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## PRESS RELEASE

### Mass Department of Public Health Awards Continued Funding to Mass in Motion New Bedford



**New Bedford, Massachusetts**— The Massachusetts Department of Public Health has awarded another round of funding to New Bedford to support the continuation of the Mass in Motion New Bedford (MiM NB) program.

The funding will allow the program to continue to operate for another three years creating policy, systems, and environmental changes to make New Bedford and its residents healthier. MiM NB will focus its efforts on three main initiatives, including: increasing access to fresh, local and nutritious foods at farmers’ markets, corner stores, and community gardens; continuing to collaborate with schools to increase Safe Routes to School activities; and working with the City and public to create a Bicycle Master Plan that will include the safety of cyclists in all planning and infrastructure improvements going forward.

“Mass in Motion New Bedford has worked closely with the community to advocate for healthy programming and activities and we are thrilled to continue that work in New Bedford. We were more than excited to hear our proposal was approved,” said Kim Ferreira, Director of MiM NB. “We are thankful to all of our partners whose support and energy has been integral to our success,” she continued.

Originally started in 2009, Mass in Motion New Bedford has had a positive and lasting impact on the health of the city and its residents. Over the past five years the City has seen many successes, some highlights include:

- The creation of the South Coast Bikeway (along with Mass in Motion Fall River) and the New Bedford Bicycle Committee, which are both now thriving organizations that have worked to increase the number of cyclists and bike paths/lanes throughout the region.
- The signing on of thirteen local restaurants to the Healthy Dining New Bedford program and five corner stores to the Healthy Markets Initiative. Both projects encourage participants to promote and sell healthier foods, including fresh fruits and vegetables, whole grains, and low-fat dairy products.
- The Mass in Motion Kids Award, a partnership and research project between the cities of Fitchburg and New Bedford, the Massachusetts Department of Public Health, Harvard University, and the National Initiative for Children's Health Care Quality. Its focus is on helping kids and their families reach five specific goals, which include switching from sugary drinks to water, watching no more than two hours of screen time each day, getting at least one hour of physical activity, replacing sugary, salty, fried and fast foods with fruits and vegetables, and sleeping at least 10-11 hours per day.

You can learn more about MiM NB by visiting their website at [www.massinmotionnewbedford.org](http://www.massinmotionnewbedford.org) or "Like" the MiMNB Facebook page at <https://www.facebook.com/massinmotionnewbedford> .

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