

PRIORITY 1: TALK ABOUT THE IMPACT OF POVERTY ON HEALTH

Goal Expand conversations on what’s needed to be healthy and increase awareness regarding poverty as a root cause of some substance abuse, obesity, and mental health issues.

Community Health Objectives with Poverty-Related Disparities

Substance Abuse

- Goodhue County 11th graders who faced severe economic hardship¹ were less likely to have no alcohol or marijuana or other drug use in the past year (37%) compared with Goodhue County 11th graders who did not face severe economic hardship (57%). Source: [Minnesota Student Survey, 2016](#)
- Goodhue County Health and Human Services customers surveyed² were much more likely to be a current cigarette smoker (45%) compared with the general adult population of Goodhue County (8%). Source: [Goodhue County Community Health Needs Assessment Survey, 2015](#)

Obesity

- Goodhue County 9th graders who received free or reduced price lunch were more likely to be overweight or obese (43%) compared with Goodhue County 9th graders who do not get free or reduced price lunch (23%). Source: [Minnesota Student Survey, 2016](#)
- Goodhue County adults who often worried about food running out before having money to buy more were more likely to be obese (68%) than adults who never worried about food running out (35%). Source: [Goodhue County Community Health Needs Assessment Survey, 2015](#)

Mental Health

- Goodhue County 11th graders who faced severe economic hardship¹ were more likely to have any long-term mental health, behavioral, or emotional problems that have lasted six months or more (50%) compared with Goodhue County 11th graders who did not face severe economic hardship (15%). Source: [Minnesota Student Survey, 2016](#)
- Goodhue County adults with household incomes less than \$25,000 were more likely to have a history of anxiety, depression, or other mental illness (39%) than the general adult population of Goodhue County (27%). Source: [Goodhue County Community Health Needs Assessment Survey, 2015](#)

Action Plan Objectives

Baseline

1-1a. By December 31, 2023, 50% of Goodhue County CHA Committee members will have participated in activities to communicate about what creates health or about poverty-related health disparities.	TBD
1-1b. By December 31, 2019, forge relationships and provide technical assistance to Blandin Leaders Partnering to End Poverty (LPEP) participants as they organize a community effort to impact poverty.	N/A

Alignment with State/National Priorities

Healthy Minnesota 2022

- Strategic Activity: Expand conversations about what creates health and well-being

National Prevention Strategy

- Elimination of Health Disparities Recommendation 3. Increase the capacity of the prevention workforce to identify and address disparities.

¹ Severe economic hardship is defined as either skipping meals in past 30 days or being homeless at times in past 12 months.

² These customers were much more likely to have household income less than \$35,000 (90%) compared with the general adult population of Goodhue County (19%). A convenience sample of 50 GCHHS customers filled out the survey.

Priority 1 Action Plan

Strategy 1-1 Communicate the impact of poverty on health

The Minnesota Department of Health’s guide to Health Equity Data Analysis contains a section on **best practices** for communication such as understanding your audience, matching message with messenger, crafting messages, using numbers, and selecting language (Minnesota Department of Health, 2018). According to the HEDA Guide, communication can educate potential partners, serve as a call to action, and ultimately advance health equity. The focus of this strategy in Goodhue County is twofold: first, expanding the understanding that health is not determined by individual behaviors and genetics alone, and, second, communicating differences in health outcomes or health behaviors experienced by populations living in poverty.

Action Plan Objectives	Activity	Target Date	Partners	Lead Person/ Organization Responsible	Progress Notes
1-1a. By December 31, 2023, 50% of Goodhue County Community Health Assessment Committee members will have participated in activities to communicate about what creates health or about poverty-related health disparities.	Create PowerPoint slide/talking points.	2/28/2019	Healthy Communities Supervisor, GCHHS	Community Engagement Specialist, Mayo Clinic Health System	
	Create Facebook posts with sound bites, stories, and/or visuals	12/31/2023	Community Health Assessment Committee	Community Engagement Specialist, Mayo Clinic Health System	
	Create and maintain a blog	12/31/2023	Community Health Assessment Committee	Community Engagement Specialist, Mayo Clinic Health System	
	Host a Poverty Simulation with a health-focused debriefing and/or integrate the relationship between poverty and health throughout.	12/31/2023	Community Health Assessment Committee	Community Impact Manager, United Way of Goodhue, Wabasha, and Pierce Counties	
1-1b. By December 31, 2019, forge relationships and provide technical assistance to Blandin Leaders Partnering to End Poverty (LPEP) participants as they organize a community effort to impact poverty.	Provide a summary of what creates health with examples of poverty-related health disparities from the Community Health Assessment.	2/28/2019	Blandin LPEP Trainers, LPEP participants who are CHA Committee members	Healthy Communities Supervisor, GCHHS	
	Provide a summary of the Community Health Improvement Plan, especially activities related to poverty, with information about how to get involved if interested.	2/28/2019	Blandin LPEP Trainers, LPEP participants who are CHA Committee members	Healthy Communities Supervisor, GCHHS	

Action Plan Objectives	Activity	Target Date	Partners	Lead Person/ Organization Responsible	Progress Notes
	Provide PowerPoint slide/talking points from objective 1-1a.	12/31/2019	Blandin LPEP Trainers, LPEP participants who are CHA Committee members	Community Engagement Specialist, Mayo Clinic Health System	
	Invite Blandin LPEP participants to select liaisons to attend 2019 quarterly CHA Committee meetings.	12/31/2019	Blandin LPEP Trainers, Blandin LPEP participants	Healthy Communities Supervisor, GCHHS	
	Review/revise this objective.	12/31/2019	Blandin LPEP participants	Healthy Communities Supervisor, GCHHS	

Plans for Sustaining Action & Monitoring Implementation	Progress Notes
<p>Resources for Implementation</p> <ul style="list-style-type: none"> • Mayo Clinic Health System, United Way of Goodhue, Wabasha, and Pierce Counties, and Goodhue County Health and Human Services will provide staff and resources. • United Way of Goodhue, Wabasha, and Pierce Counties applied to and was accepted to bring the Blandin Foundation’s LPEP training to Red Wing. • Goodhue County Health and Human Services will contribute up to \$500 in 2019 to support implementation. This funding comes from Minnesota’s Local Public Health Act. 	
<p>Participation of Stakeholders & Partners in Monitoring Implementation</p> <ul style="list-style-type: none"> • The Community Health Assessment core group will monitor the action plan quarterly. • The Community Health Assessment committee will receive an update at least annually. 	
<p>Process for Revising the Action Plan</p> <ul style="list-style-type: none"> • The Healthy Communities Supervisor will contact partners as needed for progress notes. • CHA Core group will discuss the progress notes and make revisions to objective 1-1a. • The Blandin LPEP participants will decide whether any of their community efforts will be related to the impact of poverty on health and determine the future of objective 1-1b. 	