



# REPORT TO THE COMMUNITY

**Bloomington Public Health**  
Serving Bloomington, Edina and Richfield

## 2013





**Bonnie Paulsen,  
Public Health Administrator**

**“Every day, Bloomington Public Health strives to improve the quality of life for residents in the communities we serve.”**

**Dear Friends of Public Health,**

I am very pleased to be writing this letter to you as your new Bloomington Public Health Administrator. In just one short month, I have come to realize what most of you likely already know about the health department – that we provide many activities on a daily basis to honor our commitment to a safe, healthy and vibrant community. As you read through this report, you will get a glimpse of the value that public health brings to your community. We protect the community’s health by preventing diseases and responding to health threats, we influence conditions that promote health, such as access to healthy and affordable foods and neighborhoods that are safe for walking and biking and we work towards prevention of chronic diseases that have an effect on our health.

Our main goal is to promote a healthier population. We address the health and needs of populations as a whole, through our work with individuals and families, community groups and coalitions. We know that healthy residents will create a solid foundation for a healthier community. Healthier communities are able to provide stronger economic and social benefits for everyone.

In 2013, Karen Zeleznak submitted her retirement notice. Karen joined the department in 1999 and skillfully helped raise the profile of Bloomington Public Health in the community and gave us a road map for the future. We will no doubt continue to benefit from her leadership in the years to come. With change comes opportunity. I am looking forward to the opportunity in the coming years to work with the wonderful and talented staff of Bloomington Public Health, the Advisory Board of Health and the Bloomington City Council to ensure Public Health’s continued success well into the future.

**Here’s to your health!**

*Bonnie Paulsen*



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# What is Public Health?

## Public health connects us all

Public health is the science of protecting and improving the health of families and communities. It does this by promoting healthy lifestyles, preventing injuries and reducing transmission of infectious diseases.

Overall, public health is concerned with protecting the health of entire populations. For example, if one person has whooping cough it is an important public health issue because this communicable disease can easily spread through the population.

The Public Health Division seeks to assure a high level of *protection* from health threats, including communicable disease, natural and intentional disasters, and preventable injuries. The Division also works to *prevent* chronic diseases, such as heart disease, cancer and diabetes. To accomplish this, we use evidence-based practices to reduce chronic disease risk factors, such as poor nutrition, lack of physical activity and tobacco use. We also seek to *improve responsiveness* to serious public threats, including emerging infectious diseases and bioterrorism. In addition, public health works to *limit health disparities* by promoting healthcare equity, quality and accessibility.

Public health's accomplishments include safer drinking water, infectious disease control, seatbelt safety laws, wide-spread vaccination, safer and healthier foods, and smoke-free dining and parks.

With each success, we continue to improve the health of our population.





# Service Areas

The Public Health Division is comprised of six service areas. Each area provides unique services that are vital to fulfilling the Division's mission to promote, protect and improve the health of our community. Service areas include the following:

**Clinical Services**

**Health Promotion**

**Disease Prevention & Control**

**Emergency Preparedness**

**Family Health**

**Vulnerable Adults and Senior Programs**



# Spotlight

## We make optimal, long-term mental and physical health possible for at-risk families

**Nurses help overburdened families avoid adverse childhood experiences they are at-risk for . . .**

With a nationally recognized, evidence-based home visiting program, Public Health Nurses help parents who may have a history of trauma, are vulnerable or frequently change residence. They help the parents learn about early childhood development, positive parenting skills and pursuing family goals.

The Healthy Families America (HFA) home-visiting services begin either prenatally or right after baby is born. Visits are intensive and last for 3 to 4 years after birth. Participation is voluntary for families, however, eligible families that decline the program services are twice as likely to end up in the child protection system.

In 2013, 67 families received 972 HFA home visits. These outcomes in the families that received the home visits illustrate successes:

*Families increase access to preventive health services*

- 98% of families had a primary health provider
- 93% of families were current with well-child exams
- 95% of children through age two were fully immunized

*Children develop as expected after 15 or more home visits in a 12-month period*

- 94% of children rated within average range for cognitive and physical growth
- 90% of children rated within average range for behavioral/emotional milestones

*Children are raised in safer environments*

- 97% of families had no reports of abuse or neglect



*Parents learn about early childhood development and parenting skills to make their family thrive.*



## We improve chances of surviving a cardiac arrest

**Effective and immediate bystander CPR and AED use can double if not triple a victim's chance of survival . . .**

Rapid action by the first person on the scene of a cardiac arrest can make a real difference to the victim's outcome. In Bloomington in 2011, of the over 8,000 emergency responses, 948 were cardiac events.

The Heart Safe Bloomington program empowers citizens to take rapid action and increase the chances of survival for a sudden cardiac arrest victim. This program 1) provides CPR (Cardio Pulmonary Resuscitation) training, 2) locates AEDs (Automated External Defibrillator) in the community, 3) places more AEDs in the community and 4) loans out CPR and AED training kits.

Heart Safe Bloomington is a collaboration between Public Health, Police, Fire, and Allina EMS. It is funded by the Bloomington Community Foundation and MN Resuscitation Consortium through the Medtronic Foundation HeartRescue Project.

### **Progress Since Program Began in 2011**

- Trained 106 trainers including Community Emergency Response Team members and Bloomington Fire Fighters
- Trained over 600 individuals in Anytime CPR
- Identified 126 public AEDs in Bloomington
- Developed 6 community loaner kits
- Began preparing the application for Bloomington's Heart Safe City designation



*Teaching CPR is part of the Heart Safe Bloomington program.*

# Spotlight

## We improve healthy food access

**The solution is a great example of what we can accomplish when we work together and of how we can work together to create a healthy community . . .**

This year, we partnered with community organizations to improve access to healthy food through donations for the VEAP (Volunteers Enlisted to Assist People) food shelf. As a result, the community contributed over 20,000 pounds of fresh vegetables and fruits.

The challenge became distributing the produce before it went to waste.

Pondering the welcome dilemma, staff from Bloomington Public Health, VEAP and University of Minnesota Extension saw the solution as a teaching kitchen in VEAP's new building at 9600 Aldrich Avenue. The group's enthusiasm for the idea resulted in adding the dedicated kitchen space to VEAP's new building plans, and VEAP's NEAT (Nutrition Education and Teaching) kitchen was born.

To make the best use of abundant produce, the NEAT kitchen will help food shelf clients:

- Learn about nutrition and how to cook in a kitchen with equipment they have at home
- Take food home that was processed by the kitchen's commercial equipment from fruits and vegetables that are past peak freshness or too abundant for timely distribution
- Taste samples of unfamiliar, healthy foods that are prepared from the commercial equipment to encourage them to sign up for VEAP's nutrition education and cooking classes

*Bloomington Public Health Specialist, Joan, at the NEAT kitchen open house.*





## We reduce barriers to healthy living

We learned what stands in the way of some people obtaining healthy food via a Community Food Assessment funded through SHIP (Statewide Health Improvement Program).

A Community Food Partnership was formed to guide the Assessment in which over 150 people from Bloomington, Edina and Richfield shared data and insights about the food situation in the community.

The Assessment revealed that cost was the greatest barrier to healthy foods for low-income residents. It also found that accessibility issues such as transportation and safety posed challenges for

some residents – particularly seniors. The problem of limited access to and affordability of healthy foods can lead to an increased risk of chronic disease.

**To make healthy living easier for everyone, we needed to find out what makes it hard for some people . . .**

The Community Food Assessment tells us how we can make a difference in helping all people to eat healthy. The next step is taking action, and that will be the focus of the Community Food Partnership in 2014.



*Community Food Partnership members meet to discuss Community Food Assessment findings.*

# Spotlight

**As the Community Health Board, every five years the City Council is required to submit a list of top community health issues to the Minnesota Department of Health. In 2012 and 2013, the Advisory Boards of Health for Bloomington and Richfield and the Community Health Commission of Edina reviewed health assessment information and identified the following as priority health issues:**

## **Edina - Top 10 Health Issues**

- Nutrition, Obesity and Physical Activity
- Aging of the Population
- Alcohol, Tobacco, Drug Use and Abuse
- Social and Emotional Wellbeing
- Mental Illness
- Unintentional Injury
- Intentional Injury Prevention
- Maternal and Child Health
- Immunization and Infectious Disease Prevention
- Health Care Access

## **Richfield - Top 10 Health Issues**

- Maternal and Child Health
- Nutrition, Obesity and Physical Activity
- Social and Emotional Wellbeing
- Sexual and Reproductive Health
- Mental Illness
- Aging of the Population
- Alcohol, Tobacco and Drug Use and Abuse
- Intentional Injury Prevention
- Individual and Family Emergency Preparedness
- Immunization and Infectious Disease Prevention

# Bloomington - Top 10 Health Issues\*

\*not in any order of prioritization

Maternal  
and Child  
Health

1

2

Nutrition, Obesity and  
Physical Activity

Social and  
Emotional  
Wellbeing

3

Alcohol, Tobacco  
and Drug  
Use  
and Abuse

4

5

6  
Intentional Injury  
Prevention

Food-Borne  
Illness  
Prevention

7

Immunization  
and Infectious  
Disease  
Prevention

Aging of the  
Population

8

Individual  
and Family  
Emergency

9

10

Mental Illness



# Services

## **Clinical Services**

offer Breast and Cervical Cancer Screenings, Cardiovascular Screenings and Health Risk Assessments. In addition, the Women, Infants and Children (WIC) Nutrition Program provides nutrition education and food vouchers for low-income pregnant and breast feeding women, infants and children to age five.



Melanie, a WIC dietitian, counsels a new mom about good nutrition for her and her baby. In addition to nutrition education, WIC participants receive vouchers to exchange for healthy foods at the grocery store and Farmers Market. WIC staff promotes breastfeeding with all pregnant women and helps them successfully breast feed after their baby is born.

## ASSURING QUALITY AND ACCESSIBILITY 2013

### WOMEN'S HEALTH

- BREAST AND CERVICAL CANCER SCREENING**  
 Sage Program for uninsured and under-insured women age 40 and older. *# clients*
- CARDIOVASCULAR SCREENING**  
 Sage Plus Program for cardiovascular education. This program was discontinued in summer of 2013. *# clients*

### WIC (WOMEN, INFANTS, AND CHILDREN)

For nutritionally at-risk pregnant and breastfeeding women and children up to five years of age. Provides nutrition education and food vouchers. *# clients/ # visits*

	Bloomington	Edina	Richfield	Other Cities
	126	38	48	927
	35	15	20	284
	2323/ 17162	296/ 2184	1936/ 14304	NA



# Services

## Health Promotion

is responsible for working to create environments that promote healthy choices for youth and the community in general. The main goals are to reduce health risks, such as smoking and obesity, and increase healthy behaviors.



The City's Statewide Health Improvement Program (SHIP) held a workshop for Bloomington and Edina city leaders and planners to learn how they can make biking an easier and safer choice for residents. SHIP supports biking and other forms of active transportation to make healthy living easier for everyone.

## PROMOTING HEALTH IN THE COMMUNITY 2013

### 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*

### 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*

### STATEWIDE HEALTH IMPROVEMENT PROGRAM PRESENTATIONS

**Directed to health and community organizations.** Information on SHIP initiatives including physical activity, nutrition and tobacco reduction.

*# attendees*

### SENIOR HEALTH PROMOTION

Nurses talk with seniors about measures to promote healthy aging (at senior centers and senior housing complexes).

*# attendees*

### CAR SEATS

Staff persons, nationally certified as child passenger safety technicians, provide car seats and education to assure proper use by parents and children.

*# car seats provided*

Bloomington and other cities

Edina

Richfield

3624

400

463

990

648

972

357

50

49

80

0

0

69

4

43



# Services

## **Disease Prevention & Control**

seeks to reduce risk factors and burdens of preventable, communicable diseases. It promotes healthy behaviors, conducts disease and risk factor surveillance, screens for early detection of disease and provides low-cost immunizations for children and adults.



Public Health Nurse, Hannah, immunizes a woman from the community. In addition to offering immunizations for children and adults at our clinic, Public Health also conducts high-volume flu shot clinics at community locations.

## PREVENTING INFECTIOUS DISEASE 2013

### INFLUENZA

Flu shots for adults and children administered on- and off-site.

*# seasonal  
flu shots*

### CHILDHOOD IMMUNIZATIONS (0-18 YEARS)

Immunizations for tetanus, diphtheria, pertussis, measles, mumps, rubella, hepatitis B, polio, Hib, varicella and pneumococcal disease.

*# clients/  
# shots*

### ADULT IMMUNIZATIONS

Immunizations for tetanus, hepatitis B, hepatitis A, polio and pneumococcal disease.

*# clients/  
# shots*

### MANTOUX

Tuberculosis testing for employers, employees, students, immigrants and job seekers.

*# tests*

	Bloomington	Edina	Richfield	Other Cities
<i># seasonal flu shots</i>	3176	605	541	166
<i># clients/ # shots</i>	70/ 218	19/ 45	35/ 90	65/ 192
<i># clients/ # shots</i>	45/ 102	7/ 7	9/ 14	96/ 231
<i># tests</i>	172	12	22	229

# Promoting Health

- We partnered with community organizations to collect fruit and vegetable donations for the VEAP food shelf amounting to **20,000 pounds**—the weight of 20 elephants or a monster truck.
- We worked to keep **all people in Bloomington, Edina and Richfield** well by promoting, protecting and improving their health.
- Supported **30** low-income English Language Learning families with young children to learn to navigate health information and the health care systems.
- Engaged with **4,487 students** to prevent substance use and early sexual activity and to promote healthy behaviors.
- The Minnesota Department of Health awarded our Women Infants and Children (WIC) program for surpassing Healthy People 2020 breastfeeding goals. **90% of women** who were on WIC for at least 3 months while pregnant, started breastfeeding their babies at birth to give their babies the best start for optimal growth and development.
- Provided **4,555** women, infants and children with nutrition education and food vouchers to promote healthier pregnancies and babies.
- **410 children** are more ready for school having received assessments for behavioral, growth and developmental concerns and by accessing resources.

# Protecting

- Reduced likelihood of infectious diseases with immunizations for **4,834 people**.
- We are helping to make walking and biking to school safer for **23,000 students** by guiding Safe Routes to School plans in Bloomington, Edina and Richfield school districts.
- Public Health Nurses provided resources and education to support optimal health and wellbeing in families with children. Nurses made **2,941 home visits** to **794 clients**.
- Obtained a score **87%** on the CDC assessment of our plans to mass dispense medications.

# COMMUNITY

# ng Health

- We kept **116 young children** safe while riding in cars by providing car seats to families that are unable to purchase them and giving instruction on proper use.
- **386 Bloomington residents** learned Anytime CPR and how to use AEDs to help improve the chances that anyone suffering a sudden cardiac arrest will have the best possible chance for survival.
- Trained **70** Bloomington Fire Fighters, Parish Nurses, Community Emergency Response Team members and Police Chaplains to teach CPR to community members.
- Vaccinated **4,488 people** for seasonal flu.

# Improving Health

- Partnered with community organizations to create a Healthy Living Hub that offers centralized services for improving and promoting health to **over 3,000 Spanish-speaking** Bloomington and Richfield residents.
- Public Health Nurses visited and counseled **695 seniors** to maintain good health.
- Nearly two-thirds of our budget, **\$2,915,765**, went to work for healthy communities.
- Made optimal, long-term mental and physical health possible for **67 at-risk families** through Healthy Families America home-visiting services.
- Public Health Nurses made home visits and provided consultation to adults that have health and safety issues. **79%** of those clients receiving follow-up services have improved their safety.
- Identified top **10** community health priorities.
- **97% of at-risk families** that we helped were able to maintain or improve their home environments in order to raise children in a safe and healthy way.
- Improved the health status of **244 seniors** and reduced their risk factors so they may live safely and independently in their homes.
- Worked with Normandale Community College on their **tobacco-free campus** policy.

# RESULTS 2013



# Services

## **Emergency Preparedness and Response**

efforts improve the City's capacity for responding to any health emergency and increase community preparedness. We build relationships with community partners, including police, fire, emergency management, faith- and community-based organizations and others.

## PREPARING FOR AND RESPONDING TO DISASTERS 2013

### INCREASED COMMUNITY PREPAREDNESS

- Conducted toolkit workshop for 22 faith-based organizations.
- Conducted CPR (cardio pulmonary resuscitation) and AED (automated external defibrillator) training for Parish Nurses and Police Chaplains.
- Participated in Operation Curtain Call, which exercised mass fatality response plans for a family assistance center.
- Presented General Emergency Preparedness and Heat Plan to Richfield and Bloomington Advisory Boards of Health.
- Conducted Cribbing Training for 14 Bloomington and Richfield CERT (Community Emergency Response Team) members. Cribbing is used to move and stabilize debris.
- Conducted Animal Response Training for 15 Bloomington CERT members.
- Participated in a FEMA Mass Casualty Virtual Tabletop Exercise.
- Participated in a two-day Joint Counterterrorism Awareness Workshop designed to improve the ability of local jurisdictions to prepare for, protect against and respond to complex terrorist attacks.
- Conducted Closed Point of Dispensing Planning with a senior residence. Residents developed a plan to distribute antibiotics within their complex in the event of an anthrax attack.
- Participated in Local Technical Assistance Review with Minnesota Department of Health. This review evaluates our plans to respond to a widespread anthrax exposure.



These community volunteers have completed training in basic emergency response skills to become CERT members. They are prepared to save lives, prevent the spread of disease, and protect themselves, their families and their community in the event of a disaster. Bloomington Public Health conducted their training with assistance from emergency personnel.

### INCREASED CITY'S CAPACITY TO RESPOND

- Conducted CERT basic training for 37 individuals.
- Trained 70 Bloomington Fire Fighters, Parish Nurses, Community Emergency Response Team members and Police Chaplains to teach CPR to community members requesting training.
- 386 residents of Bloomington learned Anytime CPR and how to use AEDs to help improve the chances that anyone suffering a sudden cardiac arrest will have the best possible chance for survival.



# Services

## Family Health

addresses health concerns and needs of infants, children, adolescents, mothers and families. Programs provide intensive home visiting for parental support, child development monitoring, health and safety consultation services to childcare providers and outreach to families at risk for poor childhood outcomes.



Bloomington is one of five local public health agencies to offer a grant-funded, home-visiting program that reduces asthma triggers for families living in Section 8 housing. Pictured above, Pat, a Public Health Nurse prepares to give education and resources to children in their homes so they can have better health and better school attendance.

# IMPROVING THE HEALTH OF FAMILIES 2013

## SCHOOL HEALTH SERVICES

- **HEAD START** *# screenings*  
Child health and developmental screening.
- **SOUTH EDUCATION CENTER ALTERNATIVE**  
On-site school visits with families and monthly childcare consultations.
- **FAMILY LITERACY ACADEMY** *# clients/  
# visits*  
Nurses teach immigrant families how to navigate systems such as healthcare, schools and community resources.

## CHILD CARE CENTER/CONSULTATIONS

Monthly health and safety consultations with daycare center staff and directors. *# visits/  
# centers*

## HELP ME GROW SOUTH HENNEPIN

Families with concerns about their children's (age 0-3 years) development can access resources for help. Nurses assist families through the process. *# referrals/  
# visits*

## 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. *# children  
enrolled*

## VISITS TO FAMILIES

- **PUBLIC HEALTH NURSE HOME VISITS** *# clients/  
# visits*  
Visits made for pregnancy, post-partum and newborn care, child development, parenting concerns and help with community resources.
- **INTENSIVE PUBLIC HEALTH NURSE HOME VISITS** *# clients/  
# visits*  
Visits to at-risk families, post-partum and newborn care.
- **BIRTH CERTIFICATE FOLLOW-UP** *# newborns*  
Information provided to families with new babies. Invited to enroll in Follow-Along Program. Home visits offered.
- **COMMUNITY RESOURCE SPECIALIST** *# phone and  
home visits*  
Bilingual, Spanish-speaking staff provide resources to families.

## FAMILY SUPPORT PROGRAM

Nurses review police reports to assure families and individuals are linked with needed resources and healthcare. Program funded by United Way. *# reports  
reviewed*

	Bloomington	Edina	Richfield	Eden Prairie
	66	19	127	NA
	31 families/40 clients 243 visits			
	15/19	NA	15/15	NA
	114 /10	37/3	80/7	24/2
	134/ 305	57/ 152	97/ 137	114/ 243
	219	50	139	55
	318/670	54/121	295/651	5/9
	64/880	12/244	46/366	NA
	777	311	469	NA
	666	99	798	95
	338	149	10	NA



# Services

## **Vulnerable Adults and Seniors**

strives to improve the health status of seniors and reduce risk factors for vulnerable adults. Services to accomplish this include one-on-one consultations with a Public Health Nurse, hearing screenings and high-risk home assessments. The home assessments are for mental health, functional needs, safety and other concerns.

## IMPROVING THE HEALTH OF SENIORS 2013

### 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.

*# clients/  
# visits*

### 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*

### HEARING SCREENINGS FOR SENIORS

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

*# screenings*

	Bloomington	Edina	Richfield
Talk With The Nurse	424/ 1414	127/ 416	144/ 490
High-Risk Home Assessment	145/ 558	67/ 141	32/ 121
Hearing Screenings for Seniors	2	33	NA



Public Health Nurse, Bruce, checks a woman's blood pressure at a Talk With The Nurse clinic. He also discusses health topics that are important to seniors. These monthly clinics are held at several locations in Bloomington, Edina and Richfield.

# Trends

## in Public Health services

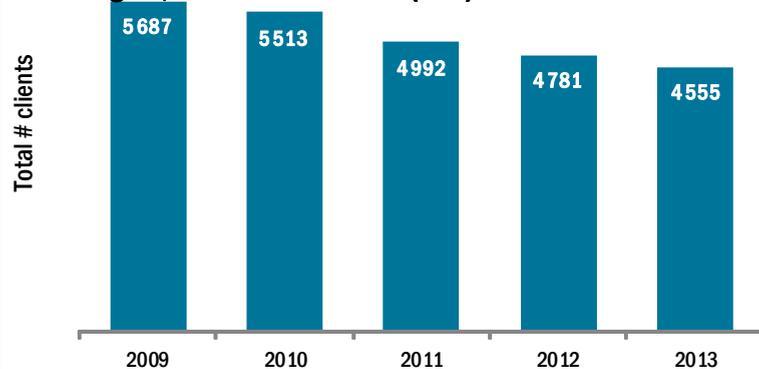
### WIC

The WIC Program provides nutrition education and food vouchers for income-eligible pregnant and breastfeeding women, infants and children. This promotes healthier pregnancies and babies. WIC clients made 33,650 visits in 2013.

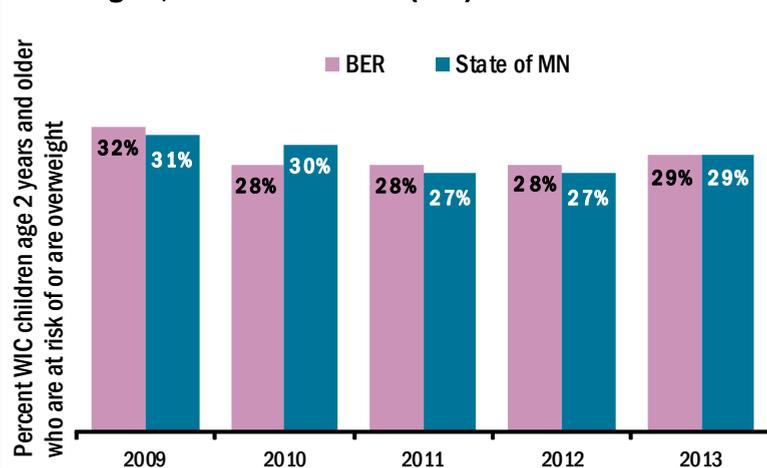
### Overweight Children in WIC

The WIC program provides early intervention in the eating habits of low-income pre-school children. Recent changes in the WIC program includes a voucher for the purchase of fresh fruits and vegetables.

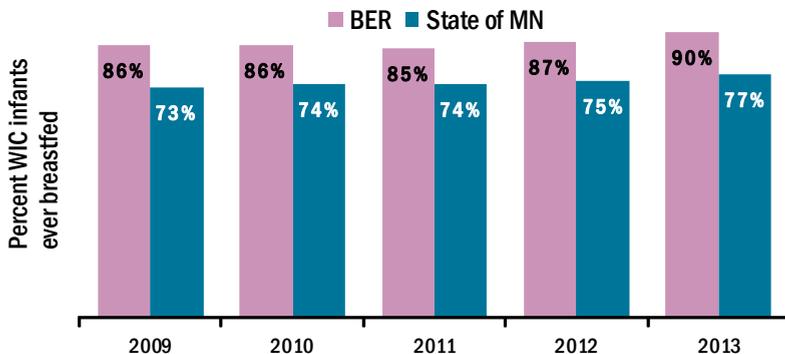
Number of WIC Clients (unduplicated)  
Bloomington, Edina and Richfield (BER)



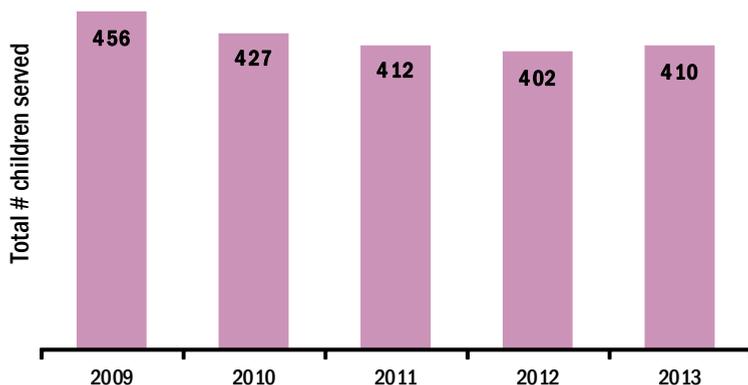
Children in WIC Overweight or at Risk of Overweight  
Bloomington, Edina and Richfield (BER)



### Breastfeeding Initiation in WIC Bloomington, Edina and Richfield (BER)



### Early Intervention Services



## Breastfeeding in WIC

WIC promotes and supports breastfeeding to boost children's and mothers' health and to reduce healthcare costs. Every \$1 WIC spends on pregnant women in Minnesota saves \$4.21 in Medicaid costs for newborns and their mothers. The average savings per prenatal participant is \$636.

## Children 0-3 Years Early Intervention Services

Public Health Nurses assess behavioral, growth and developmental concerns and help parents access educational, medical and social service resources as soon as the problem is identified. This is a joint collaboration with Bloomington, Edina, Richfield and Eden Prairie school districts. Increased access to services helps these children be more ready for school.

# Trends

## in Public Health services

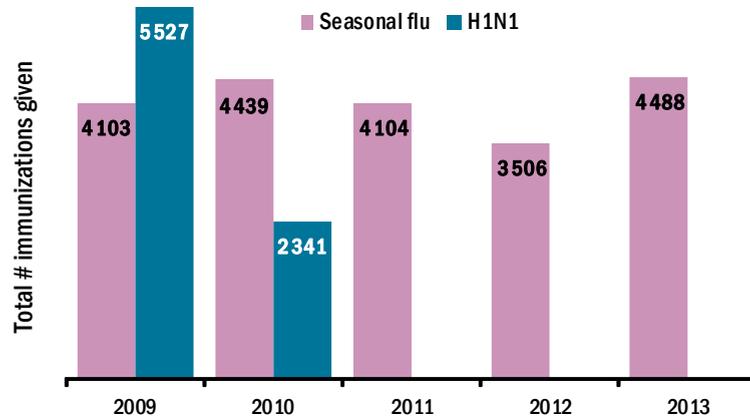
### Flu Shots

The Centers for Disease Control and Prevention now recommends most people get flu shots. More seasonal flu shots were given in 2013 than in the previous four years.

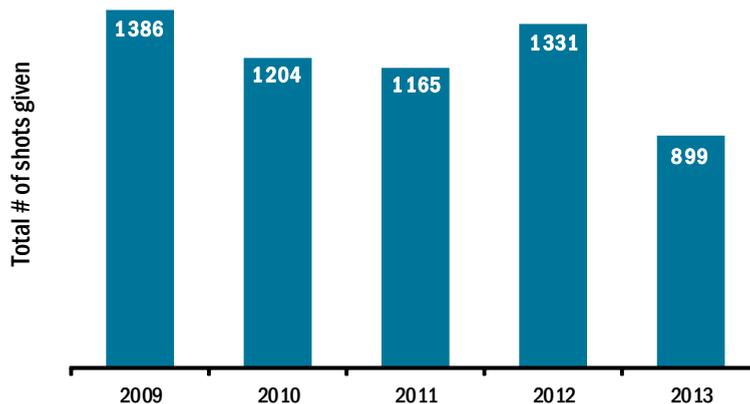
### Immunizations

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.

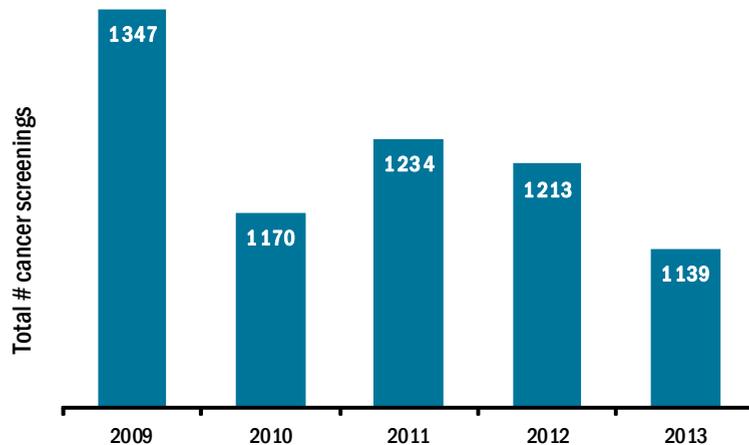
#### Influenza



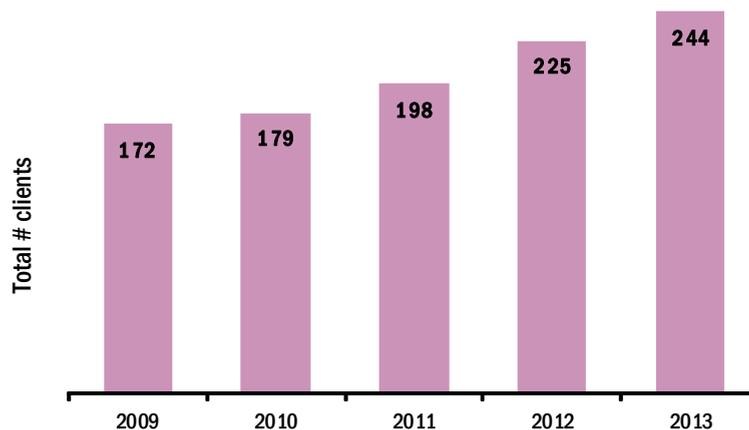
#### Immunizations - Children and Adults



### Breast and Cervical Cancer Screening



### High-Risk Home Assessments



## Women 40+ Health Screening

In 2013, 18 of our 1139 clients were diagnosed with breast cancer, and 250 needed further diagnostic testing and follow-up. Staff helped these uninsured and underinsured women find medical and financial resources for their treatment.

## Vulnerable Adults and Seniors

Public Health Nurses make home visits and provide consultation to adults that have health and safety issues. Our goal is to increase their knowledge and use of resources so they can live more safely at home. Safety has improved among 79% of clients receiving follow-up services.

# Accreditation

## What is Public Health Accreditation?

Public Health Accreditation is the measurement of a health department's performance against a set of nationally recognized, practice-focused and evidence-based standards. The goal is to protect and improve the health of the public by advancing the quality and performance of the health department. The accreditation process is an opportunity for Bloomington Public Health to identify successes and opportunities for improvement. It is designed to help focus work on common goals and continually evaluate performance to ensure its work has the greatest impact.

Accreditation will also help the agency:

- Respond to change
- Have shared decision-making
- Implement workforce development
- Evaluate services and programs
- Increase performance improvement
- Develop strong partnership

## What are the benefits of accreditation?

Engaging in accreditation catalyzes quality and performance improvement within all public health programs and can help health departments be better prepared to proactively respond to emerging and reemerging health challenges. Achieving national accreditation will give the Division:

- National recognition for public health practice
- Opportunity to engage the public health workforce
- Access to network of public health experts
- Focus on improving the health department
- Potential access to new funding streams
- Potential streamlining of grant reporting





## The Application Process

As a prerequisite to the application for accreditation, the Division needed to complete three documents: Community Health Assessment, Community Health Improvement Plan and a Strategic Plan. These documents lay the groundwork for the health department programs, policies, and interventions and the remainder of the review for accreditation. Bloomington Public Health completed its Strategic Plan in 2013 and applied for accreditation early in 2014.

## Strategic Plan 2013–2018 Goals

1. Strengthen efficient and effective day-to-day operations.
2. Ensure a competent workforce that has the capacity to accomplish the Division's mission.
3. Improve systems to demonstrate and measure outcomes.
4. Increase the Division's ability to effectively engage the community.
5. Ensure sustainable, adequate public health funding.

## Next Steps

An application is just the beginning of this process. To achieve national accreditation, an agency must provide documented evidence that it adheres to national standards. These standards address the ten essential public health services, as well as management, administration and governance. Bloomington Public Health will be working to gather this evidence over the next year.

# Community Participation

The Advisory Boards of Health for Bloomington and Richfield and the Community Health Commission of Edina are appointed by their City Councils to study issues affecting the health of residents and to make recommendations to the City Council.



## Bloomington Advisory Board of Health

Alice Chu  
David Drummond

Gregory Harms  
Michael Harristhal

Nicholas Kelley  
Cindy McKenzie

Allyson Schlichte

### 2013 Highlights

- Presented six Food Safety Awards recognizing commitment to excellence in the food safety area.
- Participated in a Joint Meeting with Richfield and Edina and reviewed Community Health Assessment data.
- Identified and prioritized Bloomington's top 10 community health issues.
- Received regular updates on the Statewide Health Improvement Program and Community Transformation Grant.
- Learned about the heat response plan, including mapping of vulnerable populations.
- Reviewed trend data and case studies of public health nuisances from 2009 to 2013 and discussed how City staff from environmental health, public health and human services work together to provide services.
- Supported the application for accreditation and received regular updates on the completion of the prerequisites.
- Reviewed the goals and strategies of the Division's Strategic Plan.



## Edina Community Health Commission

Kumar Belani                      Kristen Connor      Jan Johnson                      Nadia Martyn      Joel Stegner      Tone Deinema, student  
Melinda Bothun-Hurley      Matt Doscotch      Mary Jo Kingston      Alison Pence                      Aditya Mittal, student

### 2013 Highlights

- Participated in a Joint Meeting with Bloomington and Richfield and reviewed Community Health Assessment data.
- Revised CHC mission statement to align with statutory duties of Edina Community Health Board (City Council).
- Proposed edits to City of Edina Mission and Vision to include language relating to Health throughout each statement.
- Proposed a “Health in all Policies” approach to Citywide decision-making.
- Received updates on Public Health and Emergency Preparedness Service contract between BPH and City of Edina.
- First season of Edina Community Garden completed, plots were completely sold out. (Waiting list in 2014)
- Developed top 10 Health Priorities for the Edina Community Health Board as required by Minnesota Statute.
- Initiated updates to CHC/Health webpage to provide better information to residents. (Ongoing project)
- Began evaluation of City’s regulation of Electronic Cigarettes, as directed by Edina City Council.

## Richfield Advisory Board of Health

Callmie Dennis                      Nicholas Eyvindsson      Kirsten Johnson                      Kristine Klos                      Chris Olson                      Matt Tietje  
Tiffany Egan                      Betty Gustafson                      Rose Jost                      Derek Mattson                      Erin Rykken                      Jennifer Turrentine

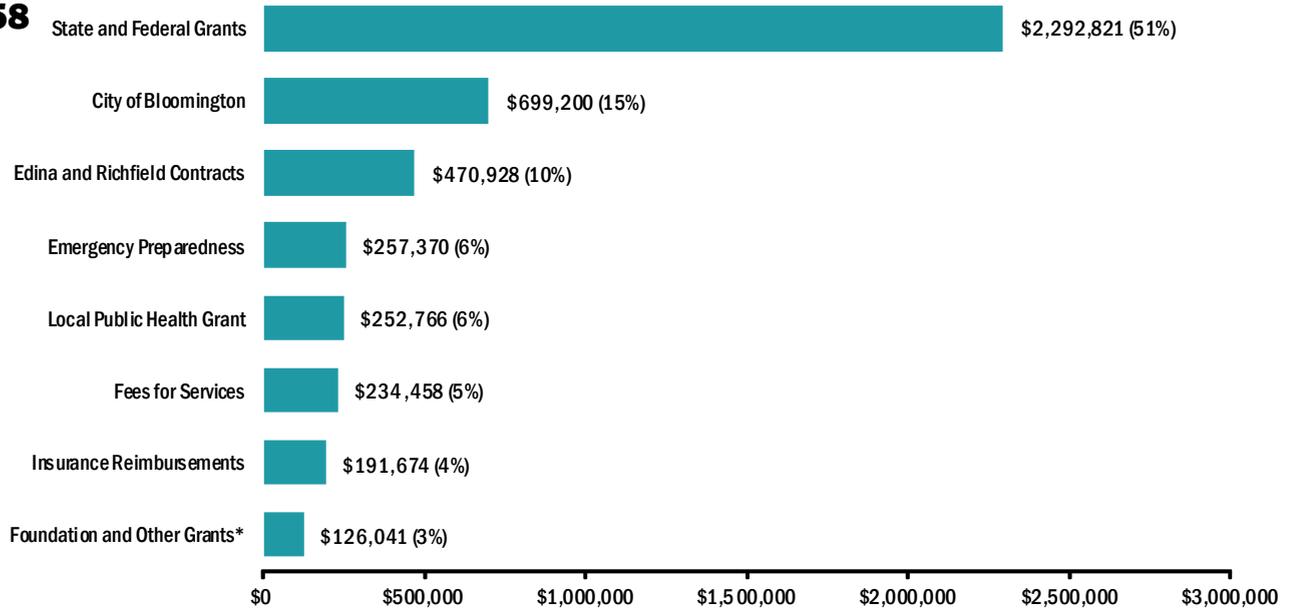
### 2013 Highlights

- Participated in the presentation of the 2013 Food Safety Awards by presenting them with certificates and plaques at a City Council meeting.
- Participated in a Joint Meeting with Bloomington and Edina and reviewed Community Health Assessment data.
- Identified and prioritized Richfield’s top 10 community health issues.
- Continued to support and participate in the Richfield Public Schools Community Wellness Expo.
- Continued to participate in the Open Streets at Penn Fest event.
- Continued to have an active representative on the Bike Task Force with a member who regularly attended a variety of bike related meetings.
- Continued on-going participation in Tri-City Partners, SHIP, Yellow Ribbon Campaign and the State Community Health Services Advisory Committee by regularly attending meetings and participating in sub group meetings as needed.

# 2013 Financials

## Total Revenue

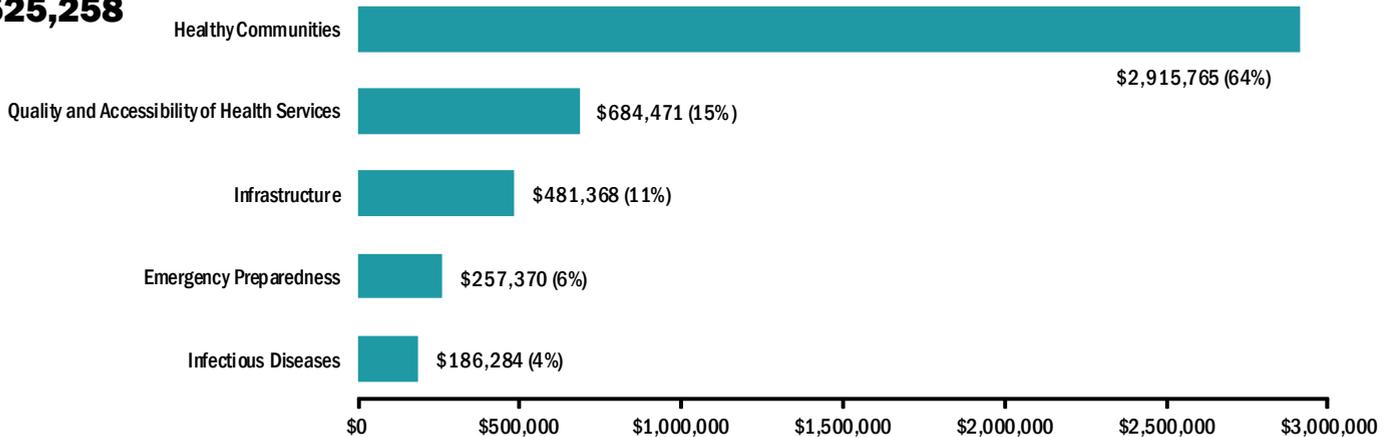
**\$4,525,258**



\*Includes Greater Twin Cities United Way, Blue Cross and Blue Shield of Minnesota Foundation and UCare Fund

## Total Expenses

**\$4,525,258**



# 2013 Staffing

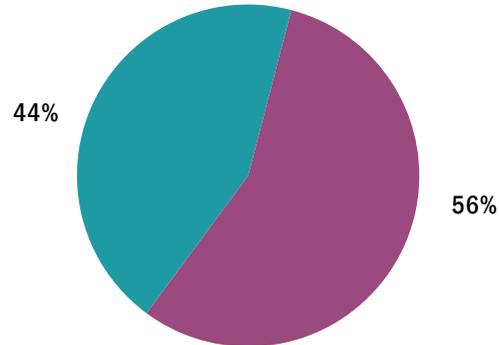
## Distribution of Employees

61 Staff

■ Full-Time Positions = 27 people

■ Part-Time Staff = 34 people

42 Full-Time Equivalents



## 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                        |
| 1 Health Activity Supervisor   | 1 Accountant                                   |
| 17 Public Health Nurses        | 1 Account Clerk                                |
| 1 Registered Nurse             | 1 Office Supervisor                            |
| 3 Nurse Practitioners          | 1 Office Support Specialist                    |
| 6 Dietitians                   | 3 Office Assistants                            |
| 8 Health Promotion Specialists | 8 Peer Breastfeeding Counselors                |
| 1 Speech/Language Pathologist  |  |

## Contracted Health Professionals

- 2 Physicians



## 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. Since that time we have been providing health services and programs for Bloomington residents and employees.

Beginning in 1977, our services have been contracted by the cities of Richfield and Edina.

## Mission

**TO PROMOTE, PROTECT and IMPROVE** the health of our community

## Community Impact

Policies and programs are in place that protect and promote the community's health

Women have healthier pregnancies and babies

Children are ready for school

Disabled and older adults live more safely and longer in their homes

Decrease in obesity

Prevention and control of infectious diseases

Increased community safety

