



Your thinking, our future.

Minnesota Idea Open Talking Points

The Problem

- **Obesity is a problem in Minnesota, and it's on the rise.** According to the Centers for Disease Control and Prevention (CDC), 37.6% of Minnesotans are considered overweight and 25.2% obese. It is predicted that in 2020 only 23% of Minnesotans will be at a healthy weight.
- **Obesity has significant social costs.** For example, according to Blue Cross and Blue Shield of Minnesota, if current trends continue, Minnesota's direct obesity-related health care costs will rise from \$1.3 billion in 2004 to approximately \$5 billion in 2020.
- **Obesity has significant personal costs.** Obesity often leads to other serious conditions, including heart disease, hypertension (high blood pressure), and diabetes.

The Path to Solutions

- **Minnesotans have good ideas—it's time someone listened.** The Minnesota Idea Open is like a public town hall, where good ideas can gain momentum through public discussion, idea sharing, and connections to financial support.
- **Minnesotans care about making the state a better place.** The Idea Open brings everyday Minnesotans together to solve our state's most critical issues.
- **The issues are complex, and the experts don't have all the answers.** Instead of searching for the illusive silver bullet for complex issues, the Idea Open seeks out fresh ideas that can tackle a piece of the problem and that can enable us to transform our own communities.
- **There are many ways to participate in the Idea Open.** Whether it's joining fellow Minnesotans at www.MNideaOpen.org, talking around the family dinner table, or getting more information at the local library, everyone can participate in the Idea Open.

The Challenge

- **The Idea Drive is an opportunity to learn and share ideas.** On March 18, anyone can go to www.MNideaOpen.org, to sign up, build their own profile, find materials and resources about the challenge issue, submit their own ideas, and to participate in group-led discussions.

- **The idea selection process helps ensure quality ideas that can be implemented.** A team of reviewers will consider all submissions and forward a selection of semi-finalists to a panel of judges who will then further narrow that list to three finalists for public voting.
- **Voting is fun and anyone can do it.** A fun, highly publicized public event will kick off the voting period. All Minnesotans can go to www.MNIdeaOpen.org, to cast their vote for one of the three finalists. Each finalist will appear in a video to present their idea.

Challenge I Timeline

Idea Drive Launch: Enter your ideas	March 18, 2010
Idea Drive ends: Submissions closed	April 9, 2010
Voting begins	May 4, 2010
Winner announced	May 18, 2010