

2015

Goodhue County Community Health Improvement Plan Annual Report



Prepared by
Goodhue County Health and Human Services
February 2016

INTRODUCTION

A community health improvement plan is a long-term plan, describing how the local health department and a broad set of community partners are addressing needs identified in the last community health assessment. Goodhue County is fortunate to have many organizations working to address **Family and Parenting**, **Mental Health and Chemical Health**, **Unhealthy Eating and Lack of Exercise**, and **Economic Health**. These areas can only be improved by the whole community working together. Completing and monitoring the plan, with community stakeholders and partners, is a responsibility of Goodhue County Health and Human Services under Minnesota Statutes §145A and is required by the Public Health Accreditation Board.

This document contains updates and revisions to the Goodhue County Community Health Improvement Plan 2014-2018 (2014-2018 CHIP). The [2014-2018 CHIP](#) was published in August 2014 and is available on Goodhue County Health and Human Services' website.

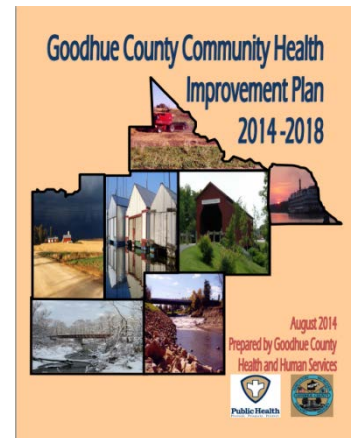
Annual reports are published in February each year. The 2015 Community Health Improvement Plan Annual Report covers the timeframe from the last annual report's publication in February 2015 through January 2016.

The purpose of these annual reports is to communicate progress made in implementing strategies in the 2014-2018 CHIP. Strategies are being implemented in collaboration with stakeholders, partners, and the community. The annual report also provides an opportunity to make revisions to the 2014-2018 CHIP. Revisions can be based on the feasibility and effectiveness of the strategies and/or changing priorities, resources, or community assets.

This year the annual report contains data dashboards in each action plan based on 2014-2018 CHIP outcome objectives, impact objectives, and process objectives. The Measure and Target columns restate those objectives. The Baseline column shows data included in the 2014-2018 CHIP and the Current Value column shows any more recent values unless data were unavailable. The Status column reads "+" for indicators improving (moving in direction of target or meeting target), "stable" for no change, and "-" for indicators getting worse (moving in opposite direction of target). In some cases, data were not available in the 2014-2018 CHIP, data are not updated annually, or objectives were not measurable. There was a revision to one of the Family and Parenting objectives' measure and target based on the Every Hand Joined Early Childhood Network goal, and the University of Minnesota Extension recommended combining and revising two Unhealthy Eating Habits objectives based on data available. Organizations involved in writing and/or implementing the action plans could gather data or continue to revise objectives for next year's annual report.

Under each data dashboard, the process objectives from the 2014-2018 CHIP, as revised in the 2014 annual report, are shown with action plans outlining activities. The 2015 Annual Report contains ~~struck~~ or underlined text to show new revisions. For example, the Unhealthy Eating Habits and Lack of Exercise action plan has been revised by adding a new activity to objective 2 because the Live Well Goodhue County program completed work with center-based child care providers and has a new goal to recruit family in-home child care providers. The underlined Progress Notes column text reflects only the 2015 status of each activity. For 2014 progress notes, see the [2014 Annual Report](#), available on the Goodhue County Health and Human Services website.

Goodhue County Health and Human Services extends its sincere appreciation to our partners and stakeholders.



The 2014-2018 CHIP

FAMILY AND PARENTING

Type of Objective	Measure	Baseline	Current Value	Target	Status
Outcome Objective	# % of children assessed as developmentally ready for Kindergarten (data only available for Red Wing)	81%, 2013	68%, 2014 85%, 2015	Increase # <u>90% in 2017</u>	+
Outcome Objective	% of low birthweight babies	4.0%, 2008-2012	4.0%, 2009-2013	Decrease %	Stable
Impact Objective	% of adult population without adequate social/emotional support	12.80%, 2006-2012	Data unavailable	Decrease %	Data unavailable
Process Objective	% of children or families participating in home visiting programs	Data unavailable	Data unavailable	Increase %	Data unavailable
Process Objective	# of meetings among organizations who participated in writing the family and parenting action plan	Data unavailable	1 meeting, 2015	1-4 per year	+

OBJECTIVE 1 (Process Objective): By December 31, 2015, increase the percentage of children or families in Goodhue County participating in home visiting programs. "Home visiting programs" here includes visits with a nurse, social worker, teacher, or other professional intended to promote school readiness or children's intellectual development, prevent child abuse and neglect, promote positive parenting, or improve health outcomes (see 2014-2018 CHIP Appendix C). According to the 2012 American Community Survey, there are 5,665 family households with children under age 18 in Goodhue County.

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
Educate <u>child care providers and clinic and hospital staff in Goodhue County about how and when to refer a child to the Birth to Three program and/or other home visiting programs.</u>	12/31/15	Staff Time	Goodhue County Education District & Red Wing Public School District	Referral Mechanisms in place	<u>In progress. Red Wing Early Childhood Services Coordinator did one outreach to early childhood professionals Feb. 2015 and another will be done Feb. 2016. There has not been an outreach event with clinic staff. In addition, more center based providers are participating in the Every Hand Joined Early Childhood Network, which leads to ongoing outreach.</u>
Develop written plans and procedures for carrying out the Early Head Start model.	11/30/14	Staff Time	Three Rivers Community Action, Inc.	Written plans and procedures	<u>Completed in 2014.</u>
Develop and implement an Early Head Start (EHS) home visiting model to serve families in the Zumbrota area in Goodhue County, by converting Head Start slots to EHS slots.	08/31/15	Director Time Fiscal Officer Time Staff Time Staff Training	Three Rivers Community Action, Inc.	10 families enrolled in EHS	<u>Completed. Three Rivers has started Early Head Start home visiting program as of January 23, 2016. There are 4 families enrolled from Goodhue County.</u>
All Family Home Visiting	10/31/14	Training	Goodhue	Staff receive	<u>Completed in 2014.</u>

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
nurses in the Public Health division at Goodhue County Health and Human Services will be trained in an evidence-based model.		Staff Time Mileage	County Health and Human Services	Certificate of Completion	
Conduct goal setting meetings and create Parent Support Outreach Program (PSOP) priorities and tracking system.	12/01/14	Staff Time Data on PSOP cases to date	Goodhue County Health and Human Services	Tangible PSOP program goals that can be shared with team	<u>Completed in 2014.</u>
Hire intern for 4th quarter of 2014 to manage PSOP cases and participate in goal setting and planning.	Intern start date 09/01/14	Staff time, supervision time for intern	Goodhue County Health and Human Services	Intern will manage caseload of 15-25 cases during her internship	<u>Completed in 2014.</u>
<u>Hire full-time social worker to manage PSOP cases 2015-2017 with South Country Health Alliance community reinvestment funds.</u>	<u>New hire start date by 03/01/15</u>	<u>Staff time, supervision time, Grant funding.</u>	<u>Goodhue County Health and Human Services</u>	<u>Staff works toward program outcomes and evaluation in grant application</u>	<u>Completed. Goodhue County Health and Human Services received 147 new PSOP referrals in 2015—44% from screened out child protection reports and 56% self- or community-referrals—and 110 of these were opened for service. Approximately 50% accepted at least one social worker visit and 32 requested ongoing home visiting.</u>

OBJECTIVE 2 (Process Objective): By December 31, 2018, improve connectedness among organizations who participated in writing this action plan and any other organizations (e.g. community health clinics) that could be brought on board to more effectively implement this strategy.

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
Organizations will meet in-person 1-4 times per year.	12/31/2018	Staff time Meeting room	Goodhue County Health and Human Services Healthy Communities Supervisor	Meeting minutes	<u>In progress. Met 3/24/15 with representatives from Goodhue County Education District, Goodhue County Health and Human Services (both Family Home Visiting and Parent Support Outreach Program), Three Rivers Community Action, Inc., and Every Hand Joined in attendance.</u>

PLANS FOR SUSTAINING ACTION

Goodhue County Education District, Red Wing Public School District, Three Rivers Community Action, Inc., and Goodhue County Health and Human Services all have separate sources of ongoing funding for home visiting programs.

The Parent Support Outreach Program will utilize a 3-year grant from South Country Health Alliance in the amount of \$274,920 for 2015-2017. Goodhue County Health and Human Services funds budgeted for Community Health Improvement Plan implementation (“special projects”) including up to \$1955 in 2015 will be used to provide resources (e.g. safety kits for families, updated instructional videos) for Family Home Visiting.

MENTAL HEALTH AND CHEMICAL HEALTH

Type of Objective	Measure	Baseline	Current Value	Target	Status
Outcome Objective	# of suicides	8 deaths, 2011	6 deaths, 2012; 6 deaths, 2013; 7 deaths, 2014	Decrease #	+
Impact Objective	# psychiatric hospital admissions per year for ages 14+	6.1 per 1000, 2012	Data unavailable	Decrease #	Data unavailable
Process Objective	# people reached with a 20-60 minute Make it OK presentation by a trained presenter	1,260 people, December 2014	Data unavailable	3000	Data unavailable
Process Objective	awareness of mental illness	Data unavailable	Data unavailable	Increase	Data unavailable

OBJECTIVE 1 (Process Objective): By December 31, 2018, reach 3,000 people with a 20-60 minute Make it OK presentation by a trained presenter. If each of these people tells five other people, the campaign will really reach 15,000 people through word of mouth.

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
Recruit 20-30 new presenters.	12/31/18	One-on-one meetings, email, staff time and phone calls	Make it OK Volunteer Coordinator, Make it OK Coalition	Trained presenters	<u>In 2015, we were able to train seven Make it OK presenters. They were the presenters trained in the Youth Mental Health First Aid. This is only a start to future recruitment of presenters. Funds that Red Wing Shoe Foundation granted GCHHS, in partnership with Goodhue County Education District (GCED), in December 2014, are still reserved for a Make it OK Volunteer Coordinator. In 2015, the contracted position was advertised twice. Hiring was delayed because the Goodhue County Family Services Collaborative (FSC) asked about bundling the funds to create a Health Initiative position. FSC sought additional funding and did a mental health need assessment. As of January 2016, GCHHS is waiting to see if the FSC still wants to bundle the Make It OK Volunteer Coordinator work into a Health Initiative position. When this person is hired we will then start further recruitment of volunteers.</u>
Trainings for new presenters will be held annually.	12/31/15	Make it OK Train the Trainer DVD or set up county wide training and staff time, Meeting Room, invitations, reminders	Make it OK Volunteer Coordinator, Make it OK Coalition	More trained presenters to accomplish presentation goals, meeting minutes	<u>Not started yet. See above.</u>
Presentations within the schools.	12/31/18	Staff time, Make it Ok Toolkit, Meeting Room	Make it OK Volunteer Coordinator, Make it OK	Reach Goodhue County residents in schools	<u>In progress. Goodhue County Education District provided Youth Mental Health First Aid Training to school staff and community members with Now is the Time: Project AWARE grant funds</u>

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
			Coalition		from the Substance Abuse and Mental Health Services Administration. The eight-hour presentation started off with the Make It OK presentation to show the stigma surrounding mental illnesses. This training was provided by seven presenters throughout the county in Red Wing, Goodhue, Zumbrota and Kenyon, with a target reach of 250 people.
Presentations within worksites.	12/31/18	Make it Ok Toolkit, staff time, Meeting Room	Make it OK Coalition	Reach Goodhue County residents in worksites	In progress. In 2015, Red Wing Shoe Company helped create the new Make It OK campaign interactive business toolkit at http://makeitok.org/interactive/ .
Create a presence within faith communities in Goodhue county.	12/31/18	Email, Bulk mailing, one-on-one meetings, staff time	Make it OK Volunteer Coordinator	Reach Goodhue County residents within the community	Not started yet. See above.
Have a Make it OK Sunday.	12/31/18	Buy in from the faith communities, staff time	Make it OK Volunteer Coordinator, Make it OK Coalition	Bring awareness to the campaign	Not started yet. See above.

OBJECTIVE 2 (Process Objective): By December 31, 2018, raise awareness of mental illnesses in Goodhue County.

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
Participate in 10 community events per year such as Trunk or Treat, Holiday Stroll, Goodhue County Fairs, Prairie Island Health Fair.	12/31/18	Staff time, Promotional Items, Make it OK Toolkit	Make it OK Coalition, Goodhue County Health and Human Services	Create community awareness of mental illnesses and anti-stigma campaign	In progress. In 2015, Make It OK had information and/or a presence at 3 community events: <u>Prairie Island Safety Days</u> , <u>Goodhue County Fair in Zumbrota</u> , and the <u>Red Wing Out of the Darkness Community Walk</u> .
Annual October and May Media Campaigns including media such as newspaper ads, billboards, radio spots, television, etc.	12/31/18	Staff time, Advertising	Make it OK Coalition, Goodhue County Health and Human Services	Create community awareness of mental illnesses and anti-stigma campaign	In progress. Earned media in newspaper in October 2015. Put table tents about mental health at Red Wing coffee shops during <u>Mental Health Awareness Week</u> .
Public screenings of mental health related shows/movies such as: tpt documentaries, any "identify the stigma" movies, <i>A Beautiful Mind</i> , <i>Call Me Crazy: A Five Film</i> , etc.	12/31/18	Staff Time, Publicity, Locations, Refreshments	Make it OK Coalition, Goodhue County Health and Human Services	Create community awareness of mental illnesses and anti-stigma campaign	Not started yet.
Collaborate with or present to local governmental organizations, such as Goodhue County Commissioners, City Councils, Red Wing Human Rights Commission.	12/31/18	Staff Time, Pledge Boards	Make it OK Coalition, Goodhue County Health and Human Services	Create community awareness of mental illnesses and anti-stigma campaign	In progress. No new presentations in 2015.

PLANS FOR SUSTAINING ACTION

PLANS FOR SUSTAINING ACTION

The Make It OK campaign in Goodhue County will utilize Goodhue County Health and Human Services funds budgeted for Community Health Improvement Plan implementation (“special projects”) including \$3473 in 2014 and up to \$5,640 \$0 in 2015, and up to \$3293 in 2016. A grant in the amount of \$30,030 from the Red Wing Shoe Foundation will be used for a contracted Make it OK volunteer coordinator 2015-2016. To sustain action, Goodhue County Health and Human Services will look for further funding sources.

The screenshot displays the 'Make It OK Interactive' website interface. At the top left is the logo 'Make It OK Interactive' with the tagline 'ONLINE LEARNING EXPERIENCES'. To the right is a green button labeled '+ Menu (click here)'. The main heading is 'Accomplishments and Recovery'. Below this is a paragraph: 'People with mental illnesses live successful, meaningful, productive lives. They work with us, they work for us, they manage us, they go to school with us, they teach us, and they help us to be successful. They know how to manage their illnesses just like so many of us live with and manage any type of illness and still accomplish the things we want to accomplish.' This is followed by another paragraph: 'An important step for all of us in ending stigma is to hear more success stories, to learn about accomplishments, and to understand that recovery is the norm.' Below the text is the instruction: 'Click Play, and then click NEXT PERSON for another story.' The central feature is a video player for 'Jillian', with a list of her roles: Mother, Business Leader, Nutritionist, Author, Yoga Enthusiast, and Gardener. A green 'PLAY' button is visible. At the bottom of the player are navigation controls: 'PREVIOUS PERSON' with a left arrow, three dots (the second is green), and 'NEXT PERSON' with a right arrow.

A screenshot from the Make It OK Interactive Toolkit, which Red Wing Shoe Company used with employees, shows a video clip from Jillian, who is a mother, business leader, nutritionist, author, yoga enthusiast, gardener, and a person with mental illness, talking about accomplishments and recovery.

UNHEALTHY EATING HABITS AND LACK OF EXERCISE

Type of Objective	Measure	Baseline	Current Value	Target	Status
Outcome Objective	% adults who are obese	29.5%, 2011	30.8%, 2012	Decrease %	—
Impact Objective	% male 9th graders who eat the recommended 2-4 servings of vegetables per day	24%, 2013	Data unavailable	Increase %	Data unavailable
Impact Objective	% female 9th graders who eat the recommended 2-4 servings of vegetables per day	25%, 2013	Data unavailable	Increase %	Data unavailable
Impact Objective	% adults with no leisure time physical activity	20.1%, 2011	22.2%, 2012	Decrease %	—
Process Objective	# low-income <u>teens and</u> adults attending a nutrition class	Data unavailable	44, FY2015	Increase #	+
Process Objective	# low-income parents of children 18 and under attending a nutrition class	Data unavailable	Data unavailable	Increase #	Data unavailable
Process Objective	# child care providers who have adopted new best practices in physical activity	0, 2014	5, 2015	Increase #	Data unavailable
Process Objective	# worksites with <u>new</u> wellness action plans based on assessments	Data unavailable	4, 2015	Increase #	Data unavailable

Activity	Target Date	Resources Required	Lead Person/Organization Responsible	Anticipated Product or Result	Progress Notes
Offer six-session class for 8-12 participants at Goodhue County Education District on including more fruits and vegetables in the diet.	May 31, 2015	Staff time Volunteer time Food Equipment Room with sink Incentives	Regional SNAP-Ed Educator, University of Minnesota Extension	Knowledge and Behavioral evaluations of participants	<u>Completed. Class at Goodhue County Education District with GCED's group called STEP started on 10/15/2014 with 11 participants and met monthly in a classroom at the GCED. The 7 students that graduated each received a crock-pot. These classes ended on 4/13/2015. The Regional SNAP-Ed Educator took the students to Walmart for a Cooking Matters Shopping Tour on 5/14/15.</u>
Offer six-session class for 8-12 participants at ProAct on basic food preparation and healthy vending choices.	Oct. 31, 2014 <u>Jan. 31, 2016</u>	Staff time Volunteer time Food Equipment Room with sink Incentives	Regional SNAP-Ed Educator, University of Minnesota Extension	Knowledge and Behavioral evaluations of participants	<u>Completed in 2014 and repeated in 2015. The 3rd series started on 3/05/15 and ended on 4/30/15 and the 4th series started on 10/22/15 and ended on 1/13/16. One participant received a crockpot for attending.</u>

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
Offer six session class for 8-12 parents, promoted through Head Start and WIC, on healthy eating, exercise, and food preparation skills.	Dec. 31, 2015	Staff time Volunteer time Food Equipment Room with sink Incentives	Regional SNAP-Educator, University of Minnesota Extension	Knowledge and Behavioral evaluations of participants	Participants from Head Start and WIC will be recruited for participating in the upcoming ICPD classes
Offer sixteen-session I CAN Prevent Diabetes (ICPD) class (participants meet weekly for 16 weeks and monthly for 8 months) for low-income pre-diabetic patients of C.A.R.E. Clinic and Mayo Clinic Health System, and opened to Goodhue county residents.	Dec. 31, 2018	Staff time Volunteer time Food Equipment Room with sink Incentives	Regional SNAP-Educator, University of Minnesota Extension and/or Registered Dietician Community Engagement Specialist, Mayo Clinic Health System – Red Wing 2 Health Coaches, C.A.R.E. Clinic Live Well Goodhue County Coordinator, Goodhue County Health and Human Services	Knowledge and Behavioral evaluations of participants	<u>In progress. In 2015 GCHHS offered prediabetes screening at Red Wing Area Seniors health fair to recruit participants.</u> <u>SNAP-Educator classes are scheduled to start at the C.A.R.E Clinic on 3/30/16 to recruit participants for ICPD.</u> <u>GCHHS, Mayo, and University of Minnesota Extension are recruiting organizations to participate in Diabetes Screening Day on 3/22/16 including a paper Diabetes Risk Test and ICPD brochure.</u> <u>ICPD classes are scheduled to start on 5/3/16 in the Mayo Clinic Health System Professional building. Bilingual Health Coaches from C.A.R.E. Clinic will be available to ICPD participants for guidance and to answer questions, because many patients of C.A.R.E. Clinic speak Spanish.</u>



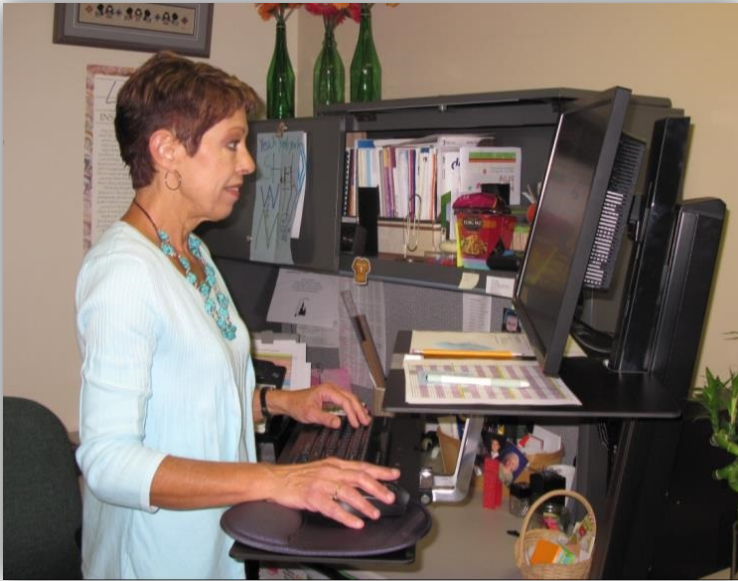
The action plan for Objective 1 includes providing the chance to win a slow cooker as an incentive for participants to attend nutrition classes.

OBJECTIVE 2 (Process Objective): By October 15, 2015, 1, 2017, increase the number of child care providers/programs who have adopted new best practices in physical activity

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
By October 31, 2015, implement approved Live Well Goodhue County Child Care work plan.*	Oct. 31, 2015	Staff time Trainer time Child care provider time Curriculum, equipment, etc.	Goodhue County Health and Human Services	Written policies from child care providers/programs reflecting new best practices.	<u>Completed. Center-based child care providers Adventure in Learning, His Kids, Leaning Circle, Under the Rainbow and Head Start in Red Wing and Zumbrota completed Let's Move! Child Care training in February 2015. Directors and staff developed action plans specific to their centers to increase physical activity opportunities. Centers adopted new guidelines, adjusted their systems and purchased new equipment intended to increase activity time for all children.</u>
<u>By October 1, 2016, implement approved Live Well Goodhue County Child Care work plan.*</u>	<u>Oct. 1, 2016</u>	<u>Staff time Trainer time Child care provider time Curriculum, equipment, etc.</u>	<u>Goodhue County Health and Human Services</u>	<u>Recruit 6-10 family/in-home child care providers to partner with Live Well Goodhue County during the November 2016-October 2017 program year.</u>	<u>In progress. Live Well Goodhue County staff will attend the Child Care Professional Forum, attend Goodhue County Child Care Association meetings and partner with the Every Hand Joined Kindergarten Readiness Committee to recruit providers.</u>

OBJECTIVE 3 (Process Objective): By October 15, 2015 31, 2016, increase the number of worksites with wellness action plans based on assessments.

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
By October 31, 2015, implement approved Live Well Goodhue County Worksite Wellness work plan.*	Oct. 31, 2015	Staff time Worksite wellness committee time	Goodhue County Health and Human Services	Written wellness action plans from worksites	<u>In progress. Six worksites initially joined a Business Collaborative in 2014 and four sites, Goodhue County, Star Tech Computing, Treasure Island Resort & Casino, and Workforce Development, Inc. continued in 2016. Participating worksites organized Wellness Committees, assessed current practices, surveyed employees, developed specific goals and implemented policy, system and environmental changes to increase activity opportunity for employees. Worksites reviewed changes in October to assess the impact.</u>
<u>By October 31, 2016, implement approved Live Well Goodhue County Worksite Wellness work plan.*</u>	<u>Oct. 31, 2016</u>	<u>Staff time Worksite wellness committee time</u>	<u>Goodhue County Health and Human Services</u>	<u>Written wellness action plans from worksites</u>	<u>In progress. New worksites throughout the county have been invited to participate in a new collaborative during the November 2015-October 2016 program year. Worksites will assess their current state, learn best practices, survey employees and develop a work plan to increase physical activity time for employees. Options include: Sit/Stand Work Stations, Walking Meetings, Flexible Scheduling to accommodate physical activity at work, and Active Transportation.</u>



As part of objective 3, six worksites initially joined a Business Collaborative to begin working on increasing physical activity in 2014, including Bergquist Company, the City of Red Wing, Goodhue County, Star Tech Computing, Treasure Island Resort & Casino, and Workforce Development, Inc. Ways to increase physical activity at work include sit/stand work stations and active transportation such as walking or biking to work.

PLANS FOR SUSTAINING ACTION

University of Minnesota Extension receives a Supplemental Nutrition Assistance Program Education (SNAP-Education) grant from United States Department of Agriculture to fund staff time and expenses.

~~YMCA will provide a room with sink for farmers' market class.~~

~~Farmers' market vendors may provide some food for farmers' market class.~~

~~Farmers' market staff will promote farmers' market class to electronic benefit card (EBT) users at the market.~~

~~Goodhue County Health and Human Services staff will promote use of EBT cards at the market.~~

The University of Minnesota SNAP-Education program will utilize Goodhue County Health and Human Services funds budgeted for Community Health Improvement Plan implementation ("special projects") including \$375 in 2014 and \$125 in 2015. Purchases could include incentives of crock pots (about \$35 each), and those attending at least 4 sessions would be eligible for a drawing to win a crock pot.

ProAct will provide room with sink, food, and equipment for class at ProAct.

C.A.R.E. Clinic and Mayo Clinic Health System will refer eligible participants to I CAN Prevent Diabetes class.

Goodhue County Health and Human Services has a Statewide Health Improvement Program (SHIP) grant from the Minnesota Department of Health from November 1, 2013 to October 31, 2015, renewed for November 1, 2015 to October 31, 2020, to fund staff time and expenses.

ECONOMIC HEALTH

Type of Objective	Measure	Baseline	Current Value	Target	Status
Outcome Objective	% individuals living below 200% of the federal poverty level	24.52%, 2008-2012	26.13%, 2009-2013	Decrease %	—
Impact Objective	Disparity Index Score for racial and ethnic inequities in income per capita	39.95, 2012	41.72, 2013	Decrease	—
Process Objective	% families in public housing family units in Red Wing completing Bridge to Benefits to find out if they qualify for the Earned Income Tax Credit (EITC) and public programs that can help low-income families meet basic needs	0%, 2014	52%, 2015	100%	+

OBJECTIVE (Process Objective): By December 31, 2015, trained volunteers will help 100% of families in public housing family units in Red Wing complete Bridge to Benefits to find out if they qualify for the Earned Income Tax Credit (EITC) and public programs that can help low-income families meet basic needs.

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
Identify 2-5 volunteers (such as residents in public housing, attendees at community forum on poverty, or from Get Connected on the United Way site).	12/31/14	Staff time List of attendees Get Connected site	Colleen Clark	List of volunteers	Completed in 2014.
Train volunteers.	04/30/15	Trainers (Children's Defense Fund) Meeting Room Refreshments	Maureen Nelson, United Way	Sign-in sheet from training	<u>Completed: 3 volunteers and 7 other partners attended training 1/8/15, plus 5 more attended 9/17/15 (see below)</u>
Schedule (e.g. one-on-one appointments or walk-in times) for volunteers and individuals in all 19 public housing units in Red Wing to complete Bridge to Benefits as a pilot.	12/31/15	Computer Internet Access Printer/Paper Meeting Room Volunteer Time	Red Wing Housing and Redevelopment Authority	Schedule showing volunteer times	<u>Completed. HRA scheduled one-on-one screening appointments in 9 individuals in January, 1 in March, and 1 in June.</u>
Incentivize completion of resident survey with a \$5 gas gift card. Incentivize completion of the Bridge to Benefits tool with a \$10 gas gift card and incentivize following up (by turning in forms) with another \$5 gas gift card.	12/31/15	\$5 and \$10 Gas Gift Cards (up to \$500 total)	United Way/Volunteers <u>Three Rivers Community Action, Inc.</u>	Receipts and record of individual completion and follow-up	<u>Completed. In 2015, 7 attended in January, 1 attended in March and 1 attended in June, for a total of 9 residents receiving \$10 gift cards.</u>
<u>Offer a second training for housing property managers and nonprofit organizations.</u>	<u>9/17/2015</u>	<u>Trainers (Children's Defense Fund) Meeting Room</u>	<u>Colleen Clark</u>	<u>Sign-in sheet from training</u>	<u>6 additional people were trained in September. No housing property managers</u>

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
					came.

PLANS FOR SUSTAINING ACTION

United Way and Red Wing HRA will provide staff time, rooms, computers, printers, and paper. The Bridge to Benefits pilot will utilize Goodhue County Health and Human Services funds budgeted for Community Health Improvement Plan implementation (“special projects”) including \$80 in 2014 and \$420 in 2015 for \$5 and \$10 gift card incentives and other reasonable expenses. Used \$50 in 2015 and have inventory of 3 remaining \$10 gift cards and a \$5 gift card.



Above: The Children’s Defense Fund offers a short online benefit screening tool called Bridge to Benefits for low income families for potential eligibility for Medical Assistance, WIC, SNAP, Energy Assistance, Child Care Assistance, the Free and Reduced School Meal Program, Earned Income Tax credit (EITC) and Working Family Credit (WFC). The address is www.bridgetobenefits.org

Right: The Bridge to Benefits online screening tool was piloted in spring of 2015 with nine families in public housing family units in Red Wing. Although all these families were receiving some benefits, each qualified for additional programs they were not enrolled in. Screenings happened at the Red Wing Housing and Redevelopment Authority office with a volunteer, and Three Rivers Community Action, Inc. was available to help with Energy Assistance applications. The total value of Energy Assistance for the tenants was \$3452. It was estimated that if these families applied and received the average amounts for the tax credits and other programs they were eligible for, the estimated annual value of these benefits would be \$5585, for a total of \$9037 in tax credits and benefits for 9 families.

2015 BRIDGE TO BENEFITS PILOT @ RED WING HRA

FAMILIES WERE ELIGIBLE FOR

\$9037

IN UNCLAIMED TAX CREDITS AND BENEFITS*

9

FAMILIES IN PUBLIC HOUSING USED BRIDGE TO BENEFITS WITH A VOLUNTEER

16

PROFESSIONALS AND VOLUNTEERS TRAINED IN BRIDGE TO BENEFITS

81%

OF THE 11 FAMILIES WHO SIGNED UP FOR A BRIDGE TO BENEFITS SCREENING CAME

SEPTEMBER 2014
3 TENANTS COMPLETE A SURVEY ABOUT BARRIERS TO APPLYING FOR BENEFITS AND INTEREST IN BRIDGE TO BENEFITS SCREENINGS

JANUARY & SEPTEMBER 2015
CHILDREN'S DEFENSE FUND CONDUCTS TRAININGS

JANUARY, MARCH, AND JUNE 2015
RED WING HOUSING AND REDEVELOPMENT AUTHORITY SENDS MAILINGS TO FAMILIES IN THE 17 PUBLIC HOUSING FAMILY UNITS AND SCHEDULES SCREENINGS WITH 11 FAMILIES & VOLUNTEERS CONDUCT SCREENINGS

*estimated based on actual Energy Assistance amounts and average Earned Income Tax Credit, Working Family Tax Credit, and Supplemental Nutrition Assistance Program benefit