



# COMMUNITIES PUTTING PREVENTION TO WORK

Presentation to the Public Safety and Health  
Committee

January 19, 2011

# CPPW in Minneapolis

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- **Increase availability, affordability, and accessibility of physical activity opportunities**
  - Bike Walk Center
  - Nice Ride bike share system
  - Bicycle and pedestrian way finding signs
  - Park safety and utilization
  - Safe Routes to School
- **Increase availability, affordability and accessibility of healthy foods**
  - Market Bucks at farmers markets
  - Neighborhood Food Resource Network and Hubs
- **Increase awareness and utilization of healthy resources**
  - North Minneapolis bike/pedestrian awareness campaign
  - Movement to Change campaign



# Public Education and Awareness

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- Required component of CPPW grant
- Effective and evidence-based strategy to build support and motivate people to action
- Based on successful experience with other public health initiatives
- Entirely grant funded
- Part of a larger, coordinated effort



# Leveraging Resources

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- Efforts will build on our existing knowledge, relationships, and connections to the community
- MDHFS will link contracted partners with Departments of Communications and Neighborhood and Community Relations



# Movement to Change Campaign

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- Joint project with MDH and Olmstead County to tie our obesity prevention work together
- Campaign goals:
  - Residents will identify with their community as a healthy, vibrant place to live
  - Residents will understand the investments that are being made to create healthier communities
  - Residents will realize that long-term, sustainable change depends on their active involvement



# Movement to Change Campaign, cont.

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- Contract with Haberman & Associates
- Funding for:
  - Message/materials development and testing
  - Grassroots outreach and training
  - Community-based advertisements
- MDHFS will connect partners with other City departments in order to capitalize on existing knowledge and relationships



# Bicycle/Pedestrian Awareness Campaign

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- Focused on North Minneapolis
- Campaign goals:
  - Increase awareness of biking and walking infrastructure investments
  - Increase utilization of new and existing biking/pedestrian resources
  - Encourage biking and walking for transportation and recreation

# Bicycle/Pedestrian Awareness Campaign, cont.

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- Contract with Mod & Co.
- Funding for:
  - Message/materials development and testing
  - Impact evaluation in priority neighborhoods
  - Grassroots outreach and training
  - Community-based advertisements and events
- MDHFS will connect partners with other City departments in order to capitalize on existing knowledge and relationships