



2010 Annual Report
Serving Bloomington, Edina, Richfield



Karen Zeleznak,
Public Health Administrator

Dear Friends of Public Health,

As a director of a local public health agency, I frequently get asked, “What is Public Health?” The answer is complicated because we respond to so many community needs. Our services tend to be invisible, until people need them.

So what do we do?

We prevent disease and injury. We promote health at the individual, family, community and system level. We work with many community partners, including schools, police, social services, non-profits, health care providers and others to coordinate and to make sure services are not duplicated. But even more importantly, we make sure people don’t fall through the cracks. Every person counts.

The value of public health services should not be underestimated. There is compelling evidence that investments in public health improve community health outcomes. These include reduction in health disparities and decreased mortality, particularly infant mortality, cardiovascular disease, diabetes, and cancer. These are the four most preventable health conditions commonly targeted by public health agencies.

Without a strong public health system, the medical care system cannot succeed in controlling health care costs or improving health. Because of public health, women living in Bloomington, Edina and Richfield can have healthier babies. Obesity and chronic disease can be decreased. Infectious diseases can be prevented. Families can be better prepared to respond to emergencies.

In 2010, we saw the end of the H1N1 pandemic. We strengthened our work with schools by reaching out to ensure that all students had access to the vaccine. In addition, the Statewide Health Improvement Program (SHIP) ramped up its efforts to make our community a place where the “healthy choice can be the easy choice.”

I’m proud of our staff and the excellent services they provide!

To your health!

A handwritten signature in cursive script that reads "Karen Zeleznak".

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2010 Highlights

Census Data

Minnesota Student Survey Data

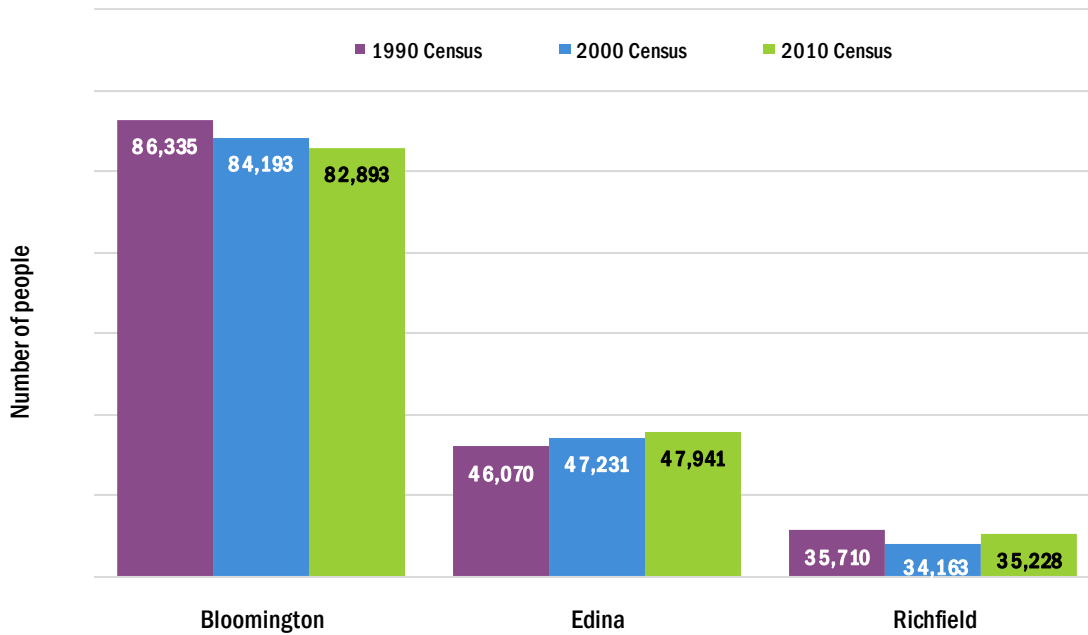
Breastfeeding Data

Supporting Healthy Families

Census Data

Total Population

Total Population Bloomington, Edina and Richfield

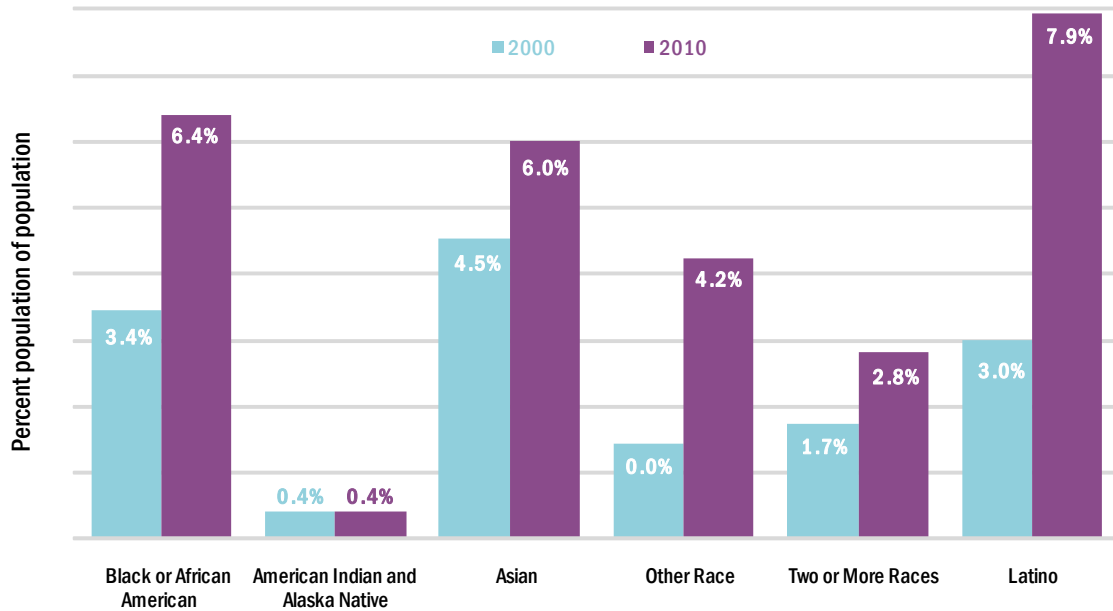


Compared to 1990, fewer people are living in Bloomington and slightly more are living in Edina. The number of people living in Richfield decreased in 2000 and increased in 2010. Bloomington, Edina and Richfield make up 15 percent of Hennepin County's population.

Census Data

Populations of Color

Populations of Color—Percent of Total Population
Bloomington, Edina and Richfield



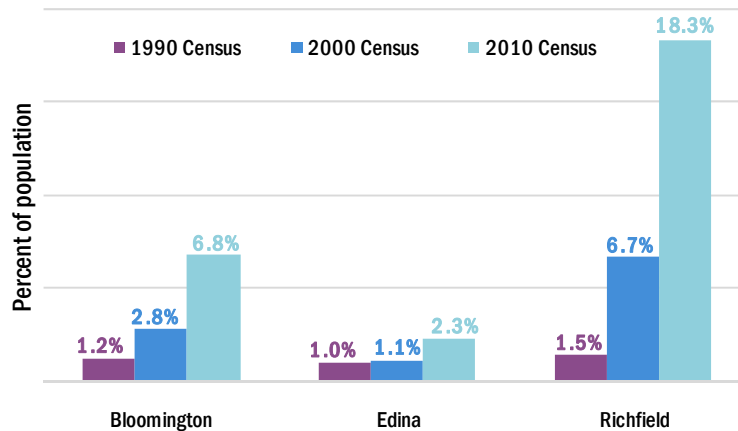
The graph above shows Bloomington, Edina and Richfield are becoming more diverse. The Latino population had the greatest increase with eight percent of Bloomington, Edina and Richfield residents reporting their ethnicity as Latino. Black/African American and Other Race categories increased by three percentage points.

New Americans Project

Bloomington Public Health promotes cross-cultural, social connections to expand New Americans' awareness of services and make our population healthier. In this food tasting class, participants made and shared food from their cultures. This project is funded by Blue Cross and Blue Shield of Minnesota Foundation.



Percent of Total Population Reporting Latino Ethnicity Bloomington, Edina and Richfield

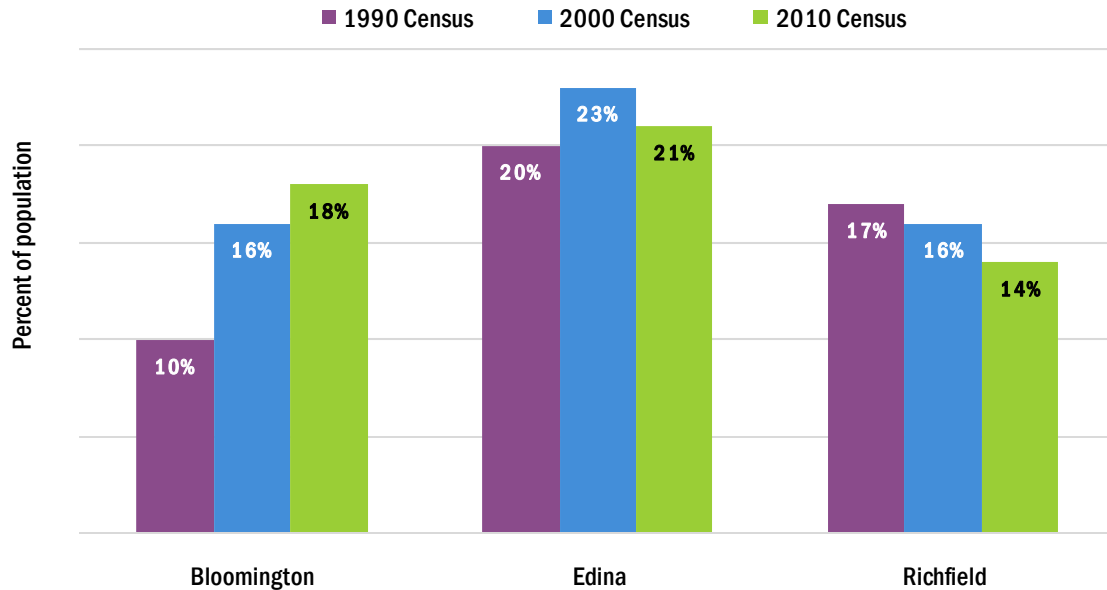


Since 1990 the percentage of people reporting Latino ethnicity has increased. The increase was smallest for Edina and greatest for Richfield. The Richfield Latino population increased threefold since 2000.

Census Data

Population 65 Years and Older

Population 65 Years and Older—Percent of Total Population
Bloomington, Edina and Richfield

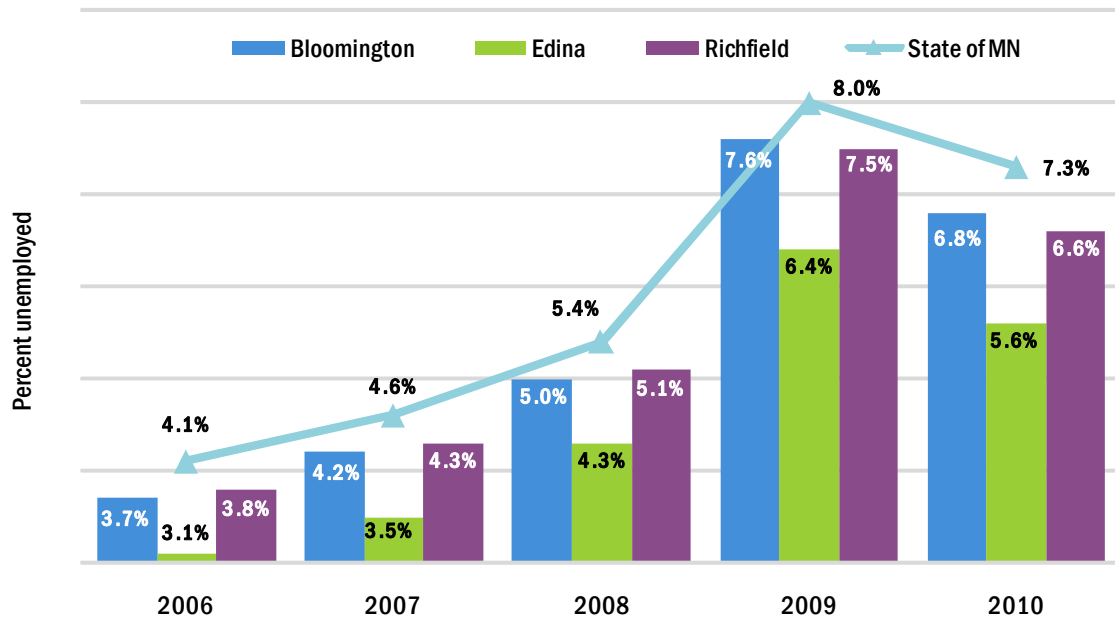


While the senior population in Bloomington is increasing, both Edina and Richfield have seen a 2 percent decrease in this age group. Since 1990, the 65 years of age and older population in Bloomington increased from 10 percent to 18 percent. This population fluctuated in Edina but is higher in 2010 than in 1990. Richfield has seen a steady decline in this population since 1990.

Census Data

Unemployment

Unemployment Rates 2006–2010 Bloomington, Edina and Richfield



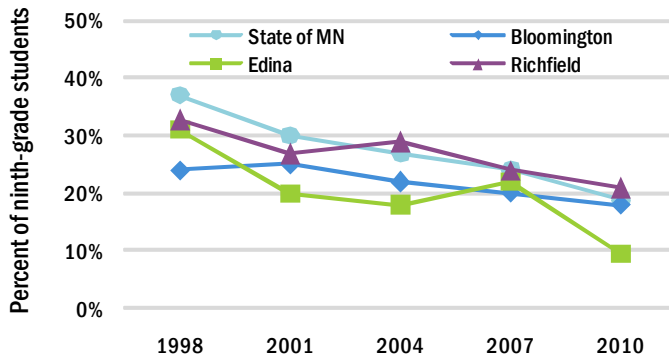
Source: <http://www.positivelyminnesota.com>

The annual unemployment rate increased for each city from 2006-2009. In 2009, the unemployment rate was the highest it has been in the last five years. Unemployment decreased for each city in 2010 but was still higher than the years before 2009. Unemployment with loss of health insurance often limits access to healthcare services.

Minnesota Student Survey Data

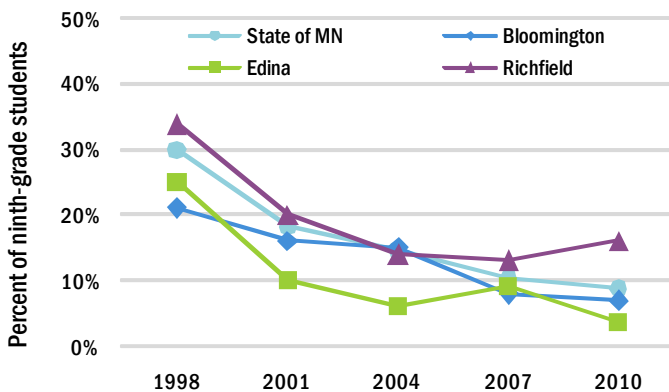
Alcohol and Tobacco

Ninth-Grade Students Consuming One or More Alcoholic Drinks in the Past 30 Days Bloomington, Edina and Richfield 1998-2010



The percentage of ninth-graders who reported drinking alcohol in the past 30 days is the lowest since 1998. Compared to the state, percentages in Edina and Bloomington were lower and the percentage in Richfield was higher.

Ninth-Grade Students Smoking Cigarettes in the Past 30 Days Bloomington, Edina and Richfield 1998-2010



The percentage of ninth-graders who reported smoking cigarettes in the past 30 days is lower than in 1998. Compared to the state, percentages in Edina and Bloomington were lower and the percentage in Richfield was higher. Additionally, since 2007 the percentages in Bloomington and Edina decreased and the percentage in Richfield increased.

Celebrate... without alcohol



Spring and summer bring many opportunities for youth to celebrate.

Let your teen know you expect him or her to celebrate... **without** alcohol.

Parents, you have a **HUGE** influence on your teen's choices.

- Let your teen know what you expect.
- Underage drinking is harmful - don't buy into "everyone does it."
- Monitor your teens and their activities.
- Your kids watch your behavior - be a good role model.

For more information on supporting youth to remain alcohol and drug-free:

www.tricitypartners.org



This message is sponsored and paid for by Bloomington Public Health and the Tri-City Partners coalition through a Drug Free Communities grant from the Office of National Drug Control Policy.

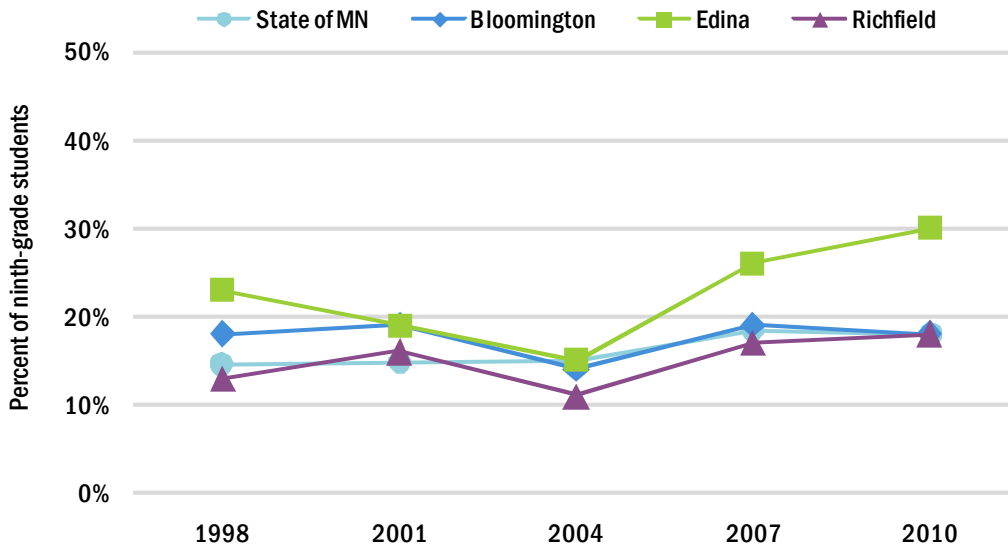
Together We Stand Campaign

The Together We Stand Campaign urges all in the community to work together to prevent underage drinking. The 2010 campaign promoted safe prom, graduation and summer celebrations with the message "Celebrate without Alcohol." Community partners helped spread the message with posters and flyers. In addition, Bloomington, Edina and Richfield schools mailed the campaign message to over 1,000 families with graduating seniors. A Substance Abuse and Mental Health Services Administration grant funded the campaign.

Minnesota Student Survey

Fruits and Vegetables

**Ninth-Grade Students Consuming Five or More Servings Fruits and Vegetables Yesterday
Bloomington, Edina and Richfield 1998–2010**



A greater percentage of ninth-graders reported eating five or more servings of fruits and vegetables than in 2004. Compared to the State, the percentage in Edina is greater at close to 30 percent. The percentage in Bloomington and Richfield is equal to the State at 18 percent. All together, only about one in five ninth-graders report eating the recommended number of fruits and vegetables.

Farmers Market

Eating plenty of fruits and vegetables is necessary for good health. Statewide Health Improvement Program grant funds made it easier to obtain fresh produce at farmers markets in Bloomington, Edina and Richfield. SHIP helped to open the first farmers market in Edina and a new satellite market in Richfield. SHIP also promoted use of the farmers markets in all three cities.



School Gardens

The Statewide Health Improvement Program provided funds to start gardens at a number of schools in Bloomington, Edina and Richfield. Students helped plan, prepare, plant, tend and harvest their gardens. Schools prepared and served some of what was grown. The gardens provided opportunities to learn, and children were excited about fruits and vegetables.

Breastfeeding Data

Women, Infants and Children (WIC) Breastfeeding Award

The Minnesota Department of Health acknowledged the Bloomington Public Health WIC program for exceeding Healthy People 2010 breastfeeding goals.

In addition, Bloomington Public Health WIC breastfeeding rates are higher than the State's overall. They include the following:

- 88 percent initiation
- 51 percent at least six months
- 32 percent at least one year

Specially trained counselors meet with women pre and post partum at WIC clinics to promote, support and problem-solve breastfeeding.

Above, Mayor Winstead presents WIC staff members Karen and Marianne with the MDH certificate.



Supporting Healthy Families

For Parenting and Optimal Child Development

Intensive home visiting is a proven effective strategy that helps families in greatest need. These families have multiple risks, challenges and circumstances that make parenting and optimal child development difficult. The program helps to assure infants are healthy, safe and nurtured so they enter kindergarten eager and ready to learn.

In 2010, Bloomington Public Health Nurses conducted 361 home visits to participating families. Research indicates that providing home visiting to high-risk families saves money. It results in lower public expenditure for services and helps families become healthier and more self-sufficient. It prepares children to succeed in school, stay out of trouble and enter the workforce.



Services

**Promote healthy communities
and healthy behaviors**

Prevent the spread of infectious disease

**Assure the quality and accessibility
of health services**

**Prepare for and respond to disasters
and assist communities in recovery**

FOR SENIORS

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

463
1230

166
480

141
399

107
431

35
100

37
187

12

45

NA



Public Health Nurse, Bruce, checks a senior's blood pressure and offers helpful advice at a Talk with the Nurse clinic. The clinics are provided monthly for seniors and give information on a number of health-related topics.

FOR FAMILIES

	Bloomington	Edina	Richfield	Eden Prairie
SCHOOL HEALTH SERVICES				
<ul style="list-style-type: none"> CHARTER AND NON-PUBLIC SCHOOLS IN RICHFIELD 				
Nursing services for adults and children including first aid, medication administration, consultation and follow-up. <i># of student contacts/# of adult contacts</i>	NA	NA	1350 / 856	NA
Vision, hearing, and scoliosis screening.	NA	NA	849	NA
<ul style="list-style-type: none"> HEAD START AND FAMILY SCHOOL <i># of screenings</i> 	47	6	92	3
<ul style="list-style-type: none"> SOUTH VISTA/WAVE ALTERNATIVE HIGH SCHOOL <i>73 families/94 clients</i> 	1118 visits			
<ul style="list-style-type: none"> Nursing services to students. 				
CHILD CARE CENTER/CONSULTATIONS <i># of visits/# of centers</i>	114/10	35/3	65/6	11/1
Monthly health and safety consultations with daycare center staff and directors.				
HELP ME GROW SOUTH HENNEPIN <i># of referrals/# of visits</i>	136/228	68/156	108/171	115/250
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 <i># of children enrolled</i>	189	38	129	40
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				
<ul style="list-style-type: none"> PUBLIC HEALTH NURSE HOME VISITS <i># of clients/# of visits</i> 	379/1070	28/52	287/705	13/23
Visits made for high-risk pregnancy, post-partum, newborn care, child development, parenting concerns, and help with community resources.				
<ul style="list-style-type: none"> INTENSIVE PUBLIC HEALTH NURSE HOME VISITS <i># of clients/# of visits</i> 	48/632	9/173	18/193	2/40
Visits made to Metro Alliance for Healthy Families and Successful Parents And Ready Kids program clients. Program funded by the United Way.				
<ul style="list-style-type: none"> BIRTH CERTIFICATE FOLLOW-UP <i># of newborns</i> 	428	150	281	NA
Information provided to families with new babies. Invited to enroll in Follow-Along Program. Home visits offered.				
<ul style="list-style-type: none"> COMMUNITY RESOURCE SPECIALIST <i># of phone and home visits</i> 	973	91	1269	171
Bilingual, Spanish-speaking staff provide resources to families.				
FAMILY SUPPORT PROGRAM <i># of reports reviewed</i>	359	83	22	NA
Nurses review police reports to assure families and individuals are linked with needed resources and health care. Program funded by the United Way.				



This Circle of Support workshop brought adults and youth together. They explored how adults can be more supportive of youth in the community—an asset that contributes to healthy youth development.

HEALTH PROMOTION IN THE COMMUNITY

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

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

2596

495

851

1938

694

665

704

135

197

317

27

125

96

6

44

Services

Promote healthy communities
and healthy behaviors

Prevent the spread of infectious disease

Assure the quality and accessibility
of health services

Prepare for and respond to disasters
and assist communities in recovery



Public Health Nurse, Patricia, immunizes a resident. Low-cost immunizations are provided to adults and children at the Public Health Center on the first and third Tuesdays of the month.

DISEASE PREVENTION & CONTROL

INFLUENZA *# seasonal flu shots/# H1N1 shots*
Flu shots for adults and children administered on- and off-site.

CHILDHOOD IMMUNIZATIONS (0-18 YEARS) *# of clients/# of shots*
Immunizations for tetanus, diphtheria, pertussis, measles, mumps, rubella, Hepatitis B, polio, Hib, varicella, and pneumococcal disease.

ADULT IMMUNIZATIONS *# of clients/# of shots*
Immunizations for tetanus, Hepatitis B, Hepatitis A, polio, and pneumococcal disease.

MANTOUX *# of tests administered*
Testing for employers, employees, students, immigrants, and those seeking employment.

	Bloomington	Edina	Richfield	Other Cities
INFLUENZA	2948/ 1394	998/ 233	351/ 238	142/ 476
CHILDHOOD IMMUNIZATIONS (0-18 YEARS)	92/ 315	17/ 45	51/ 148	96/ 295
ADULT IMMUNIZATIONS	61/ 98	14/ 20	16/ 28	107/ 255
MANTOUX	82	7	23	167

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Nutritionist, Marianne, counsels a pregnant woman on the WIC program about her diet. WIC provides nutrition education and healthy foods to make an early impact on children’s growth and development.

CLINICS

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*
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	40	62	944
CARDIOVASCULAR SCREENING	64	18	39	447
WIC (WOMEN, INFANTS, AND CHILDREN)	2812	358	2343	NA
HEALTH RISK ASSESSMENT	78	20	11	31

Services

Promote healthy communities
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EMERGENCY PREPAREDNESS PROGRAM ACTIVITIES

INCREASED COMMUNITY PREPAREDNESS

- Conducted large H1N1 vaccination clinics in Bloomington, Edina and Richfield.
- Conducted 9 focus groups with at-risk populations to identify barriers to accessing H1N1 vaccinations.
- Completed and pilot tested a draft, faith-based, emergency preparedness toolkit.
- Trained 82 faith community leaders and 38 faith-based organizations to use the new *Faith Based Organizations Emergency Preparedness Toolkit*.
- Participated in a sheltering exercise with the Red Cross.
- Conducted 7 outreach activities to generate interest in Community Emergency Response Team and to promote emergency preparedness.
- Conducted focus groups with community-based organizations regarding the content for a tailored, comprehensive, emergency preparedness toolkit.



These CERT members are community volunteers trained in basic response skills by emergency personnel. CERT members are prepared to save lives, prevent the spread of disease, and protect themselves, their families, and their community in the event of a disaster.

INCREASED CITY'S CAPACITY TO RESPOND

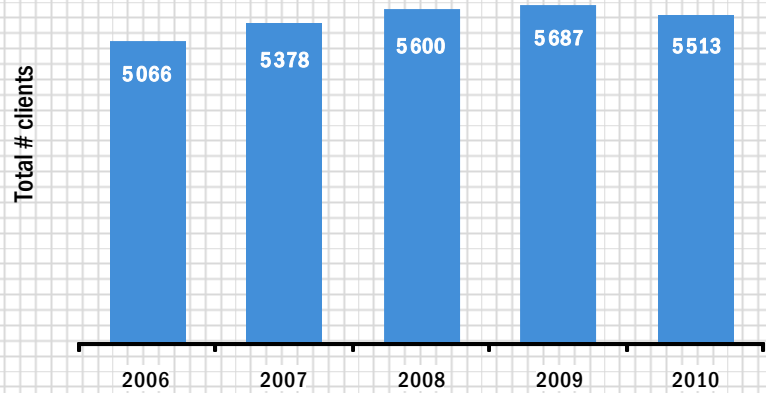
- Implemented the federally-funded Community Emergency Response Team (CERT).
- Trained 59 new CERT members from Bloomington and Richfield.
- Completed and pilot tested the new Public Health CERT curriculum.
- Trained 27 CERT members on Public Health CERT .

Trends in Public Health services

WIC

The WIC Program provides nutrition education and food vouchers for pregnant and breastfeeding women, infants and children. The caseload grew from 2006 to 2009 and decreased slightly in 2010.

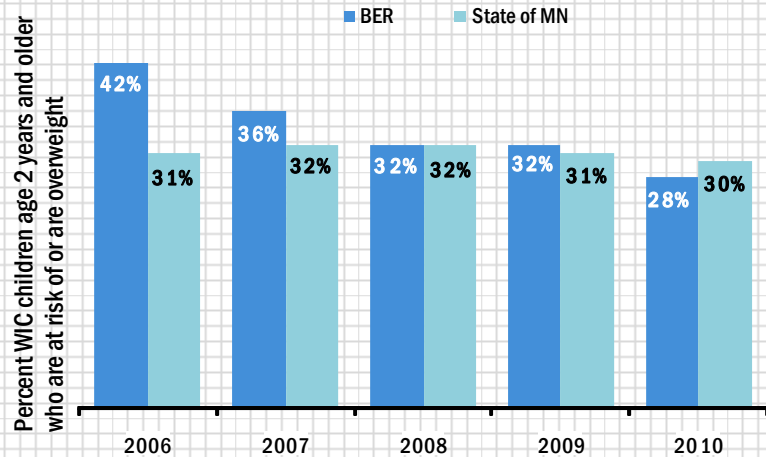
Number of WIC Clients (unduplicated)



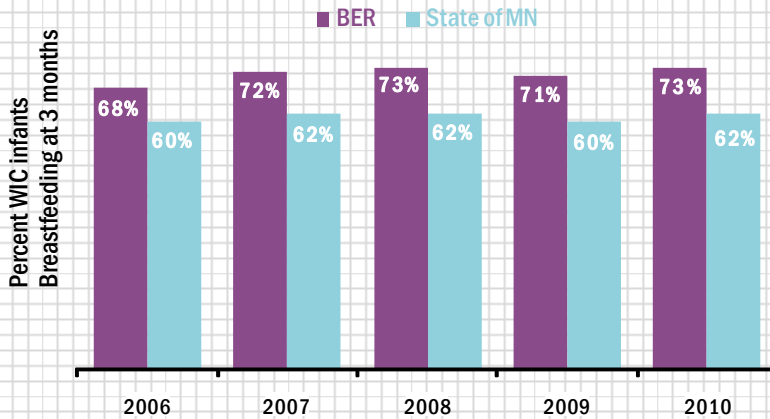
Overweight Children in WIC

In BER, the percentage of children in WIC age 2 years and older who are overweight or at risk for overweight declined from 2006 to 2010. This percentage is lower than the State's in 2010.

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



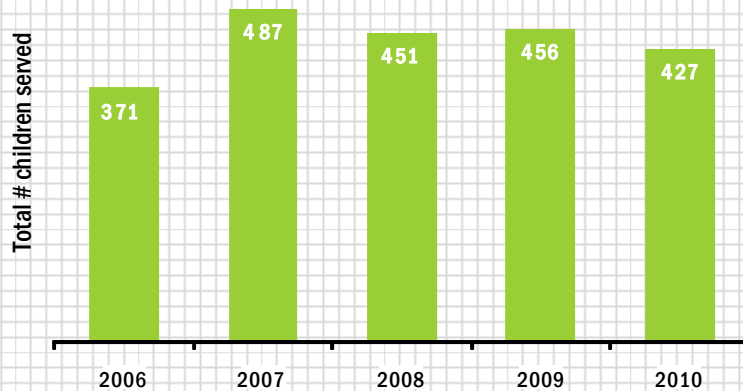
Breastfeeding at 3 Months of Age in WIC Bloomington, Edina and Richfield (BER)



Breastfeeding in WIC

WIC recommends breastfeeding for a full year because of its health benefits for mothers and babies. WIC mothers in BER breastfeed their babies longer than in the state overall.

Early Intervention Services



Children 0-3 Years Early Intervention Services

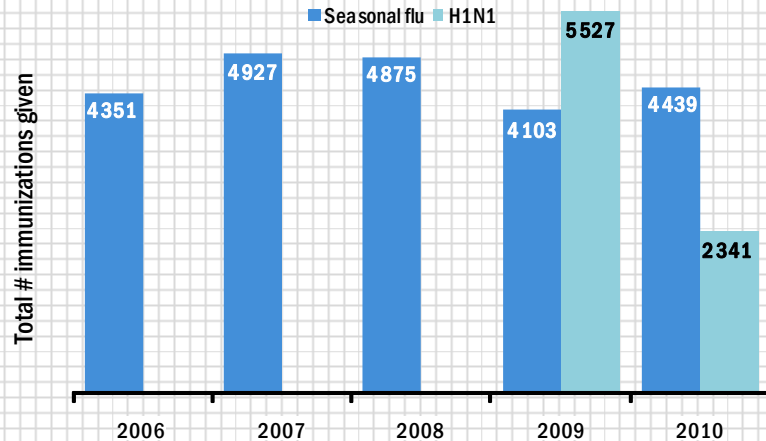
Public Health Nurses assess behavioral, growth and developmental concerns and help parents access educational, medical, and social service resources. This is a joint collaborative with four school districts—Bloomington, Edina, Richfield and Eden Prairie.

Trends in Public Health services

Flu Shots

The Centers for Disease Control and Prevention now recommends most people get flu shots. In 2010, H1N1 flu shots were still being given early in the year. In the later half of 2010, H1N1 was included in the regular flu vaccine. Overall, we saw much less demand for the flu vaccine in 2010.

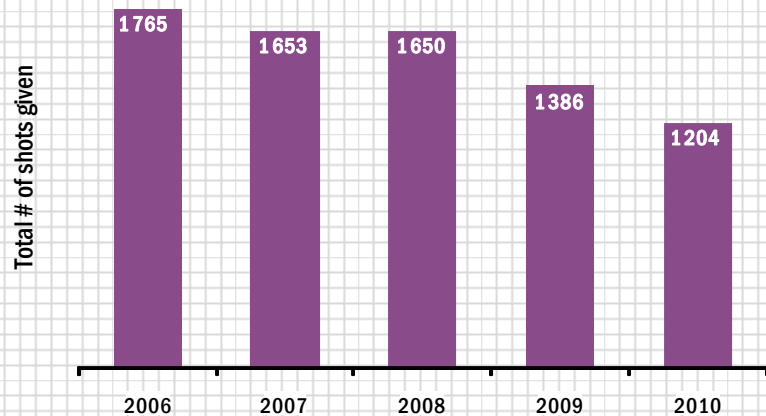
Influenza



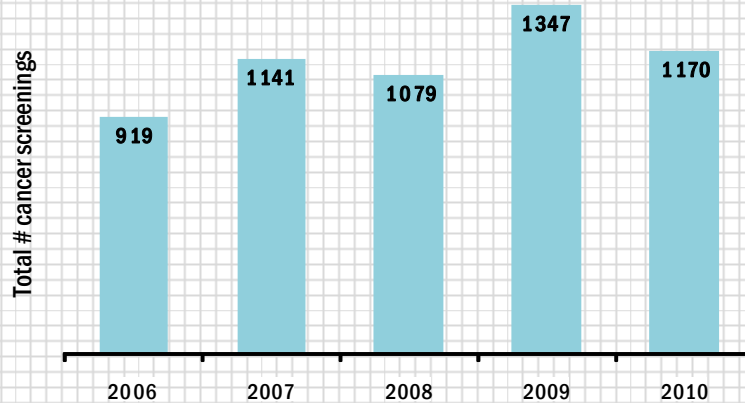
Immunizations - Children and Adults

Immunizations

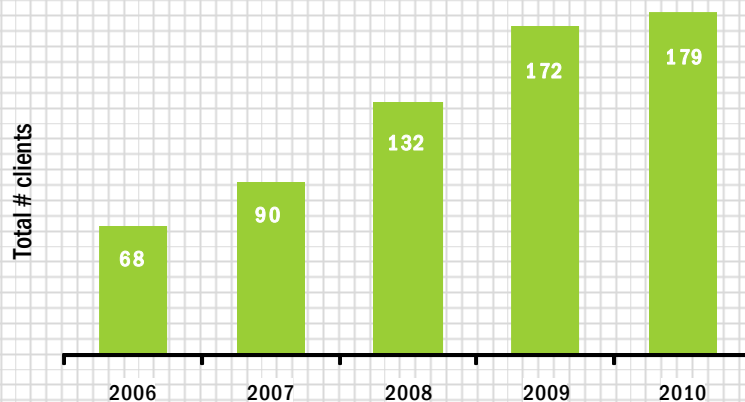
Public Health provides a safety net for those without insurance who need immunizations to protect them from diseases such as pertussis, tetanus, diphtheria, measles, mumps and rubella.



Breast and Cervical Cancer Screening



High-Risk Home Assessments



Women 40+ Health Screening

In 2010, 24 of our 1170 clients were diagnosed with breast cancer, and 270 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 to assess for health and safety factors. They also make joint visits with environmental health sanitarians, police and social services where there are garbage house and vulnerable adult issues. As the population ages, the need for these services increases.

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

2010 Projects

- Reviewed the 2000-2009 Maternal Child Health Report.
- Participated on the Statewide Health Improvement Program Community Leadership Team.
- Reviewed initiatives for “New Americans” with Human Services and Public Health Staff.
- Presented seven Food Safety Awards recognizing commitment to excellence in the food safety area.
- Received regular updates on the SHIP Program.
- Reviewed grant-funded activities related to underage use of alcohol, tobacco and other drugs.
- Reviewed the activities of the Community Emergency Response Team program and plans for the new Medical Reserve Corps program.
- Discussed Social Media and its use in Emergency Preparedness.
- Provided feedback on the Division’s Business Plan and the 2011 draft budget.

Edina Community Health Committee

Kumar Belani
Jan Johnson

Mark Johnson
Mary Jo Kingston

Alan Lifson
Idelle Longman

Carolyn Peterson
John Beuerlein, Student

Francesca Sifferlin, Student

2010 Projects

- Reviewed role of Edina Medical Consultant and mandatory training for paramedics and emergency medical technicians.
- Reviewed emergency response and ambulance services provided by the City of Edina.
- Reviewed annual report of Edina school nursing services and food services.
- Reviewed and assessed community health services and public health emergency preparedness services provided to the City of Edina by Bloomington Public Health.
- Reviewed chemical health programs for students and families in Edina.
- Tracked SHIP grant activities for improving nutrition, reducing obesity and reducing tobacco use.
- Provided letter of support toward establishing the Edina Farmers Market.

Richfield Advisory Board of Health

Benjavan Byrd-Warner
Callmie Dennis
Rhonda Gibson

Betty Gustafson
Yazdaan Juma
David Knutson

Chris Olson
Patrick Suglia

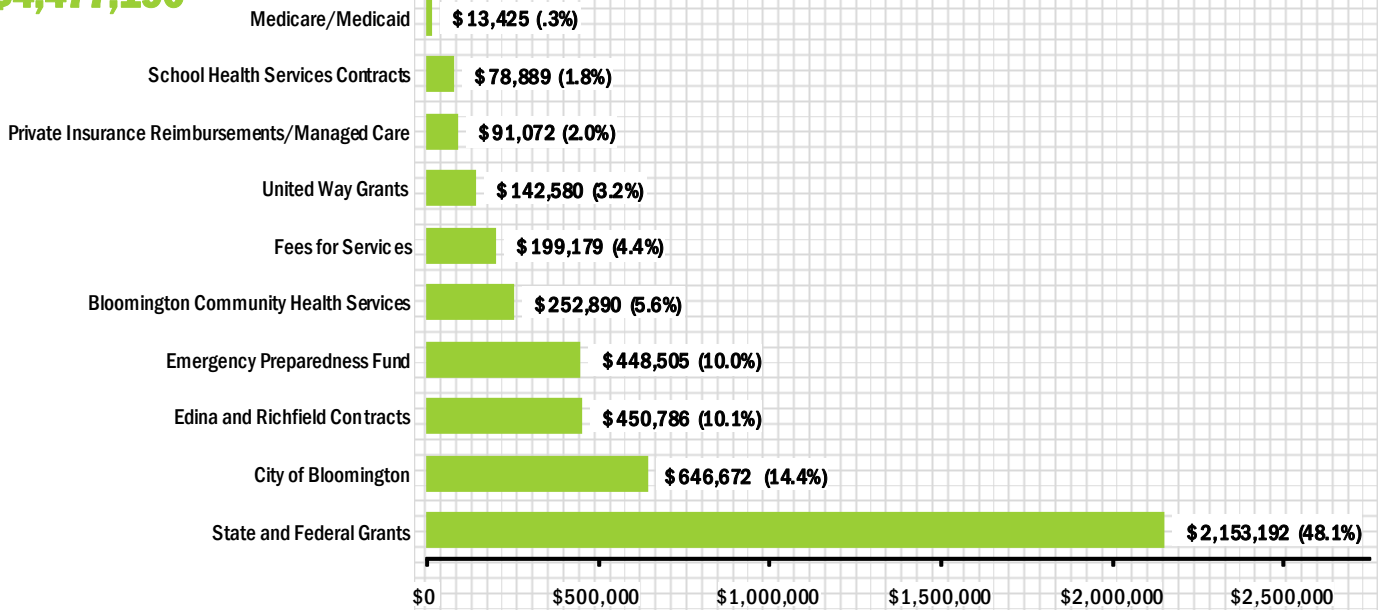
Matt Tietje
Jennifer Turrentine

2010 Projects

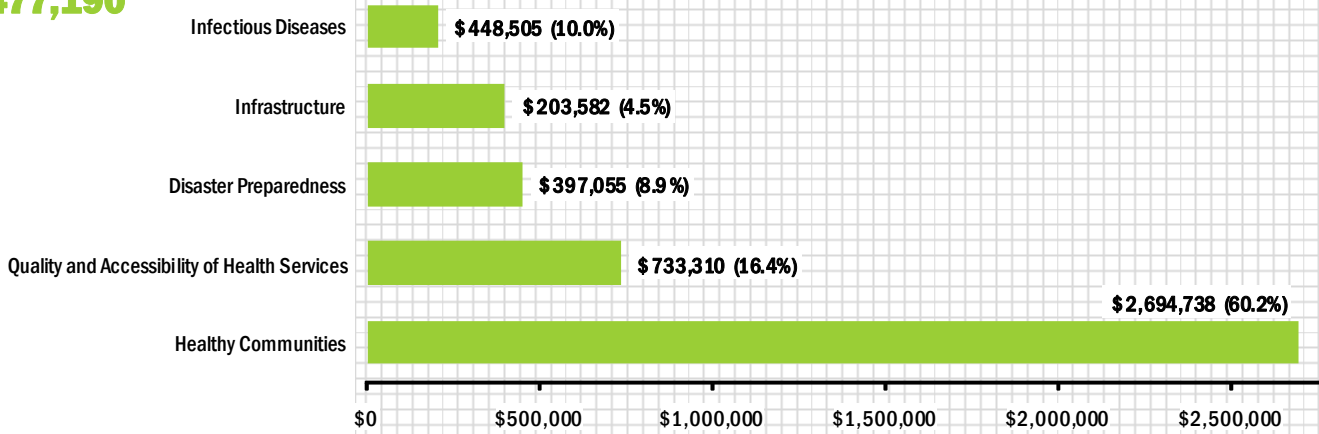
- Continued to focus on Promoting Healthy Communities and Healthy Behaviors through SHIP.
- Supported the passage of a city ordinance prohibiting smoking in city parks.
- Recognized ten local eateries for their excellence in the area of food safety.
- Provided a liaison to the newly created Richfield Bike Task Force.
- Supported Richfield Public Schools in organizing and promoting the community wellness expo.

2010 Financials

Total Revenue
\$4,477,190



Total Expenses
\$4,477,190



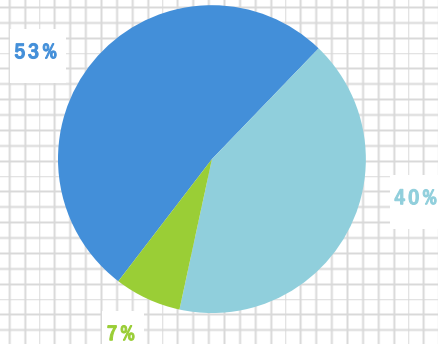
2010 Staffing

Distribution of Employees

57 Staff

- Full-Time Positions = 30 people
- Part-Time Staff = 23 people
- Temporary Part-Time Staff = 4 people

42 Full-Time Equivalents



Public Health Division Employees

- | | |
|--------------------------------------|--|
| 1 Administrator | 1 Speech/Language Pathologist |
| 3 Program Managers | 2 Translators/Community Resource Specialists |
| 1 Health Activity Supervisor | 1 Communications & Health Promotion Specialist |
| 21 Public Health Nurses | 1 Public Health Planner |
| 1 Registered Nurse | 1 Accountant |
| 1 Licensed Practical Nurse | 1 Account Clerk |
| 6 Dietitians | 1 Office Supervisor |
| 1 Emergency Preparedness Coordinator | 1 Office Support Specialist |
| 10 Health Promotion Specialists | 4 Office Assistants |
| 3 Nurse Practitioners | |

Contracted Health Professionals

- 1 Physician

Thank you

to our 2010 grant funders

Blue Cross and Blue Shield of Minnesota Foundation

Education Foundation of Bloomington

Greater Twin Cities United Way

Homeland Security and Emergency Management Citizen Corps Program

McKnight Foundation – Out of School Time

Minneapolis-St. Paul Metropolitan Medical Response System

Minnesota Department of Health

Park Nicollet Foundation

**Substance Abuse and Mental Health Services Administration
- Drug Free Communities Program**

**Substance Abuse and Mental Health Services Administration
- Sober Truth on Preventing Underage Drinking Act Grant**

UCare Fund



THE MCKNIGHT FOUNDATION

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 CARE for 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



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