

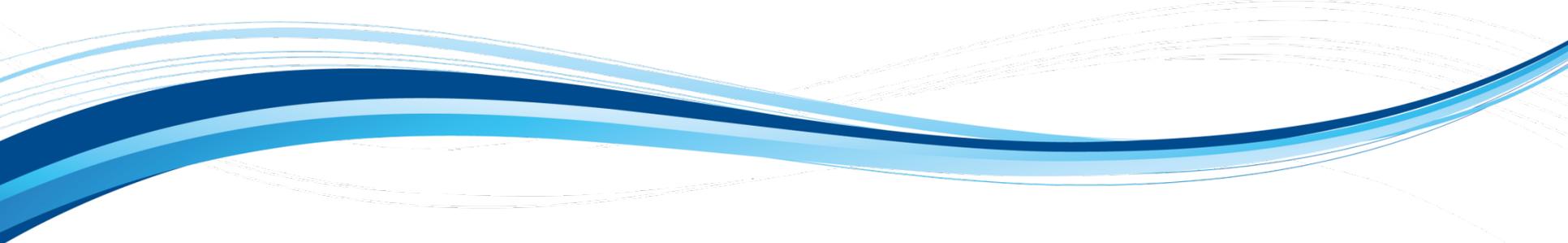
Creating a Healthier Minneapolis
healthy eating + physical activity + smoke-free living

Healthy Living Initiative

Health, Environment & Community Engagement Committee

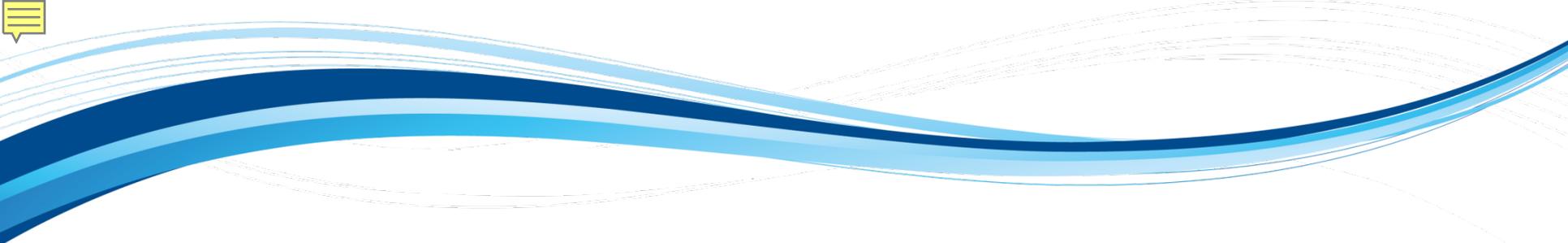
April 28, 2014





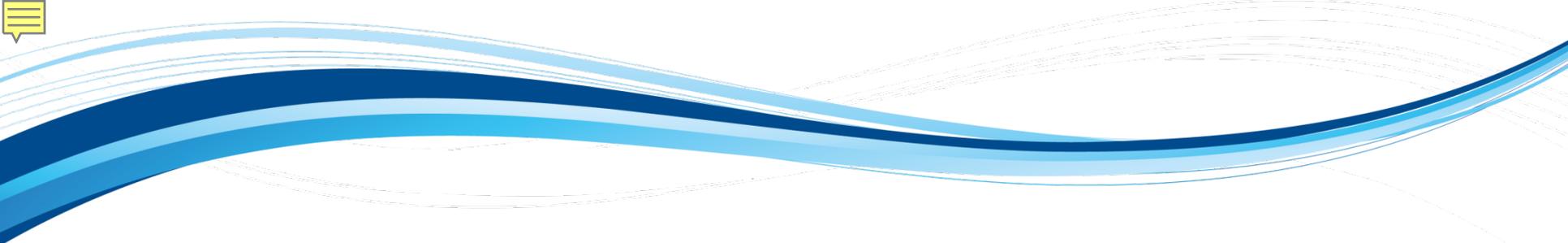
Healthy Living Initiative

Works with community partners to create opportunities for people to eat healthy, be physically active and live tobacco-free.



Healthy Living Initiative

- 23 projects aimed at helping residents live longer, healthier lives, free from chronic diseases caused by obesity and tobacco use.
- Funded exclusively with grants
- Advised by a leadership team

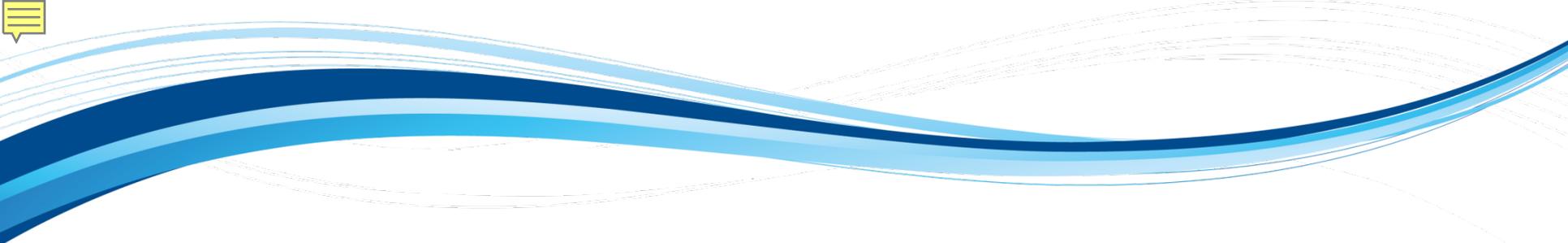


Obesity/Tobacco Use = Ongoing Crisis

- 19% of adults are obese; 6% of children
- 16.4% adults smoke; 15% of teens

Huge disparities by income, race and neighborhood

- 1 in 8 low income children are obese
- 30% of Near North/Camden residents are obese
- Low income residents 3x more likely to smoke



Expensive Consequences

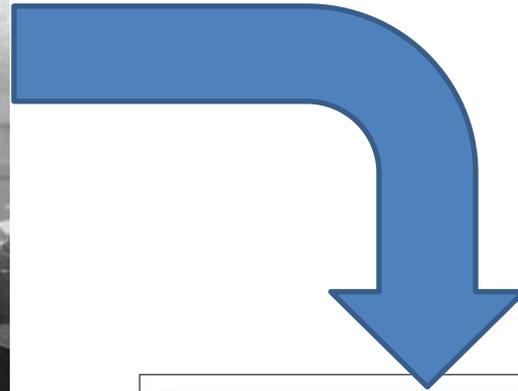
- Children and adults
- Families
- Communities
- Employers
- Health care system

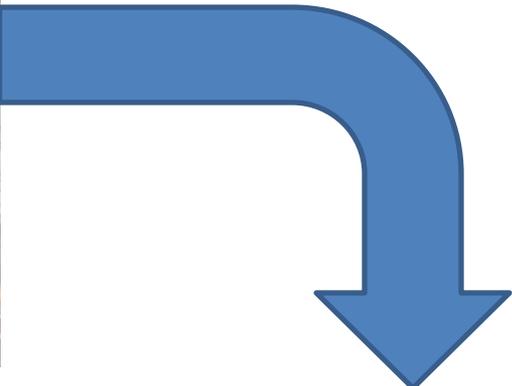


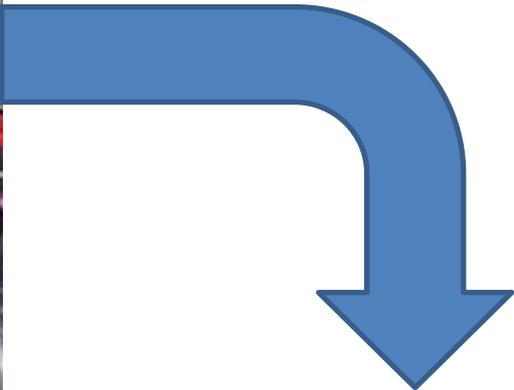
Problem is Fixable

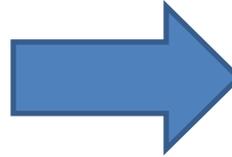
Solutions begin at home and are reinforced by external factors in neighborhoods, work sites, schools and broader communities.

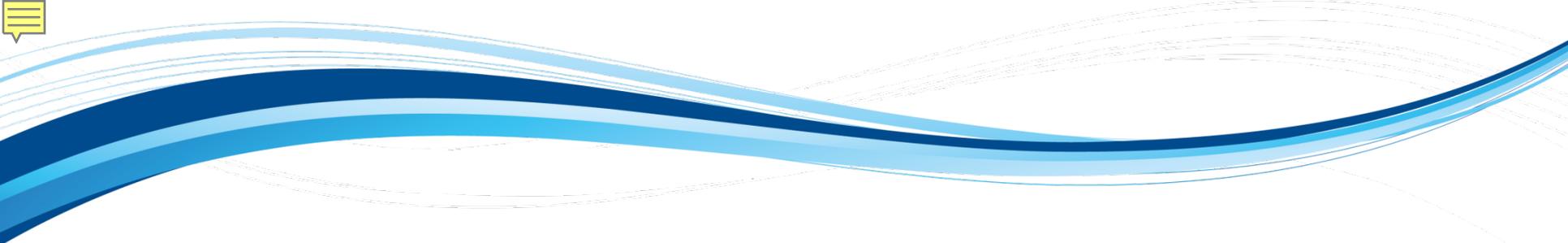
Sustainable Improvements for Everyone











Healthy Living Approach

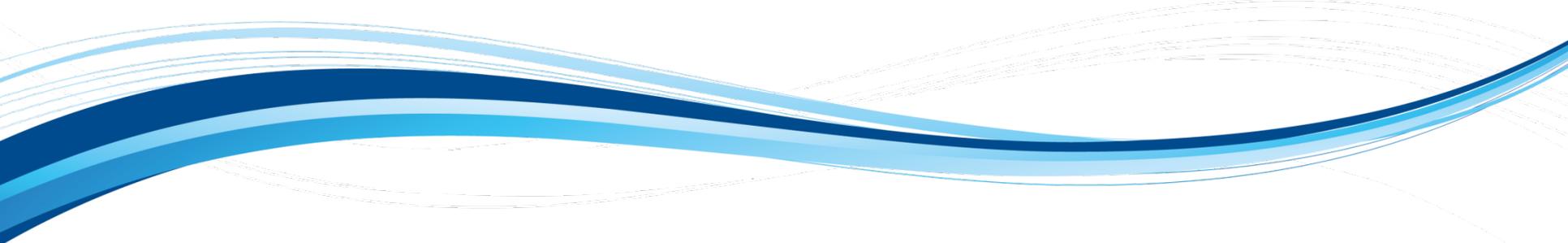
- Change practices, systems and environments vs. educate individuals
- Focus on health equity
- Engage residents in defining and pursuing solutions
- Develop strategic partnerships



Healthy Living Initiative

23 projects

- Healthy eating
- Physical activity
- Tobacco-free living
- High quality clinical care



Healthy Eating

Increase access to healthy foods

- Food shelves and meal programs
- Schools
- Child care programs
- Convenience stores
- Restaurants
- Faith-based organizations
- Parks
- Gardening
- Farmers markets

Urban Agriculture Policy Plan



Salad Bars in Schools



Healthier Food in Food Shelves & Meal Programs



EVERYBODY NEEDS
HEALTHY FOOD



**Staple Foods
Ordinance & Corner
Store Program**



Increase Opportunities for Physical Activity

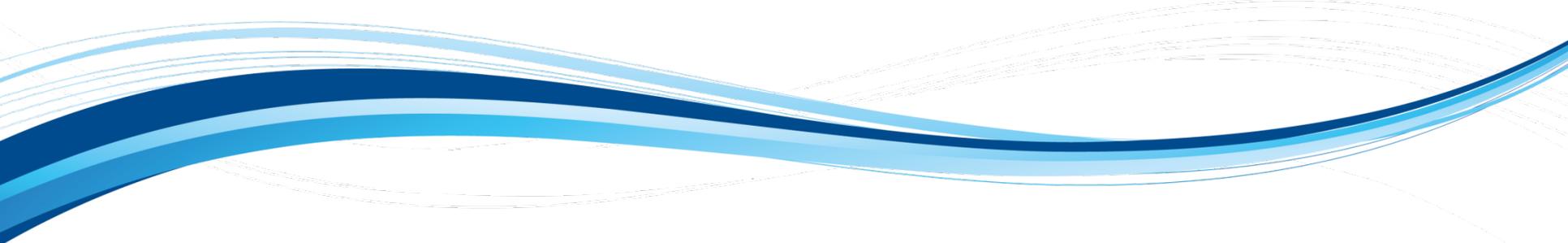
- Safer streets
- Better options for biking and walking in challenged areas
- More physical activity options at MPS and charter schools

Nationally Recognized Safe Routes to School Program





Planning and Community Engagement for a North Minneapolis Greenway



Tobacco-Free Living

- Reduce exposure to secondhand smoke
- Reduce access to commercial tobacco products



Smoke-Free Building Policies & Linkages to Cessation Support

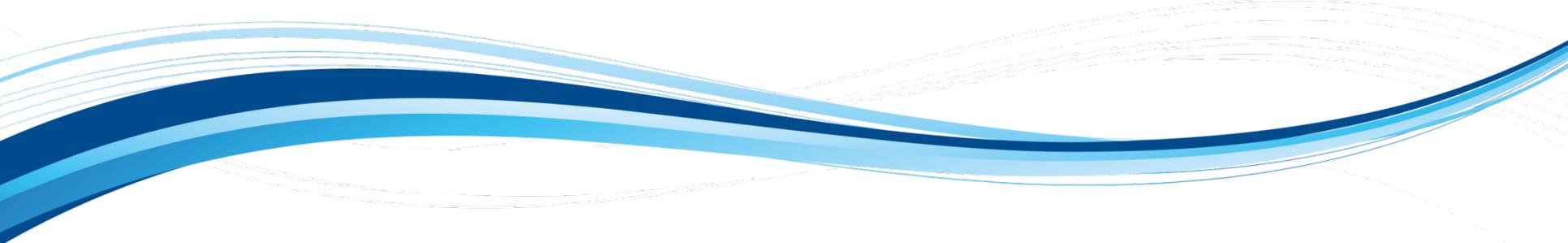




E-Cigarettes

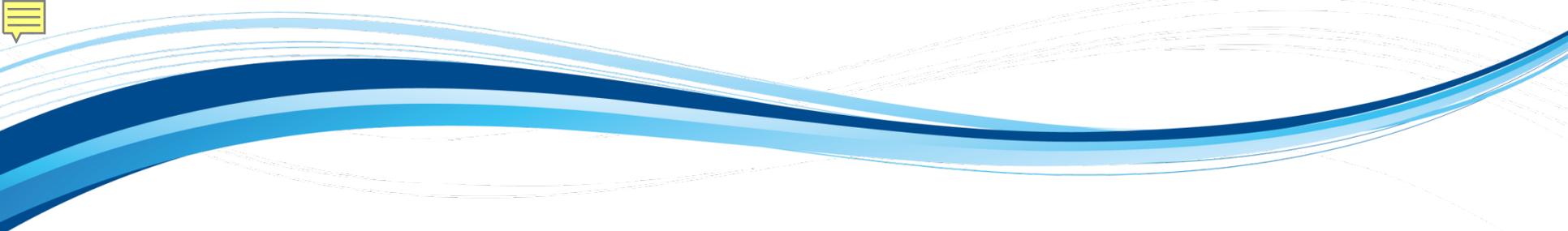


Youth tobacco



High Quality Health Care

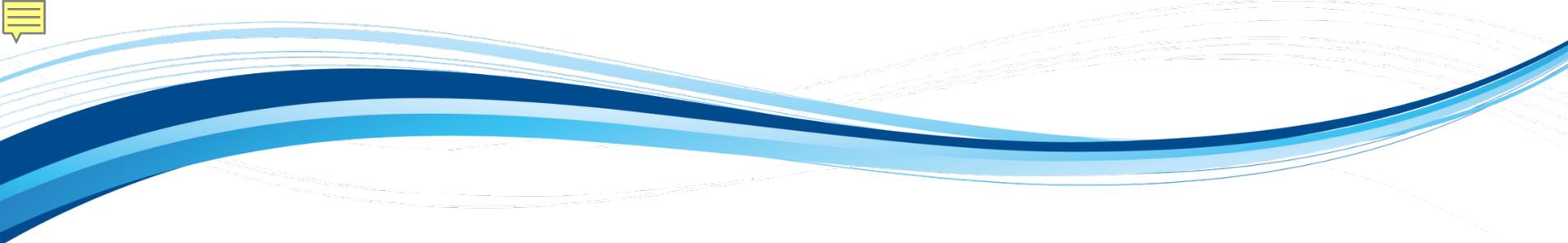
- Improve counseling, referral and follow-up for patients who are overweight or smoke.
- Increase linkages to and reimbursement of clinic and community-based prevention services.



Healthy Living Serving City Goals

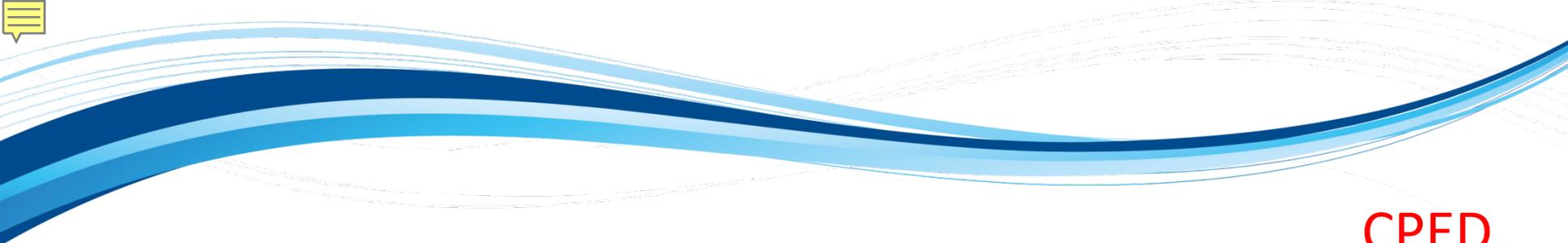
Living Well: Minneapolis is safe and livable and has an active and connected way of life

One Minneapolis: Disparities are eliminated so all Minneapolis residents can participate and prosper



Keys to Our Success

- Incredible staff
- Community Leadership Team
- Funding
- Resident engagement
- Partnerships



Partnerships

CPED

Human Resources

Neighborhood organizations

Clinics

Minneapolis Public Schools

Worksites

City Council

Public Works

Community-based organizations

NCR

Child care programs

Minneapolis Park & Recreation Board

Culturally-specific organizations



Opportunities for Council Leadership

- Staple Foods revision
- Updating City policy and ordinances to include e-cigarettes
- Policies to reduce tobacco-related disparities
- North Minneapolis Greenway
- Complete Streets policy