MINNEAPOLIS
RWJF Roadmaps to Health Prize

ABOUT MINNEAPOLIS

Minneapolis is the largest city in the state, and is the center for retail, finance, industry, trade, and commerce in the upper Midwest. Minneapolis has seen a steady increase in racial and ethnic diversity since the 1950’s, and 65.6% of currently enrolled public school students in the district are a race other than White.

ABOUT THE PRIZE

The inaugural RWJF Roadmaps to Health Prize honors outstanding community partnerships which are helping people live healthier lives. The six communities are Santa Cruz County, California; New Orleans, Louisiana; Cambridge, Massachusetts; Manistique, Michigan; and Minneapolis, Minnesota. The communities will each receive a cash prize of $25,000. The Prize is rooted in the idea that every community is on a unique journey toward health and that communities’ stories of success are as diverse as their populations.

For more information about the prize, go to: www.rwjf.org.

HIGHLIGHTS

HEALTHY LIVING MINNEAPOLIS

City of Minneapolis and over 40 community organizations are implementing a comprehensive obesity and tobacco prevention initiative to increase physical activity, healthy eating, and smoke-free living.

POLICY CHANGE

Highlights include smoke-free multi-unit housing, corner stores that sell healthy produce, and a nationally-known infrastructure and culture of biking and walking.

NORTHSIDE ACHIEVEMENT ZONE

Families and children in this program move through a “cradle to career” pipeline so that high-risk youth graduate from high school ready for college.

VENTURE NORTH BIKE WALK & COFFEE

Recognizing the impact of economic opportunity and academic achievement on health, this community-led hub provides youth employment opportunities and job skills to economically disadvantaged North Minneapolis.