



# Living+Healthy

healthy eating + physical activity + smoke-free living

October 2011

The Minneapolis Department of Health and Family Support (MDHFS) created this quarterly newsletter in 2009 to highlight obesity and tobacco use prevention initiatives funded by the Statewide Health Improvement Program (SHIP). Since then, MDHFS received additional federal funding, which has created exciting opportunities to expand community partnerships and efforts to promote healthy eating, physical activity and smoke-free living in Minneapolis. Beginning with this issue, the newsletter will showcase projects funded by Communities Putting Prevention to Work, Community Transformation and SHIP. Enjoy!

## Take the Making It Better Challenge



Making it Better  
CREATING A HEALTHIER COMMUNITY TOGETHER

Every day, Minneapolis residents and organizations take action to make their communities healthier.

Throughout October, the Making it Better Challenge encourages people to share stories, photos and videos of their efforts to provide greater access to healthy foods or physical activity opportunities in their school, neighborhood or workplace.

MDHFS encourages SHIP and CPPW partner organizations to submit stories of their work and accomplishments. Go to [www.makingitbettermn.org](http://www.makingitbettermn.org), then invite your friends, family, neighbors and co-workers to read your story and give you a "thumbs up." The submission with the most "thumbs up" on the website will be featured in advertising in January 2012.

Everyone who shares a story will receive a free, stainless steel water bottle. Each week, we'll randomly draw the names of three people who have shared their story to choose from one of five prize packages (hiking gear for you and five friends, a group cooking class, farmers market or co-op gift certificates, or ski/ice skating passes).

Don't forget to "like" Making it Better Minneapolis on Facebook at <https://www.facebook.com/MakingitBetterMinneapolis> and "follow" us on Twitter at <https://twitter.com/#1/BetterMpls> for regular postings about how people like you are improving the health of the community. The Challenge is part of the larger, year-long initiative that brings people together to discover, share and celebrate stories that inspire healthy choices everyday for everyone. Making It Better is funded through Communities Putting Prevention to Work. For more information visit [www.makingitbettermn.org](http://www.makingitbettermn.org) or call Kristen Klingler, 612-673-2910.

## HealthyLiving Minneapolis connects clinics and community resources

Beginning in August, MDHFS and six community organizations launched HealthyLiving Minneapolis, a network of affordable and accessible community organizations that will accept patient referrals from health care providers for weight-related programs and smoking cessation services.

The six organizations (YMCA, YWCA, Minneapolis Park and Recreation Board, Minneapolis Community Education, Wellshare International and University of Minnesota's Simply Good Eating Program) formed the network to solve two problems: Health care providers want to make referrals to resources that can help patients but are unaware of available opportunities.

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## Minneapolis Department of Health and Family Support (MDHFS)



Minneapolis  
City of Lakes

250 S 4<sup>th</sup> Street, Room 510  
Minneapolis, MN 55415  
Ph: (612) 673-2301  
[www.minneapolismn.gov](http://www.minneapolismn.gov)

Living + Healthy Contact: [Lara.Tiede@minneapolismn.gov](mailto:Lara.Tiede@minneapolismn.gov)

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And, many patients need more than a list of organizations and website addresses. The network creates intentional links between clinics and network organizations to directly guide patients to the programs and services that can help them meet their wellness goals. Rhonda Eastlund, chief program officer at Cedar Riverside People's Center says, "The direct, warm hand-off is very important for patients to access resources. If they have a contact at an organization, they are more likely to go."

Currently, five clinics are actively using HealthyLiving Minneapolis in various ways. For example, Neighborhood HealthSource, with three clinic locations in North and Northeast Minneapolis, refers patients to nutrition and exercise classes offered by Community Education and park and recreation centers. Neighborhood Involvement Program, a clinic that serves uninsured patients through volunteer providers, links patients to memberships at the YMCA Blaisdell.

Clinics use a HealthyLiving Minneapolis map to help patients identify nearby resources, which are also listed and updated at [www.MNHelp.info](http://www.MNHelp.info). For more information, visit [here](#).



## Venture North Bike Walk & Coffee opens in North Minneapolis

Over 300 people came out to celebrate the opening of Venture North Bike Walk & Coffee on Saturday, October 8<sup>th</sup>. While Minneapolis has more than 20 bike shops, Venture North, located at 1830 Glenwood Avenue North, is the first store of its kind on the Northside.



Storefront of the newly opened Venture North on Glenwood Avenue.

Using funding from MDHFS' Communities Putting Prevention to Work initiative, the City selected Redeemer Center for Life, a nonprofit community development organization located in the Harrison neighborhood, to operate Venture North. The goal of the shop is to improve access to affordable physical activity opportunities among north Minneapolis residents and encourage people to bike and walk for transportation and recreation.

"Through Venture North, as well as the Nice Ride bike sharing program, we're providing north Minneapolis residents with additional transportation options and the chance to make healthy choices," said City Council Member Don Samuels, chair of the Council's Public Safety and Health Committee. "I'm concerned about the significant health disparities in north Minneapolis, and applaud Venture North for increasing the opportunities available for physical activity in our community."

Venture North will sell high-quality refurbished bikes, helmets, locks, gear and walking-related products, as well as provide bike repair and maintenance services. Through a partnership with Minneapolis-based Dogwood Coffee Co., the store will also offer a coffee bar featuring a special Venture North blend and healthy snacks.

For more information, visit [www.venturenorthbwc.org](http://www.venturenorthbwc.org) or check them out on Facebook [facebook.com/venturenorthbwc](https://facebook.com/venturenorthbwc).

## Upcoming Events

### October 24-28

National Food Day activities city and statewide. [www.foodday.org](http://www.foodday.org)

### October 31<sup>st</sup>

Deadline for submissions to Making It Better Challenge. [www.makingitbettermn.org](http://www.makingitbettermn.org)

### November 14-16<sup>th</sup> Minneapolis Convention Center

Making It Better Conference: a national conference focused on prevention of obesity and tobacco use. Registration is free for MDHFS SHIP/CPW partners and Community Leadership Team members. Register at [www.makingitbetterconference.org](http://www.makingitbetterconference.org)

If you need this material in an alternative format please call Minneapolis Department of Health and Family Support at 612-673-2301 or email [health.family.support@minneapolismn.gov](mailto:health.family.support@minneapolismn.gov). Deaf and hard-of-hearing persons may use a relay service to call 311 agents at 612-673-3000. TTY users may call 612-673-2157 or 612-673-2626.

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health reform  
MINNESOTA  
SHIP | Statewide Health Improvement Program



These projects are funded through the Statewide Health Improvement Program (SHIP) which helps Minnesotans live longer, healthier lives by reducing the burden of chronic disease, or Communities Putting Prevention to Work (CPPW) from the U.S. Department of Health and Human Services through the American Reinvestment and Recovery Act of 2009.