Winona County
2022
Community Health Needs Assessment
IMPLEMENTATION PLAN

The following health priorities were determined during the Winona County 2022 community health needs assessment. Each priority has specific goals and activities identified. The implementation plan is not a stagnant document, but a dynamic resource that adjusts based on feedback and need. As learnings, partnerships, and new ideas emerge, new solutions will be brought forth to impact these areas in collaboration with others in the community.

Community change is a long-term process and requires everyone. Winona Health and Winona County Public Health intend to create sub-committees around each of the different priority areas to mobilize interested community members to positively impact health. This will be done in partnership and will be outlined in more detail in the Community Health Improvement Plan (CHIP) led by Winona County Public Health. These documents will be aligned and complementary to each other. The implementation plan below highlights strategies that engage Winona Health resources, and it was adopted by the Winona Health Board of Directors in August of 2022.

Priority 1: Mental Health and Wellbeing
Support the mental health and wellbeing of Winona County residents.

This includes:

- *Expanding treatment and service options to individuals with diagnosed mental illness.*
- *Creating awareness of mental health needs and treatment options.*
- *Supporting the overall mental health of all residents resulting in an increased sense of purpose and wellbeing.*

Over the course of the last four CHNA periods (2013, 2016, 2019, 2022), there has been a consistent increasingly negative trend around mental health and wellbeing. As comparison points, in 2013 15.6% of mailed survey respondents indicated they have been told by a medical doctor they have anxiety or panic attacks. In 2022, that same percentage increased to 30.5%.

Priority 2: Health Equity
Strive for equity to foster a healthy and thriving community for all.

This includes:

- *Improving awareness and access to culturally appropriate resources and education.*
- *Improving communication between individuals who have different cultural backgrounds and beliefs.*
- *Creating or supporting existing systems that positively impact determinants of health.*
- *Recognizing and systematically measuring disparities in health so they can be eliminated.*

The World Health Organization (WHO) defines health inequities as "the differences in health status or in the distribution of health resources between different population groups, arising from the social conditions in which people are born, grow, live, work and age." Work in this priority area focuses on creating a space where all people can achieve their health potential, regardless of these factors. Evidence of this priority area was expressed via questions around discrimination, disparities in health seen in secondary data sources, and differences in risk factors and health based on income, gender, race, ethnicity, and other determinants of health.

Priority 3: Healthy Behaviors
Support behaviors that promote health and result in the reduction of chronic disease.

- *Increase access to education on health behaviors related to weight management, substance use, and physical activity. Increase the percentage of community members living with a healthy weight.*
- *Decrease incidence of chronic disease via increased physical activity and improved nutritional habits.*
- *Reduce health risks by leveraging affordable strategies that reach all people for self-management of chronic disease.*

Body Mass Index (BMI) data indicated that more than 65% of mailed survey respondents are considered overweight or obese. While there are acknowledged limitations of using BMI, it is still a useful measure because it has been shown to correlate with measures of body fat percentage. More than 50% of mailed survey respondents also indicated that they were trying to lose weight. Though many express a desire to lose weight, still 62.9% of respondents to the mailed survey were not meeting physical activity guidelines.

Additional Consideration: Social Connectedness
Encourage social connectedness across the community.

Though explicitly stated tactics around social connectedness were not addressed in this plan, there is recognized association between social connectedness and each of the other priority areas of healthy behaviors, health equity, and mental health and wellbeing. As a result, social connectedness is an underlying tenet to any activity in this plan and in the future.

In particular, 44% of mailed survey respondents expressed they lost social connectedness related to the COVID-19 pandemic. An additional question inquired about the role of social support for healthy behaviors. This measure showed that 33% of mailed survey respondents cited no one to exercise with as the reason they did not get enough physical activity. These statistics, in addition to feelings of isolation during social distancing, emphasize the need for community building across our county.

Implementation Plan

Priority 1: Mental Health and Wellbeing - *Support the mental health and wellbeing of Winona County residents.*
Priority 2: Health Equity - *Strive for equity to foster a healthy and thriving community for all.*
Priority 3: Healthy Behaviors - *Support behaviors that promote health and result in the reduction of chronic disease.*

Additional Consideration: Social Connectedness - *Encourage social connectedness across the community.*

Strategies/Activities	Partners	CHNA Priority Area Impacted			Other
		Mental Health & Wellbeing	Health Equity	Healthy Behaviors	Social Connectedness
Continue partnership with area schools on the GR8 Kids program, which educates and promotes healthy behaviors in youth.	Winona Health, Winona Area Public Schools, Winona State University, ASAP	X	X	X	X
Continue to leverage the Winona Community HUB to connect vulnerable populations with the resources needed to live their best lives; support the ongoing growth and expansion of the HUB in the community. Use data to highlight opportunities where disparities exist, change existing processes, and adjust interventions/outreach. Share data at the local and state level to support policy changes.	Winona Community HUB/ Winona Health Foundation via Live Well Winona, Winona Health, Hiawatha Valley Mental Health Center, Family & Children's Center, Winona Volunteer Services, Catholic Charities, and other referral partners	X	X	X	X
Actively participate in Statewide Health Improvement Partnership (SHIP) collaboration with Winona County via Exercise is Medicine and other innovative programming.	Winona Health, Winona Family YMCA, Winona County PartnerSHIP, other local agencies	X	X	X	X
Support worksite wellbeing across the community through Winona Health's internal HealthyU and external HealthyBalance programming. Pilot a cooperative worksite wellbeing program for small area non-profits.	Winona Health, Winona County PartnerSHIP, and local business community	X	X	X	X
Continue to leverage Winona County Alliance for Substance Abuse Prevention (ASAP) as a resource to address substance misuse in Winona County. ASAP has broadened its scope to address the intersection between substance misuse and mental health challenges and has partnered with the Winona Family YMCA to offer teen nights.	Winona Health, Winona County PartnerSHIP, ASAP, Winona Family YMCA	X		X	X
Leverage analytics to understand and close disparities in health.	Winona Health	X	X	X	
Support social connectedness and relationships across organizations and the community (e.g., pilot mentorship program for new employees within Winona Health, explore partnership with Miller Mentoring to encourage Winona Health employees to volunteer as a student mentor).	Winona Health, Winona County PartnerSHIP, Miller Mentoring, other area organizations			X	X
Continue to meet individuals in underserved communities where they are for services like immunizations and WIC, and continue "offices in the community" for Winona County Health and Human Services staff to be accessible to clients and constituents.	Winona County Health and Human Services	X	X	X	X

Strategies/Activities	Partners	CHNA Priority Area Impacted			Other
		Mental Health & Wellbeing	Health Equity	Healthy Behaviors	Social Connectedness
Identify new opportunities and partnerships with community organizations to create clear policy, system, or environmental changes that "make the healthy choice the easy choice" for all Winona County residents at work, at school, and within their community (e.g., decreasing sugar sweetened beverages in the Winona Health cafeteria).	Winona County Health and Human Services, Winona Health, Winona County PartnerSHIP, other local agencies	X	X	X	
Implement a Partial Hospitalization Program (PHP) and Intensive Outpatient Program (IOP) in Winona County.	Winona Health	X	X	X	X
Pilot Intensive Behavioral Therapy (IBT) for Obesity programming to support individuals looking to lose weight (i.e., IBT for obesity as a Medicare benefit, IBT for weight management for caregivers covered under Winona Health insurance, and via Healthy Weight for Life, an IBT for obesity pilot for Medicaid members of a large health plan.	Winona Health		X	X	
Continue the Food as Medicine program for enrolled patients. This pilot provides education and food (ready to eat, non-perishable, and perishable produce) to patients with an A1C of greater than or equal to 8. It is studying the impact of healthy foods and education on A1C.	Winona Health, Channel One			X	
Pilot a school-based clinic model with Winona Area Public Schools (WAPS) at the middle and high schools. This model removes barriers and provides easy access for students to access pediatric services. Leveraging virtual technology also allows parents and guardians to join visits remotely without having to leave work. These sites are also enrolled in the Vaccines for Children program, which provides vaccines at no cost to youth who might not otherwise be vaccinated.	Winona Area Public Schools, Winona Health	X	X	X	
Pilot external caregiver support model in partnership with Miss Winona to provide a source of support and connection to those in the community providing care to other adults with a variety of needs.	Winona Health, Miss Winona	X		X	X
Examine and enhance communication processes for community members whose primary language is not American English (e.g., outreach to Spanish speaking populations regarding breast cancer screening).	Winona Health		X		