

Creating a Healthier Minneapolis
healthy eating + physical activity + smoke-free living

Creating Healthier Environments:

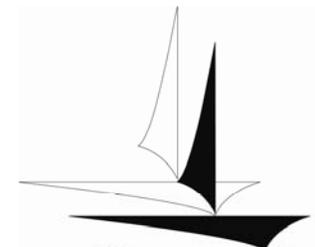
Statewide Health Improvement Program

Communities Putting Prevention to Work



MINNESOTA'S
VISION
A Better State of Health

Statewide Health Improvement Program | SHIP



Minneapolis
City of Lakes



Progression of MDHFS obesity prevention efforts

Steps → SHIP → CPPW
2004-2009 2009-2011 2010-2011



Community Input

Community Leadership Team (CLT):

- 35 community-based organizations and 6 City departments represented
- Combination of advisory body and work group
- 4 work groups and a steering committee
- Relationship with Homegrown Mpls, Safe Routes to Schools, Bike, Walk Pedestrian Committees



Steering Committee members represent

- Boynton Health Service, U of M
- Migizi Communications
- Minneapolis Urban League
- Minneapolis Parks and Recreation
- Allina Hospitals and clinics
- Public Health Advisory Committee
- Bicycle Advisory Committee
- Homegrown Minneapolis
- Safe Routes to School



Statewide Health Improvement Program (SHIP)

- Part of the 2008 MN Health Care Reform Act
- Statewide effort to help residents live longer, better, healthier lives by reducing the burden of chronic illnesses
- 2 grants to Minneapolis totaling \$2.6 million to reduce obesity and tobacco use



The SHIP/CPPW Strategy

SHIP/CPPW is NOT:

- Effort to educate people to quit smoking, eat better and exercise more
- Support for programs and classes

SHIP/CPPW is:

- Focus on creating policies, systems and environments that promote and support health



Rationale behind policy, system, environmental approach

Educating/motivating people:

- Does not reach enough people, quickly enough
- Has limited effectiveness
- Is not sustainable



Rationale behind policy, system, environmental approach

Policy, systems and environmental strategies :

- Apply to entire populations
- Change social norms
- Can be enforceable
- Are sustainable for the long-term
- Can create environments in which the default behavior is healthy



Consider soda pop in the schools

Behavior change through education:

- Provide nutrition education to students
- Conduct awareness campaign to encourage healthy choices

Behavior change through p,s,e:

- Pass policy eliminating pop in schools
- Alter pricing



Settings where we work

- **Child care:** center and family-based
- **Schools:** public, charter and alternative
- **Clinics:** private and community
- **Worksites:** our own and others
- **Housing properties:** public and private
- **Community:** convenience stores, parks, farmers markets and gardens



Communities Putting Prevention to Work (CPPW)

- Federal stimulus grant through MDH to Mpls and Olmsted County
- Focused on obesity prevention through policy, systems, environmental and media strategies
- \$2 million between March 2010-2012



CPPW Interventions

Active Living (Biking and Walking)

- Bike and pedestrian way-finding signage
- Safe Routes initiatives at 10 additional schools
- Bike Walk center in North Minneapolis
- Planning of Nice Ride network in North Minneapolis



CPPW Interventions

Healthy Eating

- “Market Bucks” program at farmers markets
- Neighborhood-based urban agriculture resource clusters



CPPW Interventions

Community Access to Physical Activity

- Improved safety and utilization of parks in North Minneapolis

Media

- Joint campaign to help residents understand and support the healthier environment approach
- Specific communications efforts for bike/ped projects



Challenges and Opportunities

- Unprecedented funds focused on obesity and tobacco use
- Approach with greatest potential

But...

- 2 year funding cycle = too short to accomplish our ambitious agenda
- Policies and environmental changes need implementation support to take root



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