

Our goal is to help Minnesotans live longer, healthier, better lives by preventing risk factors that lead to chronic disease.

Building Community Partnerships

The Winona County PartnerSHIP is making the healthy choice the easier choice by creating an environment that supports healthy behavior. Building authentic community relationships has been an integral component of our efforts.

Our success in implementing sustainable changes is thanks to our diverse partnerships across Winona County. These relationships have allowed us to take a comprehensive approach to our local opportunities and challenges.

The foundation of our community partnerships is our vibrant Community Leadership Team (CLT). This group of local individuals represents an array of sectors and perspectives, and helps set priorities and grow community support for our work in obesity prevention and tobacco use.



Community Leadership Team

34 members representing 20 organizations in Winona County.

Other Partners

Last year 34 partners received funding and an additional 12 worksites received resources and best-practices to develop activities that expand opportunities and access to healthy eating, active living, and tobacco-free living.

Winona County Profile

Population: 50,873 (2017)
Cities in Winona County: 13

Our SHIP Profile

2017-2019 Grant: \$371,618
SHIP Grant Length: 3 years

Strategies

- Schools
- Worksites
- Tobacco-Free Living
- Healthy Eating
- Active Living
- Childcare
- Healthcare



Empowering Kids

The Goodview Farmers Market quadrupled its vendors from last season. Each week the market welcomed hundreds of customers. SHIP paid for a bike rack to encourage active commuting to the market. The Power of Produce (PoP) Club was a free new program funded by SHIP for children ages 4 through 12. Kids received a \$2 token once per market to spend on fresh, locally grown produce. There were 327 kids registered for the PoP Club, accounting for 1,054 of the market visits this season. The goal of the PoP Club is to empower children to make healthy choices when selecting their food. Thanks to start up funds from SHIP, the next market season will feature a new website and will add Supplemental Nutrition Assistance Program and credit card processing capability to reach a more diverse audience.



Healthy On-The-Go At Hy-Vee

Winona Hy-Vee received SHIP funds to purchase display items to support healthy choices. Twenty-five recipe card holders were placed in aisles next to central ingredients, which helps customers seeking guidance on how to shop for and cook healthy foods. Two checkout area healthy snack stands were also added to nudge customers to select more nutritious options.



Engaging Diverse Populations

Project FINE, a local non-profit that helps newcomers integrate into the community, received SHIP funds to promote walking and enhance farmers market engagement among refugee and immigrant populations. After assessing the barriers to walking, a series of walking guides with a map of 1- and 2-mile walking routes was developed to promote activity. A farmers market brochure and unique produce guide were also created in an effort to increase engagement between refugee and immigrant populations and local farmers markets. The produce guide highlighted eight unfamiliar vegetables commonly sold by diverse growers. All materials were translated into Hmong and Spanish.



Learning Through Movement

Studies have shown that kids who are active do better in school. SHIP hosted two free trainings at Ridgeway Community School for teachers and others who spend time with kids before, during, or after school. Seven people attended the May training and 17 attended the September training. The interactive sessions covered the importance of providing brain breaks and energizing activities as an intentional “reset” for kids, including best practices and free or low-cost resources to help incorporate more activity during the day.



Innovative Ways to Grow Food

SHIP supported the City of Winona Parks and Recreation Department and Winona State University in launching the first Seed Bank and Library in southern Minnesota. During the first 12 months there were 350 users, 165 attendees at two workshops featuring seed saving demonstrations and hands-on activities, 3,000 plant starters given away at three outreach events, and 500 individuals reached through seven lectures, two tabling events, two podcasts and one facilitated discussion around food equity and insecurity, biodiversity, and seed

saving. The main branch of WSU Seed Bank and Library is located at the East Recreation Center. A smaller Seed Bank and Library is housed in the Winona State University campus food pantry.



Bicycling and Fresh Produce

Front Porch Management received SHIP funds to purchase supplies for a community-based agriculture project at Prairie Island Campground this summer, featuring more than 20 plots for campers and community members to plant at no cost. A produce donation policy was created so that extra produce would go to the Winona Volunteer Services food shelf. SHIP funds also supported a bicycle fix-station and a 19-bicycle fleet with trikes for older adults, bike trailers to transport young children, and smaller bikes for kids, to encourage campers and community members to be active. The City of Winona provided bike racks. A policy was implemented to waive the rental fee for WIC/EBT program participants and will be marketed to organizations serving these individuals in the spring.

FOOD INSECURITY IN WINONA COUNTY

Low-income families are significantly more likely to have reduced access to affordable and nutritious food



1 in 10 residents of Winona County is **food insecure**¹



1 in 4 hospitalized children in the U.S. come from food insecure households²



Single women with children are almost **twice as likely** to experience food insecurity than married couples with children³



22% of Winona children live with a single parent⁴

WHY DOES THIS MATTER?

People **without reliable access** to a sufficient quantity of affordable and nutritious **food** may have a **higher risk** of developing:

- Depression
- Anxiety
- Obesity
- Heart disease
- Hypertension
- Diabetes⁵



We spoke to **low-income parents** about barriers to accessing affordable and nutritious food⁶

My child was **embarrassed** of the free summer meals program

Healthcare is expensive. Sometimes I go to the doctor but then **can't afford the medicine**

It's hard to get **good, safe housing** in Winona



First I **pay my bills**, even if that means I don't have enough to **eat**

I could have more variety of jobs if **transportation** was better

I'm at my **job** because I don't have a **high school diploma** and I can't go anywhere else

References

- (1) (4) Robert Wood Johnson Foundation (2018). RWJ County Health Rankings & Roadmaps. <http://www.countyhealthrankings.org/>
- (2) Susman, K. (2016). Food Insecurity, Health Equity & Essential Hospitals. Washington D.C.: Essential Hospitals Institute.
- (3) Minnesota Department of Health, Healthy Minnesota Partnership (2012). The Health of Minnesota (Statewide Health Assessment: Part One). Saint Paul, MN: Minnesota Department of Health.
- (5) US National Library of Medicine National Institutes of Health (2014). The Intersection between Food Insecurity and Diabetes: A Review. <https://www.ncbi.nlm.nih.gov/pmc/>
- (6) Listening Sessions conducted by Winona Wellbeing Collaborative (2016)

SHIP Coordinators

Andrea Gierok
 algierok@winona.edu
 507-457-5201

Deb McClellan
 deb.mcclellan@livewellwinona.org
 507-474-9825

Janneke Sobeck
 janneke.sobeck@livewellwinona.org
 507-474-9825