

A HEALTHIER STATE OF MINNESOTA

BETTER HEALTH TOGETHER.



SHIP IS CREATING HEALTH IN YOUR COMMUNITIES

Statewide Health Improvement Partnership (SHIP) investments support community-driven solutions to expand opportunities for active living, healthy eating and commercial tobacco-free living, helping all people in Minnesota prevent chronic diseases including cancer, heart disease, stroke and type 2 diabetes. Ninety percent of the nation's health care costs are for people with chronic conditions, and the majority of those costs are preventable.

Senator

D. Scott Dibble

Representative

Frank Hornstein, 61A

Representative

Jamie Long, 61B

SHIP supports health across the lifespan

With a solid infrastructure and strong relationships in place, SHIP communities are well positioned to address emerging public health issues and continue creating better health across a lifespan.



For more information about SHIP, contact your local coordinator:

Minneapolis

Heather Gillich, heather.gillich@minneapolismn.gov

Educating the community about Tobacco 21

On Oct. 1, 2018, Minneapolis became the fifth and largest city in Minnesota to prohibit tobacco sales to people under age 21, affecting the tobacco purchasing ability of 22,950 Minneapolis residents who are between 18-20 years old.

The Minneapolis City Council passed the new Tobacco 21 ordinance in May 2018 to prevent Minneapolis youth from initiating tobacco use. The ordinance makes it harder for Minneapolis minors to buy tobacco themselves or get it from 18-20 year-old youth who are the leading source of tobacco for minors.

With funding from the Statewide Health Improvement Partnership (SHIP), the Minneapolis Health Department helped young people in the Minneapolis Youth Congress explore the proposed ordinance and form their own opinion about its potential impact on youth tobacco use.

The Health Department also provided support to the ordinance authors by preparing the Request for Council Action and coordinating public notice activities. Community partners, including the Association for Non-Smokers, the Menthol Coalition and others organized Minneapolis residents to express their support to City Council members and testify at the public hearing.

After the ordinance passed, the Health Department responded to youth advocates' recommendations to implement a communications campaign to educate young people about the ordinance. The campaign included targeted radio ads, social media posts and articles in community papers. Health Department staff also sent flyers and newsletter articles to colleges, community colleges and technical schools in the City and provided information at a community barbecue and a college health fair.

To help retailers inform their customers of the change, the City sent window clings announcing the new Tobacco 21 ordinance and a menthol sales restriction that went into effect in August.

SHIP: LOCAL LEADERSHIP, LOCAL PARTNERS, LOCAL EXPERTISE

These community partners are leading SHIP activities in your communities.

Community

Linden Hills
Smoke Free Housing Residence
Uptown Classic Apartments

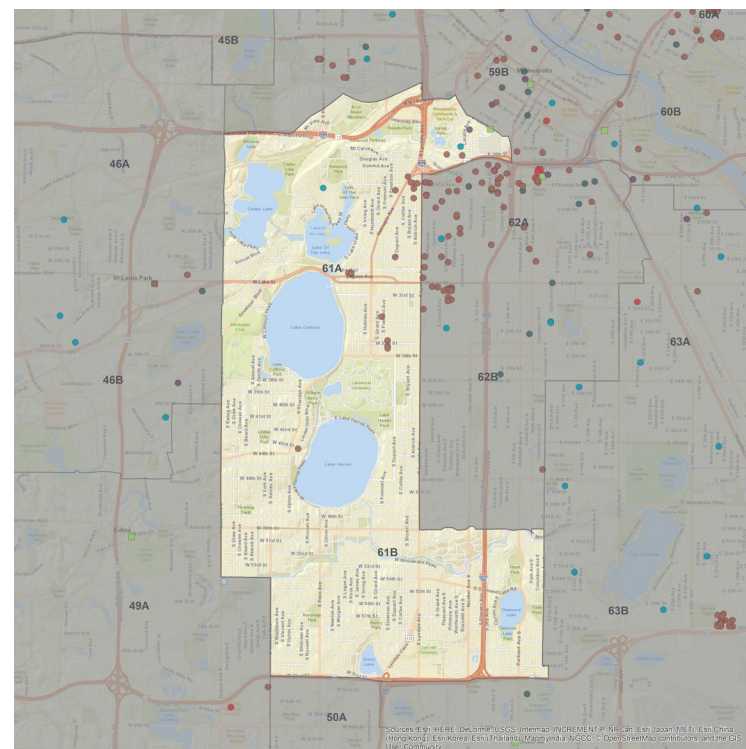
Schools

Emerson Spanish Immersion
Kenwood Elementary

Workplace

Catholic Charities
Hyatt Regency Minneapolis

MINNESOTA LEGISLATIVE DISTRICTS 61A & 61B



SHIP strategies

- Active Living
- Healthy Eating
- Tobacco-Free Living
- Schools
- Child Care
- Health Care
- Workplace Wellness
- Multiple Strategies
- Tribal SHIP and Tobacco Grants

To learn more about SHIP, visit www.health.mn.gov/ship.