

SHIP 101

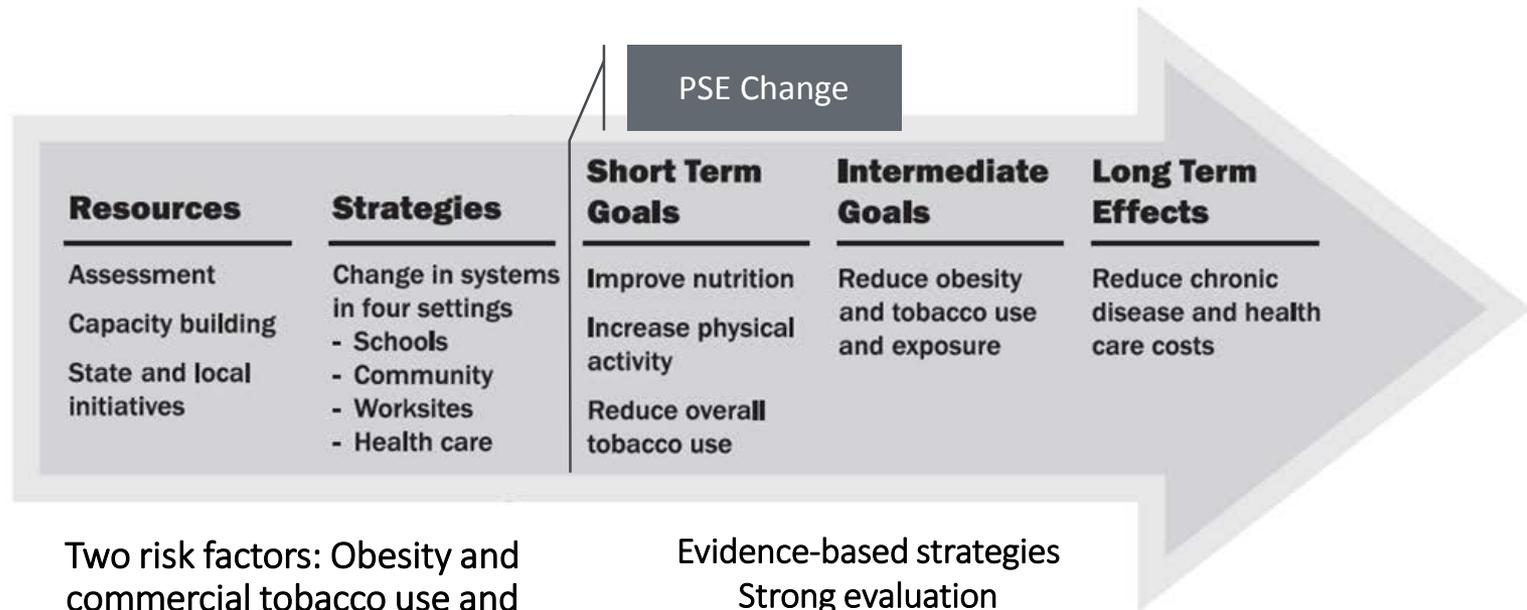
An Introduction to the Statewide Health Improvement Program

SHIP Goals

Since it began in 2009, SHIP has created more opportunities for healthier communities throughout Minnesota.

The goal of the Statewide Health Improvement Program (SHIP) is to help Minnesotans live healthier lives by preventing risk factors that lead to chronic disease. This is done by building the capacity of communities to create health by increasing access to healthy foods and active living, and reducing tobacco exposure.

What Is SHIP?



Two risk factors: Obesity and commercial tobacco use and exposure

Four Settings: school, community, workplace, health care

Evidence-based strategies
 Strong evaluation

How It Works

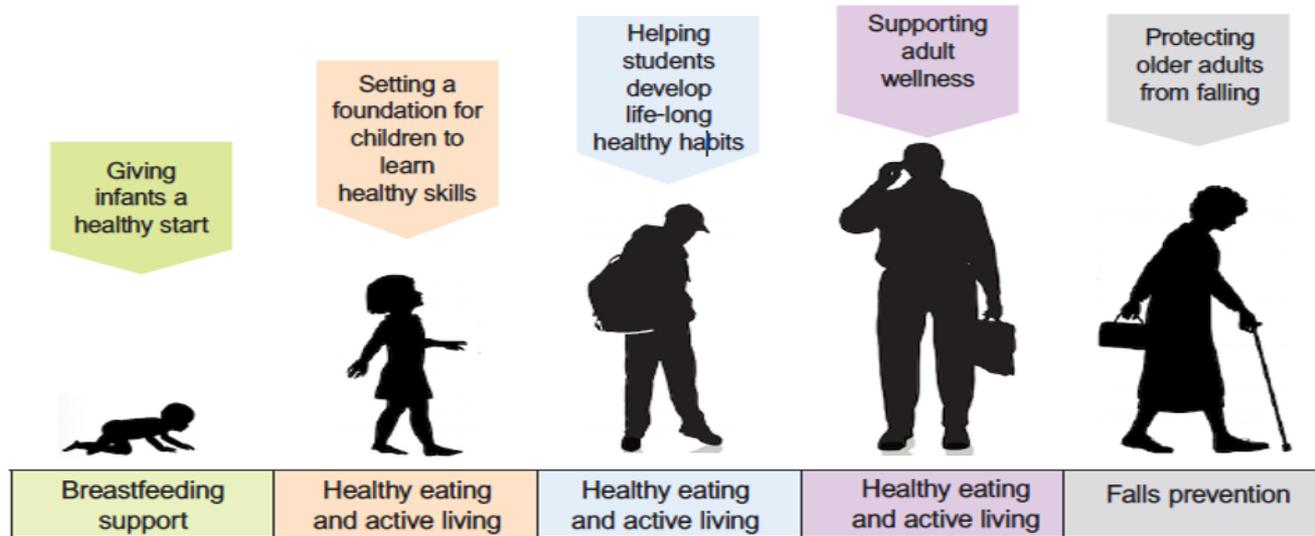
Working toward policy change, not individual change

- Rather than tell kids about good nutrition, work with schools to serve more nutritious, locally grown produce.
- Rather than tell people to get more physical activity, help employers build opportunities to be more active into the day.
- Rather than tell students to avoid second-hand smoke, help college campuses to become smoke-free by helping them create a smoke-free campus policy and linking them to support.

“Health starts where we live, learn, work, and play”

RWJ Foundation, n.d.

SHIP throughout the Lifespan



SHIP strategies address challenges faced by people of all ages – from infancy through older adulthood

What Influences Our Health: Components of the SEM



Spectrum of Prevention

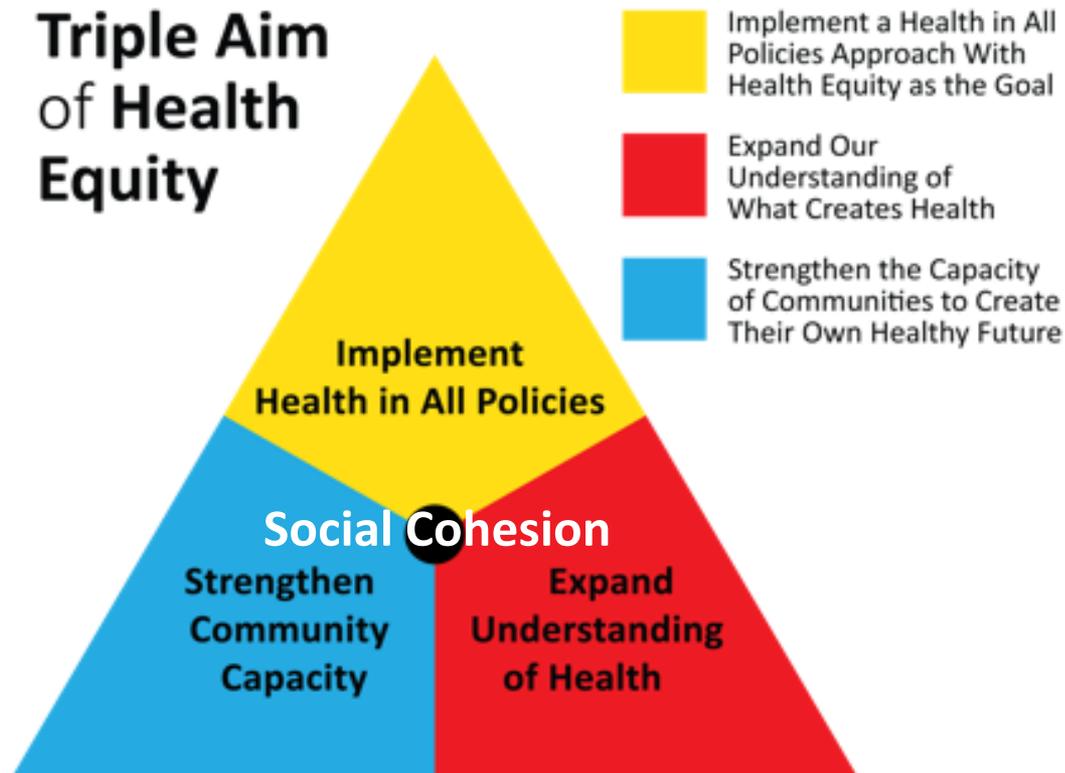
SHIP Focus

Level of Spectrum	Definition of Level
6. Influencing policy and legislation	Developing strategies to change laws and policies to influence outcomes
5. Changing organizational practices	Adopting regulations and shaping norms to improve health and safety
4. Fostering coalitions and networks	Convening groups and individuals for broader goals and greater impact
3. Educating providers	Informing providers who will transmit skills and knowledge to others
2. Promoting community education	Reaching groups of people with information and resources to promote health and safety
1. Strengthening individual knowledge and skills	Enhancing an individual's capability of preventing injury or illness and promoting safety

MULTIFACETED APPROACH

(Prevention Institute, 1999)

Triple Aim of Health Equity



PSE: What Does It Mean?

Individual change efforts:

- Result in temporary behavior change
- Usually unevenly applied to select individuals or populations
- Can be inequitable
- Expensive and time-constrained
- Short term

PSE approaches:

- Support social norm changes
- Supports the foundations of individual behavior change
- Widespread, populations impact
- Sustainable
- Equitable
- Long term

Take a Look at PSE through a Child's Eyes!

<https://www.youtube.com/watch?v=SMymFKsix6A&feature=youtu.be>

Policy Change

Both formal and informal, policy strategies include development, modification, and enforcement of existing and new laws, ordinances, resolutions, mandates, regulations, or rules that foster health

Subtypes:

- Public policy
- Organizational policy
- Regulatory policy

Systems Change

Systems strategies are changes that impact all elements of an organization, institution, or system (such as school, transportation, parks and recreation)

Environmental Change

Environmental strategies involve physical or material changes to the economic, social, or physical environment

Incorporating sidewalks, paths, and recreation areas into community design; offering healthy snack and beverage options in school vending machines

Example

What allows this man and his children to get physical activity?



Street
lights

Trees

Boulevard
strip adds to
feeling of
safety

Sidewalks

School may
have a safe
routes
program

Ensuring
properties are
maintained
adds to
safety

Example

What would allow these people to eat more fruits and vegetables?



Healthy food
available
because of the
farmers market

Zoning
allows for it

Organization
manages and
promotes it

Accepts EBT

Food
inspection
for safety

Location
provided

Accessible
location for
farmers

Example

What's in place at worksites to help keep employees healthier and more productive?



Breastfeeding support



Stretch breaks



Walking meetings



Healthy snacks/catering

Example

What's in place to help residents with prediabetes eat healthier, increase their physical activity and lose weight?



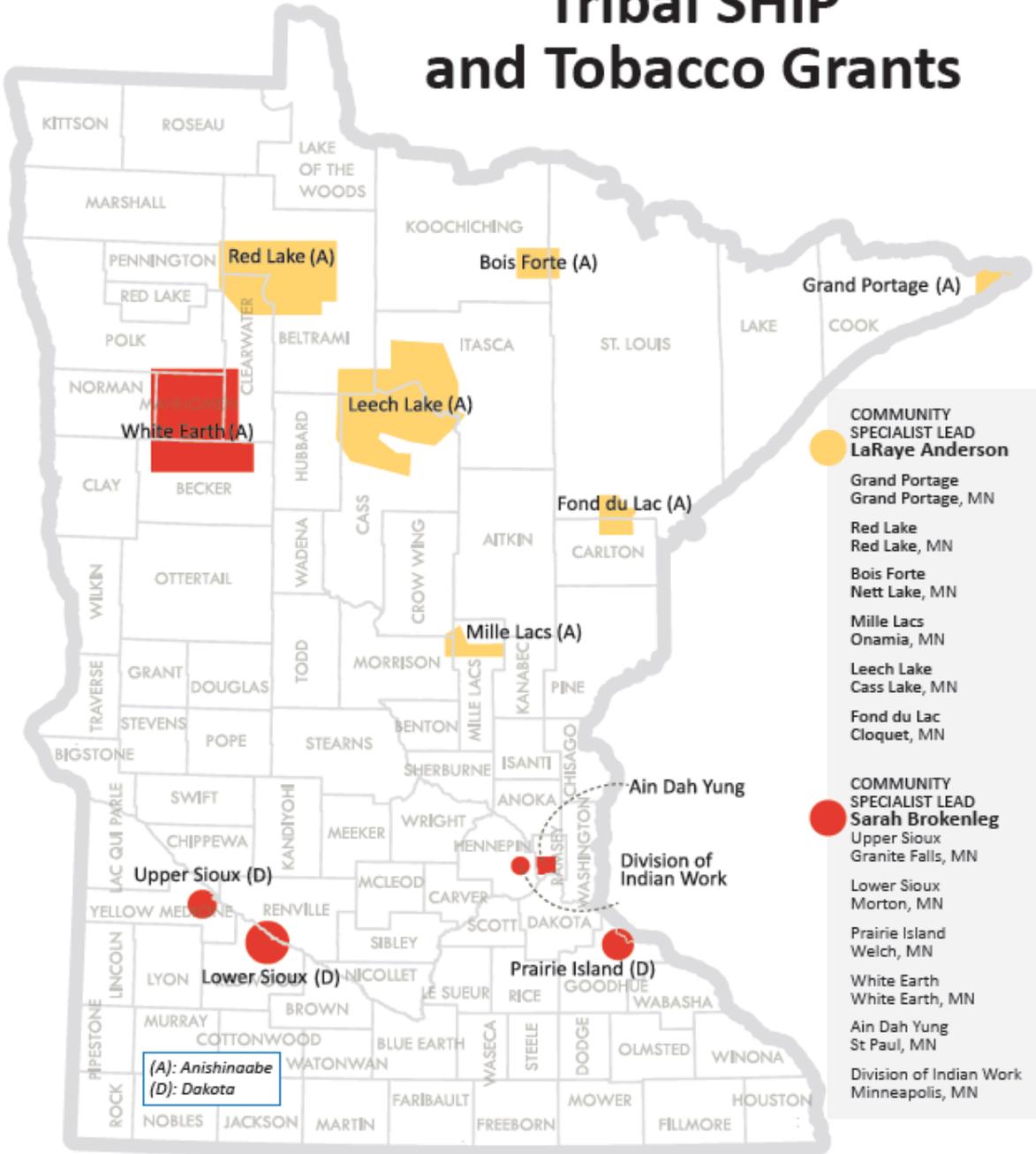
Classes
available

Trainers
trained

Referral system

Participants
identified

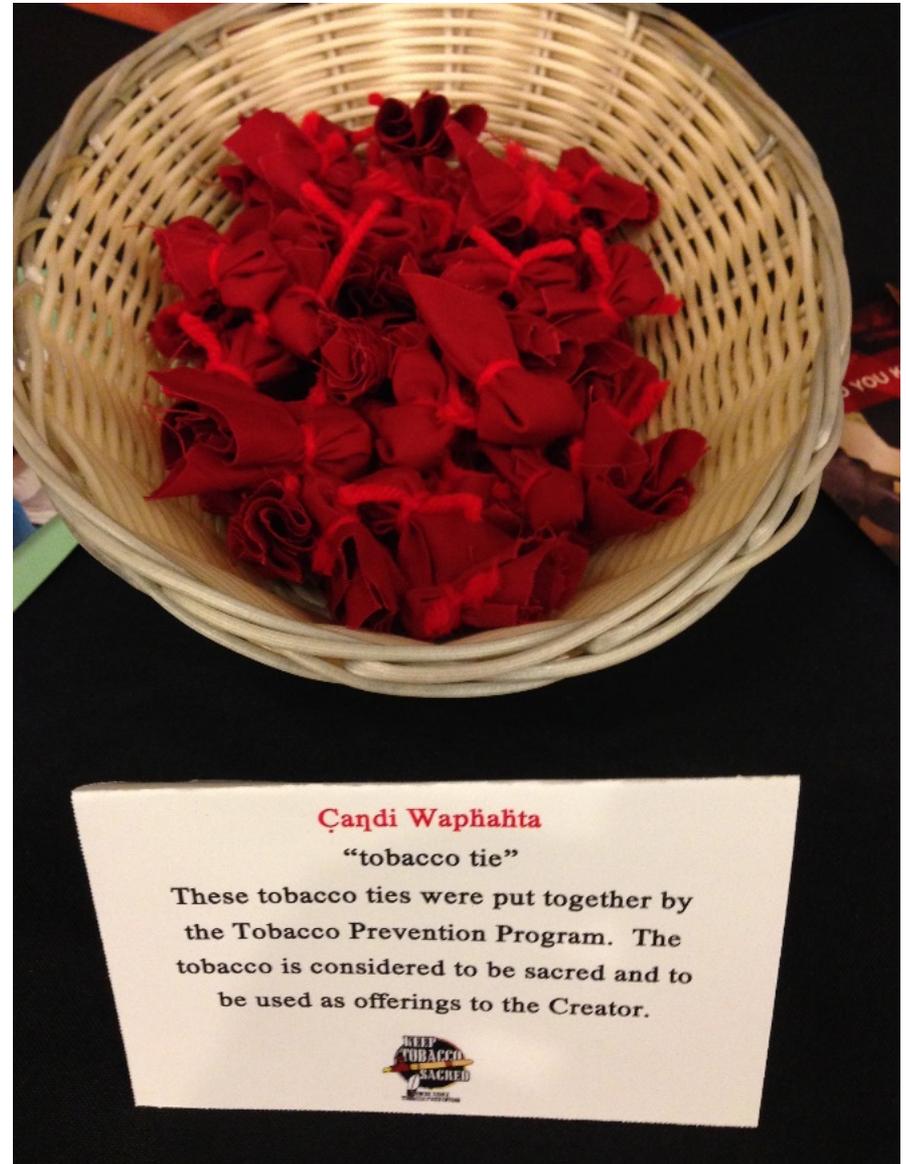
Tribal SHIP and Tobacco Grants



Integrating Culture into Tribal SHIP

Stakeholder Input Process American Indian Community (SIPAIC) Project

- Tribal SHIP work rooted in American Indian culture
- Creation of equitable and respectful relationships
- Recognition of strength and resilience of American Indian communities
- Development of culturally appropriate strategies to address commercial tobacco use and obesity in tribal communities



Resources

- **Community Specialists**
- **Implementation Guides**
 - New: Health Equity Guide and Dementia Guide
 - New: Stress Management as a SHIP Strategy for the Workplace Guide
- **MDH website**
 - <http://www.health.state.mn.us/divs/oshii/ship/results.html>
- **TA providers**

Resources, cont.

- **Making it Better: Minnesota's Health Improvement Log**
 - Required reading: weekly announcements, deadlines, training opportunities, grantee successes
 - Emailed every Thursday from mdh@public.govdelivery.com
- **Basecamp**
 - Basecamp provides an online collaboration workspace for grantees, content staff and community specialists to share information

You can access success stories here:
<http://www.health.state.mn.us/divs/oshii/ship/stories/>



SHIP

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SHIP: The Statewide Health Improvement Program

- ▶ [Improving nutrition: healthy eating in schools](#)
- ▶ [Improving nutrition: more access to healthy food in the community](#)
- ▶ [Increasing physical activity](#)
- ▶ [Reducing commercial tobacco exposure](#)
- ▶ [Improving health for the whole person](#)

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Making it Better:

Minnesota's Health Improvement Newsletter

Contact Us:

Health.OSHII@state.mn.us

Related Topics

Breastfeeding

Early childhood nutrition and physical activity

Healthy eating

Obesity

Physical activity

Tobacco

Workplace wellness

Improving nutrition

Healthy eating in schools

[Connecting students to food in Beltrami County](#) (PDF)

Tim Lutz, Kelliher Public School's Superintendent, wanted to incorporate a salad bar and garden in the school for years, but as he explains, "It was Josh, our SHIP coordinator and the





Minnesota
Department
of Health

STATEWIDE HEALTH IMPROVEMENT PROGRAM

www.health.mn.gov/ship