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.

VALUES
Accountability
Collaboration
Dynamic/Flexible
Equity
Integrity
Respect
Responsibility

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

WELCOME!

Here at Public Health we are committed to promoting, protecting and improving the health of the communities we serve. Our work and processes were recognized in 2016 when we achieved national accreditation from the Public Health Accreditation Board.

As an accredited health department serving the communities of Bloomington, Edina and Richfield, we continue to focus on not only the individual health of our most vulnerable populations, but tailor our services to accommodate the unique needs of each of these cities.

The collaboration between the three cities has been going on for decades. Richfield and Edina have contracted with the City of Bloomington since 1977 to provide the best possible public health services to residents. This has allowed all of us to increase our efficiency and strengthen our impact in making our communities healthier, happier places to be. Please take a look at this report to find out some of the ways we made progress in 2017.

All of this work happens through the staff who continue to work hard on your behalf. They are an amazing group of dedicated individuals who care strongly for you and your families’ health. I am grateful to be working with them every single day.

Bonnie Paulsen, DNP, Public Health Administrator

WHAT’S INSIDE?

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FINANCES AND STAFF

TOTAL REVENUE = $4,087,000

City of Bloomington - $773,000
Grants (federal, state, local) - $2,454,000
Edina and Richfield local public health contracts - $459,000
Fees for services - $401,000
Supplies - $106,000
Internal charges - $478,000
Other - $55,000
Professional services - $141,000
Benefits - $875,000
Salaries and wages - $2,432,000

TOTAL EXPENSES = $4,087,000

EMPLOYEE BREAKDOWN
1 Administrator
1 Assistant Administrator
3 Program Managers
18 Public Health Nurses
1 Registered Nurse
2 Nurse Practitioners
4 Dietitians
5 Health Promotion Specialists
1 Speech/Language Pathologist
2 Translators/Community Resource Specialists
1 Public Health Planner
1 Accountant
1 Accounting Assistant
1 Office Supervisor
1 Office Support Specialist
2 Office Assistants
6 Peer Breastfeeding Counselors

CONTRACTED HEALTH PROFESSIONALS
2 Physicians

52 total staff
(36 full-time equivalents)

52 total staff
(36 full-time equivalents)

52 total staff
(36 full-time equivalents)
### LEADING THE WAY: TOBACCO 21

The cities of Edina and Richfield have contracted with the City of Bloomington since 1977 in order to receive public health services at the local level within their respective communities. The Public Health Alliance of Bloomington, Edina and Richfield allows each city to have complete autonomy, yet work collaboratively toward promoting, protecting and improving the overall health of these communities.

Historically, when one of the cities within the alliance implements a healthy policy or change, the other two cities aren’t far behind. Tobacco 21 (T-21) policy work is no exception and serves as a great example of how each city impacts the health of its stakeholders and takes action to make positive change.

T-21 increases the purchase age of tobacco products from 18 to 21. The 2017 Minnesota Youth Tobacco Survey found that 1 in 4 students use tobacco-related products. Research shows that raising the tobacco purchase age to 21 would limit tobacco access and keep Minnesota’s youth from ever starting (Minnesota Department of Health).

Edina was the first in the state to raise the legal age for tobacco purchase. The Community Health Commission considered the T-21 policy after Caleb Schultz, MD, MPH presented on the topic to them and subsequently to City Council. Unanimously, Edina City Council voted to pass the resolution that went into effect July 1, 2017. Schultz said council members reported being inundated with emails and phone calls in support of T-21 prior to the vote. They also reported that after the passage of T-21, there has been little opposition or negative reaction within Edina.

City of Bloomington Public Health Administrator Bonnie Paulsen, DNP, said it is policies like these that not only save lives, but make an impact in changing the health of populations. Bloomington was not far behind Edina’s efforts in also raising the legal purchase age of tobacco to 21. Bloomington City Council voted unanimously in November to pass the new ordinance which:

- Prohibits the sale of tobacco-related products, including electronic delivery devices, to persons under 21 years of age.
- Requires tobacco retailers to check ID of customers under 30 years of age.
- Requires tobacco retailers to train their employees on the legal requirements to sell tobacco-related products.

The city of Richfield passed T-21 in June 2018. City of Richfield Support Services Supervisor Jennifer Anderson said the Richfield Advisory Board of Health had not only been looking at what other cities had implemented but also what their experiences had been in order to develop a T-21 policy that works for Richfield. When it comes to the health of these overall communities, it is the collaboration within the alliance that creates this domino effect for policy change in order to move forward toward a healthier future.

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**2017 HIGHLIGHTS**

Photo credit: Association for Nonsmokers-Minnesota
Public Health’s Special Supplemental Nutrition Program for Women, Infants and Children (WIC) promotes and supports breastfeeding among moms through peer counseling and educational materials. The program also provides healthy food packages and referrals to other needed health and social services.

WIC and its Breastfeeding Peer Counselor Program received the Loving Support Award of Excellence from the U.S. Department of Agriculture for its exemplary breastfeeding support and practices.

Public Health’s International Board Certified Lactation Consultant said, “It was a wonderful recognition for our WIC staff and peer counselors and for the hard work they do every day in helping moms achieve their breastfeeding goals.”

WIC moms who are pregnant or breastfeeding are eligible to have a peer counselor. WIC’s breastfeeding peer counselors are known for the culturally competent care and support they provide pregnant and breastfeeding moms.

Public Health also learned it was awarded the gold standard from the Minnesota Department of Health for supporting breastfeeding. The gold standard is the highest award a public health department can achieve in terms of being a breastfeeding friendly work environment. With the help of the Statewide Health Improvement Partnership (SHIP), Public Health gave a full year’s efforts in preparing its application for this award.

To achieve gold status, Public Health demonstrated completion of all ten recommended steps to promote and support breastfeeding in the community. Among these steps are services Public Health must provide to local businesses, families and childcare providers. These steps include:

1. Establish a designated group to manage policy review, development, staff orientation and education.
2. Have a written breastfeeding policy.
3. Coordinate breastfeeding support and promotion with other programs in the health department, private and public health care systems, and community organizations to establish breastfeeding as the “norm” in the community.
4. Collaborate with community partners to ensure access to breastfeeding classes.
5. Educate the community on breastfeeding support.
6. Encourage culturally and ethnically diverse resources within the community.
7. Support mothers in initiating and maintaining breastfeeding for 12 months and beyond.
8. Through community partners, encourage local public places to provide a breastfeeding friendly environment.
9. Select businesses each year to provide workplace lactation support training.
10. Facilitate access to information and training for local child care centers or family child care providers on how to support a breastfeeding mother.

“This award acknowledges Public Health’s commitment to support healthy families, promote breastfeeding in the community, develop policies and practices and to lead by example,” said Public Health’s International Board Certified Lactation Consultant.
### DISEASE PREVENTION AND CONTROL (CONTINUED)

<table>
<thead>
<tr>
<th></th>
<th>BLOOMINGTON</th>
<th>EDINA</th>
<th>RICHFIELD</th>
<th>OTHER</th>
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<tbody>
<tr>
<td><strong>MANTOUX</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Testing for employers, employees, students, immigrants and those seeking employment. Positive cases followed up on = 16.</td>
<td>88</td>
<td>21</td>
<td>20</td>
<td>151</td>
</tr>
<tr>
<td><strong>INTAKE PHONE AND WALK-IN CONSULTS</strong></td>
<td>627</td>
<td>32</td>
<td>60</td>
<td>245</td>
</tr>
</tbody>
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### HEALTH EDUCATION

<table>
<thead>
<tr>
<th></th>
<th>BLOOMINGTON</th>
<th>EDINA</th>
<th>RICHFIELD</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CLASSES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directed toward students 18 and younger. Information on healthy behaviors, pregnancy, prevention, STIs and other risk behaviors.</td>
<td>2726</td>
<td>260</td>
<td>221</td>
<td>28</td>
</tr>
<tr>
<td>(# of attendees)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>OUTREACH</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directed toward adults 18 and older, community members. Information on healthy behaviors, public health services, adverse childhood experiences (ACES), Dementia Friends.</td>
<td>273</td>
<td>0</td>
<td>321</td>
<td>96</td>
</tr>
<tr>
<td>(# of attendees)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SENIOR HEALTH PROMOTION</strong></td>
<td>423</td>
<td>13</td>
<td>60</td>
<td>47</td>
</tr>
<tr>
<td>Nurses talk with seniors about preventative measures for healthy aging (at senior centers and senior housing complexes).</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(# of attendees)</td>
<td></td>
<td></td>
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### CLIENT FOCUSED

If a breastfeeding peer counselor is unable to support or resolve a latching or lactation issue, a referral is made to either Public Health’s International Board Certified Lactation Consultant or one of the public health nurses.

One client, who was a first-time mom, did not receive adequate breastfeeding support after her c-section. She ended up receiving a referral to be seen by a public health nurse.

Without the proper breastfeeding support, the baby developed an inconsistent latch. The parents resorted to the use of formula. Because the baby had primarily been bottle-fed, the mom found it hard to continue to try and breastfeed. She was only able to get the baby to latch when using a nipple shield.

The public health nurse worked with the client until the baby was able to latch well on both sides. The nurse instructed the mom how to wean the baby from the nipple shield. “When I returned on another home visit a few days later, the mom was very pleased because she was able to wean the baby from the nipple shield over the weekend. The baby was breastfeeding well and the mother was no longer tearful.”

### THE POWER OF BREAST MILK

- Mother’s milk changes to meet the needs of baby.
- May reduce babies’ risk of childhood leukemia and other cancers.
- Transmits mom’s immunities to baby.
- Releases hormones that relax mom.
- May protect against some cancers and diabetes.

Source: Minnesota Department of Health
WORKING TO CLOSE THE ACHIEVEMENT GAP

Public Health worked closely with the Bloomington School District to help identify students entering kindergarten ready to learn through a new data sharing agreement.

“If we can close the gap on kindergarten readiness before kids start school, then we should be able to close the gap in high school graduation rates...it is incredibly hard to catch up when you start your academic journey behind.”

- Public Health Assistant Administrator Nick Kelley

WORKING TO BECOME A DEMENTIA FRIENDLY COMMUNITY

A group of healthcare professionals, including a public health nurse, who became a trained Dementia Friends Champion. A champion is a trained individual who encourages others to learn more about dementia and ways to make a difference for those living with the disease in their community. The nurse from Public Health and her colleagues trained together in order to bring dementia awareness to the city of Richfield on the Longest Day, an Alzheimer’s Association event.

A total of six informational sessions were hosted in the Woodlake Business district with the goal of educating business owners, employees and community members on what it is like to live with dementia and how to become dementia friendly.

A dementia friendly community is informed, safe and respectful of people living with dementia and their families.

Creating a dementia friendly community involves:
• Raising awareness about dementia, changing the way people think, act and talk about dementia, and moving people to action as Dementia Friends.
• Supporting family and friend caregivers by providing accessible information, resources and in-person support.
• Promoting meaningful participation in community life for everyone.
• Including communities that experience inequities because of race, ethnicity, culture, language, sexual orientation, gender identity, mental illness, hearing/sensory differences, intellectual or physical abilities and economic status.

To further this initiative, Public Health along with the city of Richfield, as part of the Minnesota Department of Health’s Statewide Health Improvement Partnership (SHIP), will support dementia friendly efforts from a policy, systems and environmental lens. With the desire to better understand the needs of the Richfield community, Public Health and other supporting partners, will conduct a needs assessment in 2018. Dementia education and training opportunities will continue to be offered for community leaders, businesses and residents.

If you or someone you know would be interested in participating in community focus groups or hosting a Dementia Friends information session at your worksite, contact Public Health at 952-563-8900.

DISEASE PREVENTION AND CONTROL

<table>
<thead>
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PUBLIC HEALTH WORKED CLOSERLY WITH THE BLOOMINGTON SCHOOL DISTRICT TO HELP IDENTIFY STUDENTS ENTERING KINDERGARTEN READY TO LEARN THROUGH A NEW DATA SHARING AGREEMENT.

“If we can close the gap on kindergarten readiness before kids start school, then we should be able to close the gap in high school graduation rates...it is incredibly hard to catch up when you start your academic journey behind.”

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WHAT WE DO (SERVICE AREAS)

Comprised of six service areas, Public Health provides unique services that are vital to fulfilling its mission.

CLINICAL SERVICES
The Women, Infants and Children (WIC) Nutrition Program provides nutrition education, breastfeeding counseling and support and food vouchers for low-income pregnant and breastfeeding women, infants and children through age five.

DISEASE PREVENTION AND CONTROL
Public Health seeks to reduce risk factors and burdens of preventable, communicable disease, promote healthy behaviors, conduct disease and risk factor surveillance, screen for early detection of disease and provide low-cost immunizations for children and adults.

*Public Health provides a safety net for those without insurance who need immunizations to protect them from diseases such as pertussis, tetanus, diphtheria, measles, mumps and rubella. Access to low-cost immunizations helps prevent the spread of infectious disease.

EMERGENCY PREPAREDNESS AND RESPONSE
Emergency preparedness and response efforts improve the City’s capacity for responding to any health emergency and increase community preparedness. Public Health builds relationships with community partners, including police, fire, emergency management, faith and community-based organizations and others.

HEALTH PROMOTION
Public Health creates environments that provide healthy choices for the community. The goals of health promotion are to reduce health risks such as smoking and obesity and to increase healthy behaviors.

MATERNAL CHILD HEALTH
Public Health addresses health concerns and needs of infants, children, adolescents, pregnant women and families. Short and long term home visiting for pregnancy and parenting support, child development monitoring and outreach to families at risk for poor childhood outcomes. Community education topics are provided about a variety of health issues. Collaborate with schools, clinics, child care centers and community agencies to reach families who need support.

VULNERABLE ADULTS AND SENIORS
Public Health strives to improve the health status of seniors and reduce risk factors for vulnerable adults as well as increase community awareness about aging and dementia. Services provided include one-on-one consultations with a public health nurse, hearing screenings, connections to community resources and home assessments for mental health, functional needs, safety and other concerns.

COMPETING FOR NATIONAL AWARDS
The National Academy of Nutrition and Dietetics selected the Latino Childcare Provider Network as one of two projects nationally to compete for its Transforming Vision into Action award. This project was initiated by a group of Latinas with assistance from Public Health. The award recognizes innovative programs or products that transform a vision into nutrition and dietetics practice and/or education with outcomes relevant to the future.

Bloomington and Richfield both have large, low-income Latino populations. Latino children have high rates of childhood obesity, low kindergarten readiness scores and low on-time high school graduation rates in the two cities. Although the Latino Childcare Provider Network was not selected to receive the award, this project showcases an innovative solution to health and education disparity.

The Latino Childcare Provider Network was developed through community engagement and collaboration by Public Health through the Statewide Health Improvement Partnership (SHIP). Church of the Assumption – La Misión and Public Health partnered to plan programming, policies and practices to help Latino families improve their health through opportunities for better nutrition and more physical activity.

Most Latino families turn to unlicensed family members and friends (FFN) to provide a loving and culturally familiar environment to care for their children. Without the adequate training and resources, these child care providers have had more difficulty in preparing their children for the K-12 school system.

The Network started out with a small group of providers sharing similar concerns. Today, more than 250 Latino child care providers have participated in the Network, meeting monthly for trainings conducted in Spanish and cover a variety of topics such as nutrition, physical activity, health, safety and school readiness. Providers say they are excited to be getting the tools needed to help children be healthier and more ready to enter kindergarten. The initiative includes working with other community partners and building capacity within the group to eventually sustain itself.

A leadership group was formed within the Network in order to continue the project. Support from a major funder will continue to support leadership training, ongoing FFN training, expansion of the initiative and replication and adaptation in other communities. It’s through this community-based approach that trust was built and a new system was created in order to better serve the Latino community.

LEVERAGING PUBLIC HEALTH EXPERTISE
Choosy Kids, LLC is a nationally-recognized provider of training for early-learning instruction. Choosy Kids, LLC partnered with Public Health in order to adapt, translate and pilot a Spanish version of a training promoting physical activity and school readiness for preschoolers. Public Health presented this version of the training to the Bloomington and Richfield Latino Childcare Provider Network.

As a result, the Network is the first group of Spanish-speaking FFN child care providers in the country to benefit from this nationally-recognized training. By piloting this version of the training, the Network is able to work toward its goal within the community, which is to reverse the number of Latino children who are at high risk for being overweight and least likely to be ready for school.

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The Measles, Mumps and Rubella (MMR) vaccine is safe and effective. It is important to note that delaying or refusing to vaccinate puts yourself and those unable to be vaccinated at risk.

Statewide, Minnesota’s vaccination coverage for those who have received the MMR vaccine is 97 percent.

An added component to disease prevention is education. Public Health works to address vaccine coverage below a protective threshold within each of the schools across all three communities. This is done by working closely with school nurses in each city to ensure there are no gaps in vaccine coverage. Locally, these numbers are typically above average compared to statewide coverage.

EMPOWERING TEENS AND YOUNG ADULTS

Initially designed to help reduce repeat pregnancies in parenting teens at South Education Center Academy (SECA), an alternative high school for pregnant and parenting teens in Richfield, the Take Control program has evolved to meet the needs of young adults and teens as they develop their individual goals for reproductive and sexual health.

Take Control was renamed and refocused in 2015. The core of this program ensures teens and young adults are not only heard but they are empowered to make their own decisions. Although the program continues to focus on prevention of subsequent births as well as first-time unplanned pregnancies, it’s through conversations with a public health nurse that help to educate these teens and young adults on topics such as women’s health, sexuality, family planning and connection to community resources. It’s through these conversations that relationships and trust are built.

Take Control expanded its services and now offers a program at Oasis for Youth, a drop-in center serving the growing number of teens and young adults facing homelessness and poverty in the suburbs. Oasis for Youth saw 235 youth visit its drop-in center in 2017. Thirty-five percent of the clients of the program at Oasis for Youth, now offers a program at Oasis for Youth, Take Control expanded its services and

NUTRITION POLICIES MAKE NATIONAL LIST

The City of Bloomington Nutrition Policy and Smarter Choices Guidelines were included in the Center for Science in the Public Interest document titled, “Examples of Policies to Increase Access to Healthier Food Choices for Public Places: National, State and Local Food and Nutrition Guidelines.” Only three Minnesota cities were listed (Bloomington, Minneapolis and Richfield). The Bloomington and Richfield policies were both developed and adopted with help from a Public Health staff member. These efforts were supported by the Statewide Health Improvement Partnership (SHIP) in an effort to reduce chronic disease in our communities.

The Center for Science in the Public Interest is a national organization with a long history of educating the public, and advocating for government policies that are consistent with scientific evidence on health and environmental issues.

MEASLES OUTBREAK

The 2017 measles outbreak was the worst Minnesota has seen since 1990 with a total of 79 cases and 8,000 people exposed (Minnesota Department of Health). A majority of the cases were in Hennepin County (70) with a few scattered in other counties including Ramsey (three), Crow Wing (four) and Le Sueur (two). Seventy-one of these cases were seen in individuals who were unvaccinated.

Public Health worked with both Hennepin County Public Health and the Minnesota Department of Health regarding the outbreak response to ensure the safety of residents. Staff reviewed plans and procedures to prepare for any potential measles cases in Bloomington, Edina and Richfield.

There were five total cases between the Bloomington, Edina and Richfield communities.

• 4 in Richfield
• 1 in Edina

Fourteen individuals were being monitored for symptoms due to low-risk exposure.

• 10 in Bloomington
• 2 in Richfield
• 2 in Edina

Public Health has the responsibility to prevent the spread of communicable diseases. One way this is done is by implementing control measures during an outbreak through vaccinations. Because measles is highly contagious, Public Health recommends all individuals get vaccinated on time.

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EMPOWERING TEENS AND YOUNG ADULTS

Initially designed to help reduce repeat pregnancies in parenting teens at South Education Center Academy (SECA), an alternative high school for pregnant and parenting teens in Richfield, the Take Control program has evolved to meet the needs of young adults and teens as they develop their individual goals for reproductive and sexual health.

Take Control was renamed and refocused in 2015. The core of this program ensures teens and young adults are not only heard but they are empowered to make their own decisions. Although the program continues to focus on prevention of subsequent births as well as first-time unplanned pregnancies, it’s through conversations with a public health nurse that help to educate these teens and young adults on topics such as women’s health, sexuality, family planning and connection to community resources. It’s through these conversations that relationships and trust are built.

Take Control expanded its services and now offers a program at Oasis for Youth, a drop-in center serving the growing number of teens and young adults facing homelessness and poverty in the suburbs.

Oasis for Youth saw 235 youth visit its drop-in center in 2017. Thirty-five percent of the teens and young adults served are pregnant and/or parenting.

A public health nurse meets regularly with the clients at SECA said these responses aren’t surprising. When working with clients experiencing homelessness, it is often hard for them to predict what each day will look like. The high levels of stress some of their clients face can lead to a number of coping mechanisms. One coping mechanism can be risky behavior without regard for potential consequences, such as an unplanned pregnancy and sexually transmitted infections.

Jess Nelson, Oasis for Youth Program Director said the biggest thing the public health nurse brings to the drop-in center is her ability to develop relationships with the clients.

“She is here every Tuesday and the youth know to expect her. Relationships are the foundation of our work and Abbie has done a great job in building trust and making our clients feel comfortable,” Nelson said. “There are several barriers that impact youth seeking services, including transportation. So, the fact that she is on-site and consistently here is huge.”
WHAT WE DO (SERVICE AREAS)

Comprised of six service areas, Public Health provides unique services that are vital to fulfilling its mission.

CLINICAL SERVICES

The Women, Infants and Children (WIC) Nutrition Program provides nutrition education, breastfeeding counseling and support and food vouchers for low-income pregnant and breastfeeding women, infants and children through age five.

DISEASE PREVENTION AND CONTROL

Public Health seeks to reduce risk factors and burdens of preventable, communicable disease, promote healthy behaviors, conduct disease and risk factor surveillance, screen for early detection of disease and provide low-cost immunizations for children and adults.

*Public Health provides a safety net for those without insurance who need immunizations to protect them from diseases such as pertussis, tetanus, diphtheria, measles, mumps and rubella. Access to low-cost immunizations helps prevent the spread of infectious disease.

EMERGENCY PREPAREDNESS AND RESPONSE

Emergency preparedness and response efforts improve the City’s capacity for responding to any health emergency and increase community preparedness. Public Health builds relationships with community partners, including police, fire, emergency management, faith and community-based organizations and others.

HEALTH PROMOTION

Public Health creates environments that provide healthy choices for the community. The goals of health promotion are to reduce health risks such as smoking and obesity and to increase healthy behaviors.

MATERNAL CHILD HEALTH

Public Health addresses health concerns and needs of infants, children, adolescents, pregnant women and families. Short and long term home visiting for pregnancy and parenting support, child development monitoring and outreach to families at risk for poor childhood outcomes. Community education topics are provided about a variety of health issues. Collaborate with schools, clinics, child care centers and community agencies to reach families who need support.

VULNERABLE ADULTS AND SENIORS

Public Health strives to improve the health status of seniors and reduce risk factors for vulnerable adults as well as increase community awareness about aging and dementia. Services provided include one-on-one consultations with a public health nurse, hearing screenings, connections to community resources and home assessments for mental health, functional needs, safety and other concerns.

COMPETING FOR NATIONAL AWARDS

The National Academy of Nutrition and Dietetics selected the Latino Childcare Provider Network as one of two projects nationally to compete for its Transforming Vision into Action award. This project was initiated by a group of Latinas with assistance from Public Health. The award recognizes innovative programs or products that transform a vision into nutrition and dietetics practice and/or education with outcomes relevant to the future.

Bloomington and Richfield both have large, low-income Latino populations. Latino children have high rates of childhood obesity, low kindergarten readiness scores and low on-time high school graduation rates in the two cities. Although the Latino Childcare Provider Network was not selected to receive the award, this project showcases an innovative solution to health and education disparity.

The Latino Childcare Provider Network was developed through community engagement and collaboration by Public Health through the Statewide Health Improvement Partnership (SHIP). Church of the Assumption – La Misión and Public Health partnered to plan programming, policies and practices to help Latino families improve their health through opportunities for better nutrition and more physical activity.

Most Latino families turn to unlicensed families, friends and neighbors (FFN) to provide a loving and culturally familiar environment to care for their children. Without the adequate training and resources, these child care providers have had more difficulty in preparing their children for the K-12 school system.

The Network started out with a small group of providers sharing similar concerns. Today, more than 250 Latino child care providers have participated in the Network, meeting monthly for trainings conducted in Spanish and cover a variety of topics such as nutrition, physical activity, health, safety and school readiness. Providers say they are excited to be getting the tools needed to help children be healthier and more ready to enter kindergarten. The initiative includes working with other community partners and building capacity within the group to eventually sustain itself.

A leadership group was formed within the Network in order to continue the project. Support from a major funder will continue to support leadership training, ongoing FFN training, expansion of the initiative and replication and adaptation in other communities. It’s through this community-based approach that trust was built and a new system was created in order to better serve the Latino community.

LEVERAGING PUBLIC HEALTH EXPERTISE

Choosy Kids, LLC is a nationally-recognized provider of training for early-learning instruction. Choosy Kids, LLC partnered with Public Health in order to adapt, translate and pilot a Spanish version of a training promoting physical activity and school readiness for preschoolers. Public Health presented this version of the training to the Bloomington and Richfield Latino Childcare Provider Network.

As a result, the Network is the first group of Spanish-speaking FFN child care providers in the country to benefit from this nationally-recognized training. By piloting this version of the training, the Network is able to work toward its goal within the community, which is to reverse the number of Latino children who are at high risk for being overweight and least likely to be ready for school.
## Clinical Services

<table>
<thead>
<tr>
<th></th>
<th>Bloomington</th>
<th>Edina</th>
<th>Richfield</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breast and Cervical Cancer Screening</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clients screened at the Sage Clinic.</td>
<td>52</td>
<td>5</td>
<td>8</td>
<td>291</td>
</tr>
<tr>
<td>(# of clients) - unduplicated</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WIC</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For nutritionally at-risk pregnant and breastfeeding women and children up to five years of age. Provides nutrition education and food vouchers.</td>
<td>2308</td>
<td>303</td>
<td>1252</td>
<td>N/A</td>
</tr>
<tr>
<td>(# of clients)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Breastfeeding</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WIC clients able to breastfeeding exclusively without the use of formula.</td>
<td>244</td>
<td>38</td>
<td>136</td>
<td>N/A</td>
</tr>
<tr>
<td>(# of clients)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Breastfeeding Referrals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clients referred to a breastfeeding peer counselor.</td>
<td>732</td>
<td></td>
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</tbody>
</table>

## Disease Prevention and Control

<table>
<thead>
<tr>
<th></th>
<th>Bloomington</th>
<th>Edina</th>
<th>Richfield</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Influenza Seasonal Flu Shots</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For adults and children administered on-and-off site.</td>
<td>1741</td>
<td>633</td>
<td>195</td>
<td>97</td>
</tr>
<tr>
<td>(# of vaccines administered)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Childhood Immunizations (0-18 years)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immunizations for tetanus, measles, Hepatitis B, polio, mumps, diphtheria, rubella, pertussis, Hib, varicella and pneumococcal disease.</td>
<td>158/544</td>
<td>23/87</td>
<td>15/38</td>
<td>51/150</td>
</tr>
<tr>
<td>(# of clients/# of immunizations)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Adult Immunizations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immunizations for tetanus, Hepatitis B, Hepatitis A, polio and pneumococcal disease.</td>
<td>32/77</td>
<td>1/5</td>
<td>4/6</td>
<td>27/65</td>
</tr>
<tr>
<td>(# of clients/# of immunizations)</td>
<td></td>
<td></td>
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</tbody>
</table>

## Working To Become a Dementia Friendly Community

A group of healthcare professionals, including a public health nurse who became a trained Dementia Friends Champions. A champion is a trained individual who encourages others to learn more about dementia and ways to make a difference for those living with the disease in their community. The nurse from Public Health and her colleagues trained together in order to bring dementia awareness to the city of Richfield on the Longest Day, an Alzheimer’s Association event.

A total of six informational sessions were hosted in the Woodlakke Business district with the goal of educating business owners, employees and community members on what it is like to live with dementia and how to become dementia friendly.

A dementia friendly community is informed, safe and respectful of people living with dementia and their families.

Creating a dementia friendly community involves:
- Raising awareness about dementia, changing the way people think, act and talk about dementia, and moving people to action as Dementia Friends.
- Supporting family and friend caregivers by providing accessible information, resources and in-person support.
- Promoting meaningful participation in community life for everyone.
- Including communities that experience inequities because of race, ethnicity, culture, language, sexual orientation, gender identity, mental illness, hearing/sensory differences, intellectual or physical abilities and economic status.

To further this initiative, Public Health along with the city of Richfield, as part of the Minnesota Department of Health’s Statewide Health Improvement Partnership (SHIP), will support dementia friendly efforts from a policy, systems and environmental lens. With the desire to better understand the needs of the Richfield community, Public Health, the city of Richfield and other supporting partners, will conduct a needs assessment in 2018. Dementia education and training opportunities will continue to be offered for community leaders, businesses and residents.

If you or someone you know would be interested in participating in community focus groups or hosting a Dementia Friends information session at your worksite, contact Public Health at 952-563-8900.

**Working to Close the Achievement Gap**

Public Health worked closely with the Bloomington School District to help identify students entering kindergarten ready to learn through a new data sharing agreement.

“If we can close the gap on kindergarten readiness before kids start school, then we should be able to close the gap in high school graduation rates...it is incredibly hard to catch up when you start your academic journey behind.”

- Public Health Assistant Administrator Nick Kelley
If a breastfeeding peer counselor is unable to support or resolve a latching or lactation issue, a referral is made to either Public Health’s International Board Certified Lactation Consultant or one of the public health nurses. One client, who was a first-time mom, did not receive adequate breastfeeding support after her c-section. She ended up receiving a referral to be seen by a public health nurse. Without the proper breastfeeding support, the baby developed an inconsistent latch. The parents resorted to the use of formula. Because the baby had primarily been bottle-fed, the mom found it hard to continue to try and breastfeed. She was only able to get the baby to latch when using a nipple shield.

The public health nurse worked with the client until the baby was able to latch well on both sides. The nurse instructed the mom how to wean the baby from the nipple shield. “When I returned on another home visit a few days later, the mom was very pleased because she was able to wean the baby from the nipple shield over the weekend. The baby was breastfeeding well and the mother was no longer tearful.”

THE POWER OF BREAST MILK

- Mother’s milk changes to meet the needs of baby.
- May reduce babies’ risk of childhood leukemia and other cancers.
- Transmits mom’s immunities to baby.
- Releases hormones that relax mom.
- May protect against some cancers and diabetes.

Source: Minnesota Department of Health
Public Health’s Special Supplemental Nutrition Program for Women, Infants and Children (WIC) promotes and supports breastfeeding among moms through peer counseling and educational materials. The program also provides healthy food packages and referrals to other needed health and social services.

WIC and its Breastfeeding Peer Counselor Program received the Loving Support Award of Excellence from the U.S. Department of Agriculture for its exemplary breastfeeding support and practices.

Public Health’s International Board Certified Lactation Consultant said, “It was a wonderful recognition for our WIC staff and peer counselors and for the hard work they do every day in helping moms achieve their breastfeeding goals.”

WIC moms who are pregnant or breastfeeding are eligible to have a peer counselor. WIC’s breastfeeding peer counselors are known for the culturally competent care and support they provide pregnant and breastfeeding moms.

Public Health also learned it was awarded the gold standard from the Minnesota Department of Health for supporting breastfeeding. The gold standard is the highest award a public health department can achieve in terms of being a breastfeeding friendly work environment. With the help of the Statewide Health Improvement Partnership (SHIP), Public Health gave a full year’s efforts in preparing its application for this award.

To achieve gold status, Public Health demonstrated completion of all ten recommended steps to promote and support breastfeeding in the community. Among these steps are services Public Health must provide to local businesses, families and childcare providers. These steps include:

1. Establish a designated group to manage policy review, development, staff orientation and education.
2. Have a written breastfeeding policy.
3. Coordinate breastfeeding support and promotion with other programs in the health department, private and public health care systems, and community organizations to establish breastfeeding as the “norm” in the community.
4. Collaborate with community partners to ensure access to breastfeeding classes.
5. Educate the community on breastfeeding support.
6. Encourage racially and ethnically diverse resources within the community.
7. Support mothers in initiating and maintaining breastfeeding for 12 months and beyond.
8. Through community partners, encourage local public places to provide a breastfeeding friendly environment.
9. Select businesses each year to provide workplace lactation support training.
10. Facilitate access to information and training for local child care centers or family child care providers on how to support a breastfeeding mother.

“This award acknowledges Public Health’s commitment to support healthy families, promote breastfeeding in the community, develop policies and practices and to lead by example,” said Public Health’s International Board Certified Lactation Consultant.

### MATERNAL CHILD HEALTH

<table>
<thead>
<tr>
<th>Service</th>
<th>Bloomington</th>
<th>Edina</th>
<th>Richfield</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HEAD START</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child health and developmental screening.</td>
<td>57</td>
<td>11</td>
<td>65</td>
<td>4</td>
</tr>
<tr>
<td>(# of screenings)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SOUTH EDUCATION CENTER ACADEMY (SECA)</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Nursing services to students. Includes home visiting with teen parents and children.</td>
<td>23 families, 30 clients (7 children and 23 teens/student/parents)</td>
<td>76 public health nurse visits</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FAMILY LITERACY ACADEMY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult education program for low-income, English Language Learning parents with preschool age children. (# of attendees)</td>
<td>69</td>
<td>N/A</td>
<td>53</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>FOLLOW-ALONG</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helps parents know if their child is developing (playing, talking, laughing, moving and growing) appropriately for their age. (# of children)</td>
<td>153</td>
<td>49</td>
<td>103</td>
<td>72</td>
</tr>
<tr>
<td><strong>CHILD CARE CENTER CONSULTATIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly health and safety consultations with daycare center staff and directors. (# of centers/# of visits)</td>
<td>3/28</td>
<td>N/A</td>
<td>3/24</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>HELP ME GROW</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Families with concerns about their child’s development can access resources for help. Nurses assist families through the process. (# of referrals/# of visits)</td>
<td>258/435</td>
<td>N/A</td>
<td>N/A</td>
<td>100/194</td>
</tr>
<tr>
<td><strong>HOME VISITS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visits made by a public health nurse for high-risk pregnancy, postpartum, newborn care, child development, parenting concerns and help with community resources. (# of clients/# of visits)</td>
<td>198/533</td>
<td>33/61</td>
<td>130/346</td>
<td>N/A</td>
</tr>
</tbody>
</table>
MATERNAL CHILD HEALTH (CONTINUED)

<table>
<thead>
<tr>
<th></th>
<th>BLOOMINGTON</th>
<th>EDINA</th>
<th>RICHFIELD</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTENSIVE HOME VISITING</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(HEALTHY FAMILIES AMERICA)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public health nurses visit families long term and frequently to help with parenting skills and early childhood development.</td>
<td>69/763</td>
<td>2/4</td>
<td>40/443</td>
<td>N/A</td>
</tr>
<tr>
<td>(# of clients/# of visits)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BIRTH CERTIFICATE FOLLOW-UP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information provided to families with new babies. Invited to enroll in the Follow-Up program. Home visits offered.</td>
<td>698</td>
<td>301</td>
<td>387</td>
<td>N/A</td>
</tr>
<tr>
<td>(# of babies)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMUNITY RESOURCE SPECIALIST</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bilingual, Spanish-speaking staff provides resources to families and interpretation.</td>
<td>84/509</td>
<td>1/83</td>
<td>96/542</td>
<td>N/A/38</td>
</tr>
<tr>
<td>(# of visits/# of calls)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAMILY SUPPORT PROGRAM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nurses review police reports to assure families and individuals are linked with needed resources and health care.</td>
<td>374</td>
<td>184</td>
<td>14</td>
<td>N/A</td>
</tr>
<tr>
<td>(# reviewed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TALK WITH THE NURSE
Clinics held at community locations provide one-on-one consultation with a public health nurse. “TALKS” include issues such as blood pressure, healthy living tips, medication review, safety, active aging, community resources and staying independent.

<table>
<thead>
<tr>
<th></th>
<th>BLOOMINGTON</th>
<th>EDINA</th>
<th>RICHFIELD</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>(# of clients/# of visits)</td>
<td>236/1,057</td>
<td>31/139</td>
<td>81/337</td>
<td>N/A</td>
</tr>
</tbody>
</table>

HIGH-RISK HOME ASSESSMENT
Public health nurses assess physical, psychosocial and environmental risk factors and provide referrals, consultation, education and advocacy.

<table>
<thead>
<tr>
<th></th>
<th>BLOOMINGTON</th>
<th>EDINA</th>
<th>RICHFIELD</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>(# of clients/# of visits)</td>
<td>78/217</td>
<td>60/135</td>
<td>20/81</td>
<td>N/A</td>
</tr>
</tbody>
</table>

HEARING SCREENINGS FOR SENIORS

<p>| | | | | |</p>
<table>
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<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(# of screenings)</td>
<td>11</td>
<td>13</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

LEADING THE WAY: TOBACCO 21

The cities of Edina and Richfield have contracted with the City of Bloomington since 1977 in order to receive public health services at the local level within their respective communities. The Public Health Alliance of Bloomington, Edina and Richfield allows each city to have complete autonomy, yet work collaboratively toward promoting, protecting and improving the overall health of these communities.

Historically, when one of the cities within the alliance implements a healthy policy or change, the other two cities aren’t far behind. Tobacco 21 (T-21) policy work is no exception and serves as a great example of how each city impacts the health of its stakeholders and takes action to make positive change.

T-21 increases the purchase age of tobacco products from 18 to 21. The 2017 Minnesota Youth Tobacco Survey found that 1 in 4 students use tobacco-related products. Research shows that raising the tobacco purchase age to 21 would limit tobacco access and keep Minnesota’s youth from ever starting (Minnesota Department of Health).

Edina was the first in the state to raise the legal age for tobacco purchase. The Community Health Commission considered the T-21 policy after Caleb Schultz, MD, MPH presented on the topic to them and subsequently to City Council. Unanimously, Edina City Council voted to pass the resolution that went into effect July 1, 2017. Schultz said council members reported being inundated with emails and phone calls in support of T-21 prior to the vote. They also reported that after the passage of T-21, there has been little opposition or negative reaction within Edina.

City of Bloomington Public Health Administrator Bonnie Paulsen, DNP, said it is policies like these that not only save lives, but make an impact in changing the health of populations. Bloomington was not far behind Edina’s efforts in also raising the legal purchase age of tobacco to 21. Bloomington City Council voted unanimously in November to pass the new ordinance which:

- Prohibits the sale of tobacco-related products, including electronic delivery devices, to persons under 21 years of age.
- Requires tobacco retailers to check ID of customers under 30 years of age.
- Requires tobacco retailers to train their employees on the legal requirements to sell tobacco-related products.

The city of Richfield passed T-21 in June 2018. City of Richfield Support Services Supervisor Jennifer Anderson said the Richfield Advisory Board of Health had not only been looking at what other cities had implemented but also what their experiences had been in order to develop a T-21 policy that works for Richfield. When it comes to the health of these overall communities, it is the collaboration within the alliance that creates this domino effect for policy change in order to move forward toward a healthier future.

Photo credit: Association for Nonsmokers-Minnesota
WELCOME!

Here at Public Health we are committed to promoting, protecting and improving the health of the communities we serve. Our work and processes were recognized in 2016 when we achieved national accreditation from the Public Health Accreditation Board.

As an accredited health department serving the communities of Bloomington, Edina and Richfield, we continue to focus on not only the individual health of our most vulnerable populations, but tailor our services to accommodate the unique needs of each of these cities.

The collaboration between the three cities has been going on for decades. Richfield and Edina have contracted with the City of Bloomington since 1977 to provide the best possible public health services to residents. This has allowed all of us to increase our efficiency and strengthen our impact in making our communities healthier, happier places to be. Please take a look at this report to find out some of the ways we made progress in 2017.

All of this work happens through the staff who continue to work hard on your behalf. They are an amazing group of dedicated individuals who care strongly for you and your families’ health. I am grateful to be working with them every single day.

Bonnie Paulsen, DNP, Public Health Administrator

WHAT’S INSIDE?

2 - 5 ....................... 2017 HIGHLIGHTS
6 - 8 ....................... NATIONAL SPOTLIGHT
9 .................. WHAT WE DO (SERVICE AREAS)
10 - 13 .................. SERVICE AREAS AND NUMBERS
14 ....................... FINANCES AND STAFF

FINANCES AND STAFF

TOTAL REVENUE = $4,087,000

City of Bloomington - $773,000

Fees for services - $401,000

Edina and Richfield local public health contracts - $459,000

Grants (federal, state, local) - $2,454,000

Total EXPENSES = $4,087,000

Supplies - $106,000

Internal charges - $478,000

Other - $55,000

Professional services - $141,000

Benefits - $875,000

Salaries and wages - $2,432,000

EMPLOYEE BREAKDOWN

1 Administrator
1 Assistant Administrator
3 Program Managers
18 Public Health Nurses
1 Registered Nurse
2 Nurse Practitioners
4 Dietitians
5 Health Promotion Specialists
1 Speech/Language Pathologist

2 Translators/Community Resource Specialists
1 Public Health Planner
1 Accountant
1 Accounting Assistant
1 Office Supervisor
1 Office Support Specialist
2 Office Assistants
6 Peer Breastfeeding Counselors

CONTRACTED HEALTH PROFESSIONALS

2 Physicians

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