

BPH

Bloomington Public Health Quarterly Report ■

For the City of Edina

April – June 2010

BPH

BPH Quarterly Activities in Edina ■

The work of Public Health is defined by six areas of responsibility. This report utilizes the areas of public health responsibility to organize details of activities conducted in Bloomington, Edina and Richfield. Activities in the following areas are described in this report:

- Assure an adequate public health infrastructure
- Promote healthy communities and healthy behaviors
- Assure the quality and accessibility to health services
- Prepare for and respond to disasters and assist communities in recovery
- Prevent the spread of infectious diseases

A special section highlighting the activities of SHIP (Statewide Health Improvement Program) has been added under “Promote healthy communities and healthy behaviors.”

■ PROMOTE HEALTHY COMMUNITIES AND HEALTHY BEHAVIORS

- **Promoted safe prom, graduation and summer celebrations with the 2010 Together We Stand Campaign.** The campaign message “Celebrate without Alcohol” promoted having alcohol-free parties as families celebrate and honor their graduating teen. This message was widely displayed via posters and flyers. In addition, over 1,000 families with graduating seniors in Bloomington, Edina and Richfield, received the message via school mailing. The Tri-City Partners Coalition, organized by Bloomington Public Health, partnered with schools, businesses, faith communities, and other community organizations to run the campaign.
- **Sent surveys to hotels and motels for the purpose of analyzing policy trends and gaps in addressing underage drinking.** The surveys will also provide an indication of the severity of the problem of underage drinking in these establishments. Survey results will be used to promote discussions within the hotel industry on ways to become united in dealing with underage drinking. This was an activity of the Sober Truth on Preventing Underage Drinking Action (STOP) grant.
- **Evaluated the Tri-City Partners Coalition and Steering Committee.** This coalition is organized by Bloomington Public Health. It works to promote health, reduce substance use and other risk behaviors, and build assets in youth in the communities of

Bloomington, Edina and Richfield. Coalition members completed an online survey for the evaluation. The survey collected information about members' satisfaction regarding processes, procedures, assessment, implementation, planning and outcomes.

- **Provided an educational seminar about child growth and development resources for 80 child care providers.** The seminar, "Strategies to Help Children Grow and Shine," included information about resources for children and families when there are concerns about growth and development. Speakers focused on behavioral concerns and speech and language development.
- **Addressed the following topics at monthly Senior Clinics:**
 - April** **Core strength:** Firming-up central muscles to improve posture, flexibility and bowel function and to reduce back problems and incontinence
 - May** **Over-the-counter medications:** Appropriate use and cautions
 - June** **Adding vegetables to meals:** Using the "great plate" method and farmers markets
- **Informed seniors about Public Health services provided at the Edina Senior Center** for a new members welcome event. The discussion included the history of Bloomington Public Health's connection with Edina. Seniors were interested in services that Bloomington Public Health provides for all ages.
- **Spoke about Public Health services to the parish nurse and lay ministry staff at the Church of St. Patrick.** Followed the discussion with examples of interventions provided for individuals in the community. Participants had many questions and expressed they were glad to know about the services.
- **Co-sponsored a parent forum with Tri-City Partners Coalition to support Edina youth to stay alcohol- and drug-free.** One hundred parents attended the forum titled *We Can Do This Together! Raising Youth in a Drinking Culture*. The forum first presented information about substance use trends and community norms. Parents then defined their roles in reducing and preventing underage drinking.

SHIP (STATEWIDE HEALTH IMPROVEMENT PROGRAM)

- **Trained 55 childcare and preschool staff members to provide regular physical activity for children in their programs.** The attendees represented 30 programs in Bloomington, Edina and Richfield. Combined, they have the potential to affect 1600 children under the age of five. The *I Am Moving I Am Learning* training taught childcare and preschool staff how to incorporate physical activity into existing curriculum. Early and regular physical activity is important to brain development and school readiness. It also establishes a pattern of activity that promotes life-long health. Bloomington Public Health will continue to provide assistance to the programs for implementing the physical activity policies they create after attending the training.
- **Promoted the use of ICSI (Institute for Clinical Systems Improvement) chronic disease prevention guidelines in area healthcare settings.** The guidelines promote evidence-based clinical management of lifestyle factors responsible for the development

of chronic diseases. Made contacts with decision makers regarding implementation and use of the guidelines. Three clinics and two public health programs decided to participate: Bloomington Lake Clinics (Bloomington), Northwestern Natural Care Center (Bloomington), Southdale Internal Medicine (Edina) and Bloomington Public Health's WIC (Women, Infants and Children) and Sage Plus programs (serving Bloomington, Edina and Richfield).

- **Conducted walking assessments and created customized walking maps to increase physical activity of employees at 13 worksites in Bloomington, Edina and Richfield.** These activities are part of the Energize at Work initiative. This initiative makes it easier for employees to stay fit by walking – increased energy is a bonus. The customized walking maps include 1-3 walking routes that can be completed in a 15-minute break or a 30-minute lunch break. It also includes recommended physical activity guidelines for adults and space to record walking mileage.
- **Worked with city and school representatives in Bloomington, Edina and Richfield to determine bike rack needs.** With bike racks in more places it will be easier for residents to ride bicycles to more places and get more physical activity. Bike rack orders were finalized in Bloomington and Edina. In Richfield, the Richfield High School National Honor Society collected bike rack data from all school locations. They combined their information with the newly formed Bicycle Master Plan Task Force to determine bike rack priority locations.
- **Participated in an active living workshop planning group with representatives from Bloomington, Edina and Richfield.** Active living is a way of life that integrates physical activity into daily routines through activities such as biking, walking and /or transit. The workshop will inform residents how they can benefit from this lifestyle that provides opportunities to improve health and reduce chronic disease risks.
- **Reviewed 36 mini-grant proposals, and selected 13 to receive mini-grant awards totaling \$46,000.** Proposals were received from community organizations, schools, worksites and health care providers. The selection of recipients was made based on proposals that most closely supported current SHIP interventions: increasing physical activity in schools, improving nutrition in schools and preschools, increasing physical activity in worksites and improving opportunities for physical activity in communities.
- **Conducted the Alliance for a Healthier Generation Healthy School Builder Assessment Tool at Normandale Elementary and South View Middle schools.** The Alliance for a Healthier Generation works to positively affect the places that can make a difference to a child's health. The action plans created from the assessments will provide students more opportunities to be physically active at school. The assessment tool was completed at each school with their wellness councils.
- **Planned marketing strategies to promote use of the Centennial Lakes Farmers Market.** Created and distributed flyers, and created a banner. Placed an ad in the Sun Current newspaper. Sent invitations and a note of thanks to all Edina state legislators, city council members and the city manager. City of Edina staff conducted additional marketing.

■ ASSURE THE QUALITY AND ACCESSIBILITY TO HEALTH SERVICES

- **Revised SHIELD outreach and promotional materials to indicate the new name "Help Me Grow, South Hennepin."** The Minnesota Department of Education (MDE) created the new name, "Help Me Grow," for the statewide early intervention system. They provided a new logo, brochure and business card templates for outreach and promotional materials. Local contact information was added to the templates. The phone number has not changed, but a new email address is now available: helpmegrow@ci.bloomington.mn.us.
- **Followed-up on 10 new senior and vulnerable adult referrals.** Referrals were for chronic disease management (3), mental illness (2), dementia (2), dysfunctional relationships (2) and a garbage house (1). Public Health Nurses (PHNs) conducted in-home assessments and arranged resources to help clients live safely and independently in their homes.

In one case, a family of three generations in one home needed help to deal with a complex situation of Alzheimer's, substance abuse and violence. A son moved into his parents' home to care for his father with beginning Alzheimer's. A grandson who lost his job also moved into the house. The grandson had substance abuse and violence issues that were difficult for his grandfather with beginning Alzheimer's to deal with. A PHN met with the son to offer support and community resources to help relieve this complex situation.

■ PREPARE FOR AND RESPOND TO DISASTERS AND ASSIST COMMUNITIES IN RECOVERY

- Guest lectured on emergency preparedness and H1N1 at a University of St. Thomas Epidemiology class.
- Trained 38 (1 from Edina) faith-based organizations on the *Ready Set Go! Faith Community Emergency Preparedness Toolkit*.



BPH Quarterly Numbers Report for Edina ■

2010 PROGRAMS AND SERVICES

These numbers are a count of people served each quarter. Some people receive the same service and are counted in more than one quarter.

■ HEALTH PROMOTION

Community health presentations	<i># of adults</i>	117	115		
School educational presentations	<i># of students</i>	495	0		
SHIP presentations	<i># of attendees</i>	25	31		

■ ADULT AND SENIOR SERVICES

Senior health receives referrals from police, senior outreach, social services, environmental health and other community agencies for vulnerable adults and falls.

Individual clients served	<i># of clients</i>	12	14		
Public Health Nurse visits	<i># of individual nursing visits</i>	10	10		
Service coordination	<i># of calls and case conferences</i>	25	18		
Senior hearing screening	<i># of participants</i>	16	6		
Senior Community Public Health Nurse Clinics	<i># of clients</i>	75	103		
	<i># of consultations</i>	118	124		
Health education presentations	<i># of participants</i>	0	27		

■ FAMILY HEALTH SERVICES

Maternal and Child Health PHN home-visiting

	<i># of families</i>	28	22		
	<i># of clients</i>	50	42		
	<i># of visits</i>	126	106		
Car seats	<i># referrals</i>	0	0		
SHIELD	<i># of children</i>	15	18		
Police reports reviewed for follow-up	<i># of families</i>	16	5		
South Vista	<i># of pregnant and/or parenting adolescents</i>	1	1		
Follow Along clients	<i># of children enrolled</i>	29	30		
Child-care consultations	<i># of centers / # of visits made</i>	3/9	3/9		
High-risk birth certificate referrals follow-up	<i># of babies</i>	32	47		

	Q1	Q2	Q3	Q4
Community health presentations	117	115		
School educational presentations	495	0		
SHIP presentations	25	31		
Individual clients served	12	14		
Public Health Nurse visits	10	10		
Service coordination	25	18		
Senior hearing screening	16	6		
Senior Community Public Health Nurse Clinics	75	103		
	118	124		
Health education presentations	0	27		
Maternal and Child Health PHN home-visiting				
	28	22		
	50	42		
	126	106		
Car seats	0	0		
SHIELD	15	18		
Police reports reviewed for follow-up	16	5		
South Vista	1	1		
Follow Along clients	29	30		
Child-care consultations	3/9	3/9		
High-risk birth certificate referrals follow-up	32	47		

■ CLINIC SERVICES

Women, Infants and Children (WIC) *# of clients(unduplicated)*

Health Risk Assessment Clinic *# of clients*

Sage Screening Program *# of clients*

SagePlus Cardiovascular Screening *# of clients*

Immunization Clinic *# of adult clients*
of immunizations

Immunization Clinic *# of children*
of immunizations

Flu shots - seasonal *# of clients*

Flu shots - H1N1 *# of immunizations*

Head Start early childhood screenings *# of children screened*

Intake calls & drop-in visits *# of contacts*

Perinatal Hepatitis B *# of clients*

Reportable disease follow-up / consultations *# of contacts*

	Q1	Q2	Q3	Q4
Women, Infants and Children (WIC) <i># of clients(unduplicated)</i>	204	218		
Health Risk Assessment Clinic <i># of clients</i>	6	4		
Sage Screening Program <i># of clients</i>	6	7		
SagePlus Cardiovascular Screening <i># of clients</i>	2	3		
Immunization Clinic <i># of adult clients</i>	1	3		
<i># of immunizations</i>	1	3		
Immunization Clinic <i># of children</i>	1	2		
<i># of immunizations</i>	2	9		
Flu shots - seasonal <i># of clients</i>	13	0		
Flu shots - H1N1 <i># of immunizations</i>	233	0		
Head Start early childhood screenings <i># of children screened</i>	NA	0		
Intake calls & drop-in visits <i># of contacts</i>	25	29		
Perinatal Hepatitis B <i># of clients</i>	1	0		
Reportable disease follow-up / consultations <i># of contacts</i>	12	10		