



BPH

Bloomington Public Health Quarterly Report ■

For the City of Edina

October – December 2011

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
- Prevent the spread of infectious diseases
- Prepare for and respond to disasters and assist communities in recovery

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

- **Addressed the following topics at monthly Senior Clinics:**
 - October Preventive Procedures:** When and what; what Medicare will pay for
 - November Gastric Esophageal Reflux Disease:** Causes, tips and how to lessen symptoms
 - December Year in Review**
- **Provided age-related guidance to parents on keeping children from using alcohol, tobacco and other drugs.** Public Health staff worked with Tri-City Partners Coalition Members to produce and distribute electronic and 3,000 print versions of *Raising Drug-Free Kids – Advice by Age*. The resource was adapted with permission from the Partnership for a Drug-Free America. A Substance Abuse and Mental Health Services Administration grant provided funds for the resource.
- **Reported Tri-City Partners Coalition accomplishments to its stakeholders.** Created and distributed electronic and print versions of the Coalition’s annual report.
- **Increased capacity of the Tri-City Partners Coalition to meet its goals and objectives for reducing youth substance use.** Held city-specific Steering Committee meetings to better target the needs of each of the three cities regarding youth substance use

prevention. The decision to hold separate meetings for each city resulted from the Coalition's September strategic planning retreat.

- **Gathered information on perceptions of each city's unique opportunities, barriers and needs concerning underage drinking, marijuana and prescription drug use prevention.** Conducted key informant interviews with 25 representatives from education, law enforcement, faith, business, parent, athletic, healthcare, civic, youth-serving and volunteer organizations. Prepared a summary report of the findings. The information will be used for community assessment purposes and to plan current and future activities. .
- **Promoted healthy family outcomes to staff from Hennepin County child care facilities.** Twenty service providers attended the presentation with the following topics: Help Me Grow, special needs children, growth and development, and holiday and toy safety.
- **Reported Help Me Grow accomplishments to representatives from the Bloomington, Edina, Richfield and Eden Prairie school districts.** Public health nurses manage the central intake, referral and follow-up process for birth to three year old early intervention services.
- **Improved Public Health Nurse home visiting documentation and outcome reporting ability.** Maternal Child Health and Senior Health home visiting nurses trained in the OMAHA System. OMAHA is a nationally standardized computer system which guides practice, documentation and information management and shows outcome statistics in public health nursing.
- **Established a Peer Breastfeeding Support Program to help more new mothers on the Women, Infants and Children (WIC) program successfully breastfeed.** A Minnesota Department of Health grant was used to hire and train 12 peer counselors. Peer counselors are women who have breastfed and are enthusiastic about helping other women have a positive breastfeeding experience. They will individually help women on WIC overcome breastfeeding obstacles and will support them with initiation and duration.
- **Increased WIC farmers market coupon redemption from 49% in 2010 to 52% in 2011.** WIC and SHIP staff identified actions to increase WIC farmers market coupon redemption including translating brochures and providing information about how to cook produce. WIC staff promoted using farmers market vouchers with clients at WIC clinic visits. SHIP promoted using farmers markets for easy access to locally-grown produce.
- **Heightened awareness during Chemical Health Week about the dangers of youth substance use.** Provided technical assistance for the event and helped Edina staff distribute Red Ribbon event promotion kits to over 40 Edina medical clinics.

SHIP (STATEWIDE HEALTH IMPROVEMENT PROGRAM)

- **Increased the availability of fresh fruits and vegetables for health benefits to low-income community members.** Seven faith-based organizations that received SHIP grant money for new community gardens donated 1900 pounds of their harvest to area food shelves. SHIP contributed further to the success with funds for garden workshops and technical assistance.
- **Increased the capacity for sustainable community gardens as a continued resource for fresh fruits and vegetables.** SHIP held two workshops to help community gardens overcome common growing problems and maintain participation. Gardening experts conducted the workshops. Thirty-six people representing schoolyard and community gardens attended.
- **Monitored attendance, use of Electronic Benefits Transfers and WIC program coupon redemption at farmers markets to identify ways for increasing farmers market use.** Promoting farmers markets is a SHIP strategy for increasing access to fresh produce.
- **Improved sustainability of 9 schoolyard gardens by working with key school staff and participants to plan garden goals and outcomes.** Garden goals addressed integration with the curriculum and school lunch/food service. SHIP promotes school gardens as a means for getting children to eat vegetables. Teachers have shared anecdotes regarding its efficacy for that purpose.
- **Created awareness of and student participation in walking and biking to school for physical activity.** Eight elementary schools had a total of 523 students walk or bike to school on International Walk or Bike to School Day. Shared promotional materials with schools, and distributed prizes donated by Transit for Livable Communities to students who walked/biked. School staff, *do.town* staff and a girl scout troupe at Poplar Bridge Elementary assisted at the event.
- **Developed a SHIP 2012-13 plan to continue improving healthy eating, physical activity and tobacco free environments in communities and schools.** Worked with city and school district leaders to develop and gain commitments for the plan.

■ ASSURE THE QUALITY AND ACCESSIBILITY TO HEALTH SERVICES

- **Followed-up on 17 new senior and vulnerable adult referrals.** PHNs conducted in-home assessments and arranged resources to help clients live safely and independently in their homes. Referrals were as follows:
 - Mental health concerns – 4
 - Chronic disease management – 3
 - Unsanitary dwelling – 3
 - Other psychosocial issues (housing or finances) – 3
 - Fall – 2

▫ Dementia – 2

In one case, a PHN spent considerable time helping an elderly woman’s several children come together and make a decision about her care. The woman had memory problems, and the children all had different levels of understanding and ideas about her care. Police requested help from Public Health after they responded to the elderly woman’s home alarm and she didn’t know what it was or how to turn it off. After the Nurse’s help, the children made suitable living arrangements for their mother.

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

- Augmented the community’s capacity for providing medical assistance in emergencies by promoting the Bloomington-Edina-Richfield Medical Reserve Corp and orienting 8 new members.
- Presented a Hazard Vulnerability Assessment Tool at the Statewide PHEP (Public Health Emergency Preparedness) Rally.
- Presented about Public Health Emergency Preparedness to Bethel Student Nurses.
- Developed emergency response go-kits for the Police Chaplain Programs in partnership with police.
- Developed a Multi-Year Training and Exercise Plan in partnership with Emergency Management, Police and Fairview Hospital.
- Disseminated 62 flu vaccinations in partnership with Edina schools.

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)
Edina Community Council

KEY REGIONAL WORKGROUPS

Emergency Preparedness

Cities Readiness Initiative Coordinating 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
Public Health Emergency Coordinators
Regional Exercise
Metro Public Information Officers

Health Promotion and Planning

Hennepin County Advisory Board of Health
Tri-City Partners

Family Health

Metro Alliance for Healthy Families (Bloomington)
South Hennepin Interagency Early Intervention Governance Committee
(includes Bloomington, Edina, Richfield and Eden Prairie School Districts)



BPH Quarterly Numbers Report for Edina ■

2011 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>	68	150	154	128
School educational presentations	<i># of students</i>	0	572	0	0
SHIP presentations	<i># of attendees</i>	41	31	28	34

■ 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	12	18	21
Public Health Nurse visits	<i># of individual nursing visits</i>	10	4	10	13
Service coordination	<i># of calls and case conferences</i>	13	13	22	25
Senior hearing screening	<i># of participants</i>	9	3	14	7
Senior Community Public Health Nurse Clinics	<i># of clients</i>	83	117	151	198
	<i># of consultations</i>	129	110	113	120
Health education presentations	<i># of participants</i>	8	0	0	0

■ FAMILY HEALTH SERVICES

Maternal and Child Health PHN home-visiting

	<i># of families</i>	16	26	18	22
	<i># of clients</i>	29	49	32	41
	<i># of visits</i>	58	86	54	86
Car seats	<i># referrals</i>	0	2	6	1
Help Me Grow	<i># of children</i>	11	17	6	17
Police reports reviewed for follow-up	<i># of families</i>	34	28	19	48
South Vista	<i># of pregnant and/or parenting adolescents</i>	2	1	2	2
Follow Along clients	<i># of children enrolled</i>	25	27	26	22
Child-care consultations	<i># of centers</i>	3	3	3	3
	<i># of visits made</i>	9	9	9	9
High-risk birth certificate referrals follow-up	<i># of babies</i>	41	62	58	94

■ CLINIC SERVICES

		Q1	Q2	Q3	Q4
Women, Infants and Children (WIC)	<i># of clients(unduplicated)</i>	545	543	604	554
Health Risk Assessment Clinic	<i># of clients</i>	2	2	0	7
Sage Screening Program	<i># of clients</i>	17	13	8	8
SagePlus Cardiovascular Screening	<i># of clients</i>	8	8	5	5
Immunization Clinic	<i># of adult clients</i>	1	1	1	3
	<i># of immunizations</i>	1	1	1	4
Immunization Clinic	<i># of children</i>	5	1	13	5
	<i># of immunizations</i>	15	3	36	11
Flu shots - seasonal	<i># of clients</i>	47	0	120	571
Head Start early childhood screenings	<i># of children screened</i>	0	0	0	0
Intake calls & drop-in visits	<i># of contacts</i>	13	20	15	20
Perinatal Hepatitis B	<i># of clients</i>	1	0	0	1
Reportable disease follow-up / consultations	<i># of contacts</i>	15	13	15	67