



**Goodhue County
Community
Health
Improvement
Plan (CHIP)**

2023-2025

Top health priorities identified in Goodhue County, Minnesota

Executive Summary

The Community Health Improvement Plan (CHIP)

is a guiding document which supports active engagement by community members and organizations in improving the health of Goodhue County. It is intended to be a framework for measurable change in addressing the needs identified in the last community health needs assessment.

This 2023 to 2025 plan is based on the 2022 Goodhue County Community Health Needs Assessment (CHNA). A copy of this assessment can be accessed at co.goodhue.mn.us/chna.

The CHIP is the responsibility of Goodhue County Health and Human Services (GCHHS) under Minnesota Statutes §145A and is required by the Public Health Accreditation Board. The CHIP reflects the results of a collaborative planning process between GCHHS and the community. It is a commitment by the community to improve the health of Goodhue County by advocating for and directing resources towards health priorities.

Three chosen priorities for 2023-2025 are:

- Support mental wellbeing through mental health care and social connection,
- Advocate for more housing, and
- Address chemical health in youth and reduce overdose deaths.

The Goodhue County Community Health Assessment Committee is responsible for advancing this work. The health priorities were chosen based on feedback from community members, community agencies, and other key stakeholders. The data from the 2022 CHNA informed these conversations and was kept at the center of the development of the strategies found in the CHIP.

This plan is about improving the health of the community together and achieving the Community Health Assessment Committee's vision. That vision is equitable opportunity for all Goodhue County residents to experience optimal health across the dimensions of wellbeing (physical, social, mental, spiritual, economic, environmental, occupational, and intellectual).

3 Health Priorities Goodhue County 2023-2025

Community Health Improvement Plan (CHIP)

#1



Support Mental Wellbeing through Mental Health Care and Social Connection

#2



Advocate for More Housing

#3



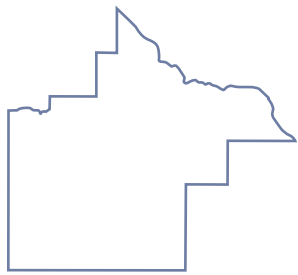
Address Chemical Health in Youth and Reduce Overdose Deaths

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Goodhue County, Minnesota

This Community Health Improvement Plan is about improving the health of all community members in the geographic area of Goodhue County, which is located in southeast Minnesota.



Goodhue County's estimated population is 47,582 (2020 US Census), an increase of 1,399 or 3% since the 2010 Census.

According to US Census 2020 Population Estimates retrieved from the 2022 County Health Rankings,

- 91.5% of the population is non-Hispanic white
- 3.6% is Hispanic
- 1.5% is American Indian and Alaskan Native
- 1.4% is Black or African American
- 0.8% is Asian, and
- 0.1% is Native Hawaiian/ Other Pacific Islander

Goodhue County has 10 cities and 21 townships.

The county is on the Highway 52 corridor between the Twin Cities and Rochester, including the towns of Cannon Falls, Zumbrota, and Pine Island. The Mississippi River town of Red Wing, on U.S. Highway 61, is the county seat. Other rural communities include Goodhue, Kenyon, Wanamingo, Bellechester, Dennison, and Lake City. Most of Lake City and a portion of Pine Island are in neighboring counties.

Households with children under 18 make up 28% of households in Goodhue County (ACS 2017-2021).

School districts include Cannon Falls, Goodhue, Kenyon-Wanamingo, Pine Island, Red Wing, and Goodhue County Education District, plus portions of seven others including Zumbrota-Mazzeppa and Lake City.

A major demographic shift is underway.

In 2018, children aged 0 to 14 were out-numbered by retirees aged 65 and above for the first time in Goodhue County's

history, according to State Demographic Center estimates. In 2013, 18% of Goodhue County residents were over age 65, but the State Demographic Center projects that by 2028, 25% will be over age 65. Our population is becoming older. Goodhue County's population is expected to decline from 2023 to 2033.

An estimated 9% of the population in Goodhue County lives below the poverty line (ACS 2017-2021), and households in Goodhue County had a median income of \$71,414, lower than the state at \$77,706.

(U.S. Census Bureau QuickFacts, 2017-2021)

The county has 780 square miles, much of it prime farmland in active production.

Outside of agriculture, the economy of Goodhue County is specialized in manufacturing, and other large industries include health care and retail. From 2019 to 2021, employment in Goodhue Co. is still down from the pandemic recession *(Minnesota DEED County Profile).*

MAPP Overview

The Community Health Assessment Committee utilized the MAPP model. Mobilizing for Action through Planning and Partnerships (MAPP) is a community-driven strategic planning process for improving community health. Facilitated by public health leaders, this framework helps communities apply strategic thinking to prioritize public health issues and identify resources to address them. MAPP is not an agency-focused assessment process; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health systems.

Public health systems can be defined as all public, private, and voluntary entities that contribute to the public's health and wellbeing throughout the community.

The CHIP involves Phase 3 of the MAPP process, Continuously Improve the Community. This phase provides a framework to prioritize health issues, and develop shared goals, long-term measures, data-driven action, and create a structure to monitor and evaluate the impact on CHIP priorities.



Aligning with state and national frameworks

Overview of process for determining priority health issues

Goodhue County Health and Human Services (GCHHS) and Mayo Clinic Health System (MCHS) have long been partners in the work of community health assessment and improvement planning, but this year, with grant funds from the Minnesota Department of Health, we have been able to further align our work. A consultant helped develop an action plan template for this CHIP that meets the requirements of both local public health and the hospital system.

With this strengthened partnership, GCHHS and MCHS facilitated the Community Assessment Committee in determining priority issues. Data from the top four health issues in the 2022 CHNA were reviewed, themes were identified, and then priority health statements were developed by looking at who is affected, the impact of the issue of overall health, and the factors that contribute to the issue. The CHA Core Group (representatives from GCHHS, MCHS, United Way, and City of Red Wing) then reviewed the developed statements and edited them to provide clarity.

Photo by Kirsten Ford / Focus Design

Hospital quality metrics are a set of standards that quantify inpatient hospital processes and patient outcomes. These include staffing ratios, measures of whether patients got the recommended care for their conditions, as well as patient reports of care they experienced in the hospital.

Healthy Minnesota 2022 priorities:

- Assure that the opportunity to be healthy is available everywhere and for everyone
- Design places and systems for health and well-being
- Make it possible for all to participate in decisions that shape health and well-being

Healthy People 2030 identifies national public health priorities. It provides 10-year, measurable public health objectives.

2023-2025 Goodhue County CHIP Indicators are aligned with Healthy People 2030 Objectives.

Reduce the suicide rate

	National Data Suicides per 100,000 population age adjusted to the 2000 standard population	Goodhue County Data Suicides per 100,000 population, crude death rate
2019	13.9	19.4
2020	13.5	21.0
2021	14.1	14.6

Reduce the proportion of families that spend more than 30% of income on housing

National Disparities by Race/Ethnicity, 2017 (disaggregated data is unavailable at the county level)	National Disparities by Disability, 2017 (disaggregated data is unavailable at the county level)
45% Hispanic	42% people with disabilities
44% Black	33% people without disabilities
30% White	35% total U.S. population

Reduce overdose deaths including opioids

	National Data Deaths per 100,000 population age adjusted to the 2000 standard population	Goodhue County Data Deaths per 100,000 population, crude death rate
2019	15.5	21.6
2020	21.4	12.6
2021	24.7	31.3

National Data and Evidence-Based Resources can be found online at health.gov/healthypeople.

Implementation and monitoring of the plan

The action plans in the appendices identify the assets or resources that will be used to address each priority. Assets and resources can include things like strong community, local coalitions, and social capital as well as the resources the hospital system plans to commit to address the health needs. Each action plan also identifies the roles of the local health department and other partners. A column in the action plan tables identifies a “Strategy Lead” for each activity.

- The local health department, Goodhue County Health and Human Services (GCHHS) will share the action plans with strategy leads to update on a quarterly basis.
- Strategy leads will revise the Action Plan accordingly, for each action they are leading. Strategy leads will provide progress notes for activities to track the status of the effort as well as the most recent performance measure data available to track the results of the actions taken. They may also add, revise, or delete activities.
- GCHHS staff will prepare a CHIP Annual Report for the Community Health Assessment (CHA) Committee. The CHIP Annual Report will share the revision history, progress notes, pictures, and most recent data for performance measures and indicators.



Photo by AndreyPopov / iStock



#1 Health Priority:

Support mental wellbeing through mental health care and social connection

Overview

Mental Health and Mental Disorders was the #1 health issue identified in the 2022 CHNA, and Social Connection and Inclusion was #4. Both access to mental health care and feeling connected and included are factors that impact mental well-being. Barriers such as complex intake processes, lack of providers, insurance coverage, transportation, stigma, lack of education, racism, bullying, and community cohesion made this a priority health issue.

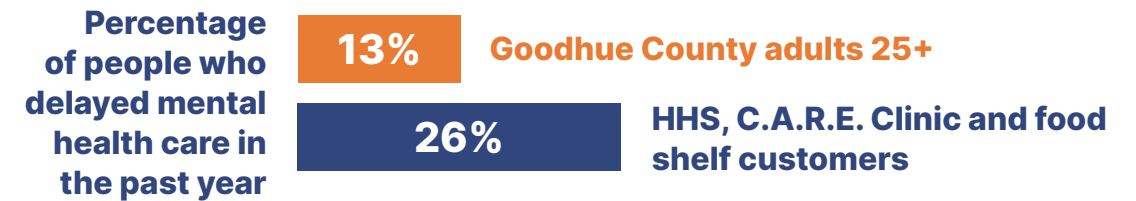
Why this is important

Ensuring that individuals have access to mental health care and social connections can improve lives and communities. For many, removing barriers to services and supports can dramatically reduce or eliminate the risk of suicide, legal issues, family conflict, unemployment, and substance abuse.

In Goodhue County, 13% of adults 25+ delayed mental health care in 2021. And when we look at a lower income population (GCHHS, C.A.R.E. Clinic, and food shelf customers) we see that number rise to 26%. Similarly, those in this population have more mentally unhealthy days (9.1 out 30 days) compared to the general adult population age 25+ (2.8 out of 30 days). However, all Goodhue County residents have experienced an increase in mentally unhealthy days from 2015 to 2021.

Positive relationships at home, at work, and in the community can have a major impact on a person's health and wellbeing, but some people don't get support they need. In Goodhue County, 34% of students feel that adults in their community don't care about them at all or care very little and 15% report being bullied for their race or ethnicity at least one in the last 30 days.

Healthy People 2030 says that interventions to help people get the social and community support they need are critical for improving health and well-being.



(Goodhue County CHNA Survey, 2021)



Suicide was the #9 cause of death in Goodhue County in 2015-2019. 9 people died by suicide in Goodhue County in 2019.

(MDH, 2021) (MHMD-01)

The average number of mentally unhealthy days for adults 25+ was 3.8 out of 30 days.

This is up from 2.5 days in 2015. For Goodhue County Health & Human Services, C.A.R.E. Clinic and food shelf customers surveyed in 2021, it was **9.1 out of 30 days**

(Goodhue County CHNA Survey, 2021)

What we're going to do about it

Result 1: All community members have access to mental health supports and know how to use them.

Indicators:

- Percentage of people who delayed mental health care in the past year
- Average number of mentally unhealthy days
- Suicide (number and rate)

Strategies:

- Provide Suicide prevention training/ community education programs
- Expand Peer-led Groups
- Create an Employee Friendly Workplace Certification Program

Result 2: All community members feel connected and valued by others.

Indicators :

- Percent of Goodhue County students who feel that adults in their community care about them
- Percent of adults who usually or always get the social or emotional support they need.

Strategies:

- Support and expand the Honoring Dakota Project
- Educate the community about Positive Childhood Experiences



The full action plan can be found online at co.goodhue.mn.us/chip.



#2 Health Priority:

Advocate for more housing

Overview

Housing & Homes was the #2 health issue identified in the 2022 CHNA. Having a safe and affordable home can help improve health, but quality rental homes are scarce and expensive. Advocating for more housing is about supporting housing projects and educating the community about the importance of affordable, accessible and stable housing to their community's long-term health.

Why this is important

All Goodhue County residents should have a safe, secure place to call home. We need more housing in our communities that can provide stability, choices for low-income renters, and homeownership and wealth-building opportunities for generations to come. We need affordable housing opportunities for those of all abilities and needs. Having quality housing in a thriving community is associated with improved physical and mental health.

According to the Frameworks Institute, "The federal government spends about \$200 billion each year to help Americans buy or rent their homes [in the form of tax breaks and loan guarantees]. Right now, very little of this money goes primarily to people with lower incomes, who are most in need of support."^[1] The result is that people with lower incomes end up spending more of their money on housing. In Goodhue County, 44% of renter-occupied households and 23% of owner-occupied households with a mortgage pay 30% or

[1] Levay, K., Volmert, A., and Kendall-Taylor, N. (2018). Finding a frame for affordable housing: Findings from reframing research on affordable housing and community development. Washington, DC: FrameWorks Institute.



Percentage of households that pay 30% or more of their income on housing:

44% of renter-occupied households and 23% of owner-occupied households with a mortgage in Goodhue County.

(ACS, 2016-2020)

In Real Life Based on the overall median gross rent, a household renting in Red Wing needs to earn roughly \$35,000 per year to avoid being cost-burdened by housing payments. Based on the overall median gross mortgage, a household owning a home in Red Wing needs to earn roughly \$54,500 to avoid being cost-burdened by housing payments. (Red Wing Report Card 2020)

Rental Vacancy Rates The rental vacancy rates for affordable and subsidized rental properties (0.9% for Red Wing) and market rate rental properties (4% for the county) are low. We want the vacancy rate to be 5% to meet demand. With more units, businesses can attract more employees, people will be healthier, and Red Wing can grow economically stronger.

(Comprehensive Housing Needs Analysis for Goodhue County, 2020 / Red Wing Report Card 2022)

more of their income on housing. Spending so much income on housing puts residents at a disadvantage in other areas of life, because they have less to spend on things like health and education.

Goodhue County has a large disparity in home ownership, with 76% of white households and only 41% for households of all other races owning their own homes. This racial disparity is also seen in homelessness, as 34% of active clients on the coordinated entry list (a list of people who meet the criteria to be considered homeless) between June 2020-May 2021 were people of color, despite only making up less than 10% of the total population of Goodhue County.

When communities oppose housing developments, it has an impact on safe, affordable housing options. It means much of the housing stock that needs to be replenished, updated or expanded — housing that would help ease the cost burdens — never gets built. There is opportunity to change the narrative about why housing matters, what "affordable housing" means, why housing is a shared public concern, and what needs to be done to fix this problem. Reframing the conversation about housing means changing the way we invite a more thoughtful public conversation about new housing projects.

What we're going to do about it

Result: Everyone, regardless of income and background, will have a safe, stable, and healthy place to live.

Indicators:

- Percent of cost-burdened renters (spending more than 30%)
- Rental vacancy rate

Strategies:

- Advocate for additional affordable and supportive housing units
- Prepare a community education and engagement campaign to shift the narrative around the importance of a robust housing market that meets the needs of all community members

The full action plan can be found online at co.goodhue.mn.us/chip.



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#3 Health Priority:

Address chemical health in youth and reduce overdose deaths

Overview

Drug & Alcohol Use was the #3 health issue identified in the 2022 CHNA. Substance use disorders are linked to many health issues, and overdoses can lead to emergency department visits and deaths. Focusing on chemical health in youth is a preventative approach to the development of substance use disorders. However, people are dying now and there is also an immediate need to address the critical care aspects of drug and alcohol use. The two-prong approach can help ensure a thriving and healthy community.

Why this is important

The earlier in life a young person starts using alcohol or other drugs, the greater their lifetime risk of misuse or addiction. Prevention and early intervention can reduce the effect of substance use in Goodhue County. Substance use disorders can make daily activities difficult and impair a person's ability to work, interact with family, and fulfill other major life functions. Working to educate and support youth to prevent the use and misuse of drugs can make an impact of their social and health outcomes later in life.

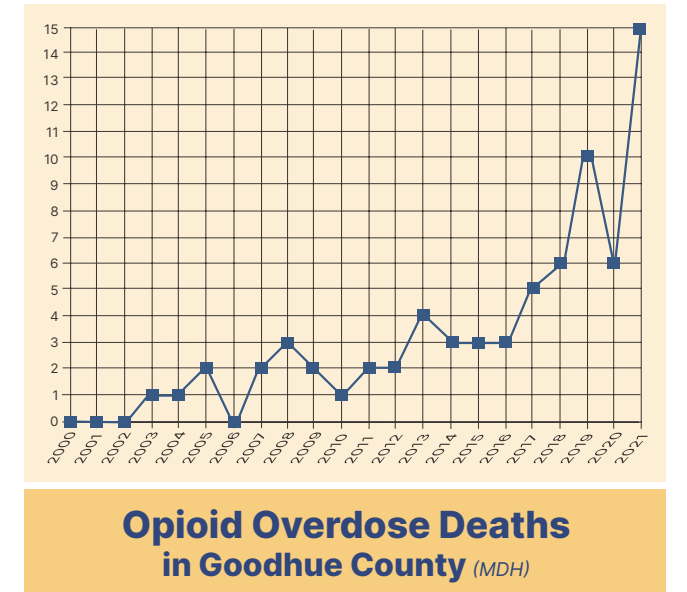
In Goodhue County, 15% of 9th grade females and 9% of 9th grade males reported drinking one or more alcoholic beverages in the last 30 days. In 2022 6% of 11th grade students used prescription drugs without a doctor's prescription without a doctor's prescription or differently than how a doctor told them to use it; this is up from 2.5% in 2019. In addition, Goodhue County has recently seen a spike in our overdose deaths. In 2021, 15 residents died from an opioid overdose which was up from six in 2020 and only three in 2016.

Overdose deaths are preventable. There are tools that reduce the risk of dying from an overdose. For every drug overdose that results in death, there are many more nonfatal overdoses, each one with its own emotional and monetary toll. Saving a person from a fatal overdose may be the first step in connecting them with the treatment, services, and supports they need to address their substance use disorder.

9% males and 15% females in 9th grade reported drinking one or more alcoholic beverages in the last 30 days. This alcohol was most often from parties (14%), down from 42% in 2019, or from friends (25%) and parents (31%). (MSS, 2022)

The proportion of overdose deaths involving synthetic opioids increased 205% from 2011-2013 to 2017-2019 in Southeast Minnesota and more involve multiple drugs. (MDH, 2022)

6% of Goodhue County 11th graders reported used prescription drugs without a doctor's prescription or differently than how a doctor told them to use it, this is up from 2.5% in 2019. (MSS, 2022)



What we're going to do about it

Result 1: Youth stay substance free.

Indicators:

- Percent of 9th grade students who report drinking one or more alcoholic beverages in the last 30 days.
- Percent of 11th grade students who report using prescription drugs without a doctor's prescription or differently than how a doctor told them to use it.

Strategies:

- Educate students, caregivers, and educators on substances, risk factors, and protective factors
- Expand access to youth mentoring programs
- Reduce barriers for youth to participate in healthy activities

Result 2: All community members know how to prevent fatal overdoses.

Indicator:

- Number of opioid overdose deaths in Goodhue County

Strategies:

- Expand knowledge about opioids and harm reduction through community education
- Increase access to Naloxone and fentanyl test strips

The full action plan can be found online at co.goodhue.mn.us/chip.

List of Annexes

The full action plans can be found online at co.goodhue.mn.us/chip.

Action Plan #1:

Support mental wellbeing through mental health care and social connection

Action Plan #2:

Advocate for more housing

Action Plan #3:

Address chemical health in youth and reduce overdose deaths



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The CHA Committee thanks the numerous other community members who participated in the development of this plan and who will help carry the work forward.

Partnering for the health of Goodhue County, Minnesota



United Way of Goodhue,
Wabasha & Pierce Counties



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