



**ABRIDGETO
THE FUTURE**

BUILDING A COMMUNITY OF CHOICE

2019 ANNUAL REPORT

PUBLIC HEALTH DIVISION



CITY OF
BLOOMINGTON
MINNESOTA



SERVING BLOOMINGTON, EDINA AND RICHFIELD

MISSION

To engage the community in promoting, protecting and improving the health of all.

VISION

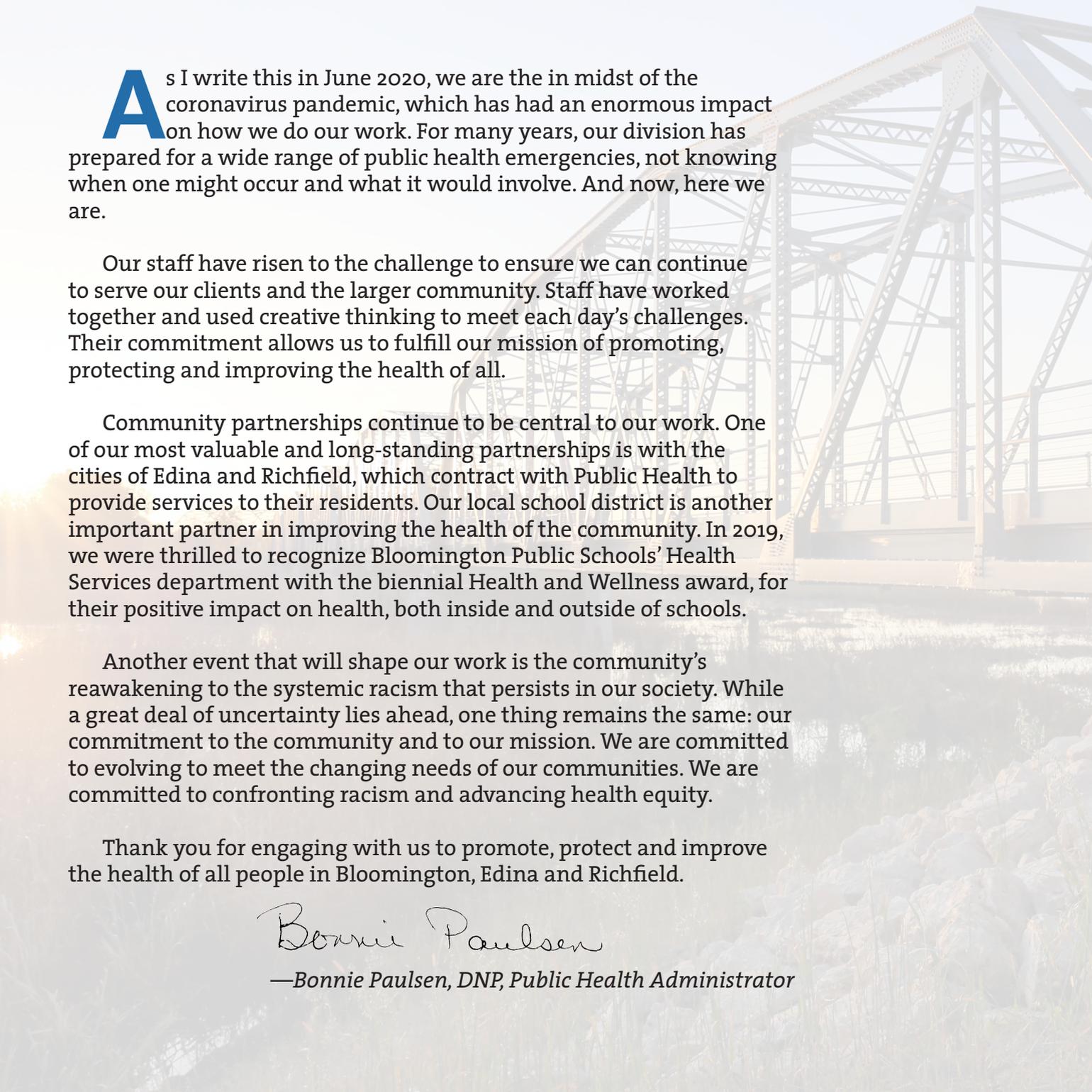
A healthy community empowered by our locally based support and services.



NATIONAL ACCREDITATION

Public Health became nationally accredited in 2016 through the Public Health Accreditation Board (PHAB). PHAB is a nonprofit, public health accreditation organization. Its goal is to advance public health performance by providing a national framework of standards for public health departments.

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publichealth@bloomingtonmn.gov • Learn more at blm.mn/publichealth



As I write this in June 2020, we are in the midst of the coronavirus pandemic, which has had an enormous impact on how we do our work. For many years, our division has prepared for a wide range of public health emergencies, not knowing when one might occur and what it would involve. And now, here we are.

Our staff have risen to the challenge to ensure we can continue to serve our clients and the larger community. Staff have worked together and used creative thinking to meet each day's challenges. Their commitment allows us to fulfill our mission of promoting, protecting and improving the health of all.

Community partnerships continue to be central to our work. One of our most valuable and long-standing partnerships is with the cities of Edina and Richfield, which contract with Public Health to provide services to their residents. Our local school district is another important partner in improving the health of the community. In 2019, we were thrilled to recognize Bloomington Public Schools' Health Services department with the biennial Health and Wellness award, for their positive impact on health, both inside and outside of schools.

Another event that will shape our work is the community's reawakening to the systemic racism that persists in our society. While a great deal of uncertainty lies ahead, one thing remains the same: our commitment to the community and to our mission. We are committed to evolving to meet the changing needs of our communities. We are committed to confronting racism and advancing health equity.

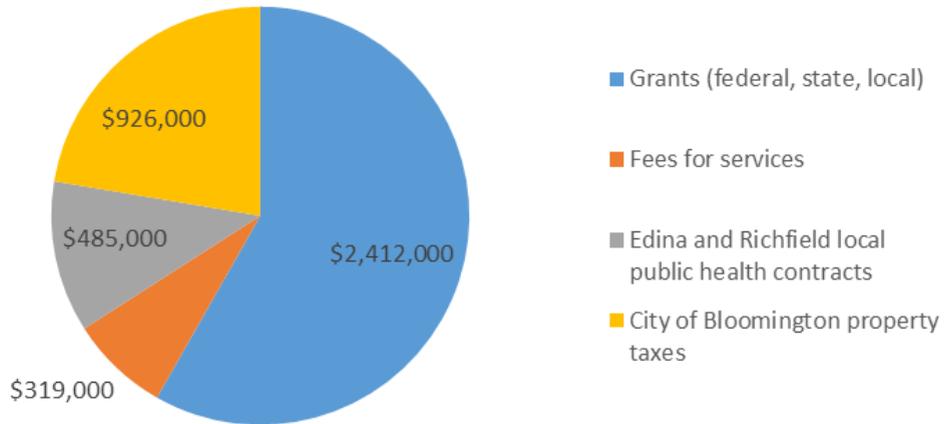
Thank you for engaging with us to promote, protect and improve the health of all people in Bloomington, Edina and Richfield.

Bonnie Paulsen

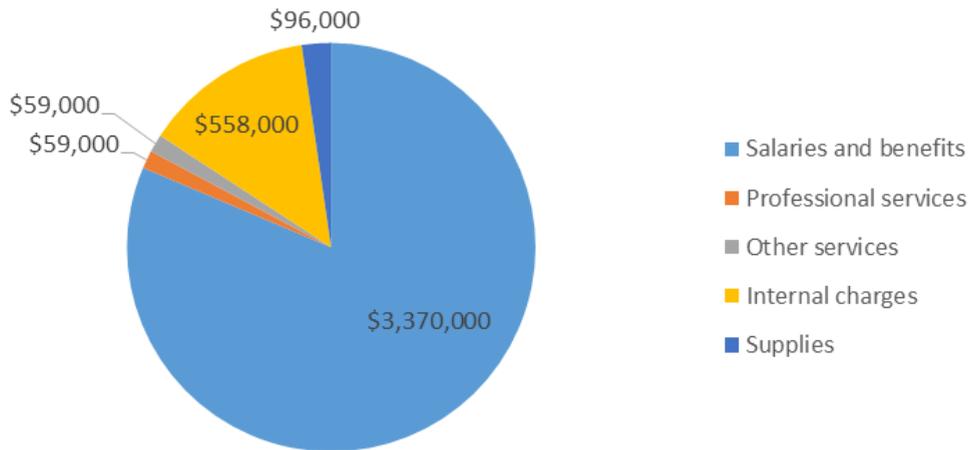
—Bonnie Paulsen, DNP, Public Health Administrator

2019 FINANCES

TOTAL REVENUE = \$4,142,000



TOTAL EXPENSES = \$4,142,000



WHO WE SERVE

The Bloomington Public Health Division (Public Health) provides health services across the cities of Bloomington, Edina and Richfield. This relationship has been in place for more than 40 years, since 1977. Public Health provides a mix of direct services to individual clients and families, and policy, systems change and public education efforts that address health issues on a community level, serving all residents.

The work of Public Health connects with many of the City Council's seven strategic priorities, including the priority of Inclusion and Equity. Staff serve everyone in the community with an emphasis on vulnerable populations. This includes individuals with less resources, immigrants and refugees, individuals from Black, Indigenous and People of Color (BIPOC) communities, and individuals with functional or access needs.

With regard to direct services, Public Health served approximately 20,000 clients in Bloomington, Edina and Richfield in 2019. These individual clients and families are primarily young children, new parents and older adults. They are also disproportionately people with lower incomes and individuals from BIPOC communities. For example, in 2019, 86% of the clients of the Bloomington Women, Infants and Children (WIC) clinic were individuals from BIPOC communities. That population is almost the mirror opposite of Bloomington's population in the 2010 census, in which 80% of the population identified as white.

We remain committed to promoting, protecting and improving the health of all, with a focus on reducing disparities and advancing health equity.



KEY PROGRAM AREAS

ADMINISTRATION AND EMERGENCY PREPAREDNESS

Administration

Supports efforts such as workforce development, quality improvement, performance management, accreditation and strategic planning.

Compliance

Ensures division meets city, state and federally mandated activities.

Data analysis

Coordinates data collection and analysis for activities such as community health assessments and accreditation.

Emergency preparedness

Provides access to public health services in the event of an emergency to those living in, working in or visiting our community.

Support Services

Reception, contract processing, third-party billing, and electronic health record management



CLINIC SERVICES

Women, Infant and Children (WIC) Nutrition Program

Provides nutrition education and food benefits online to eligible pregnant, postpartum and breastfeeding women and children up to five years of age.

Immunizations

Receives and dispenses vaccines from the Minnesota Vaccines for Children Program and the Uninsured and Underinsured Adult Vaccines Program. Flu vaccines are provided to uninsured residents and a variety of organizations and businesses.

Disease follow-up

Follows up with persons who have reportable vaccine preventable diseases, including pertussis, measles, mumps, hepatitis A, varicella and meningitis and responds to questions about infectious diseases from schools, day cares and residents.



KEY PROGRAM AREAS

FAMILY HEALTH

Maternal Child Health

Provides health education and advocacy to individuals, community partners and schools. Provides home visits and other support to families from pregnancy through parenting of children up to 18 years old. Many families are at risk for having poor childhood outcomes due to histories of trauma, mental or chemical health issues, lack of support systems or having less income. Focus areas include parent-child interactions, early child development, and screening for mental, chemical and domestic violence concerns.

Vulnerable adults and seniors

Follow-up with residents referred by neighbors, police and others to help them stay safe in their homes.



HEALTH PROMOTION

Policy, systems and environmental work

Creates environments that provide healthy choices for the community, with the goals of reducing health risks such as obesity, tobacco use, and unhealthy use of alcohol, and increasing healthy behaviors. This is done in partnership with various community organizations and champions to change policies, systems and environments.



COMMUNITY HEALTH BOARD

As a Community Health Board, the City of Bloomington receives state and federal dollars as well as property tax dollars, fees and insurance reimbursement to promote, protect and improve the health and well-being of its residents. The Public Health Division is responsible for “administration and implementation of programs and services to address the areas of public health responsibility” as defined in the Local Public Health Act (Chapter 145A of Minnesota Statutes).

SURVEY SHINES LIGHT ON HEALTH OF COMMUNITY

Survey-based community health data is a valuable way to assess the health of residents in the community. Public Health conducted a community health survey from May to November 2018 with an emphasis on reaching underrepresented demographic groups. Over two thousand residents of Bloomington, Edina and Richfield responded to the survey via Facebook ads and in-person outreach. In late 2019 and early 2020, data was analyzed and released as a data book showing survey responses in 27 different demographic groupings.

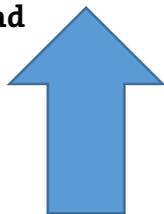
Through this survey, Public Health collected information on respondents' mental and physical health, health behaviors, demographics, ability to access resources, and opinions on improving community health. Staff identified key findings for discussion with the community. Particular health issues of concern included mental health, nutrition, chronic conditions, health care access and affordability, and health disparities. In general, poorer health measures and access were reported by respondents who were non-white, renters, housing instable, had less income or education, and/or had a disability.

As a result of this multiyear effort by Public Health, the cities of Bloomington, Edina and Richfield have a wealth of data which can be used to address health issues, inform policy development, and take action on racial equity. To review full survey results, visit: blm.mn/healthsurvey.

KEY FINDINGS OF 2018 COMMUNITY HEALTH SURVEY

Non-white respondents had higher percentages of:

- Binge drinking
- Diabetes
- Food insecurity
- Smoking



2,000+ residents of Bloomington, Edina and Richfield responded

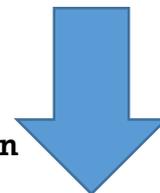
Survey says...Top 5 things that could improve community's health:

- ✓ Greater supply of affordable housing
- ✓ Safe, attractive spaces to walk and/or bike
- ✓ Exercise programs
- ✓ Healthier food
- ✓ Affordable, quality child care



Non-white respondents had lower percentages of:

- Physical activity
- Fruit and vegetable consumption
- Routine health and dental care



**For more information:
blm.mn/healthsurvey**

ADMINISTRATION AND EMERGENCY PREPAREDNESS



OUR IMPACT

Data Collection: Completed the analysis and published the results of the community health survey, which involved responses from over **2,100 residents** of Bloomington, Edina and Richfield.

Mass Dispensing: Revised plans and worked with city and community partners to prepare for a full-scale exercise in June 2020 to test our mass dispensing plans.

Preparing for Public Health Threats: Successfully completed a review of our plans for bioterrorism with the Minnesota Department of Health.

Board support: Provided ongoing staff support to the Advisory Board of Health, furthering the Advisory Board's mission of promoting, protecting and caring for the health of our community.

Community Outreach: Provided support and outreach to **2,014 families** in Bloomington, Edina and Richfield with recent births in their households.

Community Partnerships: Shared infant and child data with Bloomington Public Schools to improve kindergarten readiness, reducing the number of unexpected kindergarten students from **23% of total students** to **16% of students**.

MEETING CLIENTS WHERE THEY ARE

The Women, Infants and Children (WIC) Nutrition Program in Minnesota saw exciting changes in 2019. Minnesota joined other states in implementing an eWIC debit card, replacing paper checks for distribution of WIC food benefits. The eWIC card has made WIC participation much more accessible for busy families. Participants can now have appointments with staff by phone and have benefits added to their eWIC cards remotely.

The card also makes a participant's shopping experience more pleasant, as shoppers are less visible using assistance with the card versus paper checks. Previously, WIC participants reported that other shoppers or the cashier would get impatient or make unkind remarks to them for using the program. This problem has greatly diminished with the advent of the debit card.

The eWIC card also has an app that helps families keep track of food benefits, sends families appointment reminders, and provides access to online nutrition and breastfeeding information. These improvements meet our participants where they are and make use of available technologies. The response from clients has been overwhelmingly positive.

The WIC Nutrition Program serves pregnant and postpartum women, infants, and children up to the age of five. Families are eligible based on specific income guidelines. In 2019, Public Health's WIC clinics in Bloomington and Richfield served more than 2,000 participants each month, with clients coming from across the Twin Cities area.

“The WIC card and the WIC app really help with grocery shopping. The app helps me easily see what food items I can buy.”
—*Bloomington WIC client*

“The WIC app sends me reminders of my appointments so that I don't miss an appointment.”
—*Richfield WIC client*

MY MINNESOTA WIC App



FREE DOWNLOAD
NOW AVAILABLE FROM



Available for **iOS 8.0 or later**,
and **Android 6.0 and up**.

Minnesota Department of Health
WIC PROGRAM

www.health.state.mn.us/wic

This institution is an equal opportunity provider.

CLINIC SERVICES

OUR IMPACT



Immunizations: Gave **804 childhood immunizations** to children who are uninsured and underinsured and **2,849 immunizations** to adults, including **2,463 flu vaccines**.

Nutrition Education and Food Assistance: Provided services and support to **3,428 participants** of the Women, Infant and Children (WIC) Supplemental Nutrition Program.

Support for New Parents: Provided breastfeeding counseling and support to **370 women** through the Breastfeeding Peer Counselor Program.

Healthy Beginnings: Bloomington WIC clients had some of the highest breastfeeding rates in the state, with **90% of clients** breastfeeding their infants from the start, and **69% of clients** continuing to do so when infants were three months of age.

SUPPORTING MENTAL WELL-BEING DURING PREGNANCY AND FOR NEW PARENTS

Individuals who are pregnant or who have recently given birth can feel many emotions, including joy, worry, sadness, and more. According to the Minnesota Department of Health, postpartum depression affects an estimated 12% of moms nationally, while women with lower incomes experience much higher rates, with 35% of moms affected.

In 2019, Public Health regularly screened more than 80 percent of its prenatal and postnatal clients, up from approximately 60 percent of clients previously. The goal is to conduct a screening at least once during a client's pregnancy and then follow up with a postpartum screening. Postpartum depression can last for up to a year. Screening a new parent for depression soon after they have given birth helps to establish a mental well-being baseline. A Public Health Nurse can then follow up over the next year to screen for any new symptoms. Referrals are made to mental health providers when concerns are identified.

Public Health Nurses start with a basic questionnaire and then if needed, continue with a more detailed survey. "I try to dig a little deeper with each question," said Public Health Nurse Elizabeth Horwath. "I may ask, 'Are you having trouble sleeping?' and if the answer is yes, then I follow up with, 'What in particular is keeping you awake?'"

Should any concerns arise, good communication is key with both the client and the primary care provider. "I try to approach mental health with my clients as more of a conversation, versus looking at a score sheet," said Elizabeth. "I let clients know we're here to help them get the services they need."



“Mental health is just as important as your heart health, your lung health, and your baby’s health. We want to look at the full picture.”

—Elizabeth Horwath,
Public Health Nurse

FAMILY HEALTH

OUR IMPACT



Healthy Behavior Classes: Reached **3,586 middle and high school students** with information on topics such as healthy relationships and sexuality, regular exercise and healthy eating.

Home visits: More than **230 families** visited **2,436 times** by Public Health nurses for support related to pregnancy, postpartum care, newborn care, child development and parenting skills.

Bilingual assistance: Public Health staff provided community resource information to Spanish-speaking families through **727 calls** and **77 in-person visits**.

Senior well-being: More than **1,500 visits completed** by Public Health nurses during community-based “Talk with a Nurse” sessions. Completed an “Aging Well” survey with more than **400 Bloomington residents**.

Vulnerable adults: Public Health nurses made **471 visits** to assess homes at a high risk for health and safety concerns, providing referrals, education and advocacy for clients.

IMPROVING QUALITY OF LIFE FOR BLOOMINGTON RENTERS

When Public Health staff reached out to the property manager of Southgate Apartments in Bloomington to discuss the benefits of a smoke-free policy, they learned of additional resident needs.

“The more we started peeling back the layers, the more we realized that further support was needed for the manager and the residents, as well as better coordination of city services and community resources,” Public Health Specialist Margaret Perez said.

A 2019 survey revealed transportation and child care as major barriers for Southgate residents in accessing city services and community resources. Following the survey, Public Health staff provided regular public health services at the apartment complex, organized a community mixer to bring city services and community resources to residents, and convened several city departments and community organizations that provide services to renters in and around Southgate.

A collective impact exploratory group formed, made up of city divisions and community partners representing education, local transit, food services, and more. The Collective Impact model brings together people from various sectors who commit to a common agenda to solve a specific social problem, using a structured form of collaboration.

The group expanded its scope to support renters across Bloomington, and created a purpose statement: Generate and sustain effective collaboration among community partners so that our work reflects the reality of people who rent in Bloomington. With renters serving as advisors, the group will continue to meet regularly in 2020 to lay the framework for a successful collective impact project.



“It’s important to be connected with our neighbors and bring our community together to keep us safe and healthy.”

—Michelle Krause,
Manager, Southgate Apartments

HEALTH PROMOTION

OUR IMPACT



Active Living: Influenced community-planning efforts to create safer, more accessible places and spaces for **172,231 residents** of Bloomington, Edina and Richfield.

Smoke-free Housing: Increased the number of smoke-free multiunit properties in Bloomington by **34%** and in Richfield by **25%** since 2016. In Edina, **80%** of multiunit properties are now smoke-free.

Worksite Wellness: **7 hotel partners** in Bloomington and Edina participated in a unique collaborative which supported the local hospitality industry in engaging employees in assessment and planning for workplace wellness initiatives.

Building Relationships: New collective impact group brought together **14 City departments** and community organizations committed to using a structured form of collaboration to improve the quality of life for renters across Bloomington.

Improving Child Care Quality: Provided assistance to La Red, a local network of Latino child care providers, resulting in a \$10,000 grant that supports ongoing training to more than **220 Latino family, friend and neighbor providers.**



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