2016 Community Health Needs Assessment
Implementation Plan: Essentia Health-Deer River

The full Community Health Needs Assessment conducted by Essentia Health and can be found online at [www.essentiahealth.org/main/community-benefit-chna.aspx](http://www.essentiahealth.org/main/community-benefit-chna.aspx)

Essentia Health-Deer River has designed an implementation strategy with internal stakeholders as well as additional external partners and stakeholders who represent the existing healthcare facilities and resources within the community that are available to respond to the health needs of the community as identified in this assessment.

This implementation strategy will be reviewed and approved by the hospital’s board of directors prior to November 15, 2016.

**2016 COMMUNITY HEALTH NEEDS ASSESSMENT OBJECTIVES**
In conducting the 2016 Community Health Needs Assessment, Essentia Health has collaborated with community partners to work towards a healthier Deer River and embraced these guiding principles:

- Seek to create and sustain a united approach to improving health and wellness in our community and surrounding area;
- Seek collaboration towards solutions with multiple stakeholders (e.g. schools, work sites, medical centers, public health) to improve engagement and commitment focused on improving community health; and
- Seek to prioritize evidence-based efforts around the greatest community good that can be achieved through our available resources.

The goals of the 2016 Community Health Needs Assessment were to:
1. Assess the health needs, disparities, assets and forces of change in Essentia-Deer River
2. Prioritize health needs based on community input and feedback.
3. Design an implementation strategy to reflect the optimal usage of resources in our community.
4. Engage our community partners and stakeholders in all aspects of the Community Health Needs Assessment process.

**COMMUNITY HEALTH NEEDS ASSESSMENT PRIORITIES**

The in depth assessment and community focus groups resulted in the identification of two (2) community health priorities. The needs were prioritized as follows:
1. Obesity, physical inactivity and lack of healthy foods
2. Mental Health and Substance Abuse
IMPLEMENTATION PLAN METHODOLOGY

In order to formulate an implementation plan that would work to address the above priorities, the hospital worked to create a plan would include the following for each priority area:

1. Overarching goal(s)
   a. Targeted strategies
   b. Clear objectives
   c. Tactics where necessary
2. Priority Population(s)
3. Potential Partners
4. Metrics

Therefore, the following implementation plan will outline the goals, priority populations, metrics and as able will begin to identify the tactics to be included in meeting the goals. Additional tactics and resources needed will be added to this plan as necessary.

This implementation plan will be reviewed on a biannual basis, progress will be shared with hospital leadership and the board of directors.
### Priority Area: Obesity, physical inactivity and lack of healthy foods

#### Goal #1: Increase consumption of nutrient dense foods.

**Strategy #1:** Increase affordable access to fruits and vegetables in Deer River and surrounding communities.

**Objective #1:** Increase number of adults eating 5 or more servings of fruit or vegetables/day.

**Objective #2:** Increase fruit and vegetable consumption in children.

**Objective #3:** Increase awareness of proper nutrition.

**Tactics:**
- Fresh produce truck - mobile food bank
- Farmer’s Market in Deer River
- POP program (power of produce) in partnership with Farmer’s Market
- Community Gardens
- Nutrition Education in Communities

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<th>Potential Partners</th>
<th>Priority Population(s)</th>
<th>Sources of Measuring Outcomes</th>
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<tbody>
<tr>
<td>Second Harvest Food Bank, Local Farmers, Get Fit Itasca, School District, Leech Lake Band of Ojibwe</td>
<td>Native American Communities, Low income families</td>
<td>Bridge to Health Survey, Minnesota Student Survey, Minnesota Department of Health, Behavioral Risk Factor Surveillance System</td>
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#### Goal #2: Reduce obesity in adults and children

**Strategy #1:** Increase physical activity for adults and children

**Objective #1:** Improve outdoor active living options for Deer River and surrounding communities

**Objective #2:** Increase access to fitness equipment

**Objective #3:** Enhance park system in Deer River

**Tactics:**
- Promote current trail system with the Chippewa National Forest
- New park at ball fields and new basketball court
- Apply for grant funds to build paved walk/bike trail in Deer River

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<td>US Forest Service, DNR, City of Deer River, Get Fit Itasca,</td>
<td>Native American Communities, Low income families</td>
<td>Bridge to Health Survey, Minnesota Student Survey,</td>
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Priority Area: Mental Health and Substance Abuse

Goal #1: Increase access to behavioral health

Strategy #1: Foster integration and coordination between behavioral health and health care, social support, tribal nations and prevention systems.

Objective #1: Increase awareness of current behavioral health resources within the community.

Objective #2: Increase the behavioral health workforce capacity in the community

Tactics:

● Provide incentives to needed behavioral professionals in the community to attract and retain workforce.
● Recruit and hire a behavioral health Nurse Practitioner.
● Familiarize practice and community with new behavioral health nurse practitioner’s practice.
● Explore use of community health worker in the field of behavioral health.
● Provide education and training to hospital staff and those that come into contact with individuals with mental illness.
● Identify community partners and stakeholders working to improve mental health and wellbeing.
● Work with partners and stakeholders to promote current mental health resources within the county.

Potential Partners
Itasca County Public Health, Local providers, School Districts, other healthcare systems, Leech Lake Band of Ojibwe

Priority Population(s)
Native American Communities, Low income

Sources of Measuring Outcomes
Bridge to Health Survey, Minnesota Department of Health, Hospital Medical Records, Substance Abuse and Mental Health Services Administration

Goal #2: Reduce the stigma of mental illness

Strategy #1: Collaborate with partners and mental illness stakeholders to provide education and awareness building activities in the community.

Strategy #2: Increase Itasca County engagement in NAMI.

Objective #1: Change community “norms” and attitudes surrounding mental illness to be more positive.
Tactics:
- Develop baseline measure(s) of community “norms”/attitudes and stigma of mental illness.
- Research best practices and community strategies and available resources for addressing stigma using experts in the area such as NAMI (National Alliance on Mental Illness).
- Work with partners and stakeholders to develop and deploy a soft messaging campaign to increase awareness of mental illness and reduce stigma utilizing positive messages aimed to provide hope for recovery and promote resiliency.
- Utilize NAMI resources, such as speaker’s bureau, workshops, and trainings, to provide education and awareness activities for both community members and professionals.
- Address the gap in NAMI representation from Itasca County by helping to recruit an individual to sit on NAMI advisory council for the county.

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<td>NAMI, local businesses, School Districts, other healthcare systems, Itasca County Public Health, Get Fit Itasca, Leech Lake Band of Ojibwe</td>
<td>Native American Communities, Low income</td>
<td>Bridge to Health Survey, Minnesota Department of Health, Substance Abuse and Mental Health Services Administration, NAMI</td>
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**Goal #1: Reduce substance use among youth**

Strategy #1: Collaborate with community organizations to support positive community norms campaign of The Movement.

Objective #1: Reduce/Delay underage alcohol consumption.

Objective #2: Reduce tobacco use among students.

Objective #3: Reduce marijuana use among students.

Tactics:
- Continue partnership with the Movement/S.T.E.P. Coalition in ISD 317.

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