

**Essentia Health-St. Joseph's Medical Center**  
523 N 3rd Street | Brainerd, MN 56401

**Crow Wing County, MN** (63,321 population)



2 surveys, 1322 responses



7 focus groups, 750 participants



23 partnering organizations

## GUIDING PRINCIPLES

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

## PROCESS

Work Together



Communicate

Mental Wellbeing	Tobacco Use	Healthy Food, Active Living
<p><b>Indicator:</b> 12% of adults report 10 or more days, in the past month, of not good mental health (2017).</p> <p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>- Encourage help seeking behaviors through stigma-reduction campaigns like Make It OK</li> <li>- Build resilience, optimism, positive self-concepts and hopefulness</li> <li>- Support life-skill building and mindfulness-based stress reduction programing</li> </ul>	<p><b>Indicators:</b> 23% of Crow Wing County adults use tobacco (2017) 44% of current smokers tried to quit in 2017.</p> <p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>- Advocate for policies that limit youth access to tobacco products</li> <li>- Enhance and promote tobacco cessation interventions and resources</li> <li>- Promote work place incentives that encourage employees to quit smoking</li> </ul>	<p><b>Indicators:</b> 66% of adults do not eat five or more fruits and vegetables a day (2017) 65% of adults do not meet recommended physical activity (2017)</p> <p><b>Strategies:</b></p> <ul style="list-style-type: none"> <li>- National Diabetes Prevention Program</li> <li>- Worksite wellness programs that encourage nutrition and physical activity</li> <li>- Campaigns that encourage healthy eating</li> </ul>

