

Phase V: Formulate Goals and Strategies

Brown-Nicollet leadership team and staff were involved in formulating goals and strategies alongside county coalitions and members. For example, the results from phase IV were shared with the Nicollet County underage substance use coalition to gather input to develop objectives and strategies for the three identified priorities.

Priority: Obesity

Goal: Reduce obesity, improve physical activity, and reduce the rate of chronic disease

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December '20	Status December '21	Status December '22
Reduce the % of obesity and overweight among adults and children	Implement PSE with community partners to promote health nutritional intake	Partner and engage in the SHIP implementation plan	Brown-Nicollet SHIP staff, schools, worksite, health care, and community	Worksite wellness policies and school wellness policies	Employment, education	Healthy People NWS-2030-02 Reduce the proportion of adults who have obesity	Met	Met	Met
		Partner and engage in the activities of the Heart of New Ulm	Heart of New Ulm staff, New Ulm Medical Center Occupational Health department, NUMC clinic providers, Brown county residents				Food security, transportation, early childhood experiences	Met	Met
		Partner and engage with community partners on Worksite Wellness initiatives,	Schools, action teams, worksites, Heart of New Ulm		Met. Healthy Food distribution and produce distribution			Met	Met

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December '20	Status December '21	Status December '22
		Breastfeeding Friendly, food environment work, Farm to School, healthy vending, breakfast programs, healthy concessions, bike friendly communities					monthly in Brown & Nicollet		
		Partner and engage with East African Dining Site	Faith-based community, City of Saint Peter		Education, nutrition, social and community inclusion		Met – Served 117 in-person participants prior to March. Transitioned to home meal delivery in July. 43 meals delivered to date.	In-person meeting postponed due to COVID-19; delivered some meals	Met Program continued in 2022 in collaboration with HARAAN
		Partner and engage with Springfield Community Wellness Committee	Springfield Community Wellness Committee				Allina took over for Springfield hospital and clinic	SHIP and HONU are working in Springfield. Note: HONU is now supported by community funding and is community-based.	Met Part of HONU
		Partner and engage with childcare	Local daycare centers, and in-home providers					Work focused on COVID-19 TA and daycare consults	Not met. Monthly nursing consultation for both

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December '20	Status December '21	Status December '22
									Brown and Nicollet. (Have not been addressing nutrition specifically at consults.)
		Partner and Engage with River's Edge Hospital and Clinic for Diabetes Prevention Program	River's Edge Hospital and Clinic		Healthcare		Met	Met	Nicollet not supporting REH in prevention programming
		Introduce and encourage healthy foods through the WIC program	Public Health WIC departments		Nutrition, food security		Met	Met	Met
		Offer WIC grocery store tours for individuals who are non-English speaking.	Nicollet County WIC		Nutrition, food security		NA	NA	Added in 2022
		Distribute fresh fruits and vegetables	Local food shelf, Second Harvest, Nutritional Assistance Program for Seniors		Food security		Met. St. Peter Produce Distribution served 2,533 households in 2020, totaling over 10,000 individuals in the St. Peter Community. NAPS continues to provide shelf-stable food to seniors every	Produce distribution in St. Peter continued NAPS continues as well.	Produce distribution in St. Peter now fully supported by the Food Shelf.

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December '20	Status December '21	Status December '22
							first Thursday of the month in Nicollet County.		
		Continue to work with University of MN on the NU-HOME nutrition study	University of MN, Sleepy Eye School		Nutrition			On hold due to COVID-19	Program ended
		Health Equity in Lactation – featuring local WIC mothers on billboards promoting lactation among a diverse audience.	Nicollet County and Faribault-Martin WIC		Education access, environment, social context		NA	NA	Added 2022
		Reduce hypertension in Somali community via the Greater Mankato Health Equity Partnership	Halal Stores, Mosques, Mayo Clinic, Wellshare International, Nicollet County Public Health		Education access and quality, community context		NA	NA	Added 2022
Increase % of adults and children who participate in physical activity	Implement PSE with community partners to promote active living	Participate and support the Safe Routes to school Planning and Implementation grants and complete streets work	Heart of New Ulm, Springfield, Schools, Worksites, City and County, MNDot, Law Enforcement		Education, environment	Healthy People PA-2030-02 Increase the proportion of adults who meet the current minimum aerobic physical activity guideline needed for	This work was suspended for 4 months during pandemic but resumed in August - Safe Routes to School and Complete Street work with HONU	Met	Met
		Participate with Parks and Rec. on	Parks and Rec.		Childhood experiences,		Suspended during	Suspended during	St. Peter Community

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December '20	Status December '21	Status December '22
		programs such as Rec on-the go.			community, social support	substantial health benefits Healthy People PA-2030-05 Increase the proportion of adolescents who meet the current aerobic physical activity guideline	pandemic	pandemic	Center is managing program independently. Brown County occasionally supports New Ulm program.
		Partner with Law Enforcement on See Safe Smart Campaign	Law enforcement		Neighborhood, environment		Suspended during pandemic	Suspended during pandemic	Program on hold, TBD

Priority: Mental health

Goal: Improve mental health through prevention and by ensuring access to appropriate, quality mental health services

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December 2020	Status December '21	Status December '22
Reduce the number of suicides	Maintain an active mental health and wellness action team (MHWAT) in Brown County	Brown County will remain chair of MHWAT	Schools, human services, United Way, healthcare, private businesses, mental health providers			Healthy People MHMD-2030-01 Reduce the suicide rate	Met. Suspended for 2 months during pandemic and resumed in June.	Met Suicide continues to be an issue in both counties. Waiting on 2020 data.	Brown Co remains chair of MHWAT. Brown Co partnering with Yellow Ribbon.
Reduce the number of youth that report feeling depressed	Two ACEs trainings provided/year	ACES training for school staff, providers, parents, and stakeholders	Counties for Kids Collaborative		Early childhood experiences		Met Suspended for 2 months during pandemic and resumed in June	Nicollet PHN and CHW participated in ACEs training in August. Brown – goal to start ACEs training next April	Brown Co – Met Nicollet Co – On hold
	Three school districts in Brown County will implement and maintain a resiliency building program	MHWAT will provide technical assistance and financial support to implement and maintain Change to Chill program	MHWAT, Allina Health	Adequate social workers in schools to offer support to students			Met - Change to Chill functional in 5 communities	Met	Met # of school districts implementing could change
Reduce percent of adults reporting they have experienced	Three opportunities for QPR training over the next five years	Partner with other community partners to provide QPR trainings	MHWAT				Not met	Met; Brown – offered 2 in 2021	Met

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December 2020	Status December '21	Status December '22
suicidal thoughts									
Reduce the percent of adults who delay seeking mental health care by a provider	Raise awareness of mental health and reduce stigma by conducting at least two related activities	Minimum of two presentations of Make it Okay Campaign a year	-	-	Social and community context	-	Suspended during pandemic	Suspended during pandemic	Not met Discontinuing strategy
		Utilize social media and other channels to promote awareness and reduce stigma	Community civic groups, faith communities, schools, worksites				Partially met but redesigned for mental wellbeing messaging during the pandemic	COVID-19 topics took priority, but still posted related to mental well-being; SHIP's FB page regularly posted on mental wellbeing topics	Met
		Organize and participate in mental health awareness walk/run ongoing	Sioux Trails, Bridge on Center		Social and community context		Suspended planning during the pandemic	Passed	Attended in 2022
	Promote two community resiliency campaigns a year	MHWAT will continue to implement resiliency campaigns in worksites and communities, utilizing strategies from	MHWAT, worksites, schools, healthcare, faith-based organizations, New Ulm Medical Center		Social and community context		People Project continued in businesses during 2020. Messaging around resilience strategies for	People Project has continued in 2021	Bounce Back program discontinued; People Project implemented in three sites

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December 2020	Status December '21	Status December '22
		People Project and Bounce Back program	Occupational Health Department, SHIP staff				individuals ongoing during the pandemic		
		Staff will continue to host and engage with partners and MDH Mental Well-Being and Resilience webinars for additional program ideas.					Suspended during pandemic	Program has changed due to pandemic, continue to share information with community partners	Brown promotes MDH webinars and encourages staff to attend
	Help the community to move from diversity to inclusion by promoting and participating in two community conversations or programs that promote and support diversity.	Participate in a rural equity community learning program to create a more resilient and connected community	Region 9, Sleepy Eye school, and Sleepy Eye Economic Development		Social and community context		Suspended during pandemic	Many staff from both Brown and Nicollet participated in MN Rural Health Equity Summit Participated in programs – One New Ulm	Brown Co participating in Rural Health Equity Network. Also participating in One New Ulm.
		Participate in Tapestry Planning Committee, which is a workshop bringing together			Social and community context, health care, transportation, housing, public safety		Suspended during pandemic, started planning again December of 2020	Nicollet assisting in the development of another round in Mankato, waiting for	Nicollet is leading effort to start St. Peter Tapestry Project in collaboration with MCC.

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December 2020	Status December '21	Status December '22
		refugees, other recent immigrants, and community connectors to share resources and information ranging from public safety to mental health.						further guidance on St. Peter	
	Increase the awareness and identification of mental health issues among residents by supporting and implementing at least three evidence-based tools.	Local health care providers will continue to use depression screening tools at wellness exams	Healthcare providers		Healthcare	Healthy People MHMD-2030-08: Increase the proportion of primary care physician office visits where adolescents and adults are screened for depression	Met	Met	Met
		Implement and monitor use of Vitals App in community	Law enforcement, human services, EMS, fire, community members		Public safety, social and community context		Started but messaging and enhancement of the program delayed during pandemic	Program is available to law enforcement	Discontinued
		Public health will continue to administer post-partum depression screen and social/emotional ASQ screenings in FAP	Maternal child health nurses		Healthcare		Met , FHV is reduced during pandemic	Met	Met

Indicators	Objectives	Strategies	Community Partners	Policy Changes	Social Determinants of Health	State or National Priority	Status December 2020	Status December '21	Status December '22
		Partner with human services to implement a more comprehensive mental health assessment of inmates and offer pre-release planning	Human services and correctional staff	Implement health assessment with corresponding pre-release treatment plan within 14 days of initial incarceration	Health insurance, adequate housing, food support, transportation, and employment services		Program has started with limited support from HS related to employee engagement.	Suspended in Brown County – HS eliminated HHS staff member in Nicollet County continues to meet with inmates	Brown Co not met Nicollet County staff offer pre-release planning
Improve communication and coordination of care for mental health care consumers	Create opportunities for connections across the county by participating in at least two collaborative networks or councils.	Participate in the Greater Mankato Collaborative Care Network	Mankato Clinic, Nicollet County, Blue Earth County	-	Health care	-	Suspended during pandemic	Suspended during pandemic.	Discontinued
		Participate in the Nicollet County mental health local advisory council	County employees, law enforcement, health care, counseling services				Met	NC mental health advisory group continues.	Met Brown Co also participating in LOM
		Public health nurse partnering with Adult Protective Services to provide assessment and crisis management.	Nicollet County				Met	Met	Met

Priority: Substance addiction/e-cigarettes

Goal: Reduce substance addiction overall and e-cigarette use among youth

Indicators	Objectives	Strategies	Community Partners	Policy changes	Social determinants of health	State or National Priority	Status December 2020	Status December '21	Status December '22
Reduce the amount of youth using e-cigarettes	To increase anti e-cigarette policies and programs in two schools	Partner with schools to help determine effective ways to reduce e-cigarette use in youth	Schools and youth		Education	Healthy People TU-2030-04: Reduce current use of e-cigarettes among adolescents	Met - Virtual presentations being done with the schools in Brown County	No in-person presentations in schools. Brown – assisting with education in middle schools. Note: Nicollet received DFC grant, coordinator to start in January 2022.	Nicollet County ACWA coalition funded by DFC, hired coordinator ACWA reviewing opportunities for Alternative to Suspension Policies Brown Co – student presentations SHIP efforts will increase.
	To increase awareness of dangers of using e-cigarettes	Continue Nicollet County adolescent chemical wellness advocates (ACWA) coalition, which aims to increase education of parents and educators around the	Parents, youth, schools, law enforcement, county attorney, county commissioner, mental health providers	Considering policy changes around tobacco possession citations	Education, environment, social and community context		Met	ACWA meetings continued monthly. Hosted Tall Cop Says Stop in October.	

Indicators	Objectives	Strategies	Community Partners	Policy changes	Social determinants of health	State or National Priority	Status December 2020	Status December '21	Status December '22
		dangers of underage substance use							
	To reduce accessibility of tobacco products for youth	Successful Tobacco 21 ordinances	Heart of New Ulm, SHIP, youth, schools, healthcare, American Lung Association	Tobacco 21 ordinance	Neighborhood and environment		Brown County updated ordinance – Cities in Nicollet County have city ordinances	“ “	Statewide T21 Ordinance
Increase the percent of youth who perceive risk associated with substance abuse	To increase knowledge of the health risks of using substances	To establish a county-wide substance use action team to address youth and adult substance abuse	Heart of New Ulm, Healthcare, Schools, Law Enforcement, Media, Parents, Faith Based, Non-profit, treatment programs		Social and community context, education, neighborhood and environment	Healthy People SU-2030-R01: Increase the proportion of adolescents who perceive great risk associated with substance abuse	Met	Met	Met
		Community awareness campaigns with youth and parents on the risks associated with substance abuse					Met – messaging through billboards, radio ads, press release in print media, DWI prevention campaign over radio	P4T in St. Peter held video campaign for students on dangers of vaping.	Met – ACWA, CHAT
		Held youth activities to avoid initiation of substance abuse					Suspended during pandemic	Suspended during pandemic	Met – ACWA, CHAT

Indicators	Objectives	Strategies	Community Partners	Policy changes	Social determinants of health	State or National Priority	Status December 2020	Status December '21	Status December '22
		Provide outreach and education in the schools through technical support					School representatives on the coalition and are implementing in the schools	SHIP continues to provide TA to schools re: tobacco	Met – ACWA, CHAT
Reduce the amount of adults who report binge drinking	To increase knowledge and awareness of health risks associated with binge drinking	Community awareness campaign for adults on the risks associated with binge drinking	Heart of New Ulm, Healthcare, Schools, Law Enforcement, Media, Parents, Faith Based, Non-profit, treatment programs		Social and community context	Healthy People SU-2030-10: Reduce the proportion of persons 21 and older engaging in binge drinking of alcoholic beverages	In process, NUMC screening preop individuals for binge drinking – gathering data.	Brown – radio ads through CHAT	Met - CHAT
		Identify and promote resources for safe transportation			Transportation		Met – Annette from TZD on the coalition	TZD continues to address, CHAT and ACWA support	Met – TZD, CHAT
		Identify and provide access and resources for treatment options			Healthcare		Added individuals that have recovered from substance use to coalition	Brown - met	Met- CHAT

Additional work addressing social determinants of health

Brown-Nicollet public health departments have been involved in several other collaborations addressing social determinants of health. Examples of additional efforts Brown and Nicollet counties include:

- City of New Ulm in collaboration with Human Services is creating a city-wide bus service.
- New Ulm Chamber of Commerce leads an action group aimed at increasing affordable housing. One such development is ready to open.
- A crisis nursery has been created in Brown County to serve the region to assist people with child care in urgent situations.
- City of St. Peter and Minnesota Council of Churches is developing a program to provide educational opportunities to new immigrants including first aid, emergency preparedness, housing concerns, public safety, etc.
- The City of St. Peter opened a free clinic to provide medical services to uninsured and underinsured populations. Nicollet County Public Health is providing **vaccination and health education**.