

# 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.**

**Results**

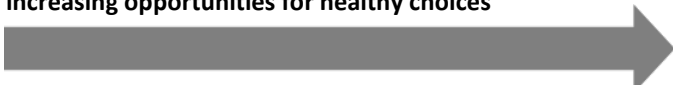
In the first three years of SHIP:

- 293 cities worked on active transportation strategies such as complete streets.
- SHIP communities supported 71 new or existing farmers markets.
- Approximately 24,000 apartments became smoke-free because of SHIP, and now up to 52,000 people are no longer exposed to secondhand smoke at home.
- 580 childcare sites pursued strategies for healthier eating, benefiting 10,400 children.
- 1,070 child care sites increased physical activity for 23,900 children.

In 2012:

- 66 cities worked on active transportation strategies, potentially helping 1,121,000 people.
- 13 grantees worked with communities to increase the availability of healthy food, including eight grantees helping 45 new and existing farmers markets.
- 10,600 new apartments became either smoke-free or are in the process of becoming smoke-free, helping potentially 41,400 residents.
- 46 child care sites (both in-home child care and child care centers) worked on healthy eating strategies, potentially helping 2,200 children.
- 175 child care sites (both in-home child care and child care centers) worked to increase physical activity, potentially helping 2,900 children be more active.

**The SHIP model: improving health by increasing opportunities for healthy choices**



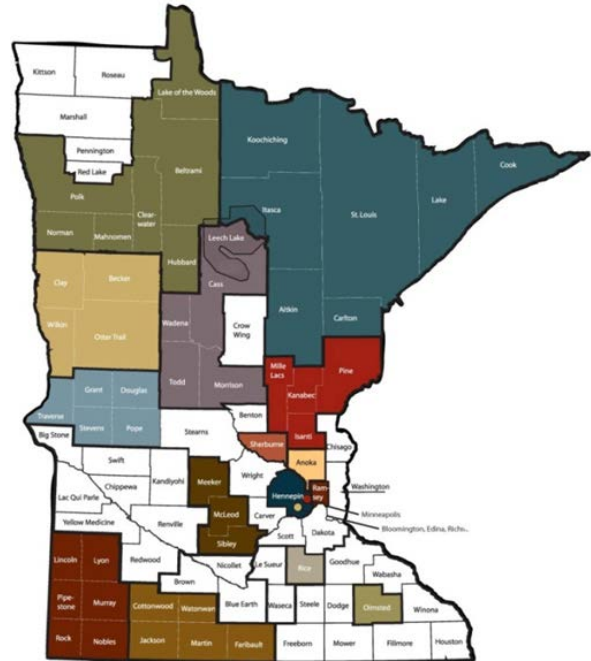
Increased opportunities for physical activity, nutritious food, and tobacco-free living...	...means more people get physical activity, better nutrition, and less tobacco exposure...	...leading to improved health...	...lowered health care costs, and improved quality of life.
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**About the Statewide Health Improvement Program**

The goal of SHIP is to help Minnesotans live longer, healthier lives by preventing the leading causes of chronic disease: tobacco use and exposure and obesity.

Designed to reduce the ever-increasing rise in health care costs through preventing or delaying the onset of chronic disease, SHIP is a component of Minnesota’s health reform efforts and was launched as part of the bipartisan health reform package enacted in 2008 in our state.

**2012-13 SHIP grantees**



**For more information about physical activity, nutrition, obesity and tobacco:**

SHIP is part of the Office of Statewide Health Improvement Initiatives (OSHII), supporting all Minnesotans in leading healthier lives, raising healthier families and building healthier communities by preventing disease well before it starts. Visit [www.health.state.mn.us/divs/oshii](http://www.health.state.mn.us/divs/oshii) or call 651-201-5494 for more information.

**For more information:** [www.health.state.mn.us/ship](http://www.health.state.mn.us/ship)