

# Brown-Nicollet Community Health Board Community Health Improvement Plan

## Contents

Acknowledgements .....	2
Executive Summary.....	3
Phase I: Organizing.....	4
Phase II: Visioning .....	5
Phase III: Four MAPP Assessments .....	7
Phase IV: Identify Strategic Issues .....	11
Health Inequities & Social Determinants of Health .....	12
Strategic Issue Indicators .....	13
<i>Obesity</i> .....	13
<i>Mental Health</i> .....	15
<i>Substance Use</i> .....	17
Phase V: Formulate Goals and Strategies.....	20
<i>Priority: Obesity</i> .....	20
<i>Priority: Mental health</i> .....	23
<i>Priority: Substance addiction/e-cigarettes</i> .....	27
<i>Additional work addressing social determinants of health</i> .....	28
Appendix A. MAPP Participants.....	29
Appendix B. National Public Health Measures .....	32
Appendix C. Prioritization .....	33

## Acknowledgements

Sincere appreciation is expressed to the following organizations that provided support, participation, and engagement to this effort:

- County Boards of Health
- New Ulm Medical Center
- Heart of New Ulm
- Mayo Clinic Health Systems – Springfield
- Mayo Clinic Health Systems – Mankato
- Sleepy Eye Medical Center
- Brown County Human Services
- Public and Non- Public Schools
- Mankato Clinic
- Brown – Nicollet Environmental Health
- Blue Earth County Public Health

And sincere appreciation to core team members:

**Brown County Public Health:** Karen Moritz – Brown County Public Health Director and Jaimee Brand – Brown County Public Health Supervisor  
Staff: Ann Gieseke, Kala Gaalswyk, and MSU interns

**Nicollet County Public Health:** Mary Hildebrandt – Nicollet County Public Health Director; Bree Allen – Nicollet County Public Health Supervisor; Jaimee Brand – Public Health Nurse; Leah Mahoney – SHIP Coordinator

## Executive Summary

Brown and Nicollet counties are divided by the Minnesota River. Rooted in agriculture and small industry, the counties' rural populations are simultaneously aging and growing more diverse. Both counties have a great deal of community effort to prosper and grow. The two counties have many differences and similarities, but they are governed under one Joint Powers Community Health Board and both have a desire to improve the health status of the community. These communities work together across county boundaries for the well-being of their constituents and to improve the health of the population.

Brown and Nicollet worked together using the Mobilizing for Action through Planning and Partnerships (MAPP) process to engage community partners in healthcare, businesses, non-profit organizations, other county departments, and the general public to complete a comprehensive community-focused health assessment and community health improvement plan. Participants gave their time and shared their knowledge and beliefs.

We are grateful for contributions made to this process by community partners and hopeful the community health improvement plan will be implemented together to improve the health status of our communities.

## Phase I: Organizing

In July 2018, the Public Health Directors from Brown and Nicollet Counties partnered with neighboring county health departments, Minnesota State University (MSU) Mankato, and our healthcare organizations to complete the Local Public Health Assessment and Improvement Process. Because of the uniqueness of each county's affiliation with their healthcare partners, the decision was made for each county to initially work with their healthcare partners in their service areas. The Community Health Assessment was completed in each county and the Community Health Improvement Plan was completed together. Additionally, MSU Mankato completed data analysis on several health outcome indicators for the region to assist in the process.

Mobilizing for Action through Planning and Partnerships (MAPP) was selected as the model to drive the assessment process. This model was developed by NACCHO in partnership with the Centers for Disease Control and Prevention (CDC) Public Health Practice Program Office.

The model has six phases: Organizing, Visioning, the Four Assessments, Identifying Strategic Issues, Formulating Goals and Strategies, and the Action Cycle. The process is cyclical, with each phase informing the next and each assessment's results considered in light of the others.



## Phase II: Visioning

A vision provides the picture of the community in the future. It also sets the structure for the process and a goal towards which to work.

### Brown County Visioning Session

On May 15, 2018, stakeholders from Brown County attended a visioning session in Sleepy Eye. Dr. Joseph Visser, Assistant Professor in the Department of Health Science at Minnesota State University, assisted by regional nurse consultant Linda Bauck-Todd from the Minnesota Department of Health, facilitated the visioning session.

Participants worked in groups and alone to answer the following questions from four categories: Visioning, Value, Health Equity in our Community, and Strengths:

#### Visioning:

- What does a healthy community mean to you?
- What are important characteristics of a healthy community for all who work, learn, live, and play here?
- In your ideal community, what would you hear, see, taste, touch, and smell?
- Five years from now, what would we want the local newspaper to say about the health of our community?

#### Value:

- What needs to be in place for us to work together effectively to achieve our vision?

#### Health Equity in our Community:

- What does an equitable community look like to you?
- What would be different in our community if all people had circumstances in which they could live healthy and flourishing lives?

#### Strengths:

- What are three things you do to improve your quality of living?
- What things are in your area that contribute to the overall health of your community?
- What do we want our community to look like in the future?

Prior to this session the questions had been sent to a broader group of 100 staff, policy makers & community partners for their thoughts. Those responses were categorized and shared with the participants after the session was complete. The responses were very similar.

## Nicollet County Visioning Session

A visioning session was held October 24<sup>th</sup>, 2018 in Mankato, MN located in Blue Earth County. The visioning session included thirty nine stakeholders from Mayo Clinic Health System-Mankato, Blue Earth County, and Nicollet County. Mary Hildebrandt, Nicollet County Public Health Director, set the stage for the visioning meeting followed by, Dr. Joe Visker, Minnesota State University (MNSU) Professor. Laura Bowman, with Mayo Clinic Health System-Mankato, facilitated the World Café portion of the visioning session.

---

Prior to World Café tables, the group was asked to participate in answering four key questions:

1. What does a healthy community mean to you?
2. What are important characteristics of a health community for all who work, learn, live and play here?
3. Five years from now, what would we want the local newspaper to say about the health of our community?
4. What would be different in our community if all people had circumstances in which they could live health and flourishing lives?

After a brief discussion about the four key questions listed above, the participants participated in a World Café style for the rest of the visioning meeting. The World Café tables were divided into categories based on the data collected during community events. Table discussions included: tobacco, alcohol, and drugs; chronic disease, mental health, and two tables for open discussion. Each topic had two tables that participants could rotate around to and asked the same six questions for discussion. Those questions included: what do we have the ability to change, what resources are available, who should be involved, how do we take actions, and what resources do we still need?

Once World Café discussions wrapped up, the larger group discussed what was talked about at each table. The visioning session concluded with a few last thoughts and questions. As a large group, topics were discussed such as: what would be different if everyone had circumstances to be healthy, what are important characteristics of a health community for all who work, learn, live, and play here; and five years from now, what news headlines would you like to see?

In a follow up session with an identified core team, the Brown-Nicollet Community Health Services Vision Statement for Community Health Assessment and Strategic Planning:

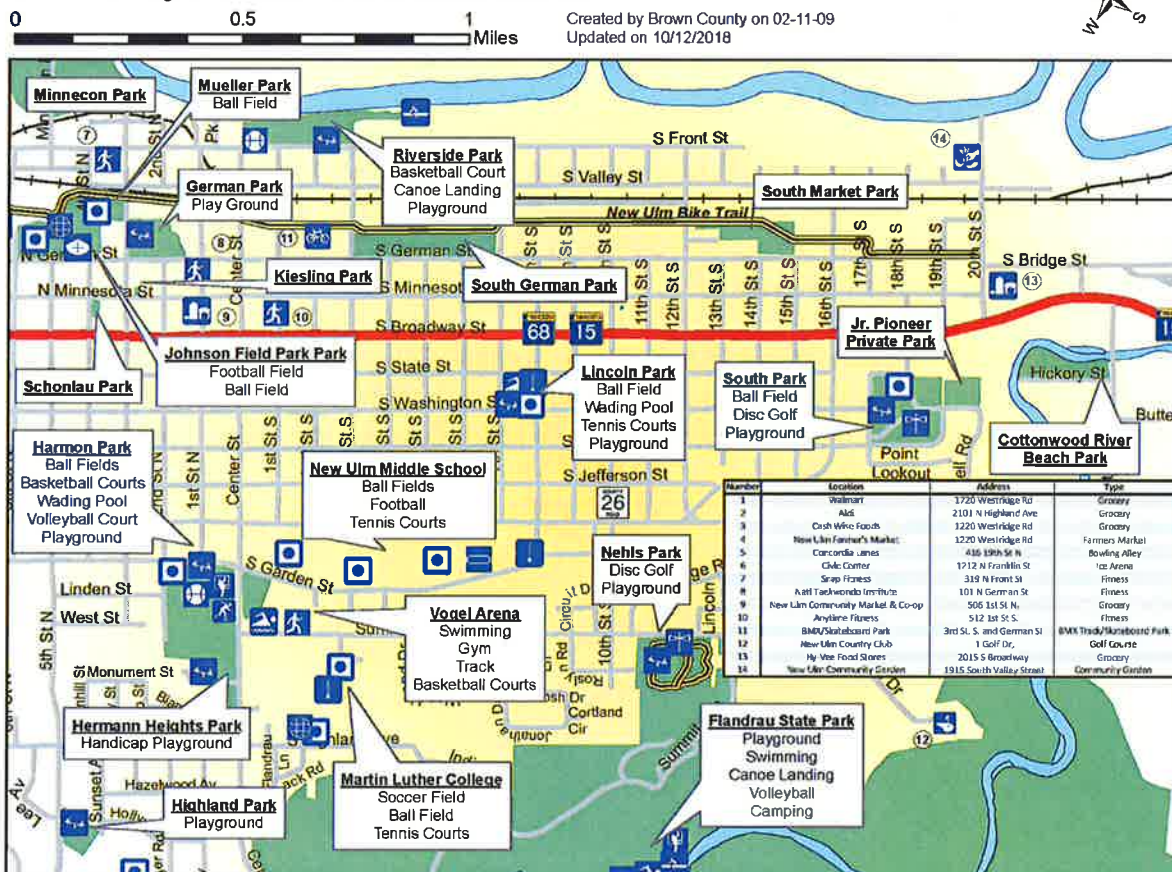
*“Communities achieving improved health and quality of life by mobilizing partnerships and taking strategic action.”*

The final vision statement was sent to all participants and used to guide the remaining steps of the MAPP process.

## Phase III: Four MAPP Assessments

On March 15<sup>th</sup>, 2018 Brown County stakeholder participants conducted the 1<sup>st</sup> MAPP assessment of **Community Themes and Strengths Assessment**. Participants broke into small groups and were assigned a community within each county. They completed asset mapping for the assigned community on large maps created by the County GIS department (see example below). Information was compiled and used by the core team for the next assessments. On May 30<sup>th</sup>, 2018 a group of Nicollet County community stakeholders gathered for a Creative Café Session for the first MAPP assessment, **Community Themes and Strengths Assessment**. During this session the top ten health concerns were identified. The information from this session was compiled and used by the core team for the next assessments.

### Community Assets - New Ulm South



Both Brown and Nicollet County Public Health Departments participated in local healthcare community health needs assessment in the fall of 2018.

In March 2019 Brown-Nicollet CHB completed a **Community Health Status Assessment** session. The session was hosted by Brown County Public Health, New Ulm Medical Center – Allina, and Mayo Health Clinic System – Springfield. The session included community partners from various sectors in the community. There was representation from public

health, healthcare, law enforcement, community members, early childhood, schools, human services, community coalitions, business, nonprofit social services organizations, and the faith community. The MAPP process was explained and the Visioning and Themes & Strengths Session results were reviewed. An overview of findings from the Community Health Assessment in addition to county demographic data was introduced in the large group setting. Subsequently, the larger group was then put into small round table groups based on topical data categories. Each group was asked to analyze the data and answer four questions about the data they had assigned to them.

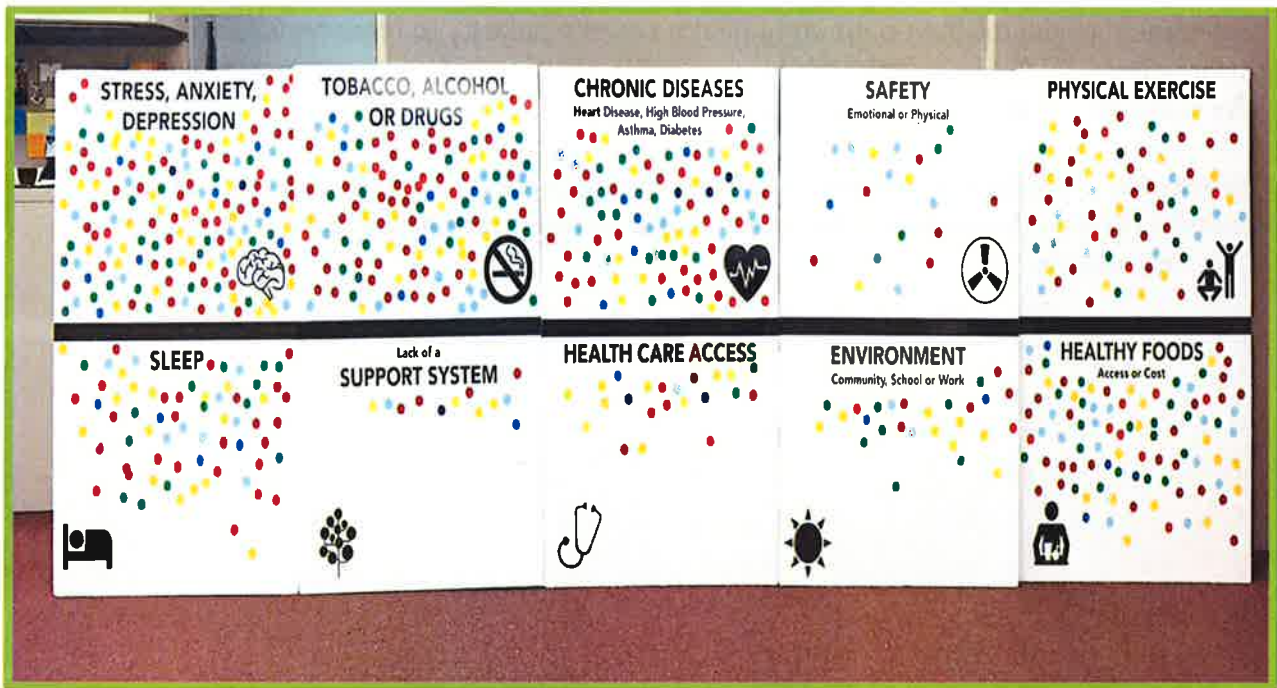
---

- What data is showing positive health outcomes or improvement?
- What data is showing concern in terms of healthy behavior and outcomes?
- What do you know about the concerns or positives anecdotally from your experience in the community and as a professional?
- What additional data do you think we need or do you have from your organization that could be useful?
- Utilizing the data identify the top health concerns that you identified need to be addressed in the next 3-5 years.

Each round table reported out and identified the top health concerns they noted as they reviewed the data. The last exercise was the large group was able to identify the top 10 health issues that they felt needed to be addressed by Public Health and community partners in the next three to five years.

Brown and Nicollet Public Health also partnered with Mayo Clinic Health System- Southwest Region and New Ulm Medical Center to conduct a regional health survey. The results of that survey were reviewed for inclusion in the Brown – Nicollet Community Health Status Assessment.





*Brown County Community Health Status Assessment Results*



*Nicollet County Community Health Status Assessment Results*

All the participants involved in the MAPP process are listed in Appendix A.

The **Local Public Health System Assessment** was completed in March of 2018 and again in March of 2019 through the Minnesota Department of Health’s statewide Local Public Health Planning and Performance Measurement Reporting System (LPH PPMRS). This annual

assessment evaluates the Community Health Board’s capacity to meet Minnesota chosen 35 priority National Public Health Standards. Brown- Nicollet CHB reports fully meeting most of the standards. See Appendix B for the results of the capacity reporting.

The Brown – Nicollet Community Health Core MAPP team decided not to complete the Forces of Change Assessment. A process similar to this is completed with the Strategic Planning process.

---

## Phase IV: Identify Strategic Issues

On January 10<sup>th</sup>, 2019 Brown County public health staff and community partners from Brown County came together to look at data that supported 12 identified health issues identified previously in each county community health status assessments.

The Hanlon Method for Prioritization of Health Issues was used – See Appendix C for more information.

### Top 12 Identified Issues

Obesity	Unsafe Driving Practices
Substance Addiction	High Cancer Rate
E-Cigarette Use	Lack of Prenatal Care
Mental Health Provider Access	Flu Vaccination Rate
Mental Health	Heart Disease
Students Feeling Safe at School	Oral Health Care
Youth Experiencing Stress	

After the top health issues were identified using the Hanlon method, the PEARL test was applied to the top issues and 3 strategic issues were identified by the group on which to develop Community Health Improvement Action Plans.

On February 21<sup>st</sup>, 2019, Nicollet County public health staff and community partners from Nicollet County came together and looked at data related to the top ten health concerns that were identified.

### Top 10 Identified Issues

Obesity	Food Insecurity
Alcohol and Other Drugs	Adolescent Mental Health
Adult Mental Health	Lack of Physical Activity
Chronic Diseases	Affordable Housing
Tobacco Use	Lack of Sleep

The PEARL test was then applied to the top issues and the three strategic issues were identified. Strategies will be developed for the top three health concerns identified as priority after the Hanlon Method and PEARL test were applied

On February 26<sup>th</sup>, 2019 staff from Brown County and Nicollet County came together and identified the top 10 health issues for the CHB based on each county's Hanlon and PEARL analysis

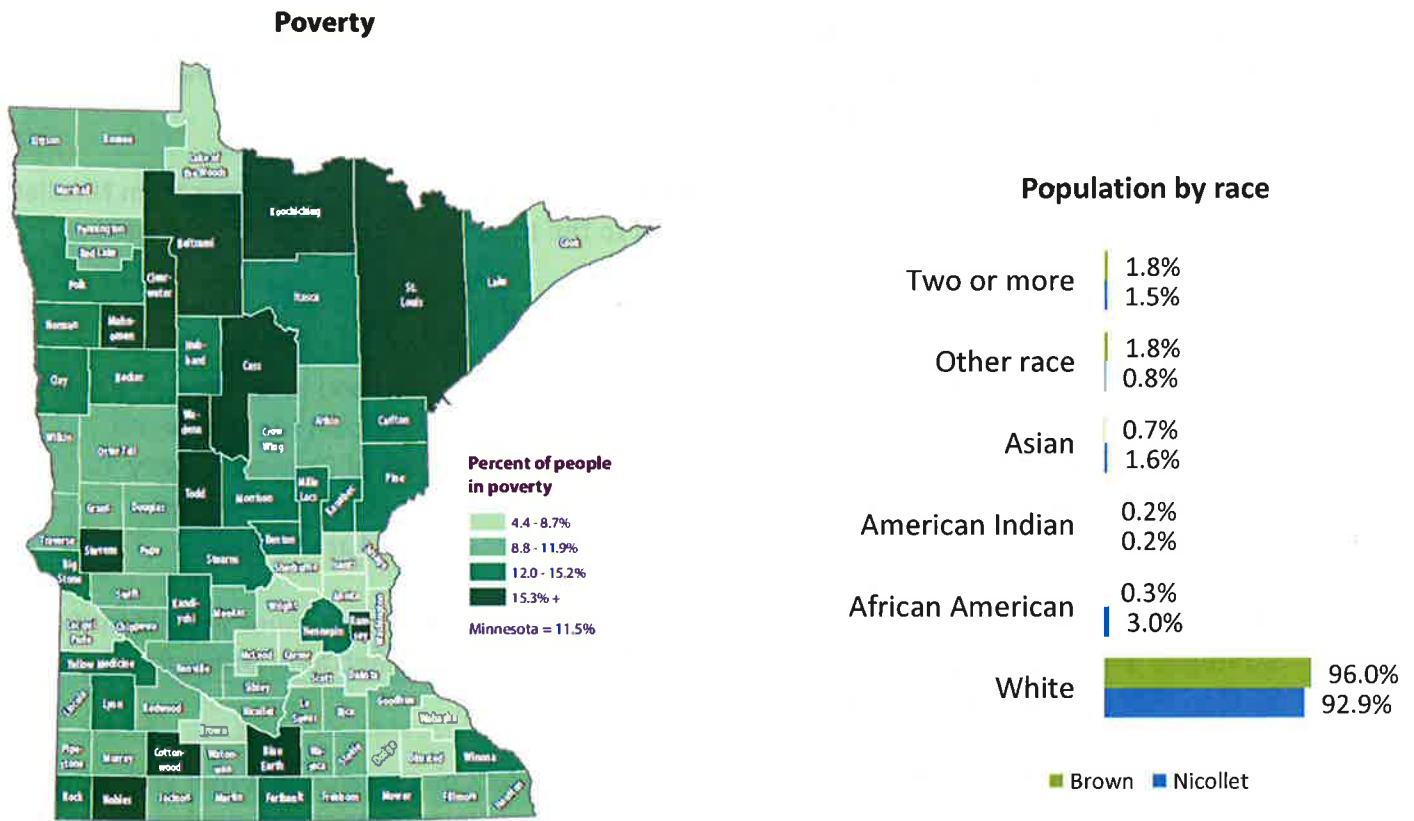
### Top 3 Issues to develop strategies:

Obesity
Substance Addiction: E-Cigarettes
Mental Health

## Health Inequities & Social Determinants of Health

Brown & Nicollet Counties have a relatively low level of racial diversity and a fairly low level of poverty, but certainly the population that is experiencing housing, transportation, and low income levels are likely not able to reach their full wellness potential. The strategic issues and strategies developed will be developed to reach out to all populations and focus on populations experiencing disparities.

The mental wellness strategies will specifically target social determinants of health. Adverse Childhood Experiences (ACEs) training will be conducted for a wide variety of people who touch the lives of children and adults with health inequities. The Brown, Nicollet, Le Sueur, and Waseca Counties Statewide Health Improvement Partnership (SHIP) project is focusing on community and school strategies.



Below 10% poverty threshold. Data source: 2014 American Community Survey estimates (2010-2014) (unweighted)

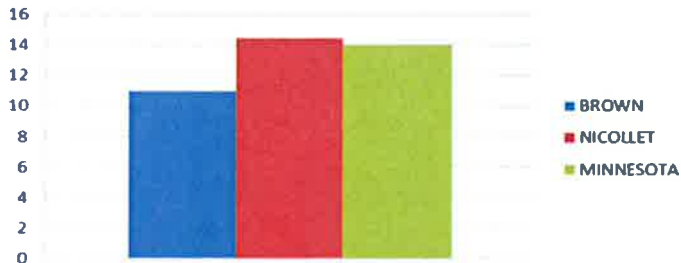
Minnesota Department of Health  
Minnesota Environmental Public Health Tracking Program  
Minnesota Public Health Data Access  
<https://app.legis.state.mn.us/indata>

Source: 2017 American Community Survey  
5-year estimates

## Strategic Issue Indicators

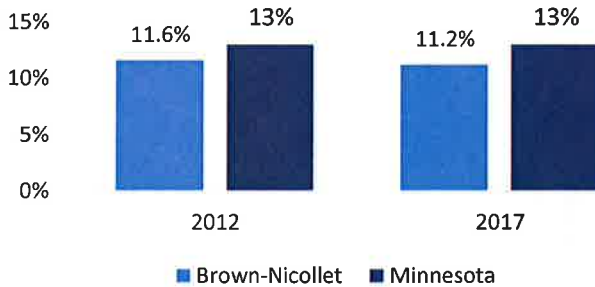
### Obesity

**Percent of 9th graders who self-report as 'overweight'**



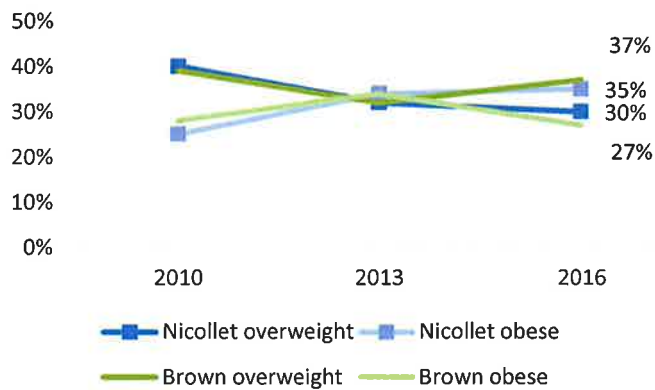
Source: Minnesota Student Survey, 2016

**Percent of WIC children aged 2-5 years who are obese according to BMI, Brown-Nicollet CHB**



Source: Minnesota Department of Health Public Health Data Access Portal

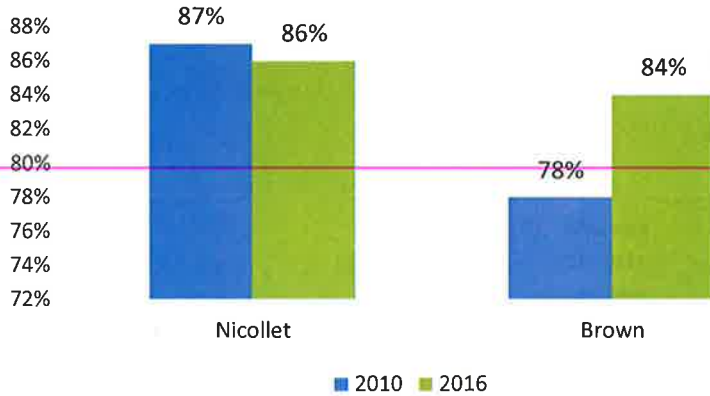
**Percent of adults overweight and obese according to BMI**



Source: South Central MN Adult Community Health Survey

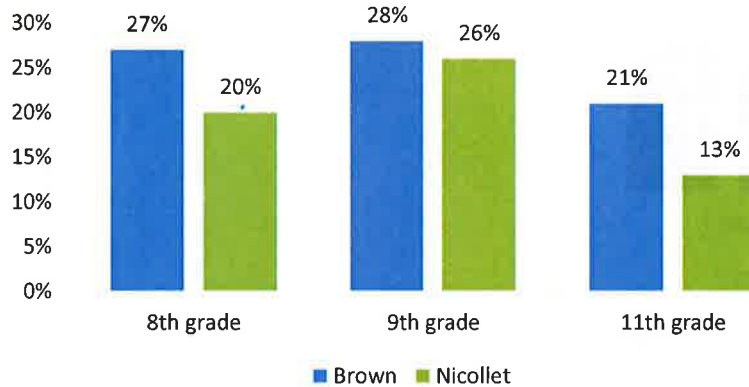


### Percent of adults participating in any physical activities in past 30 days



Source: South Central MN Adult Community Health Survey

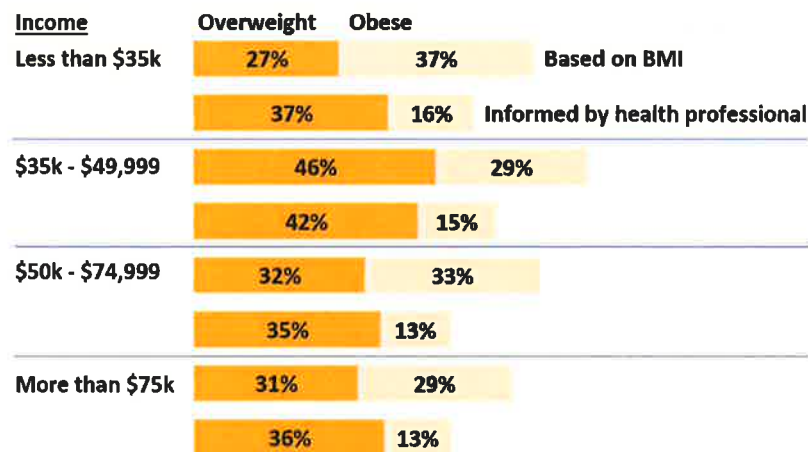
### Percent of students participating in daily physical activity



Source: Minnesota Student Survey, 2016

### Income and healthy weight

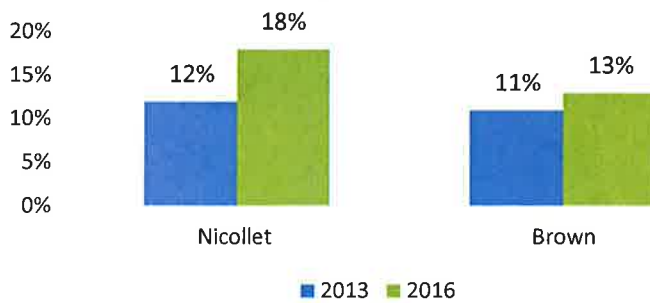
Rates of being obese (based on BMI) is highest for residents who earn less than \$35,000 a year.



Source: South Central MN Adult Community Health Survey, 2016

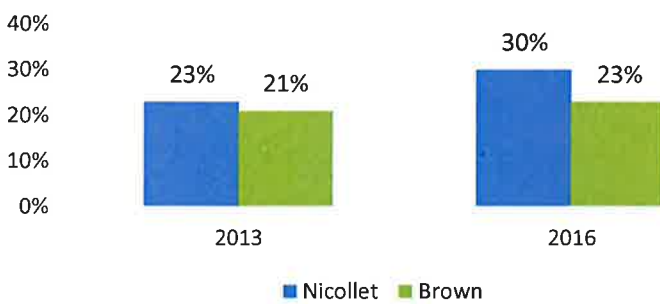
## Mental Health

**Percent of adults delaying mental health care in past 12 months**



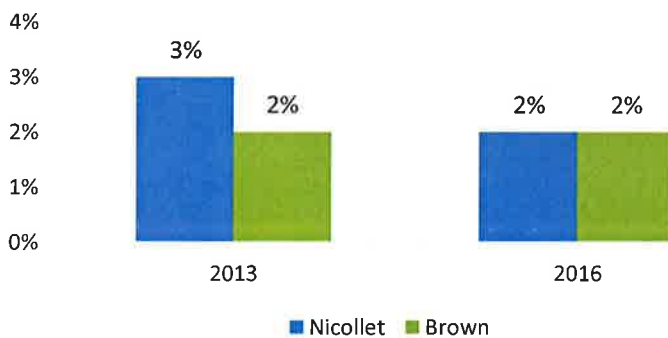
Source: South Central MN Adult Community Health Survey

**Percent of adults reporting mental health illness**



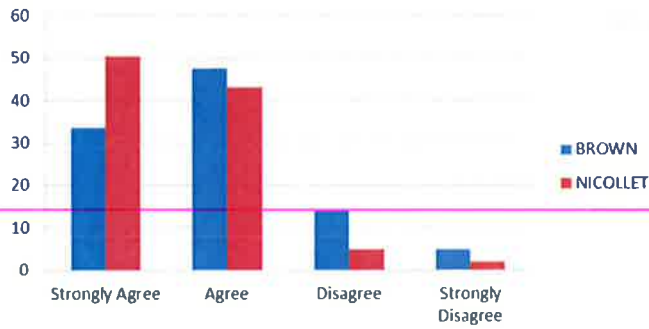
Source: South Central MN Adult Community Health Survey

**Percent of adults who have considered attempting suicide in past 12 months**



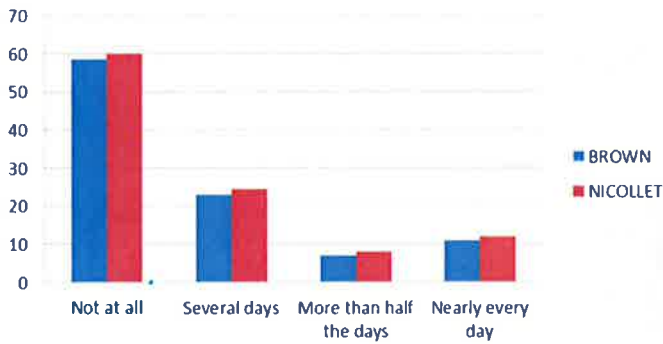
Source: South Central MN Adult Community Health Survey

### 9th Graders: 'I feel safe at school'



Source: Minnesota Student Survey, 2016

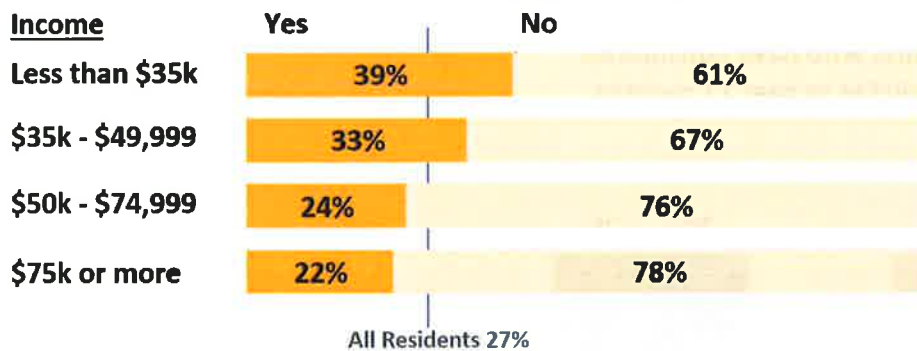
### 9th Graders feeling depressed



Source: Minnesota Student Survey, 2016

### Income and Mental Health

Residents who earn less than \$35,000 a year have higher rates of mental health diagnoses. More than one-third of residents who earn less than \$50,000 each year have received a mental health diagnosis.

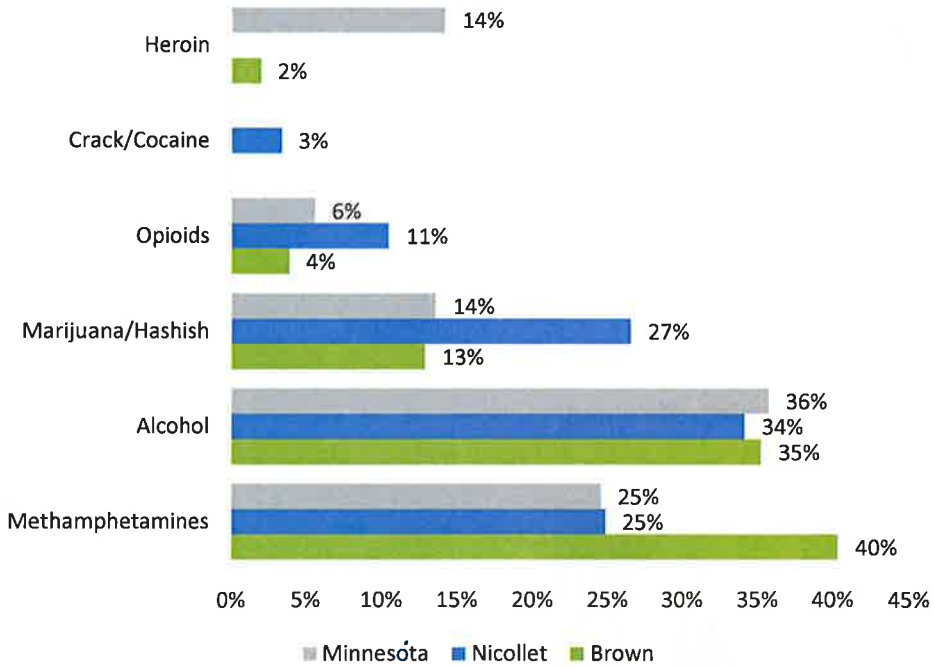


Source: South Central MN Adult Community Health Survey, 2016



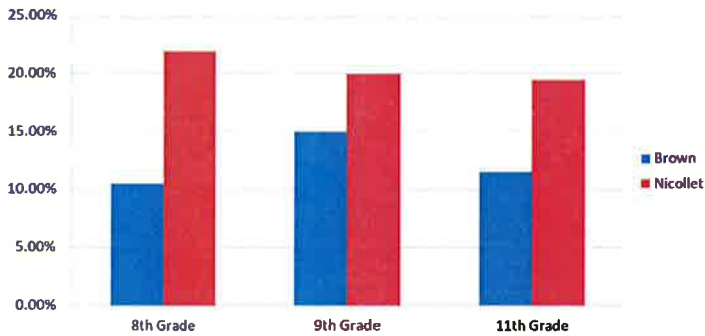
## Substance Use

### Chemical dependency treatment: Top primary substance of abuse



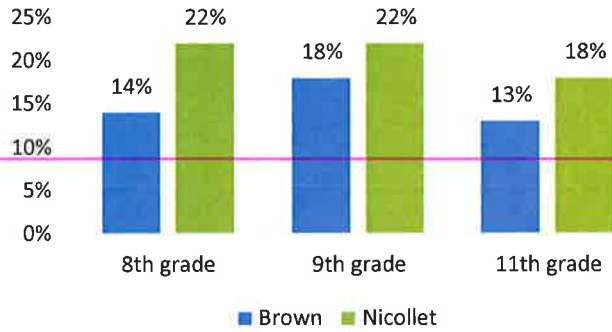
Source: DAANES 2017

### Percentage of Students who percieve no risk in using tobacco products



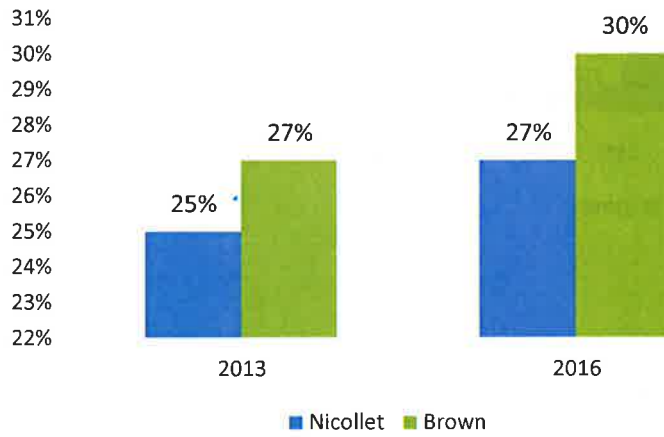
Source: Minnesota Student Survey, 2016

**Percent of students who perceive no risk in consuming alcohol**



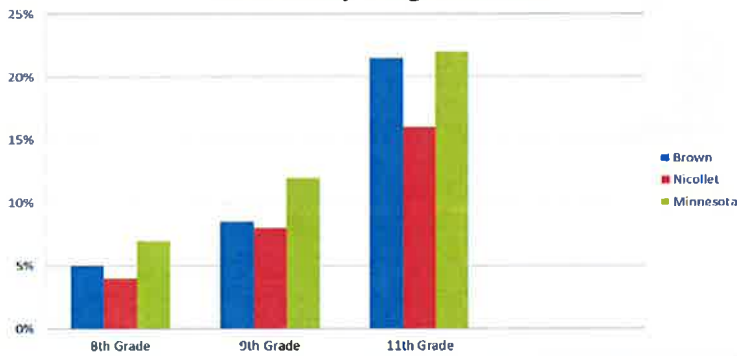
Source: Minnesota Student Survey, 2016

**Percent of adults reporting binge drinking**



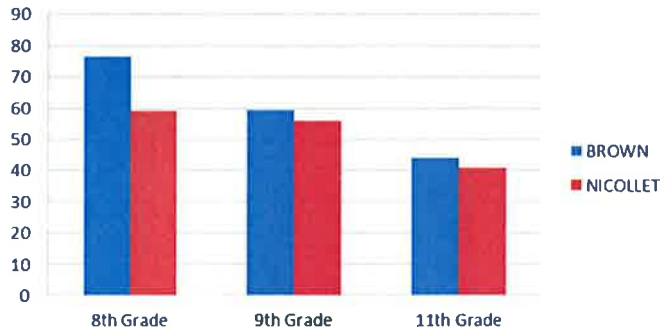
Source: South Central MN Adult Community Health Survey

**Past 30 Day E-Cigarette Use**



Source: Minnesota Student Survey, 2016

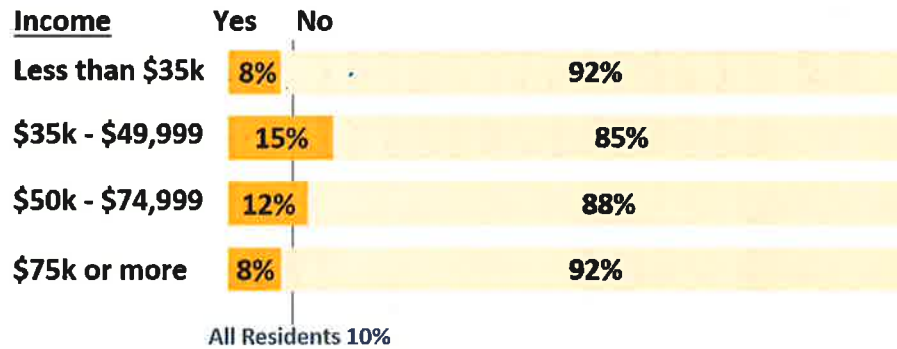
### 2016 Perceived Harm of Marijuana



Source: Minnesota Student Survey, 2016

### Income and Heavy Drinking

Heavy drinking is more common for residents who earn between \$35,000 and \$49,999 a year. Rates of heavy drinking are lowest for residents who earn less than \$35,000 a year or more than \$75,000 a year.



Source: South Central MN Adult Community Health Survey, 2016