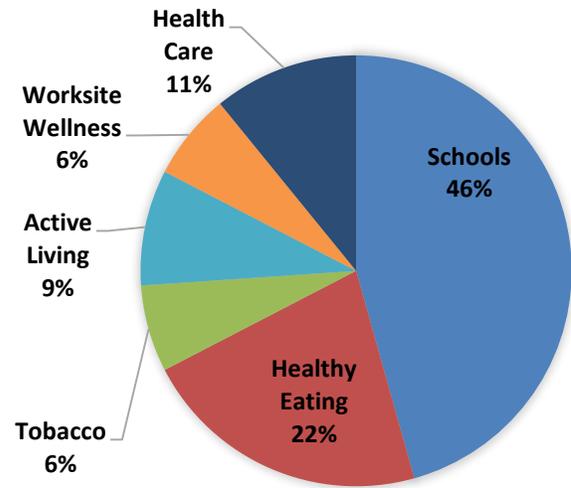


Polk-Norman-Mahnomen Statewide Health Improvement Program (SHIP)

Polk-Norman-Mahnomen SHIP seeks to actively engage **WITH** the community to make policy, system and environmental changes that support the community in making healthy choices, easier.

Using a Health in All Policies approach, the Community Participatory Design is currently being used in 4 communities: Ada, Crookston, Fosston and Mahnomen.

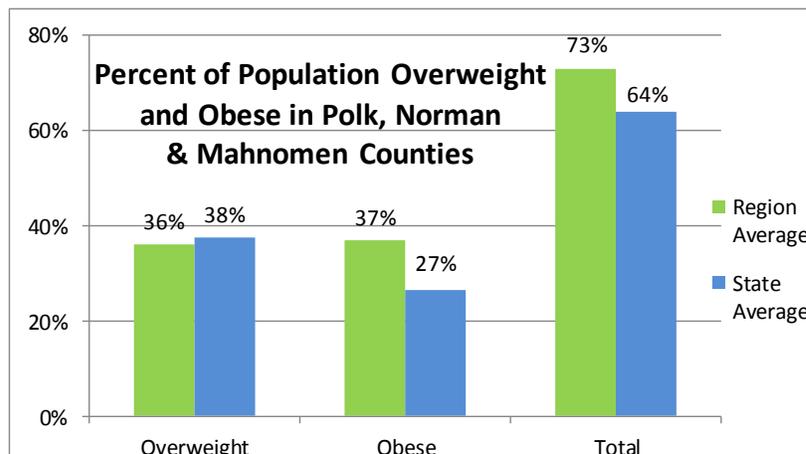
- SHIP is about creating good health for parents, children and the whole community by decreasing obesity and reducing the number of people who use tobacco or are exposed to tobacco smoke.
- PNM SHIP has partnered with 40 individual sites across three counties. In total, there are currently 65 different initiatives in progress across the three counties.
- Over 15,000 people or 34% of the PNM population have been positively influenced by SHIP work in some way in the region.



3 out of 4 Adults in the Region Are Overweight or Obese...

A recent survey of adult health found that 73% of people living in Polk, Norman and Mahnomen counties are considered either overweight (36%) or obese (37%), which is nearly 10% higher than statewide average.

The study also found that 88% of respondents reported having good overall health. This ironic view reflects the way many define health. "People may believe that they're healthy if they are not sick or in the hospital" stated Dr. Garth Kruger, one of the researchers involved with the study. "Such a narrow view of health ignores the long-term implications of excess weight, which encompasses a broad range of issues including high blood pressure, diabetes, elevated cholesterol, and cancer among other chronic disease states."



One challenge to addressing the issues surrounding weight may be in initiating the conversation altogether. Only an estimated 52% of respondents had been told by a healthcare provider that they were overweight or obese. That means approximately 20% of people may not be getting

the message from their primary care provider or do not remember hearing it.

Simply giving patients advice to change is often unrewarding and ineffective. In relation to this, PNM SHIP is partnering with primary care providers to promote the use of motivational interviewing (MI) techniques. MI is an

Evidence-Based Practice designed to help clinicians facilitate and support patient/client health behavior change. MI uses a guiding style to engage with patients, clarify their strengths and aspirations, evoke their own motivations for change, and promote autonomy of decision making. Kirsten Fagerlund, PNM SHIP Coordinator states, "Local public health staff and regional primary care providers have completed joint trainings on MI techniques. We want to make sure that people are getting the message on multiple fronts from clinicians they trust and that when clients are ready for change, they feel connected to personal and community resources that support that behavioral change."

Making Healthy Choices Easier...

- **85% of individuals in Polk, Norman and Mahnomon Counties are not getting enough physical activity to reap health benefits.**
- **31% have done no physical activity during the past 30 days** (like running, golf, gardening, or walking for exercise) **outside of their regular job.**

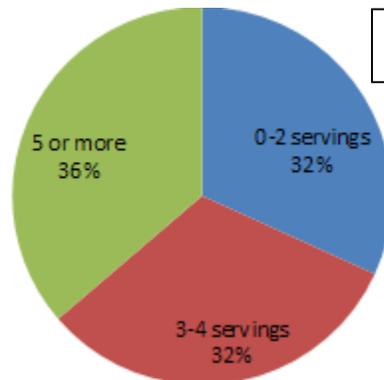


SHIP staff are working with partners to help make healthy choices easier by...

- Developing a comprehensive worksite wellness program that serves 395 people at Riverview Healthcare in Crookston.
- Assisting 81 units at Town Square Apartments in East Grand Forks in becoming tobacco free and supporting residents in creating an environment that makes healthy choices, easier.
- Supporting five Farmers markets that serve an estimated 5,000 people.
- Assisting Waubun-Ogema Schools in developing a "Safe Routes to School" plan.
- Working with school administrators and staff on school food policy strategies for 31 school buildings that serve approximately 8,000 youth.
- Hosting youth and family-friendly events for 15 weeks in the summer (from May-September). These activities get children and their families exploring, creating, and physically active. 15-50 individuals participate on any given evening.
- Collaborating with partners in the planning and development of five "Nature Based Play Areas" in Fosston, Fertile, Mahnomon, Crookston and Ada, designed to get people of all ages physically active and interested in nature and the outdoors.
- Developing bicycle and pedestrian paths, as well as parks and trails plans for 4 cities (Ada, Crookston, Fosston, & Mahnomon).

Adults Are Eating Fruits and Vegetables!

36% of adults eat five or more servings of fruit and vegetables combined per day (the daily recommended intake). **But, that total rises to 68% if you include those who get 3-4 servings a day, which is just below the threshold.**



Number of fruit and vegetable servings eaten by adults in a day

Estimates in the region are that only 11-13% of youth consume 5 or more Fruits and Vegetables per day.

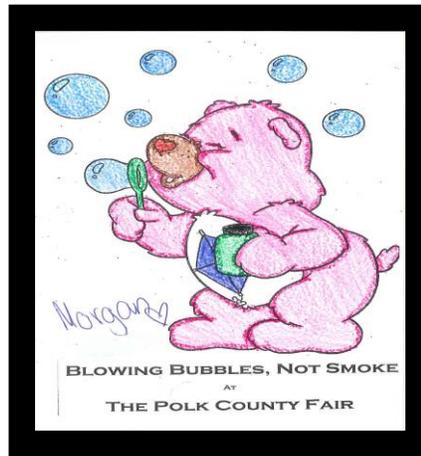
SHIP staff efforts to increase consumption of healthy foods include:

- Day-long Food Service Staff Workshops have been held each of the past 3 years to increase skills and facilitate idea sharing for incorporating healthier foods into school meals. Over 100 people have attended to date!
- School gardens have been developed at 7 school districts. All have produced fresh foods that make eating healthier, easier. Youth who participate in gardening show increased vegetable consumption, attitudes toward, references for, and willingness to taste vegetables. Gardening also increases the variety of vegetables eaten.
- Community Gardens have been established in Ada, Crookston, Fosston and Twin Valley that will allow over 50 families to have a plot of ground to grow fresh foods.
- Farmers Market Gatherings have been held to support idea sharing, provide learning opportunities and teaching marketing strategies in order to help area Farmers Markets increase their revenue and better serve their communities.

Tobacco use prevention efforts through SHIP in the region include:

- ✓ A tobacco free parks ordinance supported in Mahanomen.
- ✓ Supported University of Minnesota Crookston tobacco free campus enforcement and recently, with coalition and subcommittee support, prevented tobacco free campus policy from being amended to decrease regulation.
- ✓ Development of tobacco free outdoor space policies with 4 organizations: Polk County Fair, Polk Public Health, Norman Public Health and Riverview Healthcare.

- ✓ Along with being a Tobacco Free Campus, at Essentia Health in Fosston, referrals are made to a Respiratory therapist and a recently trained Registered Nurse in Mayo Tobacco Treatment.



Tobacco Use Statistics:

- Approximately 16% of adults in the Region are smokers. Mahanomen County has the highest rates at 20.5%.
- Regional smoking averages are significantly higher than the state average of 14.4%.
- 51.4% of smokers tried to quit for one day or longer over the past 12 months.

Northwest Region Adult Health Behavior Survey

Polk, Norman and Mahanomen public health departments conducted the first scientifically rigorous study of adult population health in the region in over two decades in conjunction with a comprehensive review of archival data. Sarah Reese, Polk-Norman-Mahanomen CHS Co-Administrator states, "A good friend once told me of Albert Einstein's definition of insanity: 'doing the same thing over and over and expecting different results.' As our communities face health challenges, how do we get out of the rut of doing the same thing over and over again? How do we start thinking about health in a different and proactive way? These survey

results remind us that instead of thinking of health as something we find at the doctor's office when we are sick, we need to shift our thinking of health as something that starts in our families, schools and workplaces, tobacco-free playgrounds, neighborhood parks and trails, and in the air we breathe and water we drink. Health starts in strong, loving families, where neighborhoods are safe for walking and biking and grocery stores, convenience stores and farmer's markets have fresh fruits and vegetables that are enjoyed by all."



"These survey results remind us that instead of thinking of health as something we find at the doctor's office when we are sick, we need to shift our thinking of health as something that starts in our families, schools and workplaces, tobacco-free playgrounds, neighborhood parks and trails, and in the air we breathe and water we drink."

*Polk-Norman-Mahnomen
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**Communities where all
people achieve their
optimum health
potential!**

**Polk-Norman-Mahnomen Community
Health board prevents illness, promotes
wellness and protects health within our
communities.**

*Contact us for more information or to partner in SHIP
activities!*



**University of Minnesota, Crookston Campus Gardens produced
6,500 pounds of food during the 2014 growing season.**

Healthier Fosston Embodies SHIP Goals

Healthier Fosston, a community partner has been following the SHIP model by working to make the healthy choice easier where we live, work, play, and seek health care. Collaborative community partners from government, businesses, healthcare, and community members are coming together with the common goal of a cultural system change where policies support environmental change

impacting healthier choices and accessibility.

Monthly meetings include vibrant discussion around population health and visioning on how individual partner decisions can support the community's long-term healthier outcomes. From the small changes of offering only donuts at a meeting to offering donuts AND grapes; to supporting the

Multipurpose Fosston Inspirational Trail and Essential Health's sugar sweetened beverage policy; Healthier Fosston is moving towards supporting and sustaining the health of the community. Local and regional data, both qualitative and quantitative, will be used by the group to track impact and outcomes. Thank you Healthier Fosston for paving the way and being true Public Health Champions!

