

SHIP Community-Based Initiatives

Statewide Health Improvement Program (SHIP) community-based initiatives target the leading chronic disease risk factors and health care cost drivers: poor nutrition, lack of physical activity, and tobacco use and exposure. SHIP efforts affect virtually all Minnesotans in many areas of their lives, from the playgrounds kids use to the bike paths they enjoy to their trips to the weekend farmers market.

Community-based, locally-chosen strategies

18 SHIP grantees, covering 51 counties and one tribe, are leading the way in becoming healthier communities. Tribal and local public health agencies chose from a menu of science-based strategies to match their local needs. Strategies focus on sustainable solutions focusing on long-term community improvements:

- **Active transportation:** Implement policies and practices—such as Complete Streets policies—that create active communities by increasing opportunities for non-motorized transportation, such as walking and bicycling.
- **Healthy food environment:** 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; require 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.
- **Active child care:** Implement policies and practices that increase healthy eating and physical activity in licensed child care and pre-school settings.
- **Smoke-free multiunit housing:** Implement voluntary smoke-free housing policies in multiunit housing.
- **Tobacco-free outdoor spaces:** Implement tobacco-free policies for parks, playgrounds, beaches, zoos, fairs, and other recreational settings.



Ms. Lil Swenson, 85, of Humphrey Manor in Wadena, enjoys eating fresh vegetables. "I always have tried to serve a balanced meal," she says. With SHIP support, Todd and Wadena Public Health created the Senior Fruit & Vegetable Program with the help of the Eagle Bend and Wadena Senior Nutrition Sites and the Staples and Wadena farmers markets.

The best predictor of long-lasting, successful health behavior change is often the community in which a person lives. SHIP is making it possible for the community to support healthy behaviors.

