

MINNESOTA'S
VISION
A Better State of Health

*Statewide Health
Improvement Program* | **SHIP**

Cara McNulty, M.S.
Minnesota Department of Health
November 10, 2009

Social Determinants of Health

Population Health

Health Care 10%

- Access to care
- Quality of outpatient care

Health Behaviors 40%

- Tobacco
- Diet & exercise
- Alcohol use
- High-risk sexual behavior
- Violence

Socio-Economic Factors 40%

- Education
- Income
- Social disruption

Physical Environment 10%

- Air quality
- Water quality
- Built environment

Minnesota's Vision: Nation-leading Reforms

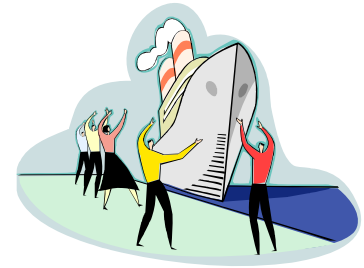
- In 2008 we passed health reform legislation that takes a comprehensive approach
 - Public health investment
 - Market transparency
 - Care redesign and payment reform
 - Consumer engagement
 - E-health

Minnesota's Vision for a Better State of Health

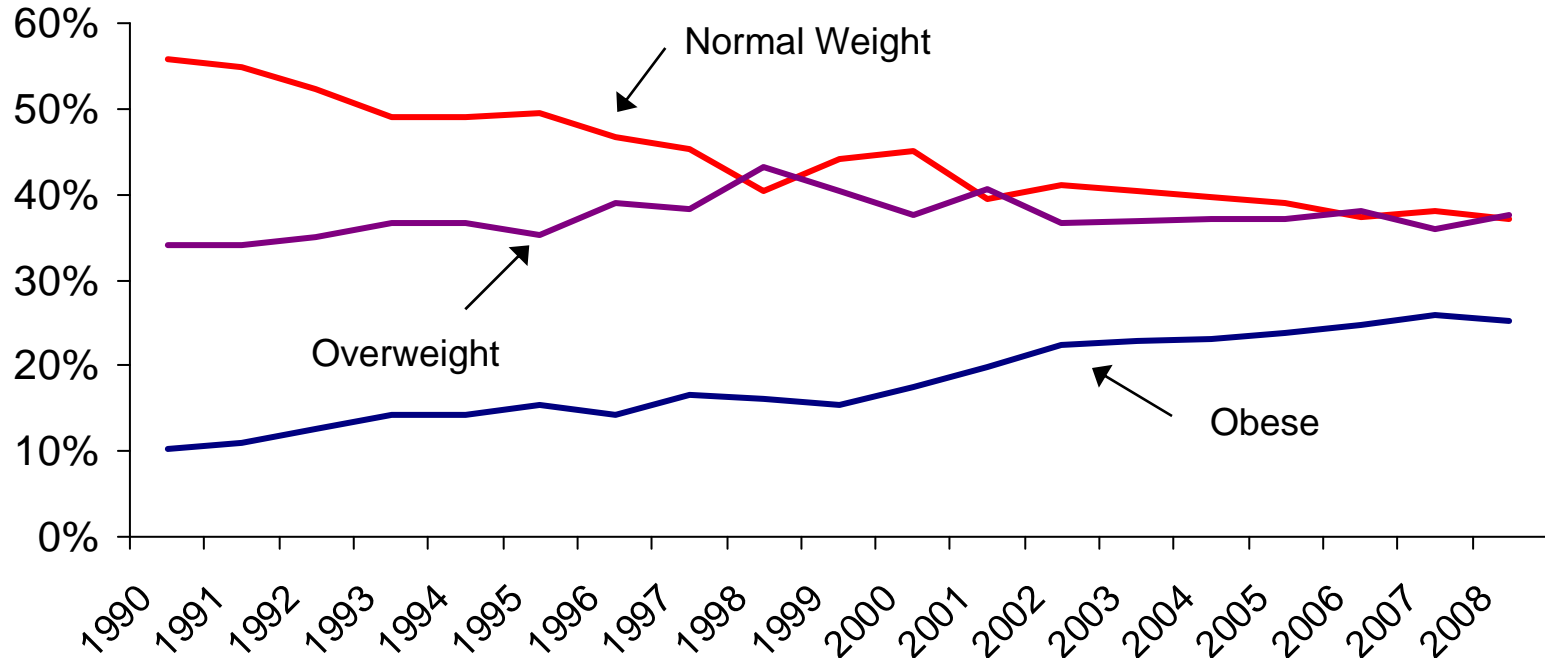
- Our goals for health reform:
 - Improve the overall health of the population
 - Improve the patient experience
 - Improve the affordability of health care
- We want to improve access to health care and contain rising health care costs
- To do that, we have to move upstream and invest in prevention

Minnesota's Vision for Public Health

- Minnesota's 2008 health reform law started with an investment in public health
- In August 2009, we launched the Statewide Health Improvement Program, or SHIP
 - \$47 million investment in public health aimed at reducing tobacco use and obesity.



Trends in Overweight/Obesity in Minnesota



Source: Behavioral Risk Factor Surveillance Survey

Tobacco Use in Minnesota



Chronic Disease in Minnesota

- **Cancer:** 23,500 new cases in 2006
- **Coronary heart disease/angina:** 139,000 diagnoses in 2006
- **Stroke:** 71,000 in 2006
- **Diabetes:** 322,000 Minnesotans had diabetes in 2005
- **Prediabetes:** One million Minnesotans had prediabetes in 2005
- **Asthma:** 11 percent of Minnesotans either have asthma or have had it in the past

Minnesota's Vision: Statewide Health Improvement Program (SHIP)

- Statewide scope includes 39 grants covering:
 - 86 of 87 counties
 - 8 of 11 tribal governments
- Tackles the top three causes of preventable illness and death:
 - Tobacco use
 - Poor nutrition
 - Inactivity

The SHIP Approach

- Some prevention programs focus on individual behavior change.
 - Can be difficult to sustain beyond the life of the program or the individual's involvement in the program.
- Behavior change can be maintained if the environment supports it

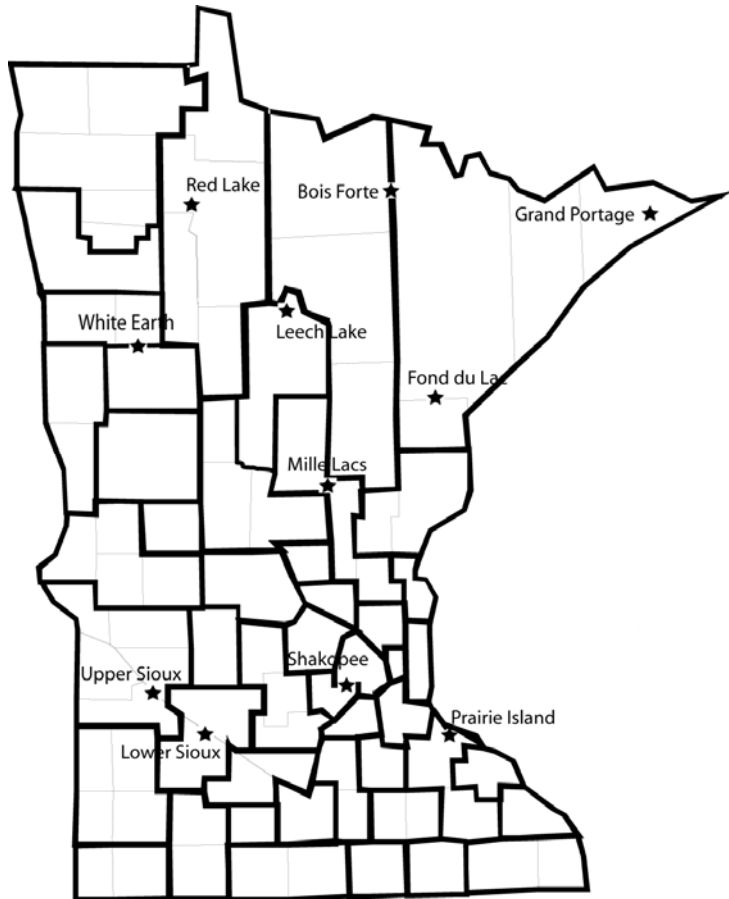
The SHIP Approach

- Focus on changes to policies, systems and environments that make it easier for Minnesotans to choose healthy behaviors



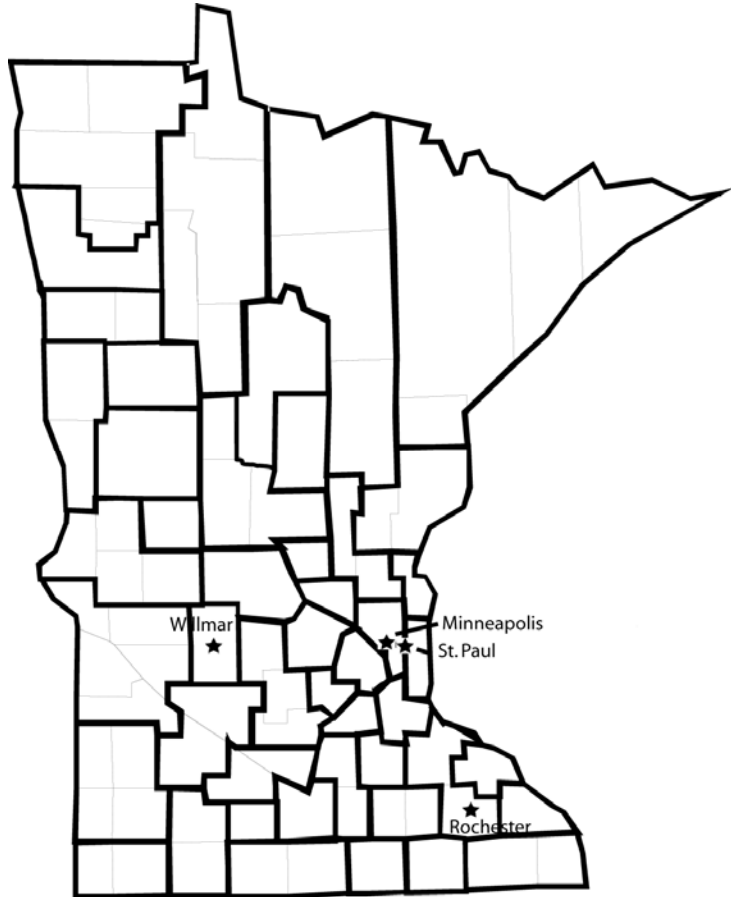
Menu Board		
Item	Calories	Price
SANDWICHES		
HAMBURGER	280 Cal.	.89
CHEESEBURGER	330 Cal.	.99
DOUBLE CHEESEBURGER	470 Cal.	1.89
FRIED CHICKEN SANDWICH	550 Cal.	2.89
GRILLED CHICKEN SANDWICH	450 Cal.	2.89
SIDES		
FRIES (lg.)	540 Cal.	1.65
FRIES (sm.)	210 Cal.	1.05
ONION RINGS	900 Cal.	1.95
DRINKS		
CHOCOLATE SHAKE	770 Cal.	2.35
COLA (lg.)	330 Cal.	1.35
DIET COLA (lg.)	0 Cal.	1.35

Background About Public Health in Minnesota



- 53 Community Health Boards
- State Community Health Services Advisory Committee advises Commissioner of Health
- 11 tribal governments

Development of SHIP - Steps



- Part of the CDC's Steps to a HealthierUS initiative
- Steps to a HealthierMN started in September 2004
- Four communities – Minneapolis, Rochester, St. Paul, Willmar

Development of SHIP

- Governor's Health Care Transformation Task Force (2007)
- Minnesota Legislature's Health Care Access Commission (2007)
 - Both endorse Comprehensive Statewide Health Promotion Plan, based on Steps
- SHIP becomes part of 2008 legislation

How SHIP Became Law – Lessons Learned

- You must choose the right words
 - We swapped health “improvement” for health “promotion” because policymakers associated “promotion” with trinkets, not substantive policy change
 - Jargony terms like “physical inactivity” could be off-putting, but simpler terms like obesity and tobacco resonated

Lessons Learned

- You need health improvement champions
 - Our Commissioner and members of the Health Care Transformation Task Force continually stressed the need to address prevention in Minnesota's health reform efforts
 - Their consistent efforts made sure prevention was seen as a critical component of the reform bill

Lessons Learned

- You must back up claims with data
 - From the start we provided legislators with detailed evidence supporting policy interventions to address tobacco and obesity
 - We showed SHIP's cost-effectiveness because reductions in these risk factors could lead to decreases in chronic disease – and ultimately health care savings

Lessons Learned

- You must build public-private partnerships
 - Some of Minnesota's biggest employers supported SHIP and told legislators about their own in-house prevention efforts to address rising health care costs
 - Steps showed the power of public-private partnerships
 - Legislators liked the community-wide approach

Lessons Learned

- You must show that your communities are ready
 - Because we built SHIP on Steps, we could share Steps success stories with legislators
 - Concrete examples helped legislators relate to abstract concepts
 - These examples also showed that communities were well prepared for this work

Overwhelming Response

Minnesota Department of Health

April 2009

Statewide Health Improvement Program (SHIP)

Application Status – An Overwhelming Response

In 2008 the Statewide Health Improvement Program (SHIP) was signed into law as an integral public health component of Minnesota's Health Reform Initiative. Under the auspices of SHIP, communities and tribes across Minnesota will implement policy, systems and environmental changes aimed at reducing obesity and tobacco use. The goals of

Highlights from the Applications

Statewide Coverage

- The applications for SHIP grants cover 97 percent of the state.
- 39 applications cover all 53 CHBs and eight of 11 tribal governments in Minnesota.¹

- Our communities were ready!
- We used outreach to encourage CHBs and tribal governments to apply
- The strong response to the RFP showed the need and importance of this work

Sailing the SHIP



- Now we have to deliver on SHIP
- The Commissioner will present plans for future funding to the Legislature
- MDH plans to apply for ARRA prevention funds
 - State coordinated small cities and rural areas applicant

MINNESOTA'S VISION

A Better State of Health

*Statewide Health
Improvement Program* | SHIP

www.health.state.mn.us/healthreform/ship