We are of this place, not just from it.

COMMUNITY HEALTH NEEDS ASSESSMENT

FY 2020-2022

Essentia Health-St. Joseph’s Medical Center (Brainerd)
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Appendix C – Crow Wing County Health Survey Results (2015)

Appendix D – Crow Wing County Community Health Survey Results (2018)

Appendix E - Crow Wing County Food Shelf Coalition Survey Results

Appendix F – Steering Committee Members

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Lead Parties on the Assessment

Kalsey Stults, Community Health and Wellness Specialist

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Emily Anderson, Essentia Health Community Health Program Manager

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Kathy Sell, Essentia Health Marketing Manager

Acknowledgements

This report is based on a collaborative process with the following community members and organizations. Essentia Health would like to express our gratitude to the many steering committee members and community members for their contribution to planning, development, and analysis of community health needs. Additional thanks to the community members who shared their expertise and helped us include the voices of diverse sectors of our community.

- Crow Wing County
- Minnesota Department of Health
- Brainerd Family YMCA
- ISD 181 School District
- ISD 182 School District
- ISD 186 School District
- Crow Wing County Food Shelf Coalition
- University of Minnesota Extension
- Central Minnesota Council on Aging
- Brainerd Dispatch
- Brainerd Lakes Chamber
- Bridges of Hope
- Brainerd Lakes Chamber of Commerce
- City of Brainerd
- CTC
- Clow Stamping
- Heartland Hospice
- Crow Wing Energized Steering Committee
- Crow Wing Energized Mental Fitness Goal Group members
- Crow Wing Energized Healthy Choices Goal Group members
- Crow Wing Energized Workplace Wellness Goal Group members
- Crow Wing Energized Community Connections Goal Group members
- Crow Wing County residents
Executive Summary

Essentia Health-St. Joseph’s Medical Center is part of Essentia Health, a nonprofit, integrated health system caring for patients in Minnesota, Wisconsin, North Dakota and Idaho. Essentia Health is called to make a healthy difference in people’s lives. To fulfill that mission, we seek opportunities to both enhance the care we provide and improve the health of our communities.

Every three years, each Essentia Health hospital conducts a Community Health Needs Assessment (CHNA) to systematically identify, analyze and prioritize community health needs. The process is conducted in collaboration with many community partners including local public health department, and organizations or individuals that represent broad interests in the community, including members of medically underserved, low-income, and populations at higher health risk.

Once priority health needs are identified, Essentia Health-St. Joseph’s Medical Center designed an implementation strategy to address the needs with internal stakeholders and community partners. The plan is designed to leverage existing community strengths and resources available to improve health.

From January 2018 to March 2019, Essentia Health-St. Joseph’s Medical Center analyzed data, convened community partners, sought input from community members, and led a process to identify the following priority areas for the 2020-2022 Community Health Needs Assessment:

A. Substance abuse
B. Nutrition
C. Physical activity
D. Mental health

The 2020-2022 Implementation Plan outlines the multiple objectives, activities and strategies to address each priority area.

**Substance Abuse Goal:** People no longer desire tobacco products.

**Nutrition Goal:** People eat fruits and vegetables every day.

**Physical Activity Goal:** People are active every day.

**Mental Health Goal:** People experience good mental wellbeing most days.
Introduction

Essentia Health is called to make a healthy difference in people’s lives. To fulfill that mission, we seek opportunities to both enhance the care we provide and improve the health of our communities. In conducting the Community Health Needs Assessment, Essentia Health collaborated with community partners relying on these four principles.
Headquartered in Duluth, Minnesota, Essentia Health combines the strengths and talents of 14,400 employees, who serve our patients and communities through the mission of being called to make a healthy difference in people’s lives.

Essentia Health-St. Joseph’s Medical Center is part of Essentia Health, a nonprofit, integrated health system caring for patients in Minnesota, Wisconsin, North Dakota and Idaho. The 162-bed hospital serves the Brainerd Lakes area and has provider clinics in Baxter, Brainerd, Crosslake, Emily, Hackensack, Pequot Lakes, Pierz, Pillager and Pine River as well as a rehabilitation facility in Brainerd.

St. Joseph’s Medical Center is the first hospital in greater Minnesota to earn The Joint Commission’s Gold Seal of Approval for Advanced Certification for total hip and knee replacement. The advanced certification is for centers seeking to elevate the quality, consistency and safety of their services and patient care.

St. Joseph’s Medical Center has been designated as a Primary Stroke Center by the Minnesota Department of Health. Going beyond excellent immediate care, a primary stroke center provides the full spectrum of stroke care – diagnosis, treatment, rehabilitation and education – and establishes clear metrics to evaluate outcomes. The cancer program recently received accreditation from the American College of Surgeons Commission on Cancer, that’s awarded to cancer care programs that have a commitment to providing high quality, comprehensive, multidisciplinary patient-centered care. St. Joseph’s Medical Center also earned international recognition as a “Baby-Friendly” birth facility, the gold standard in care for mothers and babies.

**Caring for our Community:** Our commitment to our community’s health and wellness goes well beyond the work of the Community Health Needs Assessment. Through contributions of over $1 million annually to numerous community organizations, we’re working together with our communities to improve the health and vitality of our neighborhoods. In addition, we’re proud to say our employees donated more than 22,000 hours of their time and talents to a variety of programs and outreach efforts. Our community investments are designed to promote better health, help lessen inequities in our communities, improve access to health care and strengthen the fabric of our communities.
Hospital Service Area

Essentia Health-St. Joseph’s Medical Center has a hospital facility in Brainerd and clinic facilities in Baxter, Brainerd, Pequot Lakes, Emily, and Crosslake, which are in Crow Wing County; in Pillager, Pine River, and Hackensack, which are in Cass County; as well as in Pierz, which is in Morrison County. For the purposes of this assessment, community is defined as the Essentia Health-St. Joseph’s Medical Center primary service area from which it draws 75-80% of annual inpatient admissions. This includes the ZIP codes of 56401 (Brainerd), 56425 (Baxter), 56459 (Lake Hubert), 56465 (Merrifield), 56456 (Jenkins), 56468 (Nisswa), 56472 (Pequot Lakes), 56435 (Backus), 56452 (Hackensack), 56474 (Pine River), 56473 (Pillager), 56442 (Crosslake), and 56448 (Fifty Lakes). The community was defined based on the hospital’s ability to have the greatest impact with the available resources. The hospital is committed to building and sustaining partnerships with area organizations to extend its reach to all areas within this region. Existing health care facilities within the region include hospitals in Crosby and Staples and clinics in Baxter. The closest hospital is about 18 miles away in Crosby.

Due to the region’s rural nature, data for populations smaller than county level are frequently unavailable or of limited value. Therefore, in the following assessment, data are presented at the county and state level to ensure stability of the estimates. When available, ZIP code or census tract level data will supplement the county level information to provide a deeper understanding of the health needs of the community.
### Demographics & Socioeconomic Factors

#### Table A. Overall demographics (2016)

<table>
<thead>
<tr>
<th>Total Population</th>
<th>Brainerd</th>
<th>Crow Wing County</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>13,440</td>
<td>63,321</td>
<td>5,450,868</td>
</tr>
<tr>
<td>Population age 65 and over (%)</td>
<td>16.00%</td>
<td>20.70%</td>
<td>14.29%</td>
</tr>
</tbody>
</table>

**Poverty**

<table>
<thead>
<tr>
<th></th>
<th>Brainerd</th>
<th>Crow Wing County</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median household income</td>
<td>$32,154</td>
<td>$50,893</td>
<td>$63,217</td>
</tr>
<tr>
<td>People of all ages living in poverty (%)</td>
<td>18.60%</td>
<td>10.40%</td>
<td>10.80%</td>
</tr>
<tr>
<td>People under 18 years living in poverty (%)</td>
<td>24.40%</td>
<td>13.50%</td>
<td>13.69%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>3.00%</td>
<td>2.60%</td>
<td>3.40%</td>
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</tbody>
</table>

**Educational Attainment**

<table>
<thead>
<tr>
<th></th>
<th>Brainerd</th>
<th>Crow Wing County</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School graduate or higher, person’s age 25+ years (%)</td>
<td>92.00%</td>
<td>93.40%</td>
<td>92.80%</td>
</tr>
<tr>
<td>Population ages 25+ with bachelor’s degree or higher</td>
<td>18.40%</td>
<td>24.20%</td>
<td>34.30%</td>
</tr>
</tbody>
</table>

**Housing**

<table>
<thead>
<tr>
<th></th>
<th>Brainerd</th>
<th>Crow Wing County</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of owner-occupied homes (%)</td>
<td>47.20%</td>
<td>75.20%</td>
<td>71.40%</td>
</tr>
<tr>
<td>Population spending more than 30% of income on rent (%)</td>
<td>48.50%</td>
<td>48.80%</td>
<td>47.30%</td>
</tr>
</tbody>
</table>

**Transportation**

<table>
<thead>
<tr>
<th></th>
<th>Brainerd</th>
<th>Crow Wing County</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households with no motor vehicle available (%)</td>
<td>14.70%</td>
<td>6.30%</td>
<td>7.00%</td>
</tr>
</tbody>
</table>

*Source: U.S. Census Bureau 2016, American Community Survey*

#### Table B. Race/Ethnicity Distribution in Brainerd and Minnesota (2016)

<table>
<thead>
<tr>
<th>Race Distribution</th>
<th>Brainerd 2016</th>
<th>Percent</th>
<th>Brainerd 2015</th>
<th>Percent</th>
<th>% Change</th>
<th>2016 Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>13,440</td>
<td>100.00%</td>
<td>13,462</td>
<td>100.00%</td>
<td>-0.16%</td>
<td>5,450,868</td>
</tr>
<tr>
<td>One Race</td>
<td>13,196</td>
<td>98.20%</td>
<td>13,263</td>
<td>98.50%</td>
<td>-0.51%</td>
<td>97.3%</td>
</tr>
<tr>
<td>White</td>
<td>12,595</td>
<td>93.70%</td>
<td>12,760</td>
<td>94.80%</td>
<td>-1.29%</td>
<td>84.3%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>253</td>
<td>1.90%</td>
<td>220</td>
<td>1.60%</td>
<td>15.00%</td>
<td>5.7%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>305</td>
<td>2.30%</td>
<td>209</td>
<td>1.60%</td>
<td>45.93%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>31</td>
<td>0.20%</td>
<td>74</td>
<td>0.50%</td>
<td>-58.11%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Native Hawaiian/Pacific Islander</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other Race</td>
<td>14</td>
<td>0.10%</td>
<td>0</td>
<td>0.00%</td>
<td>0.00%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>242</td>
<td>1.80%</td>
<td>199</td>
<td>1.50%</td>
<td>21.61%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>337</td>
<td>2.50%</td>
<td>390</td>
<td>2.90%</td>
<td>-13.59%</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

*Source: U.S. Census Bureau 2014-2016, American Community Survey*
Table C. Race/Ethnicity Distribution in Crow Wing County and Minnesota (2017)

<table>
<thead>
<tr>
<th>Race</th>
<th>Crow Wing County, MN</th>
<th>%</th>
<th>Minnesota</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>65,014</td>
<td></td>
<td>5,550,320</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>62,320</td>
<td>96%</td>
<td>4,590,126</td>
<td>83%</td>
</tr>
<tr>
<td>Black</td>
<td>334</td>
<td>1%</td>
<td>287,180</td>
<td>5%</td>
</tr>
<tr>
<td>Asian</td>
<td>271</td>
<td>0%</td>
<td>231,069</td>
<td>4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>716</td>
<td>1%</td>
<td>264,107</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>1,373</td>
<td>2%</td>
<td>177,838</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Source: STI Population Data, 2017*

Table D. Central Market Demographics (2017-2027)

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</tr>
</thead>
<tbody>
<tr>
<td>Total Primary Market</td>
<td>68,940</td>
<td>72,289</td>
<td>75,716</td>
<td>4.86%</td>
<td>4.74%</td>
<td>$54,543</td>
<td>22%</td>
<td>32%</td>
<td>21%</td>
<td>-1%</td>
</tr>
<tr>
<td>Total Secondary Market</td>
<td>47,023</td>
<td>48,677</td>
<td>50,311</td>
<td>3.52%</td>
<td>3.36%</td>
<td>$49,360</td>
<td>25%</td>
<td>27%</td>
<td>20%</td>
<td>-6%</td>
</tr>
<tr>
<td>Total Central Market</td>
<td>115,963</td>
<td>120,966</td>
<td>126,027</td>
<td>4.31%</td>
<td>4.18%</td>
<td>$51,952</td>
<td>23%</td>
<td>30%</td>
<td>21%</td>
<td>-3%</td>
</tr>
</tbody>
</table>

*Source: STI Population Data, 2017*

Population growth is projected to increase 8.7% (2017-2027):
- Total Essentia Health Central Market population estimated growth is from 116,000 to 126,000
- Primary market is growing faster than our secondary market (9.8% vs. 7%)

Central Market is predominately white with little racial diversity. Income is disproportionate in this community:
- Central Market: $51,952 compared to Minnesota: $64,950 (20% lower)
- Income affects the ability for patients to pay/have insurance
- Income is higher in the primary market than in the secondary market ($54,543 vs. $49,360)

The population is older than most Minnesota counties and aging at a faster rate:
- In 2017, age 65 and older was 23% of the population and by 2027 it will be 30% of the market
- In 2017, 18 and younger population was 21% and it is expected to decrease 3%
- The population shift is occurring at a greater rate in the secondary service area
- In the Baxter-area, the younger population is still growing (est. 4%)
Evaluation of 2016 – 2019 Implementation Plan

During 2016-2019, Essentia Health addressed significant needs identified in the 2016 assessment: Crow Wing Energized, obesity, physical inactivity, poor nutrition, falls prevention, building resiliency and advanced care directives. Some activities were led by the hospital, while others were part of larger collaborative efforts with local partners. The following describes significant accomplishments and outcomes.

Priority Area #1: Crow Wing Energized

Crow Wing Energized is a grassroots health and wellness partnership between Essentia Health, Crow Wing County and the Statewide Health Improvement Partnership. Throughout 2016-2019 Crow Wing Energized held 10 steering committee meetings annually with key stakeholders in the community. Goal groups include Community Connections, Healthy Choices, Workplace Wellness and Mental Fitness. These groups met at minimum 10 times per year.

The Brainerd Lakes Chamber of Commerce reports that 75% of local businesses have 10 or fewer employees. The established Workplace Wellness Goal Group initiated a mentorship for businesses with 10 or fewer employees.

An annual Workplace Wellness Conference was created to connect employers with resources to create healthier work sites. Attendance increased from 84 registered attendees at the first event in 2017 to 200 registered attendees in 2019.

Crow Wing Energized hosts an annual summit for the public to learn about strategies in the community surrounding health and wellness, as well as continued community outreach. Results from the sixth annual summit found 90.5% of people would recommend the summit to others.

Through the partnerships established with Crow Wing Energized, community members are provided with an opportunity to attend goal groups, workshops, events, and educational offerings within areas of interest.

![Crow Wing Energized Annual Summit Registrants](chart.png)
Priority Area #2: Obesity, Physical Inactivity, Poor Nutrition

The National Diabetes Prevention Program (NDPP) continues to be successful in the community with almost 1,200 people participating since it was launched in 2013. The free evidence-based lifestyle change program focuses on increasing physical activity and educating on nutrition.

Medical staff at St. Joseph’s Medical Center and area clinics refer patients who qualify for the program and meet Type 2 diabetes risk criteria. The program is open to not only those referred from their medical provider, but to anyone who desires to make a lifestyle change. The class is valued at $429 but offered for free to participants.

The success of the program is based on the volunteer infrastructure in place. Annually, a certification class is offered for community leaders who agree to facilitate a minimum of one class after they are trained. The certification is valued at $750 and provided for free to coaches.

In FY 2018, St. Joseph’s Medical Center had 195 participants with a total weight-loss of 2,116 pounds and 10.85% loss of body weight. Participants met or exceeded CDC recommendations.

Throughout FY 2018 and FY 2019, Crow Wing Energized partnered with the Brainerd YMCA on Healthy Weight and Your Child. The evidence-based program is designed for children with obesity and is a 25-session program over four months. The program engages family members in education, healthy eating and physical activity. Referrals for the program are provided from Essentia Health pediatricians.

We have continued partnerships within the Crow Wing County Food Shelf Coalition to increase access to healthy food for those who are underserviced. The coalition shares best practices for this work, including the “Choice Model,” where clients are able to shop for their healthy food choices.

The local school districts have developed a deepened partnership with health and wellness efforts. We continue to work with the schools to complete the School Health Index and action plan. Local school districts continue to be supported in Farm to School efforts, Bike, Walk, Fun!, active classrooms, healthy rewards and other strategies that encourage healthy choices at a young age.
Priority Area #3: Falls Prevention

According to the Minnesota Department of Health, falls are the leading cause of injury mortality with over 52% of injuries happening in a person’s home.

To combat the increase of fall-related injuries, Crow Wing Energized through St. Joseph’s Medical Center built infrastructure for “Matter of Balance” community classes. The evidence-based program emphasizes practical strategies to manage falls.

In FY 2018, we reached 81 community participants in 7 “Matter of Balance” classes. Rehabilitation Services’ director of physical therapy hosted and facilitated classes at SJMC’s Brainerd Clinic.

Bottles filled with sand were provided during senior-focused events to encourage putting sand on the ice or slippery surfaces to reduce the risk of falling.

A falls prevention checklist was developed to create awareness around falls or tripping hazards in a home and outdoors.

Priority Area #4: Build Resiliency

An “Attitude of Gratitude” toolkit was developed with the Crow Wing Energized Mental Fitness Goal Group to build resiliency in the community.

The Adverse Childhood Experiences and Resiliency Coalition (ARC) was formed to help improve resiliency for individuals in our community who are most at risk and to help develop healthy skills to cope with stresses.

During FY 2018, a second evidence-based initiative launched supporting resiliency through a healthy sleep guide. The resiliency toolkit, which includes a “Three Good Things” notepad, resiliency bookmark and sleep guide, has been given out at community events, local schools, local businesses and to mental health providers.
Priority Area #5: Advanced Care Directives

An annual “Got Plans?” event was established to educate the community on the importance of having an advanced care directive on file.

Free community events were offered across the county to support and educate those interested in learning more about advanced care directives. Locations included St. Joseph’s Medical Center, Brainerd YMCA, local churches, community centers, libraries and senior living homes.

To decrease barriers, envelopes with paid postage were made available to those who wished to mail in their directives and 43 directives were mailed to Essentia Health in early 2018.

From February 2018 to February 2019, there was an increase of 201 (1.1%) patients across the Essentia Health’s Central Market having an advanced care directive on file.
Essentia Health’s Community Health Advisory Committee developed a shared plan for the 15 hospitals within the system. The plan was based on best practices from the Catholic Hospital Association and lessons learned from the 2016-2019 CHNA process. The process was designed to:

- Incorporate input from persons representing broad interests of the community
- Collaborate with local public health and other health care providers
- Utilize multiple sources of public health data to make data-driven decisions

Each individual hospital worked with community partners to carry out the plan in their service area. Aspects of the plan were adapted to meet the unique needs of each location. Hospital leadership teams and local hospital boards received and approved each implementation plan, followed by final approval by the Essentia Health Board of Directors. The following visual describes the assessment steps and timeline.

**Adoption of implementation strategy:** The Community Health Needs Assessment and implementation strategy were approved by the Essentia Health Central Market Leadership Team on April 10, 2019, the Crow Wing Energized Steering Committee on April 26, 2019, and the Essentia Health Central Market Board of Directors on May 2, 2019

### Timeline

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<thead>
<tr>
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<tbody>
<tr>
<td>Define Service Area</td>
<td>Choose Prioritization Process</td>
<td>Develop Goals and Measurable Objectives</td>
<td>Prepare reports, and review with key stakeholders for final feedback</td>
</tr>
<tr>
<td>Service Area Demographics</td>
<td>Prioritize Issues</td>
<td>Choose Strategies and Tactics</td>
<td>Present to Hospital Board for Approval</td>
</tr>
<tr>
<td>Select Health Status Indicators</td>
<td>Justify needs that will not be addressed and provide reasoning why</td>
<td>Identify the &quot;team&quot; and resources for each strategy</td>
<td>Share results and action plans with key stakeholders and leaders systemwide</td>
</tr>
<tr>
<td>Analyze Data &amp; Inventory available resources</td>
<td>Gather Community input on Priority Issues</td>
<td>Identify Performance Indicators</td>
<td>Post to website, and share plan with the broader community</td>
</tr>
</tbody>
</table>
Assess

Essentia Health and Crow Wing County Public Health worked with the Minnesota Department of Health to conduct a survey to assess community health needs in 2017. The survey was formatted by the survey vendor, Survey Systems, Inc. of New Brighton, MN, as a scannable, self-administered English-language questionnaire. The 52-question assessment included questions on topics including: general physical health, mental health, health behaviors, etc.

A two-stage sampling strategy was used for obtaining a probability sample of adults living in Crow Wing County. For the first stage of sampling, a random sample of Crow Wing County residential addresses was purchased from a national sampling vendor (Marketing Systems Group of Horsham, PA). Address-based sampling was used so that all households would have an equal chance of being sampled for the survey. Marketing Systems Group obtained the list of addresses from the U.S. Postal Service. For the second stage of sampling, the “most recent birthday” method of within-household respondent selection was used to specify one adult from each selected household to complete the survey.

An initial survey packet was mailed to 4,000 sampled households in Crow Wing County on October 5, 2017, that included a cover letter, the survey instrument, and a postage-paid return envelope. About 10 days after the first survey packets were mailed (October 13), a postcard was sent to all sampled households, reminding those who had not yet returned a survey to do so, and thanking those who had already responded. Two weeks after the reminder postcards were mailed (October 27), another full survey packet was sent to all households that had still not returned the survey. The remaining completed surveys were received over the next five weeks, with the final date for the receipt of surveys being December 4, 2017.

Completed surveys were received from 1,084 adult residents of Crow Wing County for an overall response rate of 27.1% (1,084/4,000).

The responses from the completed surveys were scanned into an electronic file by Survey Systems, Inc.

To ensure that the county level survey results are representative of the adult population Crow Wing County, the data were weighted when analyzed. The weighting accounts for the sample design by adjusting for the number of adults living in each sampled household. The weighting also includes a post-stratification adjustment so that the gender and age distribution of the survey respondents mirrors the gender and age distribution of the adult population in Crow Wing County according to U.S. Census Bureau American Community Survey 2011-2015 estimates. Summary results are provided in the appendix.
**Prioritize**

Needs were prioritized based on key areas that showed a lack of improvement from the 2015 Crow Wing County Community Health Survey to the 2018 Crow Wing County Community Health Survey (Appendix C, Appendix D). Those key areas were then presented to the Crow Wing Energized Steering Committee for approval. The Steering Committee members (Appendix F) represent different groups within the community: school, workplace, faith, low-income, aging, government, social services, etc. The steering committee approved four priority areas:

A. Substance abuse  
B. Nutrition  
C. Physical activity  
D. Mental health  

**Community Input**

During the 2019 Crow Wing Energized Summit, 200 community members participated in a facilitated discussion on one of the four areas of concern, where they were able to provide feedback on how to create change surrounding that topic. Following the summit, smaller focus groups were facilitated using Results Based Accountability (Appendix G) to prioritize strategies, find the story behind the data and agree upon a common result in each of the four areas.
Key Findings

Supporting Data:

Tobacco use in Crow Wing County is increasing. The Crow Wing County Health Survey states that tobacco use in adults has increased from 17.6% (2015) to 23.3% (2018). Not only has tobacco use increased but the number of smokers trying to quit has decreased. In 2018, less than half of cigarette smokers reported trying to quit, which is 1/3 fewer than in 2015.

The 2018 Crow Wing County Health Survey found an interesting trend related to health disparities; 44% of the population using tobacco have a household income of less than $20,000 and report higher rates of obesity, depression and anxiety.

The 2018 Minnesota Youth Tobacco Survey, which was administered to over 4,100 students, states that while the use of many tobacco products continued to decline for youth, e-cigarette usage continues to increase.

Community Input: During the 2019 Crow Wing Energized Summit, the increase in e-cigarettes and vaping led to passionate discussions and worry for youth. Groups needed to be reminded of traditional tobacco use still being an area of concern.

Community Strengths and Resources:

- Essentia Health St. Joseph’s Medical Center Tobacco Specialists
- Crow Wing Energized Tobacco Coalition
- American Lung Association
- Local schools investing in youth-focused tobacco surveys
- Community conversations

Community Strategies:

- **Strategy #1**: Advocate for policies that limit accessibility and appeal for youth to use tobacco products like the Tobacco-21 policy.
- **Strategy #2**: Enhance and promote tobacco cessation interventions and resources.
- **Strategy #3**: Promote workplace incentives that encourage employees to quit smoking
Priority #2 Nutrition

Supporting Data:

The 2018 Crow Wing County Health Survey shows 65.7% of adults are not eating 5 or more fruits and vegetables a day, which is no improvement from the 2015 survey. Consuming the recommended amount of fruits and vegetables reduces the risk of chronic diseases including Type 2 Diabetes, some cancers, obesity and cardiovascular disease. However, the number of individuals eating the recommended amounts is low.

In 2018, 238 Crow Wing County food shelf clients participated in a 29-question survey. Of those surveyed, 96% said they want to provide more fresh fruits and vegetables to their families, but 48% said that it was difficult to obtain fresh produce. (Appendix E)

Community Input:

Attendees of the 2018 Crow Wing Energized Summit participated in identifying barriers for nutrition.

Identified barriers for consumption of fruits and vegetables include:

- 39 respondents – Junk food culture/sugar addiction
- 30 respondents – Cost and shelf life
- 17 respondents – Education/knowledge
- 14 respondents – Availability and seasonality

Community Strengths and Resources:

- National Diabetes Prevention Program
- Healthy Weight and Your Child
- Farm to School
- Worksite wellness programs

Community Strategies:

- **Strategy #1:** Promote and increase participation in the National Diabetes Prevention Program.
- **Strategy #2:** Support and encourage new local businesses to offer worksite wellness programs that encourage nutrition like the ReThink Your Drink campaign, health vending machine policies, etc.
- **Strategy #3:** Support and promote campaigns and programs that encourage eating more fruits and vegetables like “One Vegetable, One Community.”
Supporting Data:

The Crow Wing County Health Survey indicates that 64.1% (2015) and 64.9% (2018) of residents are not meeting the recommended amount of moderate or vigorous physical activity recommendations. The 2018 County Health Rankings stated that 22% of Crow Wing County adults, age 20 and over, report no leisure-time physical activity. Physical activity can improve an individual’s health and reduce the risk of type 2 diabetes, some cancers and cardiovascular disease.

Community Input:

Attendees of the 2018 Crow Wing Energized Summit participated in identifying barriers for nutrition. Identified barriers for meeting physical activity standards include:

- 42 respondents – not enough time
- 25 respondents – lack of supportive network
- 17 respondents – winter weather
- 16 respondents – costs of memberships

Community Strengths and Resources Available:

- National Diabetes Prevention Program
- Healthy Weight and Your Child
- Local trails for walking, biking, running, etc.

Community Strategies:

- **Strategy #1**: Support and encourage new local businesses to offer worksite wellness programs that encourage physical activity like walking meetings, yoga and exercise rooms, etc.
- **Strategy #2**: Promote and support point-of-decision prompts for physical activity throughout the community, like motivational signs on or near stairwells, elevators, escalators, encouraging people to use the stairs.
Supporting Data:

The 2018 Crow Wing County Community Health Survey reports that 28.2% of residents are impacted by mental illness. The National Alliance on Mental Illness estimates 1 in 5 adults in the country experience mental illness. The data suggests that either Crow Wing County residents have higher rates of mental illness or are more inclined to self-report a mental illness. The 2018 Crow Wing County Health Survey also showed that the percent of people experiencing 10 or more days in the past month of “not good mental health days” decreased from 2015 to 2018. In 2015 13.1% reported having “not good mental health days” in the past month compared to 12% in 2018. The current community efforts from 2015 to 2018, including resiliency building and stigma reduction campaigns, have been successful but larger initiatives need to be implemented to significantly decrease the number.

Community Input: The local daily newspaper, Brainerd Dispatch, published its top stories from 2018. The number two story focused on mental health. The article titled “Mental health awareness comes to forefront following suicides” discussed what the community was doing after a string of suicides. A community panel was led by Central Lakes College President Hara Charlier, Brainerd Lakes Chamber of Commerce President Matt Kilian, Essentia Health-Central President Adam Rees and Brainerd High School student Caroline Benson to share their personal "mental health journeys."

Community Strengths and Resources Available:

- Crow Wing Energized Mental Fitness Goal Group
- Crow Wing Energized ARC Task Group
- Make It OK
- Bridges of Hope – Self Healing Communities Project
- Crisis Line
- Northern Pines Mental Health Center
- Nystrom’s and Associated
- Northern Psychiatric
- Lakeland Psychiatric
- Wellness in the Woods
- Region V+ Mental Health

Community Strategies:

- **Strategy #1**: Build resilience, optimism, positive self-concepts and hopefulness through tools like the resiliency toolkits, sleep booklets, “Three Good Things” notepads, attitude of gratitude trees and resiliency bookmarks.
- **Strategy #2**: Encourage health-seeking behaviors through stigma-reduction campaign like “Make It OK” and campaign to make community aware of existing resources
- **Strategy #3**: Support life-skill building and mindfulness-based stress reduction programing in worksites, schools and communities.
Design

Essentia Health worked with internal stakeholders as well as community partners to design a strategy to address each of the priority needs identified in the CHNA process. The plan outlines actions that will be taken to respond to the identified community needs including goals and measurable objectives, strategies, tactics, and performance indicators.

The implementation plan is a three-year plan to address priority needs. The implementation plan will be reviewed annually, with progress shared with hospital leadership and the Board of Directors on an annual basis.

Additionally, the following three priorities were determined by the Community Health Advisory Committee (CHAC) at a retreat in January 2019. The retreat included input from Community Health staff from across the Essentia Health system. Prioritization was based on common themes from the 15 Community Health Needs Assessments.

- Mental health and wellness
- Substance use
- Nutrition and physical activity

During the FY2020-FY2022 assessment cycle, some activities will be led by the individual hospitals/markets, while others will be coordinated across the health system. This will help Essentia Health make the greatest impact with available resources

No written comments were received from the 2013 CHNA. Any comments would have been taken into consideration in this report.

Conclusion

As a nonprofit health system, Essentia Health is called to make a healthy difference in people’s lives. This needs assessment illustrates the importance of collaboration between our hospitals and community partners. By working collaboratively, we can have a positive impact on the identified health needs in our community in FY 2020–2022.

For questions or comments about the community health needs assessment, please contact: chna.comments@essentiahealth.org

Copies of this plan can be downloaded from our website: https://www.essentiahealth.org/about/chna/
Crow Wing Energized

Our Mission: To improve the health and wellness of Crow Wing County residents by engaging formal and informal community leaders so the healthy choice becomes the easy choice.

Our Guiding Principles:
- Collaborate towards solutions with multiple stakeholders (e.g. schools, worksites, medical centers, public health) to improve community health.
- Build trust through collaboration with community members experiencing health disparities.
- Prioritize sustainable evidence-based efforts around the greatest community good.
- Create clear, specific, realistic, and action-oriented goals to improve priority health indicators.

Our Results -

- People no longer desire tobacco products
- People eat fruits and vegetables every day
- People are active every day
- People experience good mental well-being most days

Our Indicators:
- Percentage of people using tobacco
- Percentage of people quitting tobacco
- Percentage of people not eating five or more fruits and vegetables a day
- Percentage of people not meeting the recommended moderate or vigorous physical activity
- Percentage of people with 10 or more days, in the past month, of not having good mental health
A. Result: People no longer desire tobacco products

### Indicators

<table>
<thead>
<tr>
<th>Current tobacco use, Crow Wing County adults</th>
<th>Current cigarette smokers who stopped smoking for 1 or more days in the past 12 months:</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="chart1.png" alt="Graph" /></td>
<td><img src="chart2.png" alt="Graph" /></td>
</tr>
</tbody>
</table>

Crow Wing County Community Health Survey (2014, 2017)

**Story behind the data**

**Factors that have contributed to improvements:**
- Increased number of smoking cessation programs
- Increased awareness and education on long-term health effects of tobacco
- Stigma around traditional tobacco
- Cost of cigarettes and taxes
- Early education for youth on traditional tobacco

**Limiting factors:**
- Rise in popularity of e-cigarettes
- Right of passage for “poor kids”
- Lack of serious punishment for youth caught vaping at school
- Flavors of vape are “tasty”
- Lack of education on vaping
- Difficulty in quitting
- Mental health and smoking linkage

**Partners who can help**

American Lung Association, Minnesota Department of Health, American Cancer Society, local schools (staff and students), local governments, TheShop, tobacco treatment specialists, local businesses, mental health providers, multi-unit affordable housing owners, local food shelves, Minnesota Department of Health, Clear Way Minnesota, Tobacco Coalition members

**What we are going to do**

**Strategy #1:** Advocate for policies that limit accessibility and appeal for youth to use tobacco products like the Tobacco-21 policy.

**Action Steps:**
- Meet with American Lung Association to explore history of policy efforts for tobacco in our community
- Continue engaging and recruiting new community members for the Tobacco Coalition
- Discuss with local policy makers to assess readiness

**Strategy #2:** Enhance and promote tobacco cessation interventions and resources.

**Action Steps:**
- Learn what services are offered locally
- Explore new services that target youth cessation

**Strategy #3:** Promote workplace incentives that encourage employees to quit smoking.

**Action Steps:**
- Promote incentives with Crow Wing Energized Workplace Wellness Goal Group
- Promote low-cost incentive offerings
## B. Result: People eat fruits and vegetables every day

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Partners who can help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of people not eating 5 or more fruits and vegetables a day</td>
<td>Minnesota Department of Health, University of Minnesota Extension, Crow Wing County, local farmers markets, Brainerd YMCA, Brainerd Chamber of Commerce, local schools, restaurants, local food shelves, community garden volunteers, Sprout, Ruby’s Pantry, Healthy Choices Goal Group members</td>
</tr>
</tbody>
</table>

### Crow Wing County Community Health Survey (2014, 2017)

#### Story behind the data

#### What we are going to do

<table>
<thead>
<tr>
<th>Strategy #1: Promote and increase participation in the National Diabetes Prevention Program.</th>
<th>Strategy #2: Support and encourage new local businesses to offer worksite wellness programs that encourage nutrition like the ReThink Your Drink campaign, health vending machine policies, etc.</th>
<th>Strategy #3: Support and promote campaigns and programs that encourage eating more fruits and vegetables like the “One Vegetable, One Community” program.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Factors that have contributed to improvements:</strong></td>
<td><strong>Limiting factors:</strong></td>
<td><strong>Action Steps:</strong></td>
</tr>
<tr>
<td>- Continued education on importance</td>
<td>- Education on serving sizes</td>
<td>- Explore developing an alumni/Year 2 program for NDPP graduates</td>
</tr>
<tr>
<td>- Farm to School</td>
<td>- Accessibility</td>
<td>- Promote and market to males</td>
</tr>
<tr>
<td>- Workplace initiatives (healthy vending, healthy rewards, etc.)</td>
<td>- Culture of instant gratification</td>
<td>- Inventory current partnerships and identify new worksites that have been untapped</td>
</tr>
<tr>
<td>- Cub Food Shelf Talkers</td>
<td>- Lack of policies</td>
<td>- Offer incentives for new worksites through grants</td>
</tr>
<tr>
<td>- Community gardens</td>
<td>- Discount stores rising in popularity with no fresh vegetables/fruit</td>
<td><strong>Action Steps:</strong></td>
</tr>
<tr>
<td>- National Diabetes Prevention Program</td>
<td>- Lack of desire for change</td>
<td>- Research existing evidence-based programs</td>
</tr>
<tr>
<td>- Food Shelf transforming to client choice/SuperShelf models</td>
<td>- Education on how to prepare the food</td>
<td>- Create a communications and marketing plan</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent of people not eating 5 or more fruits and vegetables a day</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>65.7</td>
</tr>
<tr>
<td>2017</td>
<td>65.7</td>
</tr>
</tbody>
</table>
## C. Result: People are active everyday

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Partners who can help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of people not meeting the recommended moderate or vigorous physical activity</td>
<td>Minnesota Department of Health, Crow Wing County, Brainerd YMCA, Brainerd Chamber of Commerce, Takedown Gym, local schools, Healthy Choices Goal Group members, Hallett Center, local bike shops, local gyms, worksites, Cuyuna Range Youth Center, City of Brainerd, City of Baxter, City of Nisswa, City of Crosby, City of Pequot Lakes</td>
</tr>
</tbody>
</table>

### Story behind the data

#### What we are going to do

#### Strategy #1: Support and encourage new local businesses to offer worksite wellness programs that encourage physical activity like walking meetings, yoga and exercise rooms, etc.

**Action Steps:**
- Inventory current partnerships and identify new worksites that have been untapped
- Offer incentives for new worksites through grants

#### Strategy #2: Promote and support point-of-decision prompts for physical activity throughout the community like motivational signs on or near stairwells, elevators, escalators, encouraging people to use the stairs.

**Action Steps:**
- Identify point-of-decision locations
- Create a communications and marketing plan

*Note: Leverage Nutrition strategy and the CDC recommended 150 per week through the National Diabetes Prevention Program.*

### Factors that have contributed to improvements:
- Brainerd YMCA Bike Fleet
- Community Ed activities
- Workplace initiatives
- National Diabetes Prevention Program
- Safe Routes to Schools
- Outdoor activities in summer months
- Active classrooms
- Bike Friendly Community

### Limiting factors:
- Lack of outdoor opportunities in winter
- Lack of desire
- Rural areas have lack of safe spaces to use
- Social connections
- Lack of support/accountability
- Culture of impatience
## D. Result: People experience good mental well-being most days

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Partners who can help</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Crow wing County Community Health Survey (2014, 2017)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What we are going to do</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy #1:</strong> Encourage help seeking behaviors through stigma-reduction campaigns like “Make it OK” and campaigns to make community aware of existing resources</td>
</tr>
<tr>
<td>Action Steps:</td>
</tr>
<tr>
<td>- Create videos for worksites to use with employees</td>
</tr>
<tr>
<td>- Continue training ambassadors and have them facilitate at least two presentations</td>
</tr>
</tbody>
</table>

| **Strategy #2:** Build resilience, optimism, positive self-concepts and hopefulness through tools like the resiliency toolkits, sleep booklets, three good things notepads, attitude of gratitude trees and resiliency bookmarks. |
| Action Steps: |
| - Explore new ways for community outreach |

<p>| <strong>Strategy #3:</strong> Support life-skil building and mindfulness-based stress reduction programing in worksites, schools and communities. |
| Action Steps: |
| - Identify locations for workshops and facilitators |
| - Identify or create program based on specific topics (stress management, economic stress, divorce, physical illness, etc.) |
| - Create a marketing and communications plan |</p>
<table>
<thead>
<tr>
<th>Current Year Estimated Population by Ethnicity</th>
<th>Crow Wing County, MN</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td><strong>Current Year Estimated Population by Ethnicity</strong></td>
<td><strong>65,014</strong></td>
<td><strong>5,550,320</strong></td>
</tr>
<tr>
<td>America</td>
<td>3,391</td>
<td>226,325</td>
</tr>
<tr>
<td>American</td>
<td>2,874</td>
<td>166,490</td>
</tr>
<tr>
<td>Native American</td>
<td>501</td>
<td>57,865</td>
</tr>
<tr>
<td>Hawaiian</td>
<td>16</td>
<td>1,970</td>
</tr>
<tr>
<td>Hispanic</td>
<td>716</td>
<td>264,107</td>
</tr>
<tr>
<td>Mexican</td>
<td>420</td>
<td>183,554</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>14</td>
<td>12,673</td>
</tr>
<tr>
<td>Cuban</td>
<td>5</td>
<td>4,008</td>
</tr>
<tr>
<td>Dominican</td>
<td>0</td>
<td>1,722</td>
</tr>
<tr>
<td>Central American</td>
<td>116</td>
<td>23,596</td>
</tr>
<tr>
<td>South American</td>
<td>20</td>
<td>21,750</td>
</tr>
<tr>
<td>Other Hispanic</td>
<td>141</td>
<td>16,804</td>
</tr>
<tr>
<td>Asian</td>
<td>271</td>
<td>231,069</td>
</tr>
<tr>
<td>Chinese</td>
<td>21</td>
<td>28,549</td>
</tr>
<tr>
<td>Japanese</td>
<td>17</td>
<td>4,380</td>
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<tr>
<td>Korean</td>
<td>64</td>
<td>17,300</td>
</tr>
<tr>
<td>SC Asian</td>
<td>5</td>
<td>39,648</td>
</tr>
<tr>
<td>SE Asian</td>
<td>145</td>
<td>123,150</td>
</tr>
<tr>
<td>Other Asian</td>
<td>19</td>
<td>18,042</td>
</tr>
<tr>
<td>European</td>
<td>46,774</td>
<td>3,412,646</td>
</tr>
<tr>
<td>British</td>
<td>2,694</td>
<td>188,872</td>
</tr>
<tr>
<td>Dutch</td>
<td>648</td>
<td>56,100</td>
</tr>
<tr>
<td>French</td>
<td>1,717</td>
<td>108,964</td>
</tr>
<tr>
<td>German</td>
<td>17,075</td>
<td>1,268,485</td>
</tr>
<tr>
<td>Italian</td>
<td>791</td>
<td>76,702</td>
</tr>
<tr>
<td>Polish</td>
<td>2,584</td>
<td>148,227</td>
</tr>
<tr>
<td>Scandinavian</td>
<td>14,445</td>
<td>990,277</td>
</tr>
<tr>
<td>Scotch/Irish</td>
<td>5,028</td>
<td>368,977</td>
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<tr>
<td>Other European</td>
<td>1,792</td>
<td>206,042</td>
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<tr>
<td>Middle Eastern</td>
<td>55</td>
<td>19,509</td>
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<tr>
<td>Other Ethnicity</td>
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<td>774,633</td>
</tr>
<tr>
<td>Unclassified</td>
<td>9,283</td>
<td>622,031</td>
</tr>
<tr>
<td>Current Year Estimated Population by Race</td>
<td>Crow Wing County, MN</td>
<td>Minnesota</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>----------------------</td>
<td>-----------</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Current Year Estimated Population by Race</td>
<td>65,014</td>
<td>5,550,320</td>
</tr>
<tr>
<td>White</td>
<td>62,791</td>
<td>4,725,274</td>
</tr>
<tr>
<td>Black</td>
<td>349</td>
<td>292,827</td>
</tr>
<tr>
<td>Asian</td>
<td>271</td>
<td>232,442</td>
</tr>
<tr>
<td>Other</td>
<td>1,603</td>
<td>299,777</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current Year Estimated Population by Race (Hispanic shown separately)</th>
<th>Crow Wing County, MN</th>
<th>Minnesota</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Current Year Estimated Population by Race (Hispanic shown separately)</td>
<td>65,014</td>
<td>5,550,320</td>
</tr>
<tr>
<td>White</td>
<td>62,320</td>
<td>4,590,126</td>
</tr>
<tr>
<td>Black</td>
<td>334</td>
<td>287,180</td>
</tr>
<tr>
<td>Asian</td>
<td>271</td>
<td>231,069</td>
</tr>
<tr>
<td>Hispanic</td>
<td>716</td>
<td>264,107</td>
</tr>
<tr>
<td>Other</td>
<td>1,373</td>
<td>177,838</td>
</tr>
</tbody>
</table>
## Central Market Demographics
### 2017-2027

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>56401 BRAINERD</td>
<td>30,144</td>
<td>31,177</td>
<td>32,456</td>
<td>3.42%</td>
<td>4.11%</td>
<td>51,729</td>
<td>18%</td>
<td>35%</td>
<td>23%</td>
<td>-2%</td>
</tr>
<tr>
<td>56425 BAXTER</td>
<td>8,470</td>
<td>9,415</td>
<td>10,174</td>
<td>11.16%</td>
<td>8.06%</td>
<td>60,354</td>
<td>17%</td>
<td>46%</td>
<td>24%</td>
<td>4%</td>
</tr>
<tr>
<td>56472 PEQUOT LAKES</td>
<td>8,011</td>
<td>8,513</td>
<td>8,985</td>
<td>6.26%</td>
<td>5.55%</td>
<td>57,852</td>
<td>23%</td>
<td>30%</td>
<td>22%</td>
<td>-5%</td>
</tr>
<tr>
<td>56468 NISSWA</td>
<td>4,582</td>
<td>4,722</td>
<td>4,905</td>
<td>3.08%</td>
<td>3.86%</td>
<td>66,126</td>
<td>29%</td>
<td>27%</td>
<td>17%</td>
<td>-1%</td>
</tr>
<tr>
<td>56474 PINE RIVER</td>
<td>4,489</td>
<td>4,520</td>
<td>4,624</td>
<td>0.69%</td>
<td>2.31%</td>
<td>46,134</td>
<td>25%</td>
<td>25%</td>
<td>20%</td>
<td>-10%</td>
</tr>
<tr>
<td>56473 PILLAGER</td>
<td>3,492</td>
<td>3,615</td>
<td>3,718</td>
<td>3.52%</td>
<td>2.86%</td>
<td>56,366</td>
<td>19%</td>
<td>42%</td>
<td>21%</td>
<td>-7%</td>
</tr>
<tr>
<td>56442 CROSSLAKE</td>
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<td>1.36%</td>
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<td>9.98%</td>
<td>7.62%</td>
<td>47,228</td>
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<tr>
<td>56662 OUTING</td>
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<td>499</td>
<td>509</td>
<td>1.81%</td>
<td>2.16%</td>
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<td>14%</td>
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<td>56469 PALISADE</td>
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<td>1,049</td>
<td>4.67%</td>
<td>3.72%</td>
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<td>-8%</td>
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<tr>
<td>56344 LASTRUP</td>
<td>23</td>
<td>24</td>
<td>24</td>
<td>3.51%</td>
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<tr>
<td>Total Secondary Market</td>
<td>47,023</td>
<td>48,677</td>
<td>50,311</td>
<td>3.52%</td>
<td>3.36%</td>
<td>$49,360</td>
<td>25%</td>
<td>27%</td>
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<td>-6%</td>
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<tr>
<td>Total Central Market</td>
<td>115,963</td>
<td>120,966</td>
<td>126,027</td>
<td>4.31%</td>
<td>4.18%</td>
<td>$51,952</td>
<td>23%</td>
<td>30%</td>
<td>21%</td>
<td>-3%</td>
</tr>
</tbody>
</table>
A grassroots community health and wellness movement led and funded by

Crow Wing County Community Health Survey - March 2015

Summary Results

Crow Wing County was well represented

- Survey instrument developed by Crow Wing Energized coordinator and Minnesota Department of Health consultant with assistance from Essentia Health and Crow Wing County Community Health staff
- Mail survey: survey packets mailed to 2,400 Crow Wing County addresses
- 764 adults completed surveys received; 32% response rate
- Data statistically adjusted to accurately represent the adult population of Crow Wing County

Is Crow Wing County really that healthy?...

The reality is a disconnection...The top health conditions reported by survey participants include:

- Overweight/Obesity 65%
- High Blood Pressure 36%
- High Cholesterol 33%
- Arthritis 26%
- Mental Health Conditions 25%

Have you ever been told by a health professional that you had any of the following health conditions?

- High blood pressure
- High cholesterol
- Arthritis
- Depression
- Diabetes
- Anxiety or panic attacks
- Heart trouble or angina
- Asthma
- Cancer
- Chronic lung disease
- Stroke
- Other mental health problems

Have you ever been told by a health professional that you had any of the following health conditions?

- Overweight/Obesity 65%
- High Blood Pressure 36%
- High Cholesterol 33%
- Arthritis 26%
- Mental Health Conditions 25%

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Summary results continued on next page

www.CrowWingEnergized.org
Nearly one in three (one out of three) adults in our County have worried about food running out during the past two months.

Nearly one out of five (one out of five) adults in Crow Wing County use tobacco.

(70.8% of current cigarette smokers stopped smoking for one or more days in the past 12 months because they were trying to quit.)

Binge drinking takes place by 31% of the adults in our County.

(binge drinking defined: 4+ drinks for women or 5+ drinks for men on one occasion)

Nearly one out of three (one out of three) adults delayed or did not get needed dental care in the past two years.

Of those who delayed or did not get needed dental care in the past year:

- Seven out of ten (seven out of ten) percent responded that it cost too much and
- Three out of ten (three out of ten) percent responded that they do not have dental insurance.

Summary

Crow Wing County adults believe they are healthy but a majority have poor eating and exercise habits that contribute to existing health conditions.

Health disparity

is prevalent in dental care and food access

Nearly one out of five (one out of five) adults in our County use tobacco.

(70.8% of current cigarette smokers stopped smoking for one or more days in the past 12 months because they were trying to quit.)

1 out of 3 adults in our County have worried about food running out during the past 12 months.

www.CrowWingEnergized.org

Mental health conditions such as depression or anxiety are impacting 1 out of 4 adults in our County.

More than half (58.2%) of adults who currently smoke only eat 0-2 total fruits and vegetables.

- 2 out of 3 adults who are not meeting the recommended daily allowance of fruit and vegetables are overweight or obese.

2 out of 3 adults are not eating 5 or more fruits and vegetables a day.

- More than half (58.2%) of adults who currently smoke only eat 0-2 total fruits and vegetables.
- 2 out of 3 adults who are not meeting the recommended daily allowance of fruit and vegetables are overweight or obese.

2 out of 3 adults are not meeting the recommended moderate or vigorous physical activity recommendations.

Moderate defined: "Moderate activities cause only light sweating and a small increase in breathing or heart rate."

Vigorous defined: "Vigorous activities cause heavy sweating and a large increase in breathing and heart rate."

Two out of three adults are not eating 5 or more fruits and vegetables a day.

More than half (58.2%) of adults who currently smoke only eat 0-2 total fruits and vegetables.

Two out of three adults who are not meeting the recommended daily allowance of fruit and vegetables are overweight or obese.

Binge drinking takes place by 31% of the adults in our County.

(binge drinking defined: 4+ drinks for women or 5+ drinks for men on one occasion)
Summary

Crow Wing County adults believe they are healthy but a majority have poor eating and exercise habits that contribute to existing health conditions.

Methodology

- Survey instrument developed by Crow Wing Energized, Minnesota Department of Health, Essentia Health and Crow Wing County Community Health
- Mail survey: mailed to 4,000 Crow Wing County addresses
- 27.1% response rate
- Data statistically adjusted to represent the adult population of Crow Wing County

Is Crow Wing County really that healthy?

The top health conditions reported by survey participants include:

- Overweight/Obesity: 66%
- High Blood Pressure: 38%
- High Cholesterol: 31%
- Mental Health Conditions: 28%
- Arthritis: 26%
- Diabetes: 14%

Health Indicators

Crow Wing Energized increased its visibility from 4% to 24% of adults now familiar with Crow Wing Energized Initiatives.

Awareness

Crow Wing County was well represented.

- Over 1 in 3 (37.8%) have high blood pressure
- Nearly 1 in 3 (30.8%) have high cholesterol

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Essentia Health

Summary results continued on next page
Tobacco users report notably higher rates of obesity, depression, and anxiety.

More than one in four (23.3%) use tobacco. Since 2014, tobacco use has increased from 17.6% to 23.3%.

Less than half of cigarette smokers are trying to quit – 1/3 fewer than in 2014.

Tobacco users report notably higher rates of obesity, depression, and anxiety.

Nearly one in four (65.7%) are not eating 5 or more fruits and vegetables a day.

2 out of 3 adults (64.1%) are not meeting the recommended moderate or vigorous physical activity.

Lack of time and motivation were the main barriers.

- Moderate exercise: light sweating & small increase in breathing or heart rate
- Vigorous exercise: heavy sweating & large increase in breathing or heart rate

Healthy Eating

Got Plans?

25% of all adults in Crow Wing County have an advanced care directive.

- 50% of our 75 and older adults have plans.
- 60% of the plans are given to the healthcare provider.

Health Disparities

44% of people with a household income of less than $20,000 are smokers.

17% of adults have worried about food running out in the past 12 months.

- This is an improvement over 2014 when 30% felt that concern.

Mental Health

More than 1 in 4 (28.2%) adults in Crow Wing County are impacted by mental illness.

Depression and anxiety are more common than diabetes.

Health Concerns

Our lack of physical activity and healthy eating choices shows as we age.

51% of Crow Wing County adults age 45 and over have high blood pressure.

42% of Crow Wing County adults age 45 and over have high cholesterol.
Crow Wing County Food Shelf Client Survey Results

March 2019

74% of clients wish they had the option to pick their food

TOP 5 FOODS that clients want when visit the food shelves:
- Meat
- Dairy Products
- Fresh Fruits and Vegetables
- Eggs
- Canned Fruits and Vegetables

GETTING TO THE FOOD SHELF
- 72% drove personal vehicle
- 22% got a ride with family member or friend
- 21% live less than a mile
- 51% live 1 – 5 miles
- 26% live 6 – 20 miles

64% have worried about food running out in the past 12 months

96% want to provide more fresh fruits and vegetables to their family

48% find it difficult to get fresh fruits and vegetables

40% said about half of their food comes from the food shelf

- 31% are receiving SNAP (food stamps)
- 12% receive NAPS (senior food boxes)
- 11% use school meals
- 5.1% get WIC support
- 3% visit soup kitchens

HEALTH: A health care professional said that you or someone in your household
- 24% should lose weight
- 39% have high blood pressure
- 24% have high cholesterol
- 31% has or someone in their household has a mental illness
- 49% use tobacco or someone in their household uses
- 63% are no interested in reducing tobacco usage

- 67% do not have children in their household
- 10% have 1 child
- 7% have 2 children
- 9% have 3 children
- 52% of people have 1 – 2 seniors in their household
- 61% of people are women
- 12% - 18-34 years old
- 13% - 35-44 years old
- 16% - 45-54 years old
- 25% - 55-64 years old
- 34% - 65+

72% use the food shelf because of ongoing need/insufficient funds, 8.6% because of disability

INCOME:
- 71% make less than $20,000
- 22% make between $20,000 - $34,999
- 43% live in their own housing while 57% rent/other

Crow Wing energized
A grassroots community health and wellness movement led and funded by

www.CrowWingEnergized.org

University of Minnesota Extension

Essentia Health
What is RBA?
RBA is a disciplined way of thinking and acting to improve entrenched and complex social problems. Communities use it to improve the lives of children, youth, families, adults. RBA is also used by organizations to improve the effectiveness of their programs. Developed by Mark Friedman and described in his book Trying Hard is Not Good Enough, RBA is being used in all 50 United States and in more than a dozen countries around the world to make measurable change in people’s lives, communities and organizations.

What’s different about Results-Based Accountability™?
RBA uses a data-driven, decision-making process to help communities and organizations get beyond talking about problems to taking action to solve problems. It is a simple, common sense framework that everyone can understand. RBA starts with ends and works backward, towards means. The “end” or difference you are trying to make looks slightly different if you are working on a broad community level or are focusing on your specific program or organization.

The population versus performance distinction is what separates RBA from all other frameworks. It is important to understand because it determines who is responsible for what. Population accountability organizes our work with co-equal partners to promote community well-being. In contrast, Performance Accountability organizes our work to have the greatest impact on our customers.

For Communities and Programs that want to get From Talk to Action

Creating Population Impact with RBA
Population or community impact focuses on the conditions of well-being for children, families and communities that a group of leaders are working to improve. In RBA, these conditions of well-being are referred to as results or outcomes. “Residents With Good Jobs,” “Children Ready For School,” and “A Safe and Clean Neighborhood” are examples of results.

It is critical to identify powerful measures to determine the progress a community is making towards achieving community well-being. For communities, the measurements are known as community indicators and are usually collected by public agencies. For example, to measure our progress towards achieving Safe Neighborhoods, we could use “crime rate” as a community indicator.

Creating Client Impact with RBA
Organizations and programs can only be held accountable for the customers they serve. RBA helps organizations identify the role they play in community-wide impact by identifying specific customers who benefit from the services the organization provides.

For programs and organizations, the performance measures focus on whether customers are better off as a result of your services. These performance measures also look at the quality and efficiency of these services. RBA asks three simple questions to get at the most important performance measures:

- How much did we do?
- How well did we do it?
- Is anyone better off?

In answering these questions, a job training program might measure:

- The number of trainees in its program
- The ability of its trainers to explain concepts
- The percentage of its trainees who obtain and keep a job
The Turn the Curve Thinking Process

Once you identify the most powerful measures to improve, Results-Based Accountability provides a step-by-step process to get from ends to means. This is called “Turn the Curve” thinking and involves five steps:

**Step 1: How Are We Doing?** Graph the measure you have chosen including a history and a forecast of where you think this measure is going if you do nothing differently.

**Step 2: What is the Story Behind the Curve?** This involves analyzing the factors that contribute to the data history and forecast. It is a very important step that is often ignored in other accountability structures. This is similar to a diagnosis from a doctor prior to treatment. It is important to dig deep as you look at the data to identify root causes that underlie the status of conditions in your community and/or organization.

**Step 3: Who are the Partners who have a role to play in Turning the Curve?** Whether you are addressing changes within an organization or on a broader community level, partners are critical to ensuring success. Think of the new and existing key partners that can help you to address the most vexing factors in order to make lasting improvements. Determine the specific actions that partners can take.

**Step 4: What Works to Turn the Curve?** The RBA process is very concerned with developing new and innovative approaches to improving indicators and performance measures. This can be accomplished by allowing for free-flowing brainstorming of what works to address the Story Behind the Curve and improve measures. Give people the freedom to suggest “off the wall” and outrageous ideas as well as researched best practices. This should also include engaging the community and at least one low-cost/no-cost idea.

**Step 5: What is our Action Plan to Turn the Curve?** Develop and implement a comprehensive action plan. For real change to happen, the ideas generated in Step 4 must be made into specific, implementable strategies and actions. Each action plan must identify specific steps to complete, who will be responsible for completing them, and a timeline for completion. This process is meant to be iterative by continuously reviewing the change in the data and adapting the plan as needed.

**Why use Results-Based Accountability™?**

RBA improves the lives of children, families, and communities and the performance of programs because RBA:

- Gets from talk to action quickly;
- Is a simple, common sense process that everyone can understand;
- Helps groups to surface and challenge assumptions that can be barriers to innovation;
- Builds collaboration and consensus;
- Uses data and transparency to ensure accountability for both the well-being of people and the performance of programs.

**What else do you need to get started?**

RBA is one part of a larger tool kit necessary to improve the well-being of children, families and communities. Communities also need to agree on how to manage and govern their work, and they may need help with community organizing and group facilitation. Agencies and programs will need to involve their employees in creating a healthy workplace. The Clear Impact Scorecard includes many of the tools you will need to get off the ground and running quickly and sustainably in your RBA effort.

**Where can you get more information?**

Visit the Clear Impact website for more RBA resources, answers to many of the most frequently asked questions, publications, and the worldwide RBA success story library.

[www.clearimpact.com](http://www.clearimpact.com)