

***2019-2022  
WABASHA COUNTY COMMUNITY HEALTH  
IMPROVEMENT PLAN***



Prepared by: Tammy Fiedler, PHN  
Community Health Administrator  
Director of Public Health  
Wabasha County Public Health  
Wabasha, MN  
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## Wabasha County Public Health, Wabasha, Minnesota Community Health Improvement Plan – Implementation Strategy

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### Introduction

Wabasha County is made up of several small and rural communities with the county seat located in the city of Wabasha. The community health needs assessment (CHNA) was conducted in 2018 and focused on the needs of individuals in Wabasha County.

Wabasha County is part of the 100 mile scenic route known as the Great River Road, which begins in Hastings, and ends in La Crescent, Minnesota. Wabasha County is at the center of this stretch of scenic river views. This unique location allows for unparalleled scenic vistas, as well as a diverse and rich wildlife population. Wabasha County is home to a large population of American Bald Eagle, and in March, Wabasha County is in the center of what is known as The Flyway which is a path traveled by Bald Eagles and other migratory birds during the winter months. The construction in 2008 of the National Eagle Center allows visitors to observe both the bird migration and the scenic vistas offered by the bluffs and the valley and provides education opportunities with chances to see eagles up close.

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### Prioritized Significant Health Needs

The assessment was jointly conducted by the Wabasha County Public Health Department and Saint Elizabeth's in summer 2018.

The data were prepared and shared in two ways. A report was prepared by a CHNA Executive Committee. The Committee compiled data from multiple sources and sent the report to community stakeholders in advance of a "Data in a Day" community stakeholder meeting, which took place on July 26, 2018. At that meeting, a presentation summarized key indicators. Both the report and presentation were organized using the determinants of health model, including health outcomes (morbidity and mortality) and health factors (clinical care, social and economic factors, health behaviors and the physical environment). A list of data sources can be found in Appendix 1. Based on this CHNA process, the following priorities were selected:

- Mental Health
- Senior Health

## Implementation Plan

This implementation plan is part of a broad community effort to address the priority health needs in the community. Representatives from the County actively participate on the Wabasha County Mental Health Action Team and the Wabasha County Senior Health Action Team. This implementation plan outlines the actions the Public Health Department, community members, and stakeholders will take to address the local health needs. As noted below, many of these strategies will be implemented collaboratively. Recognizing that no one organization can affect substantial community change alone, the long-term outcomes identified in this plan will be achieved as many community organizations work together for collective impact. Our community leadership team has reviewed the state and national priorities and specifics for how they relate to the priorities in Wabasha County are located in Appendix 3.

## Mental Health

**Goal:** Improve the mental health of individuals in Wabasha County

**Long-Term Performance Indicator:**

- By 2023, the residents of Wabasha County will reduce the average number of poor mental health days in the last 30 days from 2.8 (2016) to 2.6. (Source: County Health Rankings)

### Strategy 1: Suicide Prevention Training

The Wabasha County Mental Health Action Team, of which the County Public Health Department is a member, will implement suicide prevention training in the community. One example of a training is Question, Persuade, Refer (QPR). The QPR training is used to educate anyone in the community - teachers, coaches, parents and others - to learn how to ask about suicidality, persuade individuals they have value and to seek help and how to effectively assist with referring someone for help.

**As part of the Wabasha County Mental Health Action Team, Public Health will:**

- Identify and recruit intended audiences (e.g., health and social services professionals, law enforcement and first responders, clergy and faith communities, the general public)
- Recruit up to three interested individuals to complete QPR train-the-trainer certification
- Conduct suicide prevention trainings at least four times annually across audiences
- Plan, promote and conduct QPR training sessions throughout Wabasha County
- Create and collect pre and post evaluations to measure change in gatekeeper skills: knowledge, relevancy, self-efficacy, diffusion of training information, active listening, clarifying questions, referral process, and willingness to use skills and intervene when situations present themselves.

**Collaborative Partners:**

- Wabasha County Mental Health Action Team
- Zumbro Valley Mental Health
- St. Elizabeth's Medical Center

**Public Health Resources Committed:**

- Staff time
- Meeting Space
- Copies

**Medium-Term Indicator:**

- By June 30, 2022, 90 percent of training participants will report an increased understanding of when and how to utilize gatekeeper skills (e.g., ability to engage in active listening, ask clarifying questions and make an appropriate referral).

**Short-Term Indicator:**

- By June 30, 2020, 50 percent of QPR participants who respond to a six month follow up survey and have encountered someone is suicidal report that they attempted to intervene using QPR skills.

**Strategy 2: Promote Awareness of Mental Health Crisis Resources**

Wabasha County currently has access to regional resources that include a trained Mobile Crisis Response Team and a 24-hour Mental Health Crisis Hotline. Wabasha County will work with its partners to increase the utilization of these resources.

**Wabasha County Public Health, in partnership with St. Elizabeth's Medical Center and other agencies, will:**

- Develop a communication plan to build greater awareness of mobile crisis resources among intended audiences (health and social services professionals, law enforcement and first responders, workplaces, clergy and faith communities and the general public)
- Implement the plan
- Track hotline call volumes and number of mobile crisis team dispatches

**Collaborative Partners:**

- Wabasha County Mental Health Action Team
- Zumbro Valley Mental Health
- St. Elizabeth's Medical Center

**Resources Committed:**

- Staff time

**Medium-Term Indicators:**

- By June 30, 2022, Mobile Crisis Response teams will report a 10 percent increase in use of the Mobile Crisis Team by Wabasha County residents. (Baseline TBD.)
- By June 30, 2022, Mobile Crisis Response teams will report a 10percent increase in use of the crisis hotline by Wabasha County residents. (Baseline TBD.)
- By June 30, 2022, visits to Saint Elizabeth's Emergency Department with a mental health diagnosis will decline by five percent due to an increase in the use of the mobile unit and crisis hotline. (Baseline TBD.)

**Short-Term Indicators:**

- By June 30, 2020, Southeast Crisis Resource Center has created a database system to track specific utilization of the crisis hotline (number of calls/texts) and mobile crisis team deployment (number of team deployments) for Wabasha County.
- By June 30, 2020, number of calls and deployments experience consistent and steady increases throughout the reporting year.

### Strategy 3: Promote Mental Health Peer Support Groups

The local National Alliance on Mental Illness (NAMI) Connection Recovery Support Group is a free, peer-led support group for adults living with mental illness. Participants gain insight from hearing the challenges and successes of others. Groups are led by NAMI-trained facilitators, who have experienced mental illness. NAMI's support groups are unique because they follow a structured model to ensure participants have an opportunity to be heard and receive what they need. The groups meet on a bi-weekly, weekly or monthly basis. Peer support is currently not available in Wabasha County.

#### As part of the Wabasha County Mental Health Action Team and with NAMI, Public Health will:

- Initiate a peer support program in Wabasha County
- Recruit a trained peer support facilitator
- Promote the peer support program in the Wabasha area
- Measure the impact of the peer support group

#### Collaborative Partners:

- NAMI
- Wabasha County Mental Health Action Team
- St. Elizabeth's Medical Center

#### Resources Committed:

- Staff time

#### Medium-Term Indicator:

- By June 30, 2022, 75 percent of peer support participants will report applying newly learned coping skills that improve their ability to better manage their chronic mental illness.

#### Short-Term Indicator:

- By June 30, 2020, participants of peer and/or family support group report 10 percent fewer poor mental health days as compared to number of poor mental health days they had before participation in monthly support group.

## Senior Health

**Goal:** Build a dementia friendly Wabasha County to provide a resource for our growing senior population

#### Long-Term Performance Indicator(s):

- By June 30, 2023, the number of Wabasha County agencies/organizations that have become 'dementia-friendly' or otherwise addressed dementia will increase from 0 to 10.

### Strategy 1: Equip Wabasha County Communities to be “Dementia Friendly”

Dementia Friends is an international movement that is striving to create more dementia-friendly communities by changing the way people think, act and talk about dementia. The effort focuses on raising awareness, reducing stigma and supporting residents who are touched by dementia. By helping everyone in a community understand what dementia is and how it affects people, each person can make a difference for someone living with dementia.

**Wabasha County Public Health, in partnership with St. Elizabeth’s Medical Center and other senior service agencies, will:**

- Launch Dementia Friends throughout Wabasha County, including the facilitation of Dementia Friends Champion training courses and information sessions
- Provide support and resources to champions as they lead Dementia Friends Information Sessions.
- Convene quarterly networking session with champions.
- Establish “SPARK!” cultural program for people with memory loss in partnership with interested organizations. SPARK! programs are designed to keep participants actively engaged in their communities by providing experiences that stimulate conversations, provide peer support and inspire creativity through engagement in museum experiences, workshops and programs

**Medium-Term Indicator:**

- By June 30, 2022, at least 10 agencies representing healthcare, social services, law and legal, faith, business and community sectors will have participated in Dementia Friends Training.

**Short-Term Indicator:**

- By June 30, 2020, 100 percent of trained Dementia Champions have facilitated at least one Dementia Friends Information Session.
- By June 30, 2020, 80 percent of Dementia Friends report knowing the five key messages of dementia.
- By June 30, 2020 75 percent of Dementia Champions report adopting and applying dementia friendly practices in their personal and professional lives.

### Strategy 2: Sustain Caregivers by Offering Information, Resources and Support

Increasing access to resources and social connections can help improve caregivers’ quality of life. One way to do this is through Memory Caf  . Memory Caf   are evidence-based social gatherings for patients with dementia and their caregivers that offer social interaction, resources and support.

**Wabasha County Public Health, in partnership with St. Elizabeth's Medical Center and other senior service agencies, will:**

- Recruit interested facilitators to attend a Memory Caf  Facilitator Training.
- Coordinate planning meeting with Memory Caf  leader to establish a pilot Memory Caf  in Wabasha to include logistics, promotion, sustainability plan
- Launch pilot of Memory Caf  facilitated with trained leaders, is held monthly with a sustained attendance of 6-8.

**Medium-Term Indicators:**

- By June 30, 2022, three Memory Caf  will be operational in Wabasha County.
- By June 30, 2022, 90 percent of Memory Caf  caregiver participants will report being supported socially and with resources at the Memory Caf 
- By June 30, 2022, 90 percent of Memory Caf  caregiver participants will report reduced stress as a result of the Memory Caf 
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**Short-Term Indicators:**

- By June 30, 2020, 50 percent of Memory Caf  attendees report in a 6 month follow up assessment a reduction in stress and improvement in quality of life.

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## Plan to Evaluate the Strategies

Wabasha County Public Health is committed to making a positive, measurable impact on the health of the people in the communities we serve. To that end, we evaluate the strategies we implement to address the health needs of the community.

We use a logic model, an approach that is nationally recognized for program evaluation. Logic models provide methods for documenting the following:

- **Inputs:** Resources needed to implement the strategies
- **Outputs:** Actions taken, the number of programs/tactics implemented and the number of people reached
- **Outcomes:** Measures of the impact of the programs/strategies (such as changes in learning, actions or conditions)

To be specific about the outcomes for which we will be accountable, we set SMART metrics – metrics that are Specific, Measurable, Achievable, Realistic and Time-related.

### Evaluation Schedule/Process

At the beginning of the three-year cycle:

- Establish SMART metrics for medium-term (three-year) indicators for each strategy



- Establish SMART metrics for long-term (beyond three years) indicators for each priority area

At the beginning of each fiscal year in the three-year cycle:

- Establish SMART metrics for short-term (fiscal year) indicators for each strategy
- Establish action steps and output indicators for each strategy

Quarterly each fiscal year:

- Report actions completed
- Report the status of each strategy/priority

At the end of each fiscal year:

- Report on results for short-term and output indicators
- Describe accomplishments and analyze results

At the end of the three-year cycle:

- Report on results for medium-term indicators for each strategy
- Describe and analyze results
- Incorporate results into next Community Health Needs Assessment

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## Health Needs Not Selected for this Plan

### Health Needs Not Selected for this Plan

Wabasha County Public Health understands the importance of all the health needs of the community and is committed to playing an active role in improving the health of the people in the communities we serve. For the purposes of this CHNA, Wabasha County Public Health along with community partners chose to focus its efforts on the priorities listed above. The following health issues were not selected to be included in this plan for the reasons described below.

- **Transportation:** Three Rivers Community Action is the main provider of mass transit in Wabasha County. This agency conducted its own transportation assessment and action plan. The Public Health Department and medical center agreed to help support their efforts rather than duplicate strategies that address transportation needs and access.
- **Decent and Affordable Housing:** United Way identified this determinant of health to be a priority need. This agency's implementation plan has identified action steps to address this need. Because housing is not the Public Health Department or the medical center's primary mission and because they lack expertise and resources to effectively address housing, housing was not identified as a priority for this plan.
- **Other needs that were identified, but ranked lower in the prioritization process, are listed below.** The health department and medical center did not identify these as priorities so it could focus efforts on the top issues selected.
  - Income and jobs

- Healthcare access and affordability
  
- Prevention and early intervention of disease
- Childcare access
- Domestic violence

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## Next Steps

This implementation plan outlines a three-year community health improvement process. Each year within this timeframe, we will:

- Participate actively in the Wabasha County Mental Health Action Team and the Wabasha County Senior Health Action Team
- Create an annual action plan with specific steps for that year
- Set and track annual performance indicators for each strategy
- Track progress toward medium-term performance indicators
- Report progress toward the performance indicators to the board
- Discuss progress , monitor goals and by consensus the group will determine if there is a need for revision
- Share actions taken to address the needs with the community at large

## Appendix 1: Assessment Data Sources

Assessment data sources are listed below.

- **Public Data Sources:**
  - County Health Rankings and Roadmaps (which compiles data from multiple government sources, including the Behavioral Risk Factor Surveillance System, the U.S. Census Bureau, Dartmouth Atlas of Health Care, ED Facts, and the U.S. Department of Housing and Urban Development)
  - Minnesota State Department of Health
  - Minnesota Department of Human Services
  - Wabasha County Public Health Department
  - Minnesota Statewide Health Improvement Program
  - Minnesota Student Survey
  - Minnesota Injury Access System
  - Minnesota County Level Indicators
  - Minnesota Toward Zero Death
  - Minnesota Hospital Association
  - Minnesota Department of Education
  
- **Additional Data Sources:**
  - Saint Elizabeth's Medical Center (e.g., admission data)
  - United Way of Goodhue, Pierce and Wabasha County Needs Assessment results
  - Three Rivers Community Action Deeds Assessment results
  - Multiple mental health data sources
    - Hiawatha Valley Mental Health Center
    - MHIS
    - CDC
    - Minnesota Vital Records
    - DHS
    - Wabasha County Social Services
    - DAANES-Report
    - NAMI
    - Mental Health America
    - SUMN.ORG
    - Minnesota Department of Education
    - Minnesota Hospital Association
    - SAMHSA
    - Healthiest Wisconsin 2020
    - Healthy People 2020
    - American Academy of Pediatrics

## Appendix 2: Community Leaders/Stakeholders

Listed below are the community leaders who provided input about the needs of the community, including an indication of which medically underserved, low income or minority populations (if any) they specifically represented. (Note: The organizations in Wabasha County largely focus on the entire population. Due to the small population, few organizations focus exclusively on medically underserved or low-income individuals. There are no organizations that focus exclusively on minority populations given the demographics. Resources for individuals who are Hispanic are available in the neighboring county.)

- Wabasha County Public Health Department
- Saint Elizabeth's Medical Center
- Hiawatha Valley Mental Health Center\*
- United Way
- Three Rivers Community Action\*\*
- South Country Health Alliance\*\*\*
- Winona State University
- Crest Regional Mental Health Coalition
- Minnesota Department of Health

*\*Denotes organizations or programs representing medically underserved populations.*

*\*\*Denotes organizations or programs representing low-income populations.*

*\*\*\*Denotes organizations or programs representing minority populations.*

### Appendix 3: Alignment with State/National Priorities

#### **Alignment with State/National Priorities Healthy Minnesota 2022**

- Priority 1: The opportunity to be healthy is available everywhere and for everyone.

#### **Healthy People 2020**

- MHMD-1 Reduce the suicide rate.
- MDMD-2 Reduce suicide attempts by adolescents
- MHMD-6 Increase the % of children with mental health problems who receive treatment
- MHMD-9 Increase the proportion of adults with mental health disorders who receive treatment
- DIA-1 Increase the proportion of adults aged 65 years and older with diagnosed Alzheimer's disease and other dementias, or their caregiver, who are aware of the diagnosis

