



# BPH

## Bloomington Public Health Quarterly Report ■

For the City of Edina

July – September 2010

# 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.”

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## ■ ASSURE AN ADEQUATE PUBLIC HEALTH INFRASTRUCTURE

- **Provided public health nursing clinical experience for 9 nursing students from Bethel University.** Their experience began in September and will conclude in early November. The students observe and participate in a variety of public health activities. Their projects include health education materials and presentations.

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## ■ PROMOTE HEALTHY COMMUNITIES AND HEALTHY BEHAVIORS

- **Addressed the following topics at monthly Senior Clinics:**

<b>July</b>	<b>Staying cool:</b> Ways to stay cool – importance of planning the day
<b>August</b>	<b>Hydration:</b> The importance of extra fluids
<b>September</b>	<b>Getting a flu shot:</b> The difference between colds and the flu, appropriate treatments and when to call the doctor, covering your cough and hand washing

- **Presented results of the hotel/motel survey on deterring underage drinking.** The survey was conducted with hotel/motel managers from Bloomington, Edina and Richfield in spring of 2010. It was conducted for the purpose of developing an environmental approach to reducing underage drinking. Survey results were presented at the September Tri-City Partners meeting. Hotel/motel managers from Bloomington, Edina and Richfield were invited to attend. This project was funded by a Sober Truth on Preventing Underage Drinking grant.
- **Contributed time and energy to students' success in a garden project at South Education Center.** The purpose of the garden project was to improve students' awareness of and taste for fruits and vegetables as well as provide additional learning experiences. A Statewide Health Improvement Program mini-grant funded the project to develop the garden on school grounds. Students planted, cared for, harvested, prepared and consumed what was grown. Two PHN's who provide nursing services for the school assisted with watering to assure the plants' survival during hot, dry spells and taught students to bake breads with some of what they harvested.
- **Updated a resource to help families find locations for active, family fun in Bloomington, Edina and Richfield.** The resource is titled *Play Every Day – Ideas for Active Family Fun*. Being active at an early age helps children develop a life-long practice of physical activity that prevents obesity. The resource also promotes all the great places in Bloomington, Edina and Richfield that families can have fun together. The resource is available on the City of Bloomington website.
- **Sponsored a two-part motivational interviewing workshop for professionals who have adult and youth clients with substance use concerns.** Tri-City Partners Coalition for Healthy Youth and Communities, organized by Bloomington Public Health, sponsored the workshop entitled "Facilitating Change."
- **Exceeded Healthy People 2010 Breastfeeding Goals among clients in the Women, Infants and Children (WIC) supplemental nutrition program.** The Bloomington Public Health WIC program was awarded State recognition for achieving 88 percent breastfeeding initiation, 51 percent breastfeeding six months and longer, and 32 percent breastfeeding one year or longer. Specially trained counselors meet with women pre and post partum to promote, support and problem-solve breastfeeding at WIC clinics.

#### SHIP (STATEWIDE HEALTH IMPROVEMENT PROGRAM)

- **Facilitated the installation of 55 new bike racks to make biking for transportation and physical activity easier.** Collaborated with Public Works, Parks and Recreation and school staffs from Bloomington, Edina and Richfield, as well as the Bike Edina Task Force, to determine bike rack needs. The bike racks were installed at schools, city offices and recreational facilities, and farmers markets. They have the capacity to hold 234 bikes.
- **Provided funding and feedback for the "Kicking Butts" campaign to remind residents that parks and recreation areas are tobacco free.** Edina Communications and Marketing Director, Jennifer Bennerotte, created the campaign. A video public service announcement ran on government cable stations in Bloomington and Edina. The PSA can also be viewed on the cities' websites. Posters were displayed in parks and

recreation areas. The campaign will also be used in Richfield for implementation of the new tobacco free parks ordinance in that city.

- **Planned a workshop series to assist community leaders and residents foster a culture of active living.** The series includes two workshops that will provide an opportunity for participants to increase their understanding of healthy community designs and how they benefit public health as well as local economies and environments. Participants will create action plans for making each city more supportive of health where residents are able to integrate physical activity into daily routines and it is accessible, easy and affordable to everyone. Mark Fenton, an authority on public health issues and Active Living policy initiatives, will present at the workshop on November 8. Prevention Minnesota at Blue Cross Blue Shield will present at the workshop on December 1.
- **Completed 13 mini-grant site visits to discuss progress, challenges and successes.** A second round of site visits will occur at the end of November and early December as mini-grantees wrap up their activities.
- **Facilitated meetings to review SHIP progress and determine additional initiatives to pursue in the second year of SHIP.** Meetings were held with SHIP Community Leadership Team Members in each of the cities.
- **Attended and conducted trainings to increase physical activity in childcare and preschool settings.** Attended an IMIL (I Am Moving I Am Learning) train the trainer workshop sponsored by the Minnesota Department of Health. Collaborated with Dakota County to provide a one-and-a-half-day IMIL training to 120 child care employees of Especially for Children Child Care Centers. IMIL uses the important mind-body connection to integrate movement into existing curriculum. The result is increased moderate and vigorous physical activity, enhanced brain development and kindergarten readiness in 2- to 5-year-olds.
- **Conducted a “Bike to the Market” promotion to encourage shopping at local farmers markets and using bicycle transportation.** Riders received a \$2 Farmers Market certificate to use at the market and a map showing new bike racks at the market. The promotion was conducted over three weeks at each of the markets, with ridership increasing each week.
- **Provided seed money for garden projects at SECA (South Education Center Alternative), STEM School (Richfield), Highlands Elementary (Edina) and Poplar Bridge Elementary (Bloomington).** The gardens at SECA, STEM School and Highlands have been built, planted and harvested. Gardens at Poplar Bridge have been built for use next growing season. The garden projects are a result of SHIP mini-grants awarded earlier this year to increase student awareness of and access to fresh fruits and vegetables and increase physical activity. Students were actively involved in building the gardens, planting, maintaining and harvesting the produce, preparing foods and participating in tastings and meal celebrations.
- **Assisted Southdale Internal Medicine, P.A. plan implementation of obesity and chronic disease prevention guidelines.** Presented information to physicians at Southdale Internal Medicine, P.A. on two prevention guidelines: *Prevention and Management of Obesity* and *Primary Prevention of Chronic Disease*. The guidelines are best practices

developed by the Institute for Clinical Systems Improvement (ICSI). Provided a toolkit of resources and support materials developed by SHIP staff. Surveyed providers on current treatment strategies and supported clinic staff in gathering additional data to set goals for implementation of guidelines.

- **Conducted online survey to assess use of the Farmers Market.** One hundred seventy-one people responded, but not all responded to each of 16 survey questions. Over half (54 percent) of those responding spend at least \$21 every visit. Forty-two percent of people increased their fruit consumption and sixty-seven percent increased their vegetable consumption. Park and Recreation staff assisted with the survey.

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## ■ ASSURE THE QUALITY AND ACCESSIBILITY TO HEALTH SERVICES

- **Followed-up on 5 new senior and vulnerable adult referrals.** Referrals were for chronic disease management (3) and mental illness (2). 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 Public Health Nurse offered additional services beyond what was requested by a client with severe back pain. The Edina Resource Center made the referral for assistance with homemaking. After completing a functional and safety assessment for the client, the PHN also offered food delivery and transportation assistance. Most importantly, the Nurse assisted the client to obtain a home physical therapy referral through her doctor.

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

- **Conducted 5 workshops to train 82 faith community leaders to use the new *Faith Based Organizations Emergency Preparedness Toolkit*.** The Toolkit was also presented at the Minnesota Department of Health's Mass Prophylaxis Conference.
- **Conducted 9 focus groups to identify barriers to accessing H1N1 vaccinations (5 in Bloomington, 1 in Edina and 2 in Richfield).** A total of 82 persons from at-risk populations participated. They included low-income seniors and persons with limited English.

# BPH Staff Involvement in Community Groups

Edina ■

## EDINA

Edina Community Council  
Edina Chemical Health Partners  
Edina Partners for Early Education  
Edina Professionals Serving Seniors  
Edina Resource Center  
Edina Senior Center Advisory Council  
Family Center Advisory Committee  
Help Me Grow South Hennepin (formerly known as SHIELD)

## REGIONAL WORKGROUPS

### **Emergency Preparedness**

Community Outreach  
Cities Readiness Initiative Steering Committee  
Emergency and Community Health Outreach Advisory Committee  
Hennepin County Public Health Emergency Preparedness Advisory Committee  
Metro Health Alert Network Coordinators  
Metro Mass Dispensing  
Metro Medical Reserve Corp / Minnesota Responds  
Metro Pharmaceutical Cache  
Metropolitan Medical Response System Special Needs Sheltering Task Force  
Public Health Emergency Coordinators  
Regional Exercise

### **Health Promotion and Planning**

Hennepin County Advisory Board of Health Tri-City Partners  
Tri-City Partners

### **Family Health**

South Hennepin Interagency Early Intervention Governance Committee  
(includes Edina, Bloomington, Richfield and Eden Prairie School Districts)



# 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	234	
School educational presentations	<i># of students</i>	495	0	0	
SHIP presentations	<i># of attendees</i>	25	31	13	

### ■ 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	5	
Public Health Nurse visits	<i># of individual nursing visits</i>	10	10	4	
Service coordination	<i># of calls and case conferences</i>	25	18	7	
Senior hearing screening	<i># of participants</i>	16	6	16	
Senior Community Public Health Nurse Clinics	<i># of clients</i>	75	103	140	
	<i># of consultations</i>	118	124	130	
Health education presentations	<i># of participants</i>	0	27	0	

### ■ FAMILY HEALTH SERVICES

Maternal and Child Health PHN home-visiting

	<i># of families</i>	28	22	24	
	<i># of clients</i>	50	42	48	
	<i># of visits</i>	126	106	85	
Car seats	<i># referrals</i>	0	0	2	
SHIELD	<i># of children</i>	15	18	18	
Police reports reviewed for follow-up	<i># of families</i>	16	5	15	
South Vista	<i># of pregnant and/or parenting adolescents</i>	1	1	1	
Follow Along clients	<i># of children enrolled</i>	29	30	29	
Child-care consultations	<i># of centers / # of visits made</i>	3/9	3/9	3/8	
High-risk birth certificate referrals follow-up	<i># of babies</i>	32	47	20	

	Q1	Q2	Q3	Q4
Community health presentations	117	115	234	
School educational presentations	495	0	0	
SHIP presentations	25	31	13	
Individual clients served	12	14	5	
Public Health Nurse visits	10	10	4	
Service coordination	25	18	7	
Senior hearing screening	16	6	16	
Senior Community Public Health Nurse Clinics	75	103	140	
	118	124	130	
Health education presentations	0	27	0	
Maternal and Child Health PHN home-visiting				
	28	22	24	
	50	42	48	
	126	106	85	
Car seats	0	0	2	
SHIELD	15	18	18	
Police reports reviewed for follow-up	16	5	15	
South Vista	1	1	1	
Follow Along clients	29	30	29	
Child-care consultations	3/9	3/9	3/8	
High-risk birth certificate referrals follow-up	32	47	20	

## ■ CLINIC SERVICES

		Q1	Q2	Q3	Q4
Women, Infants and Children (WIC)	<i># of clients(unduplicated)</i>	204	218	210	
Health Risk Assessment Clinic	<i># of clients</i>	6	4	6	
Sage Screening Program	<i># of clients</i>	6	7	14	
SagePlus Cardiovascular Screening	<i># of clients</i>	2	3	5	
Immunization Clinic	<i># of adult clients</i>	1	3	2	
	<i># of immunizations</i>	1	3	5	
Immunization Clinic	<i># of children</i>	1	2	11	
	<i># of immunizations</i>	2	9	26	
Flu shots - seasonal	<i># of clients</i>	13	0	80	
<b>Flu shots - H1N1</b>	<i># of immunizations</i>	<b>233</b>	0	NA	
Head Start early childhood screenings	<i># of children screened</i>	NA	0	2	
Intake calls & drop-in visits	<i># of contacts</i>	25	29	20	
Perinatal Hepatitis B	<i># of clients</i>	1	0	0	
Reportable disease follow-up / consultations	<i># of contacts</i>	12	10	14	