

PRIORITY 2: REDUCE BARRIERS TO MENTAL HEALTH CARE

Goal Reduce barriers to mental health care so people in our county do not live with untreated symptoms of mental illness.

Community Health Objectives	Baseline
By December 31, 2023, decrease the average number of mentally unhealthy days in the past 30 days. Source: Goodhue County Community Health Needs Assessment Survey	2.5 2015
By 2022, decrease the percent of Goodhue County 11 th grade males who attempted suicide in the last year. Source: MN Student Survey	5% 2016
By 2022, decrease the percent of Goodhue County 11 th grade females who attempted suicide in the last year. Source: MN Student Survey	6% 2016
By December 31, 2023, decrease the annual number of suicides in Goodhue County. Source: Minnesota Department of Health Center for Health Statistics	6 2016
By December 31, 2023, decrease the ratio of population to mental health providers in Goodhue County. Source: County Health Rankings	1,040:1 2017
By December 31, 2023, increase the percent of Goodhue County adults with a history of mental illness who agree people are generally caring and sympathetic to people with mental illness (56%, 2015). Source: Goodhue County Community Health Needs Assessment Survey	56% 2015
By December 31, 2023, decrease the percent of Goodhue County adults who delayed seeking mental health care in the past 12 months. Source: Goodhue County Community Health Needs Assessment Survey	7% 2015

Action Plan Objectives	Baseline
2-1a. Between January 1, 2019, and December 31, 2023, give presentations to 3,000 people.	TBD
2-1b. By December 31, 2023, participate in 5 community events per year.	5, 2018
2-1c. By December 31, 2023, maintain active advisory committee and recruit 10-15 new ambassadors.	12, 2018

Vision for future Strategy 2-2 Action Plan Objectives
2-2a. Survey, analyze and improve the array of services available to residents.
2-2b. Educate the community about mental health and on ways to improve mental wellness for all of us
2-2c. Create a comprehensive Resource Directory (or enhance current ones) for services
2-2d. Develop leadership skills and capacity in the Mental Health Coalition

Alignment with State/National Priorities
<p><u>Healthy Minnesota 2022</u></p> <ul style="list-style-type: none"> Priority 1: The opportunity to be healthy is available everywhere and for everyone.
<p><u>Governor’s Task Force on Mental Health (2016)</u></p> <ul style="list-style-type: none"> Recommendation #1: Create a Comprehensive Continuum of Care
<p><u>Healthy People 2020</u></p> <ul style="list-style-type: none"> MHMD-1 Reduce the suicide rate. MDMD-2 Reduce suicide attempts by adolescents MHMD-6 Increase the % of children with mental health problems who receive treatment MHMD-9 Increase the proportion of adults with mental health disorders who receive treatment

Alignment with State/National Priorities

National Prevention Strategy

- Mental and Emotional Well-being Recommendation 3. Provide individuals and families with the support necessary to maintain positive mental well-being.
- Mental and Emotional Well-being Recommendation 4. Promote early identification of mental health needs and access to quality services.

Priority 2 Action Plan

Strategy 2-1 Expand Make it OK Anti-Stigma Campaign

Make it OK is a mental illness anti stigma campaign to stop stigma and start talking about mental illnesses. Contact-based education programs and media campaigns (both part of Make it OK) are **evidence-based interventions** that research shows are effective for changing attitudes and reducing social distance (National Academies of Sciences, Engineering, and Medicine, 2016). Make it OK is both a statewide and local campaign that spreads our message through outreach and promotion. Make it OK was first established in Red Wing in 2013. In 2015, Make it OK's efforts were expanded from Red Wing to the rest of Goodhue County. With Red Wing being the largest community in the county, much of the work started in Red Wing. Our action plan now is to maintain current relationships and to be strategic to expand into our other communities in Goodhue County.

Action Plan Objectives	Activity	Target Date	Partners	Lead Person/ Organization Responsible	Progress Notes
2-1a. Between January 1, 2019, and December 31, 2023, give presentations to 3,000 people.	Presentations within the schools for both staff and students.	12/31/2023	Make it OK Ambassadors	Make it Ok Volunteer Coordinator, GCHHS	
	Presentations within worksites.	12/31/2023	Make it OK Ambassadors	Make it Ok Volunteer Coordinator, GCHHS	
	Presentations to boards and community groups.	12/31/2023	Make it OK Ambassadors	Make it Ok Volunteer Coordinator, GCHHS	
	Presentations to marginalized populations.	12/31/2023	Make it OK Ambassadors	Make it Ok Volunteer Coordinator, GCHHS	
2-1b. By December 31, 2023, participate in 5 community events per year.	Participate in 5 community events per year throughout the county such as Goodhue County Fairs, Prairie Island Health Fair, Rose Fest, Dennison Days. At least 2-3 a year need to be outside of Red Wing	12/31/2023	Make it OK Ambassadors, Make it OK Volunteer Coordinator	Community Health Specialist, GCHHS	
	Participate in statewide events such as NAMI WALK, state Make it OK volunteer recognition events, etc.	12/31/2023	Make it OK Ambassadors, MIO Volunteer Coordinator	Community Health Specialist, GCHHS	

Action Plan Objectives	Activity	Target Date	Partners	Lead Person/ Organization Responsible	Progress Notes
	Annual October and May Media Campaigns including media such as newspaper ads, television, etc.	12/31/2023	Make it OK Ambassadors, Make it OK Advisory Committee	Community Health Specialist, GCHHS	
	Public screenings of mental health related shows/movies/documentaries throughout the county.	12/31/2023	Partner Locations	Community Health Specialist, GCHHS	
	Host community conversations with meal, speaker, panel discussion, and table exhibitors throughout the county	12/31/2023	Speaker, Panelists, Table Exhibitors, Make it OK Ambassadors, Make it OK Volunteer Coordinator	Community Health Specialist, GCHHS	
	Maintain current relationships with faith communities.	12/31/2023	Make it OK Ambassadors	Community Health Specialist and Make it Ok Volunteer Coordinator, GCHHS	
	Build relationships with faith communities outside of Red Wing. (Movie screenings, Make it Ok Sundays, presentations.)	12/31/2023	Make it OK Ambassadors	Community Health Specialist and Make it Ok Volunteer Coordinator, GCHHS	
	Support/promote a new or existing NAMI support group in Goodhue County	12/31/2023	NAMI Minnesota	Community Health Specialist, GCHHS	
	2-1c. By December 31, 2023, maintain active advisory committee and recruit 10-15 new ambassadors.	Trainings for new MIO Ambassadors will be held annually.	12/31/2023	New Make it OK Ambassadors	Make it OK Volunteer Coordinator, GCHHS
Engage 30% of ambassadors annually		12/31/2023	Make it OK Ambassadors	Make it OK Volunteer Coordinator	
Monthly Make it OK Newsletter		12/31/2023		GCHHS Community Health Specialist and Make it OK Volunteer Coordinator	
Ask Advisory Committee, and past/newly trained ambassadors to complete annual Commitment Cards		12/31/2023	Make it OK Advisory Committee, Make it OK Ambassadors	Make it Ok Volunteer Coordinator	

Action Plan Objectives	Activity	Target Date	Partners	Lead Person/ Organization Responsible	Progress Notes
	Maintain Make it OK Materials Database	12/31/2023		Make it Ok Volunteer Coordinator, GCHHS	
	Hold 6-12 advisory meetings each year	12/31/2023	Make it OK Advisory Committee	Community Health Specialist, GCHHS	
	Hold 6-12 Make it OK ambassador volunteer meetings each year	12/31/2023	Make it OK Ambassadors	Make it Ok Volunteer Coordinator, GCHHS	
	Advisory Committee meetings will have a standing agenda item where members can mention work that they have done in the community around Make it OK. (i.e. putting Make it OK articles/information in their organizations newsletters/website, worksite activities, organizations sponsoring)	12/31/2023	Make it OK Advisory Committee	Community Health Specialist, GCHHS	

Strategy 2-2 Form a Mental Health Coalition to create a unified framework for improved mental health.

“Mobilize community partnerships to identify and solve health problems” is **essential public health service #4**. The mental health conveners—a group of individuals working on mental health or assessments—came together in 2018 and organized what they had heard from the community into a practical vision with three buckets: 1. Survey/Analyze and Improve Service Array, 2. Educate and Improve Mental Wellness, and 3. Create/Enhance Resource Directory. The conveners combined their email lists from various initiatives and committees and invited a larger group to dialogue about these mental health needs in our county. At this first mental health coalition meeting in November, 62 people discussed what is already happening, the vision, and next steps. Currently, the coalition is informal, and at this stage in the planning process, there are no measureable objectives for each vision area.

Action Plan Vision	Activity	Target Date	Partners	Lead Person/ Organization Responsible	Progress Notes
2-2a. Survey, analyze and improve the array of services available to residents.	Put together a linear map that groups types of services already available in order to identify gaps	1/22/2019	Service Array Group	Alyssa Meyer, MPH Capstone Student, Des Moines University	
	Identify potential strategies to increase services based on gaps	4/4/2019	Service Array Group	Administrative Director, Fernbrook Family Services	
	Identify measurable group objective(s) to work towards	4/26/2019	Service Array Group	Service Array Group	

Action Plan Vision	Activity	Target Date	Partners	Lead Person/ Organization Responsible	Progress Notes
	ensuring that all services will be in Goodhue County				
2-2b. Educate the community about mental health and ways to improve mental wellness for all of us	Look into the use of Social Emotional Curriculum in all areas of the schools consistently	4/4/2019	Red Wing HRA	Burnside Social Worker, Red Wing Public Schools	
	Look into the use of the Duluth Civility Project model to spread a message of civility throughout the community – prenatal to seniors	4/4/2019	United Way of GWP	Community Engagement Specialist, Mayo Clinic Health System	
	Identify measurable group objective(s) to develop civility in our community and establish the social norms and support	4/26/2019	Improve Wellness Group	Improve Wellness Group	
2-2c. Create a comprehensive Resource Directory (or enhance current ones) for services	The group will continue the discussion via email to gather a list of information they'd like to know if 2-1-1 can incorporate into their system	12/31/2018	Resource Directory Group	Community Health Specialist, Goodhue County Health and Human Services	
	Take the list of requests to Greater Twin Cities United Way, which manages the regional 2-1-1 call center.	1/31/2019	Resource Directory Group	Community Impact Manager, United Way of Goodhue, Wabasha, and Pierce Counties	
	Confirm that 2-1-1 includes resources for coping with farm & rural stress, or find out process to add.	1/31/2019	Minnesota Department of Agriculture website, www.minnesota-farmstress.com .	Community Impact Manager, United Way of Goodhue, Wabasha, and Pierce Counties	
	Identify measurable objective(s) for expanding 2-1-1 or replicating other models (what other communities are doing)	4/26/2019	Resource Directory Group	Resource Directory Group	

Action Plan Vision	Activity	Target Date	Partners	Lead Person/ Organization Responsible	Progress Notes
2-2d. Develop leadership skills and capacity in the Mental Health Coalition	Have discussion of future of current convener's group	1/31/2019	Mental Health Conveners	Community Engagement Specialist, Mayo Clinic Health System	
	Possibly schedule conveners follow up meetings	4/26/2109	Mental Health Conveners	Mental Health Conveners	

Plans for Sustaining Action & Monitoring Implementation	Progress Notes
<p>Resources for Implementation</p> <ul style="list-style-type: none"> • Goodhue County Health and Human Services provides staff leadership for Make it OK Advisory Committee and Make it OK Ambassadors (Volunteers), as well as staff participation in the Mental Health Coalition and Mental Health Conveners. • In 2019, Goodhue County Health and Human Services will contribute up to \$2000 for implementation of Strategy 2-1, and up to \$500 for implementation of Strategy 2-2. This funding comes from Minnesota's Local Public Health Act. • Mayo Clinic Health System has contributed staff time and resources for the work of the mental health coalition and the conveners, and will contribute \$6,000 in 2019. • Live Healthy Red Wing contributed staff time and funding for the mental health coalition and the conveners in 2018 as part of the Red Wing 2040 Comprehensive Plan process. • The Make it OK Advisory Committee and Make it OK Ambassadors contribute staff time and volunteer time (see lists of names on the next page), as well as donations. 	
<p>Participation of Stakeholders & Partners in Monitoring Implementation</p> <ul style="list-style-type: none"> • The Make it OK Advisory Committee will discuss the action plan at a meeting annually. • The mental health coalition will review progress at an April 2019 meeting. • The Community Health Assessment committee will receive updates at least annually. 	
<p>Process for Revising the Action Plan</p> <ul style="list-style-type: none"> • GCHHS staff drafted the Strategy 2-1 Make it OK action plan, and the Make it OK Advisory Committee reviewed. They will record revisions in minutes annually. • The Strategy 2-2 Mental Health Coalition Action Plan was written at the November 2018 meeting. The Mental Health Conveners and the Mental Health Coalition groups (Service Array, Improve Wellness, and Resource Directory) will continue planning in 2019. • Make it OK advisory committee members and ambassadors can send pictures to the Community Health Specialist and Make it OK Volunteer Coordinator. The GCHHS Healthy Communities Supervisor will contact partners for Mental Health Coalition progress notes and pictures. 	

GOODHUE COUNTY MAKE IT OK ADVISORY COMMITTEE Facilitator: Jessica Seide, Community Health Specialist (GCHHS)

Current Members	Organizational Affiliation
Mandy Arden	Red Wing Youth Outreach Program
Julie Birk-Betcher	Red Wing Shoe Company
Beth Breeden	Community Member, Red Wing
Father Tristan English	Christ Episcopal Church
Ruth Greenslade	Goodhue County Health & Human Services
Carrie Heimer	Red Wing Shoe Company
Pam Horlitz	Mayo Clinic Health System Red Wing
Phillip Martin	Goodhue County Health & Human Services
Mike Melstad	Red Wing Family YMCA
Maureen Nelson	United Way of Goodhue, Wabasha & Pierce Counties
Anita Otterness	NAMI Southeast Minnesota
Laura Smith	Goodhue County Health & Human Services
Dawn Wettern	Red Wing Community Education and Recreation
Chelsey Will	Red Wing Youth Outreach Program

MAKE IT OK AMBASSADORS (VOLUNTEERS) Make it OK Volunteer Coordinator: Laura Smith, GCHHS

Current Ambassadors
Nancy Pettman
Dave Hill
Bobbi Sinn
Jessica Jacobson
Tim Dehmer
Emma Jean Anderson
Amber Gabrielson
Kristina Streich
Sonja Munson
Maggie Block
Lisa Hanson
Yanelis Jinete

MENTAL HEALTH CONVENERS (Planning Team for Nov. 2018 Mental Health Coalition Meeting)

Mental Health Conveners	Group Represented
Chelsey Frawley	Fernbrook Family Services
Ruth Greenslade	Goodhue County Community Health Assessment Committee
Dave Hill	Community Member, Red Wing
Pam Horlitz	Mayo Clinic Health System in Cannon Falls, Lake City, and Red Wing
Kris Johnson	Goodhue County Family Services Collaborative
Elaine O'Keefe	Live Healthy Red Wing/Red Wing 2040 Comprehensive Plan
Jessica Seide	Goodhue County Make it OK