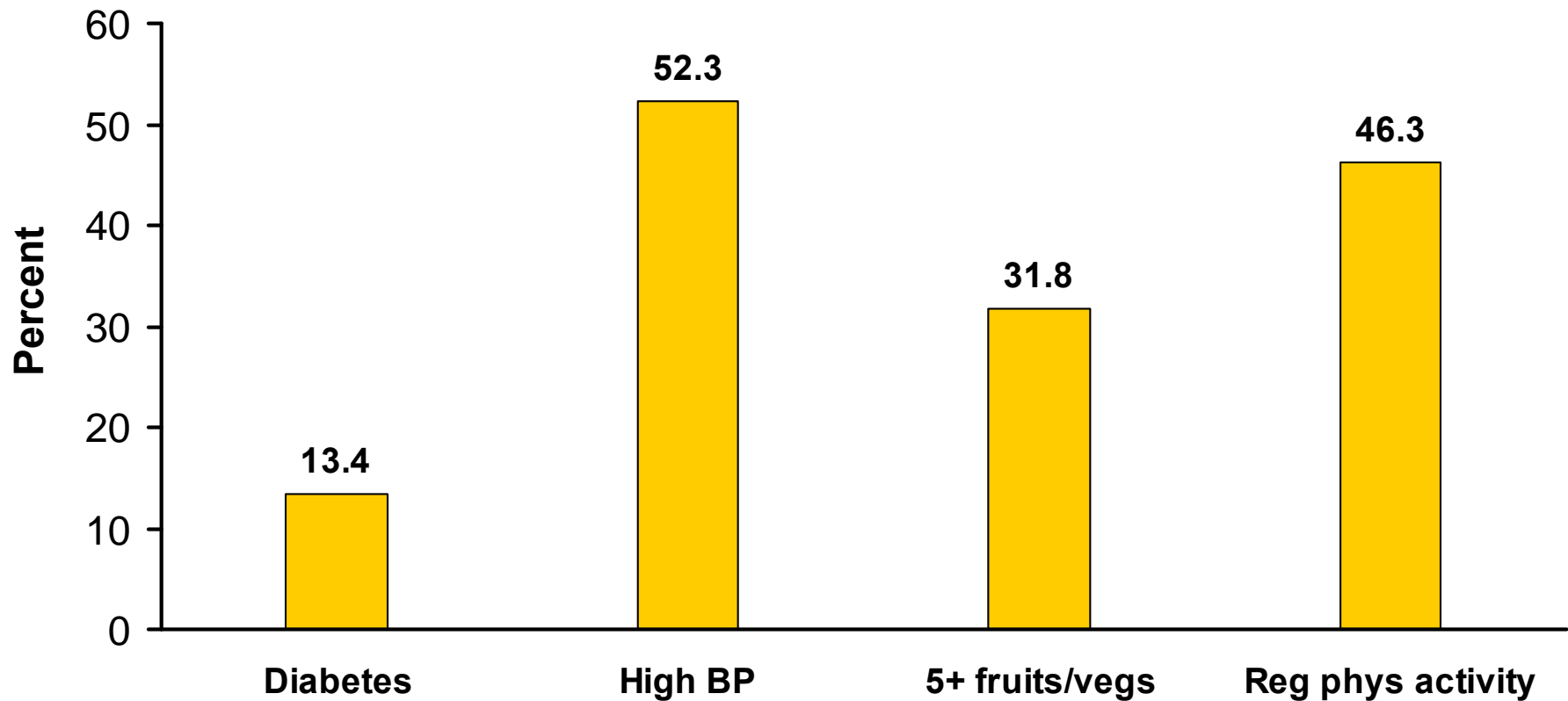
- ” 9. 4% below poverty level
- ” 24.5 % in fair/poor health
- ” Where they live
  - . 29.8 % alone
  - . 61.2 % in family households
  - . 6.7 % in group quarters
- ” Communication
  - . 16.5 % speak language other than English at home
  - . Of these, 29% do not speak English well or at all

# Types of Disability Among Older Adults in MA, 2004-2005



Source: MDPH, MassCHIP, Behavioral Risk Factor Surveillance Survey,

# Health Risk Factors Among Older Adults in MA, 2004-2005



# DPH Strategic Priorities

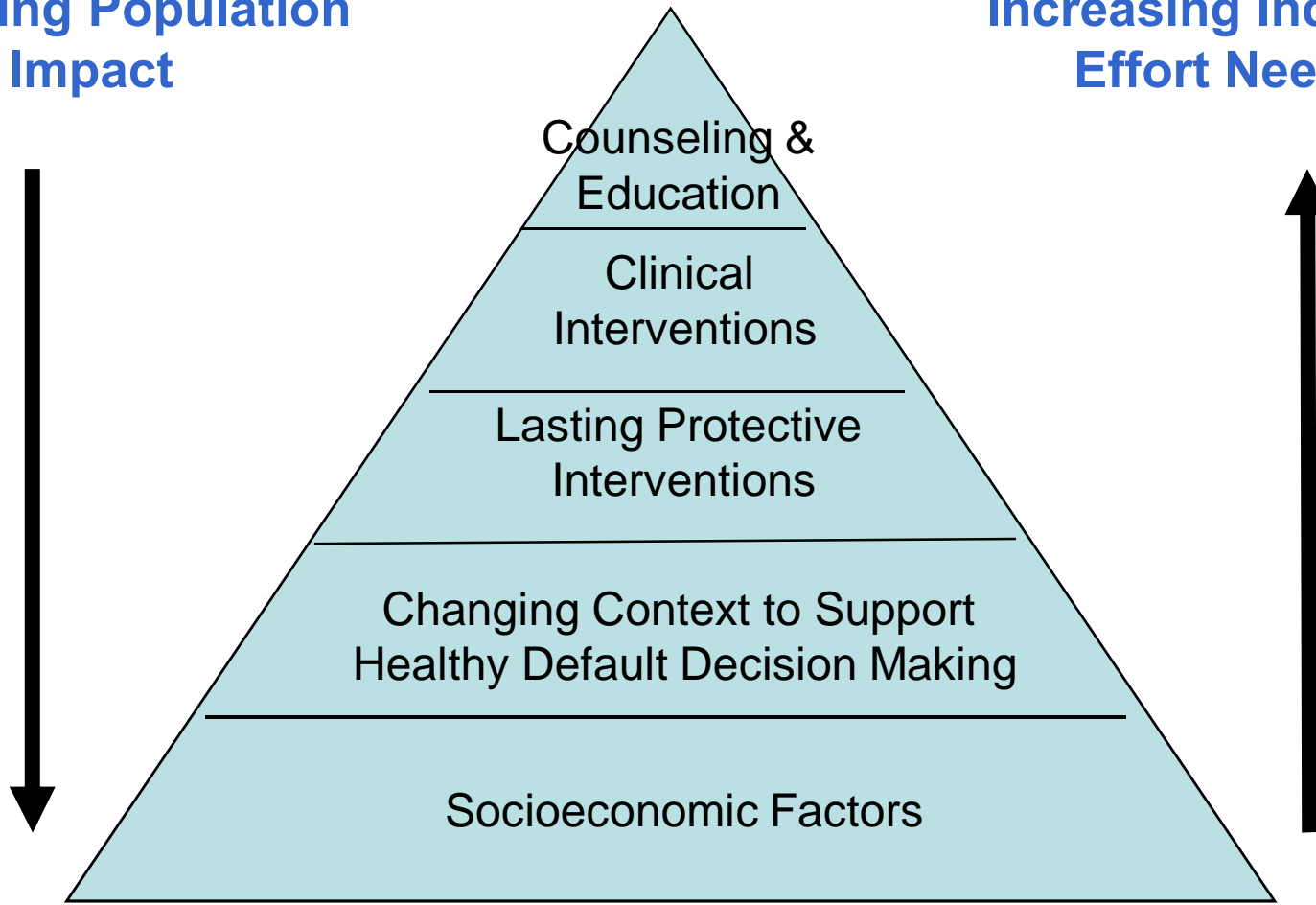
1. The elimination of racial and ethnic disparities
- 2. The promotion of wellness**
- 3. The management of chronic disease**
- 4. The successful implementation of health care reform**



# Health Impact Pyramid

Increasing Population  
Impact

Increasing Individual  
Effort Needed



# 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 and nutrition
  - . Calendars
  - . Blogs
  - . Links to state and local resources

The screenshot shows the official website of the Office of Health and Human Services (EOHHS) for the state of Massachusetts. The header includes the text 'The Official Website of the Office of Health and Human Services (EOHHS)' and 'Health and Human Services' with the 'Mass.gov' logo. A navigation bar offers links for 'EOHHS Home', 'For Consumers', 'For Providers', 'For Researchers', and 'For Government'. The main content area features a large image of a diverse family walking outdoors. Below this, there are sections for 'Eat Better' (with a 'go' button) and 'Move More' (with a 'go' button). A sidebar on the right contains 'Calendar' and 'Blog' buttons. The main text area discusses child adoption, stating: 'Adopting a child through The Department of Children and Families is a no cost to the adopting individual or family. Our children are special and we ensure that we find the right home for them. We want to find the right custody.' It lists three bullet points: 1. We have children from a variety of ethnic and linguistic backgrounds who will appreciate and embrace a multi-cultural, multi-lingual family. 2. Children who come into our care have been abused or neglected, had a difficult start in life, and may exhibit educational, emotional and behavioral challenges. 3. We have a number of sibling groups. Unless there are reasons why the children, we seek to keep brothers and sisters together. We seek individuals and families who are capable of taking on these special challenges. At the bottom, it notes: 'This information is provided by the Department of Children and Families'.



## The Original Value Meal

Learn how eating healthy at home can be fast, tasty and low-cost.



## Forward Motion

Find out ways that everyone can enjoy an active lifestyle.



## Daily Workout

Learn how you can get in shape without fancy gym equipment.



## My Gym

Learn more about fun, easy, low-cost ways to exercise.



## Fast Food

Learn how cooking a healthy meal can be fast and easy.



# Municipal Wellness Grant Initiative: Public-Private Partnership Supporting Communities

- “ Grants to 14 cities and towns to make wellness initiatives a priority at the community level
- “ Focus on both physical activity and nutrition\
- “ Supported by generous partners
  - . *Blue Cross Blue Shield of MA*
  - . *Blue Cross Blue Shield of MA Foundation*
  - . *Harvard Pilgrim Health Care Foundation*
  - . *Metro West Community Health Care Foundation*
  - . *Tufts Health Plan Foundation*

# Municipal Wellness Grants: 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*



# Availability of a healthy diet?

- “ Whites had increased access to healthy food
  - . 5 times more supermarkets
  - . 3 times more private transportation
- “ Blacks had decreased access to healthy food
  - . 8% of blacks lived in area w/ supermarket
  - . 73% of lived in area w/ small grocery store

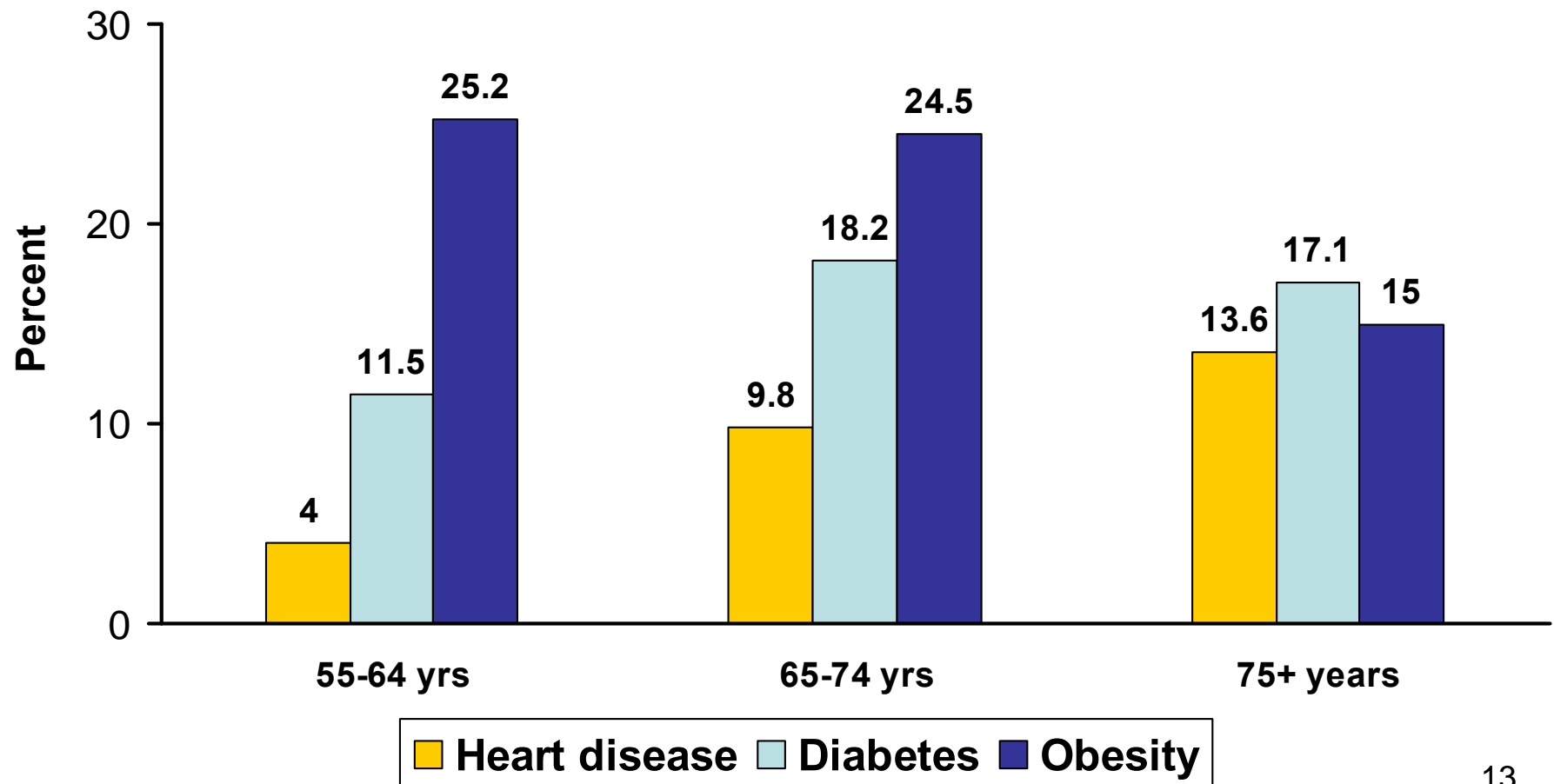
Morland K *et al*, AJPH, 2002



# Influence of Supermarkets on Meeting Dietary Guidelines

	<b>RR</b>	<b>95% CI</b>
<b>Fruits/vegetables</b>	1.54	1.11 - 2.12
<b>Total fat</b>	1.22	1.03 - 1.44
<b>Saturated fat</b>	1.30	1.07 - 1.56
<b>Cholesterol</b>	0.94	0.84 - 1.05

# Chronic Disease Among Older Adults in MA, 2008



Source: MDPH, MassCHIP, Behavioral Risk Factor Surveillance Survey,

# Chronic Disease Management: *My Life, My Health*

- “ Administered by DPH’s Office of Healthy Aging
- “ Evidenced-based . Stanford’s Chronic Disease Self-Management Program
- “ Bridges gaps in fragmented health care system
- “ Community setting enhances access
- “ Trained peer leaders and community health workers



# My Life, My Health: Key Components

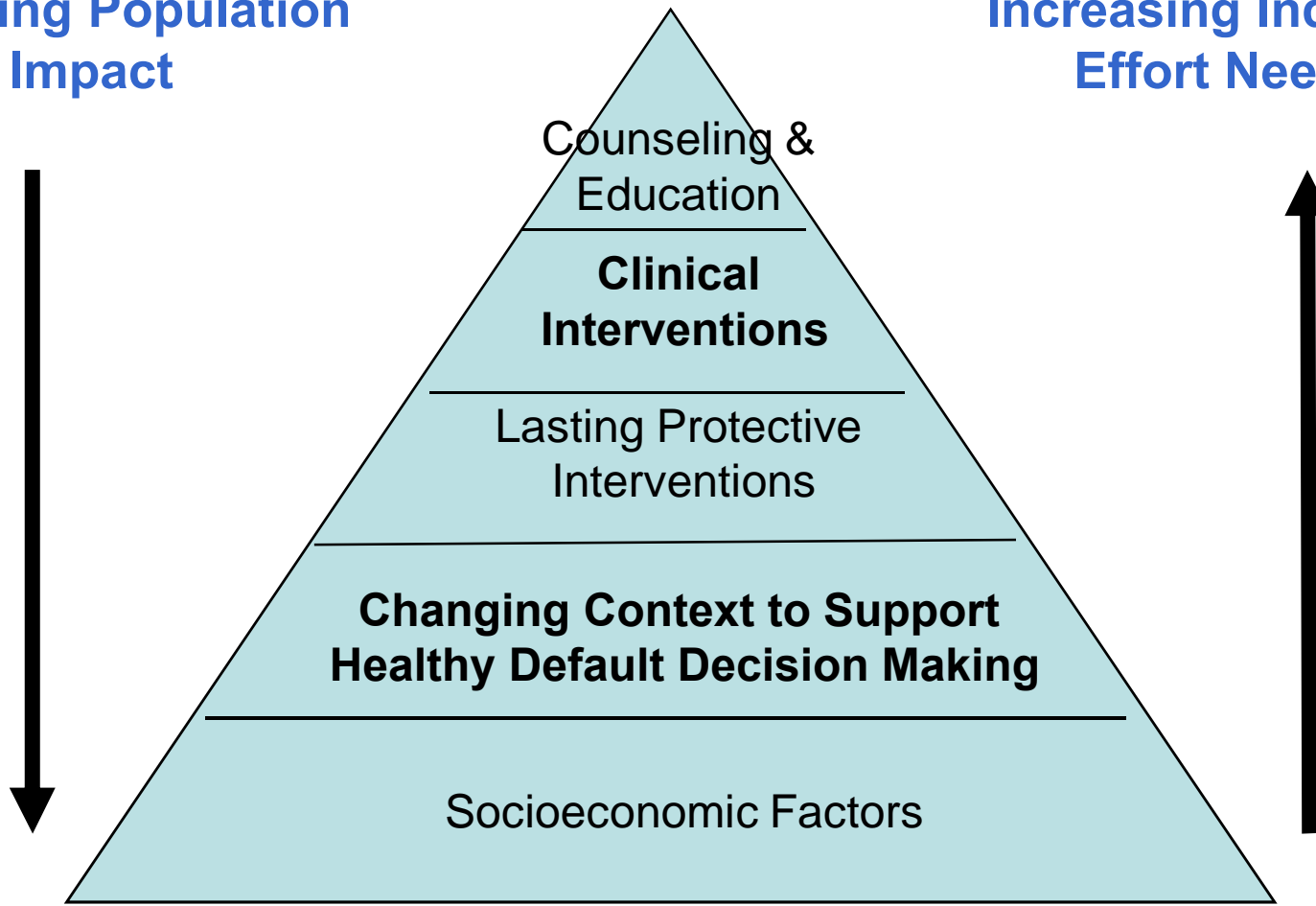
- “ Management of symptoms
- “ Goal setting techniques
- “ Creation of mutual support systems
- “ Treatment and medication use
- “ Enhanced knowledge of chronic disease
- “ Nutrition
- “ Exercise



# Health Impact Pyramid: Sustaining Work at Multiple Levels

Increasing Population  
Impact

Increasing Individual  
Effort Needed





# DPH Goal: People live longer, healthier lives

