

# Community Health Needs Assessment and Implementation Plan 2014–2016

Owatonna Hospital, a part of Allina Health, cares about improving the health of the communities it serves. To do so, Owatonna Hospital worked with community partners to conduct a community health needs assessment and develop a specific, local implementation plan to respond to the identified community needs.

## Executive Summary

### INTRODUCTION

Owatonna Hospital, a part of Allina Health, along with United Way of Steele County and Steele County Public Health Department, care about improving the health of the communities they serve. To do so, they worked with community partners to conduct a comprehensive community health needs assessment and develop a specific, local implementation plan to respond to the identified community needs.

### HOSPITAL SUMMARY

Owatonna Hospital, part of Allina Health, has a long tradition of providing quality health care for people living in Steele County and its surrounding communities. It's grown from a small city hospital nearly 110 years ago to a comprehensive, high quality, regional medical facility today. The two-story hospital is physically connected to Mayo Clinic Health System – Owatonna Clinic and Koda Living Community, an 80-bed long and short-term care facility. The Owatonna Healthcare Campus bridges inpatient and outpatient services within the same medical disciplines to create a seamless approach to patient care.

The current campus of Owatonna Hospital opened in 2009 and offers a full spectrum of services for residents of the region, including core services of inpatient and outpatient orthopedic, general, gynecology, urology, plastic, ENT and ophthalmologic surgery and general medicine, cardiology, mental health and birthing inpatient care. Owatonna Hospital has a comprehensive array of outpatient rehabilitation services including physical therapy, occupational therapy, speech therapy and cardiac rehabilitation through Courage Kenny Rehabilitation Institute-Owatonna.

### STEELE COUNTY PUBLIC HEALTH SUMMARY

It is the mission at Steele County Public Health to protect and promote the health of the general population by emphasizing the prevention of disease, injury, disability, and preventable death through the promotion of effective coordination and use of community resources, and by extending health services into the community.

Priorities of the Steele County Public Health Department include communicable disease prevention and control; home health care; health education; injury prevention; emergency preparedness; the Women, Infants & Children (WIC) nutrition program; Child and Teen Checkups; Statewide Health Improvement Program; reproductive health; and community health assessment and planning.

## UNITED WAY OF STEELE COUNTY SUMMARY

The mission of the United Way of Steele County is to change lives by mobilizing and optimizing the caring power of the community. Its vision is a sustainable and vibrant community where residents enjoy an enriching quality of life, economic opportunities, and self-sufficiency, and are secure knowing a network of human service agencies is ready to assist them if needed. The United Way supports direct services and programming in three key focus areas: Health, Education, and Financial Stability.

The Steele County community health needs assessment (CHNA) was conducted in conjunction with Owatonna Hospital, part of Allina Health, United Way of Steele County and Steele County Public Health Department using the input from community members, community organizations, and internal stakeholders from key partner organizations. These partners assisted in the determination of community health improvement priorities and the development of the implementation plan. Grant funding was secured by United Way of Steele County for the committee to partner with Rainbow Research, a nonprofit organization based in Minneapolis, whose mission is to improve the effectiveness of socially concerned organizations through capacity building, research, assessment, and evaluation.

## TARGET AREAS AND POPULATIONS

For the purposes of community benefit and engagement, Allina Health divides its service area into nine regions. The region associated with Owatonna Hospital is known as the South Region and primarily serves Steele and Rice counties, as well as portions of Dodge and Waseca counties. For the South Regional Community Health Needs Assessment (CHNA), the focus of inquiry was Steele County. This assessment was therefore led in collaboration with Steele County Public Health Department and United Way of Steele County.

## NEEDS ASSESSMENT PROCESS

The needs assessment plan was based on a set of best practices for community health assessment developed by the Catholic Health Association with the purpose of

identifying two to three regional priority areas to focus on for FY 2014-2016. The process was designed to rely on existing public data and directly engage community stakeholders and community members. From there, each hospital was responsible for adapting and carrying out the plan within their regions.

The United Way of Steele County's health sub-committee guided the health assessment effort for Steele County. This committee was chaired by Owatonna Hospital president and United Way of Steele County board member, Dave Albrecht.

The assessment for Steele County was conducted in three stages: data review and setting priorities, community health dialogues/key informant interviews/employee health surveys, and action planning. The process began in early 2012 with the development of the plan and was near completion by August 2013. The employee health survey results have not been evaluated at this time. Final presentations of the assessment and action plan are planned to be given to the Owatonna Hospital Board of Trustees and the South Regional Community Engagement Team in September 2013. The following is a description of the assessment steps and timeline.

## DATA REVIEW AND PRIORITIZATION

The data review and priority-setting phase began with the compilation of existing health-related data. Stakeholders reviewed several datasets, including the Minnesota County Health Rankings, the Dodge-Steele Community Health Action Plan, the Minnesota County-level Indicators for Community Health Assessment, and reported data from Mayo Health System-Owatonna Clinic and mental health care providers. Stakeholders then developed an initial list of priorities. Assessment stakeholders worked with Rainbow Research to rank the health-related issues based on three criteria: size of the problem, seriousness of the problem, and estimated effectiveness of the solution. Stakeholders were then asked to consider the numerical rankings given to each issue along with a set of discussion questions to choose the final priority issues.

The prioritization process identified the following three priority issues for Steele County:

1. Obesity
2. Depression
3. Oral health

## COMMUNITY DIALOGUES

In spring 2013, Rainbow Research and members of the health assessment committee held a series of focus groups designed to solicit feedback from the community on how Owatonna Hospital and other partners could most effectively address the selected priority issues. The community dialogues were an opportunity for Owatonna Hospital to hear from a broader group of community members, identify ideas and strategies to respond to the priority issues and inform the action-planning phase of the needs assessment.

## ACTION PLANNING

The final phase of the CHNA process was to develop the implementation plan for Owatonna Hospital and United Way of Steele County. The implementation plan is a set of actions that the hospital will take to respond to the needs identified through the community health needs assessment process. Owatonna Hospital convened two meetings with United Way health sub-committee members to discuss results, action planning, and next steps for implementation.

The process included three steps:

1. Choosing key goals and indicators related to the priority issues.
2. Selecting evidence-based strategies rooted in policy, systems, and environmental changes and programs to address the issues.
3. Assigning roles and partners for implementing each strategy.

## IMPLEMENTATION PLAN

The implementation plan is a 3-year plan depicting the overall work that Owatonna Hospital, the United Way of Steele County, Steele County Public Health, and other community partners plan to do to address its priority issues in the community. Yearly work plans will be developed to provide detailed actions, accountabilities, evaluation measures and timelines.

### Obesity – Including Physical Activity and Healthy Eating

**Goal: Increase physical activity through policy, system, and environmental changes**

#### INDICATORS

- Percent of adults regularly engaged in recommended levels of physical activity
- Percent of school-age children who meet federal standards for physical activity

## STRATEGIES – Policy, Systems, and Environmental changes

1. Engage local policy makers and partners in Complete Streets policies
2. Support the establishment and enforcement of physical education standards that meet or exceed federal guidelines
3. Support Safe Routes to School programs and infrastructure changes
4. Implement and support worksite wellness initiatives
5. Financially support local healthy initiatives through charitable contributions and Neighborhood Health Connection grants
6. Continue to provide athletic training services at area high schools
7. Partner and support local walks, runs, and rides which encourage physical activity and employee volunteerism

## Healthy Eating

**Goal: Increase the consumption of fruits and vegetables**

**Goal: Decrease consumption of less healthy options (elevated sugar, sodium, and trans/saturated fats)**

**Goal: Increase breastfeeding education and supports in the community**

#### INDICATORS

- Percent of residents (all ages) eating five or more servings of fruits and vegetables daily
- Percent of schools and worksites that reduce less healthy options in their cafeteria and/or vending machines
- Percent of Steele County infants ever breastfed

## STRATEGIES – Policy, Systems, and Environmental changes

1. Support the development of community and school gardens
2. Financially support Farmers Markets with “Allina Health Bucks” incentives through charitable giving
3. Advocate for the reduction of processed snacks, desserts, and sugared drinks in local cafeterias, schools, and vending machines
4. Participate in regional or local Healthy Food Policy Councils
5. Through the My Baby and Me initiative, provide community outreach on healthy child development including proper nutrition and breastfeeding

6. Encourage worksite policies and environments that support breastfeeding
7. Continue to financially support local organizations that promote healthy eating through charitable contributions and Neighborhood Health Connection programs.

### Depression (This area is still in development.)

- Goal: Reduce negative social stigma with mental health/illness, specifically depression**
- Goal: Increase knowledge of evidence-based interventions for treating depression**
- Goal: Increase knowledge of the symptoms and treatment of depression, including post-partum depression**

#### INDICATORS

- Percent of individuals who engage in and continue therapeutic treatments (medication, light therapy, psychotherapy, support groups, etc.)
- Percent of population regularly engaged in moderate exercise, a healthy diet, and other effective preventive behaviors

#### STRATEGIES – Policy, Systems, and Environmental changes

1. Increase awareness of mental health issues, including the full-spectrum of depressive diagnoses, symptoms, and treatment options
2. Educate and promote work-life balance, stress reduction, and healthy behavior strategies including good diet and exercise
3. Advocate for funding and policies which support mental health treatment
4. Through Owatonna Hospital's new My Baby and Me initiative, create an active referral system and support network for moms experiencing post-partum depression

### Oral Health (This area is still in development.)

- Goal: Reduce oral disease burden and disability, especially in poor and marginalized populations**
- Goal: Promote healthy lifestyles and reduce risk factors to oral health that arise from environmental, economic, and behavioral causes**
- Goal: Increase access to oral health care services in schools and communities**

The full report for the Owatonna Hospital's community health needs assessment can be found at [allinahealth.org](http://allinahealth.org).

#### INDICATORS

- Percent of low income individuals with access to oral health preventive services (including school based fluoride programs and/or fluoridated water, dental hygiene education and evaluation, good nutrition education)
- Percent of dental appointments available for Medicaid-eligible patients

#### STRATEGIES – Policy, Systems, and Environmental changes

1. Participate in and support an oral health coalition
2. Form collaborative partnerships between Owatonna Hospital and dental providers
3. Advocate for increased dental treatment reimbursement for Medicaid patients
4. Include oral health prevention and treatment education in community engagement efforts

#### CONCLUSION

Owatonna Hospital, a not-for-profit hospital, Steele County Public Health, the United Way of Steele County and other partner agencies are dedicated to improving the health of Steele County, Minnesota. This Community Health Needs Assessment and preliminary implementation plan presented here is intended to demonstrate the Hospital's willingness to create and support policy, systems, and environmental changes which positively impact health on a community-wide scale. In addition, Owatonna Hospital will participate in system-wide efforts, as part of Allina Health, that support and impact community health. There are other ways Owatonna Hospital will indirectly address these priority issues along with other community health needs, through the provision of charity care, support of Medicare and Medicaid programs, and discounts to the uninsured, among other initiatives. Owatonna Hospital, along with United Way of Steele County and Steele County Public Health and other agencies, will continue to engage the broader community to develop this plan and ensure the implementation strategies selected are relevant and effective at improving community health outcomes and the factors within Steele County and our surrounding service area which impact health.

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