

Obesity and smoking annually cost Minnesota billions of dollars in excess health care costs.*

Health Care Sites: Improving clinical care to help patients quit smoking and achieve healthy weight

To curb high medical costs of conditions caused by obesity and tobacco use, the Minneapolis Department of Health and Family Support (MDHFS) and its partners are working with 13 clinics and the Park Nicollet clinic system to better help patients prevent obesity- and tobacco-related health conditions. The clinic project has improved measurement and counseling around weight and has developed a referral system that links patients to community-based resources for smoking cessation, nutrition education and exercise classes. Participating clinics serve mainly high-risk and uninsured/underinsured populations. Combined, these clinics and Park Nicollet see more than 585,000 patients annually.

Neighborhood Involvement Program (NIP) Clinic

Providers at NIP, a clinic serving low-income patients, now closely monitor patients' Body Mass Index (BMI) (an indicator of weight) then discuss the results with all adult patients. Through MDHFS, NIP staff has received training from an expert physician and dietician to enhance their ability to counsel patients on how to lose weight. NIP also provides educational handouts and videos for patients to take home. Other clinics are linking patients to supportive community programs such as diabetes prevention classes.

*A collaborative report from Blue Cross Blue Shield of Minnesota, the Minnesota Department of Health and the Minnesota State Demographer. *Obesity and Future Health Care Costs: A Portrait of Two Minnesotas*. January 2008; Blue Cross Blue Shield of Minnesota. *Health Care Costs and Smoking: The Bottom Line*. May 2005.



“We all have something to gain by cutting down the skyrocketing medical costs attributed to the treatment of preventable chronic diseases. This initiative has provided the means for medical providers, health plans, clinics, and public health agencies to problem solve together so we can be smarter and more efficient about how we do business.

If we can continue along this path, we'll be able to do more than merely treat symptoms – we'll be able to address the root causes of diseases and bring down costs.”

Ken Bence, Director of Community Health Initiatives, Medica



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The Statewide Health Improvement Program (SHIP), an integral part of Minnesota's nation-leading 2008 health reform law, strives to help Minnesotans lead longer, healthier lives by preventing the chronic disease risk factors of tobacco use and exposure, poor nutrition and physical inactivity. For more information, visit www.health.state.mn.us/healthreform/ship.

Successes from the Minneapolis Statewide Health Improvement Program

Healthy Eating + Physical Activity + Smoke-Free Living = Health Care Cost Savings



SAVING MINNESOTA \$1.9 BILLION BY 2015

The Statewide Health Improvement Program (SHIP) is helping the City of Minneapolis systematically address the top three causes of preventable chronic diseases: physical inactivity, poor nutrition and tobacco use. SHIP could move as much as 10% of the adult population into a normal weight category and 6% of adults into a non-smoking category by 2015, saving Minnesota \$1.9 billion dollars.



People living in communities with ready access to healthy foods have more healthful diets.

Healthy Corner Store Project: Good for business, good for health

To increase access to healthy foods in low-income neighborhoods, the Minneapolis Department of Health and Family Support (MDHFS) is working with 10 convenience stores to improve the availability, affordability and quality of fresh produce and healthy foods for residents.

Lowry Food Market

Before taking part in MDHFS' Healthy Corner Store Program, Lowry's produce was limited and hard to find, often kept in coolers at the back of the store. With MDHFS' assistance, the store doubled its variety of fruits and vegetables, priced items affordably, and strategically displayed signage to direct customers to the healthy food. A Grab 'n Go display provides customers with quick, healthy options while another display showcases ingredients for a healthy meal. Since implementing these changes, Lowry's produce sales have increased by 50%.

¹Sallis J.F., Glanz K. Physical activity and food environments: solutions to the obesity epidemic. *Milbank*, Q 2009 Mar; 87(1),123-54.



“The Healthy Corner Store Program has helped me better display fruits and vegetables in my store. Since the display went up, customers have noticed the difference and commented on how nice it looks. My sales have increased because people are buying more fruits –I am selling a lot more bananas, oranges and apples. I will continue to bring new items in the store and work with the City to promote the benefits of healthy foods to my customers.”

Bassem Kablaoui (pictured above), Owner, Lowry Food Market

Employees who are physically active are more productive and have fewer health insurance claims.¹

Worksites: Wellness programs help employees make healthy lifestyle changes

Biking for transportation is a great way to build physical activity into people's daily routine. The City of Minneapolis and the Downtown Minneapolis Transportation Management Organization developed the Active Commuting Program to increase biking and walking among downtown workers. The program increased "bike/walk friendliness" at eight employers (affecting 10,560 employees) through technical assistance, promotions, programs and supportive amenities. Participating worksites received Active Commuting Awards based on their accomplishments.

Carmichael Lynch

With 200 employees, Carmichael Lynch feels fortunate to have a healthy, vibrant workforce, which they attribute to the value and investment they place in wellness programs like the Active Commuting Program. Through the program, Carmichael Lynch received the tools they needed to motivate employees in walking and biking to work. From the "Lunch and Learn" sessions that give employees ideas on bike safety and maps to bike trails, to the on-site bike tune-ups, these supports along with amenities such as the ability to store bikes in their work stations has allowed staff to make the healthy choice an easier choice.

¹Linnan, L. The Business Case for Employee Health: What We Know and What We Need To Do. *North Caroling Medical Journal*, 2010, Vo. 71 (1), 69-74.



"Why not support employees in being healthier? It's a win-win all around, with employees also saving money on gas and parking while improving their physical and mental health, which drives down health care costs overall. When we launched the Active Commuting Program, one employee lost over 50 pounds from biking to work every day and then running at lunch. Others who never considered riding their bike to work before now do so because Active Commuting provided them with the resources and motivation to make these lifestyle changes."

Tracy Pleschourt, Director of Sustainable Operations, Carmichael Lynch

Increasing access to healthy foods for low-income people may reduce their disproportionately high rates of preventable, diet-related diseases.

EBT at Farmers Markets: A win-win situation for customers and vendors

The Minneapolis Department of Health and Family Support (MDHFS) and its partners expanded the availability and visibility of Electronic Benefit Transfer* (EBT) services to the Minneapolis and Northeast Farmers Markets to help food support recipients better access healthy, local foods. Customers reported high satisfaction with the program saying "Fruits and vegetables are more affordable here than at the grocery stores," and that "EBT makes it easy for me to shop here." During the 2010 market season, more than 500 customers used EBT at the markets, providing an additional \$14,000 in sales to vendors and local growers.

*EBT is formerly known as "food stamps"

Minneapolis Farmers Market

As the largest farmers market in the state, the Minneapolis Farmers Market (MFM) has been serving customers from around the Twin Cities since 1937. Located on the edge of north Minneapolis, one of the poorest areas of the city, MFM staff and vendors take pride in serving people who don't always have easy access to healthy foods. To set up the EBT program, MDHFS helped the markets complete the federal EBT applications; implement the infrastructure to process EBTs; and promote the program to customers.



"Our Board and vendors were thrilled about implementing the EBT program and really appreciated the City's help in setting it up. It's been a win-win situation with the EBT program bringing in \$17,547 in sales for our vendors while helping low-income families and children get the nutrition they need to be healthy."

Sandra Hill, Onsite Communications and EBT Manager, Minneapolis Farmers Market

Overweight children are more likely to become overweight or obese adults.¹

Child Care Programs: Ensuring healthy food and physical activity practices

One in 10 toddlers (two to five years old) is obese²; even more are overweight. Because many children spend more than 40 hours per week in child care and consume nearly 50% of their meals there, the Minneapolis Department of Health and Family Support and its partners are improving the food and physical activity practices at 200 licensed, private child care programs and all nine PICA Head Start sites. Over 5000 children are benefitting from these improvements.

Mount Olivet Child Care Services

By attending a training by Resources for Child Caring, staff at this center in south Minneapolis learned best practices related to food and physical activity in child care settings. Mt. Olivet identified areas for improvement, set goals and received on-site technical assistance to help implement these strategies. Now Mount Olivet has healthier snack and lunch menus and is planning a growing garden so children can experience the wonders of growing and eating their own vegetables. Mount Olivet also recently purchased tricycles to enhance their active play.

¹Rowland, K., Coffey, J. Are overweight children more likely to be overweight adults? *The Journal of Family Practice*. 2009 Vol. 58, No. 8, 431-432.

²Ogden, C., Carroll, M. Prevalence of Obesity Among Children and Adolescents: United States, Trends 1963-1965 Through 2007-2008. Division of Health and Nutrition Examination Surveys. *Source=Health Estats*, June 2010.



"Since participating in the trainings, we've replaced sugary and salty snacks with items such as carrots, celery, and hummus. For lunches, we used to depend on mashed potatoes and considered French fries a vegetable. Not anymore. We've replaced those carbs with pasta and now offer more vegetables. The parents are quite pleased with the changes and the staff has noticed the kids have more energy in the afternoon when they used to start getting drowsy."

Phyllis Porter (pictured above), Director, Mount Olivet Child Care Services

Kids who move more and eat better are more focused on their learning and do better in school.¹

Schools: Healthy kids, focused students

When children are physically active and eat well, they do better on tests, have better school attendance and are more focused in their learning. With SHIP funding, Minneapolis Public Schools (serving 34,300 students) is increasing the quality and amount of students' physical activity at many levels: providing structured activities during recess; integrating bike/pedestrian lessons into transportation safety curriculum; and increasing biking and walking to school.

Ramsey International Fine Arts School

Ramsey is one of 13 MPS schools implementing Active Recess, a program to improve the quality and quantity of active play during recess. Program components include training for playground staff, playground improvements and equipment for games. Before Active Recess, up to 100 students competed to play on the playground equipment. Now, trained staff lead children in interactive games while teaching them fair play and conflict resolution through group games like Ships Across the Ocean and blob tag. Based on its success at Ramsey and other schools, the Minnesota Department of Education is integrating Active Recess in its state-wide guidelines for school recess.

¹Active Education, Active Living Research a national program of the Robert Wood Johnson Foundation (Fall 2007). Research Brief. Discover School Breakfast Toolkit. United States Department of Agriculture and Congressional Hunger Center; <http://www.fns.usda.gov/cnd/Breakfast/toolkit/>



"Our teachers love that students now have structured play time so they can burn off energy during recess. When students return to their classes, teachers have noticed they're calmer and more focused on learning. Active Recess also cuts down on negative behaviors that spill into the classroom from playground conflicts. Another benefit is that we're sending fewer kids to the nurse to treat bruises and cuts from kids crashing into one another from trying to play on the same equipment. Now there are plenty of other games to keep everyone active."

Ryan Gibbs, Assistant Principal, Ramsey International Fine Arts School, Minneapolis Public Schools