Living in Massachusetts can take a real bite out of earnings

In Franklin County $1 buys only 85¢ worth of food, compared with the nation

Source: American Community Survey

The cost of living in Franklin County is 32% higher than in the nation

Source: American Community Survey

In Franklin County has consistently had the lowest average wages of all fourteen counties in Massachusetts since 2000.

Source: US Bureau of Economic Analysis 2011

There are clear disparities in poverty rates by race and ethnicity

Poverty rate Franklin County 2011

Source: Centers for Disease Control and Prevention

Note: Rates for African American not available at the County level

In Franklin County, the poverty rate for children is 18% compared with 11.6% for all people

Source: Small Area Income and Poverty Estimates 2013

And the poverty rate for elders in Franklin County is 5.8%

Source: American Community Survey 2014

Note: There are clear disparities in poverty rates, overweight, and obesity in the state by race and ethnicity, which are linked to the social determinants of health. Social determinants of health are conditions in which people are born, grow, live, work, and age. These conditions are shaped by the distribution of money, power, and resources at global, national, and local levels. Examples of resources include employment, housing, education, healthcare, public safety, and food access. Source: www.who.int/social_determinants/sdh_definition/en/
Over 1 in 10 people in Franklin County are food insecure*

Source: Map the Meal Gap, Feeding America 2015

INCREASE IN FOOD INSECURITY* in the STATE

6.2% 71% INCREASE 
2003 10.6% 
2013

Source: Project Bread

Children who don’t have enough food to eat have twice the chance of poor or fair health compared to those who do.

Source: Centers for Disease Control and Prevention

Quality of food available can also be an issue in Franklin County.

Of all the restaurants in Franklin County, 40% are fast food.

Source: County Business Patterns 2013

SNAP benefits provide food insecure* people with increased buying power at the grocery store. SNAP also boosts local economies. Research shows that $1 of SNAP benefits actually generates $1.84 of economic activity in a community.

Source: Project Bread

*Food insecurity refers to a household’s lack of physical and economic access to sufficient, safe, and nutritious food that fulfills the dietary needs and food preferences of that household for living an active and healthy life.

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Mass in Motion
FRANKLIN COUNTY

FRANKLIN COUNTY

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Source: Map the Meal Gap, Feeding America 2015

18% of children in Franklin County are food insecure*

Source: Map the Meal Gap, Feeding America 2015

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Nearly 1/3 of adults in the state eat less than one serving of fruit a day. And about 1/5 eat less than one serving of veggies a day.

Source: Centers for Disease Control and Prevention

And over 2/3 of Franklin County residents eat less than the recommended amount of veggies.

Source: Coalition of Western MA Community Survey 2013

The percent of youth who reported they drank one or more sodas a day during the past 7 days:

County=18%
State=14%
Nation=27%

Source: 2013 Franklin County-North Quabbin Youth Risk Behavior Survey; MA Dept of Elementary & Secondary Education, Centers for Disease Control and Prevention

Of Franklin County youth, about 1/5 eat less than one serving of fruit a day.

Source: 2013 Franklin County-North Quabbin Youth Risk Behavior Survey

About 1/5 of youth in Franklin County eat less than one serving of veggies a day.

Source: 2013 Franklin County-North Quabbin Youth Risk Behavior Survey

Poor diet can contribute to being overweight or obese. More than two-thirds of all American adults and approximately 32% of children and adolescents are overweight or obese.

Source: Trust for America’s Health

Obesity is one of the biggest drivers of preventable chronic diseases in the US, such as type-2 diabetes, heart disease, cancer, and respiratory problems.

Source: Trust for America’s Health

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Physical activity can improve health and can lower risks for heart disease, stroke, type 2 diabetes, and depression.

Source: Centers for Disease Control and Prevention

How many of Franklin County’s youth are getting at least 1 hour of exercise per day?

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>most days</td>
<td>62%</td>
<td>54%</td>
</tr>
<tr>
<td>every day</td>
<td>24%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: 2014 and 2015 FC/NQ Youth Health Survey

And how many Franklin County residents have adequate access to exercise opportunities?

County = 72%
State = 94%

Source: Census Bureau MAF/TIGER database 2013

When schoolyards and recreation centers are open to the public, 84% more kids are active.


Just over 22% of Franklin County residents are physically inactive*.

Source: Coalition of Western MA Community Survey 2013

*Physically inactive means having no leisure-time physical activity such as running, calisthenics, golf, gardening, or walking for exercise.
Eight towns in Franklin County have among the highest rates of obesity for adults.

Just over 53% of Franklin County residents are overweight or obese.

In the State, 59% are overweight or obese.

Nearly 32% of children in the State are overweight or obese.

There are clear disparities in overweight and obesity in the State by race and ethnicity.

The Franklin County cardiovascular disease hospitalization rate is 8% higher than the state.

Adults who are obese are 3 times more likely to be diagnosed with high blood pressure or diabetes.

And diabetes has increased 10% in the last 10 years in Massachusetts.

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Source: Centers for Disease Control and Prevention

Source: MA Department of Public Health

Source: MA Department of Public Health 2013

Source: MA Department of Public Health 2013


Source: State- and Payer-Specific Estimates of Annual Medical Expenditures Attributable to Obesity

www.mass.gov/massinmotion

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