



Office of Statewide Health Improvement Initiatives  
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# **Statewide Health Improvement Program**

**Minnesota Department of Health**  
*Report to the Minnesota Legislature*  
*July 2011 – June 2013*

**Date: February 6, 2014**

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*Protecting, maintaining and improving the health of all Minnesotans*

February 6, 2014

Dear Fellow Citizens of Minnesota:

After 35 years of skyrocketing increases both nationally and in Minnesota, we are beginning to bend the curve on obesity. Between 1980 and 2007, obesity doubled for adults and tripled for children, but since 2007, the rate has not changed. Because obesity rates have leveled out, we estimate 47,000 fewer Minnesotans are obese today.

While no one is ready to declare victory, and attributing this improvement to one cause is impossible, across the country and across Minnesota it appears that health improvement efforts are working. To be sure, there are many variables in what drives—or may end—the obesity epidemic of the past 35 years, but there are signs that the great deal of effort that has been applied to it locally and nationally is beginning to have its intended effect.

In a September 2012 issue brief, “Declining childhood obesity rates—where are we seeing the most progress?,” the Robert Wood Johnson Foundation concludes, “Growing evidence suggests that strong, far-reaching changes—those that make healthy foods available in schools and communities and integrate physical activity into people’s daily lives—are working to reduce childhood obesity rates.”

Across Minnesota, there are now more farmers markets, healthy Minnesota produce in convenience stores, community gardens serving renters, and healthy food at meetings and in vending machines at workplaces. There are now more opportunities for biking and walking both for pleasure and for transportation and more programs through employers encouraging active living. Seventy-one (71) percent of schools are engaged in farm to school activities, and active classrooms and “Safe Routes to School” programs are common.

Meanwhile, in Minnesota, adult smoking rates declined from just over 22 percent in 1999 to 16 percent in 2010. This represents a 27 percent decrease in 11 years (2010 Minnesota Adult Tobacco Survey (MATS)). This didn’t just happen. Policy approaches, such as restricting smoking in restaurants, bars and workplaces, as well as tobacco pricing, work to reduce commercial tobacco use.

Fifty years of efforts in tobacco, and now obesity, gives us a road map to health care costs savings. In fact, Trust for America’s Health has found that an investment of \$10 per person per year in proven evidenced-based community prevention programs that increase physical activity,

improve nutrition and prevent smoking and other tobacco use could save the country more than \$16 billion annually within five years—a return of \$5.60 for every \$1 spent.

In Minnesota, a key component of that investment is the Statewide Health Improvement Program (SHIP). While there is much work to be done, we believe we are on course using the right tools. We believe that, together, we can help Minnesotans make healthy choices and thereby show real improvement in both the human and economic costs of chronic disease.

Sincerely,

Edward P. Ehlinger, MD, MSPH  
Commissioner  
P.O. Box 64975  
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# Executive Summary

The Statewide Health Improvement Program (SHIP) has made significant progress in helping communities to make healthy living the norm. After its first four years, local governments, communities, schools, businesses and medical providers across Minnesota are pursuing innovative evidence-based strategies for active living, healthy eating, and reducing tobacco use because of SHIP.

SHIP is one piece of a national change in healthy living. After thirty years of escalating obesity rates, the tide is showing signs of turning as communities are increasingly prioritizing health. Farmers markets are going up. Sidewalks are now the norm for new development. Bike paths are being laid. School food choices have been greatly improved, and employees are benefiting from comprehensive wellness programs in more and more workplaces.

Meanwhile, tobacco use continues to fall. Fewer and fewer people are smoking, fewer and fewer are starting, and fewer and fewer children are being exposed to secondhand smoke. The reason for this is well known—higher prices and restrictions on where smoking is allowed are having the desired effect.

Initial success in leveling obesity rates and lowering tobacco rates did not take place by accident—it is the result of intentional strategies by federal, state and local governments, health care providers and insurers, employers, apartment building owners, schools, nonprofits, and families and individuals. While these changes are part of a larger cultural shift with many variables, SHIP is vital to sustaining these improvements. SHIP supports, informs, and focuses community efforts to improve health—ensuring that state and local resources are directed toward proven strategies.

## History

In 2008, Minnesota policymakers recognized that containing spiraling health care costs could not be accomplished through changes in medical care alone; investments in prevention were needed. With bipartisan support in the Legislature, Minnesota passed a groundbreaking health reform law. One key component of Minnesota's health reform is an investment in SHIP, which prevents illness, improves health, and reduces health care costs by targeting the risk factors most contributing to chronic diseases like cancer, diabetes, and heart disease.

The first two-year SHIP grants were awarded on July 1, 2009, to community health boards and tribal governments across the state to decrease obesity by increasing physical activity, improving nutrition and reducing tobacco use and exposure. All 53 community health boards and nine of 11 tribal governments received SHIP funds. Grants were awarded through a competitive process for statewide investments of \$20 million in State FY 2010 and \$27 million in State FY 2011.

For the second funding cycle, State FY 2012-2013, SHIP received \$15 million, representing a 70 percent cut from the first two years. Grants were awarded through a competitive process, resulting in 17 community health boards and one tribal government receiving SHIP funds.

In State FY 2014-2015, SHIP once again received funding levels that supported statewide distribution in the amount of \$35 million. Nearly all community health boards (52 of 53) pursued and received either planning or implementation funding and a process is in place to distribute funding to tribes. This report, however, does not cover the activities or results for this period.

## Results

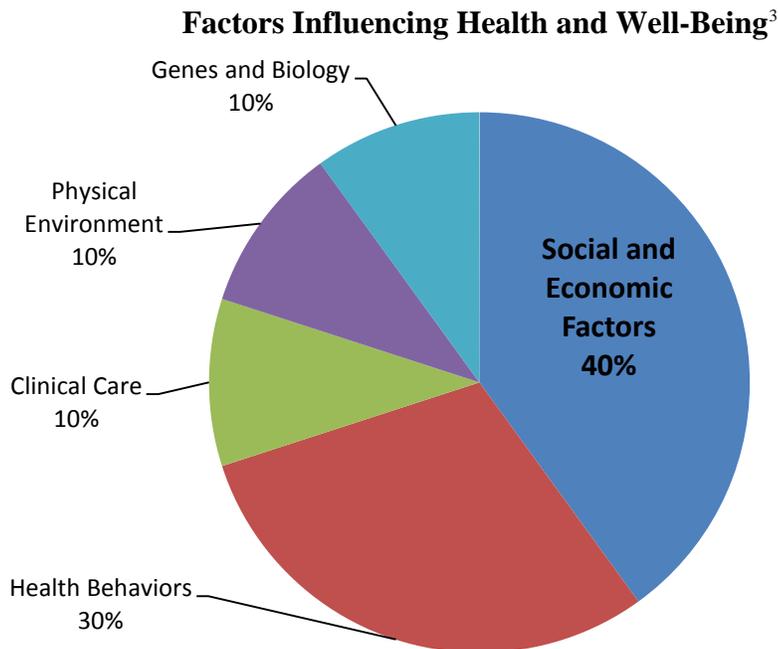
Despite reduced funding in FY 2012-2013, areas of the state receiving SHIP funds during this period helped create good health where Minnesotans live, work, learn and play. Results for State FY 2012-2013 include:

- **Worksite Wellness:**
  - Nearly 14,000 workers benefited from worksite wellness programs, improving health and productivity and containing health care costs.
    - For example: TEAM Industries' "Wellness in Motion," encouraging employees to increase their physical activity, eat healthier, and quit smoking. For 2013, TEAM did not see an increase in health insurance premiums.
- **Active Living:**
  - 66 communities made changes to increase biking and walking.
    - For example, the cities of Fergus Falls and Frazee adopted "Complete Streets" policies to help ensure safer crosswalks and more sidewalks and bike paths in the future.
- **Smoke-Free Living:**
  - 98 property management companies that encompassed 276 buildings voluntarily adopted smoke-free policies.
    - For example, on January 1, 2013, Riverside Plaza in Minneapolis, home to 4,440 adults and children, decided to go smoke-free with the help of SHIP.
- **Access to Healthy Food:**
  - SHIP worked with 77 farmers markets and helped to create 11 new markets.
    - For example, according to the organizer of a farmers market in Baudette, the weekly event took in a quarter of a million in sales in its first year.
- **Healthy Schools:**
  - 429 schools that included over 100,000 kids offered Farm to School, a program that connects farmers to Minnesota schools as well as supporting school gardens. The result was fresh, healthy food for kids, more successful farmers and students learning about agriculture.
    - For example, in Beltrami County, Kelliher Public Schools incorporated a salad bar and school garden.
- **Active Schools:**
  - 160 schools implemented "Safe Routes to School" programs that make walking and biking to school easier for over 68,000 students. Plus, 232 schools impacting 118,000 students' implemented "Active Classroom" programs that incorporated physical activity into children's school days which resulted in improved health, behavior and learning.
    - At Richfield Dual Language School, one teacher credits active classroom breaks and exercise balls with improving behavior and penmanship.

# The Case for Prevention

Minnesota’s leading causes of death are cancer, heart disease, and stroke, which are largely linked to modifiable behaviors. In fact, behavior patterns are the underlying cause of an estimated 40 percent of premature deaths in the United States.<sup>1</sup>

<b>Cause of Death, Minnesota 2011<sup>2</sup></b>	<b>Number of Deaths</b>
Cancer	9469
Heart Disease	7234
Unintentional Injury	2309
Chronic Lower Respiratory Disease	2174
Stroke (Cerebrovascular Disease)	2146
Alzheimer’s Disease	1449
Diabetes	1179
Nephritis	708
Suicide	684
Pneumonia and Influenza	669



## Overweight and Obesity Statistics

Over the past 20-30 years, obesity has been epidemic in the U.S. More than two-thirds of U.S. adults and almost one-third of children and adolescents are overweight or obese, and since 1980 obesity has doubled for adults and tripled for children, but the rate of increase has shown signs of leveling out since 2007.<sup>4</sup>

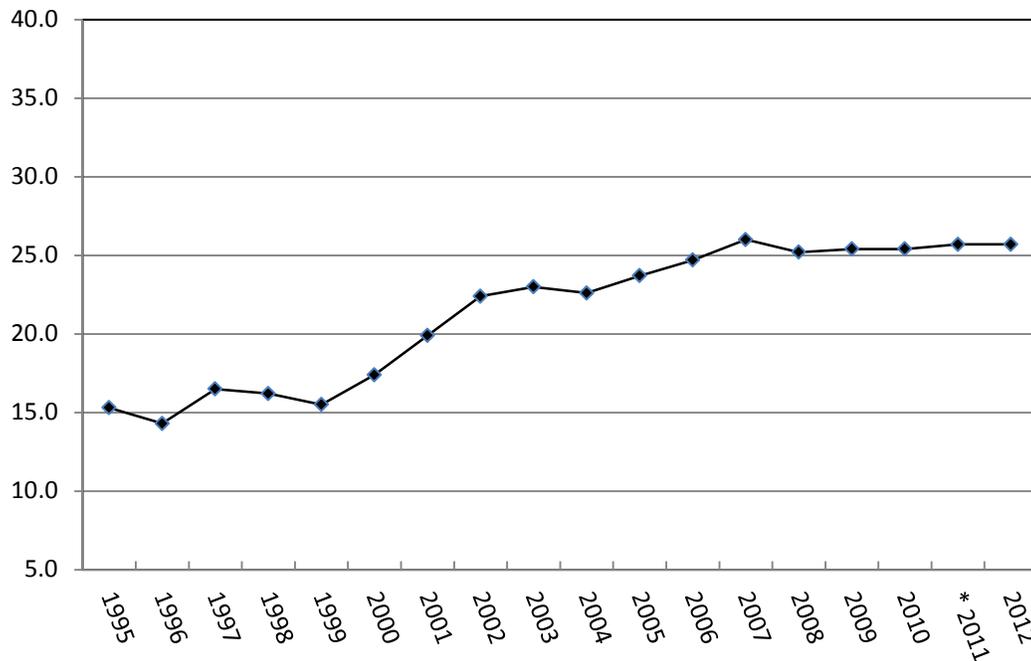
### National:

- More than one-quarter of U.S. adults (28 percent) are obese<sup>5</sup>
- In 2011, over 15 percent of high school students were overweight, and 13 percent were obese<sup>6</sup>

### Minnesota:

- Nearly 26 percent of Minnesota adults are obese<sup>7</sup>
- In 2012, 12.7 percent of children 2-5 years of age enrolled in the Supplemental Nutrition Program for Women, Infants and Children (WIC) were obese<sup>8</sup>

**Percent of Obese Adults - Minnesota<sup>9</sup>**



\* Methodology change starting 2011

Obesity has serious health consequences for individuals and a major impact on communities. Overweight and obesity threatens the health of our children, youth, adults and seniors, placing them at much greater risk for a wide variety of chronic diseases and health conditions.

Being overweight or obese increases the risk of premature death and many diseases and health conditions, including hypertension, high cholesterol, type 2 diabetes, coronary heart disease, stroke, gallbladder disease, osteoarthritis, sleep apnea, and some cancers.<sup>10</sup>

Overweight and obesity are generally caused by an ongoing imbalance in the body's energy intake and expenditure. Lack of physical activity and unhealthy eating patterns in our daily lives contribute to weight gain over time. Genetics play a role in determining weight; however, dramatic changes in the world over time have altered our daily lifestyle, such as:

- Technology that reduces physical activity (e.g., cars, computers, TV)
- Increased marketing and consumption of unhealthy food items (e.g., high fat, sugar and calorie content)
- Increased food portions/serving size
- Lack of environmental supports (e.g., no sidewalks, unsafe neighborhoods, limited access to fruits and vegetables)
- Missing social and policy support (e.g., school and child care nutrition and physical education standards, worksite food and catering policies)

## **The Cost of Obesity**

In Minnesota, medical expenses due to obesity have been most recently estimated at approximately \$2.8 billion.<sup>11</sup> A variety of studies have found that:

- 27 percent of health care costs for adults over age 40 are associated with being physically inactive, overweight and/or obese.<sup>12</sup>
- Each additional unit of body mass index increases medical costs by nearly two percent.<sup>13</sup>
- Each additional day of physical activity per week reduces medical charges by almost five percent.<sup>14</sup>
- Adults who are 50 years and older who increase their physical activity are more likely to have significant declines in their health care costs compared to those adults who continue to stay inactive.<sup>15</sup>

## Tobacco Use and Exposure Statistics

Smoking is the greatest cause of preventable death and disease in Minnesota and the nation. Smoking increases the risks of heart disease, stroke, chronic obstructive pulmonary disease (COPD), asthma, and many types of cancer. Babies born to mothers who smoke are at an increased risk of low birth weight and sudden infant death syndrome (SIDS). Secondhand smoke has health consequences for those who are exposed.<sup>16</sup>

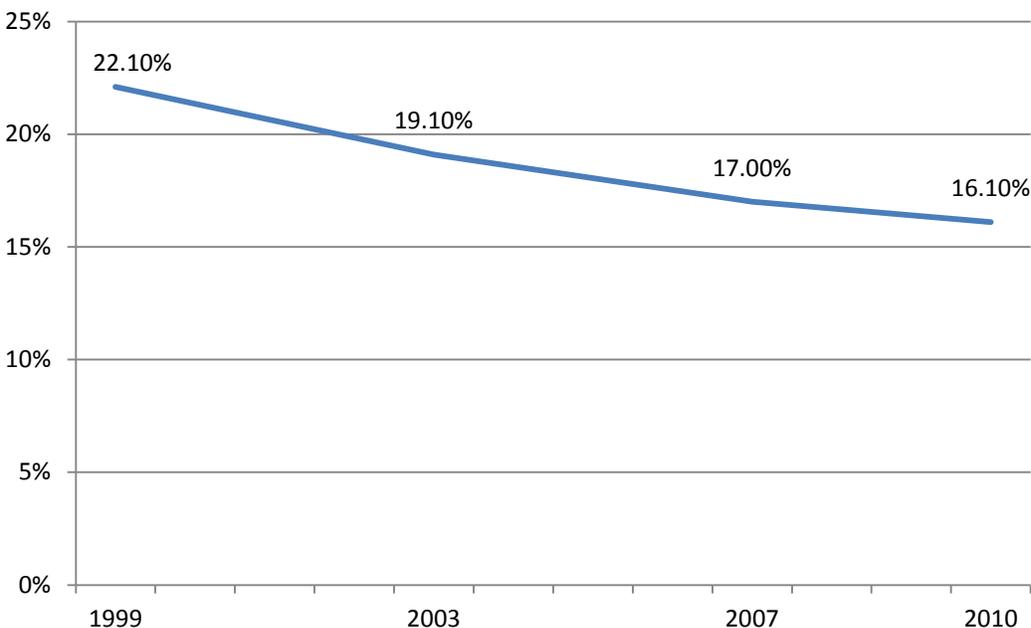
### National:

- Cigarette smoking is responsible for about one in five deaths annually (i.e., more than 440,000 deaths per year, and an estimated 49,000 of these smoking-related deaths are the result of secondhand smoke exposure).<sup>17</sup>
- On average, smokers die 10 years earlier than nonsmokers.<sup>18</sup>

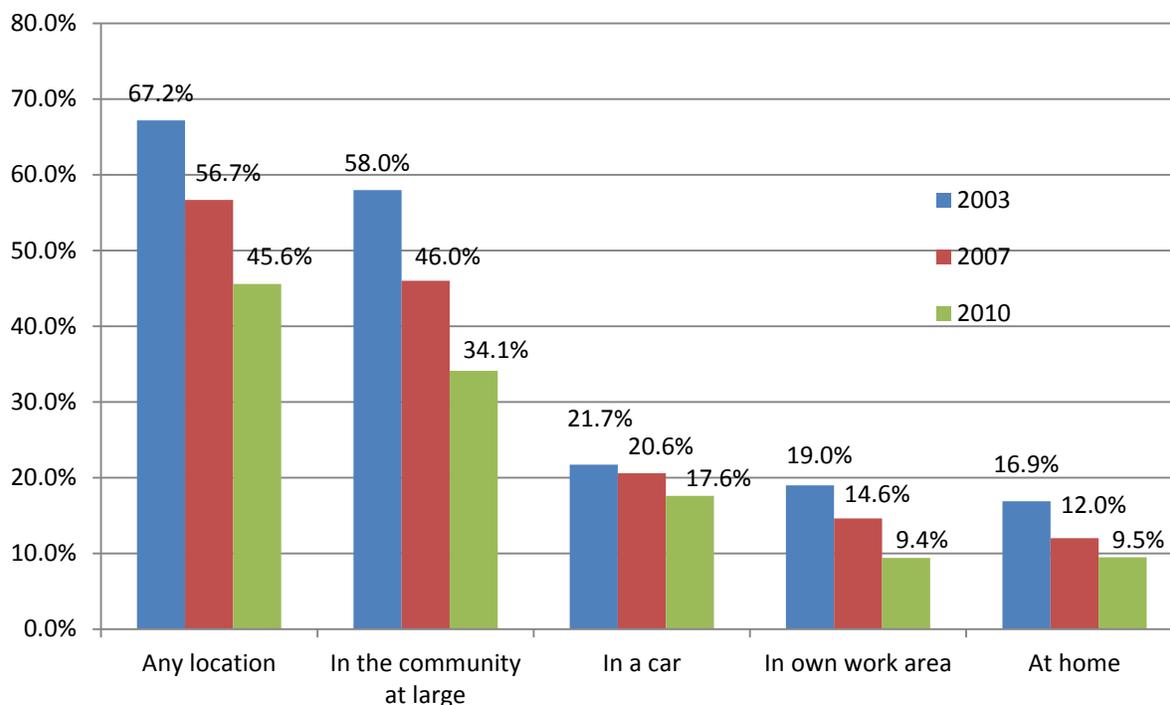
### Minnesota:

- The percentage of adult Minnesotans who smoke has dropped from 17.0 percent in 2007 to 16.1 percent in 2010.<sup>19</sup>
- Since 1999, cigarette smoking has decreased 6 percentage points from 22.1 percent to 16.1 percent. This decrease represents a 27.1 percent change over 11 years.<sup>20</sup>

**Percent of Minnesota adults who currently smoke cigarettes<sup>21</sup>**



### Exposure to secondhand smoke: percent exposed in last 7 days<sup>22</sup>



Adult smokers in Minnesota tend to be male, younger, have lower incomes, and have completed fewer years of education. Similar to previous MATS findings, young adults (18-24 year-olds) in 2010 continue to have the highest smoking rate (21.8 percent) of all age categories. Smoking rates decline as education increases, with individuals with college degrees significantly less likely to be smokers than those in other education categories.

In addition, exposure to secondhand smoke has decreased as well. Reducing exposure to secondhand smoke is important to improving health. Secondhand smoke is a complex mixture more than 4,000 chemicals. Of these, at least 11 are known human carcinogens.<sup>23</sup> Numerous studies confirm that secondhand smoke causes many serious illnesses in non-smokers and

exacerbates lung disease in non-smoking adults and respiratory problems in children.<sup>24</sup> Secondhand smoke exposure is associated with childhood health problems, such as low birth-weight, asthma induction and aggravation, increased ear and respiratory infections, and Sudden Infant Death Syndrome.<sup>25</sup> Non-smoking adults exposed to secondhand smoke in the workplace show a 91 percent increased risk of chronic heart disease<sup>26</sup> and an 82 percent increased risk of stroke.<sup>27</sup> As a result, exposure to secondhand smoke causes nearly 50,000 deaths each year among adults in the United States.<sup>28</sup>

## **The cost of tobacco use**

Approximately 16 percent of Minnesota adults use tobacco on a regular basis, costing in excess of \$2.87 billion in medical costs and 5,135 deaths in our state every year.<sup>29 30</sup> This is a per capita expense of \$554 for every man, woman and child in the state.<sup>31</sup> In addition:

- A history of tobacco use is associated with 26 percent higher medical costs.<sup>32</sup>
- Within three years of quitting smoking, a former smoker's health

care costs are at least 10 percent less than if they continued smoking.<sup>33</sup>

- For every dollar spent on providing tobacco cessation treatment, the state potentially sees an average positive return on investment of \$1.32.<sup>34</sup>
- In Minnesota, approximately 11 percent of Medicaid costs are attributable to smoking-related medical expenditures.<sup>35</sup>

# About SHIP

## **The goal of SHIP**

The goal for SHIP matches Healthy Minnesota 2020<sup>36</sup> goals: to increase Minnesota's proportion of healthy weight adults by 9 percent (from 38 to 47 percent), and to reduce young adult tobacco use by 9 percent (from 27.8 to 18.6 percent) by 2020.

Reaching this goal would have a substantial impact on the health of the state. A new analysis commissioned by the Trust for America's Health and the Robert Wood Johnson Foundation and conducted by the National Heart Forum, found that if Minnesota could reduce the average body mass index of its residents by only five percent, the state could help prevent thousands of cases of Type 2 diabetes, coronary heart disease and stroke, hypertension, cancer and arthritis, while saving millions of dollars. For a six-foot-tall person weighing 200 pounds, a five percent reduction in body mass index would be the equivalent of losing roughly 10 pounds.<sup>37</sup>

SHIP aims to create better health where Minnesotans live, work, learn and seek health care by partnering with communities, businesses, schools, and health care providers. SHIP funds are awarded to backbone community organizations (local community health boards and tribal governments) that are responsible for implementing proven strategies that lead to sustainable, population-based health improvement changes. In FY 2011-2013, \$15 million from the Health Care Access Fund (HCAF), a 70 percent reduction from the FY 2009-2011 SHIP, was invested in local communities to implement evidence-based, community-level, comprehensive strategies. These strategies make it easier for individuals to make healthy choices and have been shown in national research to be

both effective and sustainable. By making these healthy choices easier, the initiatives address the key risk factors of poor nutrition, physical inactivity and tobacco use and exposure. SHIP grantees focus efforts on school, worksite, community, and health care settings.

Grantees select their approaches from a Menu of SHIP Strategies, based on community needs and readiness. Working with local Community Leadership Teams, grantees develop plans to implement policy, systems and environmental change strategies in their schools, communities, worksites and health care settings. Grantees are required to actively evaluate their efforts through standardized evaluation tools and reports.

A state infrastructure for technical assistance, training and support for grantees is important for SHIP success. Evaluation is also an indispensable component of SHIP, demonstrating what is working and where improvement is needed. It is the Minnesota Department of Health's (MDH) role to provide a rigorous and science-based evaluation effort that measures the impact of the state's investment in evidence-based, community health improvement practices that work to prevent costly chronic diseases, such as heart disease, stroke, diabetes and cancer.

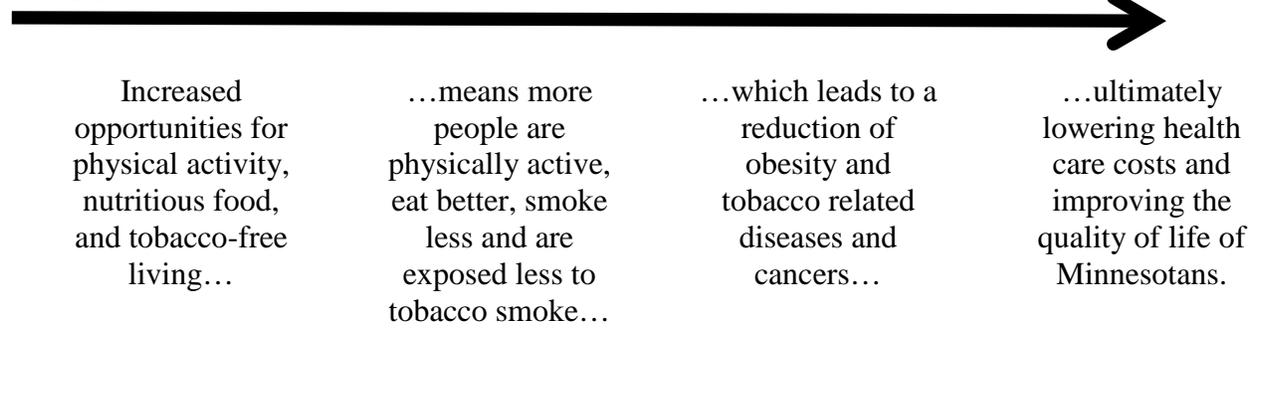
## **Community focus**

We are never healthy or unhealthy alone. Our actions and the actions of others together create the environments that play such an important role in our health and well-being. In other words, our health is tightly linked to the health of our entire community.

An extensive body of research suggests that the community has a big role in encouraging or inhibiting healthy behaviors for individuals.<sup>38</sup> Therefore, SHIP works with communities to create opportunities for

healthy living by making towns safer for biking and walking, increasing access to healthy foods, making college campuses tobacco-free, and much more.

**The Statewide Health Improvement Program (SHIP) improves health by increasing opportunities for healthy choices.**



For example, SHIP grantees work with local organizations, businesses and municipalities to encourage farmers markets. As a result, SHIP has worked with or created 94 farmers markets across Minnesota since it began, supporting access to fruits and vegetables for more Minnesota communities. Evidence shows that farmers markets have the potential to increase access to fruit and vegetables<sup>39,40</sup> and to then increase fruit and vegetable consumption.<sup>41</sup> And we know that increasing fruit and vegetable consumption by as little as one portion per day may lower the risk of coronary artery heart disease by four percent.<sup>42</sup>

**Locally driven, community owned**

It is one of the key tenets of SHIP that local governments, businesses, schools and community leaders are the experts when it comes to their communities. Strategies that work best in Minneapolis may or may not be the best option for Martin County or the

Leech Lake Band of Ojibwe. Therefore, the key to SHIP’s success is working with communities so that their health improvement strategies are effective and relevant for them, fitting their needs.

**Partnerships**

Improving health outcomes requires strong public-private partnerships. SHIP’s model is grounded in developing strong partnerships across numerous sectors. Diverse partners are members of local SHIP coalitions and are actively engaged to address the strategies in their communities. In addition, each grantee has developed a broad and diverse Community Leadership Team comprised of representatives from businesses, farms, schools, community groups, hospitals, clinics, health plans, city planners, workplaces, chambers of commerce, faith community, etc. The purpose of the Community Leadership Team is to establish and grow community engagement and

support for policy, systems and environmental change work in SHIP. The teams develop their own charge and processes.

## **Role of MDH**

### **Evidence Based Menu of Strategies**

MDH supports SHIP efforts across the state by providing a menu of strategies from which the coalitions can select. These strategies are based on the latest evidence and research and emphasize policy, systems and environmental changes that create lasting, sustainable changes in communities, schools, worksites and health care settings.

### **Training and Technical Assistance**

MDH provides training and technical assistance to grantees in order to build the capacity of their staff and partners ensuring that they have the knowledge, skills, abilities and resources they need to successfully implement SHIP strategies. The training and technical assistance will support the strategy-specific and foundational skills to advance policy, systems and environmental change work in obesity prevention and tobacco control.

## **SHIP Evaluation**

### **Core components of the SHIP Evaluation**

According to the Institute of Medicine, evaluation of obesity prevention efforts at the policy, systems and environment level requires four essential components:

1) assessment, 2) monitoring, 3) data collection and analysis, and 4) summative evaluation (IOM 2013). To understand the evaluation of SHIP, interested stakeholders must have a basic understanding of each of these core components and how they help guide the evaluation of SHIP.

Assessment tells us what the distribution of needs, challenges, and strengths of a

community are and provides crucial information for planning. Monitoring involves the systematic and consistent tracking of strategies and strategies being implemented. Monitoring tells us what is being implemented, how it's being implemented, and what adaptations in specific communities are needed. Collecting data on key indicators at the community and population level allows national, state, and local public health agencies to detect patterns, disparities, and changes in diseases and risk factors over time. Over the long term, this data will tell us if what we are doing is making a difference. Finally, summative evaluation provides us with a more detailed look at changes resulting from an individual program, policy, or initiative. Summative evaluation is directed by the input of key stakeholders and helps to determine the merit or worth of a program, policy, or initiative. Together, these four essential components help legislators, communities, administrators, and engaged citizens evaluate the quality and effectiveness of the range of strategies aimed at preventing obesity and tobacco use and exposure.

### **History of SHIP Evaluation**

Evaluation of SHIP has evolved since its inception to incorporate the core components of evaluation and to create a coherent, state-led evaluation plan.

#### *Evaluation FY 2010-2011*

During FY 2010-2011, evaluation efforts focused on *assessment* and *summative evaluation at the community level*. As part of their required community health assessment, several grantees implemented comprehensive surveys aimed at assessing behavioral risk factors related to healthy eating, physical activity, and tobacco use and exposure. In addition, grantees conducted

community level *summative evaluations* on their implementation of specific strategies, resulting in over 200 evaluation reports and summaries on SHIP strategies. Information from these reports was used to enhance programmatic and evaluation strategies in the next round of SHIP funding. More specifically, it was used to refine strategy guidance and implementation, increase and focus MDH technical assistance provided to grantees, and devise an evaluation strategy that could address the state impact of SHIP. While these reports provided key information at the community level, they were not designed to provide aggregate information of SHIP's impact at a strategy or state level.

#### *Evaluation FY 2012-2013*

During FY 2012-2013, evaluation of SHIP focused on the key evaluation components of *monitoring* and *summative evaluation at a strategy level*. Annual *monitoring* of implementation of strategies at the local level was initiated during this fiscal year. In addition, grantees participated in monthly monitoring calls that addressed progress towards implementing strategies and identified successes, challenges, and need for assistance or adaptation. Grantees were required to submit annual reports on the specific sites they partnered with, what strategies the sites were implementing, and how many children and adults were reached through implementation of strategies. In these annual reports, grantees were also asked to identify successes and challenges they faced during implementation, indicate how they were addressing priority populations and health disparities, and explain the role and influence of their Community Leadership Team during planning and implementation.

The second key component of the evaluation, *summative evaluation at the*

*strategy level*, involved assessing changes in access to healthier opportunities at the local, site-specific levels (e.g., school, worksite, hospital). Through this approach, MDH piloted several assessment and survey tools aimed at capturing changes in policy implementation, access to healthier foods, and access to increased opportunities for physical activity.

Third, MDH invoiced grantees by strategy, allowing for tracking of expenditures more closely, laying the foundation for future cost analysis assessments.

#### **Using Evaluation Data to Inform SHIP Work**

Data from the *monitoring* reports and the *summative evaluation at the strategy level* are currently being cleaned and analyzed. Reports for grantees participating in the Safe Routes to School strategy were generated and sent to grantees. Grantees are using these reports to continue their work with schools to create safe and efficient routes and opportunities for children to walk to school throughout the year. More specifically, information in the reports helps inform local public health and their school partners as to whether changes implemented during SHIP helped to increase the number of students walking or biking to school.

MDH is working with a data analyst contractor to identify additional reports that will help inform the work of grantees and that will help MDH understand how access to healthier food, opportunities for physical activity, and exposure to tobacco and secondhand smoke changed for Minnesotans as a result of SHIP activities. With over 18 surveys and 800 variables to analyze, the process of creating informative reports will take time and focused input from grantees and other key stakeholders. Utility is the driving factor for this work.

As a supplement to the centralized MDH evaluation, four grantee pilot evaluation studies were funded to allow for a more in-depth examination of specific strategy implementation. The special evaluations focused on childcare, schools, corner stores in urban settings, worksites, and farmers markets.

### **Enhancing Evaluation of SHIP**

MDH is committed to creating a coherent, consistent, and systematic evaluation plan for SHIP. During FY 2014-2015, MDH will be implementing an evaluation plan that incorporates all four of the essential components of evaluation identified by the Institute of Medicine: 1) assessment, 2) monitoring, 3) data collection and analysis, and 4) summative evaluation.

First, MDH is working with grantees to establish, support, and align local community assessments and data collection so that the long-term impact of SHIP strategies can be tracked at the local level. Approximately 60 percent of Minnesota counties have conducted a community assessment during the last five years and some who have implement two or more community surveys at different time points have begun to look at trends and data for obesity and tobacco-related risk factors. SHIP funding provides a tremendous opportunity to enhance and solidify Minnesota's commitment to building state and local capacity to monitor patterns and trends in the prevention of obesity and tobacco use and exposure. Perhaps most importantly, building this infrastructure will provide crucial information on the distribution of health inequities and disparities in Minnesota.

Second, MDH has designed a standardized monitoring system that uses a variety of tracking tools including monthly calls,

quarterly reports, policy tracking, and ongoing assessment and reporting of the number of individuals impacted by each grantee's efforts and activities. A significant improvement to this monitoring system is that it will be an ongoing sustained effort that involves close communication between MDH and each grantee. Information will be gathered directly from grantees and their community partners. This information will be actively reviewed and summarized by MDH staff to identify trends, improve upon strategy implementation, and document grantee work in addressing health disparities.

Third, MDH will implement summative evaluations of specific strategies through pilot and case studies. These summative evaluations will prioritize evaluation of strategies based on the strength of the strategy's evidence, how many citizens the overall dissemination of the strategy impacts, and whether the strategy is population vs. programmatic in focus.

Finally, MDH has implemented an invoice system that allows for the tracking of expenditures by strategy. This information along with monitoring of trend data will provide the opportunity to the impact of SHIP strategies while taking into account the amount of time, effort and money required to implement the strategies.

### **Contracts**

Two evaluation contracts were initiated with outside vendors.

Parsimony, LLC, is currently under contract to clean, analyze and report on evaluation data gathered by the Evaluation Unit of the Office of Statewide Health Improvement Initiatives at MDH for the purpose of measuring the progress and impact of

statewide community health improvement initiatives.

Boynton Health Services (Regents of the University of Minnesota) were contracted to work with MDH and grantees to successfully recruit campuses and administer the 2013 College Student Health Survey between February 2013 and March 2013 at postsecondary schools that are partnering with SHIP community grantees to implement tobacco-free campus policies. A summary report was submitted to MDH and individual summary reports were given to each participating college.

## **Recommendations on Future Areas of Focus for Health Improvement**

### **Addressing the Needs of Seniors**

In the next 15 years, America's senior population will grow by 53 percent,<sup>43</sup> with people living longer lives than ever before. This is a large population group with specific needs to address if we are to gain control of rising health care costs.

SHIP seeks to improve the health of Minnesota seniors through strategies such as healthy food in the community, smoke-free housing, and active living.<sup>44</sup> In addition to proven SHIP strategies such as vending policies and smoke-free apartment building policies, strategies such as falls prevention must be addressed.

Grantees for 2014-2015 have been required to implement at least one strategy specific to this population. MDH provided guidance and resources in *SHIP 3 Strategies and People Over Age 60* (Appendix C).

### **Health Disparities**

Minnesota has a longstanding reputation of being one of the healthiest states in America. Yet, this accolade is overshadowed by Minnesota's deep and persistent health inequities.

Health inequities affect all Minnesotans. In "The Business Case for Racial Equity," lead author Ani Turner of the Altarum Institute found, "Inequities in health create a tragic human burden in shortened lives and increased illness and disability. They also create an economic burden." It goes on to say that, "...disparities in health cost the U.S. an estimated \$60 billion in excess medical costs and \$22 billion in lost productivity in 2009."<sup>45</sup>

The prevalence of health inequities in Minnesota mirrors those across the nation. Racial and ethnic minorities have worse health than whites do. Individuals with lower incomes or less education are more likely to be physically impaired, to suffer from diseases, and to experience a greater loss of good health than those who are financially better-off or who have more education. Rural residents experience poorer health status, higher obesity rates, more activity limitation, and higher mortality rates.

SHIP is making a concerted effort to reduce health disparities and move toward achieving health equity by investing in core concept training to local grantees with focus in this area. SHIP's approach is to focus on improving Minnesota's overall population health while at the same time targeting significant efforts to improve the health of populations experiencing health disparities. Improving the health status of those disproportionately burdened by disease and illness will improve health overall.

# Statewide Results

SHIP strategies are the format which grantees use for SHIP action. Each strategy is identified to address the outcome goals of SHIP and is scientific and evidence-based in its design to create healthy outcomes. Strategies are applied to the settings where grantees and partners use SHIP to create the results presented below.

## Community-Based Initiatives

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### **Strategy: Healthy food environment**

Eating a balanced diet is one of the most important ways to improve overall health. Poor eating habits that result in too many calories and not enough nutrients increases risk for chronic disease and disability.

Healthy food environment strategies work to improve access to nutritious foods such as fruits and vegetables by increasing availability and affordability in grocery and corner stores, concession facilities and other

food vendors; calorie or nutrition labeling on menus; facilitate the development of new farmers markets and promote their use; and facilitate the development of new community gardens and other small scale food production strategies.

For example, one popular approach is Farm to Fork. Farm to Fork is connecting producers to consumers whether it be a home, a school, a hospital or anywhere people lift a fork. For example, many food shelves are now offering fresh produce direct to Minnesota's families in need.

*Logic model*<sup>46</sup>



Increased opportunities for healthy eating ...

...means more people are getting better nutrition ...

...leading to improved health...

...lowered health care costs, and improved quality of life.

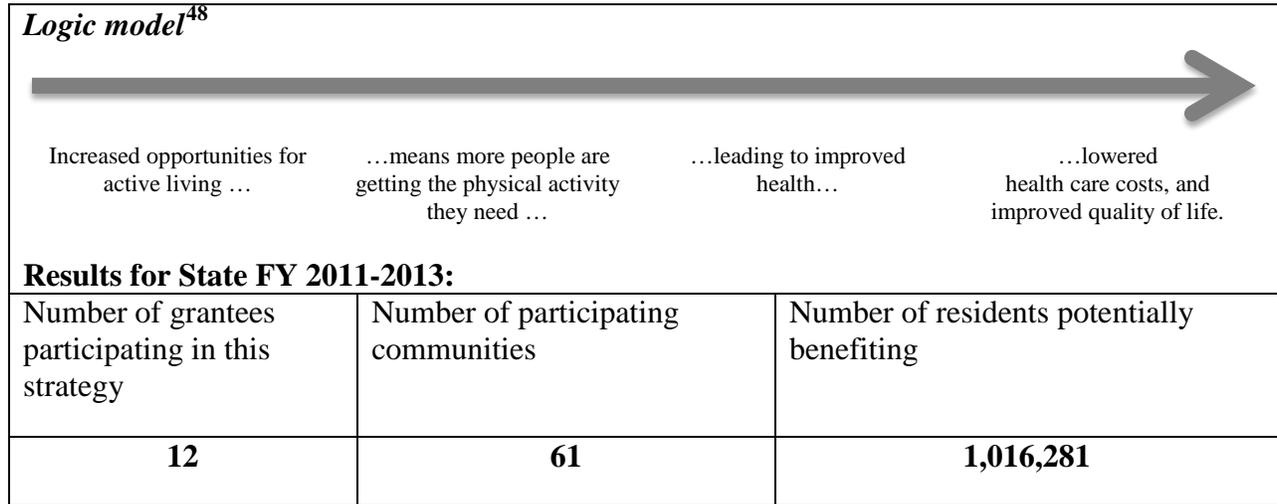
**Results for FY 2011-2013:**

Number of SHIP grantees participating in this strategy	Number of sites	Number of people potentially benefiting
<b>Farmers markets</b>		
<b>10</b>	<b>77</b>	<b>653,700</b>
<b>Farm to Fork</b>		
<b>6</b>	<b>16</b>	<b>390,940</b>
<b>Community gardens</b>		
<b>7</b>	<b>67</b>	<b>17,541</b>
<b>Corner stores</b>		
<b>1</b>	<b>31</b>	<b>65,703</b>
<b>Vending</b>		
<b>2</b>	<b>4</b>	<b>155,659</b>
<b>Menu labeling in restaurants</b>		
<b>4</b>	<b>14</b>	<b>89,688</b>
<b>Concessions</b>		
<b>1</b>	<b>22</b>	<b>7,361</b>

## Strategy: Active Living for Communities

Physical activity is very important for good health. Lack of physical activity, combined with a poor diet, is the second leading cause of preventable death and disease in the U.S. and is a huge economic burden on the state.<sup>47</sup> People who are physically active tend to live longer and have lower risk for heart disease, stroke, type 2 diabetes, depression, and some cancers.

Active transportation integrates physical activity into daily routines such as walking or biking to destinations such as work, grocery stores or parks. People tend to walk and bike where they have pleasant and safe places to do so. Sidewalks, crosswalks, bike facilities such as bike paths and lanes, as well as trees, adequate safe lighting, benches, water fountains and trash removal, can make a difference. Cities and counties that have “Complete Streets” policies ensure that future road work will take into consideration these issues and make streets usable for more people, such as kids and seniors.



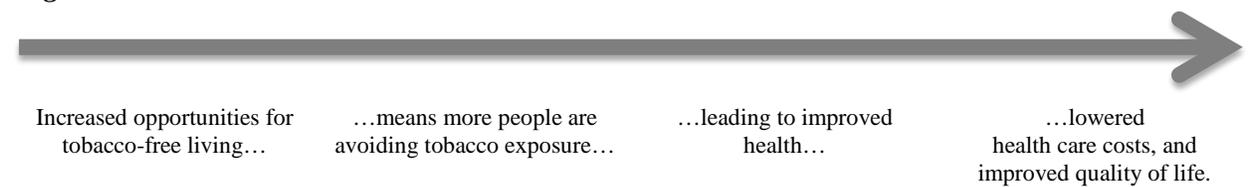
## Strategy: Smoke-Free Multiunit housing

Through the Smoke-Free Multiunit Housing strategy, SHIP grantees are working to decrease Minnesotans' exposure to secondhand smoke in their homes by increasing their access to smoke-free housing options. SHIP works with the housing industry and other local decision-makers to educate about the benefits of smoke-free housing and assist them with the adoption and implementation of such protections.

Non-smoking tenants living in multiunit rental housing are often exposed to

secondhand smoke from somewhere else in the building. Studies have shown that regardless of attempts to seal and ventilate individual units, the air movement throughout an apartment building can be significant.<sup>49</sup> According to the Minnesota Clean Indoor Air Act, the proprietor or property manager has the option of establishing and enforcing a more restrictive policy for the entire building and/or grounds. SHIP encourages building owners and managers to voluntarily adopt a more restrictive policy in order to fully protect residents, guests, and staff from involuntary exposure to secondhand smoke and the health-related consequences associated with secondhand smoke.

### *Logic model*<sup>50,51,52</sup>



### Results for State FY 2011-2013:

Number of SHIP grantees participating in this strategy	Number of multiunit housing properties that passed smoke-free policies	Number of buildings	Number of units	Number of residents benefiting
<b>15</b>	<b>98</b>	<b>276</b>	<b>6,963</b>	<b>15,596</b>
<i>Provides resources to facilitate smoking cessation:</i>		<b>154</b>	<b>6,572</b>	<b>14,161</b>

## Healthy School Initiatives

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### Strategy: Healthy School Food

On average, students consume 35 percent to 50 percent of their daily total calories at school.<sup>53</sup> However, within the school setting youth are often given access to junk foods and sugary drinks that offer little nutritional value. The Healthy School Food Options strategy works to increase fruit and vegetable consumption and decrease sodium, saturated fat, and added sugars in foods available during the school day on school campuses. Healthy School Food Options looks at all foods which are not part of the U.S.D.A. reimbursable school meal program (the Minnesota Department of Education works with schools to implement the U.S.D.A. reimbursable school meal program).

One highly successful program to improve access to healthy foods is Farm to School. With Farm to School, children eat healthier

and learn about where their food comes from, all while supporting local farmers. By connecting farms and schools, children, schools and farmers all benefit.

A common area of concern for school nutrition is “competitive foods.” Typically, students access junk foods and sugary drinks outside of the federally reimbursable meal programs. These competitive foods are sold in vending machines, à la carte lines within cafeterias, school stores, and snack bars. Recent studies show that approximately 40 percent of students buy one or more snacks at school and 68 percent buy and consume at least one sugary drink.<sup>54</sup> Several studies have linked competitive foods and beverages with excess calorie consumption and obesity among school-age children. Therefore, improving these competitive food options is critical to encouraging healthy eating.

<i>Logic model</i> <sup>55</sup>		
		
Increased opportunities for healthy eating...	...means more people are getting better nutrition ...	...leading to improved health...
		...lowered health care costs, and improved quality of life.
<b>Results for State FY 2011-2013:</b>		
Number of SHIP grantees participating in this strategy	Number of participating schools	Number of students benefiting
<b>18 overall</b> (100% of grantees)	<b>429 overall</b>	<b>226,845 overall</b>

<b>Farm to School</b>		
<b>13</b>	<b>220</b>	<b>105,140</b>
<b>School gardens</b>		
<b>14</b>	<b>127</b>	<b>57,575</b>
<b>À la carte /Competitive Foods</b>		
<b>11</b>	<b>101</b>	<b>58,226</b>
<b>Snack Carts</b>		
<b>11</b>	<b>64</b>	<b>24,435</b>
<b>School Stores</b>		
<b>11</b>	<b>37</b>	<b>19,412</b>
<b>Concessions</b>		
<b>8</b>	<b>74</b>	<b>35,170</b>
<b>Vending</b>		
<b>11</b>	<b>61</b>	<b>27,713</b>
<b>Non Food Rewards</b>		
<b>9</b>	<b>115</b>	<b>61,585</b>
<b>Food as Fundraisers</b>		
<b>11</b>	<b>74</b>	<b>42,772</b>
<b>Food at Celebrations/Parties</b>		
<b>11</b>	<b>130</b>	<b>71,053</b>

**Strategy: Active Schools**

The Active Schools strategy works to encourage opportunities for physical activity throughout the school day. This may include active transportation, quality physical education and programs such as active classrooms, active recess, and active before/after school options.

Benefits of increased physical activity include enhanced academic performance,<sup>56</sup> and it can improve students’ concentration, behavior, and learning retention while at the

same time helping youth reach the recommended physical activity guidelines.

One critical way to increase physical activity is by encouraging “active transportation,” or walking or biking to and from school. One highly successful program is Safe Routes to School. Safe Routes encourages infrastructure improvements, education and promotional activities. Comprehensive safe routes to school initiatives can help create a healthier community for generations to come.

<b>Logic model<sup>57</sup></b>		
		
Increased opportunities for physical activity ...	...means more people are getting physical activity ...	...leading to improved health...
		...lowered health care costs, and improved quality of life.
<b>Results for State FY 2011-2013:</b>		
Number of SHIP grantees participating in this strategy	Number of participating schools	Number of students benefiting
<b>18 overall</b> (100% of grantees)	<b>369 overall</b>	<b>185,411 overall</b>
<b>Safe Routes to school</b>		
<b>15</b>	<b>160</b>	<b>68,075</b>
<b>Active classroom</b>		
<b>15</b>	<b>232</b>	<b>118,768</b>
<b>Active Recess</b>		
<b>15</b>	<b>191</b>	<b>94,764</b>
<b>Quality Physical Education</b>		
<b>12</b>	<b>131</b>	<b>65,864</b>

**Strategy: Tobacco-free Postsecondary Campuses**

Postsecondary schools are working to help students avoid exposure to secondhand smoke through Tobacco-free Campus policies. Analysis as part of SHIP shows that these policies are having the intended effect: students on campuses with stronger tobacco-free policies are less likely to smoke and use smokeless tobacco than are students on campuses with weaker policies.

Non-smokers are helped as well. Students were 141 percent more likely to report exposure to secondhand smoke outdoors on campuses with a designated smoking area policy than students on campuses with a tobacco-free or smoke-free policy,<sup>58</sup> highlighting the importance of policies that prohibit tobacco use campus-wide.

<p><i>Logic model</i><sup>59,60,61</sup></p> 		
<p>Increased opportunities for tobacco-free living...      ...means more people are avoiding tobacco exposure...      ...leading to improved health...      ...lowered health care costs, and improved quality of life.</p>		
<p><b>Results for State FY 2011-2013:</b></p>		
Number of SHIP grantees participating in this strategy	Number of schools passed tobacco-free campus policies	Number of students and faculty and staff benefiting
<b>17</b>	<b>5</b>	<b>70,907 students 10,891 faculty and staff</b>
Number of SHIP grantees participating in this strategy	Number of schools continuing to work toward a tobacco-free campus policy	<b>Number of students and faculty and staff potentially benefiting</b>
	<b>12</b>	<b>35,000 students 3,000 faculty and staff</b>
<p><b>Strategy: Cessation support</b></p> <p><b>Results for State FY 2011-2013:</b></p>		
Number of SHIP grantees participating in this strategy	Number of schools providing cessation support	Number of students and faculty and staff benefiting
<b>17</b>	<b>34</b>	<b>90,200 students over 9,150 faculty and staff</b>

## Child Care Initiatives

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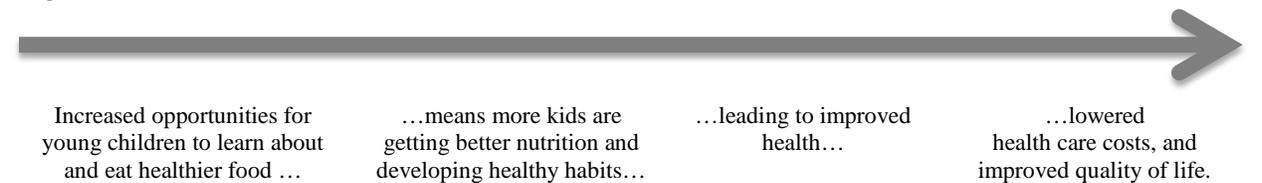
### Strategy: Healthy Eating in Child Care

In child care, young children can only eat what their caregivers provide for them. With the Healthy Eating in Child Care strategy, SHIP works with providers to change menu offerings and the eating environment in their child care programs. Changing menus to include more fruits and vegetables, as well as foods with less sodium, saturated fats and added sugars, will ultimately change the

foods that children eat. And by improving the food environment, child care providers can help children become familiar with more foods and more willing to try unfamiliar ones.

One important example of how SHIP helps is the highly successful Learning About Nutrition through Activities (LANA) program, developed by MDH, which has been shown to increase consumption of fruits and vegetables.<sup>62</sup>

#### *Logic model*<sup>63</sup>



#### **Results for State FY 2011-2013:**

Number of SHIP grantees participating in this strategy	Number of participating child care sites	Number of toddlers & preschoolers potentially benefiting from healthier eating
<b>5</b>	<b>153</b>	<b>4,727</b>

## Strategy: Physical Activity in Child Care

Background: Physical activity is an important part of a healthy lifestyle for people of all ages. Therefore, the Physical Activity in Child Care strategy is helping providers improve the quantity and quality of physical activity for the children in their care. Since the majority of young children spend time in out-of-home care every day, child care providers and the opportunities they provide have a strong influence on the physical activity habits, skills and preferences of the children in their care.

Besides helping young children stay at a healthy weight, daily physical activity in the child care setting can help children develop

the physical activity skills they will need over a lifetime. Knowledgeable caregivers can encourage walking and biking as practical means of transportation (going to the park) as well as for recreation and fun. Children should have multiple opportunities to be active every day, outdoors and/or indoors, regardless of the weather. Caregivers offer both structured and unstructured activity times to encourage moderate to vigorous physical activity as well as child-directed movement, and the physical environment is safe and equipped to support the development of age-appropriate motor skills. One program SHIP encourages is I am Moving, I am Learning, a successful program developed by Head Start.

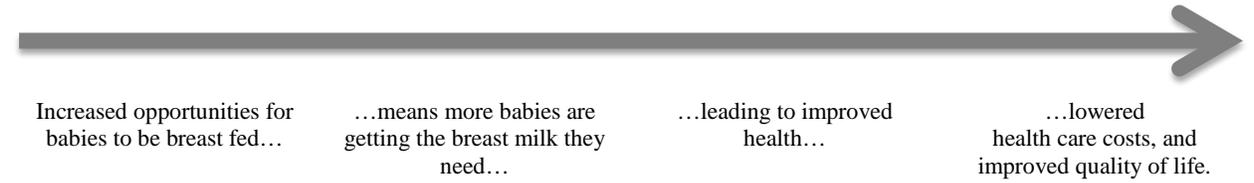
<i>Logic model</i> <sup>64</sup>			
			
Increased opportunities for young children to get physical activity...	...means more kids are getting the physical activity they need and building healthy habits...	...leading to improved health...	...lowered health care costs, and improved quality of life.
<b>Results for State FY 2011-2013:</b>			
Number of SHIP grantees participating in this strategy	Number of participating child care sites	Number of toddlers & preschoolers potentially benefiting from healthier eating	
<b>5</b>	<b>208</b>	<b>4,581</b>  (Note: not all sites reported child counts)	

**Strategy: Supporting Breastfeeding in Child Care**

Mother’s milk is a baby’s first and healthiest food. The American Academy of Pediatrics, the World Health Organization and many other national and international health organizations recommend exclusive breastfeeding for the first six months, followed by continued breastfeeding during the first year as complementary foods are introduced. According to the CDC, a baby's risk of becoming an overweight child goes down with each month of breastfeeding.

However, breastfeeding mothers who want to continue breastfeeding their infants while they are in child care face many barriers. The Supporting Breastfeeding in Child Care strategy helps reduce these barriers, encouraging and educating caregivers about proper handling, storage and feeding of breast milk. Encouraging and supporting breastfeeding moms when they return to work or school makes it possible for babies to continue to be fed breast milk when they are separated from their mothers.

*Logic model*<sup>65</sup>



**Results for State FY 2011-2013:**

Number of SHIP grantees participating in this strategy	Number of participating child care sites	Number of infants potentially benefiting from increased breastfeeding
<b>4</b>	<b>24</b>	<b>103</b>  (Note: not all sites reported child counts)

## Comprehensive Worksite Wellness

Many people spend half their week at their jobs, and affording them the opportunity to make healthy choices at their workplace is critical. The Comprehensive Worksite Wellness strategy not only helps employees become and stay healthy, but businesses can save money through lower insurance costs, increased productivity, and decreased absenteeism. During the past decade, interest in health promotion at the worksite has spread rapidly. In Minnesota, about 55 percent of employers with 100 or more employees now offer some form of health promotion program.

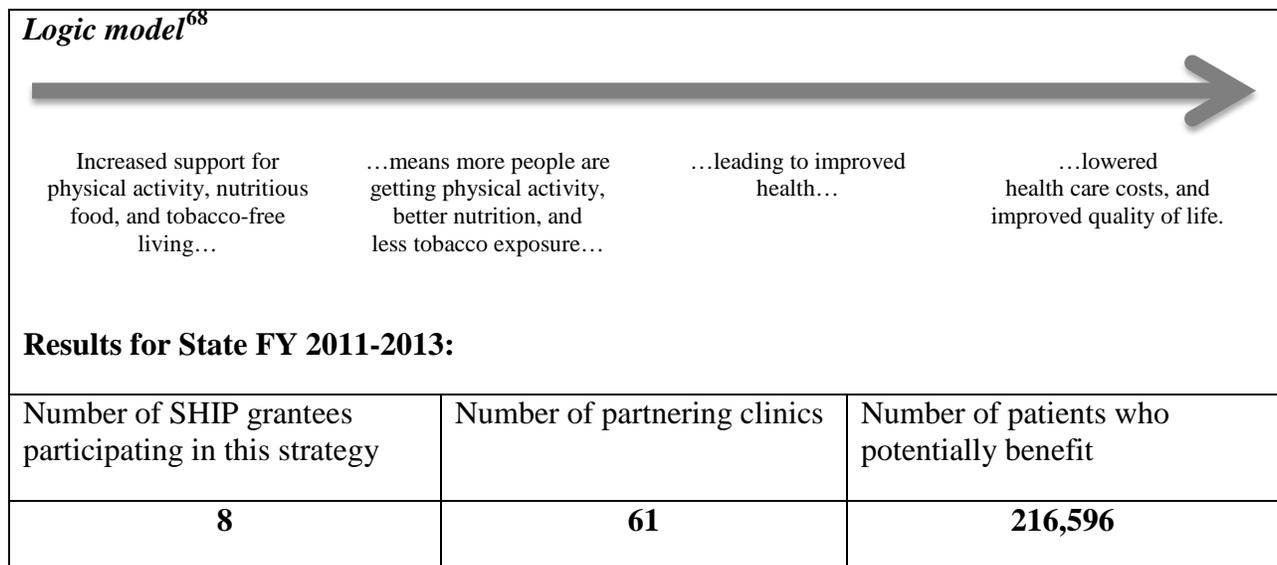
Comprehensive worksite wellness addresses healthier food (includes vending, cafeteria, catering, breastfeeding support), physical activity (includes active transportation such as walking, biking, transit; access to facilities such as on-site facilities, connection to area facilities, flexible scheduling), support for new mothers to continue to breastfeed (such as designated lactation rooms), and tobacco-free worksites (includes access to cessation services and comprehensive cessation benefits).

<b>Logic model<sup>66</sup></b>		
		
Increased opportunities for physical activity, nutritious food, and tobacco-free living at workplaces...	...means more people are getting physical activity, better nutrition, and less tobacco exposure at workplaces...	...leading to improved health...
		...lowered health care costs, and improved quality of life.
<b>Results for State FY 2011-2013:</b>		
Number of SHIP grantees participating in this strategy	Number of participating businesses	Number of employees engaged
<b>10</b>	<b>136</b>	<b>29,886</b>
<b>Healthy Food Environment (vending, cafeteria, and catering)</b>		
<b>7</b>	<b>97</b>	<b>19,038</b>
<b>Incorporating physical activity</b>		
<b>9</b>	<b>102</b>	<b>16,730</b>
<b>Support for breastfeeding mothers</b>		
<b>6</b>	<b>42</b>	<b>7,748</b>
<b>Helped employees quit smoking</b>		
<b>9</b>	<b>102</b>	

## Prevention in Health Care

Clinics and hospitals provide a unique setting where people discuss their health with medical providers, making providers key to the success of health improvement in Minnesota. With the Prevention in Health Care strategy, health care providers promote healthy behaviors by encouraging individuals to maintain healthy eating habits, participate in regular physical activity, avoid the use of tobacco products and limit exposure to secondhand smoke, as well as making referrals to community resources.

A key chronic disease prevention strategy for health care providers is support for breastfeeding. Breastfeeding saves on health care costs because of fewer sick care visits, prescriptions, and hospitalizations.<sup>67</sup> Breastfed babies are at a lower risk for many health problems, such as ear and respiratory infections, diarrhea, asthma and obesity, and mothers who breastfeed are less likely to develop diabetes or breast or ovarian cancer.



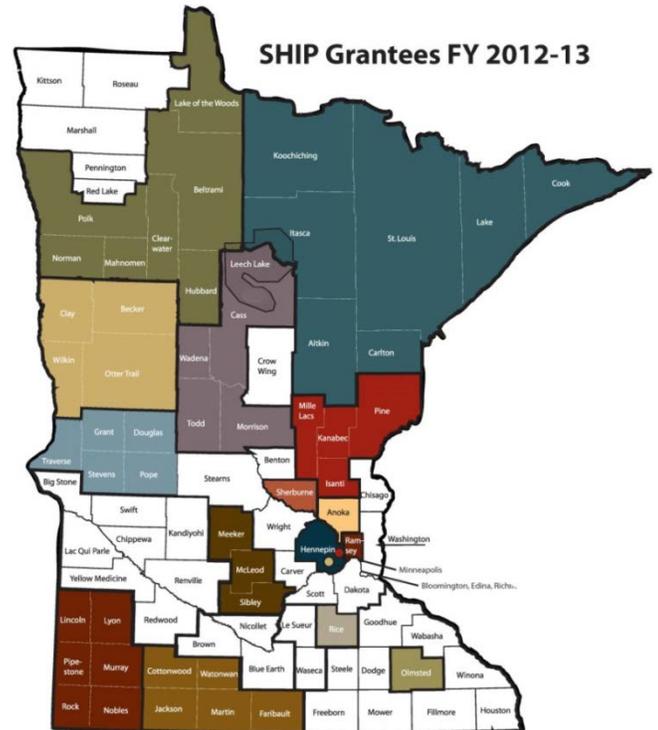
# Individual Grantee Results

## SHIP State FY 2011-2013:

- Funding \$15 million
- Grantees 18
- Counties 51
- Cities 4
- Tribal governments 1

## State FY 2011-2013 grantees:

- Anoka County Community Health & Environmental Services
- City of Bloomington Community Health Board, in partnership with the Edina Community Health Board and Richfield Community Health Board
- Carlton-Cook-Lake-St. Louis Community Health Board, in partnership with Aitkin-Itasca-Koochiching Community Health Board
- Clay-Wilkin County Community Health Board, in partnership with the Becker and the Otter Tail Counties
- Human Services of Faribault & Martin Counties, in partnership with the Watonwan County Human Services and Cottonwood-Jackson Community Health Services
- Hennepin County Community Health Board
- Horizon Community Health Board (Douglas, Grant, Pope, Stevens, Traverse Counties)
- Kanabec-Pine Community Health Board, in partnership with the Isanti-Mille Lacs Community Health Board
- Leech Lake Band of Ojibwe
- Meeker-McLeod-Sibley Community Health Board
- Minneapolis Department of Health and Family Support
- Morrison-Todd-Wadena Community Health Board, in partnership with the Cass Community Health Board



- North Country Community Health Board (Beltrami County, Clearwater County, Hubbard County, Lake of the Woods County), in partnership with the Polk County and Norman/Mahnomen Community Health Boards
- Olmsted Community Health Board
- Rice County Community Health Board
- Saint Paul-Ramsey County Community Health Board
- Sherburne County Health & Human Services
- Southwest Health & Human Services, (including Lincoln County, Lyon County, Murray County, Pipestone County, and Rock County, but excluding Redwood County), in partnership with the Nobles Community Health Board

## Grantee: Anoka County Community Health Board and Environmental Services

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**State FY 2012-2013  
award: \$800,034**

**Selected strategies:**

- Community-Based Initiatives:
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Child Care Initiatives
- Prevention in Health Care

**Story: Anoka Public Health Nurses Help Create Healthier Beginnings**

With the support of SHIP, Anoka County Community and Health Environmental Services Department (CHES) is working hard to support mothers and their newborns. Following the American Academy of Pediatrics and Surgeon General's call to action to support breastfeeding, CHES, a health care leader in serving uninsured and underinsured families, immediately went to work.

Beginning in 2011, CHES enhanced its current family home visiting program with implementation of new breastfeeding practices based on the new recommendations. Then CHES provided home visiting nurses with advanced breastfeeding specialist training. "The training was incredibly helpful. It gave us new ways to motivate our clients, helping us go more in-depth as to how the mother provides for her baby," commented Becky Marcoux, public health nurse, RN. As a result, the nurses provide the lactation support in the home and are available for phone support as well. As of October 2012, 90 percent of public health nurses have received the advanced training, and these nurses also lead community breastfeeding classes for child care providers.

Beyond updating breastfeeding support during home visits, CHES also developed a stronger referral program with WIC to help mothers as soon as they found out they're expecting. "The training helped us be more proactive we can address a problem early on," concluded Marcoux.

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**Community-Based Initiatives**

- Five sites are working to increase active transportation in their community, reaching 185,892 people. For example, the city of Fridley created an active transportation plan that was adopted into their city zoning code.
- 14 multiunit housing properties became smoke-free, reaching 1,205 people. For example, River Point Apartments passed a smoke-free policy and provided cessation resources for their 276 residents.

## Healthy School Initiatives

- 18 schools worked to improve access to healthy foods, serving 10,386 students. 59 percent of students were eligible for free or reduced school meals. For example, at ISD #14, all snacks now meet the U.S.D.A.'s calories for fat, saturated fat and sugar guidelines and U.S.D.A.'s Smart Snacks standards. Due to this change, there was a 71 percent increase in the total number of healthy snacks sold in vending and a 32 percent increase in the number of healthy beverages.
- 20 schools worked to increase physical activity opportunities for 12,836 students. Over 56 percent of the students were eligible for free or reduced lunches.
  - 15 new schools worked to make it easier for 9,911 students to walk or bike to school with their "Safe Routes to School" programs.
  - 20 new schools incorporated active classrooms, reaching 12,836 students.
  - 16 new schools integrated active recess, helping reach 9,640 students.
  - 20 new schools integrated quality physical education, helping reach 12,836 students.
- 1 postsecondary campus, Rasmussen College, is now tobacco-free, protecting 450 students and 40 faculty and staff from secondhand smoke on campus.

## Child Care Strategies

- 107 child care sites are increasing access to healthy foods and improving the eating environment, reaching 1,868 children. For example, Anoka County Head Start adopted a wellness policy supporting healthy learning environments through the Learning About Nutrition Through Activities (LANA) curriculum.
- 112 child care sites are improving physical activity programming that reaches 2,512 children. For example, providers are increasing physical activity time, and they report that children appear more refreshed and ready to learn.
- 2 new child care sites are increasing support for breastfeeding impacting 75 infants and their families. Child care providers are becoming more supportive of breastfeeding moms, making it possible for babies to continue to be fed breast milk in child care. For example, sixteen child care workers received "Supporting the Breastfeeding Mother" training, spurring the creation of new breastfeeding friendly environments.

## Prevention in Health Care

- 4 new clinics worked with SHIP to support healthy living by increasing physical activity, improving access to healthy foods, and assisting with tobacco cessation efforts. For example, perinatal care through home visiting and nutritional support from WIC now ensures women are screened and counseled regarding maternal weight and weight gain, the importance of breastfeeding, the negative impact of smoking, and more.

Grantee: City of Bloomington Community Health Board, in partnership with the Edina Community Health Board and Richfield Community Health Board

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**State FY 2012-2013**  
**Award: \$842,748**

**Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses

**Story: Healthier Options**

Bloomington and Edina Aquatic Centers, Richfield Outdoor Pool and the Dwan Golf Course can all attest that providing healthier food options and maintaining financial stability can be possible in this sugary, salty-driven world.

With SHIP support, concession operators were taught how to maximize their bottom line at each facility. According to Joan Bulfer, Bloomington Public Health nutritionist, “It was appealing to municipal concession managers because most have no training in running financially successful concessions.”

The SHIP-supported trainer also recommended discontinuing selling candy, not only because it is unhealthy, but it is not profitable. Another example was replacing a slushie with a yogurt parfait.

SHIP staff have been working with concession operators in the three cities to offer healthier foods. The aim was to start with 40 percent of the menu meeting healthier choice guidelines and to gradually increase that amount.

Everyone seems to notice the change and appreciates the new options. Explains one parent of an Edina hockey player, “Kids need healthy food to grow and perform at their best! Thank you for focusing on getting better food into your concessions!”

A great benefit that concession operators gained from the training was the opportunity to share ideas and identify ways to collaborate with each other in the future.

As a result, the Edina Aquatic Center increased profits by 12 percent over 2011, the Richfield pool increased profits by 20 percent and the Dwan Golf Club decreased food costs by six percent. For families and individuals who enjoy these venues, it means traditional concession fare and healthier food CAN coexist. Knowing the success of these trailblazing concession operations will certainly make it easier for other venues to make healthier menu changes.

## Community-Based Initiatives

- 34 sites improved access to healthy food. For example, some changes included all city sponsored markets accepting SNAP/EBT and offering “Market Bucks” or similar incentive programs at farmers markets. An improved fresh produce donation system helped city farmers markets and community gardeners increase fresh produce donations to a VEAP, the largest food shelf. There were 2,393 pounds of produce donated from gardens to the food shelf.
  - 17 sites implemented physical environment changes to improve access to healthy food options. Changes included: new or expanded community gardens, produce donation drop sites at farmers markets, healthy choice menus at concessions, display cases for healthier options at concessions. For example, a “Healthy Concessions” workshop addressed how to make money while providing healthier options.
- 3 communities worked on active living changes, potentially reaching 167,542 people. Work included active transportation policy changes, active living and transportation plans, and infrastructure changes.

## Healthy School Initiatives

- 20 schools worked on improving access to healthy foods, serving 17,428 students. For example, Richfield Public Schools added salad as an entrée every day in all schools, incorporating garden foods, and the food service director has worked with local producers to purchase locally grown items.
- 17 schools worked to increase physical activity opportunities for students.
  - 5 schools are making it easier for 2,804 children to walk or bike to school with their “Safe Routes to School” programs. For example, Bloomington Schools improved signage at 12 schools to maintain separation between pedestrians and vehicles. Another change was streamlining the student drop-off area.
- 1 postsecondary campus, Normandale Community College, is currently working toward a tobacco-free policy, which would decrease exposure to secondhand smoke for 17,981 students and 631 faculty and staff.

Grantee: Carlton-Cook-Lake-St. Louis Community Health Board, in partnership with Aitkin-Itasca-Koochiching Community Health Board

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**State FY 2012-2013 award:** \$904,960

**Selected strategies:**

- Community-Based Initiatives:
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Innovative Strategy
  - Breastfeeding

**Story: Collaborating for Better Health**

Across the Arrowhead, more people will soon be finding it easier to live actively.

Infrastructure change is never easy or fast, but it is critical if people are to have access to more biking and walking. Collaboration is the key to success—bringing people from many sectors in the same room to work together gets things done. It starts with training. In Carlton County, Mark Fenton, nationally-known expert on all things city planning, worked with schools to offer Bike Traffic Skills 101 and to take the lead on Safe Routes to School (SRTS) activities. They are planning events such as walk/bike day, identifying and working on infrastructure such as road striping, signage, bike racks, and more.

In Itasca County, the city of Grand Rapids was awarded a SRTS Infrastructure Grant to build their program and develop a Comprehensive Complete Streets Plan to accommodate for all modes of travel for their roads. They are adding sidewalks to two schools and reconfiguring painting on the roadway between schools.

Meanwhile, in Cook County, where students traveling long distances to games have traditionally have eaten from gas stations and fast food establishments, the School Wellness Committee has setup a partnership with a local sandwich shop to provide the option for a healthy alternative meal. Through this systems change, students are not only eating healthier food, but are returning home up to an hour earlier.

As a seven-county region, SHIP staff, planners, and engineers and are working hand-in-hand on the built environment. Due to the work of SHIP, public health now has a seat at the table in funding decisions being made for new roads and trails being built in Northeast Minnesota. Active transportation is the goal: making it possible for more people across this big county to live actively.

## Community-Based Initiatives

- 9 communities worked on ways to incorporate active transportation and active living in their community, reaching 144,655 people. For example, Grand Marais City Council, Cook County Board of Commissioners, Grand Portage Reservation Tribal Council, Tofte and Lutsen Town Boards, and MnDOT all committed to be active partners in creating a City and County Active Living Policy with the Active Living Steering Committee.
- 10 multiunit housing complexes went smoke-free. Plus, 14 multiunit housing complexes are now providing residents with resources to quit smoking. For example, in 2013, Aitkin County Housing and Redevelopment Authority passed a smoke-free policy.

## Healthy School Initiatives

- 20 schools worked on improving access to healthy foods, serving 7,810 students.
  - 36 healthy school food initiatives were developed to improve access to healthy food, For example, Aitkin Schools revised their policy increasing the percent of healthier options in concessions, vending, and à la carte menus.
  - 12 policy or practice changes were worked on to support Farm to School, including cafeteria sourcing to include more local foods and school garden produce.
- 29 schools worked to increase physical activity opportunities for 13,111 students.
  - 21 schools are making it easier for 10,924 children to walk or bike to school with their “Safe Routes to School” programs. For example, events were held in

Aitkin, McGregor, Moose Lake, Cloquet, Grand Marais, Two Harbors, and Duluth.

- 9 schools integrated active classrooms programming, reaching 2,375 children.
  - 4 schools added active recess programming, reaching 1,023 children. For example, Deer River implemented a Walking Challenge during recess which led to an 81 percent decrease in discipline referrals during recess.
  - 4 schools added quality physical education strategies, reaching 1,108 children. For example, Deer River School policy changes included increasing physical education for 6<sup>th</sup> grade students from 30 minutes to 50 minutes daily, and students in 6<sup>th</sup> through 8<sup>th</sup> grade are now required to take health class.
- 1 postsecondary campus went tobacco-free during SHIP 2, decreasing exposure to secondhand smoke on campus and discouraging switching to a smokeless product. The College of St. Scholastica adopted a tobacco-free campus policy, eliminating tobacco smoke exposure for 3,144 students and 677 faculty/staff.
    - 14 postsecondary campuses are helping students and faculty/staff quit smoking by providing smoking cessation materials.

## Innovative Prevention through Healthcare - Breastfeeding

- 9 hospitals partnered with SHIP to promote breastfeeding in order to ensure the youngest among us grow up strong and healthy. Due to this collaboration, 4 of these hospitals have committed to the process of passing comprehensive policies to become Baby Friendly hospitals.

## Grantee: Clay-Wilkin County Community Health Board, in partnership with the Becker and the Otter Tail Counties

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**State FY 2012-2013  
award: \$858,543**

### **Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Comprehensive Worksite Wellness
- Prevention in Health Care

### **Story: Mission Complete**

Committed cities for more walkable and bicycle-friendly street project: that is what the cities of Fergus Falls and Frazee wanted to be when they adopted their “Complete Streets” policies. Complete Streets makes it easier for residents to get physical activity in their daily routines by promoting non-motorized transportation through safe and accessible biking and walking paths.

Teaming with Fergus Falls was the PartnerSHIP 4 Health (PS4H) Active Living Planner, who served on Fergus Falls’ Safe Routes to School task force. PS4H is a regional SHIP initiative that works to improve health through supporting sustainable changes in schools, communities, workplaces and health care settings.

Hank Ludtke, mayor of Frazee, has a passion for physical activity and its benefits. “I rode bike 10 miles a day back and forth to the university while in college. I rode bikes all year round.” Now disabled, he continues to be physically active and in 2012, PS4H partnered with Ludtke in order to provide additional support to promote active living opportunities in Frazee.

Joining in on making biking and walking more accessible was Battle Lake City who incorporated the Complete Streets language into their comprehensive plan and capital improvement plan. Now Battle Lake City has a safe path that can take residents and visitors from Highway 78 to downtown. “We are all working together to connect the neighborhoods, parks and schools. We hope to keep our communities active and promote healthy living,” says Ludtke.

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### **Community-Based Initiatives**

- 22 sites worked to improve access to healthy food options across 5 counties.
  - 5 new farmers markets were started, improving access to healthy food options through more stalls and variety of healthy foods available. SHIP helped to

form a Farmers Market Coalition that strengthened farmers markets in Breckenridge, Wahpeton, Battle Lake, Fergus, Perham, Detroit Lakes, and Dilworth, and extended to Alexandria and Hoffman.

- 10 communities worked on ways to increase active living, benefiting 78,810

residents of the four counties. For example, the city of Breckenridge revised their sidewalk ordinance and adopted a Complete Streets policy to ensure new subdivisions have sidewalks. Previously, Breckenridge developed subdivisions with no sidewalks at all.

- 6 multiunit housing complexes went smoke-free. For example, Moorhead Public Housing Sharp View passed a smoke-free policy, protecting 106 people from secondhand smoke in their homes.
  - 6 multiunit housing complexes are now helping residents quit smoking.

### **Healthy School Initiatives**

- 35 schools worked on improving access to healthy foods, serving 16,774 students.
  - 29 new schools implemented Farm to School programs, for a total of 34 schools since SHIP began, connecting farmers and kids to improve nutrition and educate about agriculture. These programs will reach 16,774 students. For example, Breckenridge Schools have been purchasing from an area farmer and have expanded to purchasing both additional varieties of produce and increased pounds of produce.
- 34 schools worked to increase physical activity opportunities for 16,774 students.
  - All 34 schools are making it easier for 10,039 children to walk or bike to school with their “Safe Routes to School” programs. For example, Bike or Walk to Work or School Week was held by the Fergus Falls, Moorhead, Detroit Lakes, Breckenridge, and Perham school districts; fourteen

city councils passed “Bike or Walk to Work or School Week” resolutions.

- 6 postsecondary campuses are presently working toward a tobacco-free policy to decrease exposure to secondhand smoke, and 6 postsecondary campuses are working toward helping students and staff quit smoking by providing smoking cessation materials.

### **Comprehensive Worksite Wellness**

- 12 workplace wellness sites participated in the sub-strategy Healthy Food Vending as a means to increase healthy eating, reaching an estimated 5,038 employees.
- 16 worksites offered breastfeeding support for working mothers, benefiting 6,382 employees.
- 11 workplace wellness sites participated in the sub-strategy Access to Facilities on-site or nearby their work location to increase physical activity for their employees. This sub-strategy was able to benefit 4,173 employees.
- 5 businesses passed new tobacco-free workplace policies, benefiting 1,634 employees. For example, Ecuman Emmanuel Community passed a tobacco-free worksite policy, providing 260 employees with a tobacco-free work environment.

### **Prevention in Health Care**

- 1 new clinic joined 11 existing clinics to support healthy living by increasing physical activity, improving access to healthy foods and assisting with tobacco cessation efforts. SHIP also supports local public health and clinics in promoting and encouraging breastfeeding to ensure the youngest among us grow up strong and healthy.

Grantee: Human Services of Faribault and Martin Counties,  
in partnership with the Watonwan County Human Services  
and Cottonwood-Jackson Community Health Services

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**State FY 2012-2013  
award: \$612,702**

**Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Child Care Initiatives
- Comprehensive Worksite Wellness
- Prevention in Health Care

**Story: Landmark Changes for Jackson County Kids**

Jackson County Central (JCC) is making landmark changes to its schools' eating and physical activity environment. Not only are students getting more nutritious breakfasts, snacks and lunches, but they are getting more physical activity throughout the school day.

Mornings tend to be a difficult time of day for students, and research has shown that many students skip breakfast, especially as they get older. At JCC Middle School, they incorporated a grab-and-go breakfast, giving approximately 100-125 students essential nutrients to jumpstart their day. The rest of the JCC School District is moving forward with implementing a breakfast-in-the-classroom program this year. At the elementary schools, a healthy snack cart full of veggies, cheese and whole grain snacks is available for students as well as alternative ways to celebrate birthdays. Rather than bringing in sugary birthday treats, teachers are encouraged to celebrate birthdays with games, free time or other classroom activities.

The district nurse, Tracy Mitchell shares, "JCC wanted to incorporate healthier food options and more physical activity for numerous reasons. We wanted to provide good nutrition, set good examples, improve health, decrease obesity rates, and possibly see the effects of decreased behavior problems and improved academic work."

Along with healthy food, JCC schools added more physical activity into students' days so they can be better-focused and prepared to learn. At the elementary schools, their playgrounds have colorful activity stations to engage kids in active recess, and at the high school, their gym is open during the lunch period for students to burn off extra energy.

"The health effects of obesity, inactivity, and poor diet cannot be felt overnight. This is a process that will show gradual changes so any improvement or change is viewed as a success," concludes Mitchell.

## Community-Based Initiatives

- 4 sites improved access to healthy food options. For example, the St. James Farmers Market began accepting WIC, making healthier foods more accessible.
- 8 sites worked on ways to incorporate active transportation in their community, reaching 28,268 people with more opportunities for walking and bicycling. For example, SHIP worked with MnDOT to pave shoulders and rumble strips on State Highway 109 outside of Wells. This new pavement makes it safer and easier for bicyclists and walkers to use this road.
- 10 multiunit housing properties became smoke-free, helping 175 residents. For example, in 2013, St. James Housing and Redevelopment Authority-Park Apartments passed a smoke-free policy, protecting 97 residents from secondhand smoke in their homes.

## Healthy School Initiatives

- 28 schools serving 9,120 students worked on improving access to healthy foods.
  - Support for Farm to School programs at 14 schools, connecting farmers and kids to improve nutrition and educate about agriculture. For example, some changes include incorporating more local foods in the cafeteria, incorporating school gardens or farm to school concepts in school curriculum, and incorporating schools' garden produce into the cafeteria.
- 28 schools worked to increase physical activity opportunities for 9,120 students.
  - 12 schools are making it easier for 3,334 children to walk or bike to school with their "Safe Routes to School" programs.

- 19 schools integrated Active Classrooms, helping to reach 6,132 children. Blue Earth Area Schools, United South Central, Madelia Public, St. James and Jackson County Central Schools have all implemented active school days to get their kids up and moving on a daily basis.
- 14 schools integrated active recess helping to reach 4,568 children.
- 28 schools integrated quality physical education reaching 8,789 children.
- 1 postsecondary campus strengthened an existing tobacco-free policy, decreasing exposure to secondhand smoke for 231 individuals. In addition, 2 postsecondary campuses are helping students and faculty/staff quit smoking. For example, Minnesota West Community and Technical College now provide smoking cessation resources, helping 550 students and 20 staff.

## Child Care Initiatives

- 22 new child care sites are increasing access to healthy foods and improving the eating environment, for a total of 26 participating sites and reaching 762 children.
- 22 new child care sites are offering physical activity programming, for a total of 26 participating sites and reaching 762 children. For example, in 2013, 90 percent of child care sites participating in this strategy report introducing more structured, vigorous physical activity into their days.
- 18 sites have now added support for breastfeeding infants, benefiting 23 children.

## Comprehensive Worksite Wellness

- 17 new workplace wellness participated in the healthy food environment strategy aimed to improve nutrition through increases in fruit and vegetable consumption, decreases in sodium, added sugar and saturated fat by addressing vending/healthy snack station, catering and cafeteria food. Overall, these 17 new workplace wellness sites were able to impact 901 employees with their healthy food environment efforts. For example, the Hy-Vee in Windom created additional healthy food environment activities such as the “lunch and learn” classes focused specifically around nutrition.
- 7 new worksites started offering breastfeeding support for working mothers.
- 33 physical activity environment policies were adopted.
- 3 worksites passed tobacco-free worksite policies, benefiting 556 employees. For example, in 2013, Tony Downs Foods-Madalia passed a comprehensive tobacco-free worksite policy, providing 295 employees with a tobacco-free work environment.
  - In addition, 3 worksites are now helping employees quit smoking. For example, 3M in Fairmont is now providing smoking cessation services for 131 employees.

## Prevention in Health Care

- 7 clinics continued to work with SHIP to support healthy living by integrating Healthy Living Guidelines using the Screen, Counsel, Refer, Follow-up mode and by assisting with tobacco cessation efforts. SHIP also supports local public health and clinics in promoting and encouraging breastfeeding to ensure the youngest among us grow up strong and healthy.

## Grantee: Hennepin County Community Health Board

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### State FY 2012-2013

award: \$1,291,043

#### Selected strategies:

- Community-Based Initiatives:
  - Active Living for Communities
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Comprehensive Worksite Wellness
- Prevention in Health Care

### Story: Encouraging Physical Activity Through Positivity

What do hula hoops and mothering rooms have in common? Both came about after the Minneapolis Jewish Federation (MJF) implemented a worksite wellness committee, offering opportunities for employees to laugh be active, and support family health. Ellen Kleinbaum, controller at the Minnetonka nonprofit, and member of the committee, was excited to see participation and enthusiasm for health and wellness activities at work increase.

In the fall of 2012, MJF worked alongside Hennepin Public Health to focus attention on physical activity challenges, healthy food options for the office's kitchen, and support for breastfeeding mothers. Of the 30 employees working at MJF, four babies have been born and two more are on the way. "We had a dark, cramped room that could have been used for new moms to pump, but needed a little work," Kleinbaum explains, "So we said, let's do it!"

As the room was being transformed, Barb, a former employee, was in the process of moving to New York and donated a refrigerator, chair and lamp. "Her one condition," laughs Ellen, "was that we put up a sign that read, 'The Barb Adelman Mothering Room for the Love of Children.'" "

Along with the new room, a wellness component was added to workplace policies, ensuring that at every MJF event there was a physical activity and a healthy food option.

Gathering buy-in from above was almost effortless. The idea for the committee came from CEO Steven Silberfarb. Kleinbaum shares, "He really supports and participates in our activities. Not every organization can get their CEO to do jumping jacks at a team meeting!"

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### Community-Based Initiatives

- 8 communities improved opportunities for active living, reaching 245,540 people. For example, Brooklyn Center,
- Hopkins and Robbinsdale adopted new Complete Streets policies.
- 41 more multiunit housing properties became smoke-free, and another 47 are working towards a smoke-free policy.

## Healthy School Initiatives

- 33 schools worked on improving access to healthy foods, serving 27,877 students. For example, new partnerships formed between food services and parents in seven schools. Parents can now purchase and order online healthy snacks for classroom celebrations.
  - 2 secondary schools increased healthy vending options for 1,237 students.
  - 8 secondary schools made cafeteria à la carte line improvements that impacted 9,627 students. Improvements included eliminating snack foods that contain trans fats, selling portion-controlled beverages, and increasing the price on less healthy foods and beverages.
- 52 new schools increased physical activity opportunities for 37,919 students by making changes to physical infrastructure, providing adequate free play opportunities during active recess, and by providing physical activity breaks outside of recess.
  - 19 schools are making it easier for 11,698 children to walk or bike to school with their “Safe Routes to School” programs.
  - 29 schools integrated active classrooms helping to reach 23,426 children.
  - 38 schools integrated active recess, helping to reach 23,999 children.
  - 2 schools integrated quality physical education reaching 1,237 children.
- 1 new postsecondary campus is now tobacco-free. In 2013, Hennepin

Technical College passed a tobacco-free campus policy, protecting 6,587 students and 503 faculty and staff from tobacco smoke on campus.

- 3 postsecondary campuses are helping students, faculty and staff quit smoking.

## Comprehensive Worksite Wellness

- 36 healthy food environment policies or practices were adopted to improve nutrition, such as bringing healthier foods into onsite cafeterias.
- 17 workplaces instituted a healthy weight program to support their employees to achieve their respective healthy weights. This program has reached an estimated 3,744 employees.
- 22 new workplaces participated in the physical activity environment strategy.
- 3 new workplaces added breastfeeding support for working mothers.
- 12 worksites worked on passing a comprehensive tobacco-free worksite policy, and/or health plan coverage of, and onsite support for, tobacco cessation efforts, which will benefit 3,327 individuals. For example, in 2013, Pro Med Molded Products passed a comprehensive tobacco-free worksite policy, providing 200 employees with a tobacco-free work environment.

## Prevention in Health Care

- 2 new clinics joined 3 existing clinics in partnering with SHIP to support healthy living. Group classes sponsored by the clinics focused on physical activity, healthy eating and quitting tobacco as tools to help manage chronic conditions and improve overall health.

Grantee: Horizon Community Health Board (Douglas, Grant, Pope, Stevens, Traverse Counties)

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**State FY 2012-2013 award:** \$416,768

**Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active schools
  - Tobacco-Free Postsecondary Campuses
- Comprehensive Worksite Wellness

**Story: Snack Happy in Alexandria**

Pears, peppers, and pineapple are climbing up the list of favorites at St. Mary’s Elementary School in Alexandria. Over the past year, St. Mary’s School staff has learned how to promote a healthy snack AND get kids to eat it. Spurred by support from West Central Wellness SHIP, St. Mary’s School is now providing a healthy morning snack to all students.

Traditionally, students have been allowed to bring their own snack for morning break. Unfortunately, the nutritional value of many of the snacks being consumed has been declining over the years. As a result, St. Mary’s School decided to take a stand against unhealthy eating by changing their morning snack routines and expectations. Three days a week, students are provided a snack, instead of them bringing it from home. Fresh fruits, vegetables and other healthy foods are prepared by the school cook and delivered to the classrooms in the morning. The school used a small grant from SHIP to pay for the snack cart, the opportunity to taste test new foods, and staffing needed to implement the program.

The program has been very well-received by the students and the parents. The students are being exposed to healthy eating options and parents no longer need to debate with their children on what to provide for a snack.

The new program has had a positive effect already. St. Mary’s teaching staff has seen more nutritional snacks coming in on the days a snack is not provided, proving that students and parents are on board with the new expectations. Based on the positive results thus far, St. Mary’s School is looking to expand the program by offering healthy snacks every day of the week next year.

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**Community-Based Initiatives**

- 7 new sites, along with 4 existing sites, improved access to healthy food options with farmers markets, benefiting 35,793

people. For example, some changes include allowing EBT in farmers markets, offering “Market Bucks,” or similar incentive programs, at farmers markets, and access improvements to

farmers markets, such as location changes or expanded hours.

- 4 communities worked on active living, benefiting nearly 18,829 people by increasing opportunities for walking and bicycling. For example, the city of Glenwood worked towards complete streets changes and policy development. SHIP helped the community to complete a master plan and engineering study.
- 5 multiunit housing complexes went smoke-free. For example, Glenwood Housing and Redevelopment Authority passed a smoke-free policy, protecting 134 residents from secondhand smoke in their homes.

### Healthy School Initiatives

- 17 schools worked on improving access to healthy foods serving 7,944 students. For example, 6 schools have changed their snack routines with snack carts and are providing opportunities for students to taste test new foods.
  - 9 schools have established Farm to School relationships with local growers. For example, one school established and implemented an eight-week summer camp for young students. These children were exposed to the school garden and were taught planning, growing, tending, and harvesting.
- 13 schools increased physical activity opportunities for 3,233 students by incorporating physical education into the school day, providing physical activity breaks outside of recess, and by providing active recess. For example, two schools are making it easier for 818 children to walk or bike to school with their “Safe Routes to School” programs.
  - 10 schools integrated active classrooms helping to reach

2,724 children. For example, 2 schools increased the number of teachers using “moving minutes” in non-physical education classrooms.

- 6 schools integrated active recess, helping to reach 1,314 children.
- 2 postsecondary campuses, Alexandria Technical and Community College and University of Minnesota-Morris, are working toward tobacco-free policies, which would protect 4,702 students and 784 faculty and staff from tobacco smoke on campus.

### Comprehensive Worksite Wellness

- All 5 workplace wellness sites participated in the Healthy Food Environment strategy aimed to improve nutrition through increases in fruit and vegetable consumption, decreases in sodium, added sugar and saturated fat by addressing vending/healthy snack station, catering and cafeteria food. These 5 sites reached 2,855 employees. For example, Douglas County Hospital worked on the Healthy Food Cafeteria sub-strategy and was able to provide healthier food options in the various cafeterias located onsite, benefiting nearly 865 employees.
- 3 new worksites helped to create more physically active work environments for 1,490 employees. 4 new worksites worked toward tobacco-free policies, and/or health plan coverage of, and onsite support for, tobacco cessation efforts, which will benefit 2,355 individuals. For example, in 2013, WASP Inc. of Glenwood instituted a smoke-free policy, restricting smoking to designated areas, with future plans to move towards a 100 percent smoke-free worksite.

Grantee: Kanabec-Pine Community Health Board, in partnership with the Isanti-Mille Lacs Community Health Board

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**State FY 2012-2013 award:** \$437,262

- **Selected strategies:**
- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Comprehensive Worksite Wellness

### **Story: Advancing Wellness at ATS**

“ATS recognizes the importance of having employees feel their best, so they are healthy and productive in both their professional and personal lives,” explained Peter Kuechle, president of Advanced Telemetry Systems (ATS). This is precisely why Kuechle went to Isanti-Mille Lacs Public Health with questions regarding implementing a worksite wellness program at his company.

After partnering with SHIP in 2012, ATS identified a worksite wellness coordinator and created a wellness committee. They also developed a worksite wellness toolkit, pre- and post-assessments, activity guidelines and examples for ATS’s new committee to utilize in their program. With all these resources, the difference is seen in the employees. They are now able to enjoy friendly weight loss challenges, healthy lunch options, access to an onsite workout room and fruit and veggie trays.

Over the last year, 61 percent of employees have increased or slightly increased their physical activity (with nearly 85 percent participating in committee-provided activities), 52 percent have increased their intake of fruits and vegetables, and 52 percent have decreased their intake of high-fat foods.

As one employee says, “Since the wellness program began here at ATS, both my husband and I have become more active, are making healthier food choices and have lost weight. I am thankful that the ATS wellness program continues to provide us with information and activities that have helped us make a positive change to our lifestyle.”

ATS isn’t stopping just yet. They have worked closely with their local health care facility to provide “wellness vans” and to gather more information on their employees’ health goals. “We have witnessed some employees make positive sustainable changes to their lifestyle. We appreciate all the time and resources that SHIP has made available to ATS; it truly has made a difference,” finishes Kuechle.

## Community-Based Initiatives

- 3 sites improved access to healthy food options, including 1 new farmers market added to 1 from previous years of SHIP, reaching 8,212 people. For example, SHIP helped expand hours, change locations, increase number of vendors, and implement EBT and “Market Bucks” program.
- 4 communities worked to increase active living, benefiting nearly 44,097 people, by creating active communities with increased opportunities for walking and bicycling. For example, Pine City’s comprehensive plan includes sidewalk plans, streetscaping and bike trails with the goal of creating destinations throughout the city.
- 2 new multiunit housing complexes became smoke-free, benefiting 141 individuals. For example, Bridepark Apartments passed a smoke-free policy, protecting 73 residents from secondhand smoke in their homes.
  - 4 are helping residents quit by providing cessation resources.

## Healthy School Initiatives

- 14 schools improved access to healthy foods, for 4,171 students.
  - 8 schools implemented physical environment changes such as snack carts, salad bars, school gardens, or school orchards. For example, 4 school districts improved offerings in à la carte line to provide students with items of higher nutritional value.
  - 6 new schools began offering Farm to School to their 1,591 students. For example, local fruits and vegetables were integrated into healthy snack

carts at 2 elementary schools and summer meal programs in 2 communities.

- 7 schools worked to increase physical activity opportunities for 3,583 students
  - 5 schools integrated active classrooms, helping to reach 1,951 children.
  - 3 schools integrated active recess, helping to reach 1,906 children.
  - 2 schools integrated quality physical education, reaching 1,290 children. For example, 1 school district increased the minimum amount of “vigorous physical activity” provided during physical education classes.
- 1 postsecondary campus, Pine Technical College, is now offering cessation services for 1,255 students and staff.

## Comprehensive Worksite Wellness

- 3 new sites participated in the healthy food environment strategy to improve nutrition by bringing healthier foods into onsite cafeterias and vending, or by use of catering, benefiting 1,378 employees.
- 4 new worksites are now offering breastfeeding support for working mothers.
- 4 new sites participated in the Physical Activity Environment strategy and through those efforts 5 workplaces offer an onsite fitness center/workout room, have bicycles for employees to use during the workday, onsite fitness classes, showers, lockers, and connection to other area facilities.
- 1 worksite, Cambridge Isanti School District, is now offering smoking cessation resources to 850 employees.

## Grantee: Leech Lake Band of Ojibwe

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### State FY 2012-2013

award: \$100,367

#### Selected strategies:

- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
- Healthy School Initiatives:
  - Healthy School Food
  - Active schools
- Child Care Initiatives
- Comprehensive Worksite Wellness

### Story: Integrating Culture and Wellness

Promoting cultural integration and wellness are top priorities at the Bug O Nay Ge Shig School in Cass Lake, which serves Ojibwe students from the Leech Lake Reservation. With the Fresh Fruits program, students are learning traditional words from the Ojibwe language and how to have a healthy heart, mind and spirit.

Lavender Hunt, nutrition education manager with the school, leads weekly lessons about the benefits of various fruits and ties them in to cultural stories native to the Ojibwe people. Using words from the Ojibwe language, she tells stories about where fruits grow, what they look like and how they are good for the body. For example, “ode’iminan” is the Ojibwe word for strawberry, of which the root word is “ode,” meaning “heart.”

“The strawberry is shaped like a heart and is traditionally used as heart medicine. Keeping your heart in good physical and spiritual health is important to the body and mind,” shares Delina White, resource developer with Bug O Nay Ge Shig.

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### Community-Based Initiatives

- Leech Lake improved access to healthy food options in 10 cities through work such as implementing community and backyard gardens, and increasing access to healthy foods in vending at the Northern Lights Casino and Palace Casino Leech Lake. SHIP worked to increase physical activity for the community. For example, a “Walk Audit” was held in which about 30 community members participated. This led to the development of some priorities for improving the safe walk/bike-ability of the Cass Lake community, and ideas

for what different tribal agencies and others can do to encourage physical activity, including walking and biking. Three walking/biking trails were completed: the Migizi Trail in Cass Lake, the Early Head Start Building in Ball Club, and the Norway Beach area trails.

### **Healthy School Initiatives**

- 2 schools worked on improving access to healthy foods, serving 817 students. Of these, 85 percent were eligible for free or reduced school meals. Schools created and purchased equipment to support programs such as grab-and-go breakfast options and healthy snack carts.
- 2 new schools worked to increase physical activity opportunities for 817 students. For example, 4 trails with activity stations were completed. The schools used these trails to incorporate activity throughout the school day, especially at recess.

### **Child Care Initiatives**

- 2 new child care sites are increasing access to healthy foods and improving the eating environment, reaching 654 children.

### **Comprehensive Worksite Wellness**

- 3 new sites participated in the Healthy Food Environment strategy to improve nutrition by bringing healthier foods into onsite cafeterias and vending, or by use of catering, benefiting 936 employees.

## Grantee: Meeker-McLeod-Sibley Community Health Board

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### State FY 2012-2013

award: \$430,503

#### Selected strategies:

- Community-Based Initiatives:
  - Healthy Food Environment
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active schools
  - Tobacco-Free Postsecondary Campuses
- Child Care Initiatives
- Comprehensive Worksite Wellness

### Story: Harvesting Health

Pumpkin pancakes in class, fresh salsa in the cafeteria, and a variety of other fresh produce waiting in the garden? That's what students in Litchfield Public Schools get to enjoy with the harvest from their gardens.

With the help of school staff, students, volunteers and organizations, in 2013 four raised beds were built and 20 apples trees were planted in late spring and early summer. Seedlings first grew in the school greenhouse and were then transferred over to the beds when warm enough, producing a variety of produce including pumpkins, squash, cantaloupe, cabbage and broccoli.

Seventh grade teacher Julie Rick explains, "In my foods class we always record what the students eat, and from this I've seen the majority of middle schools don't have enough vegetables in their diet. If you can introduce kids to vegetables and the process of growing and harvesting them, they are more willing to try them."

The garden has supplied the cafeteria with fresh salsa and ingredients for salads and 7th grade students have enjoyed making pumpkin pancakes and fruit pizza.

Litchfield Public Schools plans on expanding and adding to their repertoire of produce and hopes to use waste from the school as compost in the garden. They also hope to introduce the garden to more classrooms from other nearby schools to expand to more students.

## **Community-Based Initiatives**

- 16 sites improved access to healthy food options. For example, the city of Winsted opened a new farmers market, increasing access to fresh produce for the residents.
- 2 multiunit housing properties adopted smoke-free policies, benefiting 186 individuals. For example, in 2013, Evergreen Apartments passed a smoke-free policy, protecting 152 residents from secondhand smoke in their homes.

## **Healthy School Initiatives**

- 18 schools worked on improving access to healthy foods for 7,021 students.
  - 18 policy or practice changes helped support Farm to School programs, connecting farmers and kids to improve nutrition and educate about agriculture.
  - 11 schools created and purchased equipment to support school gardens and orchards.
- 5 schools worked to increase physical activity opportunities for 2,048 students.
  - 5 schools are making it easier for 813 children to walk or bike to school with their “Safe Routes to School” programs.
- 1 new postsecondary campus, Ridgewater College, helped decrease exposure to secondhand smoke for 4,459 students and staff by strengthening its tobacco-free policy.

## **Child Care Initiatives**

- 4 new child care sites are increasing access to healthy foods and improving the eating environment, reaching 412 children. For example, Heartland Head Start created a school garden, apple orchard, and raspberry patch in 2013, helping children discover and enjoy new healthy foods.
- 1 new child care site is offering physical activity programming, reaching 40 children. Tri-Valley Migrant Head Start implemented a garden, leading to more physical exercise options outdoors for the children and staff.
- 2 sites have now added support for breastfeeding infants, benefiting 5 children.

## **Comprehensive Worksite Wellness**

- 5 worksites participated in the healthy food environment strategy to improve nutrition by bringing healthier foods into onsite cafeterias and vending, or by use of catering and benefited 1,208 employees.
- 2 new worksites started offering breastfeeding support for working mothers.
- 2 new worksites have tobacco-free worksite policies, which will benefit 473 individuals. For example, McLeod County passed a tobacco-free worksite policy, providing 473 employees with a tobacco-free worksite.
- 5 new worksites adopted policies to increase physical activity, reaching 954 employees.

# Grantee: Minneapolis Department of Health and Family Support

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**State FY 2012-2013 award:** \$1,057,073

**Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active schools
- Prevention in Health Care

**Story: Going Green in North Minneapolis**

Compared to the rest of the city, north Minneapolis has fewer amenities for active living such as lakes, riverfronts and trails. In 2010, Twin Cities Greenways, a volunteer, community-based organization held community meetings to introduce the concept of a greenway to north Minneapolis residents. Based on residents' interest, the Minneapolis Health Department used its SHIP funding to conduct an 18-month planning process to further engage community members in identifying a specific route for the greenway. With the help of a transportation consultant, the Health Department presented three greenway design options and three route options via a community open house, meetings and an online survey. Based on participants' input and support, the health department and its consultant developed a proposed 30-block route and greenway design concepts for each block. Next, the health department divided the route into five segments and invited residents living on each segment to meetings to ask questions and share ideas. It also hosted a second neighborhood-wide open house and issued a second, online survey. The engagement activities revealed strong support for the greenway because of its potential to increase social connectedness, community pride, green space and recreation.

One resident said, "It actually creates a beautiful green space that is safe for children, adults, and the growing senior citizen population. It changes the dynamic in North Minneapolis, and will attract development and young individuals to a part of the city that has been losing residents. It will create a fast and safe corridor for many new bicyclists who need to get to downtown quickly."

To move the greenway from concept to reality, the city of Minneapolis secured a three-year Active Living grant from Blue Cross Blue Shield to further work on two fronts: deeper community engagement to reach residents who weren't reached in the previous engagement activities (renters, non-English speaking residents and others) and a feasibility study with detailed plans for the greenway, including cost estimates and funding plans

## Community-Based Initiatives

- 72 sites improved access to healthy food through changes in policy, practices or environment.
  - 26 sites implemented physical environment changes to improve access to healthy food options, which included new or continued community gardens.
- 2 Minneapolis communities worked to create active communities by increasing opportunities for walking and bicycling. For example, Waite House connected residences to the Cycle for Change Program, increasing participation.
- 4 new multiunit housing properties are working towards smoke-free policies, and 1 multiunit housing complex is helping residents quit. For example, Bottineau Commons is working toward a smoke-free policy, which would protect 258 residents from secondhand smoke in their homes.

## Healthy School Initiatives

- 49 schools improved access to healthy foods for 34,691 students.
  - 63 policy or practice changes were implemented to support Farm to School programs, connecting farmers and kids to improve nutrition and educate

about agriculture. For example, SHIP supported Farm to School campaigns in charter schools that included taste-testing, school gardens and urban farm field trips.

- 9 schools implemented either indoor or outdoor gardens.
- 6 schools in Minneapolis worked to increase physical activity opportunities for 1,517 students, making it easier for children to walk or bike to school with their “Safe Routes to School” programs. For example, Northrop Elementary School implemented a weekly “Minnehaha Mondays” program in which morning buses drop 350+ students off 0.6 miles from school so they can walk together, arriving at school ready to learn.

## Prevention in Health Care

- 6 new clinics are working to help patients increase physical activity, eat healthier and quit smoking. For example, 40 staff across all 9 clinics received training on motivational interviewing to improve their patient counseling skills.

Grantee: Morrison-Todd-Wadena Community Health Board, in partnership with the Cass Community Health Board

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**State FY 2012-2013  
award:** \$343,603

**Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
- Healthy School Initiatives:
  - Healthy School Food
  - Active schools
  - Tobacco-Free Postsecondary Campuses
- Prevention in Health Care

**Story: Little Falls' Big Garden**

Superintendent Steve Jones is no rookie to school gardens. Helping start one up at Sibley East, Jones brought the idea to the Little Falls School District. For this garden to grow, however, two important partnerships were necessary: the Franciscan Sister of Little Falls and students from the agriculture department at Little Falls Community High School.

In October 2012, the district partnered with the Sisters to create the nearly two-acre garden and plant produce for the following school year. That summer, the Sisters guided five high school students in caring for the garden, and come late July and August, the harvest was nothing short of amazing. Around 5,000 pounds of veggies were harvested, with more waiting to be pulled. Now, produce is used to supply daily salad bars and load up other school meals, like vegetarian pizza.

“Approximately 20-25 percent of our elementary students are choosing to eat the salad bar on a daily basis and usage numbers at both the middle school and high school continue to grow,” shares Jones.

The district’s food service vendor is also purchasing the harvested vegetables for use at all five of the district schools. This money goes straight back into the garden to help buy seedlings and supply wages for summer garden caretakers.

Ruth Lentner, a Franciscan sister with a degree in horticulture, explains that her favorite part of the partnership is, “...the interaction with the students. They are all very respectful, and we all really enjoy our working together.” The garden has already brought a positive change for students’ bellies and minds, but the broader goal will be an ongoing process. Jones explains, “According to the latest rankings, Morrison County is 77<sup>th</sup> out of 82 counties in Minnesota in terms of overall health. The garden piece is a part of the whole lifestyle impact we hope to make on our stakeholders in the district.

## Community-Based Initiatives

- 8 sites improved access to healthy food options. For example, SHIP used existing partnerships with farmers markets to do a new senior program with the town of Eagle Bend.
- 2 smoke-free multiunit housing complexes passed smoke-free policies, benefiting 229 individuals. For example, Greenwood Apartments passed a smoke-free policy, protecting 89 people from secondhand smoke in their homes.
  - 11 more complexes are working toward smoke-free policies.

## Healthy School Initiatives

- 23 schools worked on improving access to healthy foods for 9,377 students.
  - 36 policy or practice changes were worked on to support Farm to School programs, connecting farmers and kids to improve nutrition and educate about agriculture. For example, Little Falls School District has added a large garden that is incorporating school curriculum, student jobs, and learning. The produce is being purchased by their food service contractor to be used in the school lunch program.
- 28 schools increased physical activity opportunities for 11,078 students.
  - 5 schools are making it easier for nearly 2,471 children to walk or

bike to school with their “Safe Routes to School” programs.

- 21 schools integrated active classrooms helping to reach 8,292 children.
  - 20 schools integrated active recess, helping to reach 7,225 children.
  - 14 schools integrated quality physical education reaching 5,696 children.
  - 9 schools also implemented morning walking programs, additional after school activities, purchased new playground equipment, or implemented peaceful playgrounds.
- 2 postsecondary campuses are working toward tobacco-free campus policies and providing cessation resources, which will help reduce exposure to secondhand smoke for over 7,043 students, faculty, and staff. For example, Central Lakes College-Staples and Brainerd is now providing 6,253 students with cessation resources.

## Prevention in Health Care

- 3 clinics are working with SHIP to support healthy living by increasing physical activity, improving access to healthy foods and assisting with tobacco cessation efforts.

Grantee: North Country Community Health Board (Beltrami County, Clearwater County, Hubbard County, Lake of the Woods County), in partnership with the Polk County and Norman/Mahnomen Community Health Boards

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**State FY 2012-2013  
award: \$671,657**

**Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Comprehensive Worksite Wellness

**Story: Connecting Students to Healthy Food in Beltrami**

Tim Lutz, Kelliher Public Schools superintendent, wanted to incorporate a salad bar and garden in the school food service program for years, but as he explains, “It was Josh, our SHIP coordinator, and the SHIP grant that enabled us to make it happen.”

Kelliher used support from SHIP to create a school garden, which has provided wonderful potatoes, squash, pumpkins and so much more to the students. Much of the produce is used in their new salad bar and hot lunch line, but some of it is also used to educate students on the variety of vegetables.

“It is exciting to see students make choices of fruits and vegetables and to eat and enjoy them at school. My hope is that students will take their new eating habits home and “educate” their parents by asking for and requesting better food choices at grocery stores,” shares Karyn Lutz, the school’s dietitian.

Having a school garden connects students with their food because they plant, care for and harvest their goods. In doing so, students are said to be making better choices regarding how much they eat and what they throw away. The garden has also encouraged students about what foods to take from the hot lunch line.

“Students are daring to try and finish new, healthier entrees such as whole grain breads, vegetables, and whole grain pastas. It is clear that they are eating more fruits and vegetables because our new salad bar and menu are providing a wider range of choices,” explains Lutz.

SHIP strategies have promoted other opportunities for the school that has seen great success through awards and the chance to present healthy food choice projects in Kelliher. Lutz says, “I can sure tell you that I’ve been so very happy with all of the support and opportunities we have received through SHIP. Things are changing around here, and it is exciting!”

## **Community-Based Initiatives**

- 23 sites improved access to healthy food options. For example, 13 farmers markets were supported with signage, promotion and dietitian support, and evaluation was conducted and shared with markets.
- 3 new multiunit housing complexes went smoke-free. For example, in 2013, River Heights in Park Rapids passed a smoke-free policy, protecting 171 people from secondhand smoke in their homes.

## **Healthy School Initiatives**

- 50 schools worked on improving access to healthy foods for 15,179 students.
  - Through Farm to School programs, schools have become key partners in local food systems, creating increased demand for local foods and increased revenue for local growers.
  - 33 policy or practice changes were worked on to increase healthy school food options outside of the school lunch program.
  - Physical environment changes were implemented at 35 schools and included salad bars and school garden equipment.
- 36 schools in 7 counties worked on one or more physical activity strategies to increase physical activity opportunities for 14,484 students. Of those, over 52 percent were eligible for free or reduced lunches.
  - 4 schools are making it easier for 2,498 children to walk or bike to school with their “Safe Routes to School” programs.
  - 31 schools integrated active classrooms helping to reach 12,946 children.

- 25 schools integrated active recess, helping to reach 11,809 children.
- 3 postsecondary campuses are now helping students, faculty, and staff quit smoking by providing tobacco cessation resources. For example, Bemidji State University is now providing smoking cessation resources to 5,360 students and 604 faculty and staff.

## **Comprehensive Worksite Wellness**

- 14 sites, participated in various worksite wellness strategies from offering healthy foods in the cafeteria and in catering, increasing opportunities for walking and biking and access to worksite recreation facilities, and providing support to breastfeeding working mothers.
  - 11 worksites are now offering smoking cessation services.

## Grantee: Olmsted County Community Health Board

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### **State FY 2012-2013**

**award:** \$433,687

#### **Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses

### **Story: Growing Healthy and Strong Byron Bears!**

At Byron Elementary School in Olmsted County, healthy eating and a sense of community are rising with their healthy snack carts. Over 500 Byron Bears enjoy a piece of fruit or a low-calorie snack in the mid-morning or afternoon so they can stay focused and learn better.

In 2012, Abe Rodemeyer, principal for Byron Elementary, sent a letter reaching out to parents to introduce the Healthy Snack Program. Parents were encouraged to sign their child up for a daily snack or send a nutritious snack from home.

During the first quarter, student nutrition staff used parent and staff feedback to adjust the variety of snacks so they were nutritious and appealing to both students and parents. To help select the choices, they used guidelines established by the Institute of Medicine, which makes recommendations on the number of calories, fat, sugar and sodium content appropriate for children's snacks.

While it was a balancing act to consider the budget, ease of eating in the classroom, allergies and student acceptance, Byron nutrition staff found great snack cart choices that are a hit among students. Each day the cart offers a fruit and a second option that focuses on a dairy or whole grain item that fits the guidelines.

One Byron teacher exclaims, "I think the snack cart is wonderful! The students seem to enjoy the options and it's nice to have more than one option."

Since its implementation, a whopping 80 percent of students have opted to receive a healthy snack every day.

Looking further down the road, Rodemeyer shares, "We saw a decrease in unhealthy snacks and now, our target moving forward will be to emphasize alternative birthday treats," that are both healthy and the kids will love.

## **Community-Based Initiatives**

- The Healthy Food Alliance of Southeast Minnesota was formed to create a collaborative space for organizations and community members to work on access, promotion and consumption of healthy food, reaching 147,000 people. For example, Olmsted County SHIP worked with the Channel One Regional Food Bank to gather support and build a kitchen classroom, supporting food bank clients to choose healthy options and fresh produce after learning how to cook.
- 86 new multiunit housing properties became smoke-free, benefiting 1,912 individuals. For example, Villages at Essex Park went smoke-free in 2012, protecting 900 residents from secondhand smoke in their homes.

## **Healthy School Initiatives**

- 32 schools worked on improving access to healthy foods for 21,512 students. For example, SHIP supported school gardens at Lincoln Choice School, improvements with Golden Hill garden, and offered educational presentations to child care provider groups regarding healthy snacks.
  - Continued to support 5 Farm to School programs for 21,922 students, connecting farmers and kids to improve nutrition and educate about agriculture.
  - 8 schools created and purchased equipment to support programs, such as grab-and-go breakfast options and healthy snack carts.

- 10 schools worked to increase physical activity opportunities for 5,265 students.
  - 3 schools are making it easier for 1,255 children to walk or bike to school with their “Safe Routes to School” programs.
  - 2 schools integrated active classrooms, helping to reach 1,305 children. For example, Active Classroom strategies were implemented at Dover-Eyota and Byron Elementary Schools, purchasing stability balls for classrooms
  - 7 schools integrated active recess, helping to reach 4,010 children.
- 1 postsecondary campus, Rochester Community and Technical College, is now helping 10,265 students, faculty, and staff quit smoking by providing cessation services.

## Grantee: Rice County Community Health Board

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### **State FY 2012-2013**

**award:** \$243,847

#### **Selected strategies:**

- Community-Based Initiatives:
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Child Care Initiatives
- Comprehensive Worksite Wellness

### **Story: Active and Fun Before the Day is Done!**

You know you are onto something good when kids are requesting to play movement games at their child care provider. This is what Micki Ziskovsky, a home day care provider, discovered after she attended an I am Moving, I am Learning training in 2011. “In my opinion, there should be no obese child if they are getting any type of physical activity and proper nutrition,” explains Ziskovsky.

She started doing the daily physical activities for an hour in the morning but the kids loved it so much that they began doing it for longer. On a day-to-day basis, she notices the effect the activities have on children and says her day care life has become easier, the kids cooperate and they love doing it.

Karen Hoffman, executive director of a Child’s Delight Too, has seen great success come from the trainings. In Rice County, 51 providers have participated in six trainings and have incorporated more physical activity into their day. According to Hoffman, “We gave training to 32 home providers in Rice County and results were fantastic! People were talking about the kids moving and parents wanting to know more.” Hoffman is also hearing from licensing that more providers are writing healthy eating and physical activity policies. The program has been so successful that others want to get involved; providers who have limited English-speaking ability have heard about the training through other providers and nonprofit organizations. Because of their interest, trainings are being translated into Somali and Spanish.

### **Community-Based Initiatives**

- 3 sites worked on ways to incorporate active transportation in their community, reaching 33,309 people.
- 1 new multiunit housing property, Greenwood Place, became smoke-free, protecting 128 people from secondhand smoke in their homes.

### **Healthy School Initiatives**

- 5 schools worked on improving access to healthy foods, serving 1,246 students. For example, 2 schools created and purchased equipment to support programs, such as school gardens and healthy snack carts.
- 13 schools worked to increase physical activity opportunities for 6,009 students.
  - 5 schools added active classrooms, reaching 3,365 children.
  - 3 schools added active recess, helping to reach 1,428 children.
- 1 postsecondary campus, Carleton College, is currently working toward a tobacco-free policy, which would decrease exposure to secondhand smoke for 2,055 students, faculty, and staff.

### **Child Care Initiatives**

- 51 new child care sites are offering physical activity programming, reaching over 220 children.

### **Comprehensive Worksite Wellness**

- 5 healthy food environment policies were adopted to improve nutrition by bringing healthier foods into onsite cafeterias and vending, or by use of catering.
- 966 employees participated in the healthy food environment strategy for comprehensive worksite wellness.
- 1 worksite offered breastfeeding support, reaching 350 working mothers.

## Grantee: Saint Paul—Ramsey County Community Health Board

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**State FY 2012-2013  
award: \$917,599**

**Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses

**Story: Sustaining and Empowering Change**

In Minnesota, data show that African-Americans disproportionately experience chronic diseases associated with obesity (e.g., asthma, arthritis, diabetes, heart disease and stroke). Therefore, in St. Paul, cultural consultant Vanne Owens Hayes worked with eight predominately African American churches to help church members to eat healthier, be more physically active, and feel better.

Vanne surveyed eight churches to learn their current health practices, identify challenges they experienced and what health concerns they wanted to address. The common issues identified were diabetes, high blood pressure, and lack of physical activity. Holy Trinity Episcopal Church, one of the eight churches instituting health changes, organized a health ministry team, planned and presented a program based on survey responses, recommended a healthy eating policy that was approved, and planned a training session for those responsible for meal service.

Vanne shared that, “Holy Trinity purchased two food warmers to enable them to offer more hot foods, fifty HealthCheque guides to give to those who attended the information sessions on diabetes, and brought in two nutritionists to train those responsible for meal service.”

At Holy Trinity’s after-service Coffee Sip gatherings, where once donuts, pastries, coffee and rarely fruit were the norm, now church members have more fruits and vegetables, more water and proportion-appropriate meals.

Says Vanne, “It’s an empowering way to build on the assets of the community by sharing information and resources and involving them in creating a healthier and stronger place to live, work and play. That’s sustainable change.”

## Community-Based Initiatives

- 20 sites improved access to healthy food options. For example, SHIP improved access to nutritious foods by increasing availability and affordability of fruits and vegetables in the community, developing six new markets with the Hmong American Farmers Association, all accepting EBT payment.

## Healthy School Initiatives

- 32 schools worked on improving access to healthy foods serving 21,686 students. For example, St. Paul Public Schools adopted a wellness policy supporting healthy eating, including using non-food items as rewards for academic performance or good behavior, increasing access to breakfast and lunch at school every day, allowing no more than one celebration per month that involves food or beverages, and making sure fundraising, marketing, or advertising activities do not conflict with messages supporting healthy eating.
- 36 schools worked to increase physical activity opportunities for 21,816 students.
  - 3 schools are making it easier for 1,471 children to walk or bike to school with a Safe Routes to School program.
  - 20 new schools added active classrooms for 12,084 children.
  - 23 schools added active recess for 12,714 children.
  - 22 new schools added physical education programming for 15,358 children.
- 2 postsecondary campuses passed tobacco-free policies, decreasing exposure to secondhand smoke for 71,617 individuals. For example, in 2013, the University of Minnesota-Twin Cities passed a tobacco-free campus

policy, protecting 52,556 students and 10,293 staff from tobacco smoke on campus. In addition, Hamline University, Concordia University, and the University of St. Thomas are all making progress toward tobacco-free campus policies, which would protect an additional 18,122 students and 1,599 staff from secondhand smoke.

**State FY 2012-2013**

**award:** \$612,266

**Selected strategies:**

- Community-Based Initiatives:
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Child Care Initiatives

**Story: Comfortable and Cozy in Big Lake**

“Families are grateful for the room and that the environment is clean and set up specifically for nursing,” shares Kara Dockry-Huberty, parent educator with Big Lake Early Childhood Education Program (ECFE), on the new lactation room for the program. Now, breastfeeding mothers can attend classes and have a cozy, private area to nurse their child.

The new room is located in a K-5 elementary school, where ECFE classes are currently held. It offers a new glider chair, outlet, refrigerator and water cooler as well as a soft area with toys for siblings to play while mom breastfeeds. ECFE’s new class, “Nursing Mothers Supporting Each Other” began after the room was created and is held there for a cozy and comfortable feel. The class is available for nursing or pregnant mothers, mothers who want to find out more and for those who want to promote breastfeeding.

The class is more than education, however; it brings together many women and families from different situations to offer support and guidance.

“As a program the room is a perfect fit. I’ve really enjoyed being able to show it off and show that the program is supporting families. We have so many resources, such as books and DVDs, and other families that further support breastfeeding,” Dockry-Huberty explains.

Beyond the classes, the room is also available for nursing mothers within the school staff as well as volunteers and parents visiting Independence Elementary school. To Dockry-Huberty, it is important to have a presence in the school and the community to emphasize how important breastfeeding is for early childhood and leading a healthy life.

## **Community-Based Initiatives**

- One community worked on active living. For example, the city of Big Lake assessed their current Complete Streets policy and held training for local city planners and engineers.
- 15 multiunit housing complexes became smoke-free, benefiting 1,969 individuals. For example, in 2013, Wilson Apartments passed a smoke-free policy, protecting 333 people from secondhand smoke in their homes.
- 2 community partners worked on tobacco-free outdoor policies to help keep parks, recreation departments and other outdoor environments free of tobacco smoke, benefiting as many as 42,000 people.

## **Healthy School Initiatives**

- 7 schools worked on improving access to healthy foods, serving 3,601 students.
- 9 schools worked to increase physical activity opportunities for 5,622 students.
  - 9 schools started making it easier for 1,461 children to walk or bike to school with “Safe Routes to School” programs. For example, SHIP collaborated with the Big Lake School District, the city of Big Lake, and Sherburne County Public Works to develop a Safe Routes to School plan.
  - 9 schools started integrating active classrooms, helping to reach 5,622 children. For example, 6 schools in the Elk River Area School District used a form of physical activity as a fundraiser rather than using food.

## **Child Care Initiatives**

- 14 child care sites are increasing access to healthy foods and improving the eating environment, impacting 1,031 children. For example, after attending the Learning About Nutrition through Activities (LANA) training, one home-based child care provider in Sherburne County updated her policies to reflect healthy eating practices recommended for children. Through taste-testing activities, children at this site are being introduced to—and liking—new fruits and vegetables.
- 18 child care sites improved physical activity programming, benefiting 1,046 children. For example, providers in Sherburne County are using creative strategies to incorporate physical activity throughout the day.
- 2 sites have added breastfeeding support for new mothers. For example, Big Lake and Elk River Early Childhood Family Education (ECFE) developed breastfeeding policies and set up lactation rooms for breastfeeding mothers.

Grantee: Southwest Health & Human Services, (including Lincoln County, Lyon County, Murray County, Pipestone County, and Rock County, but excluding Redwood County), in partnership with the Nobles Community Health Board

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**State FY 2012-2013  
award:** \$432,044

**Selected strategies:**

- Community-Based Initiatives:
  - Healthy Food Environment
  - Active Living for Communities
  - Smoke-Free Multiunit Housing
- Healthy School Initiatives:
  - Healthy School Food
  - Active Schools
  - Tobacco-Free Postsecondary Campuses
- Prevention in Health Care

**Story: Helpful Coaching For Healthy Living**

In Southwest Minnesota, health coaches are educating and inspiring people to make long-term changes toward healthier living.

In 2012, Sanford Adrian Clinic began working with SHIP to help lower obesity and tobacco use. Lowering obesity rates was important to the clinic because it leads to many chronic diseases such as hypertension, high blood pressure and diabetes. Now with extra support from health coaches, people at risk have a caring expert that offers healthy changes to their lifestyle.

Sanford Adrian nurse and health coach, Mary Brown, shares, “Some people find health coaches to be effective and motivating, and come to the health coach at early stages of chronic illnesses. Some come when life gets in the way of longstanding chronic disease management, and they need a ‘do-over,’ or a way to figure out how to make the provider’s recommendations fit into their lives.”

One patient of Brown’s found her weight affected her mobility and activity tolerance, which created difficulty with exercise and lowered her self-esteem. After speaking with Brown and a dietician, the woman lost 20 pounds in four months.

Change can be a hard pill to swallow, but as Brown explains, “Once they were able to be heard, they were then able to move on to working out how to make healthy lifestyle patterns work in their lives.”

## Community-Based Initiatives

- 4 sites improved access to healthy food options through farmers markets and community gardens.
- The *Southwest Minnesota Local Food Guide* was developed and distributed to 3,500 community members in the six-county regions. The guide showcased 128 different local producers and included nutritional tips for better health, cooking tips, harvest timetables, produce storage tips, dates and times of local farmers markets, and local school districts participating in Farm to School. Local producers' phone numbers and websites were included for easy access of producers beyond farmers market hours. The guide will help to increase access to local healthy foods by increasing awareness of local producers and farmers markets.
- 4 sites worked on ways to incorporate active transportation in their community, potentially reaching over 35,000 people, creating active communities by increasing opportunities for walking and bicycling.
- 7 new multiunit housing properties are currently working on a smoke-free policy.

## Healthy School Initiatives

- 27 schools improved access to healthy foods for 10,205 students. For example, cafeteria sourcing includes more local foods, school curriculum incorporates school garden or Farm to School concepts, school garden produce goes to charity organizations, and school garden produce is incorporated into the cafeteria.
- 23 schools worked to increase physical activity opportunities for 9,611 students.

- 15 schools are making it easier for 7,061 children to walk or bike to school with their "Safe Routes to School" programs.
- 17 schools integrated active classrooms helping to reach 7,560 children.
- 4 schools integrated active recess, helping to reach 1,711 children.
- 5 schools integrated quality physical education, reaching 2,231 children.
- 1 postsecondary campus, Southwest Minnesota State University, is now providing 2,700 students and 330 staff with cessation resources.

## Prevention in Health Care

- 4 new health care clinics partnered with SHIP to support healthy living by increasing physical activity, improving access to healthy foods and assisting with tobacco cessation efforts.

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