

2019 PAC & NEAT SURVEY RESULTS

CITY OF CHELSEA



NUTRITIONAL ENVIRONMENT ASSESSMENT TOOL SURVEY



WHAT IS THE NEAT SURVEY?

- Assessment of a community's environment and policies related to promoting and supporting healthy eating within the following settings:
 - Convenience Stores
 - Farmers Markets
 - Food Pantries
 - Grocery Stores
 - Out-of-School Programs*
 - Restaurants

*Out-of-School Programs are any youth program that is out of normal school hours (before and after school care, summer camps, youth groups, etc.)



LEVELS OF ACHIEVED BEST PRACTICES

Achievement Level	% of Total Possible Points
Not Achieving	0%
Partly Achieving	1-99%
Achieving	100%

Each individual section is out of 100 points



2018 CHELSEA ACHIEVEMENT LEVEL

Section	% of Total Points	Achievement Level
Convenience Store	25%	Partly Achieving
Farmers Market	88%	Partly Achieving
Food Pantry	40%	Partly Achieving
Grocery Stores	54%	Partly Achieving
Out-of-School Programs	70%	Partly Achieving
Restaurants	38%	Partly Achieving
Overall	53%	Partly Achieving

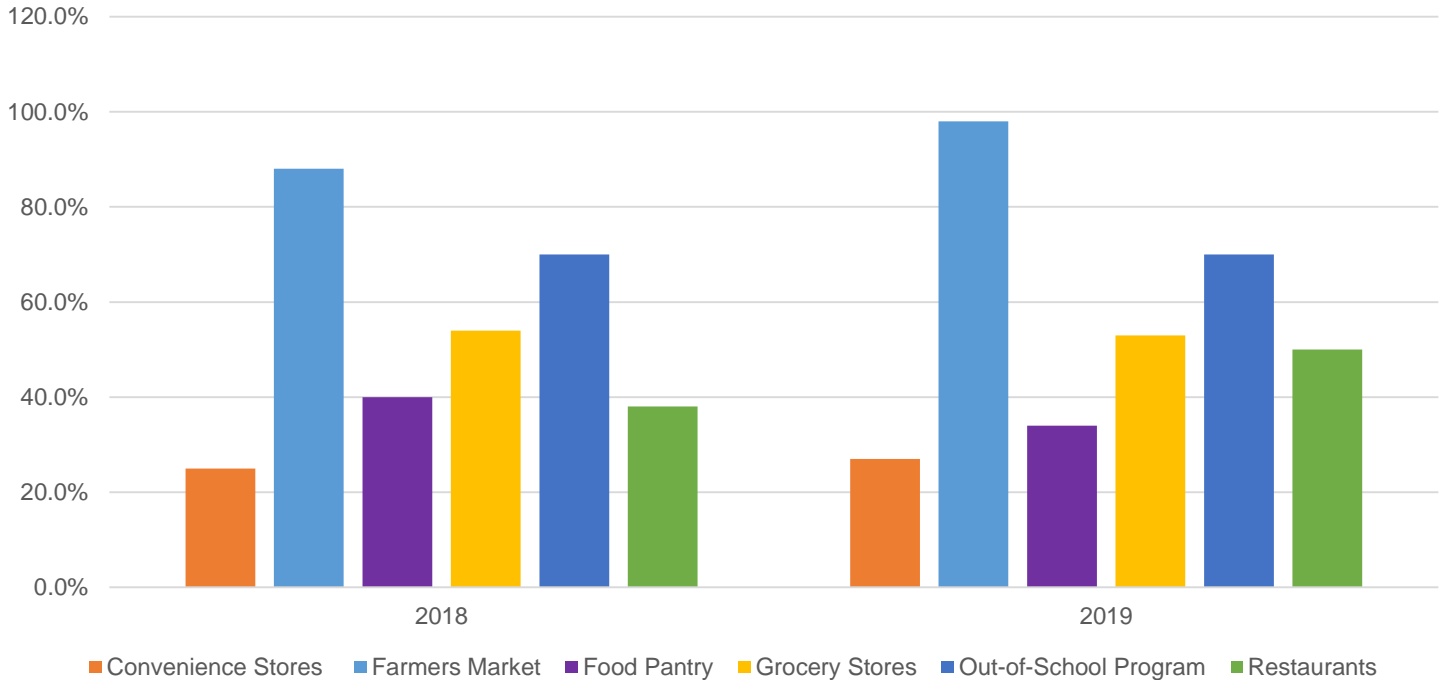


2019 CHELSEA ACHIEVEMENT LEVEL

Section	% of Total Points	Achievement Level
Convenience Store	27%	Partly Achieving
Farmers Market	98%	Partly Achieving
Food Pantry	34%	Partly Achieving
Grocery Stores	53%	Partly Achieving
Out-of-School Programs	70%	Partly Achieving
Restaurants	50%	Partly Achieving
Overall	55%	Partly Achieving



NEAT CHANGES



WHAT IS GOING WELL?

- Convenience Stores:
 - Most stores offered skim milk as an option
 - Offers fruit and vegetables at comparable price when sold
- Farmers Market:
 - Accepts SNAP/EBT payments, participates in Nutrition Program for Seniors and has clear signage depicting participation in both.
 - Offers a wide variety of programs and services at the Farmers Market
 - Fruits and vegetables sold at a comparable price
- Food Pantry:
 - Has many partnerships with community programs to increase healthful foods (food banks, CSAs, farmers market, etc.)
 - Offers variety of food (fresh, frozen, canned)



WHAT IS GOING WELL?

- Grocery Stores:
 - Offers culturally appropriate foods
 - Offers skim milk and whole-wheat bread for at least the same price as the less healthy alternative
- Out-of-School Programs:
 - Programs serve fried foods less than once a month
 - Programs communicated with parents about healthy eating
- Restaurants:
 - Offers at least one healthy option on the menu
 - Healthy options are sold at a comparable price to less healthy dishes



AREAS OF NEED

- Convenience Stores:
 - Most did not offer fresh/frozen fruits and vegetables
 - None offered price incentives, depicted healthy signage or had healthy items close to register
- Food Pantry:
 - No written policy to increase healthful foods
 - No established nutrition standards policy for procured or donated foods

AREAS OF NEED

- Grocery Stores:
 - Not enough price incentives or signage depicting healthy eating
 - Lean beef and 100% juice cost more than less healthy option
- Out-of-School Programs:
 - Not enough communication to parents about healthy eating
 - Written policies regarding food brought in from home and staff modeling healthy eating behavior
- Restaurants:
 - No nutrition/caloric information available to customer
 - No healthy options depicted in the signage
 - Had less healthy options on kids menu



SUGGESTED IMPROVEMENTS

- Convenience Stores:
 - Offer more fresh fruits and vegetables
 - Depict healthy options in signage
 - Accept state and federal supplement programs such as SNAP, WIC and Double Up Food Bucks
 - Offer a variety of price incentives for selecting healthy food/beverage options (coupons, bundling, lower prices or Double Up Food Bucks)
- Farmers Market
- Food Pantry:
 - Establish written policies to increase healthful foods for donated and procured items
 - Establish nutrition standards for donated and procured food items



SUGGESTED IMPROVEMENTS

- Grocery Stores:
 - Include healthful eating in signage
 - Increase healthful eating incentives (lower prices, bundling, etc.)
 - Feature predominantly healthy foods close to the cash register stations
- Out-of-School Programs:
 - Policies that prohibit bringing in unhealthy foods
 - Include staff modeling of healthful eating policy
- Restaurants:
 - Offer healthier options for kids meals
 - Depict healthful eating in signage and displays
 - Make nutritional information for menu items available

PROMOTING ACTIVE COMMUNITIES SURVEY



WHAT IS THE PAC SURVEY?

- Online assessment tool
- Evaluates the ways in which communities support active living through:
 - Programs (events that promote physical activity)
 - Policies (funding, zoning ordinances, planning)
 - Environment (parks, trails, sports fields, etc.)



AWARDS

Award Level	% of Total Possible Points	Description
Copper	30-44	Commitment to becoming a healthier place & have taken steps to remove barriers to active living.
Bronze	45-59	Taken significant steps toward making it easier for people to be active.
Silver	60-74	Achieved significant success toward making it easy for people to be active.
Gold	75-89	Can document outstanding achievements in making it easy for people to be active.
Platinum	90-100	Models of commitment to healthy, active living.



2014 CHELSEA AWARD LEVEL: SILVER

Active Living Support	% of Total Points
Community Policies & Planning	66.1
Programming & Promotion	72.1
Current Environment	63.8

2017 CHELSEA AWARD LEVEL: SILVER

Active Living Support	% of Total Points
Community Policies & Planning	51.8
Programming & Promotion	80
Current Environment	63.4



2018 CHELSEA AWARD LEVEL: SILVER

Active Living Support	% of Total Points
Community Policies & Planning	51.1%
Programming & Promotion	88.6%
Current Environment	64.0%



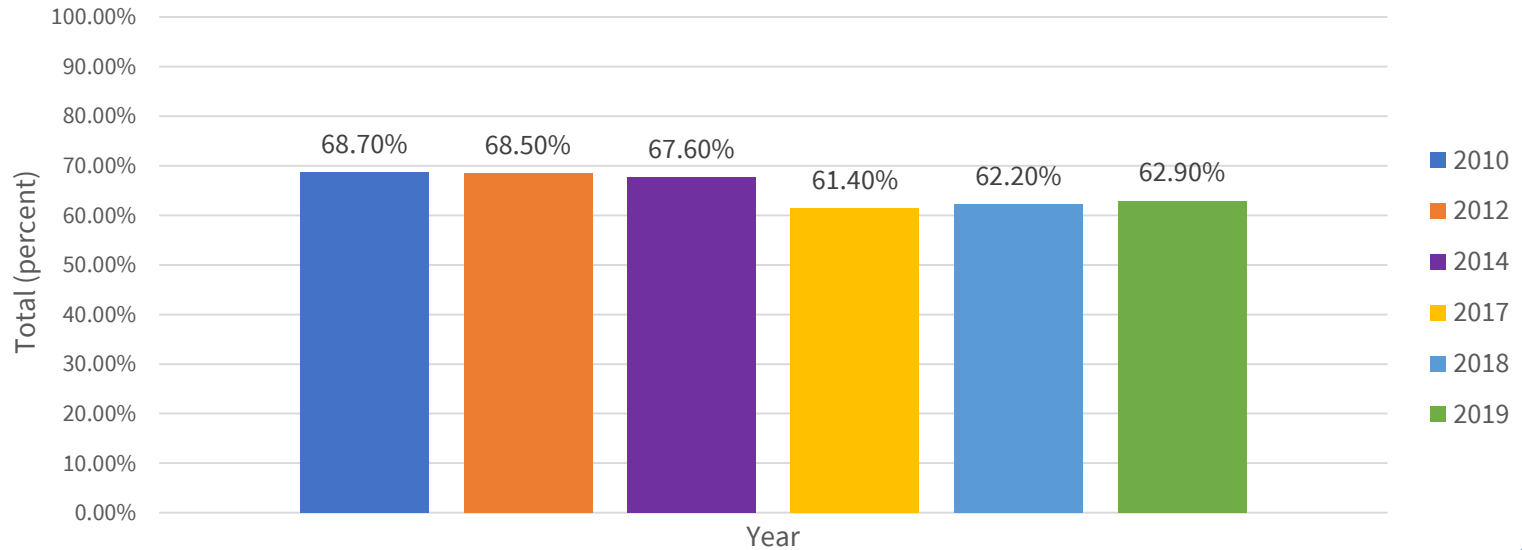
2019 CHELSEA AWARD LEVEL: SILVER

Active Living Support	% of Total Points
Community Policies & Planning	55.5%
Programming & Promotion	88.6%
Current Environment	63.4%



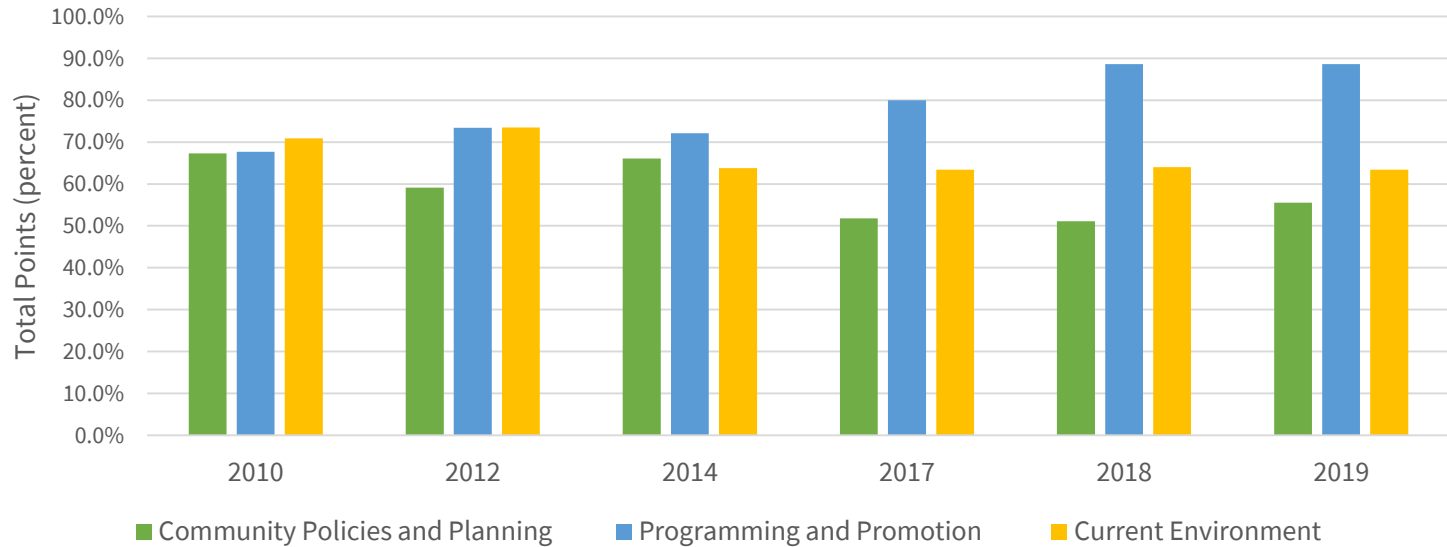
AWARD LEVEL CHANGES

Chelsea PAC



AWARD LEVEL CHANGES

Chelsea PAC Section Scores



WHAT IS GOING WELL?

- Community Policies and Planning
 - Site plan review process
- Programming and Promotion for Physical Activity
 - Trails/shared-path
 - Free to low cost programs
- Current Environment
 - Shopping areas
 - Schools
 - Worksites (private)

SUGGESTED IMPROVEMENTS

- Community Policies and Planning
 - Community Planning
 - Government Support
- Programming and Promotion for Physical Activity
 - Parks
- Current Environment
 - Bicycle facilities
 - Schools
 - Public Worksites

COALITION FEEDBACK FOR PAC

- What were community's most significant accomplishments for promoting/encouraging walking in the past year?
- What were your community's most significant accomplishments for promoting/encouraging biking in the past year?
- What were your community's most significant accomplishments for promoting/encouraging recreation in the past year?
- Describe three changes that your community could realistically make in the next one to two years that would make it even easier for people to be more active, and/or would encourage residents to be active.
- Describe what you believe are the three changes that your community could realistically make in the next three to five years that would make it even easier for people to be more active, and/or would encourage residents to be active.

THANK YOU!

