

Shape Up Somerville: Eat Smart, Play Hard

“Most people think the battle against obesity takes willpower. But the City of Somerville knows it takes the will of an entire community.”

- *The Wall Street Journal*

Who We Are: Demographics

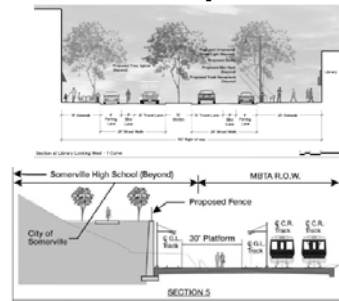
Somerville Demographics

Population	78,000
Race/Ethnicity	
African American	7%
Hispanic	9%
Asian	6%
Density	18,780 residents/mi ²
Open Space	4.3%
Per Capita Income	\$23,628
Poverty Rate	12%
Speak language other than English	36%
Main languages:	English, Spanish, Haitian Creole, Portuguese

What We've Accomplished: Active Transportation

- Walkability and safe routes to schools
- Extension of Green Line and Community Path through Somerville
- Mystic River Trail System
- Bike lanes & racks on new and redeveloped roads
- Streetscape & infrastructure upgrades

What We've Accomplished: Active Transportation



What We've Accomplished: Land Use for Active Living

- Expanded garden infrastructure to include school and community gardens
- Promoting sustainability
 - SafeSTART
 - Office of Sustainability and the Environment
 - Open Space Plan

What We've Accomplished: Land Use for Active Living



What We've Accomplished: Food Systems & Community Improvements

Food Systems

- Local, healthier food options
- Shape Up Approved restaurants & menus
- Farmers' Markets and CSA's

Community Improvements

- Walk/Ride Day
- Revised recess programming in schools

What We've Accomplished: Food Systems & Community Improvements

Community Improvements

- Creating a Community Master Plan
- Creating Project Development Review Checklist
- Training youth leaders as "Health Ambassadors"
- "Shape Up-Approved" menus in local restaurants

How We've Done It: Strengths

- Strong and committed leadership at department, executive, elected, and community levels
- Proven commitment to evaluation processes, reporting, and using data to make decisions
- Demonstrated experience in working with racial, ethnic and socio-economic diversity in Somerville

How We've Done It: Strengths

- Small and walkable city
- Innovative and supportive academic, health care, and business partners

How We've Done It: Program Team and Key Partners



"What's going on there in schools and homes all over the city is nothing short of a revolution."

— ABC News

Contact Us

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