

# Healthy Hampshire Celebration



October 3, 2018, 1:00-3:30PM  
Collaborative for Educational Services

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## Summary

On October 3, 2018, Healthy Hampshire brought together over 40 partners working in many sectors and communities throughout Hampshire County and the Hilltowns to share stories of success and envision the future. After hearing opening remarks from Sarah Bankert of Healthy Hampshire and Ben Wood of the Massachusetts Department of Public Health, participants heard five success stories from the past three years. Success stories included:

- ➔ SNAP & Save/HIP
- ➔ The Built Environment in Northampton
- ➔ The Diabetes Prevention Program in the Hilltowns
- ➔ Complete Streets in Goshen
- ➔ The Mobile Farmers Market Pilot in Northampton

After the success story presentations, participants gathered into roundtable groups in order to reflect on past work and discuss ideas for future collaboration. Notes from the roundtables are on the next page.



Customers use their SNAP & Save benefits at the Florence Farmers' Market during a Market Audit conducted by Healthy Hampshire in collaboration with Casa Latina in 2017

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## Roundtable participants represented:

- ➔ Town of Belchertown
  - ➔ Town of Goshen
  - ➔ Gateway Hilltowns
  - ➔ Cooley Dickinson Health Care
  - ➔ Town of Williamsburg
  - ➔ Hilltown Community Health Center
  - ➔ MA Department of Public Health
  - ➔ Collaborative for Educational Services
  - ➔ Community Involved in Sustaining Agriculture
  - ➔ City of Northampton
  - ➔ Dodson & Flinker Landscape Architecture and Planning
  - ➔ Amherst Food Co-op
  - ➔ Town of Huntington
  - ➔ Wild and Scenic Westfield River
  - ➔ United Way of Hampshire County
  - ➔ Quaboag Valley Community Development Corporation
  - ➔ Amherst Survival Center
  - ➔ Hilltown Community Development Corporation
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## Roundtable Notes

*Question 1: What change have you seen as a result of Healthy Hampshire within yourself, your community or your institutions?*

Partners reported a number of changes that fell under 10 major themes.

### Changing Culture and Perceptions

- Changed the culture in Belchertown to one that supports increasing pedestrian accessibility and encouraging more activity, support for redeveloping the old state school campus and putting pedestrian and bicycle access as a priority over cars, and generally getting people engaged in the process
- Increase of awareness around the lack of resources for small-town planning efforts, resistance to change, AND that planning can be done and positive changes can result.
- Seen economic decline in Chester, HH helps with being a renaissance spirit; we want to coax younger folks to move to the Hilltowns

### Providing Information and Education

- Educate about healthy choices, and expanding number of choices (such as a daily “healthy entree”)
- Increased awareness of prediabetes: what it is, what it means, and the importance of a diagnosis

### Strengthening Partnerships and Relationships

- Brought disparate groups together to establish partnerships and used funding to leverage outreach to other organizations, all contributing dollars to project.
- Healthy Hampshire has kept ideas present for local leaders and supported planning efforts by organizing meetings, facilitation, building relationships (including people not usually included in decisions).
- Hilltown residents have been convened around health
- HH is leading the way in Mass in Motion in terms of resident engagement, partner collaboration

### Integrating Social Justice and Equity

- Went at engaging the community members with respect. Aligns with the work at the CES around Social Justice and Equity.
- People who have experience with food insecurity are part of the discussion and are respected peers in the project - that was really cool to see.
- Healthy Hampshire is leading by example with racial equity work, making it a priority. HH is a good example to follow in terms of programming
- Healthy Hampshire example of being adaptable, changing activities to match what community needs and actually solve problems- commitment to working with community as it is

### Increasing Access to Healthy Food

- HIP is a strong program, sees people using HIP frequently at Amherst Farmers Market. Healthy Hampshire’s help in informing clinical team at Hilltown Community Health Center about HIP, and more generally Healthy Hampshire input into clinical work funded through the grant
- The *Go on Green* initiative is noticeable and affecting the way the cafeteria staff do menu planning.
- Mobile markets is a great idea to provide more access at residential locales
- 37,000 families accessing HIP money, posters, community advertising efforts

*Question 1, continued: What change have you seen as a result of Healthy Hampshire within yourself, your community or your institutions?*

#### Policy Advocacy

- Passage of the Williamsburg Complete Streets Policy and prioritization plan;
- The work on HIP has been super important. Really liked that Healthy Hampshire filled gaps in support.

#### Healthy Community Design

- Funding for Mill River Greenway
- The combination of newly developed elder housing and complete streets creates a lot of potential for community building in Goshen. Now trying to get money to do a detailed plan.
- Noticed the parklet on Market St. The crosswalk near Cracker Barrel Alley feels safer now.
- Good trend - get residential places near centers of town and access to resources within walking distance and services such as town govt' services
- Good to reside nearer to services and goods in the center of things; transportation is still a HUGE issue

#### Leveraged Other Work

- Impact on Pioneer Valley Planning Commission- Healthy Hampshire's success helped them do their work

#### Demonstrating Models for the Region

- We are just getting established as a coop. We saw that with the Northampton Mobile Market project, coops are involved, and same in the Hilltowns
- Was part of her school's healthy labeling initiative, worked to rearrange retail.
- Lessons learned in some projects or communities are being applied in other communities--for example, lessons from the Mobile Market and Diabetes Prevention Program are being applied in Amherst
- Use trials and demos to show what can be done; start small; observe other models and examples of trials and demos. In Northampton we can play and work at different scales and different size of projects

#### Economic Development

- Supporting small businesses and connecting them in the valley.
- Improve economics and residents' view of how healthy the town is

*Question 2: What are you most proud of as a result of your partnership with Healthy Hampshire?*

Reframed the issue of healthy community design in terms that local communities could embrace

- *Overcoming local skepticism and cynicism - moving beyond the "stodgy cranks."*

Bringing people together changes what's impossible to what's possible

- *Before you bring people together, they see problems, not solutions - but when you bring them together, they start to see solutions.*

Collaborating for healthy community policy change

- *Little Goshen has a Complete streets policy!*

Mutual problem solving as a partnership benefit

- *I can call Caitlin with an issue and can problem solve with her. Healthy Hampshire are real working partners.*

Increasing access and community connectivity

- *The mobile market is a breakthrough in terms of combatting seclusion in the Meadowbrook/Florence area.*

*Question 3: What is a culture of health to you and what do we need to do to foster it?*



*Question 3, continued: What is a culture of health to you and what do we need to do to foster it?*

## *A Culture of Health is when we...*

Have a diversity of perspectives in the room

Talk, learn, and organize together

Understand that health is influenced by many factors

Have a greater awareness of how things like nutrition and exercise impact our health

Advocate for health

Provide education and information to everyone about healthy choices

Implement institutional policy that supports health

Have equity of access for everyone

Have a healthy environment (less pollution and toxicity, healthy food options, to name a few)

Feel a sense of community and being connected

Walk the talk!

Make decisions based on health impact and not money

Feel community pride

Are good stewards of the land and water

Incorporate health into what we do every day.

Have an economy that rewards health and healthy behaviors

Include all parts of ourselves, such as mental, emotional, physical

Question 4: In 10 years, what do you think will be happening as a result of the work you're doing right now?

## *In 10 years we will have...*

A more extensive and connected trail system in Belchertown, more awareness of handicapped accessibility already; sensory trails

Continue the trend towards healthier hospital cafeteria food (from packaged lasagne, to local to antibiotic free!)

Ripping up Main Street in Northampton and rebuilding it - less than four lanes, bike lanes, sidewalks.

Diabetes Prevention Program continues to take on a life of its own with future classes/alumni groups

More support for recreation, trailheads, slowing down in a densely populated area, no need to search for trailheads and access, all part of community.

Amherst Co-op is up and running with lots of diverse participation from a wide area.

Public dollars continue to expand for this, specifically at state level and local level

Help more people from Latin America/Puerto Rico who don't speak English to access services at HCHC. Also, Biani will be mayor!!

Increasing access at Amherst Survival Center for Latino families

We'll continue to struggle because there is not enough money available to do what we need to do and should do.

Increase in health of general population-- based on the work going on now

Downtown areas will turn around and be more vibrant.

Would like to see less segregation and more integration in 10 years.

We will figure out how to fund the leadership development piece of all this work. Kids who are displaying leadership potential now will have the tools and knowledge to be organizers.

We will have different federal leadership that is excited to fund the kind of work we do.

Question 5: What is one way you'd like to collaborate with HH in the next 1-2 years?

## *We would like to work together on...*

