



**To:** HRRC

**Agenda Item #:** VI.F.

**From:** Annie Johnson  
Staff Liaison

**Action**   
**Discussion**   
**Information**

**Date:** August 27, 2013

**Subject:** SHIP/Public Health Update

**Action Requested:**  
None.

**Information / Background:**

Chair Bigbee will provide information about the SHIP/Public Health Initiative.

**Attachment:**

SHIP Highlights



# Health begins where people live, work, learn and play.

**The leading causes of disease, early death and spiraling health care costs are obesity, caused by physical inactivity and poor nutrition, and tobacco use.**

- More than half of Hennepin County adults are either overweight or obese.<sup>1</sup> Among children age 2 years and older in Bloomington, Edina and Richfield who are on the Women, Infants and Children program, 28 percent are overweight or at risk of overweight.<sup>2</sup>
- In Hennepin County, only 35 percent of adults and 24 percent of children age 6 to 17 years get the minimum amount of physical activity recommended by the Centers for Disease Control.<sup>1,3</sup>
- Only 30 percent of adults and 19 percent of children age 3-17 in Hennepin County eat at least three servings of vegetables in a day.<sup>1,3</sup>
- Commercial tobacco use remains the #1 cause of preventable disease and death. Twelve percent of adults in Hennepin County and 18 percent of Minnesota students in grades 9 to 12 are current smokers.<sup>1,4</sup>

**SHIP, Minnesota's Statewide Health Improvement Program, is dedicated to making it easier for individuals to make healthy choices in their daily lives. Using proven, community-based approaches, we can prevent disease before it starts.**

- **Active living** strategies make it easier to incorporate physical activity into our daily lives.
- **Healthy eating** strategies make it easier to choose to eat more fruits and vegetables, whole grains and lowfat foods at home, school, restaurants and other food venues.
- **Tobacco-free living** strategies reduce exposure to secondhand smoke, support people who are trying to quit smoking and prevent young people from starting.



**Bloomington** ▪ **Edina** ▪ **Richfield**



**SHIP provides expertise, technical assistance, training and financial resources to our partners in Bloomington, Edina and Richfield. Together we are fostering sustainable changes in our communities so that all can make choices to live actively, eat healthy and be tobacco-free.**

## **Bloomington** Accomplishments

- The City adopted a “Complete Streets” policy to develop a transportation system that will **enhance safety, health and livability for users of all ages and abilities.**
- A redesigned 86<sup>th</sup> Street made **biking a safer and easier choice for physical activity.** The City and school district also added **over 100 bicycle parking spots** with new bike racks.
- City and school officials are working together on a Safe Routes to School (SRTS) plan that will make the community a **safer place for over 10,000 students to walk and bicycle.**
- Bloomington Public Schools **improved the diets of over 10,000 students.** Schools implemented **6 school garden programs** and **trans-fats have been eliminated** from à la carte foods. Three elementary school administrators implemented **new practices and guidelines that will get over 1200 elementary students** moving more during the school day and having healthier snacks choices.
- Children in preschools and childcare facilities have **more physical activity and healthier foods.** Fourteen locations **integrated physical activity in their daily program** and 13 locations **implemented recommended nutrition practices.**
- Four city-operated recreation facilities are **selling healthier foods in their concessions and cafés**— and they are making a profit doing it! Remaining recreation facilities are in the process of adding healthier foods into their menus.
- There are **more community gardens for growing vegetables.** The City added **61 more community garden plots**, including raised beds for users who have limited mobility. Faith-based organizations added **5 new community gardens.** In 2012, Bloomington faith-based community gardens **donated over one ton of produce** to area food shelves.
- The Bloomington Farmers Market now accepts Supplemental Nutrition Assistance and Women, Infants and Children Program benefits. This gives **residents who are struggling financially an affordable resource for fresh food.**
- Numerous people living and working in Bloomington participated in a community food assessment that **identified gaps and barriers for people having access to healthy, affordable foods.**
- A Worksite Wellness Coalition of **11 Bloomington/Richfield employers** is building a culture of health in their workplaces to improve employees’ health and reduce both absenteeism and employer health care costs.
- A post-secondary campus is **working towards becoming tobacco-free.**

**The City of Bloomington is offering healthier food and beverage choices to nearly 83,000 residents in all City-operated concession and cafes by applying nutrition guidelines.**

## Edina Accomplishments

- The City of Edina is in the process of developing a “Living Streets” policy to **allow more physical activity in residents’ daily lives**. City and school properties also added about **50 bicycle parking spots with new bike racks**.
- City and School officials are working together on Safe Routes to School (SRTS) plans that make the community **a safer place for over 8,000 students** to walk and bicycle.
- Highlands Elementary School implemented a school garden that is inspiring its **550 students** to eat more vegetables.
- Before- and after-school programs implemented policies assuring **1100 students** are more physically active every day and receive healthier snacks.
- Children in preschools and childcare facilities **have more physical activity and healthier foods**. Six locations **integrated physical activity in their daily program** and 6 locations **implemented recommended nutrition practices**.
- Four city-operated recreation facilities are **selling healthier foods in their concessions and cafés**— and they are making a profit doing it! Remaining recreation facilities are in the process of adding healthier foods into their menus.
- Numerous people living and working in Edina participated in a community food assessment **that identified gaps and barriers for people having access to healthy affordable foods**.
- A Worksite Wellness Coalition with **8 Edina employers** is building a culture of health in their workplaces to improve employees’ health and reduce absenteeism and employer health care costs.

The City of Edina established its first farmers market and will soon have a second, providing fresh produce to its nearly 48,000 residents.

## Richfield Accomplishments

- City and school officials are working on Safe Routes to School (SRTS) plans that make the community a safe place for **over 4,200 students** to walk and bicycle.
- City and school properties added **over 100 bicycle parking spots with new bike racks** so biking is an easier choice for activity.
- Schools in Richfield improved the diets of **over 4,200 students**. Schools implemented **5 school garden programs**, added a **salad entrée one day per week** and are **purchasing more locally-grown foods**.
- Elementary schools are implementing wellness policies assuring that **over 2,000 students** will engage in more physical activity, receive sequential nutrition education and have healthier foods for celebrations, snacks and fundraisers.
- Children in preschools and childcare facilities **have more physical activity and healthier foods**. Seven locations **integrated physical activity in their daily program** and 8 locations **implemented recommended nutrition practices**.
- Two city-operated recreation facilities are **selling healthier foods in their concessions and cafés**— and they are making a profit doing it! Remaining recreation facilities are in the process of adding healthier foods into their menus.
- Faith-based organizations established two new community gardens in Richfield. One will **donate 100 percent of its harvest to local food shelves**. The other is working with a neighboring preschool to **include the garden in children’s learning and activities**.
- The Richfield Farmers Market now accepts Supplemental Nutrition Assistance and Women, Infants and Children Program benefits. **This gives residents who are struggling financially an affordable resource for fresh food**.
- Numerous people living and working in Richfield participated in a community food assessment that **identified gaps and barriers for people having access to healthy affordable foods**.
- A Worksite Wellness Coalition with **11 Richfield/Bloomington employers** is building a culture of health in their workplace to improve employee’s health and reduce absenteeism and employer health care costs.
- City leaders passed a **comprehensive tobacco free parks and recreation ordinance**.

The City of Richfield adopted a “Complete Streets” policy and Master Bike Plan and held its first Open Streets event, giving Richfield’s nearly 35,000 residents more opportunities for physical activity in their daily lives.



**Key partners are critical to meeting the goals of SHIP—reducing and preventing obesity, tobacco use and exposure, and addressing health disparities. The SHIP Community Leadership Team provides guidance and oversight in planning, implementing and evaluating SHIP strategies in the three cities.**

## **Community Leadership Team**

### **Bloomington**

**Colleen Brickle**, *Normandale Community College*

**Nathan Rust**, *VEAP*

**Dr. Chuck Sawyer**, *Northwestern Health Sciences University*

**Jim Urie**, *Bloomington Center for the Arts*

**DeDee Varner**, *HealthPartners*

**Dinna Wade-Ardley**, *Bloomington Public Schools*

**Karen Zeleznak**, *Bloomington Public Health*

**Donna Zimmerman**, *HealthPartners*

### **Edina**

**Kristin Aarsvold**, *Edina Park & Recreation Department*

**Katherine Bass**, *do.town/Blue Cross Blue Shield*

**Valerie Burke**, *Edina Public Schools*

**Sherry Engelman**, *Edina Community Health*

### **Richfield**

**Betsy Osborn**, *Richfield Community Health*

**Jeff Pearson**, *Richfield Public Works/Traffic*

**Rosa Rubio**, *Richfield Public Schools*

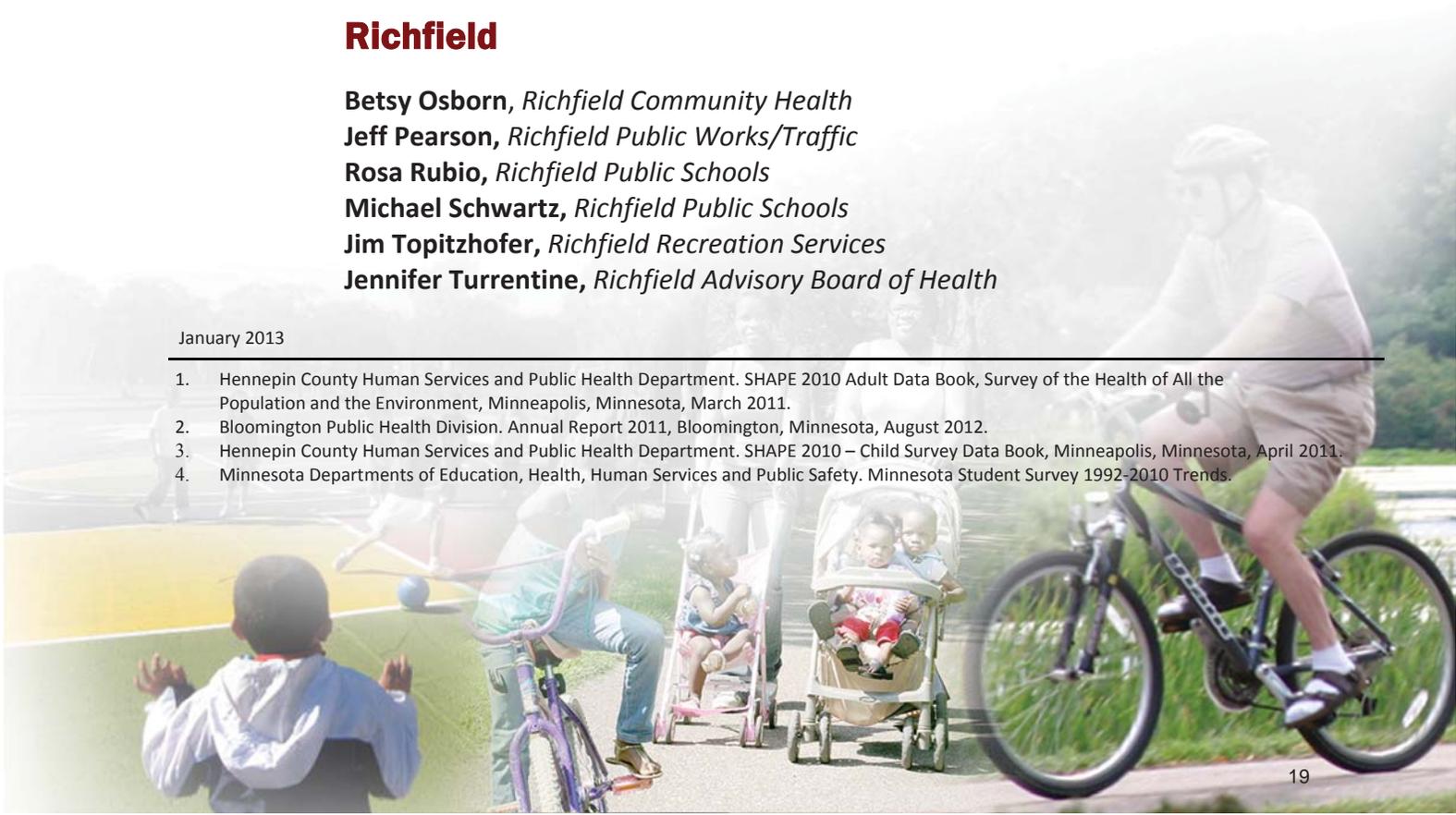
**Michael Schwartz**, *Richfield Public Schools*

**Jim Topitzhofer**, *Richfield Recreation Services*

**Jennifer Turrentine**, *Richfield Advisory Board of Health*

January 2013

1. Hennepin County Human Services and Public Health Department. SHAPE 2010 Adult Data Book, Survey of the Health of All the Population and the Environment, Minneapolis, Minnesota, March 2011.
2. Bloomington Public Health Division. Annual Report 2011, Bloomington, Minnesota, August 2012.
3. Hennepin County Human Services and Public Health Department. SHAPE 2010 – Child Survey Data Book, Minneapolis, Minnesota, April 2011.
4. Minnesota Departments of Education, Health, Human Services and Public Safety. Minnesota Student Survey 1992-2010 Trends.



**Healthy Eating**

- Fill in the infrastructure gaps with gardens and recreational areas
- Share extra space in resident's yards (for gardens)
- Overcome and assess the barriers to eating healthy
- Develop a written policy on what collaboration is and consists of
- Provide incentives for "carrier" approach to offer healthy food/snacks at concession stands
- Communicate Edina's developing nutrition policy
- Enforce smoking restrictions in public areas
- Outreach to elementary schools
- Use testimonies of real life experiences to communicate health needs with the community
- Develop welcome package for new residents
- Combine healthy eating with biking education to students
- Incorporate both policy and system change to make a difference
- Connect those who can provide at home nutrition education =with those who need it
- Implement mobile farmers markets
- Provide fresher options through meals on wheels
- Connect faith based communities with one another to promote programs for diverse populations
- Utilize faith leaders in health messaging
- Break down systems that prevent collaboration – need for advocacy and collaboration
- Investigate funding for food distribution
- Examine healthy food supply and cost reduction for food shelves
- Expand healthy options at informal school concessions – after school
- Improve cost, conveniences and preparation of health foods

**Active Living**

- Foster community-wide conversation: meeting the needs of older and/or immobile residents
- Combine healthy eating with biking education to students
- Collaborate with drivers education
- Provide bike racks to store bikes safely
- Fill in the infrastructure gaps with gardens and recreational areas
- Enhance the city connect-ability for seniors and immobile residents
- Implement programs that will get people to know their park areas
- Improve active living at independent living facilities for seniors
- Provide bike storage near commuter services and public transportation
- Open church gymnasiums for senior walking during winter months
- Connect faith based communities with one another to promote programs for diverse populations
- Utilize faith leaders in health messaging
- Break down systems that prevent collaboration – need for advocacy and collaboration

**Healthy Eating**

- Improve communication around food support programs and resources
- Use garden education sites as a ‘health hub’ with education, information and resources available to community members
- Communicate how to shop affordably for healthy foods
- Utilize faith based organizations to reach people regarding food and activity
- Maximize reach to children through summer food programs, providing free lunches
- Implement school childcare policies around celebratory treats (include charter and non-public schools and libraries)
- Utilize NEAT Kitchens (Teaching kitchens for healthy food preparation lessons)
- Improve access to cooking supplies for teen parents/ low-income people/ pot-sharing program/ pot/pan donation for food shelf/ VEAP (library collection)
- Provide healthy meal suggestion displays at farmers markets
- Include certificate for meat and other perishables with Cub food bags at VEAP
- Incentivize grocery stores to lower-cost produce
- Address transportation and other barriers to access farmers market
- Increase awareness of produce donation drop sites.
- Expand Gardening Matters and local food hub
- Investigate ways to subsidize educational gardens and kitchens
- Promote blog with healthy recipes (multi-lingual community cookbook)
- Provide calorie and nutritional information on menus in non-fast food restaurants
- Better communication about farmers markets (i.e. where and when)
- Bees: currently illegal in Richfield (potentially need to change policy)
- Create city policies that support activities that are part of a ‘community health project’ or contribute to the health of the city and residents
- Examine research that shows link between community and health

## **Active Living**

- Make Richfield a “bike safe community”
- Develop map of city with bike/walking routes and times for travel
- Promote Pedi-cabs as a way to encourage biking for those who cannot bike and increase bike visibility
- Implement bike parking lots at city events
- Increase police bike patrol/ bike security at events
- Install more drinking water stations
- Install mobile bike repair stations
- Create city policies that support activities that are part of a ‘community health project’ or contribute to the health of the city and residents
- Look at research that shows link between community and health
- Expand signs for ‘slow down and watch for pedestrians’ to help remind people to pay attention
- Monitor street reconstruction over the next few years as an opportunity to create active living and safe designs
- Investigate ways to provide bike riding and education to those without the proper facilities
- Implement safe routes to parks (similar to safe routes to schools)
- Request Nice Ride stations
- Develop maps with easy on and off points for people to get to parks
- Provide youth bike education
- Develop communication program for walking school bus at STEM
- Provide local business discounts to those who bike and walk
- Implement police programs to help with incentives for biking (e.g. handing out lights versus ticketing)
- Develop bike libraries (i.e. bike sharing)
- Increase use of fitness balls in classrooms
- Utilize faith based organizations to reach people regarding food and activity
- Develop a comprehensive list of initiatives and activities
- Adopt a living streets policy

**Healthy Eating**

- Seek donations from resident gardeners and growers
- Strengthen food shelf donations
- Improve health of prepared food at farmers markets
- Enhance nutrition awareness among cultural groups
- Utilize NEAT Kitchens (Teaching kitchens for healthy food preparation lessons)
- Identify and address barriers to mobility
- Investigate mobile food shelf aimed at seniors
- Develop policies and procedures
- Foster collaboration between community organizations
- Connect community gardens with other assets around the community
- Develop physical activity program for children

**Active Living**

- Partner with the Bloomington Bike Alliance
- Investigate possibility for North/South regional bike trail
- Partner with commuter services
- Investigate city based Bike Share
- Communicate economic advantages of biking
- Partner with the FCRC (Fatal Crash Review Committee for safety education and resources, etc.
- Install more drinking water stations
- Install mobile bike repair stations
- Work with local retailers to do bike repair/safety classes
- Integrate bike awareness and safety into Driver Education
- Improve biker commuter and 494 corridor services
- Partner with block captain groups
- Address issue of plowed sidewalks for walkers
- Administer Bloomington Bike Alliance Survey
- Investigate all modes of transportation throughout the year to get more people active
- Conduct bike share feasibility study (may use regional trail as conversation catalyst)
- Work with community Colleges
- Investigate bike donation/recycling program possibilities
- Examine potential for providing three wheeled bikes
- Foster older women's athletic/sports group
- Investigate school district transportation policies regarding biking to school
- Install bike storage facilities in near public transit
- Lower LRT (Light Rail Transportation) fares for bikers
- Promote incentives for bike commuters
- Utilize faith based organizations to reach people regarding food and activity