

PUBLIC HEALTH

An integrated system of partnerships



2012 ANNUAL REPORT
Bloomington Public Health
Serving Bloomington, Edina and Richfield



Karen Zeleznak,
Public Health Administrator

“Together we can make a collective impact in ways none of us can do alone.”

Dear Friends of Public Health,

Partnerships—it’s the way we work in public health. One aspect of our work focuses on providing services to individuals. The other part of our job is focused on the health of the population, and that means everyone in the community. In order to do that, we have to engage the many partners that have a hand in this—the schools, community education, the faith communities, the hospitals, clinics and health plans to name a few.

I’d like to highlight several examples of our successful partnerships: In 2012, the five Community Health Boards serving Hennepin County formed the Community Health Improvement Partnership (CHIP) to foster stronger alliances across public and private organizations and to target important health issues, together, for greater impact. The plan that was developed will serve as a guide for how local health boards, hospitals, health plans, clinics and other community organizations will focus and align their work to improve the health of the populations and communities they jointly serve.

In other successful partnerships, we joined with Bloomington, Edina and Richfield Parks and Recreation Departments to make concessions healthier at the aquatic centers, ice arenas and golf courses. A Community Food Partnership was started to help improve access to healthy food. Also, Bloomington Police, Fire and Emergency Medical Services initiated a Heart Safe Community Program to engage the community in efforts to improve the chance of survival from sudden cardiac arrest through early cardiopulmonary resuscitation (CPR).

We know that together we can do more. Together we can make a collective impact in ways none of us can do alone.

Here’s to your health!

Table of Contents

What is Public Health?	3
Programs and Services	4
Services Report	5
Trends in Public Health Services	17
Spotlight	21
Community Participation	24
2012 Financials	25
2012 Staffing	26
Who we are Mission Goals	Back



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, disease and injury prevention research, and infectious disease detection and control.

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. This work involves reducing 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 will continue to improve the health of our populations.





Programs and Services

The Public Health Division is comprised of six program areas. Each focuses on a unique area of service vital to fulfilling the Division's mission to promote, protect and improve the health of our community. Our wide range of services include the following:

Clinical Services

Health Promotion

Disease Prevention & Control

Emergency Preparedness

Family Health

Vulnerable Adults and Senior Programs



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.





Rosa, a WIC breastfeeding peer counselor, helped this new mom with breastfeeding when she needed it most. When she left WIC clinic this day, she was happy and relieved to be nursing her baby comfortably. Almost 90 percent of women who were on the WIC program for at least 3 months while pregnant, started breastfeeding their newborn.

ASSURING QUALITY AND ACCESSIBILITY 2012

WOMEN'S HEALTH

- BREAST AND CERVICAL CANCER SCREENING** *# of clients*
 Sage Program for uninsured and under-insured women age 40 and older.
- CARDIOVASCULAR SCREENING** *# of clients*
 Sage Plus Program for cardiovascular education.

WIC (WOMEN, INFANTS, AND CHILDREN) *# of clients/# of visits*
 For nutritionally at-risk pregnant and breast-feeding women and children up to five years of age. Provides nutrition education and food vouchers.

HEALTH RISK ASSESSMENT *# of assessments*
 Cholesterol, lipid profile, and total blood chemistry tested at quarterly clinics. One-on-one nutrition education sessions included.

	Bloomington	Edina	Richfield	Other Cities
BREAST AND CERVICAL CANCER SCREENING	124	44	54	991
CARDIOVASCULAR SCREENING	72	30	38	630
WIC (WOMEN, INFANTS, AND CHILDREN)	2656/ 18752	360/ 2542	1765/ 12461	NA
HEALTH RISK ASSESSMENT	50	10	4	25

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 access to healthy behaviors.





Sixty area student athletes attended Life of an Athlete training presented by John Underwood and offered by Bloomington Public Health and the Tri-City Partners Coalition. Students learned what it takes to be their best—not just at sports but also in life. Mr. Underwood urged them to be leaders for fellow students.

PROMOTING HEALTH IN THE COMMUNITY 2012

CLASSES AND OUTREACH

of student attendees

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.

EDUCATIONAL PRESENTATIONS

of attendees

Directed to parents, adults, community members. Information on healthy behaviors, asset building, limit setting, alcohol, tobacco, other drugs, and laws involving youth.

STATEWIDE HEALTH IMPROVEMENT PROGRAM PRESENTATIONS

of attendees

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

SENIOR HEALTH PROMOTION

of attendees

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

CAR SEATS

of car seats provided

Staff person, nationally certified as a child passenger safety technician, provides car seats and education to assure proper use by parents and children.

Bloomington and other cities	Edina	Richfield
3334	394	682
1411	635	423
427	56	164
150	0	0
60	5	50

Services

Disease Prevention & Control Program

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.





One of our nurses, Janet, immunizes a young man from the community. In 2012, a pertussis epidemic occurred in Minnesota and other states. Public Health encouraged vaccinations in the general public, particularly for pregnant women and caregivers of infants. We conducted phone interviews with people who had symptoms and provided vaccinations for those without health insurance.

PREVENTING INFECTIOUS DISEASE 2012

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.

of clients/# of shots

ADULT IMMUNIZATIONS

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

of clients/# of shots

MANTOUX

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

of clients

Bloomington	Edina	Richfield	Other Cities
2490	662	200	154
83/ 249	27/ 66	38/ 112	80/ 257
137/ 215	40/ 59	29/ 43	184/ 330
87	11	22	173

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-based and community based organizations and others.



PREPARING FOR AND RESPONDING TO DISASTERS 2012

INCREASED COMMUNITY PREPAREDNESS

- Conducted emergency preparedness workshops for 6 Community-Based Organizations and 30 people from Faith-Based Organizations.
- Surveyed emergency response preparedness of nearly 300 area service agencies.
- Tested effectiveness of Minnesota Department of Health emergency communications protocol.
- Scored 90% in an assessment of our preparations for an anthrax response.
- Participated in the Metro Hospital Compact Exercise that included contacting Bloomington Public Health for Medical Reserve Corps (MRC) volunteers.
- Participated in a regional planning workshop on Family Assistance Centers, which would be needed in a mass fatality event.
- Participated in a Biohazard Detection System Alert Response Exercise.
- Provided cribbing training, taught by the Bloomington Fire Department, to 18 Bloomington and 4 Richfield Community Emergency Response Team (CERT) Members.
- Conducted a Family Assistance Center tabletop exercise in partnership with the Emergency Preparedness Resource Group for 9 Bloomington CERT members .
- Trained 31 CERT members to help guard our community from terrorism.



These community volunteers are training in basic emergency response skills to become CERT members. When training is complete, 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 conducts the training with assistance from emergency personnel.

INCREASED CITY'S CAPACITY TO RESPOND

- Held an MRC Open House and recruited 9 new MRC volunteers.
- Conducted CERT Basic Training for 34 new members.
- Provided CERT training for Best Buy Employees.

Services

Family Health Programs

address 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 child care providers and outreach to families with high-risk births.



Public Health Nurses make home visits to help new parents feel confident and secure in their ability to care for and nurture their new baby. When they visit, they often bring



IMPROVING THE HEALTH OF FAMILIES 2012

SCHOOL HEALTH SERVICES

- CHARTER AND NON-PUBLIC SCHOOLS IN RICHFIELD

Nursing services for adults and children including first aid, medication administration, consultation and follow-up.

of student contacts/# of adult contacts

Vision, hearing and scoliosis screening.

- HEAD START

of screenings

Child health and developmental screening.

- SOUTH VISTA/WAVE ALTERNATIVE HIGH SCHOOL

54 families/71clients

Nursing services to students.

CHILD CARE CENTER/CONSULTATIONS

of visits/# of centers

Monthly health and safety consultations with daycare center staff and directors.

HELP ME GROW SOUTH HENNEPIN

of referrals/# of visits

Families with concerns about their child's (age 0-3 years) development can access resources for help. Nurses assist families through the process.

FOLLOW-ALONG PROGRAM

of children enrolled

Helps parents know if their child's (age 0-3 years) development (playing, talking, laughing, moving, growing) is age-appropriate through periodic questionnaires.

VISITS TO FAMILIES

- PUBLIC HEALTH NURSE HOME VISITS

of clients/# of 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

of clients/# of visits

Visits to new parents for high-risk pregnancy, post-partum and newborn care.

- BIRTH CERTIFICATE FOLLOW-UP

of newborns

Information provided to families with new babies. Invited to enroll in Follow-Along Program. Home visits offered.

- COMMUNITY RESOURCE SPECIALIST

of phone and home visits

Bilingual, Spanish-speaking staff provide resources to families.

FAMILY SUPPORT PROGRAM

of reports reviewed

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

	Bloomington	Edina	Richfield	Eden Prairie
	NA	NA	1413/ 326	NA
	NA	NA	73	NA
	30	8	70	NA
	561 visits			
	107/10	36/3	64/6	16/2
	131/ 289	77/ 176	95/ 180	87/ 191
	194	38	126	46
	344/816	66/142	288/614	12/14
	63/567	14/187	26/176	2/2
	710	290	469	N/A
	638	91	966	59
	378	151	16	NA

Services

Vulnerable Adults and Senior Programs

strive 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 2012

TALK WITH THE NURSE

of clients/# of visits

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.

HIGH-RISK HOME ASSESSMENT

of clients/# of visits

Public Health Nurses assess physical, psychosocial, and environmental risk factors and provide referrals, consultation, education, and advocacy for vulnerable seniors.

HEARING SCREENINGS FOR SENIORS

of screenings

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

Bloomington	Edina	Richfield
619 1566	180 454	178 461
141 581	53 77	31 128
9	34	NA



Public Health Nurse, Bruce, discusses health topics that are important to seniors at a Talk With The Nurse clinic. These monthly clinics are held at several locations in Bloomington, Edina and Richfield.



Trends

in Public Health services

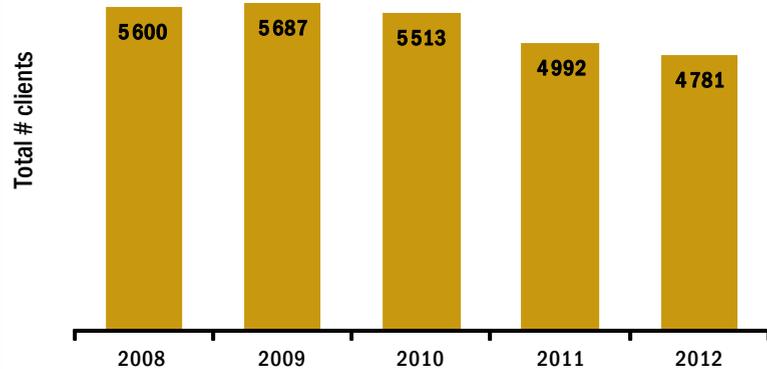
WIC

The WIC Program provides nutrition education and food vouchers for income-eligible pregnant and breastfeeding women, infants and children. The result is healthier pregnancies and babies. These clients made 33,755 visits in 2012.

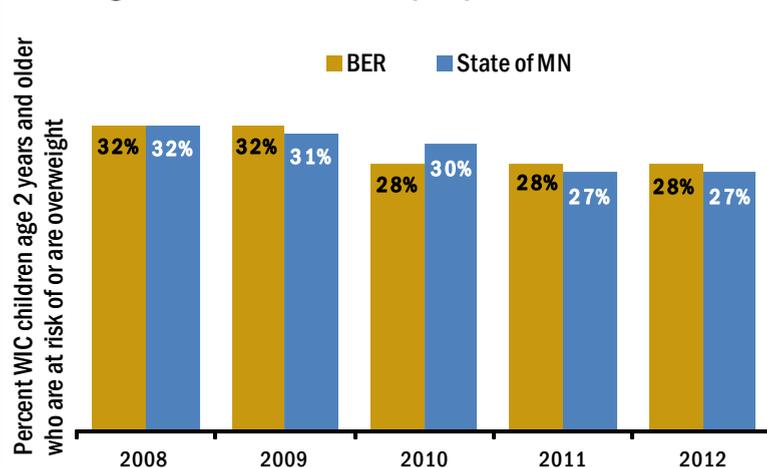
Overweight Children in WIC

In BER, the percentage of children in WIC age 2 years and older who are overweight or at risk for overweight declined from 2009 to 2010. These children are less at risk for becoming obese.

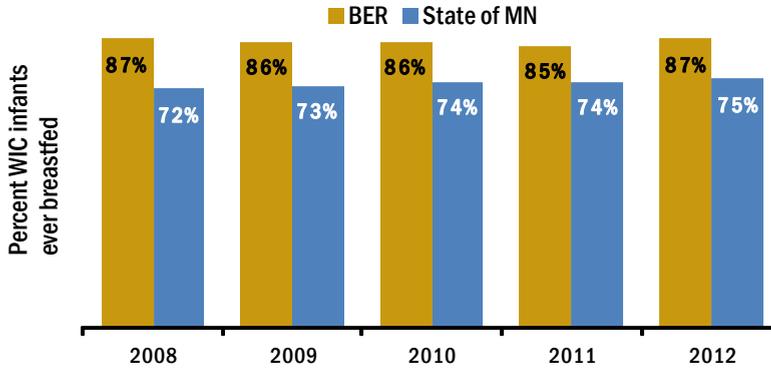
**Number of WIC Clients (unduplicated)
Bloomington, Edina and Richfield (BER)**



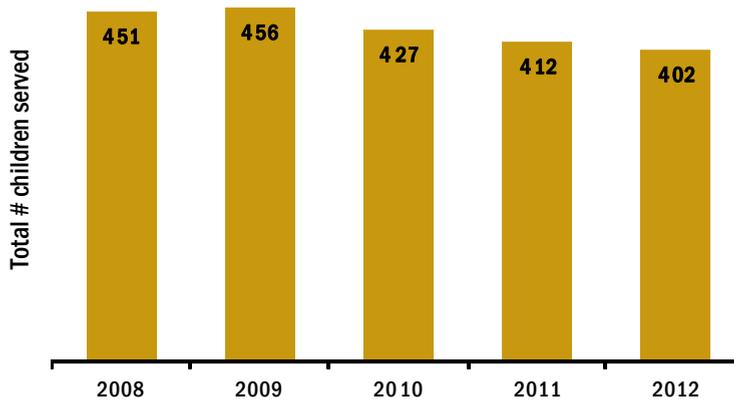
**Children in WIC Overweight or at Risk of Overweight
Bloomington, Edina and Richfield (BER)**



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 collaborative with Bloomington, Edina, Richfield and Eden Prairie school districts. Increased access to services results in these children being more ready for school.



Trends

in Public Health services

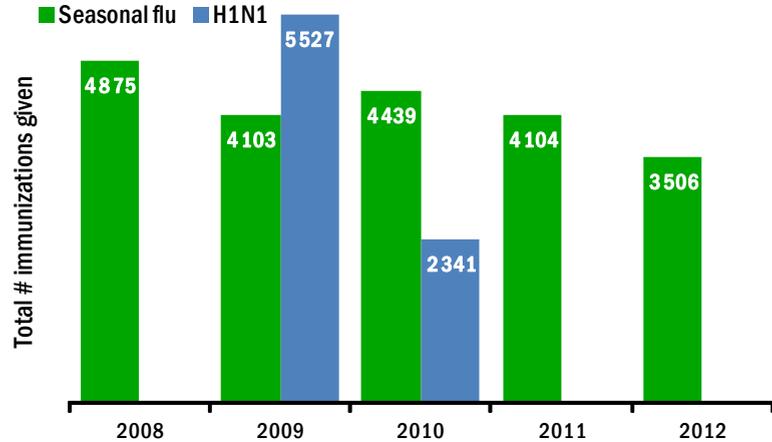
Flu Shots

The Centers for Disease Control and Prevention now recommends most people get flu shots. Fewer flu shots were given in 2012 than in the previous four years.

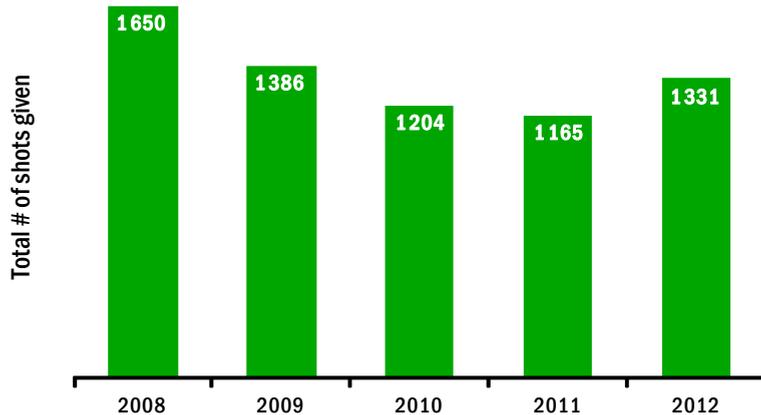
Immunizations

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.

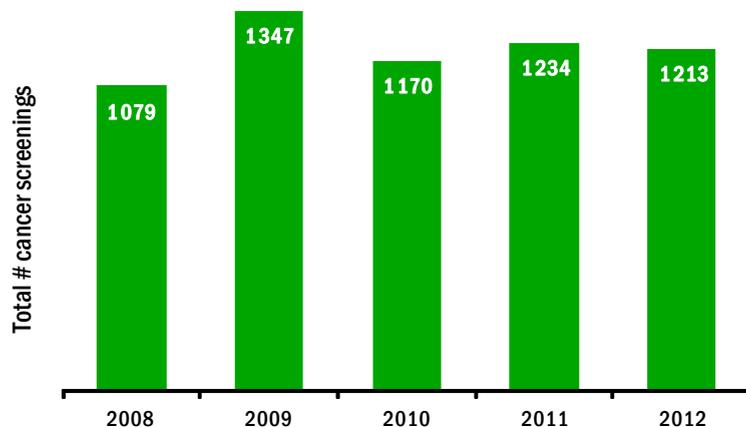
Influenza



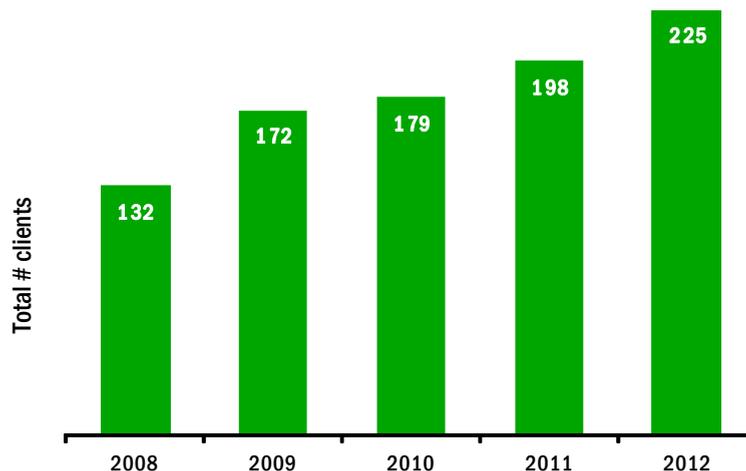
Immunizations - Children and Adults



Breast and Cervical Cancer Screening



High-Risk Home Assessments



Women 40+ Health Screening

In 2012, 15 of our 1213 clients were diagnosed with breast cancer, and 276 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. Eighty-four percent of clients receiving follow-up services have improved their safety.

Spotlight

Maternal and Child Health

More help for overburdened families gives children a better start

"You can see it working. Just by rephrasing what I say with the young mom I work with, by reinforcing her strengths and smart choices, she is starting to thrive as a parent."

Bloomington Public Health Nurse

Healthy Families America is a national model that has shown to decrease numbers of child abuse reports in families at risk for the behavior. Further, it has proven to raise school readiness of children in these families.

With increased federal funding from the Minnesota Department of Health, we were able to expand our reach in 2012 from serving 67 clients (569 visits) to 105 clients (932 visits). More families are receiving intensive home visiting services with the goal of helping children remain socially, emotionally and physically healthy.

This is a relationship based program that focuses on parents' strengths and requires specialized training for Public Health Nurses (PHN's) providing the service. Families enroll voluntarily after completing a survey indicating they have risk factors. Public Health Nurses visit with families in their homes weekly for the first 6-12 months. When deemed appropriate, visits are made bi-weekly to monthly.

Children remain socially, emotionally and physically healthy.





Statewide Health Improvement Program/*do.town*

Healthier concessions give more opportunities to eat healthy

Statewide Health Improvement Program (SHIP) staff found a way for city concessions to make money by selling healthy food. For families and individuals who enjoy the cities' recreation spots, it means they can now have fun and eat healthy at the same time.

SHIP staff worked with concession operators in Bloomington, Edina and Richfield to have 40 percent of their menu meeting healthier choice guidelines and to gradually increase that amount. One example of a healthier change is offering a yogurt smoothie instead of a flavored slush.

"Linking financial training and healthy concession options has not been tried elsewhere that we know of. It was appealing to managers as most had not been offered training in running financially successful operations."

Bloomington Public Health Nutritionist

The risk of losing money with these menu changes was a big concern for concession stand operators because profits are critical for tight city budgets. Consequently, SHIP took an innovative approach to increasing healthier foods by first offering a workshop on increasing profits. After making healthier menu changes, the Edina Aquatic Center increased profits by 12 percent, the Richfield pool increased profits by 20 percent and the Dwan Golf Club decreased food costs by 6 percent.

With healthier concessions, the healthy choice is an easier choice.



Community Participation

The Advisory Boards of Health for Bloomington and Richfield and the Community Health Committee 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
Michael Dardis

Gregory Harms
Kent Johnson

Carol Oldowski
David Olsen

Allyson Schlichte

2012 Projects

- Presented six Food Safety Awards recognizing commitment to excellence in the food safety area.
- Presented the twenty-first Health Promotion Award to Katie Palmsten for her work to implement nutrition and physical activity policies and best practices.
- Received regular updates from *do.town* and the Statewide Health Improvement Program.
- Learned about climate change and public health and reviewed response steps taken during the summer's heat emergency.
- Received regular updates on emerging health issues, including fungal meningitis and the response to the seasonal flu and pertussis outbreaks..
- Received an update on the intensive home visiting program and the plans to expand participation.
- Participated in a Strengths-Weaknesses-Opportunities-Threats Analysis (SWOT) for the Division's Strategic Plan.

Edina Community Health Committee

Jeff Bartleson
Kumar Belani

Matt Doscotch
Jan Johnson

Mary Jo Kingston
Kaia Lindquist, student

Nancy Ott-Pinckaers
Carolyn Peterson

Adnan Qureshi
Helen Risser, student

2012 Projects

- Began work on the Community Garden Project.
- Reviewed, revised and forwarded Food Procurement Recommendation to Council.
- Reviewed Community Health Services.
- Completed member orientation.
- Participated in joint meeting with the Bloomington and Richfield Advisory Boards of Health.
- Reviewed Public Health Emergency Preparedness Services.
- Developed three subgroups to study: 1)aging/senior population, 2) youth population and 3) general health.
- Participated in Edina Health and Wellness Expo.
- Developed work plan for 2013.

Richfield Advisory Board of Health

Emily Blom
Callmie Dennis

Betty Gustafson
Kirsten Johnson

Yazdaan Juma
Rosemary LaBlanc

Chris Olson
Patrick Suglia

Matt Tietje
Jennifer Turrentine

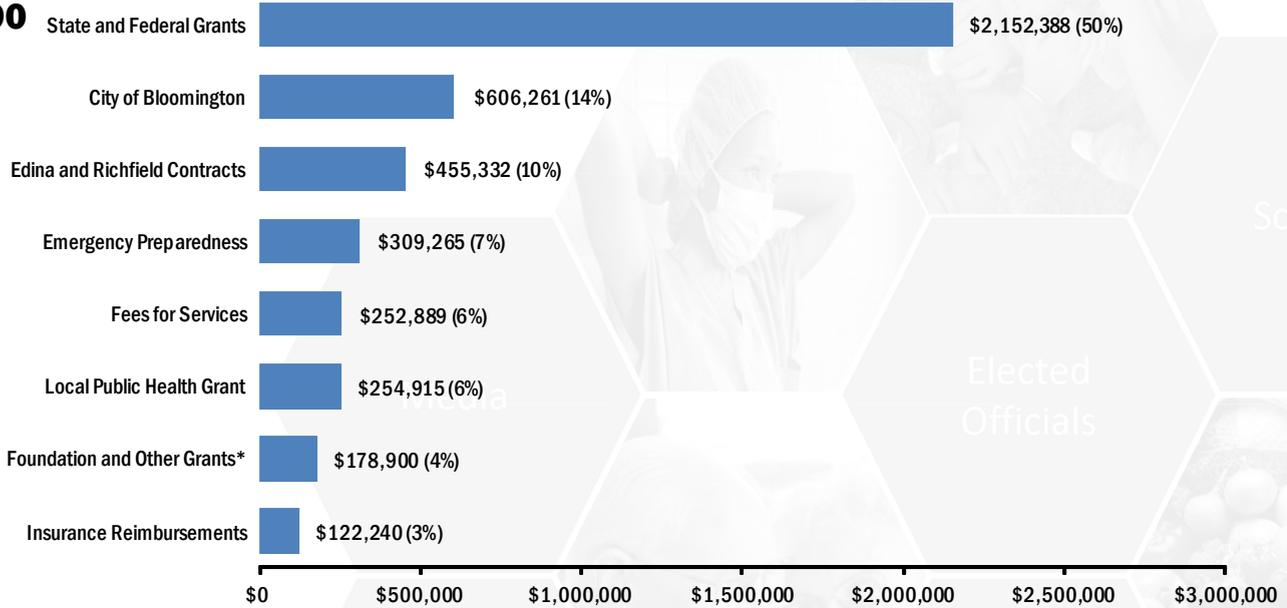
2012 Projects

- Presented annual Food Safety Awards to food establishments in three categories.
- Assisted with planning and participated in the Richfield School District Wellness Expo.
- Participated in organizing the first Open Streets at Penn Fest.
- Provided a liaison to the Richfield Bike Task Force to be active in building a bicycle-friendly Richfield.
- Served on the Tri-City Partners Coalition to support youth health and reduce substance use.
- Sit on the Statewide Health Improvement Program Community Leadership Team giving input to making healthy choices easier.
- Supported *do.town* through participation in surveys and events.
- Attended quarterly State Community Health Services Advisory Committee meetings to stay updated on public health issues.

2012 Financials

Total Revenue

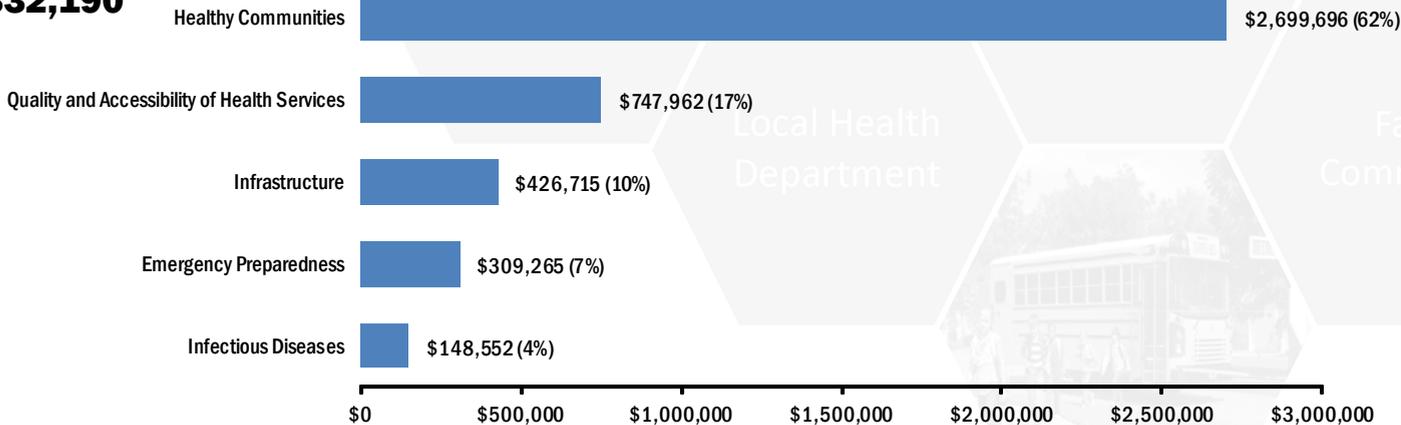
\$4,332,190



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

Total Expenses

\$4,332,190



2012 Staffing

Distribution of Employees

Business

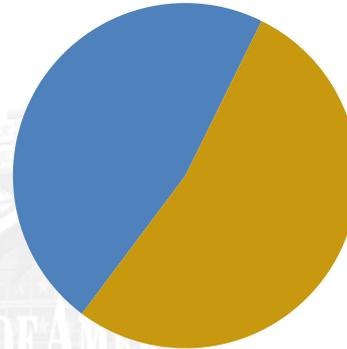
61 Staff

■ Full-Time Positions = 29 people

■ Part-Time Staff = 32 people

44 Full-Time Equivalents

48%



52%

Community
Conditions

Aging

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

- 1 Physician

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

Goals

TO EMPOWER PEOPLE to lead healthy lives

TO BUILD AN ENVIRONMENT free of preventable problems

TO ASSURE ACCESS to appropriate health care at a reasonable cost



Bloomington Public Health · 1900 W. Old Shakopee Road · Bloomington, MN 55431
(952) 563-8900 · V/TTY 952-563-8900 · www.ci.bloomington.mn.us