

NORTHWEST MINNESOTA STATEWIDE HEALTH IMPROVEMENT PROGRAM FACT SHEET (2009-2013)

What is SHIP?

Statewide Health Improvement Program (SHIP) activities are designed to: 1) increase the number of healthy food options available in schools and communities, 2) enhance access to physical fitness opportunities, and 3) prevent tobacco use/exposure. SHIP is funded through Minnesota's 2008 health reform lawⁱ.

Major Public Health Outcomes

1. For every \$1 invested in northwest Minnesota SHIP efforts, \$15 or more in healthcare savings is estimated.ⁱⁱ
2. Over \$250,000 has been raised locally to support SHIP since 2009.
3. Over 2.5 million dollars has been granted to local public health by the MN Department of Health to conduct SHIP activities in a seven-county region since 2009ⁱⁱⁱ.
4. Key partnerships have been established, and include the University of Minnesota Extension, Blue Cross Blue Shield, Northwest Regional Sustainable Development Partnership, Northwest Service Cooperative, Marvin's Windows, Central Boiler, Riverview Health, Lakewood Health Center, Headwaters Food Sovereignty Council, and the Northwest Minnesota Foundation.
5. A Community Leadership Team and County Steering Committees have been established to advance discussions and activities focused on local wellness opportunities. These groups are composed of citizens from all walks of life.
 - a. Strong project leadership and collective expertise are strengths of the group. Over 90% of team members feel the group is effective in achieving the goals of SHIP.

The overall mission of SHIP is to decrease healthcare expenditures in Minnesota

SHIP Areas of Focus Include

Community Healthy Eating

The number of Farmers Markets that SHIP staff worked with increased from two markets to thirteen.

- ❖ Markets were supported with food safety trainings, signage, and print/radio promotion and a regional marketing plan developed by the University of Minnesota Crookston.^{iv}

All SHIP counties made substantial progress in initiating farmer's markets, community gardens and in expanding alternative locations for fresh fruit and vegetable consumption.

School Nutrition

Area schools received professional dietetic services that included analyzing and certifying lunch menus to meet new USDA guidelines, modifying salad bars to cost-effectively offer a greater range of foods to students, and assessing serving sizes.

- ❖ Minnesota Student Survey analysis showed an increase in consumption of five or more servings of fruits and vegetables per day across the NWMN region.ⁱⁱⁱ



- ❖ 12 school districts over the past four years collected data assessing regional school health policy changes. Overall, small but important increases were found in the variety of foods in school meals and other health-related behaviors.

Supporting more active and healthy lifestyles in local environments is the most cost effective means of chronic disease prevention.

Worksite Wellness

- ❖ SHIP staff worked closely with Blue Cross Blue Shield of MN and 21 worksites in the region to implement tobacco free campuses, encourage breastfeeding friendly policies, develop worksite wellness workshops, implement healthier vending and snack options and establish walking routes to increase physical activity. All worksite wellness programs at 21 worksites helped increase employee productivity and contributed to employers’ bottom line.

Tobacco Free post-Secondary Campuses

- ❖ SHIP staff met with UMC and Bemidji State University key players to discuss tobacco free campus policies and aid them in promotion.

Smoke-free Multi-Unit Housing

- ❖ SHIP, the American Lung Association and the Public Health Law Center conducted Multi Unit Housing Landlord Luncheons to explore smoke free policy options.
- ❖ A Smoke-Free Multi-Unit Housing Survey conducted by Bemidji State University found substantial decreases in tobacco use as a result of enhanced smoke-free housing policies.

What is the Future of SHIP?

NW Regionⁱⁱⁱ SHIP has \$857,000 in grants for the next 24 months to continue cost-saving, prevention activities.

- ❖ The 2013 Minnesota legislature supported SHIP with \$35 million statewide for 2014 and 2015.
 - Approximately \$364,000 will be available for Norman, Mahnomen, Polk counties Community Health Board (CHB) and \$493,000 for North Country CHB through a third round of funding for activities (November 1, 2013-October 31, 2015). Quin CHB has \$100,000 for a SHIP planning grant.
- ❖ Local food growers will receive ongoing training for greater distribution of local fresh foods.
- ❖ Farmer’s Markets will continue to explore engaging moderate to low income groups and will explore additional ways to increase healthy food in communities through food shelves.
- ❖ Efforts will continue to expand healthy worksite policy and environment changes.



ⁱ For more information, visit www.health.state.mn.us/healthreform/ship

ⁱⁱ Kruger, G., (December, 2011). Northwest Minnesota Statewide Health Improvement Program 1.0 Fact Sheet.

ⁱⁱⁱ Beltrami, Clearwater, Hubbard, Lake of the Woods, Mahnomen, Norman, and Polk Counties

^{iv} Lundbohm, R., (2011). Integrated Marketing Communications Campaign: Local foods and farmers markets in Northwest Minnesota. Regional Sustainable Development Partnerships. University of Minnesota Crookston. Prepared by MKTG 3250 (Integrated Marketing Communications) class.