

# SHIP

works to prevent disease before it starts by helping create healthier communities that support individuals seeking to make healthy choices in their daily lives.



# minnesota statewide health improvement program

In Minnesota and nationally, the two largest causes of chronic disease and premature death are obesity, caused by poor nutrition and insufficient physical activity, and commercial tobacco use. We **MUST** do something to address these problems as individuals, as communities, and as a state.



## reducing health care costs

To really make a dent in health care costs, we must think in terms of preventing illness, not just treating it. In Minnesota, adult obesity-attributable medical expenses are approximately **\$1.3 billion** (2003) and direct medical costs due to tobacco use are almost **\$2.9 billion** (2007).

working to make the healthy choice the easy choice

health reform  
 MINNESOTA

# SHIP

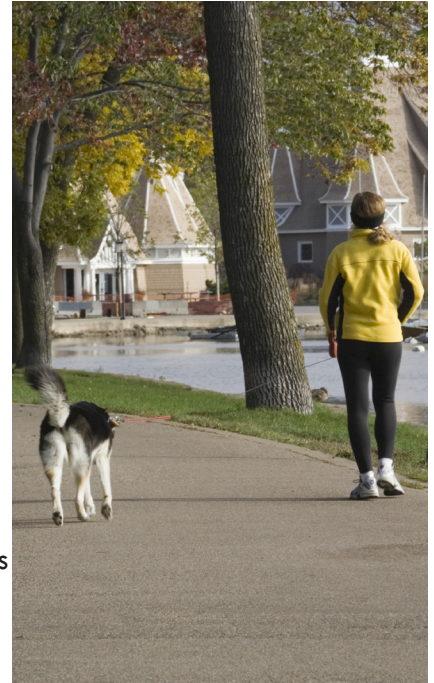
## sustainable solutions

SHIP works on the areas of community, school, workplace and health care toward sustainable, systemic changes that create widespread, lasting results.

Instead of focusing on individual behavior change that may be hard to maintain over time, SHIP makes sustainable changes that support individual choices about health.

For example,

- Rather than only try to convince people to walk more, with SHIP local communities may see the need for more sidewalks so that people CAN walk more.
- Rather than asking people to eat healthier, with SHIP a school may decide to work with local farmers to bring in fresh produce for the students.
- Rather than only asking people to quit smoking, with SHIP more owners of multi-unit housing may make their buildings smoke-free.



## meeting local needs

MDH supports local public health agencies by gathering together science-based best practices, offering technical assistance, and assisting in evaluation. Local public health professionals can choose what will work best for them from a menu of proven strategies.

## leading the nation

Through SHIP, MDH has taken a national leadership role in transforming public health. The Centers for Disease Control and Prevention (CDC) looks to SHIP as they work to improve health a national scale.

# building a healthier community together

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