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**The SHIP Log #31**  
**March 11, 2011**

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*In this Issue:*

<i>News to Note</i>	<i>p. 1</i>
<i>Technical Assistance</i>	<i>p. 2</i>
<i>Assessment, Evaluation &amp; Reporting</i>	<i>p. 5</i>
<i>Communications</i>	<i>p. 6</i>
<i>Other</i>	<i>p. 7</i>
<i>Did You Know?</i>	<i>p. 7</i>
<i>Of Interest</i>	<i>p. 8</i>

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**News to Note**

- Please pay attention to the information that is referenced in the Communications section. A variety of information will be coming your way early next week. There are also, as always, training and technical assistance opportunities to enhance your work.
- We will be reaching out to you in the near future to solicit your feedback on SHIP. As we are planning for “SHIP 2.0,” we would like to hear what worked, what didn’t, and what you would like to see done differently in the future.
- As you know, MDH and SHIP have undergone changes in the last several months with the creation of the Office of Statewide Health Improvement Initiatives, the addition of Pat Adams and Michelle Larson to the Office, and the departure of some SHIP staff. We have additional staff changes and will be reassessing and reassigning duties in the very near future. Please look for an updated roles/responsibilities chart from MDH with the next issue of the SHIP Log. Some of the staff changes referenced above includes the departure of Mick Hawton and Sapna Swaroop. Mick’s last day is March 15 and Sapna will not be returning to MDH after her maternity leave. Please continue to contact Joanne Moze with any evaluation questions and assistance as you have been doing during Sapna’s absence. Please contact Rachel with any issues you addressed to Mick. Please also note that Rachel has assumed the duties of SHIP Supervisor and is your main SHIP contact for questions, concerns, issues, etc.

## Technical Assistance

### Freedom From Smoking Facilitator Training – March 16

A Freedom From Smoking Facilitator Training will take place on March 16, 2011 at the American Lung Association offices, 490 Concordia Avenue, St. Paul, MN 55103.

This day long training prepares participants to facilitate the American Lung Association's Freedom From Smoking Clinic program. The training incorporates facilitation skills, behavior change, grieving, relapse, etc. The cost for the training as part of SHIP is \$100 for the materials, including the facilitator guide, participant workbook and relaxation CD, along with lunch and breaks. Contact [Theresa.leonard@lungmn.org](mailto:Theresa.leonard@lungmn.org) to register. Registration deadline is March 11<sup>th</sup>.

### Communications Materials Conference Call – March 23

Please see the Communications section for information on a variety of materials that will be distributed to you early next week. MDH will hold a conference call on March 23 from 1:30 – 3:00 pm to answer questions about the materials as well as other questions you might have. To access the conference call, please dial 1-888-742-5095. Participant code: 9821141691.

### Lunch & Learn Seminar for Affordable Housing Providers – March 24

Live Smoke Free will be hosting a Smoke-Free Housing Lunch & Learn Seminar with information specifically for affordable housing providers interested in making their apartment buildings smoke free. The seminar will take place March 24, 2011 from 11:00 a.m.—1:00 p.m. at Episcopal Homes, 1879 Feronia Avenue St. Paul, MN 55104. All are welcome to attend! Lunch will be provided, and there is no cost to attend. To register, contact Laura Drake at (651) 646-3005 or [lbd@ansrmn.org](mailto:lbd@ansrmn.org)

### Young Adult Tobacco Use: What Can Minnesota-Based Research Tell Us – Webinar March 28

Listen in on Monday, March 28 from Noon – 1:30 p.m. to find out what we know about 18-24 year olds: where they get their information, who influences them, the world around them and tobacco use and cessation trends in this age group. This webinar is for campus health providers, mentors/leaders, and SHIP staff. Presenters include Lindsey E. A. Fabian, MPH Senior Project Coordinator, Division of Epidemiology & Community Health School of Public Health, University of Minnesota and Pete Rode, Senior Research Scientist Minnesota Center for Health Statistics Minnesota Department of Health. To register e-mail [Laura.whittaker@lungmn.org](mailto:Laura.whittaker@lungmn.org)

### All About School Gardens – Webinar March 31

If your school is interested in getting a school garden started, finding different ways to utilize your school garden cross-curricular, or has ideas to share with school grantees across Minnesota, this webinar is for you. This webinar is scheduled for Thursday, March 31<sup>st</sup> from 1:30-3:00 pm. More information will be coming soon, please refer to the SHIP calendar or contact Terri Swartout [terri.swartout@state.mn.us](mailto:terri.swartout@state.mn.us) with questions. To join the webinar (session number 682 180 109):

1. Go to <https://health-state-mn-ustraining.webex.com/health-state-mn-ustraining/k2/j.php?ED=127307752&UID=1091112097&RT=MiM3>.
2. Enter your name and email address (or registration ID).
3. Enter the session password: 2011Garden!
4. Click "Join Now".
5. Follow the instructions that appear on your screen.

To join the teleconference only:

Call-in toll-free number: 1-888-742-5095  
Conference Code: 982 114 1691

### Farmers Market Interventions – Webinar April 4

(This webinar was originally offered on February 4, but due to technical difficulties for many participants, we are offering it again.) “Improving Healthy Food Access through Implementation of SNAP-EBT at Farmers Markets” will be held from 2:00 - 3:30 pm on Monday, April 4, 2011. This webinar is for grantees of the Statewide Health Improvement Program working on farmers market interventions. Anyone interested in the issues around implementing a SNAP-EBT program at a farmers market is also welcome to participate. The webinar will outline basic implementation steps, spell out challenges, and discuss ways to ensure success. The webinar will also highlight lessons learned from the implementation of EBT machine use, related promotions and marketing campaigns, and matching incentive programs at several markets in Minneapolis last season. It will also feature lessons learned and highlights from rural markets in southeast Minnesota. If you have questions, please contact [Diane.lauren@state.mn.us](mailto:Diane.lauren@state.mn.us).

To join the webinar EBT at Farmers Markets (session number 685 503 367):

1. Go to <https://health-state-mn-ustraining.webex.com/health-state-mn-ustraining/k2/j.php?ED=127307827&UID=1091113532&RT=MiM3>
2. Enter your name and email address.
3. Enter the session password: 2011Market!
4. Click "Join Now".
5. Follow the instructions that appear on your screen.

To join the teleconference only:

Toll-free number: 1-888-742-5095

Conference Code: 982 114 1691

Telling the SHIP Story – Webinar April 6

Please save the date for this webinar on April 6 from 10:00 – 11:30 am. Mike Maguire of Emerald Advocacy and Blue Cross Blue Shield will talk about engaging SHIP participants and Community Leadership Teams in identifying and developing the most compelling aspects of your SHIP successes.

Breastfeeding Educational Opportunities

Please see below for a variety of breastfeeding training opportunities happening around the state. These trainings are sponsored by SHIP grantees working on breastfeeding interventions.

Event	Location	Date	Registration
Fundamentals of Early Breastfeeding (Evergreen Perinatal Education—Molly Pessl)	West St. Paul, MN	March 29-31	Registration opens 2-14-11 <a href="mailto:Paula.Mazour@co.dakota.mn.us">Paula.Mazour@co.dakota.mn.us</a>
Washington County BF Coalition sponsors: Breastfeeding: Healthy from the Start! (Jan Barger)	The Grand 301 South 2nd Street Stillwater, MN	April 4, 2011	Registration info: Call Chris Fennern 651.430.6653 Cost: \$25.00 Registration Deadline: March 23, 2011  Contact Hrs available for RNs L-CERPs have been applied for
Making Breast Feeding the Choice for Minnesota Moms: A Call to Action	The Grand Event Center 2025 Rowland Road Mora, MN 55051	April 27-28	Ellie White Kanabec County Public Health 320-679-6439 <a href="mailto:Ellen.white@co.kanabec.mn.us">Ellen.white@co.kanabec.mn.us</a> Registration fees will be \$20 for one day and \$30 for both days
Certified Lactation Counselor Training— (Healthy Children’s Center for Breastfeeding)	Rochester, MN	May 16-20, 2011	<a href="http://www.healthychildren.cc/">http://www.healthychildren.cc/</a> \$575.00—needs 3 more registrants
Breastfeeding: Best Practice! (Evergreen Perinatal Education—Molly Pessl)	Concordia College— Moorhead, MN	May 24-26, 2011	Contact <a href="mailto:goldinit@lrhc.org">goldinit@lrhc.org</a> for more information. Registration priority given to our 9-county grant region partners.
Breastfeeding Matters: Next Steps with Jan Barger	Radisson Hotel— Duluth, MN	June 10, 2011	Registration information will be available soon at <a href="http://www.communityhealthboard.org">www.communityhealthboard.org</a>

### Chronic Disease Self-Management Facilitator Training

Faribault, Martin & Watonwan Counties SHIP is hosting a Chronic Disease Self-Management Facilitator Training on April 6, 7, 13 and 14<sup>th</sup> from 8:30a.m. – 4:30p.m. at the Ag Center Conference Room, 415 S. Grove Street (Hwy 169), Blue Earth, MN 56013.

This evidence-based program can be a great referral tool for health care providers to refer patients living with chronic conditions for support. This training is free for residents in Faribault, Martin & Watonwan Counties and \$50.00 for all others, which covers the cost of materials and lunch each day. Registration is first come, first serve, up to 16 participants. Please see the attached flyer and registration form for more information.

### Public Health Law Center Resources

Tobacco Price Control Strategies – Tips and Tools (2011). A Tobacco Control Legal Consortium publication. Overview of strategies that communities might consider to regulate the price of tobacco products and combat tobacco use (such as coupon restrictions and sampling bans), and a description of potential legal challenges.

<http://www.publichealthlawcenter.org/sites/default/files/resources/tclc-guidepricecontrolstrategies-2011.pdf>

## Assessment, Evaluation & Reporting

### PPMRS Deadline March 31

For Community Health Boards: The 2010 Planning and Performance Measurement Reporting System (PPMRS) is now open and is due on March 31, 2011! As outlined in your SHIP grant agreement, it is required that SHIP grantees fill out the Policy, Systems and Environmental Change Questions of the PPRMS annually. To log in to online reporting go to: <http://www.health.state.mn.us/ppmrs/reporting.html>.

As you fill out the Policy, Systems and Environmental Change Module, please remember to:

- Report only on work in which your LHD was involved
- Answer either yes or no for all strategies (question #a under each strategy)
- Answer yes to strategies that your LHD worked on OR if your LHD has already helped pass a policy under that strategy
- Report on work during the last calendar year
- Include PSE work that was completed with and without SHIP funds

Also,

- Words that are bolded are defined in the Policy, Systems and Environmental Change Glossary at <http://www.health.state.mn.us/ppmrs/resources.html>
- There are no questions under Obesity, Physical Activity & Nutrition – HEALTHCARE. **This year more questions were closed for data collection so there are no open questions in the following sections: Obesity, Physical Activity & Nutrition –WORKSITES, Tobacco – WORKSITES or Tobacco – HEALTHCARE. Please open and complete the other four sections.**

- You do not need to respond to questions or strategies preceded by “Not to be answered at this time.”

Training and additional resources can be found at:

<http://www.health.state.mn.us/ppmrs/resources.html>. If you have any questions, please contact Joanne Moze at [joanne.moze@state.mn.us](mailto:joanne.moze@state.mn.us).

## **Communications**

### *Communications Assistance at MDH*

As we indicated in the last SHIP Log, we are refining our internal technical assistance processes. This is true of the approvals and TA we provide for Communications as well. Please continue to send your communications approvals, requests, questions, etc. to Rachel Cohen or the SHIP Help Desk and be aware that Bill Burleson or Amy Reasoner may respond to you. Bill is the Communications Coordinator for the physical activity and nutrition team and may be a familiar name and voice from earlier Grantee Connect calls or webinars. Amy is the Communications Coordinator for the Communities Putting Prevention to Work (CPPW) Community Initiative and may be a familiar name to many of you who spoke with her regarding your success stories.

### *Updated SHIP Talking Points*

Early next week you will receive a document of updated SHIP talking points. After you receive them, please feel free to contact Rachel Cohen if you have any questions or if you are receiving questions not addressed in these talking points.

### *SHIP Progress Brief*

MDH has written a summary of SHIP through its first year. This Progress Brief will be distributed next week via an Official Business email. The Brief contains background on SHIP as well as key results from selected interventions that most grantees are undertaking.

### *SHIP Fact Sheets and Success Stories*

An updated SHIP Fact Sheet is available on the SHIP website.

Next week you will also be receiving a fact sheet on your specific community. These fact sheets are similar to the ones included in last year’s Legislative Report. The fact sheets mirror the Progress Brief in that they provide key highlights from select interventions during the first year of SHIP; there is not enough room on two pages to include everything you are doing! Please note these fact sheets were created from your annual reports and include a short success story written from your interview with either Amy Reasoner or Michelle Ferrari. If you have any questions about the content of your fact sheet, please contact Kelly Hughes ([Kelly.a.hughes@state.mn.us](mailto:Kelly.a.hughes@state.mn.us)).

You will also be receiving your success story that was crafted from your interview with Amy or Michelle. The document includes a full story as well as the shortened summary that is included in the fact sheet. If you have any questions about your success story, please contact Amy Reasoner ([amy.reasoner@state.mn.us](mailto:amy.reasoner@state.mn.us)) A few success stories are still outstanding – if yours is one of those, you have already been contacted by Michelle and will receive a summary written off of existing information we know about your story. Your complete story will be sent as soon as it is ready.

## Other

### Tobacco-free signs available

The Association for Nonsmokers Minnesota has the following signs available for Minnesota communities. All signs and shipping are FREE. Quantity limits may apply. Available while supply lasts. Questions about these materials can be directed to Brittany McFadden, (651) 646-3005 or [bhm@ansrmn.org](mailto:bhm@ansrmn.org).

- Tobacco-free park property signs (12" x 18" metal) a *copy of the community's tobacco-free policy is required*. Download order form at:  
[http://www.tobaccofreeparks.org/documents/TF\\_Sign\\_Order\\_Form.pdf](http://www.tobaccofreeparks.org/documents/TF_Sign_Order_Form.pdf)
- Tobacco-free school grounds signs for school athletic fields and playgrounds (12" x 18" metal) a *copy of the community's tobacco-free policy is required*. Download order form at:  
[http://www.tobaccofreeparks.org/documents/School\\_Sign\\_Order\\_Form\\_2011.pdf](http://www.tobaccofreeparks.org/documents/School_Sign_Order_Form_2011.pdf)
- Smoke-free indoor common area signs for apartment buildings (4" x 9" plastic or 4" x 9" window cling) *any rental apartment building in MN is eligible for these signs because state law requires all indoor common areas of apartment buildings to be smoke free*. Download order form at:  
[http://www.mnsmokefreehousing.org/documents/Common\\_area\\_sign\\_order\\_form.pdf](http://www.mnsmokefreehousing.org/documents/Common_area_sign_order_form.pdf)

## Did You Know?

### National Safe Routes to School Conference Coming to Minnesota

The National Safe Routes to School Conference will be held in Minneapolis on August 16-18, 2011. The conference will include information for people from community organizations, public health, planning, engineering, education and related fields. The conference is a great opportunity for SHIP staff and partners to share stories and learn about SRTS efforts from around the country. Registration and applications for presenters are both available now, and SHIP funds can be used to support attending the conference.

<http://www.saferoutesconference.org>

### Free School Resources for Active Classrooms

Stretch breaks, quick bursts of activity and engaging students in more movement are all part of maintaining an active classroom. This free resource found online through the Alliance of a Healthier Generation gives resources for students, teachers and parents in promoting an active classroom. One of their highlighted free school wellness resources is JAM. The JAM School Program brings physical activity and health education into the classroom. JAM is designed to teach kids (and adults) healthier lifestyle habits.

JAMmin' Minute: A one-minute fitness routine that includes 5 very simple exercises that kids (and staff) can do while either standing at their desk or sitting in a chair. Included on this weekly communication is a health tip, something simple that teaches a healthier habit. Visit <http://www.jamschoolprogram.com/> for more information.

### **Of Interest**

1. Resource – Legal Toolkit for Community Gardens
2. Expo – Good and Green, March 12
3. Safe Routes to School Online Parent Surveys
4. Catalogue of Childhood Obesity Surveillance Systems
5. Article - Costs and Benefits of Bicycling Investments in Portland
6. Catalyst Summit April 9-10

1. This toolkit is designed to help overcome the legal and practical barriers to establishing community gardens on land that is not municipally owned. It provides several model agreements and other documents that can easily be tailored, simplifying the process of building an agreement that benefits both landowners and the community.  
<http://www.nplanonline.org/nplan/products/CommunityGardenToolkit>  
Land Use Protections document: <http://www.nplanonline.org/nplan/products/establishing-land-use-protections-community-gardens>  
Land Use Protections—Advocacy document: <http://www.nplanonline.org/nplan/products/establishing-protections-community-gardens-fact-sheet-advocates>
2. “All Things Good and Green” is a FREE expo connecting you with local resources to demonstrate how to use good-for-you foods and develop or expand your garden year after year. Saturday, March 12<sup>th</sup>, 9:00 AM-12:00 PM at Marshall Area YMCA, 200 South A Street, Marshall, MN 56258. For more information, call (507) 532-9622
3. The National Center for Safe Routes to School has launched a new feature which gives local Safe Routes to School programs the ability to collect Parent Survey responses online in both English and Spanish. The online Parent Survey option is a free service that streamlines the data collection and submission processes, and saves local programs administrative time and money. The new feature enters Parent Survey responses directly

into the National Center's online data system which eliminates the need for additional fee-based survey software. This online Parent Survey option is offered in addition to the National Center's free service of processing hard copies of the English and Spanish Parent Surveys. To see if online surveying is appropriate for your school and for information on how to start using this new feature, visit

[www.saferoutesinfo.org/resources/evaluation\\_parent-survey-instructions.cfm](http://www.saferoutesinfo.org/resources/evaluation_parent-survey-instructions.cfm)

Parent Survey results can help local programs determine how to improve opportunities for children to walk and bicycle to school, and measure parental attitude changes as local Safe Routes to School programs occur. For more information on collecting local Safe Routes to School data, visit [www.saferoutesinfo.org/data](http://www.saferoutesinfo.org/data).

4. The National Collaborative on Childhood Obesity Research (NCCOR) announced the launch of a new, free online resource to help researchers and practitioners more easily investigate childhood obesity in America. NCCOR's Catalogue of Surveillance Systems describes in detail existing surveillance systems that collect data related to childhood obesity. It provides one-stop access to more than 75 surveys and other data sets, allowing users to search and select surveys that provide a wealth of data at the national, state, and local levels on a range of variables, including school policies and health outcomes, as well as eating and exercise behaviors. Health officials at the city and state level also can find data related to their programs. Using the Catalogue, researchers can: identify surveillance systems to meet their research and program need compare attributes across system find information about the systems link directly to the systems to download data or other information. The Catalogue of Surveillance Systems is available at [www.nccor.org/css](http://www.nccor.org/css). To register for upcoming webinars on the features and uses of the Catalogue, please send an e-mail to [css@aed.org](mailto:css@aed.org)
5. A first of its kind report in the *Journal of Physical Activity and Health* finds that Portland, Oregon's past and planned investments in bicycling relate to millions of dollars saved in health care costs and fuel expenditures. By 2040, the author states that investments in the range of \$138 to \$605 million will result in health care cost savings of \$388 to \$594 million and fuel savings of \$143 to \$218 million. For an abstract and to read the article, visit <http://journals.humankinetics.com/jpah-supplements-special-issues/jpah-volume-8-supplement-january/costs-and-benefits-of-bicycling-investments-in-portland-oregon>. The League of American Bicyclists shares additional data from the Portland metropolitan region, showing that investments in biking and walking are related to more new commute trips in bicycling – and at a lower cost – than investments in motor vehicle infrastructure (<http://www.bikeleague.org/blog/2011/02/the-cost-effectiveness-of-active-transportation-investments/>).
6. If you are working with high school students on getting healthy food into schools, or are interested in starting, this is a great training to get them up to speed on how they can get involved! It's a free training held in the Twin Cities on April 9-10 for high school age students. We are looking for 100 students to share what they've been working on, and also get new skills, meet new people, and get AMPED about getting healthy options in their school, and community. There will be cooking classes, interactive sessions, and lots of fun

too. Check out [www.bethecatalyst.org.summit](http://www.bethecatalyst.org.summit) for all the info. You can also contact Andy Berndt - [andy@bethecatalyst.org](mailto:andy@bethecatalyst.org) - 651-270-6589.

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To be added or deleted from this list or to submit information or suggestions for the SHIP Log contact:

Rachel Cohen

Minnesota Department of Health

651-201-5442 or [rachel.cohen@state.mn.us](mailto:rachel.cohen@state.mn.us)

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