We are of this place, not just from it.

COMMUNITY HEALTH NEEDS ASSESSMENT

FY 2020-2022
Essentia Health-Deer River
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgements</td>
<td>2</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>3</td>
</tr>
<tr>
<td>Introduction</td>
<td>4</td>
</tr>
<tr>
<td>Essentia Health at a Glance</td>
<td>5</td>
</tr>
<tr>
<td>Hospital Service Area</td>
<td>6</td>
</tr>
<tr>
<td>Demographics &amp; Socioeconomic Factors</td>
<td>7</td>
</tr>
<tr>
<td>Evaluation of 2016-2019 Implementation Plan</td>
<td>8-9</td>
</tr>
<tr>
<td>2020 – 2022 CHNA Process &amp; Timeline</td>
<td>10</td>
</tr>
<tr>
<td>Assess &amp; Prioritize</td>
<td>11</td>
</tr>
<tr>
<td>Community Input</td>
<td>12</td>
</tr>
<tr>
<td>Key Findings</td>
<td>13-15</td>
</tr>
<tr>
<td>Design &amp; Conclusion</td>
<td>16</td>
</tr>
<tr>
<td>Implementation Plan</td>
<td>17-20</td>
</tr>
</tbody>
</table>

Appendix A – Data Information
Appendix B – Survey Questions
Lead Parties on the Assessment

Jenna Ballinger, Community Health Specialist

Kelly Chandler, Itasca County Public Health

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.

- Fairview Range
- Itasca County Public Health*
- Deer River School District*
- Community Members*
- Deer River Area Healthcare Foundation*
- Deer River Local Indian Council
- Leech Lake Band of Ojibwe
- STEP Coalition*
- Deer River High School Students
- Deer River Food Shelf*
- Second Harvest Food Bank*
- Big Fork School
- Get Fit Itasca*
- Itasca County YMCA
- Itasca Resource Center
- Itasca County Jail
- Elder Circle
- Grand Itasca
- Keisler Wellness Center
- Circles of Support

*Steering Committee Members
Executive Summary

Essentia Health-Deer River 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 hospitals 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 other health care systems, local public health departments, 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-Deer River Hospital 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 July 2018 to March 2019, Essentia Health-Deer River Hospital 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:

1. Tobacco use
2. Healthy eating and active living
3. Mental health

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

**Tobacco Goals:** Youth and adults are nicotine-free by working on commercial tobacco policies in the county and educating the community about the link between mental health and substance use.

**Healthy Eating and Active Living Goals:** The community has access to healthy eating and active living opportunities by expanding physical education opportunities in the Deer River School district and offering healthy food options via school lunches and community gardens.

**Mental Health Goals:** Community is supportive and open to those with a mental illness by educating the community about mental health and expanding access to mental health providers.
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 has collaborated with community partners to embrace these guiding 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-Deer River is part of Essentia Health. Established in 1959, the 20-bed Critical Access hospital serves Itasca County and northeastern Cass County. There are Essentia Health clinics in Deer River, Grand Rapids, Remer, and an employee wellness clinic at the UPM paper mill in Grand Rapids. Essentia Health-Comstock is a skilled nursing facility and Essentia Health-Comstock offers senior living apartments.

Essentia Health-Deer River is a Level 4 Trauma Center and an Acute Stroke Ready Hospital. It offers emergency care 24 hours a day, seven days a week. It has an intensive care unit and offers obstetrics and birthing services.

**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-Deer River has facilities in Deer River and Grand Rapids, which are in Itasca County, as well as in Remer, which is in Cass County. For the purposes of this assessment, community is defined as the Essentia Health-Deer River planning area combined with the ZIP codes where 80 percent of inpatients resided for fiscal year 2018. This includes the ZIP codes of 56626 (Bena), 56631 (Bowstring), 56632 (Boy River), 55721 (Cohasset), 56636 and 56637 (Deer River), 56641 (Federal Dam), 55744 (Grand Rapids), 56659 (Max), 56672 (Remer), 56680 (Spring Lake), and 56681 (Squaw Lake). 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 Grand Rapids, Bigfork, Cass Lake, and Hibbing. The closest facility is about 17 miles away in Grand Rapids.

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>Itasca County</th>
<th>Deer River</th>
<th>MN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>43,356</td>
<td>977</td>
<td>5,450,868</td>
</tr>
<tr>
<td>Population age 65 and over (%)</td>
<td>21%</td>
<td>22%</td>
<td>14.29%</td>
</tr>
<tr>
<td><strong>Poverty</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Median household income</td>
<td>$57,968</td>
<td>$27,794</td>
<td>$63,217</td>
</tr>
<tr>
<td>People of all ages living in poverty (%)</td>
<td>13.3%</td>
<td>16%</td>
<td>10.8%</td>
</tr>
<tr>
<td>People under 18 years living in poverty (%)</td>
<td>20.3%</td>
<td>21.8%</td>
<td>13.69%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>3.5%</td>
<td>7.6%</td>
<td>3.4%</td>
</tr>
<tr>
<td><strong>Educational Attainment</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population ages 25+ with less than or equal to high school education (%)</td>
<td>37.7%</td>
<td>48.9%</td>
<td>33.1%</td>
</tr>
<tr>
<td>Population ages 25+ with bachelor’s degree or higher</td>
<td>22.3%</td>
<td>11.8%</td>
<td>34.3%</td>
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<tr>
<td><strong>Housing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of owner-occupied homes (%)</td>
<td>80.2%</td>
<td>61.3%</td>
<td>71.4%</td>
</tr>
<tr>
<td>Population spending more than 30% of income on rent (%)</td>
<td>49.1%</td>
<td>56.8%</td>
<td>47.3%</td>
</tr>
<tr>
<td><strong>Transportation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Households with no motor vehicle available (%)</td>
<td>5.5%</td>
<td>16.4%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

Table B. Race/Ethnicity Distribution (2016)

| Race Distribution |
|-------------------|-----------------|-----------------|-----------------|-----------------|
| Race              | 2016            | Percent         | 2015            | Percent         | % Change |
| Total Population  | 977             | 100%            | 1,027           | 100%            | -4.87%   |
| One Race          | 924             | 94.6%           | 985             | 95.9%           | -6.19%   |
| White             | 642             | 65.7%           | 697             | 67.9%           | 7.89%    |
| Black or African American | 4 | 0.4% | 4 | 0.4% | 0% |
| American Indian and Alaska Native | 246 | 28.2% | 283 | 27.6% | -13.07% |
| Asian             | 2               | 0.2%            | 1               | 0.10%           | 100%     |
| Native Hawaiian/Pacific Islander | 0 | 0% | 0 | 0% | 0% |
| Other Race        | 0               | 0%              | 0               | 0%              | 0%       |
| Two or More Races | 53              | 5.4%            | 42              | 4.1%            | 26.19%   |
| Hispanic or Latino| 51              | 5.2%            | 27              | 2.6%            | 88.89%   |

Source: U.S. Census Bureau 2014-2016, American Community Survey

Poverty, education, age and race are all factors contributing to the inequitable health outcomes in Itasca and Cass counties. Poverty in these counties is not evenly distributed across racial/ethnic groups, ages, or educational levels. Itasca and Cass counties have a higher percent of American Indian or Alaskan Native population. The Leech Lake Indian Reservation is found in both counties, with eleven communities making up the reservation.
Evaluation of 2016 – 2019 Implementation Plan

During 2016-2019, Essentia Health addressed significant needs identified in the 2016 assessment: behavioral health and obesity. 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: Obesity

The Deer River Food Access Coalition is a partnership of several organizations including Essentia Health-Deer River, Deer River Health Care Foundation and Get Fit Itasca. In August 2017, the coalition held the first ever Deer River Farmers Market with approximately 200 customers. In 2018, the Farmers Market started operating every week, providing residents access to healthy, fresh, local foods.

Essentia Health-Deer River increased healthy food access through a partnership with Deer River High School and King Elementary School, offering a school breakfast program for all students, not just students who qualify for free and reduced meals. Eating a nutritious breakfast is especially important for kids, so they have energy to concentrate in school. School breakfast consumption has increased by 12% since the start of the program.

Essentia Health-Deer River partnered with Second Harvest North Central Food Bank to increase the amount of fresh produce distributed at food shelves. In 2018, Deer River distributed 4,642 pounds of produce at the food shelf (111% increase from last year). In February 2018, Essentia Health Deer River awarded a grant to the food shelf located at Second Harvest to implement the “Nudging to Health” program. During a remodel in 2018-2019, the food shelf implemented this grant by adding new signage to promote eating healthier and rearranging the food shelf to focus on fresh produce.

To improve outdoor active recreation opportunities, Essentia Health-Deer River partnered with Get Fit Itasca and the Arrowhead Regional Development Center to submit a grant for a non-motorized trail system. The grant was awarded, with a target date to begin construction in 2021. The trail system will connect the cities of Zemple and Deer River and will join existing Safe Routes to School infrastructure.

Essentia Health-Deer River has funded the “Power of Produce” (PoP) program at the Grand Rapids Farmers Market and provides partial funding for the market’s “Mighty Matching Dollar” program for SNAP recipients. The PoP program, which began in 2018, gives kids ages 4-12 tokens worth $2 to use at the market each week. More than $8,800 in Mighty Matching and $3,700 in PoP were redeemed in 2018. Over 625 kids participated in PoP in the 2018. Volunteers from Essentia Health also gave out more than 200 bike helmets to kids and adults at the farmers market.
In 2019 Essentia Health-Deer River partnered with Get Fit Itasca by increasing capacity in the Deer River area. A Get Fit Itasca employee will be in Deer River two days a week, housed in the Essentia hospital, to help run the community gardens and expand the Deer River Farmers Market.

**Priority Area #2: Behavioral Health**

The Deer River community came together in 2010 around the issue of under-age use of alcohol, tobacco and other drugs in the school district. Since 2010, the community was awarded a 5-year grant from the Minnesota Department of Human Services Alcohol and Drug Abuse Division, and formed the Standing Together Embracing Prevention (STEP) Coalition. Deer River has successfully implemented a campaign to promote positive community norms around underage drinking and has seen a 50% reduction in monthly youth alcohol consumption. Essentia Health-Deer River has been an active participant in the STEP coalition. Additionally, Essentia Health-Deer River funds an evidence-based software program for the school that shifts how the school approaches alcohol, tobacco, and marijuana violations. Students who receive a violation are required to participate in the web-based intervention and participate in a conversation with the counseling department. This is one part of the larger system of changing community norms. Instead of kids getting suspended for substance abuse violations, the program acknowledges that students with support can make positive choices that lead to health and wellness.

Essentia Health-Deer River participates in the community wide “Stomp on Stigma 5K” race to eliminate the stigma surrounding mental illness. In 2018, Essentia Health-Deer River funded the First Call for Help line to update equipment to increase their availability and better serve Itasca County residents. Additionally, Essentia Health-Deer River sponsors radio ads that promote the mental health crisis line.

Essentia Health-Deer River sits on the Tobacco Coalition in Grand Rapids. The coalition is focused on reducing tobacco rates among youth in Itasca County.
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 was approved by the Essentia Health East Region Board of Directors on May 2, 2019 and approved by the Deer River Healthcare Center Board of Directors through an electronic resolution before June 30th, 2019.
Assess

Secondary data was collected and analyzed through www.bridginghealthnorth.org, a web-based community health data platform developed by Conduent Healthy Communities Institute. The site brings non-biased data, local resources, and reporting tools to one accessible, user-friendly location. The site includes comprehensive dashboard of over 100 community indicators covering over 20 topics in the areas of health, determinants of health, and quality of life. The data is primarily derived from state and national data sources including: Bridge to Health Survey, Minnesota Department of Health, Minnesota Student Survey, County Health Rankings.

Due to the rural nature of the community, data for populations smaller than county level are frequently unavailable or of limited value. In the assessment, data are presented at the county and state level, and when available, ZIP code or census tract.

Data was reviewed and discussed with the Deer River CHNA Steering Committee made up of several stakeholders including the University of Minnesota Extension, Itasca County Public Health, Get Fit Itasca, local food banks and food shelves, and the Deer River School District.

Prioritize

The data review process was done via a survey taken by the Deer River CHNA Steering Committee members that took into consideration what the most pressing issues were in each community based on data and collective knowledge about the community.

Through this process, three priorities were identified for action.

1. Mental health
2. Tobacco use
3. Healthy food and active living

**Significant needs not addressed in the CHNA:** Transportation was identified as a top priority but was not included in the top three priorities. This need will be addressed in part through the selected priorities as they are interrelated.
Community Input

After priority issues were identified through reviewing data and the formal prioritization process, Essentia Health solicited broad feedback from the community on the priorities chosen and how to address the needs.

Fairview Range and Itasca County Public Health conducted focus groups throughout the summer and early fall of 2018 in Grand Rapids and the surrounding area. This was a formal process that included questions related to what the community is currently struggling with related to health and what is needed to address those issues. Essentia Health-Deer River was able to use the feedback from those focus groups for the 2020-2022 Community Health Needs Assessment.

Essentia Health-Deer River also conducted focus groups in the fall and winter of 2018.

A list of questions was asked to discern community strengths, health issues and barriers.

1. Do you confirm the top 3 priorities?
2. What are the strengths and weaknesses in this community related to those priorities?
3. Out of the weaknesses listed, which ones do you think are the most important to address?
4. What do you think our community should do differently or support in the future to address these issues?

The room was split up into smaller groups that discussed the priorities and what strengths and weaknesses they saw in the community. They wrote comments on Post-it notes, and each group shared with the larger group.

Ninety-seven people provided input through focus groups on the priority issues in their community.

Participants in focus groups or key informant interviews came from the following areas:

- Grand Rapids YMCA Elder Circle
- Grand Itasca Clinic and Hospital
- Keisler Wellness Center
- Circles of Support
- Deer River High School
- Leech Lake Band of Ojibwe
- Local Indian Council
- Itasca Resource Center
Key Findings

Priority #1 Mental Health

Supporting Data:

- Over 25% of Itasca County residents over 18 years old reported having been told by a health care provider that they suffer from depression, compared to 18.9% in Minnesota overall (Bridge to Health Survey 2015, BRFSS)
- 7.8% of Itasca County residents over 18 years old have considered suicide (Bridge to Health Survey 2015)
- 13% of Itasca County residents over 18 years old have failed or delayed to seek mental health help (Bridge to Health Survey 2015)
- 38% of 9th grade Deer River students and 33% of 9th grade Grand Rapids students seriously considered attempting suicide. In the state of Minnesota, 22.8% of 9th grade students seriously considered attempting suicide. (Minnesota Student Survey 2016)
- 7% of 11th grade students, 16% of 9th grade students and 2% of 8th grade students felt down, depressed or hopeless nearly every day. In the state of Minnesota, 8% of 11th grade students, 8.2% of 9th grade students and 8% of 8th grade students felt down, depressed or hopeless nearly every day. (Deer River Minnesota Student Survey 2016)

Community Input:

- “Having a provider that is knowledgeable on mental health medication side effects as well as prescribing [is a need].” – Community Member
- Many community members wanted more mental health facilities, services, and advocates for youth
- There’s a lot of stigma, especially with adults and parents. Many parents still don’t want to admit their child has a mental illness or struggles with their mental health.
- Historical trauma effects a lot of families
- There’s not a lot of help navigating the system to get help for kids
- Elders were worried about youth in their community and the increasing suicide rate
- There needs to be more mental health resources in rural areas

Community Strengths and Resources Available:

Fortunately, there are many resources for adults, youth, and families in Itasca County around mental health. North Homes has several staff located within the Deer River School District buildings. There are two counselors in the Deer River High School. Children’s Mental Health Services, Lakeview Behavioral Health, Northland Counseling and Recovery Center, Ross Resources, the New Leaf Healing Center, and the Kiesler Wellness Center are in Grand Rapids. Itasca County Health and Human Services also has support for mental health both for children and adults. Leech Lake Band of Ojibwe Human Services has an A & D Program, outpatient treatment for adolescents and adults, and many other behavioral health services.

First Call for Help is a nonprofit community organization that provides free confidential and nonjudgmental
Supporting Data:

- Itasca County adults with pre-diabetes rate is 9.7% (Bridge to Health Survey 2015)
- Over 75% of adults in Itasca County had no physical activity in the past month. Reasons given for not exercising was lack of energy, lack of self-discipline, and program costs. (Bridge to Health Survey 2015)
- 36.6% of 9th grade Deer River students are overweight or obese, compared to 24.2% in Minnesota overall (Minnesota Student Survey 2016)
- Just over 50% of 9th grade Deer River students are physically active five or more days a week. In the state of Minnesota 52% of 9th grade students are physically active five or more days a week. (Minnesota Student Survey 2016)

Community Input:

- There is a lack of fresh foods in rural areas
- Students had interest in having healthier lunch options
- Many students buy food at local convenience stores, which don’t have many healthy options.
- Students want to get out and be active but don’t feel like there is a lot of opportunity to do so. They’d like to be able to rent equipment for skating, fishing, skiing, etc.
- A bike rental program is available in Grand Rapids and Deer River residents would like one there as well.
- The Local Indian Council liked the idea of having more resources that are open to them and help the youth affiliated with the tribe. They especially liked the idea of using the community gardens.

Community Strengths and Resources Available:

Deer River has some trails that can be used for biking and walking. There is a fitness center at the high school that is open to the public. There are some local spots that can be used for fishing. In Grand Rapids there are several parks throughout the city that are open to the public. There also are many trails that can be used during all seasons. The YMCA has programming for families and kids, which includes physical programming and nutrition education. They also have a gym and a swimming pool for members.

The Deer River Farmers Market happens once a week. It’s in its first few years, so it’s still growing to include more vendors. In the summer of 2019, it expects to have EBT available for SNAP participants. There are community gardens available for community members to rent. Get Fit Itasca has a staff member who coordinates the gardens throughout the summer.

Get Fit Itasca is a community health initiative that aims to increase access to healthy eating and physical activity in Itasca County. They do so by focusing on policies and systems that shape the environment we live in.
**Priority #3 Tobacco Use**

**Supporting Data:**

- 25% of adults in Itasca County smoke, compared to 16.2% in Minnesota overall (Bridge to Health Survey 2015, BRFSS)
- Over 22.5% of mothers smoked during pregnancy in Itasca County, compared to 8.8% in Minnesota and 7.2% in the U.S. (Bridge to Health Survey 2015)
- 25% of 9th grade Deer River students used tobacco products in last 30 days, compared to 5.8% in Minnesota overall (Minnesota Student Survey 2016)
- Almost 16% of 9th grade Grand Rapids students used e-cigarettes in the last 30 days, compared to 9.3% in Minnesota overall (Minnesota Student Survey 2016)

**Community Input:**

High tobacco use among adults was a concern among many community members and stakeholders. Public health employees were most concerned about the high rate of smoking among pregnant mothers, which poses a high risk to infants. With the new e-cigarettes on the market that are easy for kids to conceal, public health employees are expecting e-cigarette use to rise among youth.

Most Deer River students in focus groups were not concerned about e-cigarettes but were concerned about chewing tobacco use among their peers. They also mentioned use of marijuana in the school, including bathrooms and school locker rooms. Many of them said The Movement was a good influence within the school and without it use would probably be up.

**Community Strengths and Resources Available:**

Essentia Health-Deer River and Grand Rapids clinics offer tobacco cessation resources for adults. If a patient is qualified for cessation resources, they can be referred to a tobacco treatment specialist.

Deer River School District has a youth group called The Movement that uses the Positive Community Norms framework to tackle substance use in schools. The STEP Coalition in Deer River and the GRIP Coalition in Grand Rapids both use the same framework to talk about substance use in the schools and perception of use. They both have grants that allow them to continue this work in their respective schools.

The Tobacco Coalition in Grand Rapids is focused on efforts throughout the county to combat commercial tobacco use. Education about e-cigarettes is done by Itasca County Public Health. They are also working on a Tobacco 21 policy in Itasca County. Compliance checks are done every year by law enforcement.
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/
**Deer River Steering Committee**

The Deer River Steering Committee believes in promoting healthy lifestyles for all residents in Deer River and the surrounding area. The Essentia Health system has outlined an allocation of resources available to each hospital as a percentage of net revenue to address the priorities set forth in the Community Health Needs Assessments. A committee within Essentia Health-Deer River will best determine the ways to utilize resources to address the priority needs.

**Our Results**

- **Youth and adults are nicotine-free**
- **Community has access to healthy eating and active living opportunities**
- **Community is supportive and open to those with a mental illness**

**Our Indicators**

- Percentage of 9th grade students that use any tobacco product
- Percentage of 9th grade students that tried an e-cigarette in Deer River and Grand Rapids
- Percentage of Itasca County residents 18+ who are overweight or obese
- Percentage of Deer River 9th grade students who are overweight or obese
- Percentage of Itasca Residents who have failed to or delayed getting mental health help
- Percentage of Grand Rapids and Deer River Students who serious thoughts about suicide
**Result: Youth and adults are nicotine-free**

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Partners who can help</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minnesota Student Survey</strong></td>
<td>American Lung Association, local school districts, parents, teachers, law enforcement, policy makers, tobacco retailers, University of Minnesota Extension, Itasca County Public Health and Human Services, Quit Line, Clearway Minnesota, Get Fit Itasca, Itasca YMCA, Grand Itasca, Itasca Community College, Leech Lake Band of Ojibwe, STEP Coalition, GRIP Coalition, Tobacco Treatment Specialist, Itasca Tobacco Coalition, Community Health Board</td>
</tr>
<tr>
<td>9th Grade Students Using Any Tobacco Product in the last 30 Days</td>
<td></td>
</tr>
<tr>
<td>9th Grade Students Who Used an E-Cigarette in the Past 30 Days</td>
<td></td>
</tr>
</tbody>
</table>

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**Factors that have contributed to improvements:**
- Increased number of smoking cessation programs
- Increased research on long-term health effects of e-cigarettes
- Positive Community Norms Campaign in Deer River Public School District and Grand Rapids Public School District

**Limiting factors:**
- Hard to tackle the physical addiction of nicotine
- Marketing towards youth
- Abundance of flavors that are appealing to youth
- Easy access to tobacco products (nicotine delivery products)
- Historical trauma

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**What we are going to do**

**Strategy #1: Support public policy efforts to keep commercial tobacco away from kids**

**Action Steps:**
- Meet with American Lung Association to explore history of policy efforts for commercial tobacco in our community
- Discuss with local policy makers to assess readiness

**Strategy #2: Educate organizations and community members about the link between mental health and substance use**

**Action Steps:**
- Launch Mental Health and Substance Abuse series with local partners

**Strategy #3: Support local schools in their effort to reduce substance abuse**

**Action Steps:**
- Educate parents and school staff about cessation resources in Itasca County
- Work with local coalitions and their Positive Community Norms efforts
**CHNA 2020-2022 Implementation Plan**

**Result: Community has access to healthy eating and active living opportunities**

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Partners who can help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridge to Health Survey</td>
<td>Get Fit Itasca, Grand Itasca, Itasca YMCA, School Districts, Fire Department, Police Department, City Government, Parks and Rec Department, Leech Lake Band of Ojibwe, Indian Education, District Wellness committees, SNAP education, Food banks and food shelves, UofM Extension, Itasca County Public Health and Human Services, Local Indian Councils, City of Deer River, Community Education, Deer River Area Health Care Foundation, State Health Improvement Partnership (SHIP)</td>
</tr>
<tr>
<td>Minnesota Student Survey</td>
<td></td>
</tr>
</tbody>
</table>

**Story behind the data**

**Factors that have contributed to improvements:**
- Increase healthy items in school lunch room
- National Diabetes Prevention Program
- YMCA programs
- Use of current trail system
- District Wellness Committees
- Get Fit Itasca efforts

**Limiting factors:**
- Institutional meals are generally unhealthy
- Perception is that healthy food is expensive and takes time to make
- Processed food is easily accessible and inexpensive
- There are not enough opportunities to be physically active

**What we are going to do**

**Strategy #1: Expand options for physical activity throughout Itasca County**

**Action Steps:**
- Meet with District Wellness Committees to explore options for increasing physical activity throughout the school day
- Develop a Physical Wellness Campaign in Itasca County in partnership with Get Fit Itasca
- Explore options to integrate indigenous cultural traditions into programming and campaigns
- Support future Wellness Center in Deer River

**Strategy #2: Expand access to healthy and nutritious food in Itasca County**

**Action Steps:**
- Support Deer River School District efforts to increase healthy options (E.g. Farm to School, healthy classroom snacks, introducing native foods)
- Offer nutrition and cooking classes to community members by partnering with Snap Education, Get Fit Itasca, and Leech Lake Band of Ojibwe
- Support local community garden efforts
- Support Deer River and Grand Rapids farmers markets by matching dollars for SNAP recipients and supporting the Power of Produce program
### Result: Community is supportive and open to those with a mental illness

#### Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Itasca Residents who Failed or Delayed seeking Mental Health Help</td>
<td>15%</td>
</tr>
<tr>
<td>Minnesota Student Survey Deer River and Grand Rapids 9th grade Students with Suicidal Ideation</td>
<td>40%</td>
</tr>
</tbody>
</table>

#### Partners who can help

Itasca County Public Health and Human Services, local school districts, North Homes, Northland Counseling Center, NAMI, Leech Lake Band of Ojibwe, Ross Resources, Children’s Mental Health, Family Services Collaborative, SPARK, Deer River Area Health Care Foundation, Community Health Board, Grace House, Family Services Collaborative

### Story Behind the Data

#### Factors that have contributed to improvements:
- School resources (E.g. counselors, North Homes)
- Raised awareness about mental illness
- Early intervention strategies
- Mental health education for faculty in schools

#### Limiting factors:
- Stress and isolation
- Mental health stigma among adults
- Lack of access to resources
- High cost of care
- Adverse childhood experiences
- Historical trauma
- Lack of support systems

### What we are going to do

**Strategy #1:** Launch a mental health anti-stigma campaign in Itasca County
- Work with local mental health partners to put together a mental health anti-stigma campaign in Deer River
- Continue to support the Stomp on Stigma Race
- Offer Mental Health First Aid trainings in Itasca County

**Strategy #2:** Implement trauma-specific strategies in local schools to move towards being Trauma Informed
- Work with school staff to implement trauma specific strategies that take cultural backgrounds into consideration
- Partner with local school districts to help shift them to a trauma-informed model through policy changes
Health Indicator Data

Essentia Health – Deer River Service Area
DEMOGRAPHICS
Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates
Percent of People in Each Age Group (Deer River)

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates
Population by Race

Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates
Deer River: 13.3%
Grand Rapids: 12%
Cohasset: 2.7%

MN Value: 6.9%

Source: American Community Survey, 5-year estimates 2012-2016
Reduced and Free Lunch Eligibility

- **2013-2014:**
  - Grand Rapids: 41.4%
  - Deer River School District: 69.1%

- **2014-2015:**
  - Grand Rapids: 40.5%
  - Deer River School District: 68.7%

- **2015-2016:**
  - Grand Rapids: 39.5%
  - Deer River School District: 67.5%

Source: MDH Free and Reduced Price Lunch Eligibility Query
6.2% OF ADULTS OVER 18 OFTEN DO NOT HAVE ACCESS TO TRANSPORTATION TO GET GROCERIES
ACCESS TO HEALTHCARE
Adults Unable to Afford to See a Doctor
County: Itasca, MN

Source: County Health Rankings (2006-2013)

Adults Unable to Afford to See a Doctor

Source: County Health Rankings (2006-2012)
MATERNAL HEALTH & NATALITY
The MN value is 4.9%
Preterm Births
County: Itasca, MN

Source: Minnesota Department of Health (2016)

COMPADED TO

<table>
<thead>
<tr>
<th>MN Counties</th>
<th>MN Value (6.9%)</th>
<th>US Value (11.4%)</th>
<th>Prior Value (8.8%)</th>
<th>Trend</th>
<th>HP 2020 Target (9.4%)</th>
</tr>
</thead>
</table>
Mothers who Smoked During Pregnancy

MN State Value: 8.8

Source: Wisconsin Department of Health Services, Minnesota Department of Health (2016)
EATING HABITS, PHYSICAL ACTIVITY & CHRONIC CONDITIONS
Adults with Diabetes

Source: Bridge to Health Survey (2015)
Purchase Food From Farmer’s Market: Adults

Source: Bridge to Health Survey (2015)

Bridge to Health Survey Regional Value: 9.0

Consume Homegrown Food: Adults

Source: Bridge to Health Survey (2015)

Bridge to Health Survey Regional Value: 31.9
Reasons adults have given for not exercising is lack of energy, lack of self discipline, and program costs.
36.6 OF STUDENTS IN DEER RIVER SCHOOL DISTRICT ARE OVERWEIGHT OR OBESE
9th Grade Students who Ate 5+ Fruits and Vegetables Yesterday

MN State Value: 18.1

Source: Minnesota Student Survey (2016)
SUBSTANCE USE/ABUSE
Adults who Binge Drink (Bridge to Health Survey)

Source: Bridge to Health Survey (2015)

Compared to:
- MN Value (19.5%)
- US Value (16.3%)
- Bridge to Health Survey Regional Value (32.3%)
Age when first tried alcohol (9th Grade Students)

- NEVER: 55%
- 10 Years Old or Younger: 18%
- 14 Years Old: 11%
- 15 Years Old: 8%

Source: 2016 Minnesota Student Survey (Deer River School District)
9th Grade Students Who Binge Drank in the Past Year

- Yes: 13%
- No: 87%

Source: 2016 Minnesota Student Survey (Deer River School District)
Risk 9th Grade Students think 5 or more alcoholic beverages once or twice a week have on future health

Source: 2016 Minnesota Student Survey (Deer River School District)
9th Grade Students Tobacco Use

- Never: 76%
- Once or Twice: 5%
- Twice a Month: 5%
- Once a Week: 5%
- Daily: 5%

9th Grade Perception of Tobacco Use

- Never: 22%
- Once or Twice: 14%
- Twice a Month: 8%
- Once a Week: 19%
- Daily: 14%

Source: 2016 Minnesota Student Survey (Deer River School District)
9th Grade Marijuana Use

Source: 2016 Minnesota Student Survey (Deer River School District)

9th Grade Perception of Marijuana Use

Source: 2016 Minnesota Student Survey (Deer River School District)
MENTAL HEALTH
Adults Who Always Have Social and Emotional Support

Percent

St. Louis, MN  Pine, MN  Inacca, MN  Douglas, WI

Source: Bridge to Health Survey (2015)
Adults with Depression

Source: Bridge to Health Survey (2015)
Adults Who Considered Suicide

Bridge to Health Survey Regional Value: 7.0

Source: Bridge to Health Survey (2015)
How Often Students Feel Down, Depressed, or Hopeless

- **Not at all**: 48% (11th Grade), 55% (9th Grade), 46% (8th Grade)
- **Several days**: 35% (11th Grade), 23% (9th Grade), 21% (8th Grade)
- **More than half the days**: 10% (11th Grade), 7% (9th Grade), 7% (8th Grade)
- **Nearly every day**: 7% (11th Grade), 16% (9th Grade), 2% (8th Grade)

**Source**: 2016 Minnesota Student Survey (Deer River Public School District)
9th Grade Students, Seriously Considered Attempting Suicide

Source: 2016 Minnesota Student Survey
CAUSES OF DEATH
## Top 10 leading causes of death in Itasca County

<table>
<thead>
<tr>
<th>Cause</th>
<th>Rank</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>1</td>
<td>120</td>
</tr>
<tr>
<td>Heart Disease</td>
<td>2</td>
<td>100</td>
</tr>
<tr>
<td>Unintentional Injury</td>
<td>3</td>
<td>34</td>
</tr>
<tr>
<td>Chronic Lower Respiratory Disease</td>
<td>4</td>
<td>31</td>
</tr>
<tr>
<td>Stroke</td>
<td>5</td>
<td>22</td>
</tr>
<tr>
<td>Alzheimer’s Disease</td>
<td>5</td>
<td>22</td>
</tr>
<tr>
<td>Diabetes</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>Pneumonia and influenza</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Septicemia</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>Nephritis</td>
<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: MDH County Health Tables
Age-Adjusted Death Rate due to Lung Cancer
County: Itasca, MN

COMPARED TO

- MN Counties
- U.S. Counties
- MN Value (39.7)
- US Value (44.7)

HP 2020 Target (45.5)

Source: National Cancer Institute (2010-2014)
Alcohol-Impaired Driving Deaths

Source: County Health Rankings (2012–2016)

MN State Value: 29.7

Percentages for different locations:
- St. Louis, MN
- Pine, MN
- Douglas, WI
- Itasca, MN

www.bridginghealthnorth.org
Unintentional poisoning is the unintentional harm to oneself as a result of consuming drugs or chemicals in excessive amounts.
Focus Group Script

Time: 5min

Hello Everyone,

I/We would like to thank all of you for coming today. My name is (name here), and I work for (organization here). Essentia Health -Deer River and Itasca County Public Health are working on their Community Health Needs Assessments. A CHNA is an assessment required by the Affordable Care Act. Non-Profit hospitals are required to do them every three years and public health is required to do it every five years. We access an area using data and focus groups to create our priorities and goals.

Essentia’s CHNA Steering Committee identified these top four priorities: Mental Health, Tobacco Use and Obesity/Access to Healthy Affordable Food. Our goal with this focus group today is to better understand where our strengths and weaknesses are related to these priorities.

First, we would like your feedback on what you think of the priorities we chose. Do you feel these are the most pressing health issues in our community? Why or why not?

_____________________________________________________________________________________

Time: 3min to explain, 10min for the exercise

We have the following categories written on the sheet beside me:

- Employment (job training, available jobs)
- Substance Abuse/Use (rehab, education, other services)
- Medical (Dental, Primary Care/Urgent Care/ER)
- Mental Health (cognitive, behavioral, and emotional)
- Community (are we fostering a sense of community)
- Environment (water quality, air quality, pollution) (parks, trails)
- Food & Nutrition (farming, local sourcing, healthy, access to food)

Come up with one strength and one weakness for each category, individually.

When thinking about strengths and weaknesses consider: what programs are available now? what resources are readily available? when it comes to your friends, family, and community what are your concerns for them related to these categories? where have you seen positive changes? where do you think there could be improvements?

Think about your own life and those that surround you every day. You all have opinions and concerns about these topics. We want to hear them so we can better address them. You have about 10 minutes to write down those strengths and weaknesses on separate post-it notes. It’s ok if you don’t have an answer for every category.

_____________________________________________________________________________________

Time: 2min to explain, 15min for the exercise
Please get into groups of (divide room equally). Read your post-it’s to the group. Once you are finished, you will decide as a group where the post-its for each category rank in importance. Once you have them ranked we will move on to the next step.

Time: Total 25min

On the sheets, we have the categories listed. Pick someone from your group to bring up the top two weakness post-its for each category and place them on the sheet.

*Read the strengths and the weaknesses to the room

Now let’s open the room to discussion. What are your thoughts on the weaknesses and strengths that were chosen? Do you think they fit under the priorities we discussed at the beginning of the session? What do you think our community should do differently or support in the future to address these issues? What would make our community healthier?

Thank you everyone for participating today!