

2014

Community Health Improvement Plan Annual Report



Prepared by
Goodhue County Health and Human Services
February 2015

ABOUT THIS DOCUMENT

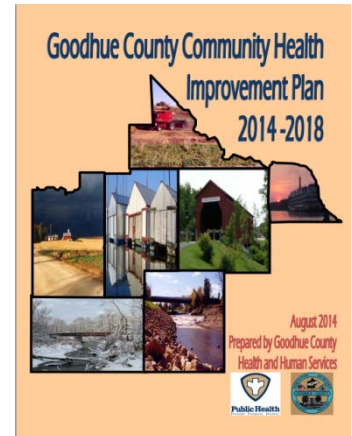
This document contains updates and revisions to the Goodhue County Community Health Improvement Plan 2014-2018 (2014-2018 CHIP). The [2014-2018 CHIP](#) was published in August 2014 and is available on Goodhue County Health and Human Services' website.

The 2014 Community Health Improvement Plan Annual Report covers the six month timeframe from the report's publication in August 2014 through January 2015. Annual reports will be published in February each year.

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.

In the future we will be able to report on the 2014-2018 CHIP outcome objectives, impact objectives, and process objectives. Within each process objective, action plans in the CHIP outlined activities.

The focus of the 2014 Annual Report is initial efforts in the four 2014-2018 CHIP action plans. Each action plan contains underlined text to show where progress notes have been added or action plan text has been revised. For example, the Family and Parenting action plan has been revised by adding a new activity to objective 1 because new resources allow Goodhue County Health and Human Services to hire a full-time social worker for Parent Support Outreach Program home visiting.



The 2014-2018 CHIP

FAMILY AND PARENTING

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 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.	12/31/15	Staff Time	Goodhue County Education District & Red Wing Public School District	Referral Mechanisms in place	<u>In progress. GCED Birth to Three Social Worker participating in Jan-April 2015 Minnesota Office of Early Learning Help Me Grow outreach workgroup. Red Wing Early Childhood Services Coordinator doing outreach to early childhood professionals Feb. 2015 and planning outreach to clinic staff.</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.</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>In progress. Rolling out an online application process in early 2015.</u>
All Family Home Visiting nurses in the Public Health division at Goodhue County Health and Human Services will be trained in an evidence-based model.	10/31/14	Training Staff Time Mileage	Goodhue County Health and Human Services	Staff receive Certificate of Completion	<u>Completed. Nurses have completed all trainings for the Healthy Families America model (training never "ends.")</u>
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. Program goals/program evaluation were used to apply for grant funding in fall 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. Intern worked from end of August to mid-December, 25-32 hours per week, and managed 25 cases.</u>
Hire full-time social worker to manage PSOP cases 2015-2017 with South Country Health Alliance community reinvestment funds.	New hire start date by 03/01/15	Staff time, supervision time. Grant funding.	Goodhue County Health and Human Services	Staff works toward program outcomes and evaluation in grant application	<u>In progress. Board approved 1/20/15.</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	In progress. Met 10/8/14 with representatives from Goodhue County Education District, Red Wing Public Schools, 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.

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 \$2,000 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

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	<u>Make it OK Volunteer Coordinator</u> , Make it OK Coalition	Trained presenters	<u>Not started yet. In December 2014, GCHHS, in partnership with Goodhue County Education District (GCED), was awarded a 21-month grant to have a contracted Make it OK Volunteer Coordinator who could recruit new presenters, schedule and coordinate presentations, and give presentations.</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	<u>Make it OK Volunteer Coordinator</u> , Make it OK Coalition	More trained presenters to accomplish presentation goals, meeting minutes	<u>Not started yet. See above. Once the volunteer coordinator is selected he or she will start the process of recruiting and training new presenters.</u>
Presentations within the schools.	12/31/18	Staff time, Make it Ok Toolkit, Meeting Room	<u>Make it OK Volunteer Coordinator</u> , Make it OK Coalition	Reach Goodhue County residents in schools	<u>In progress. Goodhue County Education District (GCED) received a Now is the Time: Project AWARE Local Education Agency grant to offer Mental Health First Aid trainings to school staff. The coordinator of this grant has agreed that all trainers in Goodhue County will start with fifteen to twenty minutes of anti-stigma slides from the Make it OK presentation. This will directly increase the number of people reached by the Make it OK presentation and promote the availability of the twenty- to sixty-minute Make it OK presentations.</u>
Presentations within worksites.	12/31/18	Make it Ok Toolkit, staff time, Meeting Room	Make it OK Coalition	Reach Goodhue County residents in worksites	<u>Not started yet. Will start once the interactive business toolkit is rolled out in 2015.</u>
Create a presence within faith communities in Goodhue county.	12/31/18	Email, Bulk mailing, one-on-one meetings, staff time	<u>Make it OK Volunteer Coordinator</u> Goodhue County Health and Human Services	Reach Goodhue County residents within the community	<u>Not started yet. See above.</u>
Have a Make it OK Sunday.	12/31/18	Buy in from the faith communities, staff time	<u>Make it OK Volunteer Coordinator</u> , Make it OK Coalition	Bring awareness to the campaign	<u>Not started yet. See above.</u>

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	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	<u>In progress. Participated in Project Community Connect 11/18/2014. The annual event is hosted by Goodhue County Homeless Response Team for</u>

Activity	Target Date	Resources Required	Lead Person/ Organization Responsible	Anticipated Product or Result	Progress Notes
Health Fair.				campaign	<u>people who are struggling to make ends meet or who are facing homelessness.</u> <u>One of the goals of Project Community Connect is to bring providers together in one location to increase accessibility to resources.</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	<u>In progress. Earned media in newspaper in October 2014. Put table tents about mental health throughout the community during 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	<u>Not started yet.</u>
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	<u>In progress. Goodhue County HHS Board pledged to make it OK.</u>

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 up to \$4000~~ in 2014 and up to \$5,640 in 2015. 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.

Mental Illness Awareness Week is Oct. 5-11

By Jessica Seide
Goodhue County
Health and Human Services

Only 61 percent of Americans think it appropriate to tell family members about a mental illness diagnosis, according to a recent study commissioned by the New York City metro chapter of the National Alliance on Mental Illness. Just 43 percent approve of telling friends about a diagnosis, and just 13 percent of telling co-workers. Why is this?

Mental Illness Awareness Week 2014 is October 5-11. You can't really talk about mental illnesses without talking about stigma. Stigma can be harmful. It often leads people to be ashamed of their (or their family member's) mental illness. This also causes most to wait an average of 10 years before seeking treatment. The impact of waiting to seek treatment can include a loss of employment and income, homelessness, incarceration or suicide.

The truth is that mental illnesses are treatable health conditions very common in the world today. They

can affect anyone, regardless of age, race, religion or income. But people are still afraid to talk about it due to shame, misunderstanding, negative attitudes, and fear of discrimination.

The problem is that you can't always "see it." So, why do we hold such negative images? Why do we use derogatory words to describe mental illnesses and not illnesses such as diabetes or cancer? Why are there more negative thoughts and emotions that come to mind when someone is experiencing a mental illness? It's due to the stigma surrounding mental illnesses.

This stigma impacts how each of us think about, talk about and even treat people experiencing a mental illness, whether we know it or not. The stigma isn't just an attitude, it's also discrimination.

How we picture and talk about mental illnesses, shapes how we think about people who may experience one. One important thing to note is that there is a misperception that people with serious mental illnesses are dan-

News Record Oct 8, 2014

gerous or violent, but they're not. Only about 5% of the violent crimes in our country are committed by people with a serious mental illness.

During Mental Illness Awareness Week, let's take a look at the way we perceive mental illnesses and get the conversations started. Let's stop the silence, share stories, and dispel the myths surrounding mental illnesses. The more we talk, the more we understand.

To find out more about mental illnesses and how to fight the stigma go to:

- <http://makeitok.org/>
- www.namihelps.org
- www.mentalhealthmn.org

This article about Mental Illness Awareness Week appeared in Zumbrota's News-Record October 8, 2014.

UNHEALTHY EATING HABITS AND LACK OF EXERCISE

OBJECTIVE 1 (Process Objective): By December 31, 2018, increase the number of low-income adults, especially parents with children 18 and under, attending a nutrition class.

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 Red Wing farmers' market on including more fruits and vegetables in the diet.	May 31, 2015 Oct. 31, 2014	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>Revised. Farmers' market class cancelled due to educator illness. Class at Goodhue County Education District was held instead. Classes started with GCED's group called STEP on 10/15/2014 and meets monthly in a classroom at the GCED. Regional SNAP-Ed Educator is using the "Eat Healthy Being Active Community Workshop" curriculum. There are 11 participants.</u>
Offer six-session class for 8-12 participants at ProAct on basic food preparation and healthy vending choices.	Oct. 31, 2014	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. Classes started on 8/27/2014 and ended on 10/8/2014 with weekly sessions. There were 13 participants. One of the participants got a crockpot as an incentive for attending. Participants have been drinking less sugary beverages and using the vending machines less and less by packing their own lunch. Another series started on 11/5/2014 with 12 new participants.</u>
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-Ed Educator, University of Minnesota Extension	Knowledge and Behavioral evaluations of participants	<u>Not started yet. Still a potential site for future classes in summer or fall 2015.</u>
Offer sixteen-session I CAN Prevent Diabetes (ICPD) class for low-income pre-diabetic patients of C.A.R.E. Clinic and Mayo Clinic Health System.	Dec. 31, 2018	Staff time Volunteer time Food Equipment Room with sink Incentives	Regional SNAP-Ed Educator, University of Minnesota Extension and/or Registered Dietician, Mayo Clinic Health System – Red Wing	Knowledge and Behavioral evaluations of participants	<u>In progress. Regional SNAP-Ed Educator met with C.A.R.E Clinic Clinical Director, AmeriCorps VISTA, and Live Well Goodhue County Coordinator. Planning to start classes at C.A.R.E before the end of 2015, but may start with other curriculum before ICPD at this site. Most participants speak Spanish and currently no Spanish-speaking ICPD presenters are available in Goodhue County.</u>



Part of the 2014-2018 CHIP is 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, 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.	In progress. Partnering Child Care providers include: <u>Adventure in Learning, His Kids, Leaning Circle, Under the Rainbow and Head Start in Red Wing and Zumbrota. Providers have completed and reviewed a program self-assessment. Training, Let's Move Child Care, has been scheduled for February 2015. Upon completion of training, providers will develop an action plan to implement best practices for healthy eating, physical activity and/or breastfeeding support.</u>

OBJECTIVE 3 (Process Objective): By October 15, 2015, 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	In progress. Formation of a Business Collaborative which includes: <u>Bergquist Company, City of Red Wing, Goodhue County, Star Tech Computing, Treasure Island Resort & Casino, Workforce Development, Inc. Kick-off meeting was held in August 2014 and since then worksites have been learning about best practices in healthy eating, physical activity, tobacco reduction, and breastfeeding support, assessing their current state, and developing goals for their specific focus area.</u>

PLANS FOR SUSTAINING ACTION

University of Minnesota Extension receives a Supplemental Nutrition Assistance Program Education (SNAP-Ed) 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-Ed program will utilize Goodhue County Health and Human Services funds budgeted for Community Health Improvement Plan implementation ("special projects") including \$375 up to \$500 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, to fund staff time and expenses.

ECONOMIC HEALTH

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 12-15 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	<u>Revised. Fewer volunteers were needed for the pilot than we anticipated.</u>
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.</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>In progress. HRA scheduled one-on-one appointments in January 2015 for 9 individuals.</u>
<u>Incentivize completion of resident survey with a \$5 gas gift card.</u> <u>Incentivize completion of the Bridge to Benefits tool with a \$10 \$5 gas gift card and incentivize following up (by turning in forms) with another \$5 gas gift card.</u>	12/31/15	\$5 and \$10 Gas Gift Cards (19 units + 8 units average turnover x 2 gift cards x \$5 = \$270) (up to \$500 total)	United Way/Volunteers	Receipts and record of individual completion and follow-up	<u>Revised. Incentivized completion of resident survey in September 2014 with \$5 gift cards. 3 residents returned surveys. Offered \$10 gift cards for completion of Bridge to Benefits tool and did reminder phone calls. In January, 7 residents attended their one-on-one appointment and completed the screening tool.</u>

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 up to \$500 in 2015 for \$5 and \$10 gift card incentives for up to 27 families (\$270) and volunteer training light refreshments (\$30) and other reasonable expenses.



www.bridgetobenefits.org