

Statewide Health Improvement Program

REPORT TO THE MINNESOTA LEGISLATURE
FY 2014-15 (JULY 2013-JUNE 2015)

January 20, 2016



OFFICE OF STATEWIDE HEALTH IMPROVEMENT INITIATIVES

**Statewide Health Improvement Program
Report to the Minnesota Legislature
FY 2014-15 (July 2013-June 2015)**

January 20, 2016

Minnesota Department of Health
Office of Statewide Health Improvement Initiatives
85 East 7th Place, Suite 220
PO Box 64882
St. Paul, MN 55164-0082
651-201-5443

As requested by Minnesota Statute 3.197: This report cost approximately \$7,380 to prepare, including staff time and printing. Upon request, this material will be made available in an alternative format such as large print, Braille or audio recording. Printed on recycled paper.

January 20, 2016

Dear Legislators:

The state's efforts to attack the intractable obesity epidemic and reduce commercial tobacco use are showing positive results.

The good news is that Minnesota's obesity rate has remained stable between 2008 and 2013 while rates were rising across the nation. Although the 2014 rate of 27.6 percent showed a slight increase over 2013, it is below the U.S. median rate of 29.6 percent and lower than the neighboring states of Iowa, North Dakota, South Dakota and Wisconsin. Rates from future years will show whether the 2014 rate indicates a change in trend.

At the same time Minnesota is making progress on its obesity rate, youth and adult tobacco use have declined dramatically. The youth smoking rate fell from 18.1 percent in 2011 to just over 10 percent in 2014, the steepest decline ever recorded by the Minnesota Youth Tobacco Survey. The adult smoking rate fell to 14.4 percent in 2014, down from 16.1 percent in 2010.

How is Minnesota achieving these positive results? One way is by investing in and contributing to community-driven solutions through the Statewide Health Improvement Program (SHIP), a partnership between the Minnesota Department of Health (MDH), Community Health Boards and Tribal Communities across the state.

Thanks to SHIP, communities are building their capacity to improve health by expanding access to local produce at farmers markets, serving healthier foods and increasing physical activity opportunities at schools and child care facilities, leveraging resources to improve biking and walking, taking steps to make colleges and housing units smoke free, helping employers improve workers' health and productivity, and on and on.

Despite our successes, for Minnesota to have the brightest future possible we need to eliminate health disparities, especially those experienced by people of color and American Indians. Data from the Centers for Disease Control and Prevention (CDC) show higher obesity rates in the African American, Latino and American Indian populations. In addition, many populations that experience health inequities continue to use tobacco at high rates. For instance, commercial tobacco use is highest in American Indian populations.

While there is work to be done, Minnesota is embracing SHIP as a community-wide approach to improving health. Working together, MDH, SHIP grantees and community partners look forward to making even more strides to support health initiatives with new SHIP efforts now underway.

Sincerely,



Edward P. Ehlinger, M.D., M.S.P.H.
Commissioner

Contents

Executive Summary	7
Why prevention matters	9
The Statewide Health Improvement Program (SHIP).....	12
SHIP funding	14
How MDH supports grantees	14
SHIP (FY 2014-15).....	16
Innovation Grants	16
SHIP funding (FY 2014-15)	21
The power of leveraging	22
Tribal SHIP.....	24
Statewide results	26
Obesity.....	26
Smoking	27
Monitoring Results: November 2013-August 2015	28
SHIP: Looking ahead	43
Appendix A – Number of places where SHIP strategies are being implemented	45
Appendix B – SHIP success stories.....	48
Tribal Stakeholder Input Process.....	49
Beltrami, Clearwater, Hubbard and Lake of the Woods Counties	50
Benton County	51
Big Stone, Chippewa, Lac qui Parle and Swift Counties	52
Bloomington, Edina and Richfield	53

STATEWIDE HEALTH IMPROVEMENT PROGRAM REPORT TO THE LEGISLATURE

Blue Earth County54

Brown, Nicollet, Le Sueur and Waseca Counties.....55

Carlton, Cook, Lake, St. Louis, Aitkin, Itasca and Koochiching Counties56

Carver County.....57

Clay, Wilkin, Becker and Otter Tail Counties58

Cottonwood, Jackson and Nobles Counties59

Crow Wing County60

Dakota County.....61

Dodge and Steele Counties62

Faribault, Martin and Watonwan Counties64

Fillmore and Houston Counties.....65

Freeborn County66

Goodhue County67

Hennepin County68

Kanabec, Pine, Isanti, Mille Lacs and Chisago Counties69

Kandiyohi and Renville Counties70

Kittson, Marshall, Pennington, Roseau and Red Lake Counties70

Lincoln, Lyon, Murray, Pipestone, Redwood and Rock Counties71

Meeker, McLeod and Sibley Counties.....73

Minneapolis74

Morrison, Todd, Wadena and Cass Counties75

Mower County.....76

Olmsted County77

Polk, Norman and Mahnomen Counties.....78

STATEWIDE HEALTH IMPROVEMENT PROGRAM REPORT TO THE LEGISLATURE

Rice County.....79

Saint Paul – Ramsey County80

Scott County81

Sherburne County82

Stearns County83

Traverse, Grant, Douglas, Pope and Stevens Counties84

Wabasha County86

Washington County87

Winona County.....88

Wright County89

Executive Summary

Minnesota is embracing SHIP as a community-wide approach to improving health. Schools, businesses, housing owners/managers, farmers, community groups, senior organizations, hospitals, clinics, planning entities, Chambers of Commerce, faith communities and many more community partners are working together to make health a priority, thanks to SHIP.

Across the state, SHIP is building healthier communities by promoting ways to eat local produce, serving healthier foods and increasing access to physical activity opportunities at schools and child care facilities, leveraging resources to expand biking and walking, taking steps to make colleges and housing smoke free, working with employers to improve workers' health and productivity, and on and on.

SHIP has been instrumental in helping Minnesota make progress on obesity and commercial tobacco use and secondhand smoke exposure, factors that contribute to chronic diseases, rising health care costs, disability and death.

Minnesota has more work to do, considering that 27.6 percent of adults in Minnesota are obese, 14.4 percent of adult Minnesotans smoke, and cancer, heart disease and stroke were among the top five leading causes of death in Minnesota in 2013. In addition, not everyone has the same opportunity to be healthy. SHIP grantees continue to work with communities that are experiencing health inequities and create opportunities for everyone to achieve health.

During SHIP in FY 2014-15, grantees either received planning or implementation grants, with efforts covering 86 counties. All planning grantees moved into implementation status during the grant cycle. Grantees could also apply for competitive Innovation Grants to explore new opportunities to improve health.

In 2013, the Minnesota Department of Health (MDH) engaged in a stakeholder input process with the state's American Indian community to determine how evidence-based strategies and other promising practices could be culturally adapted for American Indian communities to address obesity, commercial tobacco use and exposure, and other chronic diseases. As a result, cultural aspects were integrated into strategies specifically tailored to the unique needs and cultures of tribal communities.

Local SHIP work has energized partnership efforts as well. During SHIP in FY 2014-15, more than \$25 million in grants and in-kind funding was leveraged through the federal government, cities, community organizations and foundations, thanks to the success of SHIP at the local level.

SHIP results (November 2013 to August 2015):

- In schools, SHIP increased access to healthy food options and physical activity opportunities for approximately 339,000 students.
- In nearly 770 child care facilities, SHIP supported breastfeeding and access to healthy food options and physical activity opportunities for young children.
- In workplaces, SHIP collaborated with 540 employers on comprehensive workplace wellness initiatives for 62,000 employees, including promotion of healthy eating, active living, tobacco-free living and support for breastfeeding.
- In more than 140 health care facilities, SHIP helped strengthen community connections to ensure that patients were referred to evidence-based programs that helped them eat healthier, get more physical activity, quit smoking and provide support for breastfeeding.
- In partnership with 77 health care sites, SHIP supported state and federal health reform initiatives; examples of those efforts include working with hospitals to conduct community health needs assessments, and promoting use of community health workers and other emerging professions.
- Working with community-based organizations, SHIP created opportunities to make biking and walking easier at 180 sites and increased access to fresh fruits and vegetables at nearly 375 locations.
- SHIP efforts achieved smoke-free housing policies at nearly 365 rental properties, protecting 17,000 residents from secondhand smoke, and among public housing properties that implemented smoke-free policies, indoor secondhand smoke exposure was reduced by over 46 percent.
- Six point-of-sale policies were implemented between Nov. 1, 2013, and Oct. 31, 2015. These policies reached 121,000 people, and helped reduce access to tobacco by strengthening local tobacco ordinances, setting minimum prices for tobacco products and prohibiting indoor sampling of tobacco products. SHIP grantees educated and worked with community stakeholders to inform the public and decision makers about the public health concerns related to the tobacco retail environment.

Now in its fourth grant cycle, SHIP is well positioned to further strengthen community efforts to improve health and make health a priority.

Why prevention matters

Chronic diseases, such as heart disease, stroke, diabetes and some cancers, are among the leading causes of death in Minnesota.¹ Lack of physical activity, poor nutrition and commercial tobacco use and exposure are important, modifiable health risk factors that are responsible for illness, suffering and early death related to chronic diseases.

Nationally, 75 percent of the \$2 trillion spent on health care is spent on chronic diseases.² In Minnesota, as is the case nationally, people with at least one diagnosed chronic condition account for the vast majority of health care spending. According to a soon-to-be-released MDH analysis of Minnesota claims data, per person spending for patients who had at least one chronic condition was, on average, nearly eight times higher than for patients without any chronic conditions, with each additional co-occurring chronic condition adding thousands to annual per-person health care spending.³

Lost productivity and absenteeism due to an unhealthy workforce add another \$17 billion in costs to Minnesota's businesses.⁴

Making improvements in preventing and managing chronic disease in the state could reduce future economic costs by \$19.3 billion in 2023: \$14.8 billion would come from gains in productivity and \$4.6 billion would come from reduced treatment spending.⁵

¹ Minnesota Department of Health, Center for Health Statistics, Vital Statistics Portal.

² Centers for Disease Control and Prevention. Chronic diseases: the power to prevent, the call to control, at-a-glance 2009. Atlanta, GA: U.S. Department of Health and Human Services, 2009.

³ Minnesota Department of Health, Health Economics Program. Chronic Conditions in Minnesota: New Estimates of Prevalence, Costs and Geographic Variation for Insured Minnesotans, 2012. Forthcoming 2016.

⁴ DeVol R., et al. An Unhealthy America: The Economic Burden of Chronic Disease – Charting a New Course to Save Lives and Increase Productivity and Economic Growth. Milken Institute, 2007. Minnesota data at <http://www.chronicdiseaseimpact.com>. Last accessed 1/11/2016.

⁵ DeVol R., et al. Ibid.

The costs of obesity

- In Minnesota, medical expenses due to obesity were estimated to be \$2.8 billion in 2009.⁶
- In the U.S., severe obesity in adults cost state Medicaid programs nearly \$8 billion in 2013.⁷
- The cost of obesity, including medical expenditures and absenteeism, for a company with 1,000 employees, is estimated to be \$277,000 per year.⁸

A report by the Trust for America's Health noted that for every dollar spent on strategies to increase physical activity in the community, \$3 could be saved in eventual medical expenses, and that strategies to improve nutrition and physical activity could have a positive return on investment in as little as one year.⁹

The costs of smoking

- Smoking causes more than \$2.5 billion in medical costs annually in Minnesota.¹⁰
- Annual health care costs for treating current or former smokers is more than \$1.7 billion higher than treating those who never smoked.¹¹

⁶ Trogdon, J. et al. State- and Payer-Specific Estimates of Annual Medical Expenditures Attributable to Obesity. Obesity (2011).

⁷ Wang et al. Severe Obesity In Adults Cost State Medicaid Programs Nearly \$8 Billion In 2013. Health Affairs, 34, no.11 (2015):1923-1931.

⁸ Finkelstein, E.A., & Brown, D.S. Why does the private sector underinvest in obesity prevention and treatment? North Carolina Medical Journal, 2006; 67(4): 310-312.

⁹ Bending the Obesity Cost Curve: Reducing Obesity Rates by Five Percent Could Lead to More than \$29 Billion in Health Care Savings in Five Years. Trust for America's Health. <http://healthyamericans.org/assets/files/TFAH%202012ObesityBrief06.pdf>. Last accessed 12/21/2015.

¹⁰ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs - 2014. U.S. Department of Health and Human Services, Center for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

¹¹ U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, CDC, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014: 101.

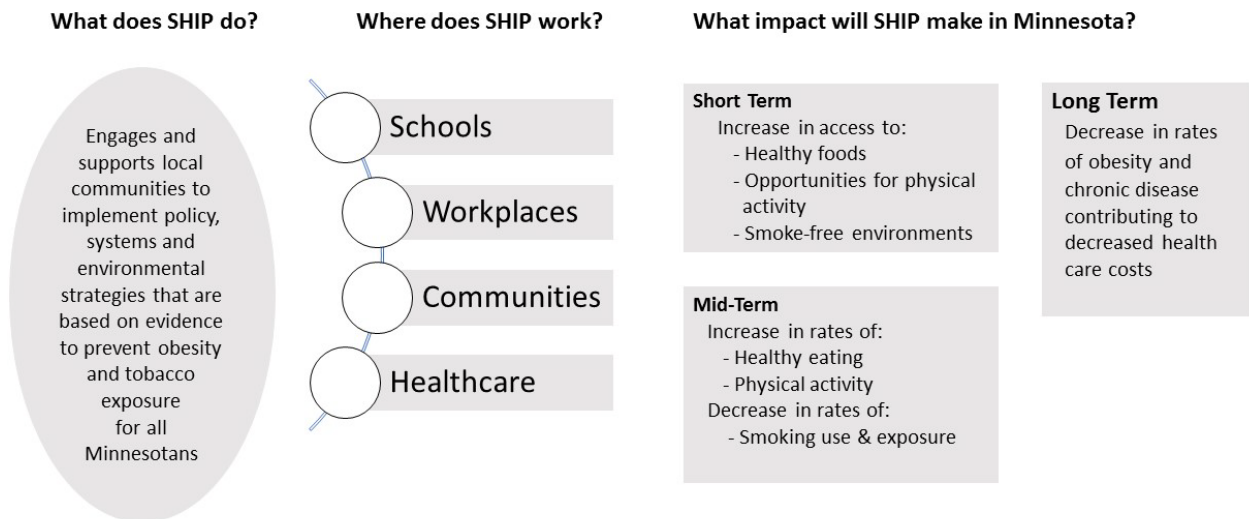
- The estimated annual difference in excess health care expenditures for treating a person who never smoked vs. a current smoker is \$1,746. Consequently, for every 1 percent decrease in the population of current or former smokers in Minnesota there could be an estimated annual decrease in excess health expenditures of \$92 million.¹²

An investment in SHIP is vital to Minnesota because it helps residents live healthier lives and reduces health care costs through low-cost, preventive strategies. As the data show, it is much cheaper to prevent disease than to treat it once it takes hold.

¹² Waters et al. The Economic Impact of Secondhand Smoke in Minnesota. Johns Hopkins Bloomberg School of Public Health in collaboration with Blue Cross and Blue Shield of Minnesota, 2007.

The Statewide Health Improvement Program (SHIP)

Helping Minnesotans live healthier lives



In 2008, Minnesota lawmakers recognized that controlling health care costs would require more than just changes in medical care – additional investments in prevention were needed. With bipartisan support in the legislature, Minnesota passed a groundbreaking health reform law. A key component of that reform was to invest in preventing chronic diseases before they start through the Statewide Health Improvement Program (SHIP). SHIP is designed to improve health by reducing risk factors that contribute to chronic disease and thereby reduce health care costs. This work is completed through strong state and local partnerships.

SHIP helps Minnesotans live healthier lives by decreasing obesity and reducing commercial tobacco use and secondhand smoke exposure, the leading causes of chronic disease, disability and death.

SHIP is locally driven

SHIP, at its core, is a locally driven effort. Communities choose strategies based on the latest science and focused on changing the policies, systems and environments in schools, communities, workplaces and health care settings.

Communities work on strategies that align with local needs to address chronic disease, recognizing that what works in metropolitan areas may not work in rural communities and vice versa.

Addresses health equity

Not all populations have the same opportunities to create healthy futures.¹³ MDH works with SHIP grantees to help identify where health inequities are occurring and focus the work of SHIP on addressing them.

The purpose of addressing health equity through SHIP strategies is to improve health for all people in Minnesota – everyone and everywhere. It aligns SHIP strategies with the Healthy 2020 Minnesota Statewide Health Improvement Framework.

Focuses on sustainable changes

SHIP strategies are designed to be sustainable at partner sites across the state. SHIP is innovative in that it is not like traditional, individual-based prevention programs. Behavior changes resulting from such programs often are not sustained beyond the life of individual programs.

SHIP strategies make it easier for people to incorporate healthy behaviors into their daily lives. Because those behaviors are affected by a wide variety of factors beyond individual motivation and knowledge, the environments in which people live, work, learn and seek health care affects a person's ability to adopt healthy behaviors.

Strengthens local partnerships

Improving health outcomes requires strong private/public partnerships. SHIP's model is grounded in developing strong partnerships across numerous sectors.

Each grantee convenes a Community Leadership Team (CLT), which includes members representing schools, businesses, housing owners/managers, farmers, community groups, senior organizations, hospitals, clinics, planning entities, Chambers of Commerce, faith communities and more.

CLTs provide vital connections that not only ground but also advance the goals and work of SHIP in communities across the state. The formation and support of CLTs represent a valuable opportunity to engage a diverse set of stakeholders to create and advance health in their communities. MDH is supporting SHIP grantees' capacity to strengthen their CLTs.

SHIP grantees are engaging with a total of 884 community members in their leadership teams, with an average CLT size of 20.6 members. CLTs members represent a broad range of

¹³ Minnesota Department of Health. Advancing Health Equity in Minnesota: Report to the Legislature; 2014.

community organizations, with 93 percent having CLT members that represent youth-serving organizations and 83 percent of members representing communities that experience health inequities.

SHIP funding

State funding has fluctuated since SHIP's inception. Here is a history of state funding:

Fiscal Year 2010-11 funding: \$47 million

Grants were awarded to 53 Community Health Boards and two Tribal Governments (representing eight nations).

Grant cycle: July 1, 2009 – June 30, 2011

Fiscal Year 2012-13 funding: \$15 million

Grants were awarded to 17 Community Health Boards and the Leech Lake Tribal Government.

Grant cycle: Jan. 1, 2012 – June 30, 2013

Fiscal Year 2014-15 funding: \$35 million

Grants were awarded to 38 Community Health Boards and 10 Tribal Governments.

Grant cycle: Nov. 1, 2013 – Oct. 31, 2015

Fiscal Year 2016-17 funding: \$35 million

Grants were awarded to 41 Community Health Boards and 10 Tribal Governments.

Grant cycle: Nov. 1, 2015 – Oct. 31, 2020

How MDH supports grantees

Building capacity and connections. MDH provides technical assistance, training and support for SHIP grantees. This vital support is designed to build capacity of SHIP grantees, building on and strengthening local knowledge, skills and relationships needed to successfully implement SHIP.

MDH takes a multi-layered customer service approach to technical assistance and training, and offers a variety of delivery methods. These include one-on-one consultations; regional meetings; workshops and trainings; webinars, conference calls and e-learning opportunities; implementation guides and other written and video resources; and technical assistance delivered through external contractors. In addition, MDH connects grantees with each other to ensure that the best practices and resources are shared through a network of SHIP communities.

Evaluation and monitoring. MDH is implementing an evaluation plan that incorporates three essential components of evaluation: monitoring; assessment; and outcome evaluation.

SHIP staff designed a monitoring system to track local public health agencies' collaborations with community partners. The system identifies where and when SHIP strategies are being implemented, and the duration of partnership activities and reach.

Second, MDH works with grantees to establish and implement local community assessment surveys to measure the long-term impact of SHIP strategies.

Grantees were asked to complete baseline community assessment surveys covering obesity, physical activity and tobacco exposure measures by December 2016. As of December 2015, 78 percent of grantees completed baseline surveys, with another 15 percent expected to be completed the first quarter in 2016. The remaining six counties (7 percent) are in the planning process. Those local community surveys will be repeated every three to five years, which will assist MDH, local SHIP grantees and their community partners to detect patterns, disparities and changes in behavioral risk factors related to obesity, healthy eating, active living and tobacco use.

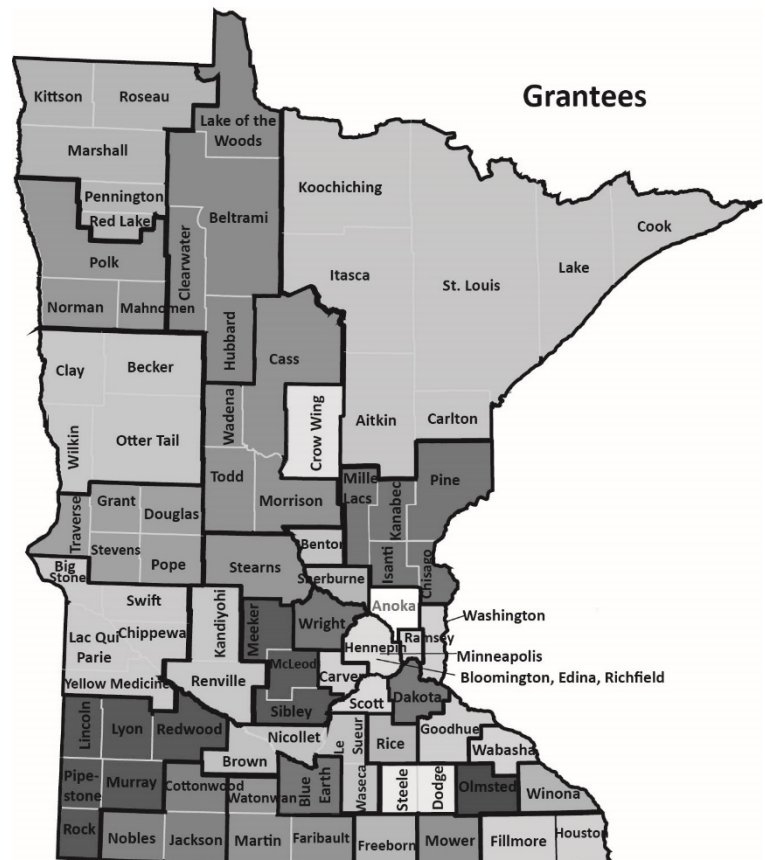
Third, MDH is conducting evaluations of specific SHIP strategies to capture their impact. Strategy evaluations provide a more detailed look at changes resulting from a policy or SHIP strategy. During SHIP in FY 2014-15, MDH conducted evaluations on tobacco and child care strategies; those results are summarized later in this report. Results from the implementation of an active school day study are expected in late summer 2016.

Together the three components of the SHIP evaluation can help MDH, legislators, local public health agencies, tribal nations, community partners and engaged citizens evaluate the quality and effectiveness of SHIP strategies.

SHIP (FY 2014-15)

The following highlights significant changes from SHIP in FY 2012-13 to FY 2014-15:

- A reintroduction of planning grants to ensure that grantees not funded in the previous grant cycle had sufficient time to rebuild capacity before implementation.
- An updated Menu of Strategies to reflect the most current science.
- A focused commitment to address health equity.
- A strengthened commitment to improve health across all ages by focusing on people over age 60, with a requirement that grantees target people over age 60 in at least one strategy.
- An increased focus on flexibility and building capacity of local public health by using a phased approach to implementing strategies.



Grantees received either planning grants (for applicants not funded in the previous round) or implementation grants (for those funded in the previous round). When the grant cycle launched for FY 2014-15, 17 grantees were in planning status, with 21 grantees in implementation. All planning grantees moved into implementation during the grant cycle. Grantees could also apply for competitive Innovation Grants (see below) to explore new opportunities to improve health.

Innovation Grants

SHIP grantees could apply for additional funding through competitive Innovation Grants. Those grants were used to explore new opportunities to improve health on a communitywide scale. That work went above and beyond the requirements for SHIP.

A summary of those efforts follows.

Carlton, Cook, Lake, St. Louis, Aitkin, Itasca and Koochiching Counties

Healthy Northland Interactive Website

Working with the Arrowhead Regional Development Commission, Healthy Northland, the SHIP grantee for Carlton, Cook, Lake, St. Louis, Aitkin, Itasca and Koochiching counties, is creating a website with interactive features – including a GIS map – that will make it easier for northeast Minnesota residents and visitors to find active living facilities and information that can help them be healthy. The map shows trails, farmers markets, fitness centers and much more.

Healthy Northland is in the process of completing the site and updating the GIS map with a newly developed tool. A public launch will be held in spring 2016 in Duluth. Materials advertising the web tool will be available to clinics that work with Healthy Northland, helping physicians and other health care professionals to refer patients to the site.

Simply Good Eating Nutrition & Cooking

University of Minnesota Extension's SNAP-Ed program is nutrition education that brings real solutions for healthful living directly to more than 80,000 Minnesotans each year. Experienced SNAP-Ed educators facilitate interactive lessons that build essential independent living skills and help participants make healthy food and physical activity choices.

The Simply Good Cooking (SGC) curriculum teaches nutrition concepts through hands-on cooking focused on nutrient-rich foods and is based on the USDA's MyPlate and 2010 Dietary Guidelines for Americans.

Highlights of results:

- Six clinics (Duluth Family Medicine Clinic, Lake Superior Community Health Center, Essentia Health Duluth, Riverwood Health Care in Aitkin and McGregor, and Lake View Clinic in Two Harbors) participated in the effort and referred patients to the SGC courses.
- Nine courses were offered, with 51 participants.
- Participants reported that daily consumption of fruit (1.5-2 servings) increased from 64 percent at the start of the course to 95 percent at the end of the course. At the end of the course, 92 percent of participants reported a daily intake of vegetables (1.5-2 servings) as compared to 54 percent at the start of training.

Clay, Wilkin, Becker and Otter Tail Counties

Health Equity

PartnerSHIP 4 Health, the SHIP grantee for Clay, Wilkin, Becker and Otter Tail counties, helped organizations working with populations experiencing health inequities to develop strategies to improve the health of their clients. People who experience poverty and low socio-economic status have higher rates of obesity and/or tobacco use and exposure leading to high rates of chronic diseases.

Highlights of results:

- A homeless shelter in Moorhead implemented a tobacco-free policy that includes the use of e-cigarettes and smokeless tobacco. Staff and residents are not allowed to purchase tobacco or drive residents to purchase tobacco products.
- In Fergus Falls, a social club for individuals with mental illness purchased a large carafe staff use to infuse water with fresh fruits that is offered every day as an alternate to sugary beverages. This has led to a decrease in the consumption of sugar-sweetened beverages.
- An organization that provides services to individuals with physical or mental disabilities in Fergus Falls, Detroit Lakes and Moorhead received physical activity kits that staff use to help clients incorporate physical activity into their daily lives.

Faribault, Martin and Watonwan Counties*Madelia: Rethink Your Drink*

A community needs assessment in Madelia in Watonwan County found that the top three health concerns of local residents were obesity, cancer and diabetes. In order to address these major health concerns, SHIP partnered with the Madelia Community-Based Collaborative (MCBC), which included the Community Hospital & Clinic, a large area employer, the Madelia School District and a nursing facility serving older adults. The group identified a strategy to increase access to healthy beverages throughout the community. The goal was to improve the overall health of all residents and decrease the incidence of obesity and diabetes. The initiative included partnering with organizations to adopt policies that encouraged healthy beverage consumption and engaging the community in a social norms campaign.

Highlights of results:

- Policy changes reduced access to sugary beverages when pricing strategies in vending machines were implemented to encourage people to buy healthier options.
- Policy change was implemented at a major employer ensuring at least 50 percent of items in vending machines met health guidelines for food and beverages sold.
- Point-of-sale nutritional information was added to vending machines at the Madelia hospital, which highlighted healthy alternatives to sugary beverages.
- Soda and chocolate milk were removed from the hospital dietary department and replaced with water and other unsweetened beverages.
- Water fountains were added at worksites and schools.
- Community engagement at local events, worksites and schools educated residents on the effects of consuming sugar-sweetened beverages.

Healthy Seniors, Vital Communities

Working with a local senior coalition called Senior Voices, this effort aimed to improve the health and vitality of senior citizens in Martin County, which has a growing senior population. Goals are to increase the number of seniors who have access to healthy foods, increase access to evidence-based wellness programs geared for seniors, participate in discussions of a community center and work with small communities throughout the county to improve walkability for seniors. This effort also established the Eat Well! Healthy Restaurant and Healthy Corner Store Project, which included partnering with several restaurants and convenience stores to improve access to healthy foods.

Highlights of results:

- A Health Impact Assessment completed in Martin County identified recommendations for senior health initiatives.
- Active living plans developed for Kiester, Truman, Trimont and Sherburn included recommendations on how to make walking more accessible for seniors.

Hennepin County*Wellness for Every Body*

Hennepin County joined with four partners that serve a population that experiences highly disparate health outcomes – those with serious and persistent mental illness (SPMI) – to determine the feasibility of implementing SHIP strategies in those settings. Hennepin County designed and implemented a set of interventions that supported multiple health behavior change by assuring that individuals with SPMI receive health-promoting messages and support whenever they access the service system.

Baseline assessments documented a need for intervention: there are high rates of unhealthy lifestyle behaviors among clients, and the organizations lacked many of the policies, systems and environments needed to support lasting and effective behavior change among clients. Each partner was successful in instituting changes and increasing staff skills to address these behaviors with their clients.

Highlights of results:

- The Northwest Community Support Program, a drop-in center located in Crystal and Hennepin County Medical Center Day Treatment Program adopted nutrition and physical activity policies to ensure nutritious foods are served and nutrition education and physical activity opportunities are provided. Each also increased their capacity to assist individuals who want to quit smoking, providing counseling and resources by trained professionals.
- The Day Treatment Program leveraged SHIP efforts to establish a cardiovascular prevention clinic providing individual evaluation and management of cardiovascular disease risk factors.
- Hennepin County Vocational Services assesses client health behaviors and assists them with goal setting and behavior change.

- The environment at Hennepin County Mental Health Center is now one that systematically and strategically communicates the importance of healthy eating, physical activity and tobacco cessation to clients and staff.

Collectively these actions reached nearly 5,000 clients and 100 staff. An important outcome has been the cultural shift in the organizations, which now believes that staff should be addressing health behaviors with their clients, with a resulting increase in efforts to do so. Project assessments revealed that most clients want information about healthy behaviors, and the changes made are acceptable to them and many also appreciated being included in efforts to promote healthy changes.

Minneapolis

Community-driven Change Initiative

The Minneapolis Health Department (MHD) partnered with neighborhood/cultural groups and youth to identify and drive policy, systems and environmental changes to increase healthy eating, physical activity and tobacco-free living. Through this initiative, MHD provided grant funding and technical expertise to support this community-driven work.

Highlights of results:

- Hope Community, Inc. organized partners to engage community members in developing a vision for a healthier Franklin Avenue in the Phillips neighborhood. Based on this vision, they started a mini farmers market, weighed in on a bridge project, and built connections, capacity and additional non-SHIP funding that will allow them to continue working toward their long-term vision.
- Waite House, a program of Pillsbury United Communities, worked with Latino residents of the Phillips neighborhood to build capacity on how to work more effectively with the City, other institutions and decision makers. The residents met with several decision makers and policy makers to improve access to physical activity, including safe streets for walking and park programming that meets community needs.

SHIP funding (FY 2014-15)

Grantee	Award
Benton County	\$294,526
Beltrami, Clearwater, Hubbard and Lake of the Woods Counties	\$552,726
Big Stone, Chippewa, Lac qui Parle and Swift Counties	\$336,639
Bloomington, Edina and Richfield	\$973,661
Blue Earth County	\$353,150
Brown, Nicollet, Le Sueur and Waseca Counties	\$487,545
Carlton, Cook, Lake, St. Louis, Aitkin, Itasca and Koochiching Counties	\$1,692,469 (includes Innovation Grant)
Carver County	\$416,076
Clay, Wilkin, Becker and Otter Tail Counties	\$1,064,850 (includes Innovation Grant)
Cottonwood, Jackson and Nobles Counties	\$440,507
Crow Wing County	\$349,431
Dakota County	\$1,868,058
Dodge and Steele Counties	\$342,876
Faribault, Martin and Watonwan Counties	\$585,175 (includes Innovation Grant)
Fillmore and Houston Counties	\$304,349
Freeborn County	\$277,733
Goodhue County	\$331,801
Hennepin County	\$2,879,551 (includes Innovation Grant)
Kanabec, Pine, Isanti, Mille Lacs and Chisago Counties	\$973,787
Kandiyohi and Renville Counties	\$344,884

Kittson, Marshall, Pennington, Roseau and Red Lake Counties	\$343,188
Lincoln, Lyon, Murray, Pipestone, Redwood and Rock Counties	\$551,917
Meeker, McLeod and Sibley Counties	\$531,186
Minneapolis	\$2,041,563 (includes Innovation Grant)
Morrison, Todd, Wadena and Cass Counties	\$682,581
Mower County	\$296,168
Olmsted County	\$808,869
Polk, Norman and Mahnommen Counties	\$402,287
Rice County	\$474,929
Saint Paul – Ramsey County	\$2,321,756
Scott County	\$505,633
Sherburne County	\$575,270
Stearns County	\$832,124
Traverse, Grant, Douglas, Pope and Stevens Counties	\$509,930
Wabasha County	\$256,007
Washington County	\$856,378
Winona County	\$323,647
Wright County	\$728,777

The power of leveraging

Locally, SHIP grantees are also successfully making the case for additional funding to support their community partners, further expanding efforts to build vital, healthy communities.

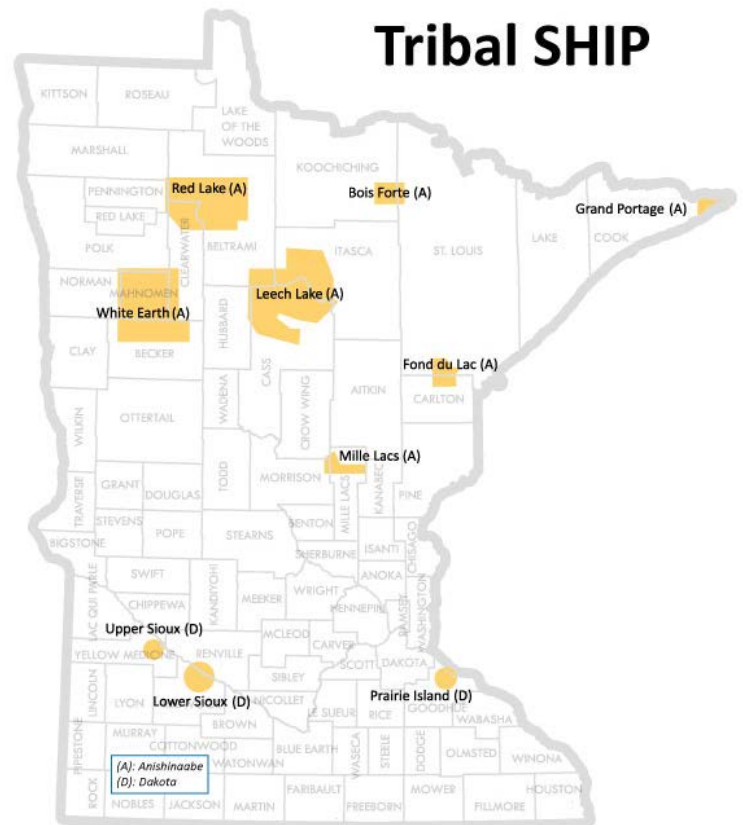
During SHIP in FY 2014-15, more than \$25 million in grants and in-kind support (including volunteer help from community members) was leveraged through the federal government, cities, community organizations and foundations, thanks to the success of SHIP at the local level.

Leveraged funds support a variety of infrastructure and equipment costs that can't be covered through SHIP. For example, SHIP grantees support school wellness committees that focus on ways to increase healthier food options or the amount of physical activity students get every day. SHIP funds support trainings for food service staff and teachers, while leveraged funds are used to purchase additional refrigeration for the school's kitchen, playground equipment or trail construction for the community.

Tribal SHIP

SHIP funding is available to tribal nations in Minnesota to support efforts that implement culturally relevant strategies targeted at reducing obesity rates, and commercial tobacco use and exposure.

In early 2013, MDH identified a need to better support tribes on their commercial tobacco prevention and Tribal SHIP grants. Through conversations between MDH and tribal communities, it became apparent that tribal grantees were attempting to implement strategies from a menu that was originally developed for Community Health Boards. MDH staff identified a need to pause and gather additional input from American Indian stakeholders on the strategies being used to reduce commercial tobacco use and exposure and obesity in the American Indian community.



In partnership with American Indian stakeholders, MDH staff conducted a year-long community engagement process to gather information. As a result, MDH, the American Indian Cancer Foundation and tribal grantees co-created a Menu of Strategies specifically tailored to the unique needs and culture of tribal communities. For example, Tribal tobacco funds not only support cessation services, but also cultural education, which can help youth differentiate between commercial tobacco and traditional tobacco that is used for ceremonial purposes. Defining the distinction between the two is integral to creating healthy communities that honor cultural traditions while also understanding the devastating impact commercial tobacco can have on the health of American Indians in Minnesota.

The process to gather stakeholder input led to changes to MDH's tribal grants program. MDH has received extensive feedback from its tribal grantees indicating that they believe this process has improved their relationships with MDH.

Tribal SHIP grant awards

Listed below are the annual grant awards available to tribal governments effective Nov. 1, 2014, through Oct. 31, 2019. Funding was determined by using a base plus per capita formula.

Tribe	Funding (Year 1)	Annual Funding (Year 2-5)
Bois Forte	\$95,887	\$82,460
Fond Du Lac	\$136,576	\$96,991
Grand Portage	\$87,960	\$79,629
Leech Lake	\$243,545	\$135,195
Lower Sioux	\$87,960	\$79,511
Mille Lacs	\$131,774	\$95,276
Prairie Island	\$80,855	\$77,091
Red Lake	\$265,945	\$143,195
Upper Sioux	\$79,375	\$76,562
White Earth	\$240,453	\$134,090

Statewide results

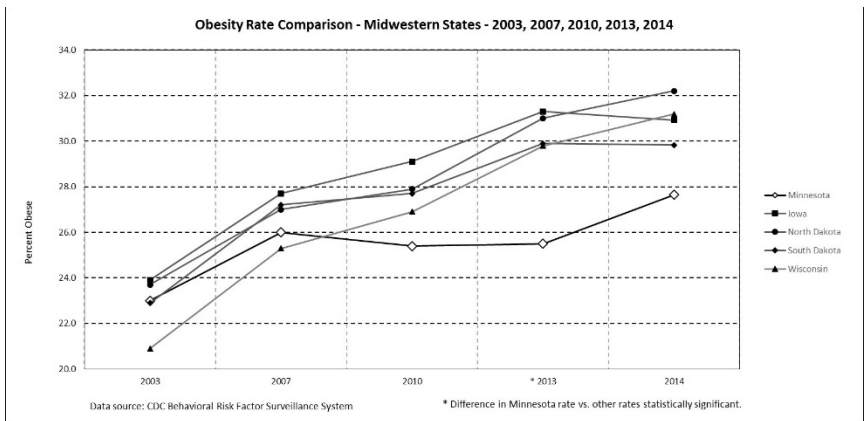
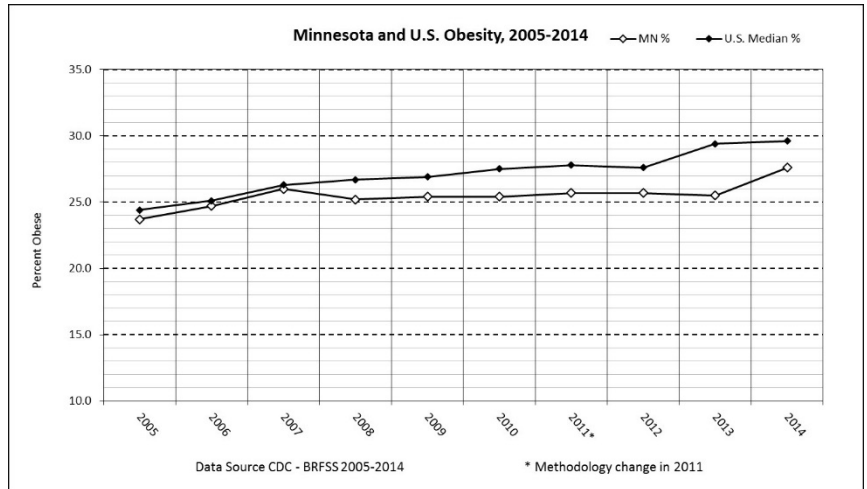
SHIP efforts across the state are demonstrating their effectiveness in addressing obesity and smoking rates.

Obesity

According to the Centers for Disease Control and Prevention (CDC), obesity rates are still rising across the nation, yet Minnesota's rate remained steady between 2008 and 2013.

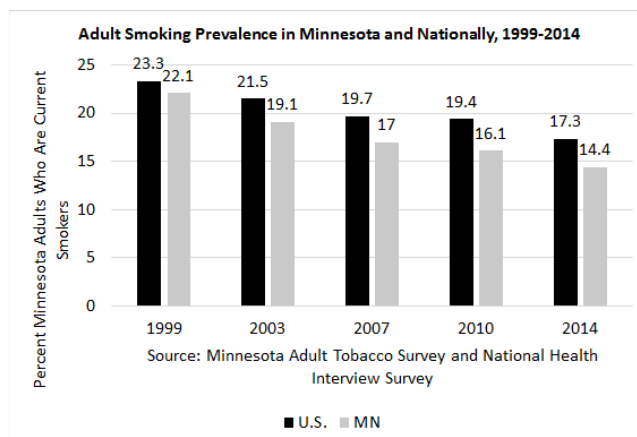
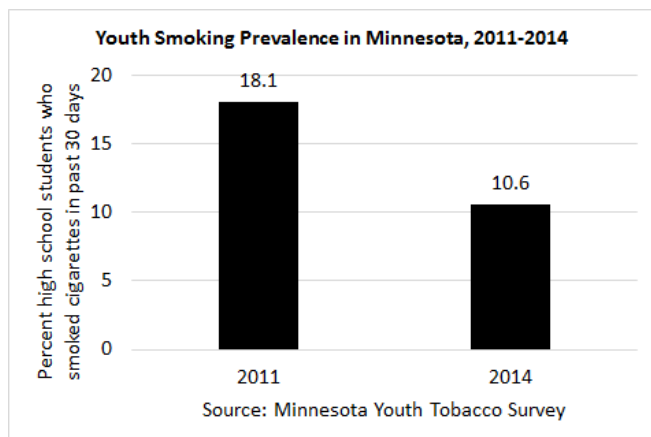
While Minnesota's obesity rate increased slightly from 2013 to 2014 (from 25.5 to 27.6 percent), the state's rate remains lower than the neighboring states of Iowa, North Dakota, South Dakota and Wisconsin.

Health disparities exist, however. Comparisons of the state's obesity data from CDC for 2012-2014 and 2011-2013 show that rates for the African American population increased 1.4 percent to 31.2 percent and the Latino population rose 1.2 percent to 31.7. During the same time frame, the obesity rate for the White population remained at 26.1 percent. Overall, 2012-2014 data indicate that obesity rates for the African American, Latino and American Indian populations are significantly higher than the White population.¹⁴



¹⁴ Behavioral Risk Factor Surveillance System Survey Data. CDC: U.S. Department of Health and Human Services; 2014.

Smoking



Minnesota is also making significant progress on reducing tobacco use; youth and adult tobacco use has fallen off dramatically.

Youth smoking fell in the state from 18.1 percent to just over 10 percent in 2014, the steepest decline ever recorded. The adult smoking rate fell to 14.4 percent in 2014, down from 16.1 percent in 2010.¹⁵

Despite the declines, smoking is still a problem. Many populations that experience health inequities continue to use tobacco at high rates. For instance, commercial tobacco use is highest in American Indian populations. A report by the American Indian Community Tobacco Projects found that 59 percent of American Indians in Minnesota smoke.¹⁶ Smoking also remains high in LGBTQ populations; 25 percent of LGBTQ persons smoke every day or multiple days per week.¹⁷ Almost one in four Minnesota African Americans are current smokers, and the vast majority smoke menthol cigarettes.¹⁸

¹⁵ ClearWay Minnesota and Minnesota Department of Health. Tobacco Use in Minnesota: 2014 Update. January 2015.

¹⁶ American Indian Community Tobacco Projects. Tribal Tobacco Use Project Survey Report 2013: Findings from Minnesota American Indian Communities, 2013.

¹⁷ Rainbow Health Initiative. Voices of Health: A Survey of LGBTQ Health in Minnesota, 2014. http://www.rainbowhealth.org/files/4714/2419/5548/2014_Voices_of_Health_Data_Release_Report.pdf.

¹⁸ ClearWay Minnesota and Minnesota Department of Health 2015. Unpublished data.

Monitoring Results: November 2013-August 2015

MDH monitors the types of activities implemented and the reach or number of Minnesotans being affected. Here is a summary of SHIP strategies grantees pursued and the number of people or locations affected.

Active living in communities

Active living integrates physical activity such as walking or bicycling into daily routines for recreation, work or transportation purposes. Many Minnesotans live in communities that lack sidewalks, trails, bike paths and other infrastructure that support walking and bicycling. SHIP grantees, by working together with local partners, participate in community planning processes to ensure that policies, programs and built environments support active living opportunities.

Highlights of impacts

- SHIP grantees supported 18 communities in 15 counties in obtaining Bicycle Friendly Community designations; 72 businesses in obtaining Bicycle Friendly Business designations; and two colleges in obtaining Bicycle Friendly University designations. Bicycle Friendly designations through the League of American Bicyclists recognize work to improve the built environment and implement programs and policies that support bicyclists.
- Grantees worked with 56 communities to conduct bicycle and pedestrian counts, assisting the Minnesota Department of Transportation efforts to collect data for planners.
- In partnership with the Bike Alliance of Minnesota and the Minnesota Department of Transportation (MnDOT), SHIP provided bicycle education opportunities to develop a system of trainers across the state. These trainings include:
 - Adult bicycle education course Traffic Skills 101 (111 participants)
 - League Certified instructors, who provide trainings on bicycle safety to community partners, students and residents (25 individuals trained)
 - Bicycle-friendly community workshops (seven communities)
 - Walk! Bike! Fun! curriculum instructor training (66 participants who conduct trainings in schools, targeting students in K-6). Funding for this training is provided by MnDOT.

Community partners & Minnesotans reached

- 182 community partner sites participated in at least one SHIP active living strategy, reaching 3,569,444 Minnesotans.

Strategy	Number of Partner Sites	Minnesotans Reached
Complete Streets Policy and/or Plan	35	728,359
Comprehensive Plan	10	234,727
Health Impact Assessment	5	125,162
Master Plans (bike/ped., land use, parks & trails)	54	940,264
Pedestrian and Bicycle Safety	137	2,380,458
Safe Routes to School Travel Plan	53	598,050
Sidewalk Policy/Implementation Plan	15	100,755
Transit Oriented Development	3	87,556
Zoning and Subdivision Code	4	174,704
Other*	63	1,251,623

Totaling site and reach numbers may result in double counting as some sites participated in multiple strategies.

**Other includes environmental changes supporting active communities (e.g. bike racks) and active transportation efforts in hi-rises.*

Child care

By partnering with child care providers, many of whom are small business owners, grantees increased healthy food options and physical activity opportunities for infants, toddlers and preschoolers and supported new mothers in their efforts to continue breastfeeding.

When SHIP began, few training opportunities that focused on health promotion in the early childhood professional development system existed. Thanks to SHIP, many more trainings opportunities focusing on the why and how of healthy eating, breastfeeding support and physical activity have been developed and/or submitted to the Minnesota Center for Professional Development for approval. Because of SHIP's train-the-trainer model, those opportunities are now available to child care providers statewide, not just those working with SHIP grantees. Examples of training includes: Learning About Nutrition through Activities (LANA); Supporting Breastfeeding in Child Care Programs; and I am Moving I am Learning (IMIL).

Community partners & Minnesotans reached

- 768 community partner sites participated in at least one SHIP child care strategy, reaching 9,271 infants, toddlers and preschoolers.

Strategy	Number of Partner Sites	Infants/Toddlers/ Preschoolers Reached
Breastfeeding Support	570	1,038
Healthy Eating	597	6,925
Physical Activity	597	6,162

Totaling site and reach numbers may result in double counting as some sites participated in multiple strategies.

Clinical-Community Linkages for Prevention

National Diabetes Prevention Program

SHIP grantees helped their communities implement evidence-based programs that create healthy lifestyles with the goal of lowering obesity and diabetes rates. One way to support that work has been to build awareness of and, in some cases, implementation of the National Diabetes Prevention Program (NDPP) so the program can be more widely available.

Highlights of impacts

- NDPP requires leaders to be trained and certified; NDPP Lifestyle Coach training typically costs about \$800 per person. MDH now has two NDPP Master Trainers to provide Lifestyle Coach training in SHIP communities at no cost.
- 78 NDPP Lifestyle Coaches were trained from 31 Minnesota counties and serving 47 organizations, including five mental health centers, one public school, seven public health agencies, three faith-based organizations, 21 health-care organizations, the Leech Lake Band of Ojibwe and nine worksites. Each trained coach will now provide regular training in their communities.

Tobacco cessation

According to the U.S Preventive Services Task Force, telephone quit lines (such as the Call It Quits Referral Program, which offers specialist-delivered counseling), group counseling and individual counseling are all effective tobacco use treatment approaches.

Highlights of impacts

- 281 health care facilities updated clinical care policies to include referrals to the Call It Quits Referral Program (approximately 80 percent was directly related to SHIP efforts).

Baby-Friendly Hospital designation

To become a Baby-Friendly facility, hospitals are required to implement a comprehensive policy to provide evidence-based maternity care with the goal of achieving optimal infant feeding outcomes and mother/baby bonding. SHIP works with local hospitals in this process.

Highlights of impacts

- Seven hospitals received the national Baby-Friendly designation (five were directly related to SHIP efforts). Those hospitals had approximately 14,000 births in 2013.

Health reform initiatives

Federal, state and local health reform initiatives call for a focus on prevention and primary care; support for testing and spreading of new care delivery arrangements; strategies to foster increased workforce diversity; and a requirement for non-profit hospitals to conduct community health needs assessments.

Highlights of impacts

SHIP grantees have been engaged at 77 partner sites to support Minnesota health reform efforts, including:

- Partnering with local hospitals to conduct their community health needs assessments
- Promoting use of community health workers and other emerging professions in team-based care
- Facilitating hospital-community connections to support primary prevention

Community partners & Minnesotans reached

- 176 community partner sites participated in at least one SHIP health care strategy, reaching 912,434 patients.

Strategy	Number of Partner Sites	Patients Reached
Community-Clinical Linkages	143	912,344
Other*	54	198,593

Totaling site and reach numbers may result in double counting as some sites participated in multiple strategies.

**Other includes supporting the systematic framework called "Screen, Counsel, Refer and Follow-up" with clinics; fruit and vegetable prescription; and onsite Diabetes Self-Management Program.*

Healthy eating in the community

SHIP focuses on improving access to healthy foods by making policy, systems and environmental changes aimed to increase consumers' access to and the availability of nutritious, affordable foods, especially for those who experience the greatest health disparities. SHIP grantees are working to eliminate barriers and improve access to fresh fruits and vegetables at corner stores, grocery stores, farmers markets, emergency food programs, mobile markets, community restaurants, and other food retail outlets in urban and rural areas where people have limited access. In addition, grantees are working with community partners to establish food policy councils and food hubs, which are facilities that aggregate, distribute and market healthy local foods produced by small-scale farmers. These collaborative efforts are improving the food system and increasing economic opportunities for local businesses and access to healthy foods for all Minnesotans.

Highlights of impacts

- SHIP grantees collaborated with farmers markets and other partners to ensure that low-income families who qualify for the Supplemental Nutrition Assistance Program (SNAP) can use the Electronic Benefits Transfer (EBT) system to buy fruits and vegetables. During SHIP in FY 2014-15, EBT availability increased and now 67 markets accept SNAP/EBT payments.
- The Minnesota Food Charter was developed through a broad-based public process and offers a shared roadmap for how all Minnesotans can have reliable access to healthy, affordable and safe food in the places where they work, live, learn and play. SHIP grantees ensured that their communities had input into this landmark document and are now using it to guide future food access work.
- Hunger is a pressing issue. More than twice the number of Minnesotans visited food shelves in 2013 than in 2000. SHIP grantees are working with 101 emergency food programs, many of which are local food shelves, to offer Healthy Food Shelf workshops to assist them in increasing healthy food offerings, promotion and consumption. In addition, grantees have provided support for identifying resources for equipment such as improved refrigeration and have worked with food shelves on healthier donation policies.
- Healthy eating strategy work is also being implemented at 105 community-based agriculture sites, 13 Community Supported Agriculture (CSA) sites, 11 corner store sites and 11 non-chain restaurants across the state.

Community partners & Minnesotans reached

- 374 partner sites participated in at least one SHIP healthy eating strategy, reaching 224,526 Minnesotans.

	Number of Partner Sites	Minnesotans Reached
Concessions	14	19,196
Emergency Food Programs	101	86,705
Farmers Markets	86	80,254
Vending	22	2,698
Other*	79	35,425

Totaling site and reach numbers may result in double counting as some sites participated in multiple strategies.

**Other includes increasing access to healthy entrees in restaurants and creating access to healthier foods for elderly communities.*

Schools – healthy eating and active living

Approximately 95 percent of youth in the U.S. attend school, making schools an important setting in which to model healthy eating and active living.

On average, students consume 35 to 50 percent of their daily total caloric needs at school. Some of this access is through snack items. SHIP supports school wellness teams that work to increase students' access to healthier eating and physical activity opportunities during the school day and after school.

Highlights of impacts

- Approximately 40 percent of all K-12 public school students in Minnesota have been affected by SHIP efforts. Here are examples of how SHIP is making a difference. By Oct. 31, 2015:
 - 69 percent of Minnesota elementary students are meeting national guidelines for recess by providing recess five days a week, a minimum of 20 minutes a day.
 - 63 percent of all Minnesota schools have policies either mandating or recommending daily classroom physical activity boosts.
 - 74 percent of Minnesota schools are providing either before or after school physical activity opportunities for students.
 - 35 percent of Minnesota schools are using FITNESSGRAM assessments as part of their physical education curriculum.
- During SHIP in FY 2014-15, MDH and MDE worked with SHIP grantees and provided 55 trainings to 1,283 school staff on nine specific topics to promote healthy eating and physical activity in schools.

Community partners & Minnesotans reached

- 662 community partner sites participated in at least one SHIP schools strategy, reaching 338,980 students.

Healthy school foods

Strategy	Number of Partner Sites	Students Reached
A la carte	112	91,574
Concessions	72	44,439
Farm to School	157	69,824
Food as Fundraisers	99	58,501
Food at Celebrations/Parties	161	89,826
Non-Food Rewards	120	65,195
Salad Bars	110	47,382
School-based Agriculture	205	98,077
School Stores	67	48,039
Snack Carts	58	21,488
Vending Machines	134	100,415
Other*	164	79,204

Totaling site and reach numbers may result in double counting as some sites participated in multiple strategies.

**Other includes breakfast in classrooms and Breakfast to Go; healthier beverage initiatives; and implementing best practices that nudge students to healthy choices in the lunchroom.*

Active school day

Strategy	Number of Partner Sites	Students Reached
Active Classrooms	211	86,799
Active Recess	196	90,513
Before/After School Physical Activity	141	55,036
Quality Physical Education	203	79,888
Safe Routes to School	229	106,087
Other*	33	20,008

Totaling site and reach numbers may result in double counting as some sites participated in multiple strategies.

**Other includes smarter classroom setup and design; educational materials; and physical activity-based field trips.*

Tobacco-free living

Minnesota has made significant strides in reducing tobacco use and exposure with smoke-free laws and higher cost of tobacco products. Tobacco use and exposure rates are at record lows. Despite those efforts, tobacco use and exposure still is the number one preventable cause of death and disability.

Implementing evidence-based tobacco prevention and control strategies has been shown to promote cessation and reduce youth initiation, ultimately leading to decreases in tobacco-related death, disease, productivity losses and health care costs.

Highlights of impacts

- SHIP grantees partnered with community stakeholders to restrict youth access and exposure to tobacco products by strengthening local licensing. As a result, six cities and counties implemented stronger protections such as requiring vendor training, harsher penalties for those who sell to minors, setting higher minimum prices on cheap flavored cigars, requiring child-resistance packaging and eliminating product sampling in tobacco-only shops. Those initiatives affected 121,000 residents.
- SHIP grantees continued to focus on reducing secondhand smoke exposure by assisting community partners in the adoption of clean air policies such as those in public housing, college campuses, and parks and playgrounds. As a result of 450 policies passed, 271,500 people are breathing cleaner air.

Community partners & Minnesotans reached

- 587 community partner sites participated in at least one SHIP tobacco-free living strategy, reaching 461,675 people.

Strategy	Number of Partner Sites	Minnesotans Reached
Point of Sale	10	159,332
Smoke-Free Child Care	4	1,298
Smoke-Free Foster Care	2	92
Smoke-Free Housing	479	56,387
Tobacco-Free Outdoor Spaces	67	187,291
Tobacco-Free Postsecondary Campuses	30	155,979

Totaling site and reach numbers may result in double counting as some sites participated in multiple strategies.

Workplace wellness

Grantees engaged in efforts to support workplace wellness by increasing access to healthy eating and physical activity opportunities; supported new mothers to continue breastfeeding; established tobacco-free grounds; and helped employees who want to quit smoking.

Highlights of impacts

- During SHIP in FY 2014-15, grantees worked with community partners to encourage worksites to adopt healthy food, physical activity, breastfeeding and tobacco-free grounds policies. To evaluate this work, SHIP staff surveyed participating worksites at two points in time between October 2013 and November 2015 to determine the number of sites that successfully adopted new policies.

Survey results indicate that the proportion of worksites that have adopted a healthy food policy more than doubled from 12 percent to 26 percent. There was a nine-fold increase (from 4.7 percent to 44 percent) in the proportion of worksites with a physical activity policy. The proportion of worksites that adopted a breastfeeding policy was 2.7 times greater (from 19 percent to 52 percent). The proportion of worksites that strengthened or adopted a comprehensive tobacco-free grounds policy increased 12 percent. These results demonstrate that SHIP grantees' work led to significant changes in workplace policies that will help create conditions to support employees to eat healthier and lead more active lives.

Community partners & Minnesotans reached

- 540 community partner sites participated in at least one SHIP workplace wellness strategy, reaching 61,704 employees.

	Number of Partner Sites	Employees Reached
Breastfeeding: Lactation Room	231	6,748
Breastfeeding: Support Policy	273	7,311
Healthy Eating: Catering	83	16,924
Healthy Eating: Cafeteria	40	14,252
Healthy Eating: Vending/Snack Carts	128	26,215
Healthy Eating: Healthy Snack Stations	106	14,761
Healthy Eating: Other*	81	10,968
Physical Activity: Access to Facilities	101	19,641
Physical Activity: Active Transportation	61	9,322
Physical Activity: Access to Opportunities	245	25,765
Physical Activity: Other**	38	5,399
Tobacco-Free Grounds Policy	244	27,802
Tobacco Cessation Med. Coverage	52	4,701
Smoking Cessation Program	76	13,096

Totalling site and reach numbers may result in double counting as some sites participated in multiple strategies.

**Health Eating: Other includes community-supported agriculture food hubs; healthy food policy development; and equipment for water fill stations.*

***Health Activity: Other includes greater access to indoor walking paths; Bicycle Friendly Business award designations; and physical activity during work meetings.*

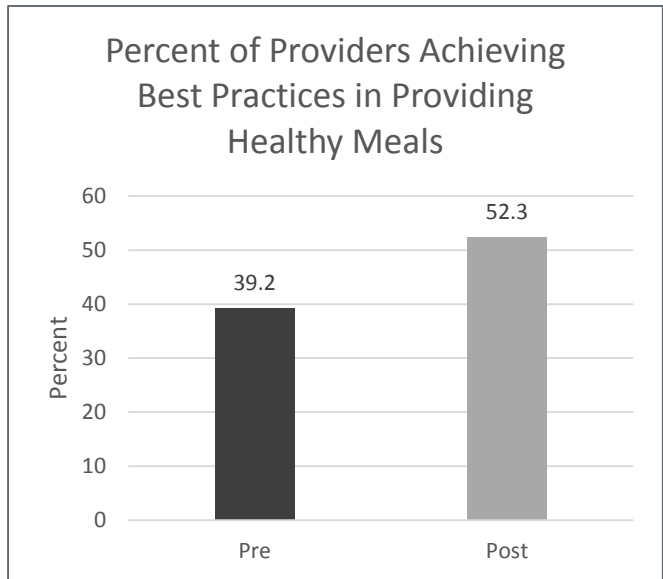
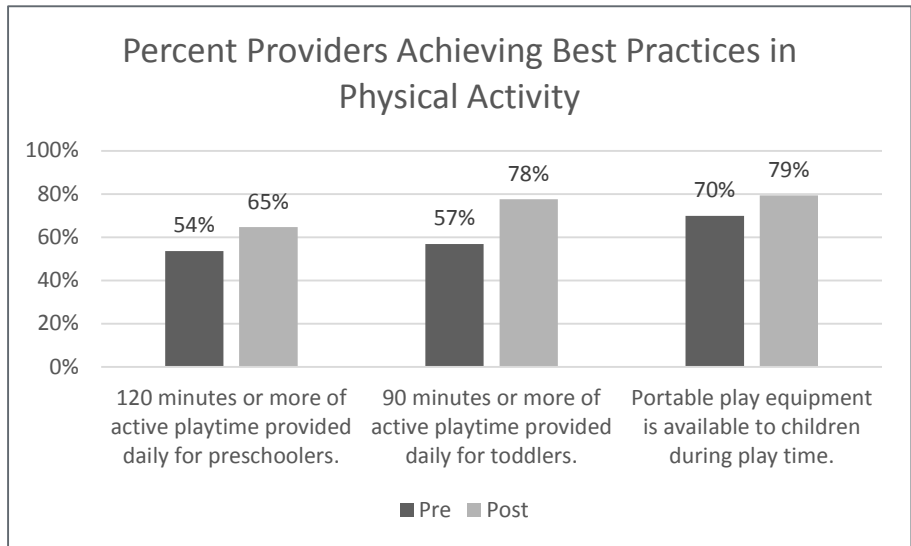
SHIP strategy evaluation studies

Several evaluation studies were conducted in FY 2014-15 to gain a deeper understanding of SHIP strategy-related outcomes that could not be obtained via process evaluation and assessments. Highlights of those evaluations follow.

Child care

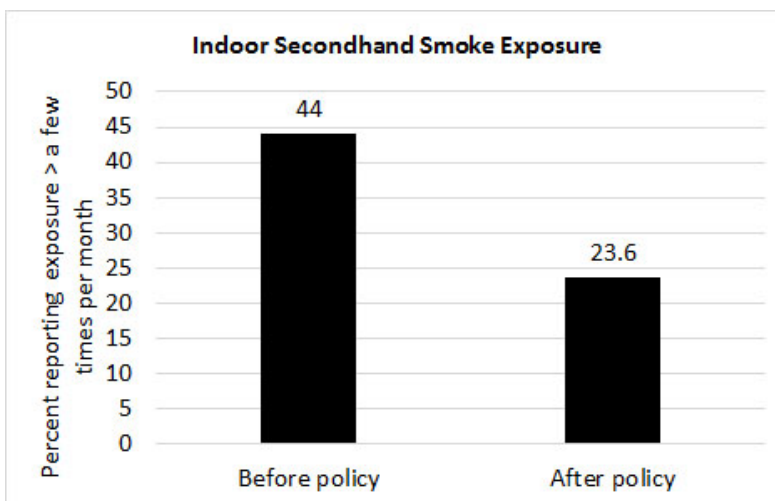
To further understand the impact of SHIP sites' efforts on improving infant, toddler, and preschoolers levels of physical activity, health eating and breastfeeding practices, MDH evaluators surveyed childcare providers to assess centers'

adoption of best practice policies with a one-year time period. Results demonstrated statistically significant increases in the adoption of physical activity best practices including: offering 120 minutes or more of active daily playtime for preschoolers; offering 90 minutes or more of active playtime for toddlers; and providing portable play equipment during play time. In the area of healthy eating, there were statistically significant increases in the adoption of a best practice policy that requires children be offered fresh, frozen, canned or dried fruits with no added sweeteners. Overall, the evaluation showed a 64 percent increase in the number of childcare providers who adopted SHIP recommended best practices as written policies and communicated those policies with parents.



Smoke-free housing

A focused evaluation of SHIP's smoke-free housing work was designed to examine the effects of smoke-free housing policies on the tobacco use and secondhand smoke exposure of public housing residents. MDH received help from four grantees and 12 public housing properties on this project. A total of 289 public housing residents completed surveys to assess cigarette use, quit attempts and



secondhand smoke exposure before and after smoke-free policies went into effect. The results indicated a 46 percent drop in indoor secondhand smoke exposure among non-smoking residents. In addition, 78 percent of smokers reported that they either quit smoking or had reduced the amount they smoke after the policy went into effect.

Active school day

MDH is working with the Minnesota Department of Education to examine the effects of implementation of active school day strategies on student physical activity and school outcomes. Those strategies aim to increase recess and physical education time, provide physical activity breaks in the classroom, offer more before/after school physical activity programs, and add remote drop-off and pick-up zones. Fourth, 5th, and 6th grade students from 14 schools across Minnesota are participating in this strategy evaluation to assess how the adoption of evidence-based, school physical activity policies and practices influence student fitness and school performance. The primary outcomes being measured are: school physical activity policies and practices; student physical fitness levels; student disciplinary actions and attendance; and standardized test scores. Annual assessments, which were completed with participating students and schools starting in 2014, will continue through spring of 2016. Final results are expected in late summer of 2016.

SHIP: Looking ahead

In FY 2016-17, 41 Community Health Boards launched their new SHIP efforts. All 87 counties in Minnesota are participating, making SHIP well positioned to further strengthen community-led health improvement efforts across the state.

SHIP now has an additional focus on the health of seniors and efforts that help delay the expression or slow the progression of dementia for those over age 60. Grantees selecting this option must meet all other requirements of SHIP and coordinate dementia-related work with regional and community-based organizations that focus on dementia.

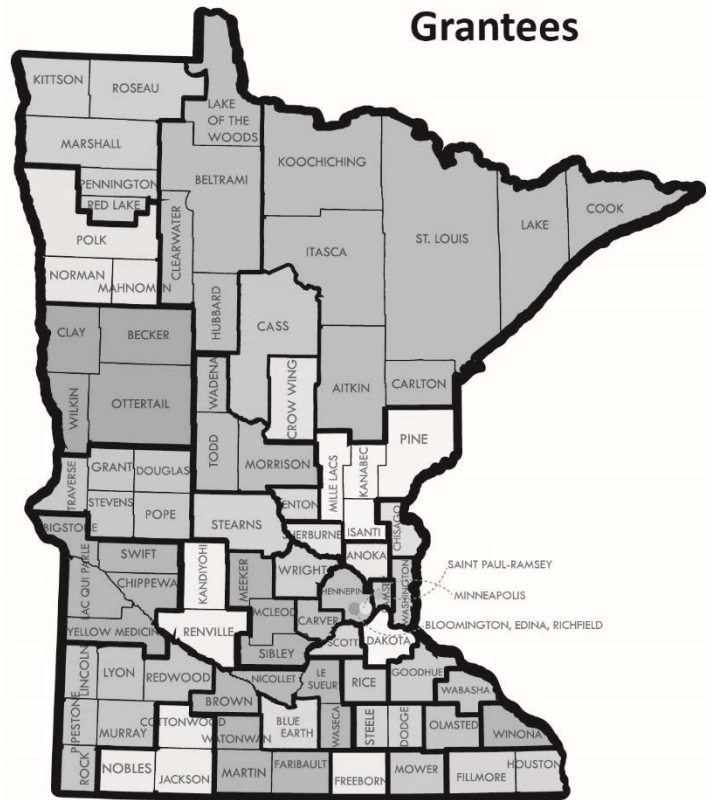
Among the planned efforts related to dementia:

Benton, Sherburne and Stearns Counties -

The three counties (all are separate SHIP grantees) plan to collaborate on their workplace wellness initiative. That work will guide employers to include dementia awareness, caregiver support and education in their wellness programs. Efforts will target employees who may be 60-plus and to employees in the caregiving role for their aging parents or other loved ones.

Chisago County - The grantee plans to continue collaborating with ACT on Alzheimer’s to eliminate or reduce the impact of Alzheimer’s disease while building supportive, dementia-friendly environments. Chisago County SHIP already has supported local law enforcement to complete the Dementia Law Enforcement/1st Responder Training.

Dakota County - Dakota County Public Health will collaborate with community agencies to enhance evidence-based, prevention, early identification and management of falls and dementia in aging residents in the county. The effort is ultimately targeted at improving health outcomes for people over 60.



Another new effort is a one-time, \$200,000 grant to implement strategies that reduce the disproportionately high use of cigarettes in the African American community, especially the use of menthol-flavored cigarettes. MDH awarded this grant to Hennepin County Public Health, which is working in collaboration with the Minneapolis Department of Health, Saint Paul-Ramsey Public Health and Bloomington Public Health (which serves Bloomington, Edina and Richfield).

As requested by the 2015 Legislature, MDH will produce a report on health care costs related to chronic diseases, including forecasting, cost reporting and analysis (MS 62U.10).

Grantee funding for SHIP in FY 2016-17 was determined using this formula: \$100,000 base funding + \$10,000 collaboration incentive per additional CHB participating in application + per capita funding amount x population.

The following highlights significant changes from SHIP in FY 2014-15 to FY 2016-17:

- All grantees are working on implementation.
- Grantees are required to work on a minimum number of strategies based on their funding level.
- Grantees will work with the MDH Center for Health Statistics to complete a health equity data analysis process.
- Grantees will be provided support and encouragement to build capacity and strengthen the roles of their CLT members to lead SHIP work. MDH will help grantees identify opportunities to build and engage in decision making with their CLTs. In addition, MDH will provide more technical assistance and share best practices to support grantees and their CLTs.
- Grantees will use an online data capturing system called REDCap, which will allow grantees and MDH to view and use monitoring data in real time to inform project planning and implementation.
- Grantees will complete a second community assessment survey by October 2020 that will measure behavioral indicators focused on obesity, physical activity and tobacco use. This survey will include additional ways to measure access to healthy foods, physical activity and tobacco. Results can be used to better understand the impact SHIP is having and help inform selection and implementation of grantee strategies.

SHIP has contributed to Minnesota's progress on obesity and tobacco use, factors that contribute to expensive chronic diseases, disability and death. MDH and Minnesota's SHIP communities are looking forward to making even more strides to support health initiatives in every county in the state during SHIP's most recent grant cycle.

Appendix A – Number of places where SHIP strategies are being implemented

STATEWIDE HEALTH IMPROVEMENT PROGRAM REPORT TO THE LEGISLATURE

Grantee Name	Counties and Cities Represented	Biennial Grant Award, FY 14/15	Number of Places Where SHIP Strategies Are Being Implemented by Setting							Total Number of Places
			Tobacco in Communities	Child Care in Communities	Healthy Eating in Communities	Active Living in Communities	Schools	Worksite Wellness	Health Care	
Benton	Benton	\$294,526	-	15	1	-	3	6	-	25
Blue Earth	Blue Earth	\$353,150	-	1	5	3	15	15	8	47
Brown-Nicollet	Brown, Nicollet, LeSueur, Waseca	\$487,545	4	7	3	2	10	24	6	56
Carver	Carver	\$416,076	16	53	7	-	20	3	2	101
City of Bloomington	Bloomington, Edina, Richfield	\$973,661	9	50	12	9	31	3	19	133
Countryside	Big Stone, Chippewa, Lac qui Parle, Swift, Yellow Medicine	\$336,639	9	8	5	3	20	10	6	61
Crow Wing	Crow Wing	\$349,431	8	31	5	4	9	9	14	80
Dakota County	Dakota	\$1,868,058	38	199	14	4	63	52	4	374
Des Moines Valley	Cottonwood, Jackson, Nobles	\$440,507	23	5	6	6	12	49	6	107
Dodge-Steele	Steele, Dodge	\$342,876	8	-	10	4	5	14	2	43
Faribault-Martin-Watonwan	Faribault, Martin, Watonwan	\$585,175	2	1	6	5	15	10	2	41
Fillmore-Houston	Fillmore, Houston	\$304,349	2	2	9	2	10	3	2	30
Freeborn	Freeborn	\$277,733	29	1	3	1	8	26	1	69
Goodhue	Goodhue	\$311,801	-	6	3	4	2	5	-	20
Health 4 Life	Morrison, Todd, Wadena, Cass	\$682,581	5	42	19	2	36	14	4	122
Healthy Northland	Carlton, Cook, Lake, St. Louis, Aitkin, Itasca, Koochiching	\$1,692,469	40	75	8	10	31	18	7	189
Hennepin Co.	Hennepin	\$2,879,551	113	5	11	5	47	17	6	204
Horizon Community Health Board	Traverse, Grant, Douglas, Stevens, Pope	\$509,930	12	2	10	6	13	16	2	61
Kanabec-Pine	Isanti, Mille Lacs, Kanabec, Pine, Chisago	\$973,787	18	6	8	7	25	9	3	76
Kandiyohi-Renville	Kandiyohi, Renville	\$344,884	8	8	5	8	10	6	3	48
Meeker-McLeod-Sibley	Meeker, McLeod, Sibley	\$531,186	26	36	9	5	17	20	5	118

STATEWIDE HEALTH IMPROVEMENT PROGRAM REPORT TO THE LEGISLATURE

Grantee Name	Counties and Cities Represented	Biennial Grant Award, FY 14/15	Number of Places Where SHIP Strategies Are Being Implemented by Setting							Total Number of Places
			Tobacco in Communities	Child Care in Communities	Healthy Eating in Communities	Active Living in Communities	Schools	Worksite Wellness	Health Care	
Minneapolis	Minneapolis	\$2,041,563	87	23	59	10	19	75	5	278
Mower	Mower	\$296,168	3	9	10	1	7	4	4	38
North Country	Lake of the Woods, Beltrami, Clearwater, Hubbard	\$552,726	5	34	12	5	24	5	3	88
Olmsted County	Olmsted	\$808,869	5	1	2	4	6	4	-	22
PartnerSHIP 4 Health	Clay, Wilkin, Becker, Otter Tail	\$1,064,850	15	-	17	20	50	37	36	175
Polk-Norman-Mahnomen	Polk, Norman, Mahnomen	\$402,287	3	-	9	4	21	17	5	59
Quin	Kittson, Marshall, Roseau, Pennington, Red Lake	\$343,188	38	46	8	5	13	12	3	125
Rice County Community Health Services	Rice	\$474,929	1	22	7	3	10	11	1	55
Scott	Scott	\$505,633	4	-	4	1	3	3	2	17
Sherburne County	Sherburne	\$575,270	-	5	3	-	7	6	0	21
Southwest	Lincoln, Lyon, Murray, Pipestone, Rock, Redwood	\$551,917	1	6	4	5	10	23	2	51
St. Paul-Ramsey	Ramsey	\$2,321,756	68	31	53	35	66	7	5	265
Stearns County	Stearns	\$832,124	2	-	4	-	5	-	1	12
Wabasha	Wabasha	\$256,007	-	9	3	3	8	15	-	38
Washington County	Washington	\$856,378	13	14	11	8	23	10	2	81
Winona	Winona	\$323,647	-	20	3	3	7	9	1	43
Wright County	Wright	\$728,777	21	16	1	-	11	1	6	56
	Sum	\$27,892,004	636	789	369	197	692	568	178	3429

- There are a total of **3,429** places across Minnesota where SHIP strategies are currently underway. Some places implement more than one strategy.
- In addition, **775** community partner sites are in the engagement phase of strategy work and are building local momentum for SHIP initiatives.

Appendix B – SHIP success stories

Grantees worked on a variety of strategies in their communities during SHIP in FY 2014-15. The following success stories highlight efforts across the state.

Tribal Stakeholder Input Process

Creating a culturally relevant Menu of Strategies

In early 2013, MDH's Statewide Health Improvement Program (SHIP) committed to a year-long community engagement process with the state's tribal nations to gather information and rebuild the Tribal SHIP and Tribal Tobacco grant programs. MDH hired a culturally competent contractor to plan, convene and facilitate a culturally appropriate stakeholder input process with the American Indian communities in Minnesota. Tribal members/grantees volunteered to serve on a steering committee for this process, which included selection of the contractor, providing input and feedback throughout the process, and serving as liaisons between their communities and the engagement process.

Challenge

Tribal grantees were previously attempting to implement strategies from a grant menu that was originally developed for Community Health Boards and counties and not tailored to the unique needs of tribal communities and culture. In working with the tribes, MDH staff identified a need to pause and gather additional input from American Indians stakeholders on the strategies being used to reduce commercial tobacco use and obesity rates in the American Indian community in Minnesota.

Solution

Prior to the stakeholder input process, MDH had one Tribal SHIP grantee and nine Tribal Tobacco grantees, even though all 11 tribes were eligible for both grant programs. Grantees were struggling to spend down their grant funds and were reporting low numbers of American Indian community members being impacted by the grant. According to the stakeholder input process, this was attributable to a Menu of Strategies that did not resonate with the community and not having the culturally relevant technical assistance resources needed to succeed.

MDH had participation from all 11 tribes in the stakeholder input process. Shakopee Mdewakanton Sioux Community ultimately decided that it would continue to not accept grants from MDH, but would provide input and continue to act as a funder of this work through the tribe's own resources.

This process consisted of three phases:

- Stakeholder input/community engagement process, including analysis and recommendations
- Grant program redesign – August 2014-August 2015
- New program roll out – Grant guidance document, work plan templates and financial guidance document were released at grantee orientation meeting held in Bemidji in fall 2015.

Partners

Great Lakes Inter-Tribal Epidemiology Center
American Indian Cancer Foundation

Results

MDH now has 10 Tribal SHIP grantees. MDH, American Indian Cancer Foundation and the tribal grantees co-created a culturally relevant Menu of Strategies. Currently, the grantees are on target to spend all their grant funds and have established robust work plans that will significantly impact their communities in the areas of healthy eating, physical activity and reducing use of commercial tobacco products. The Tribal Stakeholder Input Process was one of four nominations submitted for consideration to receive the 2015 Governor's Better Government Awards.

Beltrami, Clearwater, Hubbard and Lake of the Woods Counties

'Drop Zone' means more fun and physical activity for kids

At Blackduck Elementary, "Drop Zone" means that kids are having fun by incorporating more physical activity into their day. In May 2015, the Blackduck School District launched an exercise initiative that gets kids more physical activity during their day.

Challenge

The Centers for Disease Control and Prevention (CDC) reports that regular physical activity in childhood and adolescence improves strength and endurance, helps build healthy bones and muscles, helps control weight, reduces anxiety and stress, increases self-esteem, and may improve blood pressure and cholesterol levels. Regular physical activity is also linked to better test scores and improved school behaviors. Minnesota schools like Blackduck are taking strides to get kids more active.

Solution

Blackduck schools wanted to be part of the solution to help students get more physical activity, so it teamed up with the North Country Community Health Services/North Country Health Alliance, the local SHIP grantee. In May 2015, Blackduck School District implemented its first "Drop Zone" to get kids more involved in physical activity on a daily basis. Since then, two more "Drop Zone" events have been offered and discussions have begun on how to make this happen as a regular part of the school day.

How does it work? Students start their day by getting dropped off at the end of a trail that leads them to school. They then walk the half mile to school, accompanied by a teacher or staff member. It's a way to build more walking in a student's day, with a goal of participants taking 10,000 steps per day.

“Drop Zone” is designed to be fun and rewarding for participating kids. Everyone who participated could track their steps with a pedometer, which could be purchased at a discount thanks to support from a school fund.

Partner

Blackduck School District

Results

Blackduck schools had three “Drop Zone” events since May 2015, with 280 children in grades K-6 participating. The goal is to hold “Drop Zone” events on a regular basis.

Benton County

Updated wellness policy shapes district plans

In spring 2015, Foley Public Schools approached Benton County SHIP for help in updating its wellness policy. Benton County SHIP first connected with the Public Health Law Center (PHLC) to provide a review of the school’s wellness policy, but it didn’t stop there. Thanks to a grant and staff support from Benton County SHIP, Foley Public Schools worked with PHLC to provide a comprehensive, health in all policies review of *all* of the school district's policies.

Challenge

The Foley school district currently has some key staff who serve as wellness champions; they have been driving the culture shift to wellness and wellness initiatives. However, with no policies in place that support the work, efforts could easily diminish if those wellness champions left the district. Integrating the work into policy will give the school recognition for its accomplishments and the assurance of sustainability. Many of the efforts that are being done and areas of improvement are outside of the wellness policy, however. This is where the “Health in All Policies” approach will help tie together wellness initiatives, integrate health in all aspects of the school and help identify opportunities for improvement.

Solution

The grantee’s partners within Better Living: Exercise and Nutrition Daily (BLEND) shared their experience collaborating with the Public Health Law Center (PHLC) to integrate the “Health in All Policies” approach with another school district. The effort produced a collaboration between SHIP staff, PHLC and Foley Public Schools. Benton County SHIP funded this project along with organizing and connecting the right people to complete the review. SHIP staff will continue to work with the school to improve their policies and set goals to implement other healthy policies/initiatives.

Partners

Better Living: Exercise and Nutrition Daily (BLEND), a community collaborative
Foley Public Schools
Public Health Law Center

Results

Not only will the school have its wellness policies up to date as a result of this effort, the PHLC has identified opportunities and provided resources to integrate healthy eating and physical activity into the school district policies whenever and wherever possible. This will also help the school district set goals where there is opportunity for improvement.

Big Stone, Chippewa, Lac qui Parle and Swift Counties

Physical activity equals stimulated minds and classroom achievement

Balance beams, trampolines, monkey bars, tunnels and spinning all sound like typical efforts aimed at getting children physically active, but there's more to the story than that. Thanks to SHIP, young children are moving to stimulate their minds, right in classrooms in schools all over Big Stone, Chippewa, Lac qui Parle and Swift counties.

Challenge

More and more schools have cut back on physical education and recess in order to focus more on academic performance. Unfortunately, this has led to more inactivity for children. Pediatric obesity rates continue to rise, and teachers are seeing the negative effects inactivity can have on student performance. Minnesota schools are working to change that, however. Adding regular physical activity into the classroom is an evidence-based strategy to keep students moving and improve academic performance.

Solution

Countryside Public Health, the SHIP grantee for Big Stone, Chippewa, Lac qui Parle and Swift counties, joined with Ortonville Schools in Big Stone County to bring the S.M.A.R.T. (Stimulating Maturity through Accelerated Readiness Training) curriculum training to make the program accessible for teachers from all area schools. Countryside SHIP also helped those schools purchase equipment to implement the curriculum.

S.M.A.R.T. is a developmental approach in teaching that takes advantage of current brain research and stimulation from physical activity. Integrating the program into regular classroom time gets children moving and advances their developmental skills, which leads to better performance in the classroom.

Partners

Ortonville, Dawson-Boyd, Montevideo, Lac qui Parle Valley, Kerkhoven-Murdock-Sunburg, MACCRAY and Clinton-Graceville-Beardsley Schools

Results

Teachers who attended the S.M.A.R.T. training in August 2014 are already seeing changes in their classrooms. One teacher reported that after implementing the program, students were more focused and listened when the physical activities were done consistently. It was also noted that there were more behavioral problems when the teacher was absent for a few days and the activities weren't conducted.

The same teacher saw academic improvement since starting the program. Testing scores in reading improved, and more students scored higher in all areas on their report cards.

Bloomington, Edina and Richfield

Community outreach focuses on safety and respect for bikers, walkers and motorists

Safety on Edina roads and walkways is a concern among the city's leaders and residents. Added sidewalks and bike facilities offer more opportunities for healthy living, yet as more bikers, walkers and motorists mix, it became necessary to educate people on safety and the rules of the road.

Challenge

Edina recently added pathways for bicyclists and pedestrians. A result was that safety issues became more obvious to residents. City officials heard about residents' safety concerns and how some bicyclists were not following the rules of the road.

Solution

Responding to concerns, staff from the city's Engineering, Police, Communications and Administration offices teamed up to plan "Edina Street Smarts," a street safety/education campaign. The effort received support from SHIP.

The planning team based "Edina Street Smarts" on Edina's needs and research of similar successful campaigns around the country. "Edina Street Smarts" was in effect from spring through fall 2015 and may be repeated. It consisted of eight monthly educational messages throughout Edina. The campaign used the city's website and social media, press releases, newspaper ads, YouTube videos and posters at city facilities and local businesses.

Partners

City of Edina
Local businesses

Results

The campaign aimed to improve safety and raise awareness about the need for safe behaviors by drivers, pedestrians and bicyclists. Residents reported that they saw the messages and were satisfied with the results.

The Division of Public Health's work with the City of Edina continued when it helped plan and execute Edina's first Open Streets event on Sept. 27. Open Streets events are increasing in popularity and are viewed as a way to promote health and wellness, active transportation, local business and community building. More than 9,000 people and 80 vendors participated in the Edina event. Participants rode bikes, walked, scootered, rollerbladed, danced and skipped down a one-mile stretch of West 50th Street from Browndale Avenue in Edina to Beard Avenue in Minneapolis.

Blue Earth County

Data collection supports Mankato's vision for more active living opportunities

Blue Earth County SHIP partnered with the City of Mankato to support data collection and improve bicycle and pedestrian safety.

Challenge

Sixty percent of the county's residents live in the county seat, which is the regional hub of Mankato. Mankato plans to increase opportunities for active living for its population, which includes an adult population of 67 percent who are either overweight or obese. The Mankato-North Mankato Area Planning Organization has drafted a 30-year transportation plan that includes bicycle and pedestrian plans. However, the City of Mankato has not been able to prioritize data collection to inform decision-making around multimodal transportation.

Solution

In order to help inform decision-making, Blue Earth County SHIP offered technical assistance, project management and staff time to support data collection. Bicyclists and pedestrians at key locations were counted throughout the city. SHIP also offered grant dollars to support new crosswalks, bicycle lanes, bike racks and signage that will help make an active lifestyle more attainable.

Partners

City of Mankato
Mankato-North Mankato Area Planning Organization
Region Nine Development Commission
Greater Mankato Bike/Walk Advocates
Minnesota State University, Mankato
Minnesota Department of Transportation
University of Minnesota/Humphrey School of Public Affairs

Results

Mankato's five-year plan is to create 40-plus miles of on-street bicycle lanes and corresponding signage and infrastructure. Mankato has also improved safety for the growing population of students by adding additional crosswalks and improving crossings near the campus of Minnesota State University, Mankato. Blue Earth County SHIP views this plan, when combined

with expanding partnerships, as a way to make active living easier throughout Mankato by leveraging resources to create safe, accessible, well-connected and well-marked pedestrian and bicycle facilities. Mankato, with support from SHIP, is making bicycle and pedestrian data collection a regular function of the city's work.

Brown, Nicollet, Le Sueur and Waseca Counties

Tobacco-free grounds positively affect visitors, county employees

Brown, Nicollet, Le Sueur and Waseca County worksites all have tobacco-free and electronic delivery device grounds policies, including park buildings and structures. Le Sueur County led the way during the first round of SHIP with assistance from the American Lung Association. During SHIP in FY 2014-15, the remaining Healthy Together counties adopted policies.

Challenge

Not all county leaders supported making a tobacco-free county grounds policy a priority during the first round of SHIP. Because prevention is a cornerstone of public health and tobacco use is the leading cause of preventable illness and death, policy adoption was brought forward again during SHIP in FY 2014-15.

County leaders voiced concern about how a policy would affect members of juries and court visitors. There were also misperceptions about the safety of electronic cigarettes and questions about why they should be included in the policy.

SHIP has the support of multiple communities in the entire state that are also working on tobacco policies. With tools to address policy, system and environmental change, public health and SHIP are resources to address such challenges.

Solution

SHIP staff developed a resource folder with current tobacco research for Nicollet and Brown County commissioner board workshops. The folder included additional information that highlights the importance of the county serving as a community role model to protect the health of its citizens. Information also emphasized providing a supportive environment for those seeking to reduce their tobacco use and those who are trying to quit smoking.

County court administrators and leaders were reassured that no significant issues arose for jury duty members and court visitors since the policy was reviewed during orientation.

Partners

County Administration, Attorneys and Human Resource managers
County Commissioners
Public Health Law Center
Association for Nonsmokers-Minnesota (ANSR)

Results

Tobacco-free grounds policies will affect 939 county employees and countless visitors. Youth in the communities will observe a new norm.

Trying to break free from nicotine addiction and reduce the risk of tobacco related disease is hard if there are tempting opportunities at work. SHIP staff will provide tobacco cessation support and resource information to county employees.

Carlton, Cook, Lake, St. Louis, Aitkin, Itasca and Koochiching Counties

Worksite wellness projects improve employee lives and well-being

More than 1,100 employees across Itasca County were affected by worksite wellness policies instituted by their employers through SHIP.

Challenge

When SHIP staff offered worksite wellness support to businesses in Itasca County, it was apparent that many businesses wanted to implement worksite wellness programs but didn't have the necessary tools. It was determined that supporting employers in making policy, systems and environmental changes in their worksites provided another opportunity for SHIP and its local partner organization, Get Fit Itasca, to advance their overall goal of reducing the burden of chronic disease in Itasca County. According to the Centers for Disease Control and Prevention, worksite wellness programs can reduce health risks and improve the quality of life for employees.

Solution

SHIP offered a toolkit and technical assistance for worksites to implement wellness programs with strategies worksites could choose and programs they could design. The worksite wellness coordinator in Itasca County guided eight employers, ranging in size from two employees to 426 employees, through a 12-month collaborative. They met monthly to support each other and were given resources and opportunities for mini-grants to implement new policies and systems within their organization to directly impact environmental change.

Partners

Get Fit Itasca
Northland Counseling
Frame Up
Grand Village
Hawkinson Construction
Itasca County
Kootasca Community Action
Legal Aid Service of NE Minnesota
Meds-1 EMS

Results

All eight employers made huge strides in wellness in their organizations. At Kootasca Community Action, for example, employees now have access to a snack station offering healthy choices for breakfast, lunch and snacks. Hawkinson Construction employees start each morning with group stretches before heading to construction sites. Itasca County installed a hydration station and created a lactation room for working mothers in its main office. After implementing physical activity and healthy eating strategies, Meds-1, an emergency response organization, reported a 12-percent decrease in its insurance premiums, attributed to the wellness efforts. A restaurant sub-committee made up of members of the collaborative worked with a registered dietician to develop a “Smart Dining Guide,” outlining healthier options at local restaurants within Itasca County. Many of the restaurants will deliver food directly to the worksites.

Carver County

Yoga 4 Classrooms calms and refocuses students

Central School District #108, located in Norwood Young America, hosted a Yoga 4 Classrooms training program that was attended by 19 elementary, middle and high school teachers and the elementary school principal. The training teaches participants to understand the neuroscience of stress, the symptoms of stress, and how it affects learning and behavior. Participants learn to integrate 67 simple, classroom-friendly yoga and mindfulness techniques into the school day.

Challenge

The training, which was identified by the school wellness team through the School Health Index, addressed a need for physical activity breaks in the classroom. The school district wants to get students active in the classroom and provide opportunities for students to learn stress reduction techniques and support teachers in classroom management.

The training helps students and educators create positive, peaceful, productive classrooms that support school goals promoting movement, social and emotional skills and learning readiness.

Solution

After the training, the elementary school principal distributed the master schedule for the school year, providing teachers with an outline of activities/lessons that should take place during designated times of the day and included daily for yoga/mindfulness activities for kindergarten through 5th grade students.

It included 30-minutes a day for yoga in the classroom, which clearly shows administrative support for the effort. This also helps teachers know when to fit yoga in their classrooms rather than having to try and figure it out on their own. Teachers can add these activities into the day if the designated time doesn't work or if another time works better.

Partners

Central School District #108 teachers, administration, district nurse, school social worker and school counselor

Results

Since the start of the 2015-2016 school year, teachers have been using what they've learned in the training to keep students calm after they return from lunch and to keep their focus on education.

From anecdotal feedback, several teachers reported that they are using the content daily and it has become part of their routine. The school's wellness team will gather feedback from teachers and staff on observed changes as a result of the implementation of Yoga 4 Classrooms. The school wellness coordinator is also developing a survey tool.

Clay, Wilkin, Becker and Otter Tail Counties

Fresh Connect Food Hub offers healthy food access to local clients

Fresh, local foods are finding a new market in one region in Minnesota, thanks to the Fresh Connect Food Hub in Fergus Falls. Working alongside PartnerSHIP 4 Health staff, who served as members of advisory and core planning committees, Fresh Connect is providing quality food and affordable prices to schools and other buyers. PartnerSHIP 4 Health is the SHIP grantee for Clay, Wilkin, Becker and Otter Tail counties.

Challenge

Community leaders had been working on increasing healthy food access and saw an opportunity to create a regionally scaled model that would bring fresh foods from small- to mid-sized growers into schools and other institutions. Food hubs have succeeded by specializing in connecting growers with limited outlets for their produce to local purchasers.

Solution

Planning for the Fresh Connect Food Hub began in December 2013 with a team from Lakes Country Service Cooperative (LCSC), PartnerSHIP 4 Health and the University of Minnesota Extension. LCSC used grants during its first year to conduct a feasibility study to determine a startup plan. LCSC also received a grant to purchase coolers, a truck, scales and stainless steel worktables to fulfill the packaging and delivery.

LCSC acts as the food hub's aggregator and delivery service. They purchase fresh whole produce from small growers in and around the region, package it into quantities ordered by members and deliver the produce. Growers are freed from marketing and delivery, and members are freed from finding multiple growers to supply their needs and arranging for pick-up or delivery. LCSC tracks and handles the produce according to USDA regulations.

Partners

Lakes Country Service Cooperative
University of Minnesota Extension
Moorhead Area Public Schools
Local growers
U.S. Department of Agriculture Natural Resources Conservation Service
Otter Tail County Economic Development
Becker County Economic Development
West Central Initiative

Results

During its first year, Fresh Connect concentrated on serving local schools but also delivered to a hospital, nursing home and day care. In year two, the food hub has 32 purchasers — up from 15 the year before — which includes more schools in addition to health care and assisted living facilities and nursing homes, a veteran’s home and a university. Fresh Connect, which is working with 13 growers, hopes to double its amount of produce from year one as it works toward sustainability.

Cottonwood, Jackson and Nobles Counties

Region takes steps to improve walkability

Summary

SHIP engaged officials from four cities to improve walkability by developing Active Living Plans, which are guiding documents that prioritize walkability needs and improvements. SHIP partnered with the Southwest Regional Development Commission (SWRDC) to complete the plans that were adopted by each of the four city councils. Funding was provided to support the top non-infrastructure goals identified in each of the plans.

Challenge

In the three county region of Cottonwood, Jackson and Nobles counties in southwest Minnesota, improvements for walkability are often given low priority, due to budget limitations. With an obesity rate of nearly 28 percent, which is higher than the state average, and diabetes rates pushing 8 percent (also higher than the state average), it was clear that planning was needed to address rising health concerns. Although some communities are focused on health in all policies, most communities lacked a sense of their needs and their priorities. The cities were interested in finding ways to identify and prioritize walkability improvements.

Solution

SHIP leveraged \$34,398 through a UCare grant and allocated \$18,884 of SHIP funding to support the development of four active living plans and identified projects and activities. Funds were used to commission the SWRDC to facilitate a community planning process, write the plans and add bike racks, crosswalk striping, signage, speed bumps and benches. Securing the

funding and the SWRDC's commitment to write the plans were the key factors that solidified the city partnerships.

SWRDC made community engagement easier by facilitating the meetings, gathering the data and writing the plans. One of the most successful methods of gathering community input was through an online tool called Wiki-mapping, which allowed residents to map specific intersections or routes that were problematic for walkability. Paper surveys were sent with monthly utility bills as a secondary method of seeking community input.

Partners

Cities of Adrian, Jackson, Mountain Lake and Worthington
Southwest Regional Development Commission

Results

Each community engaged in a planning process and developed a working document to advance their active living goals. A system classifying streets based on their function was introduced to help cities determine where sidewalks were needed. Each community invested in tools, including signage, to educate the public and encourage pedestrian safety. The planning process was the first step in making communities more walkable; the next step is to implement the plans and assess new opportunities.

Crow Wing County

Partnership strives to make healthy living accessible and attainable

Crow Wing Energized and its SHIP partnership with Essentia Health Central Region is providing a sustainable approach to creating a healthier community. Through this partnership, a communitywide approach to screen, counsel, refer and follow-up with health care partners has helped increase access to evidence-based programs such as the National Diabetes Prevention Program (NDPP).

Challenge

In Crow Wing County, two out of three adults are not meeting the recommended moderate or vigorous physical activity recommendations. In addition, two out of three adults are not eating five or more fruits and vegetables a day. Finally, 65 percent of adults in Crow Wing County are either overweight or obese. Being overweight or obese and inactive are among the risk factors for prediabetes and type 2 diabetes, among other chronic diseases.

Solution

By capitalizing on a partnership with Essentia Health Central Region and their offerings of the evidence-based NDPP, Crow Wing Energized and its partners have helped to build a sustainable approach to making an impact on the health of the community. Crow Wing Energized, together with MDH, trained 38 community leaders and volunteers to become certified Lifestyle Coaches for the NDPP, providing a communitywide approach for the lifestyle change program.

Partners

Essentia Health East and Central Regions
The Center
Crosslake Lutheran Church
Mills Fleet Farm
Hallett Community Center
Cuyuna Regional Medical Center
Brainerd Public Schools
Crow Wing County Community Services
Cass County Health, Human, and Veteran Services
Lakewood Evangelical Free Church
Brainerd Family YMCA
Park United Methodist Church
Community Behavioral Health Hospital
Northern Pines Mental Health
Union United Church of Christ
Leech Lake Band of Ojibwe
Good Samaritan Society
Brainerd Park United Methodist Church
Tri-County Health Care
Brainerd Parks and Recreation
Prairie Island Indian Community
City of Brainerd

Results

In 2014, 13 full classes were offered to community members and patients throughout Crow Wing County totaling 89 participants, who averaged weight loss of 6.4 percent of their bodyweight (meeting outcome criteria for the program). In 2015, the average weight loss for the three groups that have finished their yearlong effort is 8 percent of their total body weight.

Dakota County

Wellness policy supports students' well-being and learning

In May 2015, the Hastings School Board approved a strengthened student wellness policy that ensures a school environment that promotes students' well-being and their ability to learn by supporting healthy eating and physical activity for the 4,500 students in the district.

Challenge

The Hastings School District (ISD 200) has partnered with the Dakota County Public Health Department since SHIP first launched, making many sustainable changes to support student nutrition and physical activity. The district wellness policy did not reflect the changes that are currently in place and widely accepted. An updated wellness policy would further sustain health promotion practices.

Solution

Over the past four years, the ISD 200 Wellness Committee, with technical support from Public Health and Dakota County SHIP, has worked to strengthen the policy's language. The process included numerous discussions with teachers, parents on the Wellness Committee, school administrators and board members. The Wellness Committee, seeking to focus its efforts, conducted an assessment of the existing policy. It used the WellSAT tool, an evidence-based instrument that evaluates the strength and comprehensiveness of a school's wellness policy.

Partners

Hastings School District (teachers, administration, food service staff)

ISD 200 Wellness Committee members

Parents

Results

New policy components set in place for the 2015-16 school year include:

- Guidelines for healthy school celebrations
- Recommendation that teachers use non-food rewards in the classroom
- Strong nutrition standards for foods sold outside of school meals
- Prohibition on school-based marketing of low-nutrient foods
- Requirement that all elementary school students receive at least 20 minutes of daily recess

After the strengthened policy was adopted, the Wellness Committee repeated the WellSAT assessment. The second assessment found the policy's strength and comprehensiveness increased in all five domains. As the policy is implemented, the Wellness Committee will support teachers, staff and parents and monitor compliance.

Dodge and Steele Counties

Breastfeeding rooms increase workplace productivity plus support healthier moms and babies

SHIP helps employers that want to add or enhance workplace wellness efforts. An important part of workplace wellness is support for breastfeeding mothers.

As a result of the collaboration with the Steele SHIP Worksite Coalition, Amesbury Truth in Owatonna has two new breastfeeding rooms and educational materials available for mothers who want to continue breastfeeding after they return to work.

Challenge

Breastfeeding helps ensure that babies receive optimal nutrition during the first formative years of life. Breastfed babies are at a lower risk for many health problems, such as ear and respiratory infections, diarrhea, asthma and obesity.

Returning to work is a critical transition for breastfeeding women. Many choose to quit breastfeeding because of the challenges they face expressing milk while at work. Federal and state laws now require workplaces to accommodate breastfeeding mothers because breast milk is the optimal food for infants.

Solution

Amesbury Truth, which manufactures products for the window and door industry, teamed up with the Steele SHIP Worksite Coalition to support breastfeeding mothers by establishing a breastfeeding room at the company's two locations in Owatonna. The rooms were completed and opened on July 1, 2015. With support from Dodge-Steele County SHIP, the room has been furnished with comfortable seating, a table for their breast pump and a small refrigerator to store breast milk.

In addition to the two rooms, Amesbury Truth employees can receive educational materials about the health benefits of breastfeeding. Prior to going out on maternity leave, expectant mothers can meet with the corporate nurse and review the educational materials in the bag, tour the Mother's Room and discuss the policy regarding work breaks to express milk.

Partners

Amesbury Truth
Steele County Breastfeeding Coalition
Steele County Public Health

Results

The breastfeeding rooms have become an important resource that supports the health and productivity of Amesbury Truth employees.

The educational materials about the benefits of breastfeeding have become so popular that the effort has been implemented at Amesbury Truth locations in Amesbury, Mass.; Cannon Falls, Minn.; Brampton, Ontario, Canada; Canton, S.D.; Fremont, Neb.; Statesville, N.C.; and Sioux Falls, S.D.

Faribault, Martin and Watonwan Counties

Policy ensures healthier options at area food shelves

The Wells Area Food Shelf adopted a healthier food options policy to improve access to healthy foods available at its food shelf by making a commitment to seek healthy donations and offer a larger variety of healthy food options. The group started its initiative on healthy food shelf policies and practices after participating in the Faribault County Community Food Partnership, a community coalition led by Faribault-Martin-Watonwan SHIP. The coalition aims to improve healthy food access in their communities.

Challenge

Access to healthy food options is a challenge for residents of rural communities. They often have to travel more than 10 miles to grocery stores that offer affordable, seasonable produce options. This is particularly difficult for home-bound seniors who wish to remain in their communities. Additionally, some food shelf clients, who don't have the skills to prepare meals from scratch, want foods that are easy and fast to prepare.

Solution

The Faribault County Community Food Partnership was the catalyst for bringing people together to discuss ideas and implement strategies to overcome barriers to healthy eating. The partnership, which included representatives from the area food shelves, provided encouragement and education on the benefits of healthy eating for obesity prevention and good health. SHIP staff offered guidance, support and technical assistance to the food shelf as they worked to develop the policy and implement changes that could improve healthy eating in their community.

Partners

Faribault County Community Food Partnership
Wells Area Food Shelf

Results

The policy adopted by the Wells Area Food Shelf board makes the commitment to prioritize distributing fresh vegetables and fruits when available. It also commits food purchasing dollars to nutritious, healthy food options. In addition to implementing this policy change, the Wells Area Food Shelf provides education and information to its clients about healthy food choices, offering healthy food demonstrations and educational events as well as vouchers to the local farmers market. The food shelf also partners with their local community-based agriculture to access produce donations.

Fillmore and Houston Counties

Nutrition-based outcomes achieved in Head Start programs

In July 2015, Semcac Head Start adopted Learning About Nutrition Through Activities (LANA) as the official nutrition curriculum and instituted this into formal policy and practice for all sites located in Dodge, Fillmore, Houston, Mower, Steele and Winona counties. Semcac is a community action agency that serves southeastern Minnesota. All Head Start staff now follow LANA, which is a 24-week evidence-based program that has been shown to increase children's consumption of fruits and vegetables.

Challenge

Semcac Head Start completed an assessment of practices and policies surrounding healthy eating, breastfeeding and physical activity. Analysis of the children served by Head Start found that 38 percent were overweight or obese. The assessment also identified the need to incorporate written practices, policies and education regarding healthy eating, breastfeeding and physical activity into the Semcac Head Start Parent/Guardian Handbook and the policies, responsibilities and procedures followed by Head Start staff.

Solution

Emphasis for 2015 was placed on improving nutrition-based outcomes. Semcac Head Start formally adopted LANA as their standard nutrition curriculum, and this was embedded into the policies, responsibilities and procedures followed by Head Start staff. Work to improve policies and education for parents and guardians of children in Head Start is continuing.

Partners

12 Semcac Head Start locations
5 Semcac Head Start home-based sites

Results

On Oct. 21, 2015, LANA training was provided for 42 Semcac Head Start staff. Effective September 2015, nine Head Start preschool sites, three Early Head Start sites, and five home-based Head Start sites began implementing LANA principles and practices. LANA education and increased access to fresh fruits and vegetables are now being offered to more than 200 children. Ongoing technical assistance is also being provided to staff in order to make implementation successful.

Freeborn County

Healthier concessions improve healthier food options

With support from SHIP, the concession stand at the Albert Lea City Arena is now offering healthy food options.

Challenge

The concession stand at Albert Lea City Arena has always offered classic hockey rink food such as roller hot dogs, nachos, candy and soda – not exactly healthy food options. Families who spend many hours at the arena during hockey season previously have limited options if they wanted to eat healthy.

The stand, which is run by the Albert Lea Youth Hockey Association and hockey parent volunteers, is important to local youth hockey. The money that it generates helps pay for equipment and tournaments, making hockey affordable for many families in the community.

Solution

The parent volunteer who manages the stand used a stipend from SHIP to attend a one-day training session with the Freeborn County SHIP Coordinator on how to offer healthy and profitable concessions. At this training they learned about Kwik Trip's Healthy Concessions program. They used SHIP funds to hold a taste test at the arena and conducted a survey to find out from kids and parents which types of healthy food options they wanted at the stand. The arena also purchased a new glass-front fridge to display the healthier food. Posters highlighting the new menu items were also displayed.

Partners

Concession stand volunteers
Kwik Trip
Albert Lea City Manager
Albert Lea Youth Hockey Association

Results

The effort to introduce healthy food at the stand has been a success. Parents appreciate that they now have healthy options including fruit and milk – both of which help athletes recover after practice and games.

Additionally, sales at the concession stand increased 18 percent the month that healthy food options became available, compared to the same month the previous year. There are plans to start including healthy foods at the concession stand at Albert Lea city pool.

Goodhue County

'Healthy Food Donation Guidelines' put focus on food shelf options

The Red Wing Food Shelf began in 1983 as part of the Goodhue County Christmas Project, and since its modest beginning, the need has grown to the point where in 2014 the food shelf served 1,180 households. Nearly half of its clients are working individuals and approximately 44 percent are under 18. The SHIP grantee Live Well Goodhue County teamed up with the Red Wing Food Shelf to make healthier options more available to clients.

Challenge

During early conversations with members of the food shelf's board of directors and volunteers, Live Well Goodhue County heard repeatedly that their job was to provide food to people who are hungry, and that any food is better than no food. The board's main concern was that if they required people to donate healthier items, the amount of food would go down and they wouldn't be able to serve as many clients.

Solution

Part of this work was to educate food shelf directors and volunteers on the importance of providing nutritious food to clients instead of food full of empty calories. Live Well Goodhue County showed the board and volunteers best practices for creating a healthy food shelf and provided support to improve the intake and distribution process.

Live Well Goodhue County also collaborated with a University of Minnesota Extension SNAP-Ed Educator on a training for the food shelf's board of directors and volunteers, providing concrete ways to implement changes.

Partners

Red Wing Area Food Shelf
University of Minnesota Extension

Results

By joining forces with the board and engaging volunteers in new ways, changes that made healthier food more accessible were achieved. The board adopted new "Healthy Food Donation Guidelines" and started asking individuals and organizations to donate fresh produce, canned goods low in sodium and sugar, and whole grain cereals, crackers and pastas. The food shelf's new website includes donation suggestions and provides a poster template for hosting a Healthy Food Drive. In addition, the food shelf has expanded its ability to receive and display fresh produce.

Hennepin County

Policy changes support healthier lifestyles

RESOURCE's Northwest Community Support Program (NWCSP), a drop-in center in Crystal, offers recovery-focused services to nearly 500 adult clients with serious and persistent mental health concerns. Through SHIP, NWCSP is making systematic, sustainable changes that support healthy lifestyles for their clients and staff. The organization hopes to expand their efforts beyond the Crystal site to impact the entire agency, which serves more than 20,000 clients.

Challenge

Serious and persistent mental health concerns (bipolar disorder, schizophrenia, schizoaffective disorder and major depression) are among the most disabling conditions. They also present significant barriers to making healthy choices regarding healthy eating, physical activity and tobacco use. On average, people diagnosed with a serious mental health condition die 25 years before those in the general population. Like the general population, they tend to die from the same chronic diseases resulting from the risk factors of poor nutrition, lack of physical activity and tobacco use.

Solution

Wellness has long been emphasized at NWCSP, knowing that good physical health will support their clients' mental well-being. Through SHIP technical assistance, NWCSP identified areas where growth was needed to support healthy behaviors, solidified their practices, and embraced their beliefs with policies that back up and sustain their actions. Client surveys assessed behavior and interest in receiving help in adopting healthier habits. Results from the survey motivated the staff and encouraged them to offer support and get involved. Health coaching and tobacco cessation training built staff skills and helped to implement new practices.

Partners

American Lung Association
University of Minnesota

Results

Members and staff developed and embraced a nutrition policy, ensuring nutritious foods served onsite and regular nutrition education opportunities for clients. The policy was shared within RESOURCE where it may be adapted to other program areas. Voluntary smoke-free days were initiated. A policy will be created to encourage regular smoke-free days combined with cessation and education opportunities. New equipment allowed for expansion of physical activity programming. Regular activity breaks were instituted during programming to avoid prolonged sitting. This change engages clients who do not regularly participate in exercise classes. Having a variety of equipment at the client's disposal has increased motivation for clients and increased staff awareness for where they can incorporate more movement into programming. These changes are now being captured and sustained through policy at NWCSP.

Kanabec, Pine, Isanti, Mille Lacs and Chisago Counties

New smoke-free workplace policy preserves health insurance rate

Lakes & Pines Community Action Council in Mora is keeping its office properties smoke-free after the adoption of a new smoke-free workplace and environment policy. Lakes & Pines is a non-profit organization with 113 staff serving a seven-county area in east central Minnesota. Staff participate in the Partners in Healthy Living Community Leadership Team and the PiHL Worksite Wellness Collaborative. Partners in Healthy Living (PiHL) is the SHIP grantee serving Kanabec, Pine, Isanti, Mille Lacs and Chisago counties.

Challenge

Although the Lakes & Pines building was smoke-free, its grounds were not. Staff could not open office windows without risking secondhand smoke coming inside. Allowing smoking on their grounds did not support the culture of health the organization wanted to incorporate for its staff and clients.

Solution

With the help of PiHL, Lakes & Pines Community Action Council started a Health and Wellness Committee. The organization identified the committee to oversee the strategies for a healthy environment, which resulted in the smoke-free grounds.

The success of the policy was due to a number of factors including strong support from senior management and the opportunity to educate staff. There was extensive communication and education with staff prior to implementing the policy. PiHL provided technical assistance and a grant for signage.

Leona Dressel, Human Resources director for Lakes & Pines Community Action Council, said that the partnership with PiHL has helped the organization become a local champion and move forward with health and wellness initiatives for staff and visitors.

Partners

Lakes & Pines Community Action Council
FirstLight Health System

Results

The policy change and enforcement of a smoke-free workplace led to a reduction in smokers at Lakes & Pines. This was a contributing factor in the rate hold of the organization's group health insurance for 2016.

The organization's work with PiHL Worksite Wellness Collaborative also resulted in other wellness initiatives, including healthy snack days, fitness activities and wellness education incorporated into the agency's safety training days.

Kandiyohi and Renville Counties

County protects youth, strengthens tobacco control ordinance

Renville County reduced youth tobacco access and exposure to tobacco marketing. The county action protected youth and strengthened their local tobacco control ordinance in partnership with SHIP and the Renville Alliance for the Prevention of Alcohol and Drugs (RAPAD), a Drug Free Communities coalition.

Challenge

The tobacco industry invests heavily in tobacco marketing tactics like price discounting, colorful packaging and other practices that attract youth in the retail setting where they shop every day. This practice is referred to as point-of-sale (POS) marketing and is a key tobacco industry strategy to lure young customers. Research has shown that POS marketing increases youth initiation and continuation of tobacco use.

Solution

Kandiyohi-Renville SHIP staff, the RAPAD staff, and key community members worked to strengthen their local tobacco control ordinance to address the needs of the community by conducting and using community assessment data to educate key stakeholders on the problem.

Partners

Renville County Board of Commissioners
RAPAD, a Drug Free Communities coalition
Public Health Law Center
American Lung Association

Results

In August 2015, the Renville County Board unanimously adopted new language and regulations in the Renville County Tobacco Licensing Ordinance that reduces youth access and exposure to tobacco products. This is the first time the ordinance has been updated in almost 20 years, and now contains updated language addressing the sale of tobacco and electronic delivery devices. It also includes higher administrative penalties, restriction of sampling lounges, retailer education requirements, a minimum price requirement for cigars (\$2.10 per cigar), restriction of sales near youth-oriented facilities and restriction of sales in pharmacies.

Kittson, Marshall, Pennington, Roseau and Red Lake Counties

Policy change helps residents go tobacco-free

Great strides have been made in the tobacco strategy for Quin Community Health Services, which covers the counties of Kittson, Marshall, Pennington, Roseau and Red Lake, with the focus being on multi-unit housing.

Challenge

Approximately 15 percent of adults in the region are smokers, slightly higher than the state average of 14.4 percent. Roseau County has the highest rate at 21 percent. The encouraging news is that 53 percent of smokers in the Quin area, which covers the counties of Marshall, Kittson, Roseau, Pennington, and Red Lake, tried to quit for one day or longer over the past 12 months in 2014. With additional smoke-free public spaces, it will help those trying to quit by limiting temptations.

Solution

The biggest challenge was to get partners to the table to discuss change and health improvement. Once at the table, it was important to lay the educational foundation that supports change and looks at long range outcomes that not only benefit the building's residents, owners and managers, but the community as a whole.

The role of the SHIP staff is to reach out to the multi-unit housing owners and/or managers, as a means to identify facilities that are willing and ready to partner with SHIP. Through the partnership, technical assistance is provided to review and/or revise existing smoke/tobacco free policies, develop new policies, offer resources that are available and provide support as changes or policies are implemented.

Partners

Northern Lights Apartments, Roseau
Greenbush HRA/Elderbush Manor
Association for Nonsmokers-Minnesota (ANSR)

Results

Effective July 1, 2015, no smoking is allowed in Northern Lights Apartments or on the outdoor property. Greenbush HRA had gone smoke free effective April 1, 2014, and added electronic cigarettes to the smoke-free policy starting May 1, 2015. These policies protect nearly 100 residents from the dangers of commercial tobacco use and secondhand smoke.

Lincoln, Lyon, Murray, Pipestone, Redwood and Rock Counties

Collaborative strengthens workplace wellness in Marshall

Workplace wellness efforts in Marshall expanded when A Healthier Southwest, the SHIP grantee for Lincoln, Lyon, Murray, Pipestone, Redwood and Rock counties, teamed up with Healthy56258, a community initiative that aims to establish and sustain a culture of health and wellness by increasing physical activity and healthy eating.

Challenge

Healthy, motivated employees are vitally important to the workplace and can have a positive impact on an employer's bottom line. Workplace wellness initiatives can help employers manage the cost of health care, benefits and insurance by providing a positive return on investment.

Solution

A Healthier Southwest hosted a community event in March 2015 in conjunction with Marshall's Healthy56258 and the Alliance for a Healthier Minnesota. The event attracted more than 60 people from a variety of employers who were invited to learn how to start or expand workplace wellness initiatives. As a result of the effort, seven Marshall employers joined the area's Worksite Wellness Collaborative, which is facilitated by A Healthier Southwest staff. The collaborative increased workplace wellness sites from 23 to 60.

Members of the collaborative meet regularly to share successes and learn best practices that they can incorporate at their workplaces. Members, which include company wellness leaders and wellness committee leads, also have access to training opportunities. The group will meet through spring 2016.

Partners

Alliance for a Healthier Minnesota
Avera Marshall Regional Medical Center
City of Marshall
Healthy56258
Lyon County
Schwan's Shared Services
Southwest Health and Human Services
Southwest Minnesota State University
Western Community Action
Marshall Area Chamber of Commerce

Results

The Worksite Wellness Collaborative in Marshall has the potential to reach more than 3,000 employees. Employers in the collaborative are eligible to receive funding from A Healthier Southwest to support policy, systems and environmental changes at their work sites. Several employers are focusing on healthy eating strategies and policies that support breastfeeding.

Upon completion of this 14-month collaborative model, A Healthier Southwest staff will continue to provide technical assistance. A Healthier Southwest plans to invite another community in their service area to participate in the workplace wellness collaborative model to expand initiatives in the region.

Meeker, McLeod and Sibley Counties

Partnership helps get healthy, local food to families in need

In partnership with SHIP, the Sibley County Food Shelf, University of Minnesota Extension and local civic organizations, the Sibley East FFA program expanded its school-based agriculture project in summer 2014 to provide fresh vegetables to the county's food shelf on a weekly basis. Since 2014, more than 4,600 pounds of locally grown food has been donated to the food shelf by Sibley East Future Farmers of America (FFA).

Challenge

The Sibley County Food Shelf serves all of Sibley County and has traditionally lacked fresh produce to offer families in need. On a typical month, the food shelf serves approximately 200 families, which is about 700 individuals. These are some of the most food-insecure families in the county, often experiencing greater health inequity.

Solution

More than 2,000 pounds of fresh produce were donated during the 2014 harvest season, with more than 2,650 pounds donated during the 2015 harvest season. A board member with the food shelf said that there was some concern initially that they'd have produce left over, but the produce was always used up.

The effort included education and support to the food shelf clients and volunteers. The local SNAP Educator with University of Minnesota Extension also provided on-site cooking classes for clients throughout the harvest season.

Partners

Sibley County Food Shelf
University of Minnesota Extension
Local civic organizations
Sibley East FFA

Results

After the harvest season was over in 2014, SHIP joined forces with the food shelf to conduct an evaluation to answer the question, "Is anyone better off?"

Approximately 140 food shelf clients completed the survey. More than 75 percent of the respondents agreed or strongly agreed that they were more comfortable preparing fresh fruits and vegetables. They also discovered that their families were trying new or unfamiliar fruits and vegetables and that they liked the new items. Almost half of survey respondents reported bringing home more fruits and vegetables. Over half also reported that their families are now eating more fruits and vegetables.

Policies, systems and environmental changes are now in place, ensuring that clients at the food shelf will continue getting access to fresh produce.

Minneapolis

Staple Food Ordinance means more fruit, vegetables and whole grains on store shelves

The Minneapolis Health Department supported work to increase the availability of healthy foods in 234 grocery outlets by adopting and implementing significant revisions to the Minneapolis Staple Foods Ordinance and by connecting store owners to resources designed to improve their compliance. On Oct. 31, 2014, the Minneapolis City Council approved revisions to the city's ordinance.

Challenge

Many Minneapolis residents lack access to supermarkets and must shop at corner stores, gas stations, dollar stores and pharmacies, where nutritious choices are limited. The 2008 Staple Foods Ordinance required licensed grocery stores to stock some healthy foods, but compliance was low due to a lack of education and training, broad exemptions for many stores and limited resources to assist store owners. As a result, healthy foods were not available in many stores where low-income residents shop.

Solution

The Minneapolis Health Department led the successful adoption and implementation of revisions to the Staple Foods Ordinance requiring licensed grocery stores to stock a wider variety of foods including fresh fruits, vegetables and whole grains. To improve compliance with the new requirements, the Minneapolis Health Department conducted extensive outreach to affected stores and created a comprehensive package of trainings, technical assistance and resources for store owners.

Partners

Minneapolis Health Inspectors and Business Licensing staff
Minneapolis City Council
University of Minnesota School of Public Health
Mod and Company

Results

The Minneapolis Health Department educated store owners through direct mailings, store visits, written materials in multiple languages, group trainings and in-store coaching. Staff also developed key resources, which include the creation of an affordable small-scale system for acquiring fresh produce, offering low-interest loans for coolers to store perishable products, distributing merchandising supplies to make healthy foods more visible, and consulting with retail and marketing experts. Many stores took advantage of those resources and, as a result, demonstrated a better understanding of the new requirements and higher compliance. While enforcement of the ordinance does not begin until April 2016, 88 percent of stores are already meeting at least half of the requirements; 51 percent are fully compliant.

In addition to these short-term successes, the University of Minnesota leveraged the Health Department's efforts to obtain nearly \$2.8 million in federal grant funding that will be used to evaluate the long-term impact of the policy over the next four years.

Morrison, Todd, Wadena and Cass Counties

Going tobacco free at Central Lakes College

Health4Life, the SHIP grantee for Morrison, Todd, Wadena and Cass counties, teamed up with Crow Wing Energized and Crave the Change to support Central Lakes College as the college considered changes to their tobacco policy. Central Lakes College, which has campuses in Brainerd (Crow Wing County) and Staples (Wadena County), serves an estimated 4,300 full- and part-time students.

Challenge

Tobacco use is highest among 18–25 year olds compared to all other adult age groups in national and statewide tobacco use surveys. Nationally, 31.9 percent of 18–20 year olds and 35.8 percent of 21–25 year olds report cigarette use within the past month. Within Minnesota, the rates are lower than the national average, but still the highest among all age groups in the state with 21.8 percent of 18–24 year olds reporting current cigarette use. Colleges and universities in Minnesota have a unique opportunity to influence the tobacco use behavior among this student-aged population as nearly half (46 percent) of all residents earn a degree from institutes of higher education. Until spring 2015, Central Lakes College tobacco policy allowed for smoking and tobacco use in designated outdoor areas on campus property.

Solution

To help tobacco users make better lifestyle choices, Health4Life, Crow Wing Energized and Crave the Change offered technical assistance to Central Lakes College on best practices for tobacco policy. The Public Health Law Center offered additional technical assistance. In spring 2015, Central Lakes College administration passed a strengthened tobacco policy, making buildings and grounds 100 percent tobacco free (including e-cigarettes). To support this policy change Health4Life, Crow Wing Energized offered grant dollars for signage and materials that promote the change. QUITPLAN materials were also made available.

Partners

Crow Wing Energized
Crave the Change
Central Lakes College

Results

On Aug. 14, 2015, Central Lakes College Campuses began implementing its 100 percent tobacco-free policy, including buildings and grounds.

Mower County

LeRoy Farmers Market provides local option for fresh, healthier foods

SHIP Mower County partnered with the LeRoy Farmers Market organizing committee to assist in starting a farmers market in LeRoy.

Challenge

LeRoy is a rural community with limited access to fresh, local produce with only one grocery store. This town of 924 people is an active community, and there was a lot of support for the idea.

Solution

A group of dedicated and passionate citizens began organizing the new farmers market in April 2015. The vision for the new market was to provide a location for “producers” to sell their homegrown produce and homemade wares. It was determined that this was a way to greatly increase access to fresh fruits and vegetables in the county.

SHIP Mower County assisted in the startup of this farmers market by offering technical assistance, staff time and resources to help support future vendors and to market this new venture. SHIP provided a grant for advertising and signage, and SHIP staff provided technical assistance to help the market adopt a tobacco-free policy on its grounds.

Partners

LeRoy Commercial Club
LeRoy Senior Citizens
LeRoy Lions Club
LeRoy Farmers Market Committee

Results

When the market started in June 2015, it had only eight vendors. That list has grown to around 14 vendors per week. LeRoy and area residents have rallied around this new community asset as 80-125 people visited the market every Thursday evening from June through October. Some items offered at the market include: fresh fruits and vegetables, locally raised meats, local artisan water, homemade items, essential oils, wood-fired pizza and much more.

The market will start up again in the spring of 2016. SHIP Mower County is continuing to work to find ways to improve the LeRoy Farmers Market and has begun discussions on making EBT/credit card transactions available there.

Olmsted County

County protects health, safety of OCHRA residents with smoke-free policy

Survey results indicated that 81 percent of Olmsted County Housing and Redevelopment Authority (OCHRA) residents would support or abide by a new smoke-free housing and property policy. With that information in hand, OCHRA voted to adopt a smoke-free housing and property policy that was phased in as residents signed or renewed leases effective May 1, 2014.

Challenge

Smoking continues to be a major health concern for residents of Olmsted County. Those living in subsidized housing have fewer options when their health is being impacted from drifting smoke. Asthma attacks, ear infections, and a higher likelihood of illness can limit school/work attendance and increase the cost of doctor visits for low income families. Adopting a smoke-free grounds policy addresses the health inequity issue of secondhand smoke.

Smoke-free housing was a priority according to parents living in OCHRA housing: “I really love this idea because I am not a smoker and being the father of four little kids that have not yet developed strong lungs to withstand passive smoking...” and “I shelter our family from secondhand smoke. The kids have asthma and cannot breathe around a cigarette smoker...”

Solution

OCHRA had a desire to protect the health and safety of their residents and use SHIP staff’s knowledge and resources to make this policy happen. SHIP staff supported the OCHRA board from the start by providing background information on other HRA policies, surveying residents, presenting to the board, drafting the policy and providing the signage once the policy went into effect.

Partners

Olmsted County Housing and Redevelopment Authority
Association for Nonsmokers-Minnesota (ANSR)
Public Health Law Center

Results

In May 2015, OCHRA housing (except for substance-abuse housing) and grounds went smoke free. A strong policy that eliminates cigarette and e-cigarette smoking within OCHRA units or anywhere on the property was enacted. It will improve the health of hundreds of families living in 15 single family homes and 115 housing units by reducing exposure to secondhand smoke for residents. It will also greatly reduce the likelihood of fires and save the county money on maintenance of the properties.

Polk, Norman and Mahnomen Counties

Interviewing technique engages patients and encourages healthier lifestyles

One challenge to addressing issues surrounding weight is how health care providers initiate a conversation about it with their patients. Polk-Norman-Mahnomen SHIP worked with local public health departments and primary care providers in the region to promote the use of Motivational Interviewing (MI) techniques. This is an evidence-based practice designed to help clinicians facilitate and support patient/client behavior change.

Challenge

A survey of adult health in Polk, Norman and Mahnomen counties found that 73 percent of residents are either overweight or obese. The study also reported that 88 percent of respondents reported having good overall health.

Such a narrow view of health ignores the long-term implications of excess weight, which encompasses a broad range of issues including high blood pressure, diabetes, elevated cholesterol and cancer, among other chronic diseases.

About 52 percent of survey participants have been advised by their care providers that they are overweight or obese. That means many residents aren't getting the right message about their weight or don't remember hearing it.

Solution

Simply giving patients advice to change can be unrewarding and ineffective. Polk-Norman-Mahnomen SHIP provided trainings for regional primary care providers on MI techniques, which uses a guiding style to engage with patients, clarify their strengths and aspirations, evoke their own motivations for change and promote autonomy of decision making. The goal is to ensure that patients understand the message and that those who are ready to make lifestyle changes feel connected to personal and community resources that would support them.

Partners

Essentia Health – Fosston

Essentia Health – Ada

Altru Health Systems, Altru Clinic – Crookston

RiverView Health, RiverView Clinic-Crookston

Northwestern Mental Health Center

Polk County Public Health

Norman-Mahnomen Public Health

Results

Motivational Interviewing Training has been provided for 39 people, of which 15 were given the opportunity for both Motivational Interviewing I and Motivational Interviewing II training, with positive feedback from all partners. Motivational Interviewing is a learned skill that must be

continually practiced and reinforced with feedback to ensure essential principles and effective techniques are used. Health care reform has deepened primary care's interest in partnering with public health for further motivational interviewing training; however, additional funding is needed to support coaching and training for interested partners.

Rice County

Friendship House creates more opportunities for active living, healthy eating

Healthy Rice County SHIP teamed up with the Friendship House of Faribault, which provides persons diagnosed with a mental illness a supportive environment to socialize and provide and receive support.

Challenge

Friendship House wanted to provide more access to physical activity opportunities and healthier food for its members. Most participants at the Friendship House have prediabetes, diabetes and/or high blood pressure.

The partnership resulted in a new bike lending library and community-based agriculture at Friendship House.

Solution

Working with Healthy Rice County, the Friendship House created the bike lending library that provides transportation and physical activity for members.

Friendship House members were involved in establishing the community-based agriculture plot onsite as well as weeding, watering and harvesting. The resulting produce was used for nutrition classes.

SHIP helped support the purchase of six bikes, plus helmets and locks for all bikes. In addition, SHIP supported the purchase of tools, plants and lumber as well as a vacuum sealer and bags for freezing vegetables.

A University of Minnesota Extension SNAP-Ed Educator also held workshops at Friendship House on basic nutrition, hands-on learning and cooking demonstrations to promote healthy changes in diet. These workshops taught individuals how small changes (reducing sugar, salt, fats and calories) combined with physical activity can improve health.

Partners

Milltown Cycles
Wal-Mart
Target
Ace Hardware
Chadderdon Lumber

Twiehoff Gardens
University of Minnesota Extension

Results

The Friendship House can now offer their members healthier lifestyles through the bike lending library and access to healthy foods with its onsite community-based agriculture effort.

Staff at Friendship House estimated that of the six bikes available, four were checked out at all times. They are being used four days a week for transportation, exercise or leisure. As another measure of success, the organization reports having a freezer full of produce that is being used by Friendship House members.

Saint Paul – Ramsey County

Community organizations rally around SHIP active living efforts

Saint Paul Public Housing Agency (PHA) residents living in the four family developments, 16 hi-rise buildings, and 403 scattered site units have more opportunities to move more each day and feel better, thanks to the Saint Paul-Ramsey Public Health and SHIP. PHA, with support from SHIP, is working with residents, staff and community organizations to create healthier public housing communities.

Challenge

The public health concern that this initiative addresses is the prevention of chronic diseases. The work to help PHA residents move more and eat healthier helps prevent further complications from obesity, heart disease, diabetes and hypertension, among others. Another goal is to prevent chronic diseases from developing in the youngest PHA residents.

Saint Paul Public Housing provides 8,000+ affordable homes to more than 21,000 people. The impact of the PHA initiatives on residents of Ramsey County is extensive. Residents of PHA are primarily an under-resourced, vulnerable and low-income population. The average household income is \$18,000/year for families and \$10,900/year for single persons. Most single residents are elderly and/or people with disabilities.

Solution

Saint Paul-Ramsey Public Health and PHA connected with community organizations to make opportunities for biking and walking easier for families and residents. Hundreds of bicycles were donated; in 2014, 259 youth received a bicycle, helmet and lock. Adult bicycle lending programs were established, offering a chance for parents to get on a bicycle and be active with their neighbors and family. Outreach efforts, such as group bicycle rides, events that offered bike repair and classes on bike repair were also conducted. Bike repair stations are available at several locations. Adults living in the hi-rise apartment buildings joined Nice Ride Tours to receive a bike helmet and free one-year membership to use the Nice Ride bike-share system.

Resident-led walking groups have started. “Walk with a Doc” events are also being scheduled at several locations.

Partners

Free Bikes 4 Kidz
Two Men and a Truck
Cycle for Change Bike Library
Nice Ride Minnesota
St. Paul Women on Bikes
Allina Health
Bike Fixtation

Results

Without the relationship between PHA staff and Saint Paul-Ramsey SHIP over the last two grant cycles, it is possible that none of these partnerships or opportunities would have become available. Residents living in public housing now have access to bikes and now have the opportunity to be more physically active.

Scott County

New Prague school takes steps for healthier food options

Students at Raven Stream Elementary in New Prague have better access to healthier foods thanks to efforts supported by Scott County SHIP.

Challenge

Increased availability of healthy foods in schools will ultimately reduce the risk of obesity, chronic disease and associated health care costs. While fruit consumption among Scott County students increased since 2010, numbers are still low and concerning. According to the 2013 Minnesota Student Survey, only 28 percent of students meet the recommended fruit intake (two or more servings per day) and 22 percent of students meet the recommended vegetable intake (two servings per day). Additionally, less than half of high school students eat breakfast daily.

Solution

The school took a two-pronged approach. First, thanks to staff wellness champions (called the Garden Gals), a new school-based agriculture plot was created on school grounds. The site kicked off with a planting and learning event for students and staff in May 2015. Eleven families tended the plot during the summer.

Second, a healthy breakfast program was started. A new Grab and Go breakfast line was created at the school. To address the issue of students feeling rushed to get breakfast the traditional way of sitting down in the cafeteria between the small window of time between bus drop off and school start time, the students are now able to grab breakfast and take it to their

classrooms, and the kindergarten students have breakfast delivered to their classroom. Grab and Go breakfast consisted of easy breakfast items that didn't create a mess or a lot of extra work for the classroom teachers. The school wanted all students to have the opportunity to start the day with a healthy breakfast.

Partners

Raven Stream Elementary teachers Dana Smith and Beth Horning
Director of Nutrition Services Kim Franta
Scott County Master Gardener Bob Strawn
Garden Gals

Results

To date, more than 30 pounds of produce have been harvested from the school-based food plot, and additional fall vegetables like squash and beans were harvested during September and October. Produce was sent home with students during the summer break from school, and the schools were equipped with the tools necessary to preserve produce for later use during the school year.

Participation rates in the breakfast program remained steady with about 30 percent of the student population at Raven Stream. The pilot was so successful that it is now being replicated throughout the district. SHIP is supporting promotional efforts at another elementary site, and other grant dollars are being used to ensure similar carts and walk-through displays are in place at sites throughout the district.

Sherburne County

School wellness policy results in safer school routes, more physical activity and healthier meals

Big Lake School District has been involved with the Statewide Health Improvement Program since SHIP first started in 2009. This relationship has led to success by increasing opportunities for physical activity and healthier eating.

Challenge

Big Lake School District didn't have a strong student wellness policy. Most of the policy used phrases like "should" or "recommends" in most of their wellness strategies. Consequently, this meant that policies around physical activity during the school day and healthy school snacks and lunches were less than stellar. After conducting assessments and reviewing action plans, it became evident that the school district needed to incorporate strong language into policies and procedures and do what is best for the health of their students and their community.

Solution

Initially the work with Big Lake focused on increasing physical activity in classrooms. With SHIP's assistance, the school implemented a Brain Gym curriculum to promote physical activity

outside of physical education classes. Since then, the partnership made strides in healthy eating with smart snack policies and healthy and hungry-free kids guidelines. SHIP has also been involved in Big Lake Schools' wellness program, which encompasses employee wellness and healthy school meals.

Early Childhood Family Education (ECFE) has been another great example of SHIP work in Big Lake. ECFE staff were trained in I am Moving I am Learning (IMIL), Learning About Nutrition through Activities (LANA), and trainings to support breastfeeding. SHIP funds were used to develop a lactation room at Independence Elementary and Liberty Elementary.

One of the largest collaborative efforts between SHIP and Big Lake Schools is the Safe Routes to School initiative. A planning grant was awarded at the beginning of the 2014-2015 school year to help the City of Big Lake, Big Lake Schools and Sherburne County to assess current routes available for students to walk and bike to school. Together, the partners will outline necessary infrastructure improvements, and education and promotional activities that will be submitted for a Safe Routes to School implementation grant.

Partners

Big Lake Elementary Schools: Independence and Liberty
Big Lake Middle School
Big Lake High School
City of Big Lake

Results

The foundation for optimal student wellness has been set in the Big Lake School District. The addition of a strong wellness policy, Early Childhood physical activity and healthy snacks plus a solid Safe Routes to School plan are among the outcomes that are helping Big Lake School District. The partnership expects to make even more strides during the newest round of SHIP.

Stearns County

Melrose School District's commitment leads to improved wellness policy

Melrose School District is committed to creating an improved school environment by encouraging healthier eating and more physical activity before, during and after school. Thanks to motivated leadership and a supportive school board, the district has adopted a new, district-wide wellness policy.

Challenge

Along with obesity comes the increased risk of chronic health problems that can impact young people. Stearns County SHIP had conversations with the Melrose School District, which was interested in making a change that would positively impact their students' health and well-being.

Solution

Stearns County SHIP staff worked with Melrose School District on several fronts.

Teachers and food service are partnering to provide nutritious snack options for all students. The policy is also helping to make classrooms healthier by limiting food rewards and taking the focus off of food for celebrations. Instead, staff are encouraged to allow students to choose a variety of fun activities for rewards.

The policy supports students walking and biking to school as long as they are able to do so safely. With SHIP funding, the district held a walk audit to improve safety and is sharing a bike fleet with another area school. Staff will be trained on the Walk! Bike! Fun! Curriculum, which teaches bicycle and pedestrian safety.

Finally, healthier concession stands are being developed. The district received a SHIP mini-grant to purchase new equipment that makes it possible to sell healthy snacks and food at school-sponsored events and activities. In smaller Minnesota towns, the school is the hub of the community where many families gather for events and activities. In the rush of getting there, many families do not have time to prepare healthy meals on the go. This provides families access to healthier options.

Partners

Melrose School District

Melrose Superintendent

School Board Members

School staff

Better Living: Exercise and Nutrition Daily (BLEND), a community collaborative

CentraCare Health Foundation

Arvig Communications

Results

Melrose School District's superintendent, two school board members and numerous staff have been involved in the wellness committee and were instrumental in getting the new policy adopted. Stearns County Public Health will use this model as work continues towards healthier schools across the county.

Traverse, Grant, Douglas, Pope and Stevens Counties

Engaged partnership ensures that healthy eating is easiest choice

Horizon SHIP, which serves Traverse, Grant, Douglas, Pope and Stevens counties, engaged with several partners in Morris to make healthy eating the easiest choice for residents of that community.

Challenge

Stevens County is considered a food desert, where a significant number of residents live more than 10 miles from grocery stores that offer access to fresh, healthy and affordable foods.

Solution

Horizon SHIP supported policies and practices that promoted healthy eating and resulted in food environments that provide access to affordable, fresh food choices as well as incentives to consume healthy and locally grown foods.

Partners

Stevens Community Medical Center
Morris Healthy Eating - University of Minnesota, Morris
Pomme de Terre Foods
Morris Area Farmers Market
University of Minnesota Extension
Morris Area Schools

Results

Horizon SHIP used a multifaceted approach in its work with the community, resulting in these achievements:

- Morris Public Library passed a resolution to open its green space to the farmers market for the 2015 season and future years.
- Stevens Community Medical Center and Morris Healthy Eating – University of Minnesota, Morris, implemented the “Power of Produce” program at the farmers market. The medical center’s dietician engaged children in the local food system through conversations directly with farmers, educational demonstrations, and exposure to new fruits and vegetables. Children also received vouchers to spend at the market, allowing them to make their own food choices.
- University of Minnesota, Morris adopted a policy for operation of school-based agriculture plots, where harvested produce is used in the cafeteria. Students who tend to the plots earn free housing during the summer months. The campus also adopted a process to host an annual onsite farmers market for staff and students.
- Pomme de Terre Foods incorporated a produce cooler in their store where local growers and farmers market vendors can sell and make available harvested produce more than one day a week.
- Morris Area Farmers Market and Pomme de Terre Foods agreed to jointly share SNAP/EBT capabilities so that farmers market customers can use SNAP benefits to purchase produce at the market. The food store also changed its processes so that market vendors can use the store’s commercial kitchen and hand-washing station for taste testing during market days.

- Stevens Community Medical Center adopted a vision to “making our community a healthier place” and has a shared investment with community partners in implementing evidence-based healthy eating and worksite wellness efforts.

Wabasha County

SHIP’s support for farmers market strengthens community asset

Wabasha Farmers Market teamed up with Wabasha County SHIP in February 2014 with a focus on increasing access to healthy fruits and produce for local residents.

Challenge

Access to fresh, affordable produce continues to be a challenge that many Minnesotans face as they strive to eat healthier. With support from a mini-grant through SHIP and efforts by Wabasha Farmers Market Manager Sara George, supporters of the market set out to change that.

Solution

Working with SHIP, a plan for the market was put in place to help increase access to healthy foods by expanding the number of market vendors and attracting more customers. With promotion and incentive work, positive results were seen throughout Wabasha as the market changed to a new location in downtown. New signage, made possible by SHIP funding, was created and installed to better showcase the community asset.

The market leveraged more than \$9,000 in grant funds from Blue Cross and Blue Shield of Minnesota Center for Prevention, which supported EBT staff time, equipment, supplies, market bucks and more. In 2015 the market received a \$500 grant from the Wabasha Area Community Resource Center to set up EBT capabilities at the market.

Partners

Wabasha Farmers Market Manager Sara George
Lake City Farmers Market
Blue Cross and Blue Shield of Minnesota Center for Prevention
Wabasha Area Community Resource Center

Results

Data indicate that many more people have access to fresh fruits and vegetables thanks to the changes made at the farmers market. The total estimated number of customers served during the 2015 market season was 12,450, up from 4,627 the year before. The market manager also helped connect the SHIP coordinator with the Lake City Farmers Market, assisting their staff in implementing EBT at the Lake City Thursday Market.

Washington County

Smoke-free housing policy means cleaner air for HRA residents

In partnership with Living Healthy in Washington County and the American Lung Association (ALA), the Washington County Housing Redevelopment Authority (HRA) adopted a smoke-free housing and grounds policy, including e-cigarettes. This change positively affects the health of 1,500 low-income or senior residents in 97 buildings.

Challenge

Rates of smoking are decreasing throughout Washington County, but tobacco is still a threat to public health. According to the 2010 Metro Adult Health Survey, only 11 percent of adults reported being a current smoker, but more than 40 percent reported that someone smoked near them in a place other than their home, workplace or car.

In a 2012 survey by the Washington County HRA, 70 percent of respondents living in housing owned by the Washington County HRA said they would prefer smoke-free housing. Research shows that a significant amount of airflow can move between apartments. With that in mind, Washington County HRA took steps to seal units from air transference, but was unable to stop the flow of tobacco smoke between apartments.

Solution

Living Healthy in Washington County and ALA staff engaged HRA with information about tobacco use, including: cost and time of renovating units where smoking occurs; harm caused by secondhand smoke to non-smoking residents; the tobacco industry's marketing practices; and the connection between smoking and behavioral health. Second, the presence of strong organizational champions eased the adoption and implementation of the policy. Finally, the availability of onsite trainings and cessation resources provided property managers and residents with tools for adjusting to the policy change.

Partners

American Lung Association

Washington County Housing Redevelopment Authority administrative staff

Shelter Corporation property managers and caretakers

ClearWay Minnesota

Canvas Health

Results

By June 1, 2016, there will be smoke-free homes and grounds for 1,500 HRA residents. In addition, the effort includes cessation resources for residents who want to quit smoking.

Winona County

Student access to healthier foods improves with partnerships

Three school districts in Winona County (Winona Area Public Schools, St. Charles and Lewiston-Altura) have been working to provide healthier options to their students. Each school has been focusing on different ways to improve students' access to healthy food choices.

Challenge

Most children spend the majority of their day at school. This means schools have a large impact on the choices that children make when it comes to food, both in terms of what's available to them and how to make healthy choices when presented a variety of options. This effort also was the first time the St. Charles and Lewiston-Altura School Districts considered working on policies and initiatives related to healthy foods in schools, such as Farm to School, school breakfast, salad bars and more.

Solution

The Winona County SHIP Coordinator worked with all three school districts to assess where the schools were in terms of providing healthy foods to students, and they met and prioritized their needs. The PartnerSHIP for a Healthy Winona County (Winona County SHIP) provided technical assistance and funding for staff to attend trainings to learn how to create healthier school meals. PartnerSHIP funding also allowed the districts to start up school breakfast programs, healthy snack programs, and a healthy afterschool to-go meal program, which provides a sack lunch that meets the U.S. Department of Agriculture guidelines for students involved in extracurricular activities.

The Lewiston and St. Charles school districts also used SHIP funding to purchase equipment that allows them to use the skills they learned in the training, do more scratch cooking in their kitchens, provide healthy breakfast and lunch programs and revamp concessions at school events so that healthier options are available.

Partners

Winona Area Public Schools
St. Charles Schools
Lewiston-Altura Schools

Results

Through partnerships with all three public schools districts in Winona County, the effort has the potential to impact more than 5,000 students and their families by introducing healthier foods in schools. After getting inspired by the start-up funding from SHIP, Lewiston-Altura Schools put on a healthy food fair to highlight the work they had been doing like offering breakfast and lunch, doing more scratch cooking, and introducing their first Farm to School partnership to parents and students. Lewiston-Altura also wrote and was awarded a \$40,000 grant from the Minnesota Department of Agriculture for their Farm to School efforts. Currently Lewiston-

Altura has secured their first Farm to School partnership, and they plan to continue their efforts by adding at least five more Farm to School partnerships by 2017.

Wright County

Food council addresses local food access in Wright County

December 2015 marked the first anniversary of the Crow River Food Council, which focuses on strategies that make it easier for residents to purchase fruits and vegetables, support local farms, grow the local food system and address the range of challenges and disparities related to food access.

Challenge

Much of the produce and meats produced in Wright County are shipped off to the metro area or other parts of the state. Areas within Wright County don't have local grocery stores, which means residents have limited access to healthy foods. Finally, much of the previous local work on food access and nutrition was programmatic and piecemeal.

Solution

Community members started discussions and planning sessions to develop a local food council. Key stakeholders supported Wright County Public Health's idea of building a food council that would be a "voice for the voiceless." Ultimately, the goal was to build a long-term, sustainable model to address local food access issues. A key project the council worked on this past year was the Power of Produce (PoP) Kids Club at the Monticello Farmers Market.

Partners

Food Council members represent diverse stakeholders:

- Regeneration Partnership
- Wright County Public Health
- Local Roots Food Coop
- SFA – Crow River Chapter
- University of Minnesota Extension
- Allina Health
- Local Producers
- Senior Center Director
- Local Business Owners

These are Power of Produce (PoP) Kids Club supporters:

- Monticello Farmers Market
- Wright Hennepin Electric
- Wright County Area United Way
- All 4 Kids

Results

Wright County SHIP created a local foods report from 30 one-on-one interviews conducted in early 2014. One engagement effort related to the healthy eating work included convening local food shelf representatives to learn about barriers and to orient them to the food council.

The Power of Produce (PoP) Kids Club took place from July 9 to Sept. 24 at the Monticello Farmers Market. The PoP Club helps kids make healthy food choices by engaging them and giving them a voucher to purchase fresh produce that puts the buying power directly in their hands. There were 425 kids between the ages of 4-12 that participated, with 1,112 total visits to the farmers market.

In addition, Wright County SHIP worked with the Local Roots Food Coop and three local restaurants to source local fruits, vegetables and meat for their menus.