



News and Happenings from the Partnership for Better Health

BETTER HEALTH MATTERS

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April is Public Health Month



Since 1995, when the first week of April was declared National Public Health Week (NPHW), communities across the United States have observed NPHW as a time to recognize the contributions of public health and highlight issues that are important to improving our nation's health.

Each year, NPHW focuses its effort on a different theme, and this year's theme is **"Public Health is Return on Investment: Save Lives, Save Money"**. The 2013 NPHW theme was developed to highlight the value of prevention and the importance of well-supported public health systems in preventing disease, saving lives and curbing health care spending.

PUBLIC HEALTH SAVES LIVES!

- The U.S. spends more on health care than any other country.
- However, investing just \$10 per person each year in proven, community-based public health efforts could save the nation more than \$16 billion within five years.

That's a \$5.60 return for every \$1 invested.

- 6.9 percent ↓ in infant deaths
- 3.2 percent ↓ in cardiovascular deaths
- 1.4 percent ↓ in deaths due to diabetes
- 1.1 percent ↓ in cancer deaths.

- A \$52 investment in an approved child safety seat prevents \$2200 in medical costs.

That is \$42 save for every \$1 invested.

- Routine childhood immunization saves 9.9 million in direct health care costs.

That is a \$6.30 ROI on every \$1 invested.

- Tobacco use is responsible for more than 400,000 deaths/yr.

Smoking Cessation programs provide up to a \$2.50 return for every \$1 invested.



BETTER HEALTH MATTERS

Health Powered Kids™ New Online Educational Resource by Allina Health



Empowering Kids to Make Healthful Choices!

It's no secret that kids are healthier and happier when they eat well and stay active. And that's what Health Powered Kids™ is all about — empowering young people to make healthy choices at school and at home, with friends and with family.

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Click [here](#) to go straight to the Health Powered Kids™ website



Health Powered Kids™ is a program designed to help children and young teens make healthier choices about eating, exercising, keeping clean and managing stress.

The website — healthpoweredkids.org — provides free, easy-to-use information about health and fitness. It features more than 50 lessons and activities designed for teachers, school staff, home-school educators, daycare providers and community groups. Each lesson also includes a take-home newsletter that provides a fun activity for families to do at home.

Allina designed Health Powered Kids™ to not only address eating better and being active, but also hygiene and stress management.



Ten schools were chosen as School Health Connection™ sites in 2012. The feedback from teachers, staff and parents has been overwhelmingly positive and we're excited to make this resource available to all schools and community groups.

Now more than ever, we need to look at children's health holistically, and we believe this four-pronged approach fills a need in the community.

Watch the tutorial video — or jump right in and [create an account](#) for full access to more than 50 lessons and activities about eating well, being active and managing stress.

When children eat well, get exercise, stay clean and know how to cope with stress, they are happier and healthier, and they do better in school.

Allina is pleased to provide this opportunity to use Health Powered Kids™ to make a difference in your school or community.



USDA Proposes Standards to Provide Healthy Food Options in Schools

New "Smart Snacks in School" proposal to ensure vending machines & snack bars include healthy choices.

WASHINGTON, Feb. 1, 2013 – USDA today announced it will seek public comment on proposed new standards to ensure that children have access to healthy food options in school.

“Parents and teachers work hard to instill healthy eating habits in our kids, and these efforts should be supported when kids walk through the schoolhouse door,” said Agriculture Secretary Tom Vilsack. “Good nutrition lays the groundwork for good health and academic success. Providing healthy options throughout school cafeterias, vending machines, and snack bars will complement the gains made with the new, healthy standards for school breakfast and lunch so the healthy choice is the easy choice for our kids.”

Highlights of USDA’s proposal include:

- **More of the foods we should encourage.** Promoting availability of healthy snack foods with whole grains, low fat dairy, fruits, vegetables or protein as their main ingredients.
- **Less of the foods we should avoid.** Ensuring that snack food items are lower in fat, sugar, and sodium and provide more of the nutrients kids need.
- **Targeted standards.** Allowing variation by age group for factors such as beverage portion size and caffeine content.
- **Flexibility for important traditions.** Preserving the ability for parents to send in bagged lunches of their choosing or treats for activities such as birthday parties, holidays, and other celebrations; and allowing schools to continue traditions like occasional fundraisers and bake sales.
- **Reasonable limitations on when and where the standards apply.** Ensuring that standards only affect foods that are sold on school campus during the school day. Foods sold at an afterschool sporting event or other activity will not be subject to these requirements.
- **Flexibility for state and local communities.** Allowing significant local and regional autonomy by only establishing minimum requirements for schools. States and schools that have stronger standards than what is being proposed will be able to maintain their own policies.
- **Significant transition period for schools and industry.** Implementing the standards will not go into effect until at least one full school year after public comment is considered and an implementing rule is published to ensure that schools and vendors have adequate time to adapt..

In The News: Nutrition, Physical Activity and Tobacco

Adult smoking rank in Minnesota drops from 7th best to 11th

A new Centers for Disease Control and Prevention (CDC) report released Friday shows Minnesota as ranking 11th best among all states for adult smoking. [Read More](#)

More mothers are breastfeeding

Across all groups, the percentage of mothers who start and continue breastfeeding is rising, according to a report released by the CDC.

[Read More](#)

Does Physical Activity Breaks in Classrooms Work?

As funding for formal physical education programs continues to be reduced in many states, schools are exploring other ways to help kids be active.

[Read More](#)

Lower-Calorie Foods: It's Just Good Business

Restaurant chains that increased their servings of lower-calorie items between 2006 and 2011 saw better business results. [Read More](#)

Tobacco Company Prevention Campaigns Don't Work

For decades, tobacco companies have launched their own so-called youth prevention campaigns virtually every time they are faced with legislation, regulation, or litigation that they know will reduce smoking. [Read More](#)

An Alzheimer's 'epidemic' could hit the USA by 2050

The number of people with the brain disease could nearly triple during the next three decades.

[Read More](#)

Boost your Nutrition in **LESS** than **10 Seconds!**

Add one or two tablespoons of toasted wheat germ to your morning cereal.

Add broccoli sprouts to your salads and sandwiches.

Add fresh salsa to your eggs, veggies, pastas or poultry dishes.

Spice up bean, poultry and rice dishes with turmeric or curry spices.

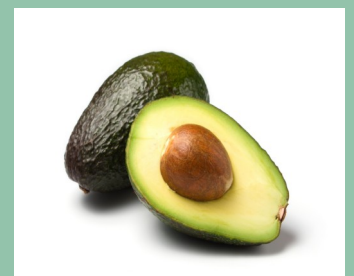
Add canned pumpkin to your soups, pancakes, muffins, and other baked goods.

SUPER FOOD OF THE MONTH: Avocados!

Avocados are great for lowering bad (LDL) cholesterol and boosting the good (HDL) cholesterol. They also provide fiber, Vitamins E and B and improve heart and brain health.

So Go Guacamole!

Source: WELCOA Newsletter





Minnesota Statewide Health Improvement Program files three-year progress brief

Governor's budget supports healthy community approach for the whole state

Minnesota's nationally recognized Statewide Health Improvement Program (SHIP) made significant progress during its third year.

The progress brief comes at a time when healthy community efforts geared toward reducing obesity rates and health care costs continue to gain momentum in Minnesota.

"Communities across the state are recognizing the need to take a community-wide approach to combating obesity and tobacco use – two of the biggest factors pushing up health care costs," Commissioner of Health Ed Ehlinger said. "Healthy living isn't just an issue for the health department or local clinics, it is an issue that all parts of the community need to address."

On Thursday, February 21st, Minnesota's Statewide Health Improvement Program released its third-year progress report. The report found that, though SHIP entered its third year a much smaller program than intended because of budget cuts, it made significant progress towards its goals by partnering with hundreds of schools, clinics and workplaces across Minnesota. The report is available at <http://www.health.state.mn.us/ship/>.

For fiscal years 2014-15, Governor Mark Dayton has proposed a \$40 million budget for SHIP that would again make the program statewide.

The report found that because of SHIP's efforts since 2009, more than 140,000 students in more than 200 schools now have more opportunities to walk to school and more than 160,000 employees in more than 900 businesses are benefiting from work place wellness programs because of the Statewide Health Improvement Program (SHIP), the Minnesota Department of Health (MDH) announced February 27th.

Specific results highlighted in the brief include:

- Approximately 255 cities worked to improve walkability and bikeability in the first two years of SHIP. After the program's third year, almost 300 cities took steps to make physical activity easier.
- Farm-to-school efforts that connect local farmers

and schools were under way at 367 schools serving 200,000 students in the program's first two years. Now, such efforts are underway in at least 440 schools serving 235,000 students.

- More than 500 child care sites had worked to improve nutrition, serving more than 8,500 children in the first two years of SHIP. By the end of the third year, 580 child care businesses are now improving nutrition while teaching more than 10,000 children about healthy eating. Meanwhile, in the first two years over 900 child care sites worked on increasing physical activity for the kids, serving over 20,000 children. By the end of 2012, more than 1,000 child care sites have increased physical activity for almost 24,000 children.
- Thirty-one post-secondary schools become tobacco-free campuses in the first two years of SHIP. Now, 59 campuses either are or are becoming smoke-free, helping protect the health of 146,000 students.
- Farmers markets increased access to fruits and vegetables, a key component of healthy eating. During the first two years, SHIP worked with 53 farmers markets in Minnesota. During the third year, 71 new or existing farmer's markets received support from SHIP.

SHIP offers grants to local public health agencies and tribal governments to pursue those health improvement strategies most needed in their area.

Visit <http://www.health.state.mn.us/divs/oshii/ship/stories/> to read SHIP stories from dozens of Minnesota communities.

Recent data show Minnesota now spends almost \$7,000 per capita each year on health care. SHIP focuses on root causes of poor health, such as a lack of physical activity, poor nutrition, and tobacco use, the leading drivers of rising health care costs in Minnesota. Minnesota spends \$2.9 billion in annual medical costs (2007) as a result of tobacco use, and \$2.8 billion in annual medical costs as a result of obesity (2006).

To read the full report, visit: <http://www.health.state.mn.us/news/pressrel/2013/ship022713.html>