

Creating Healthy, Vibrant Main Streets in North Dakota

The Main Street Initiative in North Dakota brings together state and local representatives across sectors, including health departments, to grow communities primed for economic growth.

1 The Main Street Initiative, launched in 2017 and housed within the North Dakota Department of Commerce, is built on three interrelated pillars: a skilled workforce; smart, efficient infrastructure; and healthy, vibrant communities.



3 Local public health officials are tapped to underscore the link between health and economic development, distributing detailed community health profiles prior to each listening session and discussing community health improvement plans. Community leaders initially knew little about the role of health in the Main Street Initiative, but this information helped build knowledge.

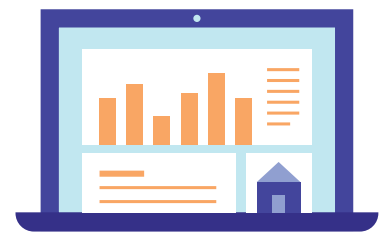


2 Once a community signs on to the initiative, state officials schedule an onsite “listening tour” and then provide resource referrals to support local priorities. State-wide programming is a further tool for addressing shared challenges.



Among those who may join each listening tour --representatives from the Departments of Commerce, Health, and Transportation, North Dakota Fish and Game, and non-governmental agencies. Sometimes, the Governor attends as well.

4 The North Dakota Department of Health supports the initiative by providing community health data, such as the rates of obesity and tobacco use, and information on resources to the Main Street Community Dashboard. This online resource aggregates public data to help communities understand local conditions and to inform the development of the ground-up, cross-disciplinary partnerships that are key to the initiative's success.



// If we have great health, but a terrible economic outlook for our communities, things will not work out. If we have challenging health but a great economy, the same thing. All of these pieces fit into a much larger puzzle.

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