

# Wright County Community Health Priority Interventions Plan



**Public Health**  
Prevent. Promote. Protect.

2014 - 2018

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## **Executive Summary**

The difficult task of identifying the health priorities of Wright County began in 2010. Our first step began with the creation of the Community Assessment, then taking the data to community groups to help us prioritize county health issues in forming the program plan.

The Wright County Public Health Task Force helped in formulating our top ten health priority issues as follows:

- |                    |                         |
|--------------------|-------------------------|
| 1. Obesity         | 6. Environmental Health |
| 2. Chronic Disease | 7. Unplanned Pregnancy  |
| 3. Mental Health   | 8. Violence             |
| 4. Injury          | 9. Poverty              |
| 5. Chemical Health | 10. Infectious Disease  |

Community input was gathered and after discussing data, trends, observations, and experience the top ten priorities was further divided into a top five for creation of this Wright County Community Health Improvement Plan.

It has been noted in creation of this program plan that income, employment, poverty, education and quality health insurance are large determining factors to the health and well-being of our county citizens.

## **Health Disparities**

Wright County is increasingly becoming more diverse. The foundation of good health and well-being starts in homes and schools, jobs and workplaces, as well as in places of worship, socialization, and play. Populations of color, minorities, and low-income people experience inequitable living conditions and unequal treatment in many aspects of life. In general, people with higher incomes typically have better health and have longer life expectancies than low-income people. Individuals have better health when they feel safe and have supportive neighborhoods, workplaces, and communities. Employees are healthiest when they believe that their jobs are secure and they feel valued. Culture, religion and ethnicity have a broad influence on beliefs and practices related to health, illness and healing. Wright County Public Health will work with the community to address disparities and examine best practices in promoting community health.

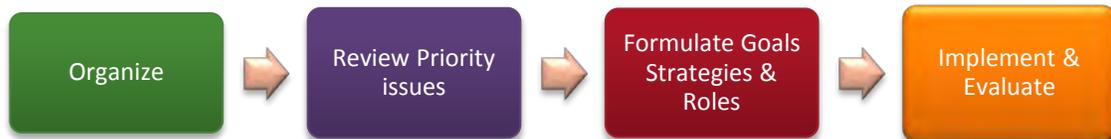
## Effective Health Strategies to Eliminate Disparities

- Address Issues of Unequal Access to Affordable, Nutritious Food.
- Improve Community Environments that Promote Physical Activity, Mental Wellbeing and Quality of Life.
- Promote Quality and Affordable Housing
- Develop and Promote Education, Literacy, and Employment Policies that Contribute to Employment Status.

## Community Planning Process

Wright County Public Health actively engages community partners in creating community assessment, strategic priorities and community health improvement plan.

This Community Health Improvement Plan provides guidance to our health department, community partners and stakeholders who share a common goal of improving the health of Wright County citizens. It is our commitment to share data and gather a broad perspective that results in a community owned Health Improvement Plan.



## Priority Health Issue: Obesity

### Situational Analysis

Our agency analyzed multiple data sets, along with our own survey, that measured health behaviors including: exercise, fruit and vegetable consumption along with public opinion.

According to the 2012 Wright County Community Health survey roughly one-third of adults (47% males, 24.9% females) in Wright County exercise five or more days per week.

From that same survey we found that only 28.2% of adults (19.2% male and 37.2% female) ate 5 or more servings of fruit and vegetables the day prior to taking the survey.

We also looked at trend data from the Minnesota Student Survey and found that among 9<sup>th</sup> graders:

- 66% report being physically active for 30 minutes or more on at least 5 of the last 7 days (include federal recommendation)
- 17% report eating five or more servings of fruit and vegetables the day prior to taking survey.

### Opportunities for Community Action

The Statewide Health Improvement Program (SHIP) & Live Wright will work to improve the following environments:

- **Active Classroom:** Work closely with school leaders to create fun and unique opportunities for increased physical activity in local elementary schools. Increased physical education, active recess and active classroom opportunities will be addressed.
- **Healthy Food in Schools:** Eating healthy and nutritious foods is a critical factor for our children to live a healthy life and learn while in school; we hope to build, sustain and/or expand school gardens at local elementary schools.
- **Active Living in the Community:** Living an active life goes beyond working out at the gym. We want to create communities that have more sidewalks and bike paths that connect key destinations within communities, and also connect communities.
- **Healthy Food in the Community:** We plan to improve access to healthier foods for people throughout our community, by looking at the issues of food access, food insecurity and affordability. A local advocacy group will lead this charge, the Crow River Regional Food System Council.
- **Child Care:** Help child cares sites provide healthy food choices and promote physical activity.

- **Worksite Wellness:** Promote healthy foods in cafeterias, in vending machines, and in catering. Create support for breastfeeding mothers, tobacco-free policies and more opportunities for walking and biking.
- **Community Linkages:** Help clinicians be successful in working with patients who are obese or at risk for obesity, including referrals to community resources. Help clinicians be successful in working with patients who smoke, including referrals to community resources. Working with healthcare institutions to support breastfeeding.
- **Advanced Community Linkages:** Strengthen partnerships between Public Health, health care facilities and clinics, health plans/payers, and community-based organizations that are committed to addressing obesity and tobacco use/exposure.

### **Anticipated Outcomes**

By 2016, have a five percent reduction of Wright County 5<sup>th</sup> graders who are categorized as overweight or obese based upon their body mass index (BMI) (Data will be from the next MN Student Survey).

By 2016, 70% of Wright County 5<sup>th</sup> graders report being physically active for 30 minutes or more on at least five of the last seven days (Data will be from the next MN Student Survey).

By June 30, 2015, at least one elementary school within our ten school districts will have implemented practices/policies that incorporate physical activity for students each day at school.

By October 31, 2015, fourteen schools across our ten school districts will have completed their school garden plans and planted their gardens to increase access to fruits and vegetables, and to decrease access to foods high in sodium, saturated fat and added sugars students eat during the school day.

Decrease consumption of foods high in sodium, saturated fat and added sugar. Increase the percent of Wright County adults eating recommended level of fruits and vegetables from 28% to 33% by June 30, 2015. (Wright County Public Health Community Health Survey) At least 25% of child care providers and programs caring for children in targeted populations will have committed to improving their healthy eating and physical activity practices and policies.

Establishment of an active referral process between the participating primary care setting, community health team, and public health resources. Standardized assessment tools will be based on the ICSI guidelines to determine intervention needs and generalized roles of the community health teams.

Establish a closer collaborative relationship with the clinics and hospitals in the Monticello and Buffalo Hospital service area that will promote collaboration to provide health services to a high risk population.

Better quality of life and better health outcomes of the at risk population which will result in fewer hospitalizations and visits to the emergency room. This will include a decrease in medical costs for this high risk population.

## Priority Health Issue: Chronic Disease

### Situational Analysis

Chronic disease impacts quality of life and leads to premature death. Heart disease, cancer, and stroke account for 53% of all county deaths. Physical inactivity, tobacco use and poor nutrition leads to higher prevalence of chronic disease.

### Opportunities for Community Action

Wright County Public Health works toward community partnerships that promote health and wellness among our citizens. We recognize many different community approaches are needed to prevent and control chronic disease conditions. It is our goal to engage a broad base of community support to work on programs, policy, and the social environment that aims to reduce heart disease, cancer, stroke, diabetes, and other chronic disease conditions.

- Collaborate with community partners to promote health screening and early detection.
- Continue Wellness On Wheels (WOW) van outreach in all Wright County communities.
  - The WOW Van offers numerous healthy, active lifestyle brochures and educational materials to everyone
  - Free blood pressures are offered, along with low cost cholesterol, blood glucose, hemoglobin, and lead blood tests.
  - We offer the American Heart Association's "Life's Simple 7" educational curriculum which includes these heart healthy objectives;
    - Get Active
    - Control Cholesterol
    - Eat Better
    - Manage Blood Pressure
    - Lose Weight
    - Reduce Blood Sugar
    - Stop Smoking
  - We assist in tracking blood pressure, cholesterol, and immunization history while, also, empowering the client to be involved in healthy choices.
- Support community efforts that communicate disease prevention.
- Ensure access to primary care providers and programs that emphasize disease prevention.

- Support community policy that encourages improved chronic disease outcomes.
- Promote work site wellness programs.
- **Smoke Free Multi-Unit Housing:** Helping local rental properties to pass smoke-free policies for their buildings. These policies have been shown to not only provide a great health benefit for residents, but also decrease building maintenance costs and fire-hazard risks for building managers.
- Work with community partners to promote community resources and programs that address individuals who are at risk for obesity.

### **Anticipated Outcomes**

- By 2018, the WOW Van will see a 10% increase in citizens accessing preventative screening.
- By 2018, a collaboration of community programs and services will help reduce cancer, heart disease, stroke and diabetes deaths by 10%.
- Improved access to all health care providers for all citizens.
- By 2018, Wright County will see an increase in community programs and policies that focus on chronic disease prevention.
- Ten new or newly identified smoke-free policies in multi-unit housing properties will be in place by October 31, 2015.

## **Priority Health Issue: Mental Health**

### **Situational Analysis**

- Mental health came up as one of the top five problems in Wright County through the community health assessment process.
- There are clear links between mental health and physical health.
- Mental health does affect a person's ability to maintain good physical health and to participate in health-promoting behaviors.
- Conversely, physical health conditions can have a debilitating affect on a person's mental health.
- The suicide rate has slightly increased and our local law enforcement is seeing an increase in domestic violence in the homes.
- People who have a mental illness usually live 10 years less than those without a mental illness.
- Early childhood trauma can affect a person's mental health across the lifespan. The number of substantiated child abuse cases has grown in Wright County, therefore increasing the risk of mental illness to those children affected by trauma.
- It was been difficult to do a complete assessment of the prevalence of mental illness in the county and the unmet needs.

### **Opportunities for Community Action**

- Mental health spans all ages and positive mental health is a goal for the entire community.
- Public health, health care, human services and other systems will work better together to address all aspects of mental health.
- The goal is to provide better education, better collaboration among agencies, and better early intervention services to increase positive mental health for all Wright County residents.
- Public Health will provide more opportunities for primary prevention services to at risk families through evidence based family home visiting programs.
- More collaborative work among agencies to provide services to clients with a diagnosed mental illness.
- Public Health will help bring agencies together to work on gaps in services in the community to prevent mental illness and to treat those already diagnosed with a mental illness.
- There is a need for a better assessment of this community for mental illness prevalence.

## **Anticipated Outcomes**

- By January, 2016, through community collaboration, a better system to assess the mental health needs and disparities in the community will be in place.
- By January, 2016 there will be at least three community collaborative events that address positive mental health. At least one of these events will target populations of high risk and those with disparities.
- By January, 2017, Public Health, along with at least three other agencies will collaborate to provide more evidence based early intervention programs to high risk families in order to prevent the increase of mental illness and promote positive mental health.
- By June, 2017 the number of resources and awareness of resources for positive mental health increase by 20%. Providing more resources for the high risk populations who have less income to pay for needed services.
- By June, 2017 the number of children in the criminal justice system in Wright County will decrease by 10%.
- By January, 2018, through community mental health assessments, a decrease in the incidence of diagnosed mental illness will show a decrease, particularly among the high risk populations.
- By January, 2018 more community residents will expect that mental health care is part of their overall medical care.

## **Priority Health Issue: Injury**

### **Situational Analysis**

Unintentional injuries can cause premature death and impact quality of life. Injuries are the fifth leading cause of death with motor vehicle crashes, fall and poisoning the most common injuries.

- 27 non-motor vehicle injury deaths in 2013.
- 15 motor vehicle crash deaths in 2013.

### **Opportunities for Community Action**

The Safe Communities traffic safety collaboration works on programs that promote education, enforcement, EMS and engineering. Safe Communities works to help:

- Engage a broad base of partners.
- Support policies that promote traffic safety.
- Work with community groups to educate about traffic safety.
- Public Health staff will continue to expand upon programs that promote injury prevention through all age groups.
- Public Health Nurses work with adults and children and make home safety assessments.
- Support community efforts that promote safety in sports and recreational activities.
- Through the Statewide Health Improvement Program (SHIP) engage community partners that promote Fall Prevention and Pedestrian Safety.
- Public Health programs such as child Car Seat Safety and Sudden Unexpected Infant Death & Abusive Head Trauma (SUID/AHT)

### **Anticipated Outcomes**

- By 2018, community programs like Safe Communities and SHIP and senior programs will help aid in a 10% reduction in injury-related fatalities.
- Increased community messages that promote injury prevention.
- By 2018, Wright County will see a 10% reduction in motor vehicle injuries and fatalities through the four E's (Education, Enforcement, Engineering and Emerging Medical Systems) of the Safe Communities Program.
- Decrease in falls among elderly.
- Fewer poisoning events in county.
- Fewer workplace injuries.

## Priority Health Issue: Chemical Health

### Situational Analysis

Alcohol, tobacco and other drug use contributes to poor health outcomes among county residents.

- 11% of county adults are heavy drinkers.
- 27% of 12<sup>th</sup> graders reported smoking in the past 30 days and 16% of 12<sup>th</sup> graders reported using chewing tobacco in the past 30 days (MN Student Survey).
- One in five adults report smoking in the past 30 days.
- Number of county citizens entering chemical dependency treatment continues to increase each year.
- Over half of all county motor vehicle crash deaths are due to impaired drivers.
- In 2013, seven county deaths involved drug overdose.
- 31% of 12<sup>th</sup> graders report using marijuana one or more times in the past year (MN Student Survey).

Concern has been growing about the reported abuse of prescription drugs and/or opiates, including heroin. While data currently does not support this in comparison to other substances, the situation will be monitored.

### Opportunities for Community Action

- Speaking engagements at local schools on underage misuse and abuse
- Alcohol and Tobacco Compliance Checks with Law Enforcement
- Alcohol Sales Training for all establishments that sell alcohol
- Alcohol Sales Training awareness packets to all establishments
- Tobacco prevention program/peer education throughout school districts focusing particularly on smokeless tobacco and electronic cigarettes.
- Enforce local tobacco ordinance and update as applicable to address emerging tobacco issues.
- Continue drug prevention programming across local school districts.
- Work with community partners DARE, MEADA, Safe Communities, Wright County Safe Schools to address emerging drug issues.

### Anticipated Outcomes

#### Reduced underage access and use of alcohol, tobacco and other drugs

- Increased county wide awareness about abuse of alcohol
- By 2017, there will be 10% less alcohol related traffic injuries or fatalities .
  
- Conduct a minimum of four Alcohol Sales Trainings per year

- Conduct a minimum of two presentations on binge drinking to high school students per year
- Compliance rates of tobacco establishments will be at least 90%.
- Compliance rates of alcohol establishments will be at least 90%.
- By 2016, increase Sober Cab rides by 15%.