

SHIP

Bloomington · Edina · Richfield

Statewide Health Improvement Program



July 15, 2010 In This Issue

SHIP Success Story

- Farmers Market Debut

Community Initiatives

- More Farmers Market Celebrations
- Bike to the Market
- Hooray for Road Construction!

School Initiatives

- Seeds grow more than vegetables
- Congratulations to Bloomington SHIP Pilot School – Oak Grove Middle
- Welcome to Jessica Smith, SHIP Liaison at Richfield Public Schools

For Your Information

- National Trends in Biking and Walking
- "F as in Fat: How Obesity threatens America's Future 2010"

Help us make our community better for our health!

[Share this eNewsletter with a friend](#)

[Join the SHIP eNewsletter mailing list](#)

SHIP Success Story

Farmers Market Debut

July 1 was a celebrated day for staff from the City of Edina and SHIP (Statewide Health Improvement Program) in Bloomington, Edina and Richfield. It was the City's first farmers market. The day was beautiful and there was a great turnout.

SHIP was a primary contributor to the opening of the Edina Centennial Lakes Farmers Market. Increasing access to fresh fruits and vegetables is a SHIP initiative. City of Edina leaders chose to do this by offering an Edina-based farmers market.

In order to make this possible, however, City Code had to be amended to allow the sale of produce in a City park. SHIP staff facilitated this process by providing expertise regarding why a Farmers Market would benefit the health of Edina residents.

According to local data, Bloomington, Edina and Richfield residents are not consuming the recommended 9 or more servings of fruits and vegetables every day. Eating a balanced diet is one of the most important things a person can do to maintain and improve overall health. Poor nutrition can contribute to obesity and other chronic diseases - one out of two adults in Southern Hennepin County was overweight or obese in 2006 (SHAPE). Experts suggest purchasing foods directly through farms, including farmers markets, has the potential to increase consumption of healthier foods.

City of Edina and SHIP staffs were ultimately successful in their efforts to establish an Edina farmers market. SHIP staff researched farmers market-related city codes and provided examples to Edina staff. They also shared farmers market start-up and management tools and assisted with drafting a marketing and promotion plan and an evaluation plan. On February 6, 2010, the Edina City Council voted to amend City code allowing the sale of produce in City parks and resulting in their first Farmers Market. The market will continue to run on Thursdays from 3-7 p.m. through September 30.

[Read the Star Tribune article.](#)

[Back](#)



Community Initiatives

More Farmers Market Celebrations

It's good for your health and fun for the kids! July 9 was another celebration for the opening of the NEW satellite farmers market in Richfield. Thanks to Richfield leaders who worked to open the satellite farmers market, more locally grown fresh fruits and vegetables are available to residents . . . and the kids had fun in the bounce house. The new satellite market is located at Roosevelt Park (77th St. & Portland Ave.) and is open from 2 - 6 p.m. There is also the Richfield Farmers Market at Veterans Memorial Park (64th St. & Portland Ave.) on Saturdays from 7 a.m. - 12 p.m.

The Bloomington Farmers Market is up and running every Saturday at the Civic Plaza from 8 a.m.-1 p.m.

Links to all the Farmers Markets can be found on our [SHIP website](#) under the "Community" section on each of the cities' pages.

[Back](#)

Bike to the Market

Those biking to the Bloomington Farmers Market on June 26 received a \$2 farmers market gift certificate. SHIP provided the \$2 gift certificates to the first 100 community members who biked to the Market for "Get Fit Day". Over 60 community members, including families and older adults, took advantage of this physical activity opportunity and parked in the bike valet. This number didn't include the handful of bikers who parked across the street and may not have gotten the certificate. Most of the gift certificates were redeemed at produce vendors!



Because the Bloomington Market is not located in a park with other recreational opportunities, SHIP staff created a [walking map](#) showing distances of various pathways to encourage physical activity for market goers. The map also included a recipe featuring seasonal produce available at the market, physical activity guidelines for adults, bike rack locations, and nutrition websites to get more information about healthy eating.

"Bike to the Market" was a promotion for the Bloomington Farmers Market "Get Fit Day," but it may be repeated to encourage and build the habit of using non-motorized transportation and to increase physical activity opportunities. It may also be offered at the Richfield and Edina markets as well.

[Back](#)

Hooray for Road Construction!

West 86th St. in Bloomington (Penn Avenue to I-35W) closed at 5 a.m. Thursday, July 8 for road reconstruction, so why are we happy? Soon there will be bike lanes! SHIP staff has been involved in making recommendations for this project and it's exciting to see it happen. With this reconstruction, striping will convert the current 4-lane configuration to a 3-lane configuration (1-lane in each direction, a continuous center left-turn lane) to create a bike lane on each side.

[Back](#)

School Initiatives

Seeds grow more than vegetables

The gardens at SECA (South Education Center Alternative) in Richfield may look like they are growing vegetables, but it's really more than that. It's an opportunity for growth in every sense of the word.

SECA provides educational opportunities for high school students who need to recover high school credits or work on the development of basic skills. It is also for pregnant and parenting teens.



Bloomington Public Health awarded SECA a SHIP mini-grant to fund the garden project. To say the garden will provide a source of fresh fruits and vegetables for students would be an understatement.

Guided by their teachers, students were involved from the start. They planted the seeds that sprouted and grew near the school windows. When seedlings were ready for transplanting, they were placed in raised beds constructed by a retired teacher. Students, including parenting teens and their children, carefully pulled weeds so the seedlings would have room to grow.

Now, the radishes are ready! Teen moms and their young children pulled them from the soil and carried them inside where their children could wash and then taste them – and the moms could taste them too! When more vegetables are ready for harvest, the teen moms will be finding ways to prepare and introduce them to their children. They will make story books about the garden and use pictures taken of the children with their moms.

From the garden, students are learning and experiencing the benefits of their work. Young mothers and their children are "growing" together. For their children, learning to like fruits and vegetables at a young age will lead to better lifelong health.

[Back](#)

Congratulations to Bloomington SHIP Pilot School – Oak Grove Middle

Congratulations to Oak Grove Middle School for receiving the "Wellness by Design" gold school award. Hennepin County Human Services and Public Health Departments selected the school for the award in June, 2010.

The Wellness by Design School Award recognizes schools that go above and beyond to create healthy environments for their students and staff. Schools are judged for their innovative efforts in coordinated school health areas. SHIP provided the student focus for the area of "healthy school environment." The following are other coordinated school health areas judged for the award: health education, family/community involvement, physical education, health promotion for staff, health services, nutrition services and counseling, psychological and social services.

[Back](#)

Welcome to Jessica Smith, SHIP Liaison at Richfield Public Schools

We're very happy to have Jessica Smith join our team. Jessica started last week at Richfield Public Schools and is eagerly familiarizing herself with our SHIP plan and getting acquainted with everyone at RPS and other SHIP staff. Jessica is in the last stages of completing her Master's in Public Health at the University of Minnesota. She brings with her strong experience in managing large projects at the Ramsey County Breastfeeding Coalition, the YMCA of Greater St. Paul, and the James J. Hill Reference Library. Welcome Jessica!

[Back](#)

For Your Information

National Trends in Biking and Walking

The Pedestrian and Bicycle Information Center (PBIC) released a 15-year status report detailing trends and changes in bicycling and walking since 1994. The report, titled “The National Bicycling and Walking Study,” had two goals established by the US Department of Transportation when first published. The first goal was to double the percentage of bicycling and walking trips in the United States from 7.9 percent to 15.8 percent. The second goal was to simultaneously reduce the number of bicyclists and pedestrians killed or injured in traffic crashes by 10 percent.

The latest report shows even though the percentage of total bicycling and walking trips has not doubled, an increase has occurred. Further, the safety goal outlined in the 1994 study has been exceeded. The report also examines a range of efforts at the Federal, State and local levels to increase bicycling and walking in the United States.

The report can be downloaded [here](#).

[Back](#)

“F as in Fat: How Obesity threatens America’s Future 2010”

This report, by Trust for America’s Health and RWJF, gives weight to the importance of SHIP interventions targeting obesity. According to this report, adult obesity rates climbed in 28 states during the past year. Obesity rates now exceed 25 percent in more than two-thirds of the states. It concludes that the nation’s response still fails to measure up to the magnitude of the problem. At the same time, it highlights public recognition of the issue and results of a new survey showing Americans’ acute concern about childhood obesity—and their willingness to invest significantly in prevention programs.

One of its recommendations is to increase the number of programs available in communities, schools, and childcare settings that help make nutritious foods more affordable and accessible. It also recommends providing safe and healthy places for people to engage in physical activity.

Further information and state specific information [here](#).

[Back](#)
