

Massachusetts



State Performance Measure #5: Percent of families who have had difficulty since their child was born covering basics, like food or housing, on their income

Priority: Foster healthy nutrition and physical activity through equitable system and policy improvements

Population Domain: Perinatal/Infant & Child Health

Objective: By 2025, increase the percent of families with children ages 0-5 years old who can always afford to eat good nutritious meals from 77.9% (2017-2018 National Survey of Children's Health) to 87%.

Activities:

- Partner with agencies like **MassHealth**, **Department of Transitional Assistance**, and **Head Start** to increase access to food resources. This includes sharing enrollment information to ensure eligible families can benefit.
- Use social media, digital marketing, and web-based tools to reach families who may qualify for the **Women, Infant, and Children (WIC) Program**. This will make enrollment more accessible and easier.
- Increase the availability of fruits and vegetables through the **Health Incentives Program** and the **WIC Farmers Market Nutrition Program**.
- Improve collaboration between WIC and **Mass in Motion** at the state and local levels. Will work together on projects aimed at tackling the root causes that are preventing families and children from obtaining nutritious meals.
- Collaborate with **local food retailers**, **national food retailer chains**, and **Electronic Benefit Transfer (EBT) processors** to increase the number of places where WIC benefits can be redeemed. This will involve using technology to make it easier for families to redeem their benefits.

For more information on Massachusetts's State Performance Measure (SPM # 5), go to the following link and select "Massachusetts" on the map:
<https://mchb.tvisdata.hrsa.gov/PrioritiesAndMeasures/ListOfStatePerformanceMeasures>