

# Community Health Needs Assessment and Implementation Plan 2020–2022

## Executive Summary

*The mission of Allina Health is to serve our communities by providing exceptional care as we prevent illness, restore health and provide comfort to all who entrust us with their care.*

### INTRODUCTION

Cambridge Medical Center (Cambridge) is part of Allina Health, a nonprofit health system of clinics, hospitals and other health and wellness services, providing care throughout Minnesota and western Wisconsin. Every three years, Allina Health's hospitals conduct a federally-required Community Health Needs Assessment (CHNA) to examine health in the communities it serves, identify health priorities and develop strategies and action plans to pursue them. The hospitals conduct their CHNA in partnership with local public health departments, other hospitals and health systems, community organizations and residents.

### Hospital and Community Description

Cambridge is a combined clinic and hospital providing comprehensive care. Its primary service area (and the focus of the CHNA) is Isanti County, a rural county located north of the Twin Cities area. Annually, the medical center has over 150,000 clinic visits, 4,000 inpatient hospital admissions and over 100,000 outpatient visits.

According to the [U.S. Census Bureau](#), a total of 38,584 residents live in Isanti County. The median age in the county is 39.5 years. Approximately 24 percent of its total population is under age 18 and 14.5 percent are age 65 or older. Four percent of area residents are people of color, primarily Hispanic or Latino (1.8 percent of the population). Just over seven percent of residents live in households with income below the Federal Poverty Level (U.S. Census Bureau, 2013–2017 American Community Survey 5-Year Estimates). At least 4 percent of residents are uninsured.

### COMMUNITY HEALTH NEEDS ASSESSMENT PROCESS

Cambridge collaborated with Isanti County Public Health to complete its CHNA. With representatives from 20 agencies, they used the Mobilizing for Action through Planning and Partnerships (MAPP) community-driven strategic planning process, which includes six phases: Organizing, Visioning, The Four Assessments, Identifying Strategic Issues, Formulating Goals and Strategies and the Action Cycle. For the purposes of this report, the phases are condensed to data review and prioritization, community input and implementation plan. The process began in spring 2018 and was completed in August 2019.

### Data Review and Prioritization

At three community events, Isanti County Public Health collected residents' input on health. Based on the input, the MAPP Committee created a vision for health: "We commit to having a vibrant, engaged and compassionate community in which all

individuals achieve their ideal physical, mental, spiritual, social and economic well-being.” Next, committee members reviewed Allina Health patient data and state and local data resources related to demographics, social and economic factors, health behaviors, prevalence of health conditions and health care access. They also reviewed results from the East Central Regional Survey. Using a Forces of Change assessment and the Nominal Group Technique, the MAPP Committee selected top health priorities.

- **Lack of social connectedness**
- **Mental health and well-being**
- **Youth substance use, including alcohol, tobacco and e-cigarettes**

### Community Input

To understand community members’ perspectives on these health issues and ideas for addressing them, the MAPP Committee conducted a root cause analysis and developed a Conversation in a Box guide that the community groups used to facilitate 13 dialogues with a total of 150 clients and constituents. An additional 36 people provided input through an online survey.

Through these community input activities, participants shared that transportation barriers and insufficient promotion of community activities contribute to social isolation. Poverty and stigma were identified as barriers to mental health services. Factors contributing to substance use include trauma, community norms and youth access to alcohol and tobacco.

### Implementation Plan

Based on the community input, Cambridge developed a 2020–2022 implementation plan that outlines the strategies and activities it will pursue to address its health priorities. To make progress in achieving health equity among residents, Cambridge will prioritize partnerships and activities that engage historically-underserved populations.

## EVALUATION OF 2017–2019 CHNA IMPLEMENTATION PLAN

Between 2017 and 2019, Cambridge conducted activities to pursue the health priorities identified in its 2016 CHNA: mental health, substance use and healthy eating/physical activity. With community organizations and coalitions, Cambridge helped to integrate health programming in schools and community organizations, advocated for health-promoting policies and services, engaged its employees in volunteer opportunities and made charitable contributions to community organizations.

Highlights include:

- Contributing \$87,000 in Neighborhood Health Connection™ grants to 32 organizations in Cambridge’s region.
- Reaching 740 students from four schools with Change to Chill™ mental health programming.
- Contributing to passage of local ordinances that raised the legal age to purchase tobacco to 21 and made it illegal for people to provide alcohol to minors.

A complete description of 2017–2019 achievements is available online at:

<https://www.allinahealth.org/about-us/community-involvement/need-assessments>.

## 2020–2022 IMPLEMENTATION PLAN

### Lack of Social Connectedness

**Goal:** Increase social connectedness across all stages and ages of life.

#### Strategies

- Increase participation in existing Isanti County events and activities.
- Build a sense of community spirit and belonging.
- Increase community volunteering and involvement in civic organizations.

Activities will include promoting community events and membership in civic groups; launching a “Getting to Know your Neighbor” toolkit; exploring opportunities to support intergenerational mentoring programs; and promoting volunteer opportunities to hospital employees.

## Youth Substance Use, including Alcohol and Tobacco

**Goal:** Reduce the impact of substance use and abuse on the health, safety and quality of life for Isanti County youth.

### Strategies

- Increase support of policy and advocacy efforts aimed at improving access to adolescent substance use services.
- Decrease stigma associated with seeking help for substance use, with a particular focus on the experiences of racial and ethnic minorities and other historically underserved communities.
- Improve youth resilience and refusal skills.
- Reduce youth access to alcohol and tobacco.

Activities will include promoting prevention resources; supporting peer-to-peer programming to improve youth’s refusal skills; delivering prevention curricula in schools; advocating for local policies to increase treatment services and reducing youth access to alcohol, tobacco and other substances.

## Mental Health, including Youth Suicide and Adult Mental Well-Being

**Goal 1:** Reduce barriers to mental health services for people in our communities.

### Strategies

- Increase awareness of mental health programs, resources and services.
- Decrease stigma associated with seeking help for mental health conditions, with a particular focus on the experiences of racial and ethnic minorities and other historically underserved communities.
- Improve access to mental health services.

- Increase support of policy and advocacy efforts aimed at improving access to mental health services.

Activities will include promoting stigma-elimination messages and mental health resources; developing a “one-stop” hub for mental health resources; and providing financial and in-kind support to organizations implementing suicide prevention trainings.

**Goal 2:** Increase resilience and healthy coping skills among community members.

### Strategy

- Increase resilience among youth.

Activities will include incorporating [Change to Chill™](#) in schools and enhancing [Health Powered Kidst™](#) mental health and wellness programming.

## Social Determinants of Health

Across Allina Health’s service area, hospitals indicated that addressing social determinants of health is essential to improving identified health priorities. In response, Allina Health identified a systemwide plan for addressing social determinants of health; Cambridge will participate in the plan’s implementation.

**Goal:** Reduce social barriers to health.

### Strategies

- Establish a sustainable, effective model to systematically identify and support patients in addressing health-related social needs.
- Establish a sustainable network of trusted community organizations that can support patients with these needs.
- Increase policy and advocacy efforts to improve social conditions related to health.

Activities will include supporting implementation and evaluation of the Accountable Health Communities model and transitioning to a modified version; identifying community partners and a referral process that connects patients to them; and supporting coalitions aimed at improving access to transportation, housing and food.

## Community Partners

ECM Publishers, Region 7E, KBK Radio, LAC, ICSAC, Hope in Action, public health, East Central Crisis Services, Beyond the Yellow Ribbon, NAMI, Isanti County Integrated Collaborative, Isanti County ACES's steering committee, New Hope Church, law enforcement, ANSR, MN Prevention Resource Center, Quitplan, Alateen, Canvas Health, Lighthouse, schools, Toward Zero Deaths Coalition, MN Department of Health, chambers of commerce, ICSAPRC, cities of Braham, Cambridge and Isanti, Lions, Rotary Club, Masons, Knights of Columbus, 4H, Scouting, VFW-Legion, ARCC, senior centers, memory cafés, ACT on Alzheimer's, Early Childhood Family Education, county parks, faith communities, social media and local libraries.

## Resources

To fulfill the implementation plan, Cambridge will contribute financial and in-kind donations such as personnel, charitable donations and Allina Health's systemwide programs. It will also encourage staff to volunteer with local organizations.

## Evaluation Plans

Cambridge will monitor its progress on the implementation plan by tracking process measures such as number of programs delivered and people served, staff time dedicated and dollars contributed. Allina Health will also evaluate systemwide programs to assess their effects on intermediate outcomes (e.g., eating and physical activity), which evidence shows are likely to lead to improvement on population health measures such as obesity. To assess long-term effects, Allina Health will monitor population-level indicators related to Cambridge health priorities and systemwide priorities.

## CONCLUSION

Through the MAPP process, Cambridge used data and community input to identify health priorities it will pursue in 2020–2022 with its own strategies and activities and Allina Health initiatives.

The full report for the Cambridge 2020–2022 Community Health Needs Assessment is available on the Allina Health website:

<https://www.allinahealth.org/about-us/community-involvement/need-assessments>.

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- Other staff at Allina Health and Cambridge who provided knowledge and leadership.

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