

SHIP Strategies

The Statewide Health Improvement Program

Proven strategies—local control

In partnership with the Centers for Disease Control and Prevention and other leaders in public health, SHIP developed a menu of strategies that has demonstrated effectiveness based on research and proven best practices. These strategies are designed to address obesity and commercial tobacco use and exposure effectively and sustainably.

Community strategies

Healthier eating. Too many Minnesotans cannot find fresh fruits and vegetables near their homes, or what they can find is limited and expensive. Therefore, SHIP works with communities to increase access to and consumption of fruits and vegetables through farmers markets, healthy corner store initiatives, and other community-based healthy eating strategies.

Increased non-motorized transportation. Cities and counties across Minnesota are working on creating master walk and bike plans; updating municipal plans to include “complete streets” with sidewalks and crosswalks; increasing access to connected walking and bicycling networks; connecting and promoting trail systems; and collaborating on projects that improve walkability and bikeability in communities.

Healthier eating in child care. SHIP helps early childhood programs offer healthy eating practices, including the highly successful Learning About Nutrition through Activities (LANA) program.

More physical activity in child care. Building physical activity into young children's days through programs such as I am Moving, I am Learning (IMIL) gets kids off to a healthy start.



“Even a small group of committed parents can make a big difference in organizing a program like this,” said Scott Bordon, a parent and volunteer coordinator for the walking school bus at Lyndale Community School.

SHIP uses science-based strategies that are both effective and long-term.

Tobacco-free parks. Many residents of cities across Minnesota now enjoy tobacco-free parks, protecting kids from secondhand smoke.

Smoke-free multiunit housing. SHIP supports apartment building owners to put in place voluntary policies restricting smoking, resulting in less second-hand smoke exposure for families and lower maintenance costs.

SHIP partners with schools

Farm to School. By improving the offerings of fresh fruits and vegetables, Farm to School programs will help make the healthy choice the easy choice for students and school staff. Kids eat more fresh, local foods and learn about where their food comes from, all while supporting local farmers. By connecting farms and schools, children, schools and farmers all benefit.

Safe Routes to School. Safe Routes to School helps more kids walk and bicycle to school more often—through infrastructure improvements, education and promotional activities. Walking and bicycling to school helps families stay active and healthy and kids arrive to school focused and ready to learn.

Physical activity in schools. Across Minnesota, schools are working to increase physical activity within the instructional setting, building a foundation for lifelong physical activity. Active classroom breaks, physical education and recess all mean kids not only are healthier, but also learn better.

Tobacco-free campuses. Post-secondary schools are helping students avoid the use of and exposure to tobacco products, by making campuses tobacco-free and connecting students and staff to smoking cessation services—including quitlines, quitting websites and face-to-face counseling.

Working with employers

Comprehensive workplace wellness employs voluntary policies to improve nutrition, increase physical activity and promote smoking cessation among Minnesota workers—improving employee health while reducing absenteeism and the health care costs incurred by employers.

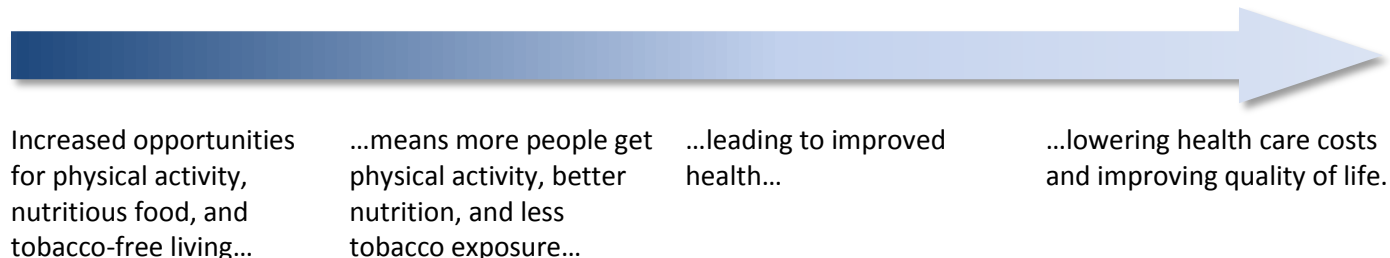


In Rice County, over 8,000 employees are on the move, making better food choices and reducing tobacco use because of the county's Statewide Health Improvement Program worksite project.

Partnering with healthcare providers

SHIP helps healthcare providers integrate overweight/obesity and commercial tobacco use prevention and reduction into their practice through assessment and referral. Supporting breastfeeding is also critical to ensure the youngest among us grow up strong and healthy.

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



For more information: www.health.state.mn.us/ship