COMMUNITY HEALTH NEEDS ASSESSMENT

FY 2023-2025

Essentia Health – Ada

Essentia Health

Essentia Health-Ada
201 9th St W, Ada, MN 56510
Service Area Population: 6,520

86 individuals completed the survey

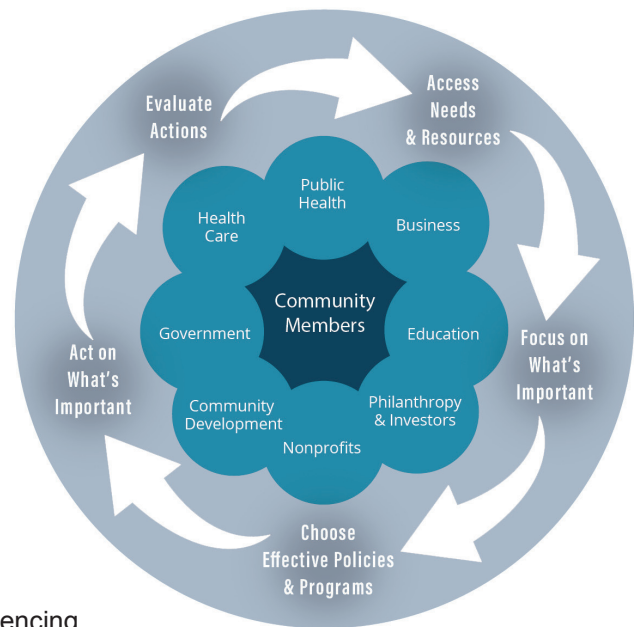16 individuals participated in listening sessions

3 community listening sessions

GUIDING PRINCIPLES

1. Collaborate towards solutions with multiple stakeholders (e.g. schools, worksites, medical centers, public health) to improve community health.

2. Build trust through collaboration with community members experiencing health disparities.

3. Prioritize sustainable evidence-based efforts around the greatest community good.

4. Create clear, specific, realistic, and action-oriented goals to improve priority health indicators.

5. Prioritize strategies that advance health equity, address structural barriers, or reduce health disparities

PROCESS
Work Together

Evaluate Actions
Access Needs & Resources
Public Health
Health Care
Business
Government
Community Members
Education
Act on What's Important
Community Development
Philanthropy & Investors
Nonprofits
Focus on What's Important
Choose Effective Policies & Programs

Communicate

Youth Mental Wellbeing

Build meaningful relationships between youth and adults by expanding mentorship program.

Increase participation in meaningful activities for youth.

Expand education and training to reduce the stigma of mental illness and increase access to resources using the "Be Well" Framework

Access to Economic Opportunities

Identify and implement opportunities for students to expand hands on experiences n the community through internships & apprenticeships.

Positive campaign to expand "Buy Local" to incentivize and raise awareness of the impact of local dollars.

The full report can be found at EssentiaHealth.org/about/chna
For questions or comments, please contact chna.comments@essentiahealth.org

Essentia Health

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ACKNOWLEDGEMENTS

This report is based on a collaborative process with leadership from the following community members and organizations. Essentia Health would like to express our gratitude to the many individuals who contributed to planning, development and analysis of community health needs. We would like to thank these partners for offering their time and valuable insights to analyze and prioritize data, develop implementation plans and provide knowledge and expertise during this process.

Steering Committee Members:

- Karen Pifher, Community Health Program Manager, Essentia Health
- Erin Stoltman, Administrator, Essentia Health
- Dawn Miller, Rehab Service Support Supervisor, Essentia Health
- Heather Dufault, Extension Educator, University of Minnesota Extension
- Ashley Larson, City Administrator, City of Ada
- Linda Houglum, 4H Program Coordinator, University of Minnesota Extension
- Dawn Ganje, Northwestern Mental Health
- Kim Meyers, SHIP, Norman-Mahnomen Public Health
- Shannon Abrahamson, MW8 AMHI Coordinator, Alluma
- Lorie Kitchell, Farm Leaders
- Brianna Eggen, Director, Dekko
- Karie Kirschbaum, Gary Resident, City Administrator for Mahnomen
- Ben Fall, Chief Deputy/Mayor, Norman County and City of Twin Valley
- Jason Carlson, CEO, Tri-Valley Opportunity Council
- Shauna Reitmeier, CEO, Alluma

Community health needs assessment and implementation plan approved and adopted by the West Market board of directors on May 4, 2022.

INTRODUCTION

Essentia Health Description

Essentia Health is a nonprofit, integrated health system caring for patients in Minnesota, Wisconsin and North Dakota. Essentia Health is called to make a healthy difference in people's lives. To fulfill that mission, we seek opportunities to both enhance the care that we provide and improve health within our communities.

Community Health Needs Assessment Overview

Every three years, each Essentia Health hospital conducts a community health needs assessment (CHNA) to systematically identify, analyze and prioritize community health needs. The process is conducted in collaboration with many community partners including other health care systems, local public health departments and organizations or individuals that represent the broad interests in the community, including members of the medically underserved, low-income and higher health risk populations. Once the priority health needs are identified, Essentia Health works with partners to design an implementation strategy to leverage existing community strengths and resources available to improve community health.

Essentia Health is called to make a healthy difference in people's lives.

Caring for Our Community

Our commitment to our community's health and wellness goes well beyond the work of the community health needs assessments. Through contributions of over $1.5 million annually to numerous community organizations, we're working together with our communities to improve the health and vitality of our neighborhoods. In addition, we're proud to say our employees donated more than 10,000 hours of their time and talents to a variety of programs and outreach efforts during the last year. Our community investments are designed to promote better health, help reduce inequities in our communities and improve access to health care.

HOSPITAL DESCRIPTION AND SERVICE AREA

Essentia Health-Ada is a 14-bed Critical Access hospital in Ada, Minnesota, that began serving Ada and Norman County in 1926. The entire hospital, clinic and nursing home were destroyed by flooding in 1997. This resilient community reopened the clinic in temporary locations within days and, later in the same year, reopened eight beds of the hospital, outpatient services, lab, X-ray and physical therapy departments. The city supported a $15 million building project and the current hospital opened in 2000. The wide range of services now available includes a rural health clinic with both primary care and specialty care services. In addition, Essentia Health-Ada offers emergency services with Level IV Trauma designation, ambulance, hospital and rehabilitation.

Essentia Health-Ada provides services in the community of Ada and primarily serves Norman County. For the purposes of this assessment, "community" is defined as the Essentia Health-Ada planning area combined with the ZIP codes where 80% of inpatients resided for fiscal year 2018. This includes the ZIP codes of Ada (56510) and Twin Valley (56584). Additional communities served by the hospital with between 1-5% of hospital discharges include Mahnomen (56557), Gary (56545) and Ulen (56585). The community was defined based on the hospital's ability to have the greatest impact with the available resources. The hospital is committed to building and sustaining partnerships with area organizations in order to extend its reach to all areas within this region.

Existing health care facilities in the region include Sanford clinics on both the east and west sides of Norman County that also serve patient health needs. In addition, Halstad has a dental access clinic with community health workers that opened in 2018.

DEMOGRAPHICS & SOCIOECONOMIC FACTORS

Table A. Overall Demographics (2018-2019)

Total Population	Norman County	Ada	Minnesota
Population	6,520 6,638	1,763 1,729	5,639,632 5,611,179
Population under 5 years	5.5% 5.3%	6.8% 6.2%	6.2% 6.5%
Population under 18 years	23.6% 23.0%	28.1% 26.8%	23.1% 23.9%
Population 65 years and over	21.4% 21.8%	19.6% 18.9%	16.3% 14.4%
Population Characteristics			
Veterans	2.8% 3.5%	3.8% 3.5%	6.4% 6.8%
Speak a language other than English	3.2% 4.0%	4.3% 4.6%	12.3% 12.2%
With health insurance coverage	93.9% 92.6%	95.9% 90.6%	95.1% 95.6%
Poverty			
Median household income	$55,085 $52,083	$53,438 $39,464	$74,593 $70,315
People of all ages living in poverty	8.8% 11.7%	7.8% 14.9%	9.0% 9.6%
People under 18 years living in poverty	9.7% 20.2%	4.3% 25.4%	11.2% 11.7%
Employment Status			
Unemployment rate	1.8% 2.1%	2.5% 3.8%	3.2% 3.4%
Educational Attainment			
Population ages 25+ with high school graduation or higher	91.9% 90.8%	95.1% 86.7%	93.6% 93.4%
Population ages 25+ with bachelor's degree or higher	19.1% 18.6%	21.3% 18.6%	37.3% 36.7%
Housing			
Percent of owner-occupied homes	81.9% 81.3%	72.1% 98.9%	71.9% 71.5%
Population spending more than 30% of income on rent	46.3% 49.2%	42.0% 53.1%	44.0% 46.2%
Transportation			
Households with no motor vehicle available	2.1% 4.2%	0.6% 6.2%	6.6% 6.8%

Source: U.S. Census Bureau, American Community Survey
BLACK = 2019 ACS 5-Year Estimates data | GRAY = 2018 ACS 5-Year Estimates data

Table B. Race/Ethnicity Distribution (2018-2019)

Race Distribution		
Race	Ada, MN	Percent
Total population	1,762 1,729	100% 100%
One race	1,724 1,679	97.8% 97.10%
White	1,623 1,609	92.1% 93.1%
Black or African American	7 6	0.4% 0.3%
American Indian and Alaska Native	60 0	3.4% 0.0%
Asian	0 10	0.0% 0.6%
Native Hawaiian/Pacific Islander	0 0	0.0% 0.0%
Other race	34 54	1.9% 3.1%
Two or more races	39 50	2.2% 2.9%
Hispanic or Latino	140 115	7.9% 6.7%
Source: U.S. Census Bureau, American Community Survey		
BLACK = 2019 ACS 5-Year Estimates data | GRAY = 2018 ACS 5-Year Estimates data		

Norman County covers 877 square miles in northwestern Minnesota. The county has a total population of 6,520 residents and the population has stayed relatively steady. The population under 18 years old is seeing growth, while the population 65 years and over is declining. Ada has a predominantly white population (92.1%) and the Hispanic or Latino population is the dominant non-white racial population. Norman County is 100% rural and is a significant farming community. In 2019 (latest available data), the median household income for Norman County was $55,085, compared to the state median household income of $73,306. There was a substantial income growth of $13,974 in the Ada community, closing the income gap between Ada and Norman County. The percentage of people of all ages living in poverty has decreased. Even though there is income growth and a low unemployment rate, there is an underemployment issue with a low median household income. This exacerbates the housing burden where 46% of people are paying more than 30% of their income on housing. There has been an increase in educational attainment of high school graduates or higher (91.9%) and bachelor's degree or higher (19.1%), yet overall, the education attainment is low comparative to the state.

EVALUATION OF 2020-2022 IMPLEMENTATION PLAN

Don't Blow It: Anti-Vaping Campaign

Essentia Health and the American Lung Association developed a video and toolkit for use by teachers and community groups to educate students and the public about the dangers of vaping. The 10-minute video utilizes a peer-to-peer education model by featuring only youth voices. The video has been viewed more than 8,000 times since Oct. 1, 2020. To evaluate impact of the campaign, pre- and post-surveys were completed by 748 high school students. The survey shows a decrease in the percentage of students who would be likely to try an e-cigarette after completing the program. The video and toolkit have been used in eighth through 12th grade classrooms across all Essentia Health markets. The materials are publicly available on Essentia Health's website: www.essentiahealth.org/dontblowitteacherguide/.

Mental Health First Aid

Essentia Health transitioned to offering Mental Health First Aid (MHFA) virtually to both Essentia Health colleagues and community members in 2020. Just as CPR teaches people how to assist an individual having a heart attack, MHFA teaches people to assist someone experiencing a crisis related to mental health or substance use until professional health is obtained. Since June 2019, 557 people have attended the eight-hour training program, including 142 Essentia Health colleagues. After the training, 99% of participants reported feeling confident that they could reach out to someone who may be experiencing a mental health crisis.

Resourceful

In April 2020, Essentia Health expanded a pilot to identify and connect patients with health-related social needs to community resources. All primary care and pediatric patients are given the option to complete a screening for social needs including food insecurity, transportation and financial strain. Over 2,000 patients have been connected to more than 80 different community partner organizations. We launched a new partnership with FindHelp.org to create a community resource guide and referral network (www.WeAreResourceful.org).
The goal of this project is to create a more connected community with improved coordination between and among health and social service providers.

EVALUATION OF 2020-2022 IMPLEMENTATION PLAN: HOSPITAL SPECIFIC

Physical Fitness

Over the past three years, activities have included health prevention screenings, Bike Rodeos, healthy snacks at events and school athletic services. In 2020, 72 community members participated in health screenings through a health fair. In 2019, the health fair served over 200 attendees. Health and well-being information packets were handed out to each participant. In 2021, 95 preschool through fifth grade children participated in a Bike Rodeo to teach children bike skills. Essentia Health provides athletic services to support healthy living and injury prevention for the Ada-Borup schools, serving more than 350 students annually.

Mental Health

Essentia Health participates in the HOPE Coalition to help support suicide prevention. The HOPE Coalition serves Kittson, Mahnomen, Marshal, Norman, Pennington, Polk, Red Lake and Roseau. Together we are working on a goal of zero deaths by suicide through outreach and educational activities to increase awareness of how to access mental health services. In October 2019, the Ada Alive collaborative provided an educational session on farmer mental well-being and suicide prevention through a collaboration with Minnesota Farm Counseling and the Minnesota Farmers Union. Plans are underway to create intergenerational programs in the community and to launch the Make It OK campaign.

Social Determinants of Health (SDoH) are the conditions in the environments where people are born, live, learn, work, play and age that affect a wide range of health functioning and quality of life outcomes and risks. Essentia Health invested in SDoH initiatives that could impact both priority areas, including supporting $2,000 for the Northwest Dental Halstad location for improved access to care and $1,500 to the Ada-Borup school to support internet access for families to ensure equal access to learning.

PROCESS AND TIMELINE

Process

Essentia Health utilized the County Health Rankings and Roadmaps action cycle as a pathway for conducting the assessment. This systematic process involved assessing needs and resources, focusing on what's important, choosing effective policies and programs, acting on what's important and evaluating actions. Community members were at the center of each step, with a focus on working together and communicating across sectors.

To develop the implementation plan, we utilized a Results Based Accountability (RBA) framework. RBA uses a data-driven, decision-making process to help communities and organizations get beyond talking about problems to taking action to solve problems. Community members and partners were actively involved, not just in setting priorities, but also in designing solutions.

Guiding Principles

Collaborate towards solutions with multiple stakeholders (examples: schools, worksites, medical centers and public health) to improve community health.

Build trust through collaboration with community members.

Prioritize sustainable, evidence-based efforts around the greatest community good.

Create clear, specific, realistic and action-oriented goals to improve health outcomes.

Prioritize strategies that advance health equity, address structural barriers or reduce health disparities.

Timeline

From March 2021 to November 2021, Essentia Health and partners completed the community health needs assessment. The implementation plan was developed December 2021 to April 2022.

DATA COLLECTION AND ANALYSIS

A community stakeholder survey was developed in partnership with Sanford and Public Health for the Essentia Health West Market based on best practices around understanding root causes and SDoH. The survey was distributed by the CHNA Steering Committee members utilizing email and social media. The survey was open August 2021 through October 2021 and received 86 responses. Respondents included participants from both ZIP codes in the service area, spanning ages 21-90, were 74% female, 96% Caucasian and primarily middle-income. Additional data sources utilized in the assessment included:

Data Source	Years	Geography
County Health Rankings and Roadmaps	2019, 2020, 2021	Norman County
Minnesota Student Survey	2016, 2019	Norman County (broken down by district)

In November 2021, the CHNA Steering Committee conducted three virtual community listening sessions representing 12 different groups, businesses, or organizations to gain their perspective on key health needs in the community. The qualitative feedback provided through the listening sessions was included in the prioritization process.

3 community listening sessions

16 individuals participated in community listening sessions

86 individuals completed the community health survey

PRIORITIZATION PROCESS

After reviewing the secondary data and community input data, the CHNA Steering Committee members developed the following criteria to prioritize key health needs:

- Size or scope of the issue
- Seriousness of the issue
- Equity impact
- Feasibility

The CHNA Steering Committee identified two final priorities for action:

Youth Mental Wellbeing	Access to Employment Opportunities

Needs Not Addressed in the CHNA

Many community residents and stakeholders identified housing as an important health issue, but it was not included in the top three priorities, because the feasibility was ranked "low." Healthy eating and active living were also noted, but the Steering Committee felt that there was adequate work happening in this area through community partners already.

Community Input on Prioritized Needs

As part of the community listening sessions, community members were asked to identify what resources were available and strategies to address the identified needs. Facilitators recorded and analyzed the information for use in both the prioritization process and the community health improvement planning process.

KEY FINDINGS: YOUTH MENTAL WELLBEING

The focus area for this priority is bullying in the schools. Bullying threatens the mental and educational well-being of students.

- 76% of ninth grade students reported being bullied in the past 30 days, according to the 2019 Minnesota Student Survey.
- 30% of ninth grade students reported being bullied daily, found the 2019 Minnesota Student Survey.
- 54% of ninth grade girls reported being bullied due to physical appearance in Ada-Borup and 58% in Norman County East, according to the 2019 Minnesota Student Survey.
- 56% of ninth grade girls report rarely, not at all or only sometimes feeling good about themselves in Ada-Borup and 53% in Norman County East, the 2019 Minnesota Student Survey stated.
- 35% of ninth grade girls have considered suicide in Ada-Borup, and 25% of boys in Normal County East, according to the 2019 Minnesota Student Survey.

Community Input:

"I see this happening daily and I just feel helpless to stop it…" (related to bullying)

"We need to do something…" (related to bullying)

"Schools merged and could be a source of added stress to students."

Community Strengths and Resources Available:

- Norman County Public Health
- Essentia Health
- The HOPE Project
- Tri-Valley Opportunity Council
- Alluma
- School districts
- City and county governments
- Dekko Community Center

KEY FINDINGS: ACCESS TO EMPLOYMENT OPPORTUNITIES

Multiple aspects of employment – including job security, the work environment, financial compensation, and job demands – may affect health.

- 29% of survey participants ranked access to employment or economic opportunity as poor, according to the 2021 Essentia Health West Community Health Survey.
- 21% of survey participants ranked access to childcare as fair or poor, found the 2021 Essentia Health West Community Health Survey.
- Median household income of Norman County is $55,085 vs. the Minnesota state average of $74,593, found the US Census Bureau in 2019.
- 19% of residents have a bachelor's degree or higher compared to a 37% state average, according to the US Census Bureau in 2019.

Community Strengths and Resources available:

- Essentia Health
- City of Ada
- Norman County
- Dekko Community Center
- School district
- Benedictine Living Community
- RDO Equipment
- Halstad Living Center

Community Input:

"We need to support creating a skilled workforce."

"Our health care organizations need workers and we would only benefit from supporting opportunities to engage in building the workforce."

"There are jobs locally, but they don't pay a living wage."

CHNA 2023-2025 IMPLEMENTATION PLAN

Essentia Health worked with internal stakeholders and community partners in the Essentia Health-Ada service area to design strategies that address each of the priority community health needs identified in the CHNA. The strategies outline actions that will be taken to respond to the identified needs.

The resulting implementation plan is a three-year plan to address priority needs in the community and will be reviewed annually, with progress shared with hospital leadership and the board of directors on an annual basis. During the fiscal years 2023-2025 CHNA implementation cycle, some activities are led by the individual hospitals/markets, while others are coordinated across the health system. The Essentia Health system has outlined an allocation of resources available to each hospital as a percentage of net revenue to address the priorities set forth in the community health needs assessments. This strategy helps Essentia Health make the greatest impact with available resources. Any comments received during the most recent CHNA implementation cycle inform development of the next implementation plan. No written comments were received from the fiscal years 2020-2022 CHNA for the Norman County area.

Desired Results and Data Indicators

Responding to community health needs identified in the CHNA, the results and indicators listed below outline the desired results of community action and data points to help indicate progress. Essentia Health uses Results-Based Accountability, which is a disciplined way of thinking and acting to improve entrenched and complex social problems, to frame and implement this plan.

- Desired result: Youth in Norman County schools will experience positive mental well-being.

    o Minnesota Student Survey data indicator: Eighth graders reporting feelings of hopelessness and depression

- Desired result: People in Norman County have access to gainful employment or economic opportunities.

    o American Community Survey data indicator: Median household income

Youth Mental Wellbeing

Result: Youth in Norman County Schools experience positive mental well-being.

Baseline: What is the history and forecast of the issue?
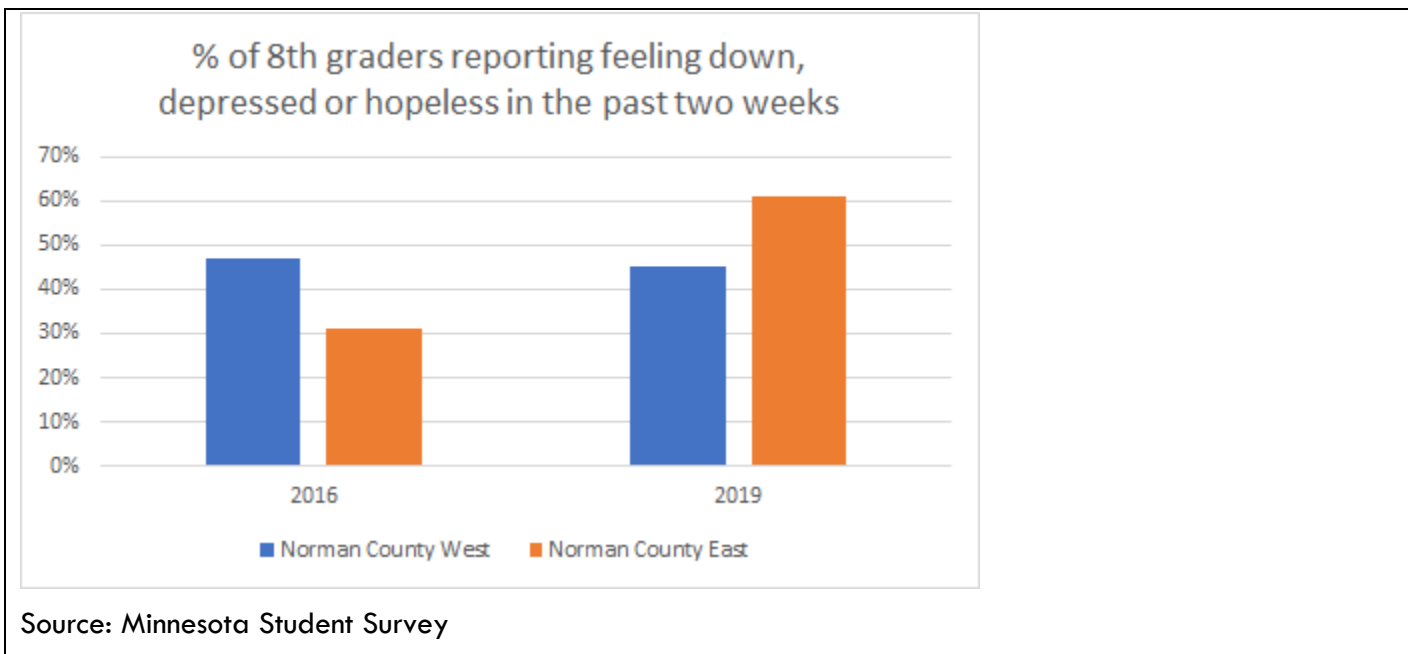
Source: Minnesota Student Survey

Story behind the baseline: What are root causes of the issue?

What is currently pushing these numbers down?
- School and community initiatives (i.e., social emotional learning education, HOPE Project)
- Community activities that bring people together
- Increasing access to services

What is currently pushing these numbers up?
- Isolation and lack of meaningful relationships
- Exposure to trauma
- Poor self-esteem

Partners: Who are the partners who have a role to play?

- Essentia Health
- Ada/Borup Schools
- Dekko Community Center
- 4-H
- Scouts' programs
- Alluma
- Tri-Valley Community Council
- Polk/Norman/Mahnomen Public Health and Statewide Health Improvement Partnership (SHIP)
- Northwest Regional Development Center
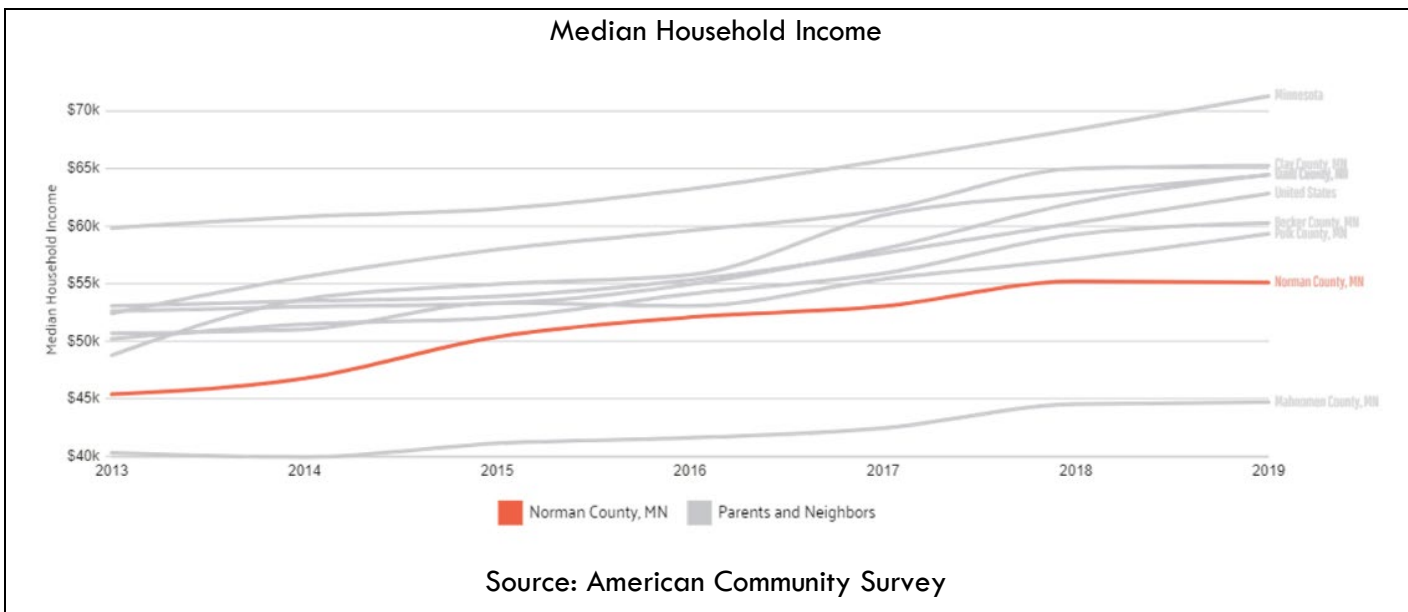- Norman County Sheriff's Office

Strategies: What works to do better?

- Build meaningful relationships between youth and adults by expanding mentorship program.
- Increase participation in meaningful activities for youth.
- Expand education and training to reduce the stigma of mental illness and increase access to resources using the Be Well Framework.

Access to Employment Opportunities

Result: People in Norman County have access to gainful employment or economic opportunity.

Baseline: What is the history and forecast of the issue?

Median Household Income

Source: American Community Survey

Story behind the baseline: What are root causes of the issue?

What is currently pushing these numbers down?
- Lack of population growth
- Youth leaving the community upon graduation
- Lack of entrepreneurial opportunities

What is currently pushing these numbers up?
- Youth engagement skills program
- Competitive wages and benefits
- Rural living and quality of life

Partners: Who are the partners who have a role to play?

- Norman County Development Activity
- Dekko Community Center
- Local government
- Tri-Valley Opportunity Council
- CareerForce
- Essentia Health
- Local schools

Strategies: What works to do better?

- Identify and implement opportunities for students to expand hands-on experience in the community through internships and apprenticeships.
- Support a campaign to expand "buy local" to incentivize and raise awareness of the impact of local dollars.

CONCLUSION

As a nonprofit health system, Essentia Health is called to make a healthy difference in people's lives. This CHNA illustrates the importance of collaboration between our hospitals and community partners. By working collaboratively, we can have a positive impact on the identified health needs in our community in fiscal years 2023–2025. For questions or comments about the community health needs assessment, please contact: chna.comments@essentiahealth.org. Copies of this plan can be downloaded from our website: https://www.essentiahealth.org/about/chna/.

APPENDIX A: CHNA PARTNER INVENTORY

Organization	Representing medically underserved, low income, or minority community	Representing state, local, tribal or governmental public health	Advisory Committee Member	Focus group participant
Statewide Health Improvement Partnership	x	x	x	x
Polk-Norman-Mahnomen Public Health	x	x	x	x
Norman County Social Services	x	x	x	x
Tri-Valley Opportunity Council	x			x
Area Agency on Aging	x			x
Norman County Sheriff's Department				x
City of Ada			x	x
Ada Alive			x	x
Impact Coalition	x	x	x	x
Northwest Minnesota Foundation	x			x
Norman County east School District	x			x
Ada-Borup West School District	x			x
DEKKO Community Center	x			x
County 4H				x
HOPE Project	x	x		x
Suicide Prevention Project	x	x	x	x