

# Help us spread the word

## How you can help

1. **Visit our website:** [www.blm.mn/tricitypartners](http://www.blm.mn/tricitypartners)
2. **Tell others about Tri-City Partner for Healthy Communities** using the elevator speech.
3. **Encourage people to sign-up for Healthy Choices eNews.** Distribute our flyer, take the sign-up sheet to your meetings, or encourage people to sign-up from our website.
4. **Spotlight on you!** Share stories about your work to make healthy living easier via the link from our website/eNews.
5. **Share our flyer(s) with your contacts.**
6. **Share our stories from eNews or the website** with your communications channels.
7. **Share insights about your target audience** with Bloomington Public Health staff so we can prepare targeted messages.
8. **Share your suggestions for spreading the word** about Tri-City Partners for Healthy Communities.
9. **Business cards?**
10. **Contact me for assistance if you need it:**  
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952-563-8904  
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# Elevator Pitch

Use as a quick answer to the question “What is Tri-City Partners?” or “What do you do?”

## Explanation

- Answers the question, “So what do you do?” or “What is Tri-City Partners?”
- A well-crafted, approximately one-minute description of a person’s project
- Should be easily understood and focus on **one or two key facts**
- For best results, uses **key messages** and the “**after all**” **message** – what you want people to remember

## Elevator Pitch, 1 minute\*

We partner with schools, worksites, communities and healthcare to create healthy communities where healthy choices are easy for everyone because our future depends on this.

Right now there are avoidable social conditions in our community that make healthy choices hard for some to obtain. We are working to change that by making healthy choices available to everyone, like being able to eat plenty of fruits and vegetables, be physically active and be free from tobacco smoke. It is what we must do to prevent obesity and tobacco use and exposure, which are the two leading causes of death in Minnesota. For example, we are working for [insert 1-3 examples].

It’s really all about making a better future for our children and giving all people the ability to live long and well. The bonus is lowering health care costs and making our community a wonderful place to live. END

Examples:

- Nutritious food in schools, vending and concessions
- Community design that makes it easy and safe for people to be active
- Quit smoking education and support
- Tobacco-free, multi-unit housing
- Support for breastfeeding mothers
- Falls prevention assessments for seniors
- Training and support for childcare providers
- Prevention for underage alcohol and drug use

\*A shorter, 22-second pitch can be made with the first and last paragraph of the elevator pitch.

## Elevator Pitch Analysis

See next page.

## Elevator Pitch Analysis

### Key facts:

- Avoidable social conditions exist in our communities that make good health hard for some to achieve, such as limited food options and recreation outlets that result from having a low income.
- Obesity and tobacco use and exposure, which contribute to chronic diseases like heart disease and cancer, are the two leading causes of death in Minnesota, and both can be prevented.

### Key messages addressing values of predominant audience:

- We are working to create a healthy community where healthy choices are easy for everyone because our future depends on this.
- Our work is about partnering to create a culture of health that supports healthy living.
- Our value to everyone is to create the chance to enjoy a long and healthy life, a better future for our children and lowered health care costs.

**After all message:** We are about making a better future for our children and giving all people the ability to live long and well. The bonus is lowering health care costs and making our community a wonderful place to live.

# Brand Identity

Include brand identity in all communications products.

## Logo



## Tag Line

Making the healthy choice the easy choice in Bloomington, Edina and Richfield

## Web Address

[blm.mn/tricitypartners](http://blm.mn/tricitypartners)

## Key messages to address values of predominant audience:

- We are working to create a healthy community where healthy choices are easy for everyone because our future depends on this.
- Our work is about partnering to create a culture of health that supports healthy living.
- Our value to everyone is to create the chance to enjoy a long and healthy life, a better future for our children and lowered health care costs.

## Boiler Plate

Tri-City Partners for Healthy Communities is comprised of leaders from Bloomington, Edina and Richfield. They are working through Bloomington's Division of Public Health to make their communities a place where it is easy for everyone to be healthy and everyone has an opportunity to live long and well.

## SHIP Funding Language\*

Made possible with support from the Statewide Health Improvement Program, Minnesota Department of Health

\*All communications related to SHIP MUST have State approval. Submit SHIP-related communications to Communications Specialist for review and submission for approval.

# Talking Points

Choose talking points in communications to support your key message.

Note: Most of these talking points were prepared for use in 2012-14. Many talking points are still relevant; however, some statistics may be outdated. These talking points will be updated as new ones become available.

## Health Equity/Inequity

- Health EQUITY is the attainment of the highest level of health possible for all people.
- A health INEQUITY is a difference in health status between community members that is caused by differences in social conditions that determine health. Health inequities are unjust, avoidable and deserve action.
- The promise of a healthy (Bloomington, Edina, Richfield) relies on eliminating health inequities.
- Social conditions that affect the health of Bloomington residents include:
  - High school graduation. On-time graduation is a key indicator of future health status. (In 2012, the 4-year graduation rate for Bloomington Schools was 80.6%. For Black and Hispanic students the rate was more than 20% lower than White students.<sup>1)</sup>
  - Income. Large disparities in income can set the stage for subsequent social conditions and health access which may affect the health of residents. (In 2012, the average income for Whites in Bloomington was about twice as much as the average income of minorities.<sup>2)</sup>
  - Poverty. (In Bloomington, 14% of all children lived at or below the Federal Poverty Line in 2012. Poverty rates are higher among Hispanic and African American children than among White and Asian children.<sup>2)</sup>
  - Lacking health insurance. For many, having access to health insurance can make achieving positive health outcomes easier. (In Bloomington, the 2012 rate of uninsured was highest among the Hispanic and Latino population, six times higher than Whites. This despite only a 1.5% difference in the unemployment rate of the two populations.<sup>2)</sup>

## Improving Health/Benefits of Good Health

- We are about creating good health for parents, kids and the whole community by decreasing obesity and reducing the number of people who use tobacco and who are exposed to tobacco smoke.
- Poverty and obesity often go together, but they don't have to.
- A healthy workforce is a more productive workforce.
- Healthier kids not only have better attendance, they also do better on tests.

## Prevention vs. Healthcare Costs/Cost Savings

- To really make a dent in healthcare costs, we must think in terms of preventing illness, not just treating it.
- According to the Center for Disease Control and Prevention (CDC), 70% of what influences health status can be addressed through prevention. Yet only 20% of healthcare expenditures are spent on prevention.
- Overall, Minnesota spends almost \$7,000 per capita each year on health care.
- Obesity and tobacco are the leading drivers of healthcare costs in Minnesota, costing nearly \$6 billion a year.
- In Minnesota, medical expenses due to obesity were approximately \$2.8 billion (2006).
- Tobacco use and exposure cost us \$2.9 billion (2007).
- For every dollar spent on wellness programs, employers gain \$3 to \$6 in health care, benefits and insurance savings.

## Strategies

- Our healthy community strategies are derived from the best researchers around the country, such as the Centers for Disease Control and Prevention (CDC). The strategies are both effective and long-term.
- Community-based agriculture strengthens the community, provides exercise and yields the best food of all.
- Better transportation, improved built environments and safer streets mean more children playing, more people walking and more people getting physical activity.
- Active living means providing safe and convenient opportunities for physical activity at schools, in the workplace and in the community.
- People in low-income neighborhoods can have access to healthy foods, for example, a farmers' market equipped to take EBT or corner stores that carry more fruits and vegetables.
- Community strategies include:
  - More sidewalks, bike paths and safe crosswalks
  - Nutritious foods at grocery and corner stores and other good vendors
  - More farmers markets
  - Healthier eating and more physical activity in child care
  - Smoke-free multi-unit housing
  - Tobacco-free public spaces, such as parks and playgrounds
- School strategies include:
  - Healthier eating, including connecting local farmers with schools
  - More opportunities for walking and biking to school
  - More physical activity during the day, including physical education
  - Tobacco-free colleges
- Workplace strategies include:
  - More healthy foods in cafeterias, in vending machines, and in catering
  - Support for breastfeeding mothers
  - Health plan coverage of tobacco cessation treatment
  - Tobacco-free policies

- More opportunities for walking and biking
- Healthcare strategies include:
  - Helping clinicians be successful in working with patients who are obese or at risk for obesity, including referrals to community resources
  - Working with healthcare institutions to support breastfeeding

## Obesity

- Being obese is unhealthy and can have major consequences in the quality – and length – of one's life.
- Obesity and tobacco use and exposure are the two leading causes of death in Minnesota.
- Obesity is epidemic in the U.S. Since 1980, obesity has doubled for adults and tripled for children.
- The increase in obesity is a result of societal changes in how we eat, how we spend our time and the physical world in which we live.
- Obesity increases the risk for a number of diseases and health conditions, including heart disease, stroke, hypertension, type 2 diabetes, some cancers, sleep apnea and respiratory problems.
- At 365,000 deaths per year, obesity is the second leading cause of preventable death in the U.S.
- Because of obesity, children today may be the first generation of Americans to have a shorter life-span than their parents.
- Children and adolescents are now developing obesity-related diseases, such as type 2 diabetes, that were once seen only in adults.

## Physical Activity

- Physical activity is the secret to good health.
- If physical activity were a pill, it would be the most widely prescribed medication on the market. It helps to prevent diseases like diabetes, heart disease, some cancers and obesity. It also improves our moods and helps to prevent depression.

## Nutrition

- Good nutrition is usually as simple as being able to eat good, home cooked meals with your family.

## Tobacco

- Obesity and tobacco use and exposure are the two leading causes of death in Minnesota.