2016 Community Health Needs Assessment
Implementation Plan: Essentia Health-Northern Pines Medical Center

The full Community Health Needs Assessment conducted by Essentia Health can be found online at www.essentiahealth.org/main/community-benefit-chna.aspx

Essentia Health-Northern Pines Medical Center 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 East Iron Range Community 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 the East Iron Range Community.
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 three (3) community health priorities. The needs were prioritized as follows:
1. Behavioral Health (alcohol, tobacco and other drugs)
2. Obesity (nutrition and physical activity)
3. Access to mental health care
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 that would include the following for each priority area:

1. Goals
   a. Targeted strategies
   b. Clear objectives
   c. Tactics where necessary
2. Priority Population
3. Potential Partners
4. Metrics

Therefore, the following implementation plan will outline the goals, priority populations and metrics and will begin to identify the tactics to be included in meeting the goals. Additional tactics and resources that are 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: Behavioral health (alcohol, tobacco and other drugs)

Goal #1: Decrease the negative impact of alcohol on priority populations, specifically, alcohol use in youth.

Strategy #1: Collaborate with partners and stakeholders in East Iron Range to increase awareness of dangers of alcohol abuse and behaviors associated with legal and responsible alcohol use.

Objective #1: Increase community education on responsible alcohol use.

Objective #2: Increase community awareness on the dangers of youth alcohol use.

Tactics:
- Review and/or collect baseline data on behaviors in St. Louis County youth related to alcohol use and binge drinking.
- Identify key partners and stakeholders related to alcohol use in youth.
- Meet with Mesabi East Public School District officials and other key partners to learn about current programming related to alcohol use for area youth.
- Identify evidence based best practices related to promoting a healthy attitude towards alcohol in youth; determine if programs overlap with other CHNA priority areas.
- Implement programming collaboratively with community partners and stakeholders as able and necessary.
- Implement programming if gaps exist for area youth on responsible behaviors related to alcohol

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<tr>
<th>Potential Partners</th>
<th>Priority Population(s)</th>
<th>Sources of Measuring Outcomes</th>
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<tbody>
<tr>
<td>Mesabi East Public Schools, Area Youth-Serving Organizations, Local non-profits, St. Louis County Health &amp; Human Services</td>
<td>K-12 Students in Mesabi East Public Schools</td>
<td>Bridge to Health Survey, Minnesota Department of Health, Minnesota Student Survey</td>
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Goal #2: Decrease the negative impact of other drugs on adults in East Iron Range

Strategy #1: Update and reform prescribing practices related to opiates.

Strategy #2: Collaborate with community partners and stakeholders on efforts focused on decreasing drug use and abuse.

Objective #1: Increase awareness of the negative health effects of nonmedical use of prescription opiates and other illicit drugs.

Objective #2: Increase the use and awareness of evidence-based and socially responsible use of prescription opiates.

Tactics:
- Share updated prescribing practices with local partners and stakeholders.
- Review additional evidence based best practices related to drug use in adults.
- Identify partners and resources for opioid use prevention, intervention and referral to treatment to help plan and implement local prevention efforts.

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<td>St. Louis County Health &amp; Human Services, other healthcare organizations,</td>
<td>Adults in the East Iron Range</td>
<td>Bridge to Health Survey, Minnesota Department of Health, Minnesota Survey of Adult Substance Use, Medical Records</td>
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**Goal #3: Decrease impact of tobacco on priority populations.**

Strategy #1: Increase community capacity to address tobacco use.

Objective #1: Increase access to tobacco treatment specialists.

Objective #2: Increase community awareness of the negative health effects of tobacco.

**Tactics:**
- Create an inventory of existing tobacco cessation resources and communication strategy to inform residents of available services.
- Identify community provider best suited to becoming trained as a Certified Tobacco Treatment Specialist and assess need and ability to get an additional individual certified.
- Promote opportunities for pregnant women and post-natal women to quit smoking.
- Work with partners and stakeholders to identify opportunities to raise community awareness of the negative health effects of tobacco, including e-cigarettes.
- Increase community and media based outreach on the negative health effects of tobacco in youth and pregnancy.
- Increase community educational opportunities to learn of the negative health effects of tobacco in youth and pregnancy.

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<td>Mesabi East Public Schools, Local non-profit organizations, State Health Organizations, St. Louis County Health &amp; Human Services, Essentia Health Providers, TTS Counselors, Minnesota Quit Line</td>
<td>Youth, pregnant women, low income</td>
<td>Bridge to Health Survey, Minnesota Department of Health, Essentia Health Northern Pines clinic data, Minnesota Adult Tobacco Survey (MDH), Teens and Tobacco (MDH), Minnesota Student Survey</td>
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### Priority Area: Obesity

**Goal #1: Increase consumption of nutrient rich foods**

**Strategy #1: Increase access to affordable fresh fruits and vegetables in the East Iron Range area**

Objective #1: Increase awareness for adults regarding eating 5 or more servings of fruits and vegetables

Objective #2: Increase fruit and vegetable consumption by children

Objective #3: Increase awareness of proper nutrition

**Tactics:**
- Farmer’s market in East Iron Range
- Community garden
- Nutrition Education

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<td>East Range communities, Mesabi East Public Schools, local growers, non-profits</td>
<td>Children and adults</td>
<td>Bridge to Health Survey, Minnesota Student Survey, Behavioral Risk Factor Surveillance System</td>
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### Priority Area: Access to Mental Healthcare

**Goal #1: Improve mental health and well-being in East Iron Range**

**Strategy #1: Collaborate with community partners and stakeholders to provide education and awareness building activities in the community to foster resiliency and improve mental health and well-being.**

Objective #1: Increase awareness about what creates mental well-being and resilience.

**Tactics:**
- Review baseline data on current perception of mental health and well-being for Northern St. Louis County.
- Review evidence based best practices on increasing awareness of mental well-being.
- Identify community partners and stakeholders.
- Identify resources needed for community-wide campaign or efforts.
- Work with partners and stakeholders on community wide campaign related to resiliency and mental well-being.

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<td>Local task force on mental health, local non-profit organizations, local mental health providers, local social services providers/agencies, St. Louis County Health &amp; Human Services, Mesabi East Public Schools, local law enforcement, faith community, National Alliance on Mental Illness</td>
<td>Adults and children in East Iron Range</td>
<td>Bridge to Health Survey, Minnesota Department of Health, Minnesota Student Survey</td>
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**Goal #2: Improve access to mental health resources and care.**

**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 mental health resources within East Iron Range.**

**Tactics:**
- Increase visibility of mental health resources in East Iron Range.
- Promote current resources through active partnerships and communication channels.
- Increase providers’ knowledge of current mental health resources within East Iron Range.
- Identify gaps in seeking mental health care in East Iron Range.
- Work with partners and stakeholders to promote current mental health resources within East Iron Range.