

STATEWIDE HEALTH IMPROVEMENT PROGRAM

Creating a Healthier Minneapolis



Minneapolis communities are suffering from the harmful and expensive effects of obesity and tobacco use. These preventable illnesses burden individuals and families and cost the health care system billions of dollars each year. While medical care is essential, 80 percent of what shapes health comes from the personal choices we make and the places we live. Healthy behaviors start at home, but individual actions are strongly influenced by the resources available within the community. The Statewide Health Improvement Program (SHIP) serves as a powerful catalyst for creating healthier communities. **Through SHIP, the Minneapolis Health Department (MHD) partners with schools, neighborhoods, worksites, and clinics to make sustainable, community-driven changes that help everyone eat healthy, be active, and live tobacco free.**

Minneapolis SHIP Facts

- SHIP grantee since **2009**
- **\$1.5 million:** Minneapolis SHIP funding in FY2015-2017
- **37%:** Minneapolis SHIP funding distributed to community partners
- **444:** Minneapolis places benefitting from current SHIP efforts
- **\$3,440,000:** Additional funding leveraged as a result of Minneapolis' SHIP investments



Minneapolis SHIP In Action

Current Minneapolis SHIP efforts include the following innovative and evidence-based strategies, which were chosen with input from community residents and stakeholders.

Staple Foods Ordinance: In 2014, MHD led efforts to revise the Minneapolis Staple Foods Ordinance, which increased the amount and variety of healthy foods required for sale in 250 licensed grocery stores. In 2016, MHD is leading implementation, enforcement, and evaluation activities to ensure that stores are compliant with these healthy standards.

ReThink Your Drink: MHD's ReThink Your Drink – Every Sip Counts! campaign encourages people and places to choose healthier beverages over sugary drinks. To date, the campaign has resulted in 36 policy and practice changes in community organizations and 85 educational opportunities. In 2016, MHD is expanding the campaign to reach East African communities.

Healthy Parks: In 2013, the Minneapolis Parks and Recreation Board (MPRB) passed an organization-wide healthy food policy. With MHD's assistance, MPRB trained staff on the new policy, adopted 100% healthy snack vending in 50% of park buildings, and is currently revising its beverage vending agreements to ensure that healthy options are available.

Tobacco-Free Environments: In 2015, Minneapolis City Council amended the city's tobacco sales ordinance, setting a minimum price for cigar products and restricting sales of flavored tobacco. MHD supported compliance efforts by developing educational materials for stores, inspection protocols, and other resources. In 2016, MHD is exploring strategies to reduce menthol tobacco use in the Native American community and encouraging owners of privately owned rental properties to adopt smoke-free policies.



Healthy Schools: MHD is partnering with Minneapolis Public Schools to create opportunities for healthy eating and active living during the school day through initiatives such as Safe Routes to School, Farm to School, and school wellness policies.



Physical Activity in Cedar-Riverside: Based on feedback gathered in 2015, MHD is exploring how to improve the availability of physical activity opportunities in the Cedar-Riverside neighborhood through a collaborative partnership with organizations and residents committed to improving health in their community.

Comprehensive Planning: MHD is participating in the Minneapolis comprehensive plan revision process, which sets a vision for the City's growth and guides land use, housing, and economic development decisions. MHD's involvement will help ensure that access to healthy foods, active living opportunities, and health equity priorities are integrated into the plan.

Healthy Workplaces: With SHIP support, the City of Minneapolis has created healthier environments for its employees, including adopting a smoke-free grounds policy, hosting a CSA drop site, and promoting biking to work. Moving forward, MHD is advancing healthy food access initiatives, tobacco-free spaces, and breastfeeding friendly environments for City employees.

Health Care: Since 2014, MHD has provided funding to four community health clinics to offer enhanced pediatric weight management services, including referrals to community-based services and resources. In addition, MHD has led state-level discussions on health plan reimbursements for these services.

Community-Driven Change: MHD is encouraging community-led action to improve health and neighborhood vibrancy by offering resources to individuals and organizations, including the new web-based resource, *Creating a Healthier Minneapolis* guide. In 2016, MHD is funding two community organizations to engage residents and identify solutions to improving healthy food access, pedestrian safety, youth-friendly physical activity, and other community priorities.

Minneapolis SHIP Successes

Improving Physical Activity For Kids: Children who are physically active and eat well do better on tests, have better school attendance and are more focused. MHD and the Minneapolis Public Schools (MPS) are significantly expanding opportunities for children to be active, including biking and walking to school. During the 2015-16 school year, students at eight schools are participating in bicycle safety education and experiences and 10 schools are hosting weekly Bus Stop & Walk events for more than 3,200 students. At Lucy Craft Laney elementary school, "Bus Stop & Walk, Walking Wednesdays" encourage 429 students to get moving by dropping them off a half-mile from their building, allowing them to enjoy walking to school together.

Increasing Access To Healthy Foods And Beverages: Many people are not aware of the serious health consequences of sugary drink consumption. Through the ReThink Your Drink—Every Sip Counts! campaign, more people are learning to choose healthier beverages over sugary drinks. One SHIP partner, Indigenous Peoples Task Force, used peer leaders to educate members of the Native American community about healthier beverages, including hosting a tour of the Minneapolis water treatment plant to address misperceptions about the safety of the city's tap water. Another partner, the Minneapolis American Indian Center (MAIC), passed a healthy beverage policy that applies to all programs and meetings at their facility, the MAIC Café, vending machines, and events hosted by outside vendors.