

# 2022-2023

## STRATEGIES



\*Healthy Northland  
Statewide Activities

### MN EATS

The MN Eats context area is dedicated to creating healthier food environments by increasing access to affordable, appealing, healthy, and culturally relevant food and beverage options.



#### FARM TO SCHOOL/INSTITUTION/ECE

The core components of Farm to School are traditionally referred to as classroom, curriculum, and community, but can be applied to the additional settings more broadly as: Procurement, On-site gardens, and education.



#### FARMERS' MARKET/HUB

Increase access to and availability of farmers markets in communities with the greatest need, for example, where access to affordable fruits and vegetables is challenging and chronic disease rates are high.



#### FOOD RETAIL

Stores will receive assistance including: guidance on how to stock and display healthy foods, market research to understand and stock items that customers want and promotional material to highlight healthy foods



#### SUPERSHELF



The aim for a SuperShelf is for food shelf participants to access healthy, culturally appropriate foods in the easiest and most dignified way possible.



#### FOOD RX

The goal of the Food Rx Statewide Activity is to connect a clinic or health system with a food retailer to deliver a "food Rx" to clients or patients via a standardized screening and referral process.



#### BREASTFEEDING FRIENDLY WORKPLACES



This statewide activity will reduce barriers to parents returning to work by working with employers to help them follow the STEPs (Support Time Education Place) to creating a lactation support program.

### MN MOVES

SHIP is working at the community level to make it easier for Minnesotans of all ages to improve their health and well-being by making routine physical activity more accessible and convenient. The objective of the MN MOVES strategy is to increase physical activity – primarily walking and bicycling – throughout the state of Minnesota.



#### ACTIVE TRANSPORTATION



Enhancing access to places for physical activity through local planning involves implementing PSE changes, such as supportive policies and practices to increase access to trails, transit, and nearby facilities and destinations (such as parks or grocery stores).



#### PARK PLANNING



Park Planning addresses improved access to parks, trails, and open spaces to create opportunities for physical activity. Incorporating health equity into this approach is fundamental to this activity. Park Planning includes engagement to identify and designate space, park access improvements, and activities that encourage the sustained use of parks. This work needs to address access through planning and PSE activities identified by the community.

# MN CTF

Intentionally working with communities to improve the health and environments of all Minnesotans, especially communities facing tobacco-related disparities and most targeted by the tobacco industry, recognizing social determinants of health and lifting up community assets.

## PUBLIC HEALTH SETTINGS: QUIT PARTNER REFERRALS

Quit Partner is Minnesota’s state quitline. Quitlines are effective, free, evidence-based tobacco cessation interventions that help commercial tobacco users quit through a variety of service offerings, including phone coaching, quit medications, practical information on how to quit, and mailed self-help materials.

## TOBACCO- FREE POINT OF SALE

This strategy intends to reduce youth and other targeted groups’ exposure to commercial tobacco products and marketing through local ordinance changes. Local Public Health SHIP (LPH SHIP) will pursue and implement evidence-based approaches that will lead to decreased youth access and overall exposure to marketing practices.

## COMPLIANCE CHECKS CONGRATULATE & EDUCATE

Congratulate and Educate achieves this through encouraging and supporting community policing by providing resources to local law enforcement and public health agencies to conduct educational tobacco compliance checks and provide tobacco merchant education. Retailers that pass the compliance check receive a certificate

## TOBACCO FREE SCHOOLS

This activity utilizes the Whole School, Whole Community, Whole Child model to frame activities within ten different components of the school setting. Specific PSE changes include, but are not limited to, enhancing district commercial tobacco policy, implementing commercial tobacco/vaping education and curriculum, and developing systems to support cessation.

# MN WELL-BEING

SHIP intentionally invests in creating opportunities in partnership with communities to create equitable, healthy, and positive conditions that promote well-being and resiliency for all Minnesotans. For SHIP 2022-2025, the goals of SHIP Well-being are to begin to heal from the pandemic through social connection and then examine the way in which SHIP can do our work with a trauma-informed lens.

## WELL-BEING SOCIAL CONNECTION (LAYERED WITH ALL STRATEGIES)

This WB statewide activity will be accomplished by assisting partners to incorporate social connection within a SHIP activity by reframing policies and systems to ensure belonging. Social Connection Activity Examples:

- MN EATS Farmers Markets: social connection can be increased by adding a food ambassador, providing recipes in different languages, and/or adding community spaces for people to gather.
- MN MOVES Park Planning: In planning of parks, advise on increasing accessibility through hours of operation, safety, entrance fees, and signage

## WELL-BEING INNOVATED ACTIVITIES DEVELOPED THORUGH 6 STEPS

The goal of the Community Well-being Flexible Activity: 6 Step Process is for local public health to meet a deep well-being community need not represented in current SHIP statewide and flexible activities.

\*Committee for the Awareness & Prevention of Suicide (CAPS)

## WELL-BEING HEALTHY BRAIN INITIATIVE

The Healthy Brain Initiative improves understanding of brain health as a central part of public health practice. The initiative creates and supports partnerships, collects and reports data, increases awareness of brain health, supports populations with a high burden of Alzheimer’s disease and related dementias.