



## Public Health Advisory Committee

November 19, 6:00 – 8:00 pm

Minneapolis City Hall, Room 132

### AGENDA

Agenda Item	Presenter	Time	Committee Action
<b>Welcome and Introductions</b> Recognition of Past Members	Karen Soderberg Margaret (?)	6:00-6:10	Approve agenda
<b>PHAC Logistics and Updates</b> Approve Minutes  Reports from Sub-committees: <i>Communications/Operations</i> <i>PHAC + new council members</i> <i>At large seat opening</i>  <i>Policy &amp; Planning</i> <i>Review 2014 meeting topics</i>  <i>Collaboration &amp; Engagement</i>	Karen Soderberg  <i>Tara Jenson</i>  <i>Rebecca Thoman</i>  <i>Happy Reynolds</i>	6:10-6:35	Approve Minutes  Consider vote on new at large candidate  Receive input from committee
<b>Presentation:</b> <b><i>What's new in SHIP 3.0?</i></b>	Lara Pratt, MPH <i>Manager, Mpls Healthy Living Initiatives - MHD</i>	6:35 – 7:10 7:10 – 7:25	Informational session Questions/discussion
<b>Department Updates</b> <i>Changes to Vision statement</i>	Gretchen Musicant (not able to be present) Margaret Schuster	7:30-7:40	Discussion
<b>Information Sharing</b> <i>Video clip on health equity</i> <i>Info sharing about health equity, recent Council elections</i>	Don Moody Karen Soderberg - All	7:45-8:00	Discussion

**Reminder: NO meeting in December 2013**

**Next Meeting of the Full Committee: January 28, 2014 - Minneapolis City Hall, Room 132**

If there are any problems/changes the night of the meeting, please call (612) 919-3855



# Minneapolis Health Department

## 2014-2015 SHIP Strategies for Healthy Living

The Minneapolis Health Department received two grants totaling \$1.8 million from the State Health Improvement Program (SHIP) to pursue healthy weight and tobacco-free living for all Minneapolis residents. Through improvements in policies and practices in schools, neighborhood, child care programs and other settings, the Health Department and its partners will make it easier for Minneapolis residents to eat healthy, be active and avoid the harms of tobacco.

The 2014-2015 SHIP grants include expansion of current initiatives and new ones to create healthy environments. The Health Department developed the SHIP projects based on its previous experience and recommendations from community organizations and its Community Leadership Team.

### 2014-2015 SHIP Strategies

#### Healthy Eating

Corner Store Program- Training and store enhancements to increase the amount and quality of healthy foods and fresh produce.

Minneapolis Healthy Food Shelf Network - Assistance with communications, policies and practices to increase healthy food donations and preparations at food shelves and meal programs.

Community Gardening- Connecting residents to resources for gardening and supporting landlords and tenants with gardening on rental property.

Healthy Beverage Campaign- Partnerships with community organizations to implement a campaign to reduce consumption of sugary drinks and promote healthy beverages.

Restaurant Initiative- Training and technical assistance to help small non-chain restaurants adopt healthy food practices such as menu labeling, portion sizing, and recipe modifications.

#### Physical Activity

Active Living for Seniors: Improvements to the walkability around senior buildings and on-site fall prevention and physical activity classes for public housing residents.



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/ship](http://www.health.state.mn.us/ship)

## Tobacco-Free Living

Tobacco-free Housing- Protecting U of M students from secondhand smoke through tobacco-free policies in rental properties.

## Comprehensive Strategies

### healthy eating + physical activity + tobacco-free

Healthy Schools- Support for bike-walk to school programs, wellness councils, and salad bars in Minneapolis public, charter and alternative schools.

Healthy Child Care- Development of neighborhood-based learning groups to help child care providers improve nutrition, physical activity and breastfeeding-friendly practices.

Worksites Wellness- Improvements to City of Minneapolis tobacco-, food, and breastfeeding policies and practice and support to small employers that want to adopt wellness practices.

Health Care- Training and support to health care providers in community clinics to support patient goals around weight loss and smoking cessation.

Community and Youth Driven Healthy Living- Outreach, technical assistance and funding to youth, cultural and neighborhood organizations to implement community-driven health improvement initiatives around healthy food, physical activity and tobacco-free living.

For more information, contact:

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Hmong - Ceeb toom. Yog koj xav tau kev pab txhais cov xov no rau koj dawb, hu 612-673-2800;

Spanish - Atención. Si desea recibir asistencia gratuita para traducir esta información, llama 612-673-2700;

Somali - Ogow. Haddii aad dooneyso in lagaa kaalmeeyo tarjamadda macluumaadkani oo lacag la' aan wac 612-673-3500

## Tobacco Use and Obesity in Minneapolis

- In some Minneapolis communities, nearly one-quarter of adults smoke. Cigarillos and small cigars are increasingly popular among youth with rates as high as 24% among White, 12<sup>th</sup> grade boys.
- Childhood obesity is at historically high rates and half of Minneapolis adults are overweight or obese, greatly increasing their risk for diabetes, heart disease and other chronic diseases.

## Examples of Previous SHIP Successes in Minneapolis:

- Integrated systems at 13 farmers markets to accept customers' food support dollars (EBT).
- Engaged 1500+ Minneapolis students in regular biking and walking to school.
- Reduced exposure to secondhand smoke for 3500 Riverside Plaza residents with a smoke-free building policy.
- Developed initial plans for a 30-block, car-free greenway in north Minneapolis.

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

## Overview of SHIP 3

Public Health Advisory Committee  
November 19, 2013



MINNESOTA'S  
**VISION**  
*A Better State of Health*  
Statewide Health Improvement Program | SHIP





# SHIP 3 Reminder

- Statewide Health Improvement Program
- \$35 million statewide to help Minnesotans live longer, healthier lives by reducing the burden of chronic diseases.
- Third round of 2-year funding.



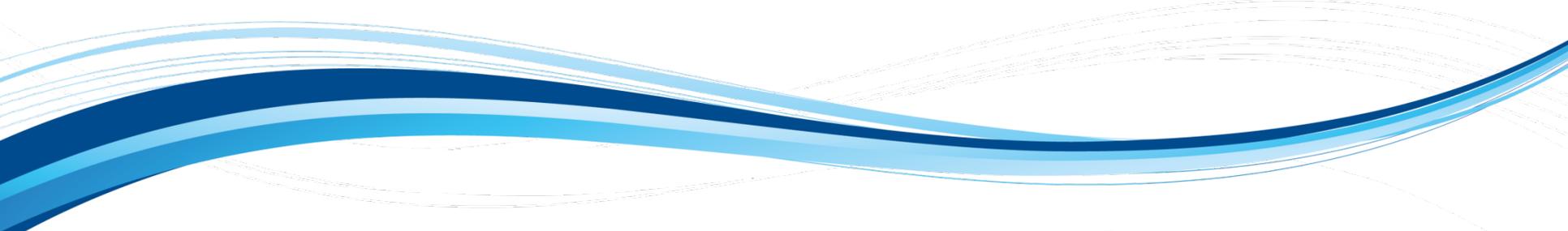
# Minneapolis SHIP 3

- Community input into SHIP 3 proposal
  - “All-call” community meeting
  - Community/sector-specific meetings
  - Recommendations from Community Leadership Team
- 2 SHIP grants totaling \$1.8 million
- Two-year projects: November 2013-October 2015



# SHIP 3 Strategies

- Healthy food and opportunities for physical activity in schools, communities, child care and worksites.
- High quality clinical care to address obesity and tobacco use.
- Opportunities for tobacco-free living.



# New and Different in SHIP 3

- Focus on older adults/MPHA population
- Healthy restaurant initiative
- Healthy beverage campaign
- Meal programs
- Worksite wellness
- Child care strategies
- Robust communications efforts



# Community-Driven Change Initiative

Goal = Achieve community-defined and community-driven improvement for obesity and tobacco prevention.

Two Components:

- Neighborhood and Cultural Engagement
- Youth Engagement



# Neighborhood and Cultural Engagement

- Outreach and support to groups
  - Links to opportunities (e.g., corner store program)
  - Technical assistance and guidance
  - Better understanding of communities' needs
- Funding for groups to pursue community-defined projects
  - \$10,000-\$25,000 for 4-6 organizations



# Youth Engagement

Expansion of focus on youth from “beneficiaries” of SHIP efforts to “drivers” of community improvement.

Three components:

- “Transitional” partnership with YWCA’s Strong, Fast, Fit program
- Step Up summer employment for teens
- Fostering youth leadership for healthy living



# Opportunities for PHAC Involvement

- Ambassadors in your wards and to your council members
  - Staple Foods Ordinance
  - Complete Streets
- Conceptualization of youth initiative
- RFP development and selection committees
  - Healthy Beverage Campaign
  - Health Hubs

# Complete Streets Teaser

- Complete streets are road systems that provide safe, convenient access for all users
- Complete streets often includes: sidewalks, bike facilities, and transit accommodations.
- Potential to improve public health by improving safety for users and decreasing reliance on cars (leading to increases in physical activity and improved air quality).



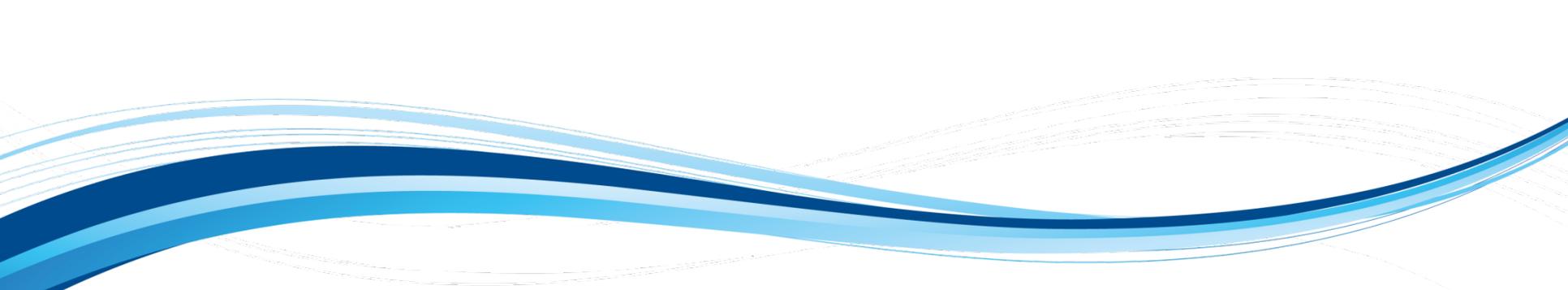
# Complete Streets Teaser

## Policy Status

- Public Works rewriting its initially proposed policy; engaging stakeholders to gather input on the draft policy.

## PHAC Opportunities:

- Learn more in early 2014
- Join Taskforce
- Educate your council members
- Make a recommendation



# Contact Information

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