REPORT TO THE COMMUNITY
Bloomington Public Health
Serving Bloomington, Edina and Richfield
2013
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

Public Health Administrator

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

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

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

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

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

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...
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.

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.
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*

1. Maternal and Child Health
2. Nutrition, Obesity and Physical Activity
3. Social and Emotional Wellbeing
4. Alcohol, Tobacco and Drug Use and Abuse
5. Immunization and Infectious Disease Prevention
6. Intentional Injury Prevention
7. Food-Borne Illness Prevention
8. Aging of the Population
9. Individual and Family Emergency
10. Mental Illness

*not in any order of prioritization
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.
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 126 38 48 927

• CARDIOVASCULAR SCREENING
  Sage Plus Program for cardiovascular education. This program was discontinued in summer of 2013.
  # clients 35 15 20 284

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.

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 breastfeed after their baby is born.
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.
**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.

<table>
<thead>
<tr>
<th>Bloomington and other cities</th>
<th>Edina</th>
<th>Richfield</th>
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</thead>
<tbody>
<tr>
<td># student attendees</td>
<td>3624</td>
<td>400</td>
</tr>
</tbody>
</table>

**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 | 990 | 648 | 972 |

**STATEWIDE HEALTH IMPROVEMENT PROGRAM PRESENTATIONS**
*Directed to health and community organizations.* Information on SHIP initiatives including physical activity, nutrition and tobacco reduction.

| # attendees | 357 | 50  | 49  |

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

| # attendees | 80  | 0   | 0   |

**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 | 69  | 4   | 43  |

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

CHILDHOOD IMMUNIZATIONS (0-18 YEARS)
Immunizations for tetanus, diphtheria, pertussis, measles, mumps, rubella, hepatitis B, polio, Hib, varicella and pneumococcal disease.

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

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

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.
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.
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.

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.

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.
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.
- 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.

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.
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**
  Child health and developmental screening.
  
<table>
<thead>
<tr>
<th># screenings</th>
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<tbody>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>66</td>
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</tbody>
</table>

- **SOUTH EDUCATION CENTER ALTERNATIVE**
  On-site school visits with families and monthly childcare consultations.

- **FAMILY LITERACY ACADEMY**
  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.

<table>
<thead>
<tr>
<th># visits/ # centers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>114/10</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th># referrals/ # visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>134/305</td>
</tr>
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</table>

### 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.

<table>
<thead>
<tr>
<th># children enrolled</th>
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<tbody>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>219</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th># clients/ # visits</th>
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<tbody>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>318/670</td>
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</table>

- **INTENSIVE PUBLIC HEALTH NURSE HOME VISITS**
  Visits to at-risk families, post-partum and newborn care.

<table>
<thead>
<tr>
<th># clients/ # visits</th>
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</thead>
<tbody>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>64/880</td>
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</table>

- **BIRTH CERTIFICATE FOLLOW-UP**
  Information provided to families with new babies. Invited to enroll in Follow-Along Program. Home visits offered.

<table>
<thead>
<tr>
<th># newborns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>777</td>
</tr>
</tbody>
</table>

- **COMMUNITY RESOURCE SPECIALIST**
  Bilingual, Spanish-speaking staff provide resources to families.

<table>
<thead>
<tr>
<th># phone and home visits</th>
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<tbody>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>666</td>
</tr>
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</table>

### FAMILY SUPPORT PROGRAM

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

<table>
<thead>
<tr>
<th># reports reviewed</th>
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<tbody>
<tr>
<td>Bloomington</td>
</tr>
<tr>
<td>338</td>
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</table>

**31 families/40 clients 243 visits**
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.

<table>
<thead>
<tr>
<th># clients/ # visits</th>
<th>Bloomington</th>
<th>Edina</th>
<th>Richfield</th>
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<tbody>
<tr>
<td>424/1414</td>
<td>127/416</td>
<td>144/490</td>
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**HIGH-RISK HOME ASSESSMENT**
Public Health Nurses assess physical, psychosocial, and environmental risk factors and provide referrals, consultation, education and advocacy for vulnerable seniors.

<table>
<thead>
<tr>
<th># clients/ # visits</th>
<th>Bloomington</th>
<th>Edina</th>
<th>Richfield</th>
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<tbody>
<tr>
<td>145/558</td>
<td>67/141</td>
<td>32/121</td>
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**HEARING SCREENINGS FOR SENIORS**
Public Health Nurses offer hearing screening for seniors in conjunction with blood pressure checks.

<table>
<thead>
<tr>
<th># screenings</th>
<th>Bloomington</th>
<th>Edina</th>
<th>Richfield</th>
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<tbody>
<tr>
<td>2</td>
<td>33</td>
<td>NA</td>
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</table>

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.
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 preschool children. Recent changes in the WIC program includes a voucher for the purchase of fresh fruits and vegetables.
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.
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.
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.
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  Gregory Harms  Nicholas Kelley  Allyson Schlichte
David Drummond  Michael Harristhal  Cindy McKenzie

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

State and Federal Grants
$2,292,821 (51%)
City of Bloomington
$699,200 (15%)
Edina and Richfield Contracts
$470,928 (10%)
Emergency Preparedness
$257,370 (6%)
Local Public Health Grant
$252,766 (6%)
Fees for Services
$234,458 (5%)
Insurance Reimbursements
$191,674 (4%)
Foundation and Other Grants*
$126,041 (3%)

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

Total Expenses
$4,525,258

Healthy Communities
$2,915,765 (64%)
Quality and Accessibility of Health Services
$684,471 (15%)
Infrastructure
$481,368 (11%)
Emergency Preparedness
$257,370 (6%)
Infectious Diseases
$186,284 (4%)
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
1 Assistant Administrator
3 Program Managers
1 Health Activity Supervisor
17 Public Health Nurses
1 Registered Nurse
3 Nurse Practitioners
6 Dietitians
8 Health Promotion Specialists
1 Speech/Language Pathologist
2 Translators/Community Resource Specialists
1 Communications & Health Promotion Specialist
1 Public Health Planner
1 Accountant
1 Account Clerk
1 Office Supervisor
1 Office Support Specialist
3 Office Assistants
8 Peer Breastfeeding Counselors

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