



The Minnesota Statewide Health Improvement Program **SHIP 1 & 2** Overview

About SHIP

The Statewide Health Improvement Program (SHIP) works to help communities support individuals seeking to make healthy choices in their daily lives. In its first four years, SHIP has led to real, sustainable improvement within communities, schools, worksites and health care settings.

Containing health care costs

SHIP improves health and contains health care costs in two ways: (1) by reducing the percentage of Minnesotans who use or are exposed to tobacco and (2) by reducing the percentage of Minnesotans who are obese or overweight through better nutrition and increased physical activity. By reducing these risk factors, SHIP addresses the top three preventable causes of death in the United States.

Proven strategies

SHIP employs best practices and evidence-based strategies as developed by the Centers for Disease Control and Prevention (CDC) and other leaders in health improvement. SHIP focuses on creating sustainable, systemic changes where we live, work, learn and play.

Local control

Local control is a cornerstone for SHIP. Local governments, businesses, schools and leaders are the experts when it comes to their communities. The Minnesota Department of Health (MDH) supports local public health and tribal health agencies by compiling strategies from which to choose from, in order to best fit the needs of their individual communities.

Strong partnerships

Improving health outcomes requires strong public-private partnerships. SHIP has launched new community partnerships across the state with not only local public health and tribal grantees, but also with businesses, farmers, schools, community groups, chambers of commerce, hospitals, health plans, city planners, county boards, tribal officials and more.



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Front page:

More fresh food at Richfield Dual Language School

Richfield Dual Language School (RDLS), is improving nutrition in several ways, not the least of which are their new raised garden beds. Principal Marta Shahsavand says she now sees, “many students picking up their snacks from the lockers, baggies filled with fresh fruit, yogurt and granola bars...no more Cheetos!”



Healthier workplace at Downs Foods

Downs Food Group's (DFG), a poultry processing plant in Watonwan County, works hard to encourage healthy living through a comprehensive workplace wellness program. The program has instituted a variety of health conscious changes that improve nutrition, reduce tobacco exposure and increase physical activity for their 90 percent minority workforce. Says Chera Sevcik, local SHIP coordinator, “Employees LOVE the changes!”

Results

Because of SHIP, Minnesotans enjoy greater access to fruits and vegetables, more opportunities for physical activity and less exposure to secondhand smoke. Many of our children now get better food in schools and more opportunities for physical activity. More health care providers are getting the tools they need to refer their patients to appropriate programming to address obesity and tobacco use. More employers are offering worksite wellness programs to encourage healthy eating, increasing physical activity and decreasing tobacco use. Taken together, all these strategies mean that across Minnesota, more and more often the healthy choice is the easy choice.

Healthier employees save money for businesses

SHIP works closely with businesses across the state to help promote a healthy, productive workforce. These efforts can dramatically improve employers' ability to manage the cost of health care, benefits and insurance. Studies suggest the return on investment for worksite wellness initiatives is approximately \$3 to \$6 saved for every \$1 spent.

- In the first four years of SHIP, 958 worksites have engaged in the worksite wellness strategy, with the potential to engage over 158,000 employees in more physical activity, healthy eating and tobacco cessation.

Good nutrition now available to more Minnesotans

Approximately 80 percent of Minnesotans fail to meet basic nutritional guidelines. This lack of nutrition is strongly associated with obesity and related chronic diseases. SHIP grantees are pursuing various efforts to increase access to healthy foods in schools, communities and worksites. In the four years since SHIP began:

- 494 schools worked on Farm to School strategies, giving access to locally-grown fresh fruits and vegetables to 272,000 students.
- Approximately 600 child care sites pursued strategies for healthier eating, benefiting up to 12,000 children.
- SHIP communities supported 94 new or existing farmers markets by increasing hours, marketing to a greater proportion of the population and encouraging Electronic Benefits Transfer use to increase access for low-income families.

More information: www.health.state.mn.us/ship

Physical activity becomes easier

SHIP grantees are supporting communities and schools across the state with strategies to increase opportunities for active living. In the four years since SHIP began:

- More than 220 schools across the state were actively engaged in Safe Routes to School, increasing opportunities and support for youth to walk or bike to school. These schools serve 128,000 students.
- 1,100 child care sites have increased physical activity opportunities, serving over 25,000 children.
- Nearly 300 Minnesota cities are working to create master walk and bike plans; updating municipal plans to include “complete streets” with sidewalks and crosswalks; increasing access to parks, trails and recreational facilities; connecting and promoting trail systems; and collaborating on projects that improve walkability and bikeability.

Reducing commercial tobacco use and exposure

Tobacco use and exposure continues to be a serious problem. SHIP grantees are working to reduce individuals’ exposure to secondhand smoke and increase access to cessation services for current tobacco users. Important successes include:

- Thanks to SHIP, 276 buildings and almost 7,000 apartments became smoke-free, with up to 16,000 more people no longer exposed to secondhand smoke at home.
- In the first three years of SHIP alone, 59 campuses became or were in the process of becoming smoke-free, helping 146,000 students.

Working with health care providers to help improve the long-term health of patients

In their position on the front lines of the battle with chronic disease, health care providers are powerful advocates for health improvement through prevention. Important successes include:

- Since its beginning, SHIP has worked with health care providers throughout the state. For 2012-13, eight SHIP grantees worked with 61 clinics serving over 200,000 patients.
- In 2010-11, 60 clinics worked on patient assessment and referral and 73 clinics worked to increase support for breastfeeding.



Fresh in Baudette

In Baudette, just off the Canadian border, a new farmers market began in 2012 with the support of SHIP. “Fresh local produce flies off our tables,” according to Lynda Annoreno, Baudette’s Fresh Start farmers market manager. How much? Says Annoreno, “With the support of SHIP, our first year’s farmers market generated \$250,000 in sales.”



Riverside goes Smoke-Free

On January 1, 2013, Riverside Plaza, the largest housing complex in Minnesota, went smoke-free, clearing the air for approximately 4,440 individuals. “This policy is going to support and make Riverside Plaza housing complex a better environment to live in,” says Abdulkadir Warsame, executive director of Riverside Plaza Tenant Association.

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History

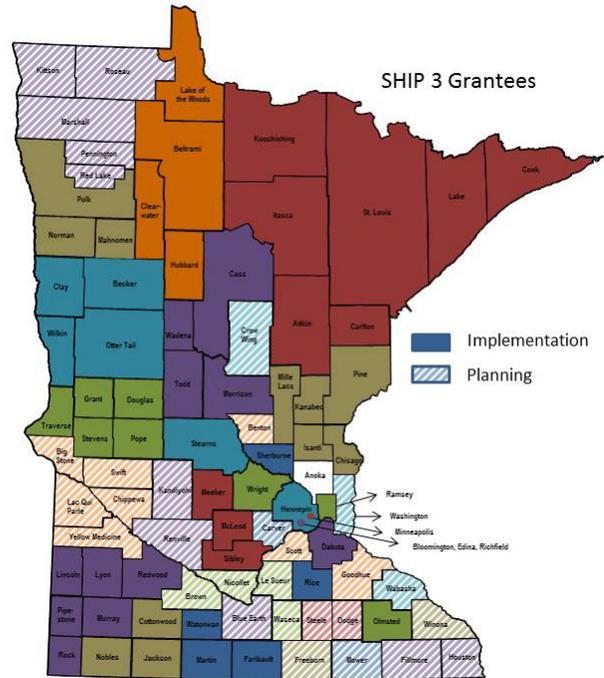
In 2008, with bipartisan support in the legislature, Minnesota passed a ground-breaking health reform law. In it, Minnesota policy makers recognized that containing the spiraling costs of health care could not be addressed by changes in medical care alone; investments in prevention were needed. Prevention efforts chosen were those most likely to reduce the risk factors contributing to chronic disease and thereby improve health and reduce health care costs.

SHIP got underway in July of 2009. In its first two years, all 53 community health boards and nine of 11 tribal governments in Minnesota received SHIP funds.

In its third and fourth years, due to a 70 percent cut in funding, SHIP supported 18 grantees, covering just over half the state. Yet in spite of reduced funding and a smaller reach across Minnesota, SHIP continued to focus on sustainable, population-based strategies in schools, communities, worksites and health care systems, and remained a critical component of Minnesota's health reform initiative to reduce health care costs in Minnesota.

Going forward

In 2013, SHIP received \$35 million in new state funding. On Nov. 1, 2013, MDH awarded two-year SHIP grants to counties and cities across Minnesota. SHIP continues to work on a community-wide scale to make healthy living easier.



SHIP improves health by increasing opportunities for healthy choices

Increased opportunities for physical activity, nutritious food, and tobacco-free living...

...means more people get physical activity, better nutrition, and less tobacco exposure...

...leading to improved health...

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