

SHIP LOG

The Statewide Health Improvement Program (SHIP) aims to help Minnesotans live longer, healthier lives by reducing the burden of chronic disease.

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SHIP Conference Successful

On Wednesday, April 7, over 30 people from the CJRR area attended the first CJRR SHIP conference. The purpose of the conference was to help communities, worksites, schools, and health care settings increase their knowledge and awareness of policy, system and environmental change related to non-motorized transportation in communities, worksite wellness, nutrition in schools and child care centers, and health care referrals to local re-

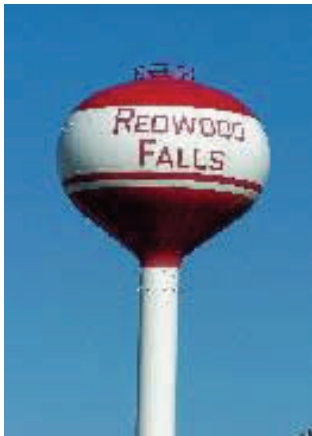
sources. Several speakers including Cara McNulty (SHIP Coordinator, MDH); Maggi Adamek (Fourth Sector Consulting); Jim Bluhm (Blue Cross and Blue Shield of MN); Clear Way; and Janet Timmerman (Pipestone Active Living Coordinator) provided greater understanding of the work that is underway in CJRR SHIP.

Overall the comments from the attendees showed that they have a better understanding of the SHIP goals and believe that a partnership approach to health improvement is valuable. Atten-

dees stated that they learned how policy not programs will be the long term "fix", that system change will take a long time and involve many partners and also, how important cooperation & communications is among community members in promoting health changes.



Cara McNulty,
SHIP Coordinator, MDH



Active Communities Selected

CJRR SHIP is pleased to announce that the communities of Redwood Falls and Jackson, MN have been selected as the sites for implementation of active living components. Applications were received from three communities, and rated by the Community Leadership Team (CLT).

The CLT rated the applications in the areas of current activities that would support active living concepts, description of members in their local coalition, level of interest in their community, previous work with consultants, and level of commitment to grow capacity to create more opportunities for non-motorized transportation and access to community recreational facilities.

The goal of this intervention is to increase physical

activity into daily lives—where people live, work and play. SHIP staff and several consultants: Blue Cross/Blue Shield of MN Center for Prevention, the Southwest Regional Development Commission, and Fourth Sector Consulting will support efforts to assess current local policies and practices and help implement active community policies in these two selected communities. SHIP funding will be available to

community and is intended to be used for the creation and implementation of sustained policy, systems or environmental change. Further trainings will be offered to assist community partnership in conducting a community walkability assessment. This will help communities develop a focus and action plan.

Blue Cross and Blue Shield of Minnesota. An independent licensee of the Blue Cross and Blue Shield Association.

Wilder Research Begins 19 County Adult Health Survey

Over 30,000 households in 19 counties in Southwest and South Central MN will receive the 2010 Adult Health Survey this April. This regional effort is sponsored by SHIP projects in Cottonwood-Jackson-Redwood-Renville, Lincoln-Lyon-Murray-Pipestone, Countryside Public Health (Big Stone, Lac Qui Parle- Chippewa, Swift and Yellow Medicine), Kandiyohi, Brown-Nicollet, Blue Earth and LeSeuer-Waseca. Wilder Research, based in St Paul, will be conducting the survey on behalf of these agencies. The survey asks questions about resident 's nutrition, physical

activity and tobacco use. The data collected from this survey will be used to assess the current health status of residents, and identify barriers to good nutrition and physical activity. This survey will allow public health agencies to establish health promotion priorities on a local and regional level.

Households receiving the survey were chosen randomly. All of the information gathered from individuals will be confidential. County residents responses will be combined into a summary report. It is very important to complete and return the survey so that public health and health

care professionals can get a clearer picture of the health care needs of this region. Survey reports will be available in July of this year.



NOTABLE QUOTES FROM CJRR Health Improvement Team Members:

- **What excites me about SHIP is being able to learn more about the tremendous opportunities for each of us to “make the healthy choice the easy choice.”**
- **Seeing everything come together; input from assessment came together and we are seeing what the goals were and things are happening to address our goals; lots of potential and backing to do work.**
- **It excites me to see things in the Minneapolis Star/Tribune about SHIP. I read it and I realize that we’re doing this right here in our community. I can explain it to someone else; SHIP has something for young and old; promote the state and local communities to be healthier places.**
- **We see what we are doing here supported in commercials, Michelle Obama; many people are concerned and the movement is everywhere.**

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UPCOMING EVENTS:

SAVE THE DATE:

May 11: Fishbowl Focus Groups– Marshall

May 18: SHIP Regional Training– Mankato

These events require pre-registration. Please contact CJRR SHIP staff for more information.

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