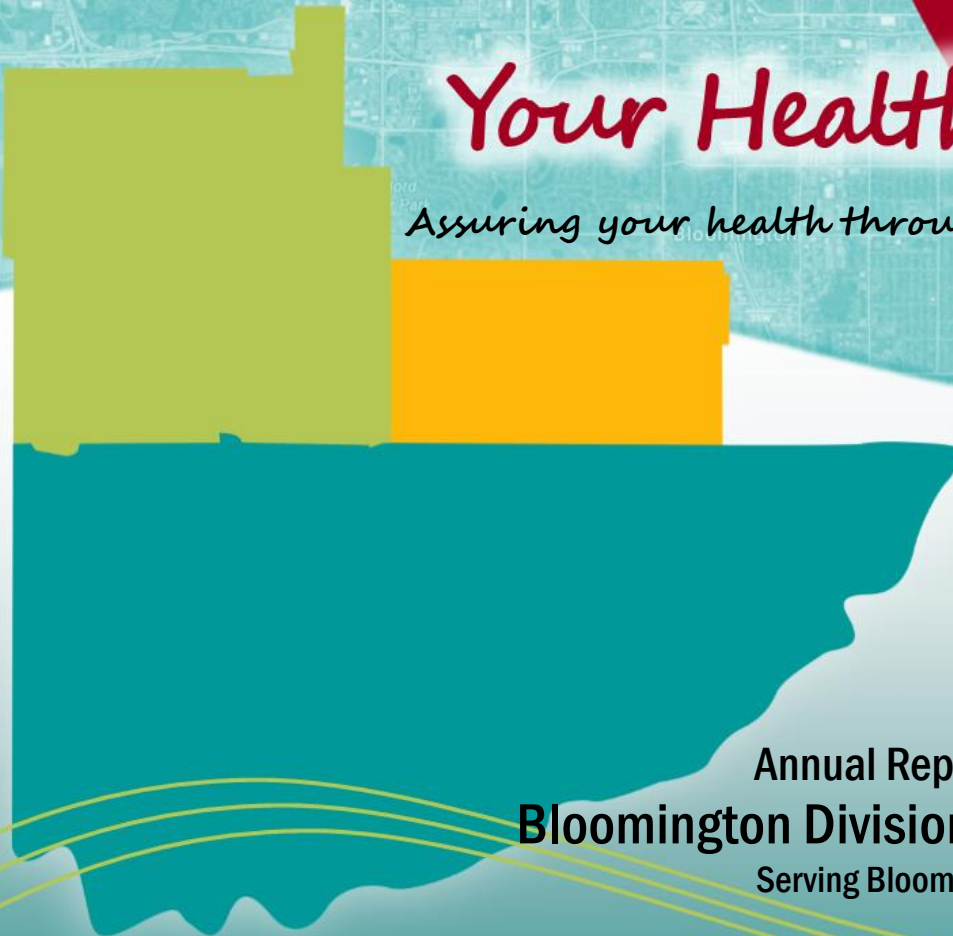




Your Health is Here

Assuring your health through accreditation



2016

Annual Report to the Community
Bloomington Division of Public Health
Serving Bloomington, Edina and Richfield

Administrator's Message



Bonnie Paulsen

Bonnie Paulsen,
Public Health Administrator

In my letter last year I let you know that we achieved National Accreditation in August of 2016. Accreditation was conferred on us through the Public Health Accreditation Board (PHAB). This was a major accomplishment with an increased amount of work done by staff to document all that they do for submission to PHAB.

Many people and agencies have asked what the value of accreditation is. Evaluation surveys from accredited agencies identified many benefits. These include increases to quality improvement and performance opportunities, relationships with local community stakeholders, accountability to external stakeholders and knowledge of the health department's strengths and weaknesses. By far the best outcome is validation for staff and the ability to highlight their work.

While we are accredited for five years, each year we must submit an accreditation report. This report is to update PHAB of the ongoing work we do, and it is due on September 30, 2017. There were twelve domains that we submitted documentation on to display our work for accreditation. These domains align with our work to promote, protect and improve the health of the residents we serve. This annual report highlights some of those domains and the work we have done. I hope you find the accreditation information enlightening and enjoy the stories that accompany them.

We have had another amazing year, and all that's been done is to the thanks of the staff who work for you. They continue to be engaged, caring, compassionate and passionate about the service they provide to the residents of Bloomington, Edina and Richfield.

Table of Contents

Administrator's Message	1
Your Health is Here	3
Promote	5
Protect	9
Improve	13
2016 Financials	17
2016 Staffing	18
Behind the Scenes	19
2016 Service Numbers	20
Who We Are/Mission	Back Cover



Your Health is Here



Accreditation is our commitment to your health assurance

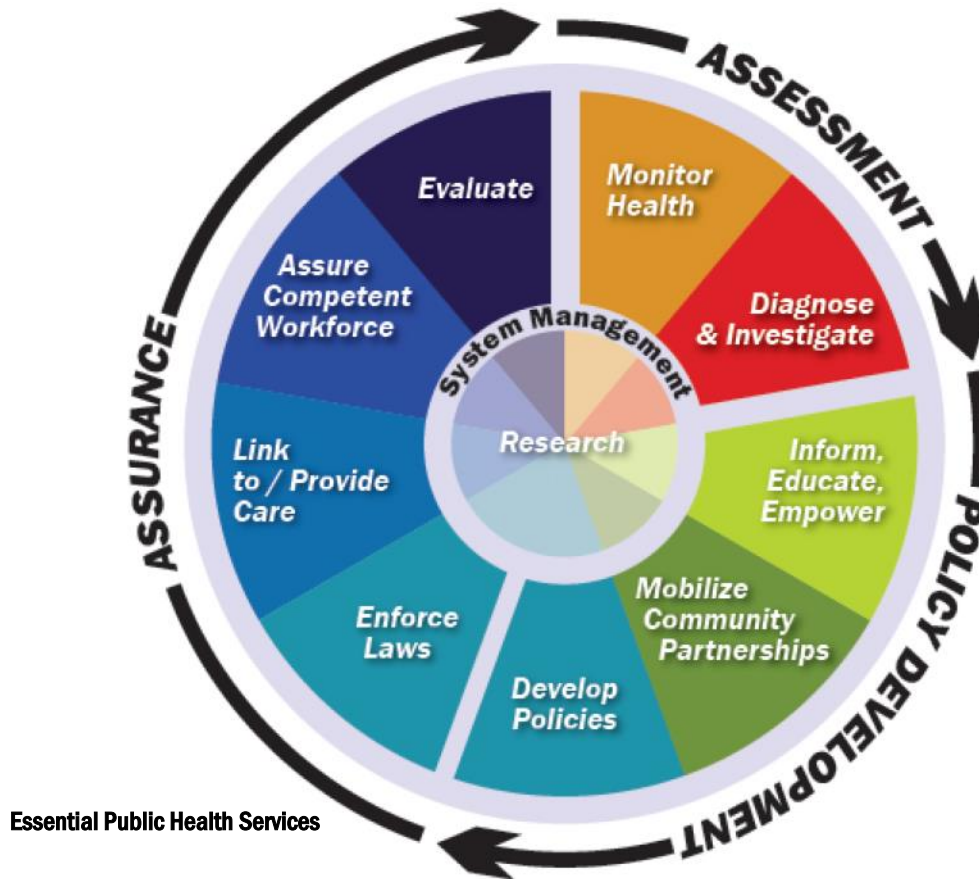
In August, the Division of Public Health proudly learned we met performance standards for national public health accreditation. Accreditation is our “seal of quality,” giving you, our service community, evidence that we are up to the task of promoting, protecting and improving your health. It affirms our commitment to prevent health problems so everyone has the opportunity to live a long and healthy life.

Commitment to multi-sector partnerships improves our ability to promote health in our community

In all, the Health Division had to provide evidence for 114 measures from 32 public health standards. One important performance standard is addressing health equity through working with community partners. One advantage of being a local, city-based public health agency is that it is easier to establish working relationships with community partners. Our partners guide us to better decisions and actions which lead to better results.

Commitment to quality improvement and performance management improves our ability to serve community

PHAB, the Public Health Accreditation Board, noted, “Bloomington Public Health demonstrates an extensive commitment to quality improvement and performance management efforts across the department. Management and staff have committed to develop internal staff leadership skills in these areas, which help to improve current processes to meet the needs of the department as well as the needs of the public. Bloomington Public Health has truly adopted the spirit of a culture of quality in the agency.”



Commitment to provide the range of public health services that a health department should to assure your health

Public health accreditation standards address core public health programs and activities that are part of the ten Essential, Public Health Services. These include environmental public health, health education, health promotion, community health , chronic disease prevention and control, communicable disease, injury prevention, maternal and child health, public health emergency preparedness, access to clinical services, public health laboratory services, management / administration, and governance.



We work with community partners to **create the settings** in your surroundings and in your homes that support lifelong health by reducing risks for cancer, heart disease, and diabetes. For young families and seniors, we provide assistance that is important to special health needs.



Accreditation Domain 4:

Community Engagement

We involve community members to identify and address *relevant* health problems in order to promote health.

For example, We identified a greater problem with obesity in Latino youth. We worked with leaders in the Latino community to identify potential causes and implement a solution. Read our story on page 8.



OUTCOMES IN “PROMOTE”

- **1,113 Richfield High School students** benefit from a school cafeteria designed to support healthy eating (SNAP Ed grant).
- 28 staff members from 10 Bloomington elementary schools completed training on active recess strategies, **impacting 4,516 students.**
- Provided technical assistance for **all three cities' Comprehensive Plan updates** to provide a healthier environment through city design, services and programs.
- **104 Latino childcare providers** met for monthly trainings to improve healthy eating, physical activity and school readiness for **over 400 children** in their care.



Richfield High School students line up to eat healthier

Many Richfield High School students were choosing to leave school during the lunch period for inexpensive fast food.

To promote healthier food choices, the Richfield Schools' food service director planned a healthy school cafeteria makeover that involved the students.

Public Health brought Community Blueprint, a social marketing firm, on board for expert help with a marketing strategy. The firm gathered opinions and vision for the cafeteria from students.

The end result was strategic design that drives students to healthier choices and a new cafeteria brand, 70th St. Café.

The new cafeteria was unveiled on the first day of school in September 2016. Since then, numbers served have been the highest in 17 years.

There is evidence that giving students the chance to make their cafeteria more inviting can make a difference in healthier eating. Outcomes from the Richfield High School cafeteria redesign speak well of the possibility for potential future benefits, such as better health and academic achievement for students.

Promote



In the Latino Childcare Provider Network, these family, friends and neighbors overcame the language barrier by meeting regularly for trainings conducted in Spanish that include nutrition, physical activity and school readiness.

Latino mothers in our community told us they were worried their young children were heavier and less ready for school than other children.

In our community, Latinos are the fastest growing population group. They also have the lowest rates of school readiness and higher rates of obesity. The expertise that public health professionals contribute to addressing these problems is vital to helping communities overcome these disparities and go on to realize their full potential.

We worked with our Latino community leaders to come up with an innovative solution: the Latino Childcare Provider Network. In our work, we learned part of the problem was childcare. It is common for Latino parents to have family, friends and neighbors care for their young children. While these childcare providers give loving care, they lack formal training to prepare children for kindergarten, including a healthy diet and physical exercise. One reason for this is the language barrier.

In the Latino Childcare Provider Network, these family, friends and neighbors overcame the language barrier by meeting regularly for trainings conducted in Spanish that include nutrition, physical activity and school readiness.

Now the network is member-run and community partners help sustain it. Since it started, over 200 Latino childcare providers have participated in the network. Nutrition, physical activity and school readiness have improved for children in their care. The Latino Childcare Network is a success because it was built on a trusting relationship that integrated public health methods into the Latino community's priorities.

This outcome has shown us how we can work together to make a world where people and communities flourish.

Protect



We seek to **assure a high level of protection** from health threats, including communicable diseases, natural and intentional disasters and preventable injuries. Protection also comes from assuring you have a way to get health care when needed.



Accreditation Domain 6: **Public Health Laws**

We advocate for laws and policies that protect your health and the health of all others in our community. Read our story on page 12.



Accreditation Domain 2: **Investigate**

We study local health problems and environmental public health hazards to protect the community.



OUTCOMES IN “PROTECT”

- Performed **26 falls risk screenings** at multi-unit facilities **for seniors to protect them from falls** due to environmental and personal risks.
- **111 children and parents** enrolled in Healthy Families America evidence-based home visiting program demonstrated protective factors that help them become productive, healthy community members.
- 26 multi-unit housing properties in Richfield and Bloomington went smoke free, **protecting tenants living in 2,559 units** from the dangers of tobacco smoke.
- **36,179 residents are protected** by stronger tobacco control policies that Richfield passed in November 2015.



New effort protects seniors living independently in Bloomington, Richfield and Edina

Public health nurses added falls prevention assessments at senior housing properties in Bloomington, Edina and Richfield. The assessment is in addition to home and individual apartment assessments for elderly and vulnerable adults that has been provided.

Public health nurses assessed exterior and lobby areas of senior housing apartments where Public health has established relationships with property managers. Nurses provided feedback for safety improvements to the managers.

The Statewide Health Improvement Partnership provided funding support for the added falls prevention assessment.

Specially trained public health nurses provided 932 Healthy Families America home visits to 52 high-risk family participants in 2016. Public health nurses created a video to enter a national contest, creatively showcasing their approach to increasing participation and successful outcomes. The nurses have achieved an 86 percent home visiting completion rate, far above the national average of 50 percent. Their video, *A Minnesota Fishing Tale*, took first place.

Protect



Photo Credit: Oscar Tarragó, M.D., M.P.H., C.H.E.S.

Assisting properties to adopt smoke-free policies will help children living there to reduce their risk for respiratory infections and asthma problems. It will also help non-smoking adults reduce their risk for heart disease, lung cancer and stroke. Smoke-free policies improve health equity as renters are predominantly Black/African American or Hispanic/Latino.

Mr. Xiong said he was concerned about secondhand smoke.

Mr. Xiong (not his real name) has the right to make healthy choices as do all of us, but he lived in an apartment building where he could not control his exposure to secondhand smoke. A smoke-free policy now allows him to breathe smoke-free air where he lives. Public Health is here to make sure everyone can make that healthy choice, so we work to promote and assist with smoke-free policies.

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Public Health produced a tally of multi-unit housing properties with and without smoke-free policies to plan summer outreach for smoke-free policy promotion. Staff successfully contacted 137 (72%) out of 191 multi-unit housing properties identified in Bloomington. Of the 137, 60 have adopted smoke-free policies (44%), 4 of them doing so since January 1, 2016 which included 21 buildings with 116 units. Eight properties were considering a smoke-free policy.

In order to promote smoke-free policies, Public Health began conducting apartment resident surveys in select Bloomington apartment buildings to assess resident attitudes about secondhand smoke and smoke-free policies. Residents who returned their survey received a Target gift card. Mr. Xiong expressed his thanks for the improvement at his townhome:

Dear Director Bloomington Public Health,

*I am (a) resident of (a Bloomington) Townhome.
I have two thanks of Bloomington Public Health give two things very important.*

1-Concerned about second hand cigarette smoke.

2-I'm very happy to receive the Target gift card.

Because after the survey, most cigarette smokers do not smoke in front (of their) patios.

Improve



We use proven practices to **raise the level of health** in our community over time.



Accreditation Domain 2:

Inform and Educate

Practices for informing and educating demonstrate we provide help that supports prevention and wellness in order to improve your health.

For example, ample time spent listening is a public health nurse practice that precedes informing and educating clients. Clients receive individualized plans to improve their health and promote their wellness. Read our story on page 16.



OUTCOMES IN “IMPROVE”

- **Improved breastfeeding for one year by 34%** among women on the Women, Infants and Children program.
- Conducted **11 informational interviews** with hotels, labor groups and hospitality representatives **to assess worksite wellness strategies for hotel employees.**
- Specially trained public health nurses provided **932 Healthy Families America home visits to 52 high-risk family participants.** The visiting program improves protective factors that help family members become productive, healthy community members.



Breastfeeding support program achieves dramatic improvement

In 2016, Minnesota Department of Health reported Public Health’s Women, Infants and Children (WIC) program increased the number of women who breastfeed for a full year by 34% (from 21% to 28%). The report is a testament to the value we place on breastfeeding support.

Breastfeeding gives infants health benefits for optimal growth and development. Mothers receive health benefits that reduce their risk for certain diseases.

National data suggest breastfeeding for a full year is challenging for all women. Though the American Academy of Pediatrics recommends breastfeeding for a full year, the national one-year breastfeeding rate drops considerably compared to breastfeeding initiation (Centers for Disease Control).

Women need additional support from healthcare providers, childcare providers, family members and employers to successfully breastfeed for a full year.

Moving to a new country is all about searching: for a place to live, where to find health care, where to find help adapting and more. Through a special grant, Public Health was able to work with the school district to help new Bloomington and Richfield immigrant families at the Pond Center to get the information they need.

↑ Improve



A public health nurse went to visit Margarita and her twins. The first thing she did was listen to Margarita so she could understand her fears and frustrations. Listening was also important to gain insight for how to best inform and educate Margarita about services and how to get them. It is how our nurse empowered Margarita.

We can only imagine what it must feel like to be a young woman who just gave birth to premature twins, wondering how to get by.

Added to this, English is not your native language and it is up to you to call the phone numbers that you received for help. You must explain your situation to someone whose language you do not speak fluently. All it gets you is rejection and another phone number to call – over and over – and tears. If only someone could take the time to be there with you, to listen and understand, then maybe you could get help. This is what it was like for Margarita (not her real name). It is not that Margarita had no support. She has a caring husband who is working to provide for them, but his wages are barely livable.

This is why we have public health nurses, for Margarita and many others like her. A public health nurse went to visit Margarita and her twins. The first thing she did was listen to Margarita so she could understand her fears and frustrations. Listening was also important to gain insight for how to best inform and educate Margarita about services and how to get them. It is how our nurse empowered Margarita.

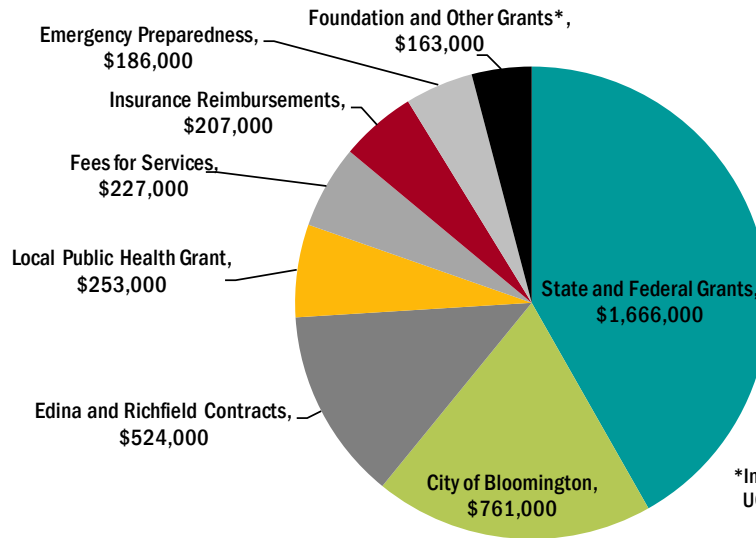
Our nurse gave Margarita confidence to call another service agency by staying at her side. Margarita did most of the talking, but whenever Margarita hit a dead-end, our nurse got on the phone and pushed harder. Eventually Margarita reached someone by phone who was able and willing to arrange the services she was eligible for. Now Margarita receives personal care assistance and respite care services in addition to skilled nursing. She and her twin girls will get by, and they can all go on to thrive.

Listening is the essential first step to informing, and it is also a gift. When Margarita got off the phone she said to our nurse,

“It is so hard when the others come. I can tell right away when they don’t really care about my babies, but I know you care. Can I give you a hug?”

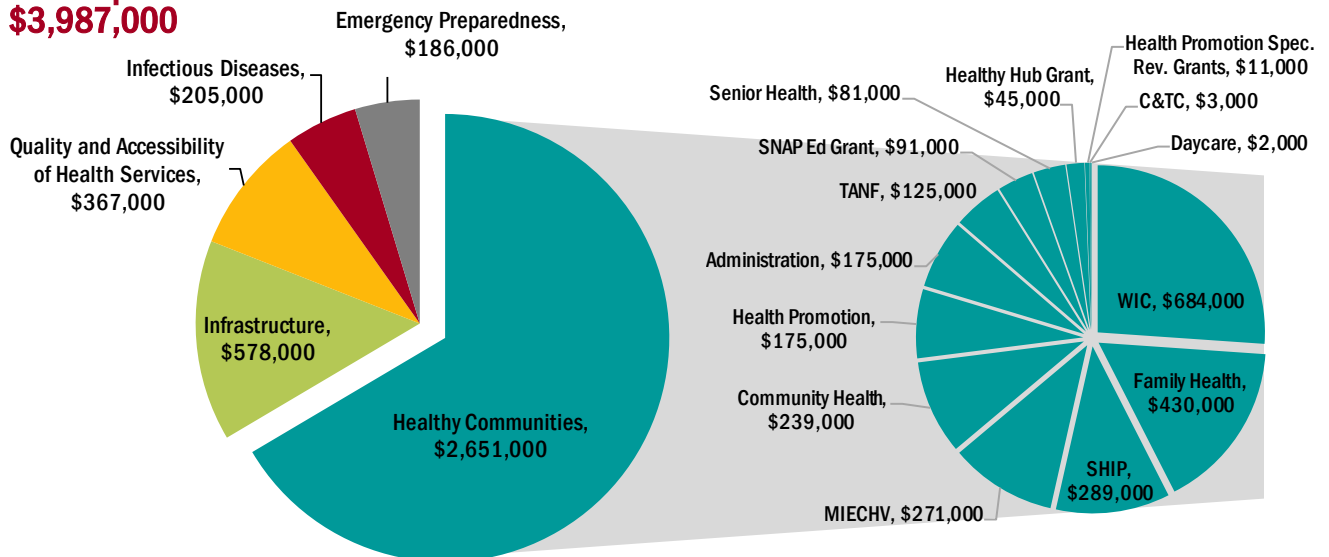
2016 Financials

Total Revenue
\$3,987,000



*Includes Greater Twin Cities United Way, UCare Fund, Health Partners and Allina

Total Expenses
\$3,987,000



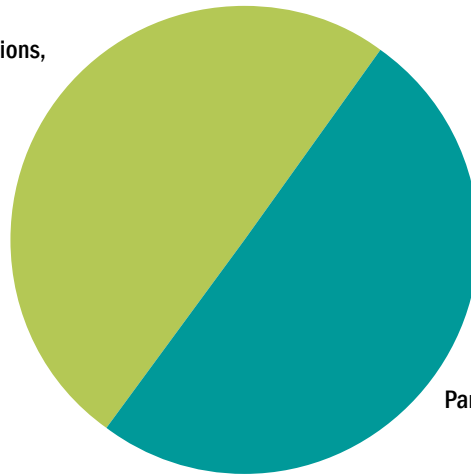
2016 Staffing

Distribution of Employees

52 Staff

36 Full-Time Equivalents

Full-Time Positions,
26



Part-Time Staff, 26

Public Health Division Employees

- | | |
|--------------------------------|--|
| 1 Administrator | 2 Translators/Community Resource Specialists |
| 1 Assistant Administrator | 1 Communications & Health Promotion Specialist |
| 3 Program Managers | 1 Public Health Planner |
| 17 Public Health Nurses | 1 Accountant |
| 1 Registered Nurse | 1 Account Clerk |
| 2 Nurse Practitioners | 1 Office Supervisor |
| 5 Dietitians | 1 Office Support Specialist |
| 5 Health Promotion Specialists | 1 Office Assistants |
| 1 Speech/Language Pathologist | 7 Peer Breastfeeding Counselors |

Contracted Health Professionals

- 2 Physicians

Behind the Scenes

Strategic Plan And Performance Management

20

We have **20 strategies** for achieving Strategic Plan goals.*

11

Started discussion on refining the **11 performance measures** and aligning data tracked at the division level.

2/20

Focused on **2 strategies** to strengthen efficient and effective **day-to-day operations**.

1/20

Focused on **1 strategy** to ensure sustainable, **adequate public health funding**.

1

Completed our **first performance management report**.

*Strategic Plan 2013—2018 Goals



Strengthen efficient and effective **day-to-day operations**.



Ensure a competent **workforce that has the capacity to accomplish** the Division's mission.



Improve systems to **demonstrate and measure outcomes**.



Increase the Division's ability to **effectively engage the community**.



Ensure sustainable, **adequate public health funding**.

2016 Service Numbers

Assuring Quality and Accessibility 2016

		Bloomington	Edina	Richfield	Other Cities
WOMEN'S BREAST AND CERVICAL CANCER SCREENING					
Sage Program for uninsured and under-insured women age 40 and older.	<i># clients</i>	29	4	6	180
WIC (WOMEN, INFANTS, AND CHILDREN)					
For nutritionally at-risk pregnant and breastfeeding women and children up to five years of age. Provides nutrition education, food vouchers, and breastfeeding support and counseling.	<i># clients</i>	2195	277	1210	NA

Preventing Infectious Disease 2016

		Bloomington	Edina	Richfield	Other Cities
INFLUENZA					
Flu shots for adults and children administered on- and off-site.	<i># seasonal flu shots</i>	1858	612	199	126
CHILDHOOD IMMUNIZATIONS (0-18 YEARS)					
Immunizations for tetanus, diphtheria, pertussis, measles, mumps, rubella, hepatitis B, polio, Hib, varicella and pneumococcal disease.	<i># clients/ # shots</i>	93/ 353	18/ 50	12/ 40	31/ 100
ADULT IMMUNIZATIONS					
Immunizations for tetanus, hepatitis B, hepatitis A, polio and pneumococcal disease.	<i># clients/ # shots</i>	41/ 106	5/ 13	8/ 32	55/ 200
MANTOUX					
Tuberculosis testing for employers, employees, students, immigrants and job seekers.	<i># tests</i>	73	13	23	158

Improving the Health of Families 2016

		Bloomington	Edina	Richfield	Eden Prairie
SCHOOL HEALTH SERVICES					
• HEAD START Child health and developmental screening.	<i># screenings</i>	57	11	65	1
• SOUTH EDUCATION CENTER ALTERNATIVE On-site school visits with families and monthly childcare consultations.		24 families/32 clients 168 visits			
• FAMILY LITERACY ACADEMY Nurses teach immigrant families how to navigate systems such as healthcare, schools and community resources.	<i># clients/ # visits</i>	8/10	NA	12/14	NA
CHILD CARE CENTER/CONSULTATIONS Monthly health and safety consultations with daycare center staff and directors. <i>Discontinued after January except at SECA in Richfield.</i>	<i># visits/ # centers</i>	12/1	NA	23/2	NA
HELP ME GROW SOUTH HENNEPIN Families with concerns about their children's (age 0-3 years) development can access resources for help so children are ready for kindergarten. Nurses assist families through the process and collaborate with Bloomington, Edina, Richfield and Eden Prairie school districts. <i>(Richfield contract ended June 30, 2016.)</i>	<i># referrals/ # visits</i>	212/ 379	NA	53/ 89	180/ 298
FOLLOW-ALONG PROGRAM Helps parents know if their children's (age 0-3 years) development (playing, talking, laughing, moving, growing) is age-appropriate through periodic questionnaires.	<i># children enrolled</i>	169	52	122	70
VISITS TO FAMILIES					
• PUBLIC HEALTH NURSE HOME VISITS Visits made for pregnancy, post-partum and newborn care, child development, parenting concerns and help with community resources.	<i># clients/ # visits</i>	194/ 676	12/ 39	144/ 351	NA
• INTENSIVE PUBLIC HEALTH NURSE HOME VISITS Visits to at-risk families, post-partum and newborn care.	<i># clients/ # visits</i>	64/ 967	4/ 45	43/ 595	NA
• BIRTH CERTIFICATE FOLLOW-UP Information provided to families with new babies. Invited to enroll in Follow-Along Program. Home visits offered.	<i># newborns</i>	735	278	430	NA
• COMMUNITY RESOURCE SPECIALIST Bilingual, Spanish-speaking staff provide resources to families.	<i># visits/ # calls</i>	129/ 390	0/ 50	125/ 629	3/ 85
FAMILY SUPPORT PROGRAM Nurses review police reports to assure families and individuals are linked with needed resources and healthcare. Program funded by United Way.	<i># reports reviewed</i>	319	84	15	NA

Promoting Health in the Community 2016

CLASSES AND OUTREACH

Directed to students. Information on preventing tobacco, drug and alcohol use; early sexual activity; teen pregnancy; sexually transmitted infections and other risk behaviors. Healthy behaviors, such as increasing physical activity and healthy nutrition, are promoted.

student attendees

Bloomington
and other cities

Edina

Richfield

3457

965

136

EDUCATIONAL PRESENTATIONS

Directed to parents, adults, community members. Information on healthy behaviors, asset building, limit setting, alcohol, tobacco, other drugs and laws involving youth.

attendees

786

150

596

CAR SEATS

Nationally certified child passenger safety technicians provide car seats and education to assure proper use by parents and children.

car seats provided

33

0

12

Improving the Health of Seniors 2016

Bloomington

Edina

Richfield

TALK WITH THE NURSE /SENIOR HEALTH PROMOTION

Sessions 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.

*# clients/
visits*

219/
1151

21/
114

49/
291

HIGH-RISK HOME ASSESSMENT

Public Health Nurses assess physical, psychosocial, and environmental risk factors and provide referrals, consultation, education and advocacy for vulnerable seniors.

*# clients/
visits*

95/
320

50/
116

21/
55

HEARING SCREENINGS FOR SENIORS

Public Health Nurses offer hearing screening for seniors in conjunction with blood pressure checks.

screenings

15

19

NA



Who We Are

Our agency originated in 1948 to provide school nursing services. In 1960 we were established as a community-based public health division for the City of Bloomington. Beginning in 1977, our services have been contracted by the cities of Richfield and Edina.

We have been providing health services and programs for people who live, work and play in Bloomington.

Mission

TO PROMOTE, PROTECT and IMPROVE
the health of our community

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