

# 2018 Community Health Needs Assessment



**CRMC**  
CUYUNA REGIONAL  
MEDICAL CENTER  
*Crosby - Longville - Baxter*

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# Introduction

Greetings,

Hospitals and other health care agencies are required to conduct a community health needs assessment (CHNA) every three years to obtain information about the health needs and concerns of the population. This Community Health Needs Assessment is a systematic, data-driven approach to determining the health status, behaviors and needs of residents in CRMC's service area. The information will be used to inform decisions and guide efforts to improve community health and wellness.

To avoid duplication of efforts and to achieve a more comprehensive CHNA, in addition to its own efforts CRMC utilized existing results of the 2016 CHNA developed by Essentia Health/St. Joseph's Medical Center in Brainerd, a 2017 Crow Wing County Community Health Survey, and Minnesota Department of Education student surveys. Information was collected from the community through a survey at a wellness event and a key stakeholders focus group. To understand the social, economic, and health status of area residents, statistics were also collected from state, county, and local sources.

Following analysis of all data sources, CRMC identified its top three priority areas to address. They are obesity/overweight, mental health and advance care directives. CRMC looks forward to partnering with other organizations to coordinate action plans, pool resources, and jointly address the priorities of this assessment over the next three years.

This document will serve as the basis for a community health-improvement planning guide for CRMC in strategic planning and addressing its mission of improving health.



A handwritten signature in black ink, appearing to read 'Kyle Bauer', written in a cursive style.

**Kyle Bauer**  
*Chief Executive Officer*



# Cuyuna Regional Medical Center Overview

Cuyuna Regional Medical Center consists of a 25-bed critical access hospital, three physician clinics, a 116-bed nursing home and is a partner with Presbyterian Homes and Services in operating a senior living community with 50 independent living apartments, 36 assisted living apartments, 12 memory care apartments and 16 memory care suites. A locally-governed 501(c)(3) nonprofit organization, CRMC is the second largest employer in Crow Wing County.

A community-built facility, CRMC serves approximately 30,000 people in the Brainerd Lakes, an area known as Minnesota's vacation destination because of its beautiful lakes and woodlands offering a variety of outdoor recreation opportunities. With an average daily census of 18 patients, CRMC serves approximately 2,200 inpatients and 150,000 outpatients annually and has nearly 10,000 ER visits and about 260 births. The majority of CRMC's patients, 65 percent, reside in Brainerd, Baxter, Longville, Aitkin, Onamia and their surrounding areas. Another 35 percent of its patients live in the Hospital District of Bay Lake, Crosby, Cuyuna, Dean Lake, Deerfield, Deerwood, Emily, Fairfield, Fifty Lakes, Little Pine, Rabbit Lake, Riverton, Trommald and Wolford.

CRMC furthers its mission by promoting the health of the community through programs and activities that foster health, healing and wellness. CRMC knows that much of what influences health happens outside of the hospital or doctor's office – in our schools, workplaces and neighborhoods. Just as its care teams devote themselves to meeting the needs of patients, CRMC is driven to address its specific community





health needs with wellness screenings, health education, health fairs and other community outreach. CRMC pro-actively recruits the physicians and specialists needed to meet the community’s healthcare needs and works hard to retain its medical staff. CRMC strives to know what kind of physicians are going to be needed and then plans and allocates resources accordingly. The organization also assesses the demographics and practice patterns of current staff to show potential recruiting candidates that there is a need for their services.

CRMC is governed by a nine-member, non-profit Board of Directors consisting of four leaders who live in areas geographically representative of CRMC’s service area, two District Board members, two medical staff and the CEO. The Board’s primary responsibility is to assure the services provided by CRMC meet community standards, promote patient safety and ensure the hospital is providing the highest quality of health care services to the communities CRMC serves. CRMC also has an 18-member Governing Board elected by residents of its communities. Members of this group assure that payment on the outstanding debt and other obligations of CRMC are satisfied.

### Average Annual Statistics

Daily Census .....	18
Inpatients .....	2,200
Outpatients .....	150,000
Clinic Visits .....	72,000
ER Visits .....	10,400
Surgeries.....	6,400
Births .....	260
Net Revenue.....	\$110 Million
Employees .....	950
Physicians.....	40

## Caring for the Community

Community benefit is part of CRMC’s identity to promote the common good. We do this through programs and activities that foster health, healing and wellness, and those which directly address community need. It is also a living example of the CRMC mission and values in action as we strive to achieve our health care vision.

As a community-based hospital and health care provider, CRMC’s mission is to improve the health of the community and provide quality health care services for all citizens, regardless of ability to pay. Each year, CRMC gives back to the community through education, health services, donations, and free and reduced cost health care to ensure that financial issues do not prevent patients from seeking or receiving care.

CRMC makes significant efforts to ensure charity care is granted to all patients who qualify. In 2017, a total of \$104,365 in services were provided to low-income patients at free or reduced prices, and was provided to those who have exhausted third-party resources, do not qualify for Medicaid or have insufficient incomes. CRMC also experienced a loss of \$1,766,925 in the unpaid costs of Medicaid for low-income individuals. The Cuyuna Lakes Area has a high need for several health care services that do not generate sufficient revenue to cover the cost of providing them. CRMC subsidizes a total of \$2,014,107 in services to ensure their availability to our community.



The organization also provides health-related education to the community through events, classes, lectures and wellness screenings completely free-of-charge to the community. CRMC's women's wellness event attracted more than 800 participants in 2017 and a free summer lunch program was served to 4,800 youth. CRMC offers year-round courses on first aid, CPR, childbirth, breastfeeding, and diabetes prevention as well as support groups on memory loss, brain injury and stroke, cancer and weight loss. A total of 8,542 residents were reached through all these efforts in 2017.

CRMC also supports other organizations and initiatives that share its goal to improve the health of our community. In 2017, that included \$52,818 in cash donations to organizations focused on the health, social, cultural, and educational needs of the area. In addition, CRMC staff donates time, materials, and leadership to more than 20 community groups including various schools; Cuyuna Lakes, Brainerd Lakes and Nisswa chamber of commerces; Hallett Community Center; Northland Arboretum; Race for the Cure; Kinship Partners; Crosby, Ironton, Cuyuna and Deerwood fire departments and others. Because food insecurity is a great need for the area, CRMC annually invests about \$20,000 towards free summer lunch and holiday break meals for students, healthy food at community events, and stocking the Cuyuna and Emily food shelves.

CRMC also invests approximately \$3 million per year in capital improvements such as new equipment, facilities, and technology infrastructure.

## **Mission:**

**Accommodating you with care and compassion by dedicating ourselves to you every day.**

## **Vision:**

**To be the rural leader in delivering innovative health care across the continuum through collaboration with premier providers while remaining independent.**

## **Values:**

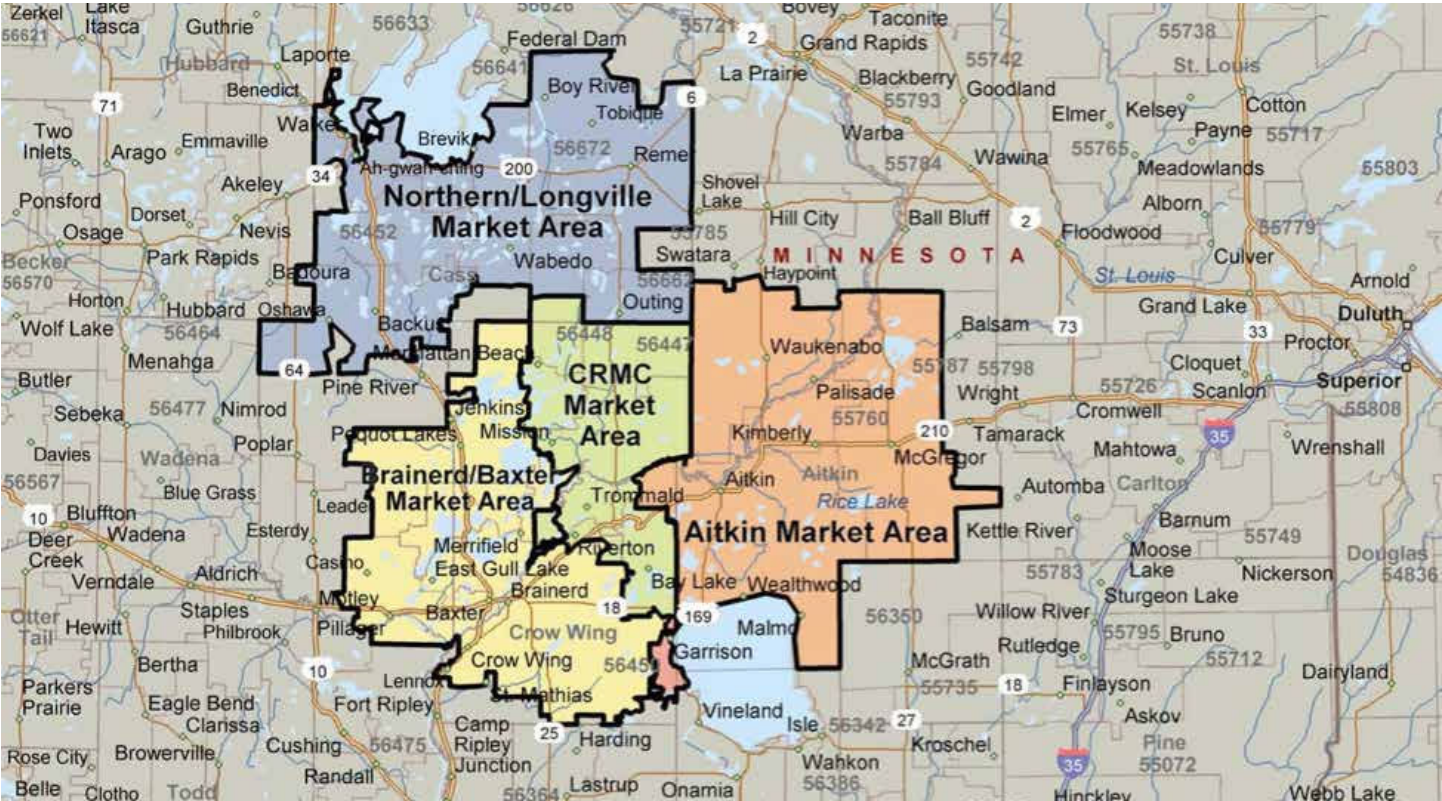
**Collaboration**

**Ambassador**

**iNnovation**

**Dedication**

**Opportunities for Excellence in the Moment**



# Service Area

- Primary Area:**
- 56441 - Crosby
  - 56444 - Deerwood
  - 56447 - Emily
  - 56448 - Fifty Lakes
  - 56455 - Ironton
  - 56465 - Merrifield
  - 56662 - Outing

- Secondary Area:**
- 56431 - Aitkin
  - 56401 - Brainerd
  - 56425 - Baxter
  - 56450 - Garrison
  - 56442 - Crosslake
  - 56449 - Fort Ripley
  - 56468 - Nisswa
  - 56472 - Pequot Lakes
  - 56473 - Pillager
  - 56435 - Backus
  - 56474 - Pine River
  - 56655 - Longville
  - 56672 - Remer



# Demographics

The majority of CRMC's patients, an estimated 80 percent, live in Crow Wing County.

## Crow Wing County:

### Fast Facts

Population.....	63,940
Veterans .....	5,635
Foreign born.....	1.5%

### Age

Under five years.....	5.7%
Under 18 years.....	21.8%
65 years and over.....	21.8%

### Gender

Female .....	50.1%
Male .....	49.9%

### Race

White alone .....	96.1%
Black or African American .....	0.7%
American Indian .....	1.0%
Asian.....	0.5%
Hispanic or Latino.....	1.5%
Two or more races.....	1.6%

### Housing

Housing units.....	41,512
Owner-occupied housing unit rate.....	75.2%
Median value of owner-occupied housing unit .....	\$181,800
Median gross rent.....	\$758

### Families and Living Arrangements

Households.....	26,398
Persons per household.....	2.37

### Education

High school graduate or higher...	83.5%
Bachelor's degree or higher .....	24.2%

### Health

With a disability, under age 65....	8.9%
Persons without health insurance, under age 65.....	4.9%

### Income and Poverty

Median household income .....	\$50,893
Per capita income .....	\$29,106
Persons in poverty .....	11%

Source: U.S. Census Quick Facts, July 1, 2017

**Barriers facing the population include income disparity and an aging population. Data shows these two characteristics increase the risk for falls and for obesity related to unhealthy eating and inactivity. Nearly 21 percent of Crow Wing County's population is over the age of 65, compared to 14 percent for the state of Minnesota.**





# Factors that Influence Health

What makes some people healthy and others unhealthy? Many factors combine to affect the health of individuals and communities. These factors collectively are known as determinants of health. Sciences generally recognize five determinants of the health of a population, according to the Centers for Disease Control and Prevention. They are genes and biology, health behaviors, social and economic factors, physical environment and medical care.

## Genes and Biology

**Examples of biological and genetic determinants of health include:**

- Age. For example, older adults are biologically more likely to be in poorer health than adolescents because of the physical and cognitive effects of aging.
- Gender. Men and women may acquire different diseases at different ages.
- Heredity. An individual may carry genes that increase his or her risk for certain diseases, like breast cancer, cystic fibrosis or hemophilia.

## Health Behaviors

Individual behavior can directly affect personal as well as population health. Chronic diseases like cancer, heart disease and diabetes are leading causes of death in our county, state and nation. We can prevent or at least reduce the risk of these diseases through changes in our behavior.

For example, if a person quits smoking, his or her risk of developing heart disease or lung cancer is greatly reduced. Other examples of positive health behaviors include increasing physical activity, eating sensibly and avoiding excessive drinking.

Young people sometimes put their health at risk by engaging in behaviors such as unprotected sex or use of alcohol, tobacco or illicit drugs. These risky behaviors can have both immediate and lifelong consequences.

Individual behavior also plays a role in health outcomes. Many public health and health-care interventions focus on changing individual behaviors such as substance abuse, diet, and physical activity. Positive changes in individual behavior can reduce the rates of chronic disease in the country, state and county.

**Examples of individual behavior determinants of health include:**

- Diet
- Physical activity
- Tobacco use
- Alcohol and drug use
- Seat belt use
- Sleep pattern
- Hand washing



## Social and Economic Factors

A range of personal, social, economic and environmental factors can contribute to individual and population health. These factors—sometimes called social determinants of health—can be responsible for unequal and avoidable difference in health status in our communities. For example, people with a quality education and stable employment tend to be healthier throughout their lives.



Social determinants of health reflect social factors into which people are born, live, learn, play, work and age. They impact a wide range of health, functioning and quality-of-life outcomes.

### **Examples of social and economic factors include:**

- Availability of resources to meet daily needs, such as educational and job opportunities, living wages or healthful foods
- Social norms and attitudes, such as discrimination
- Exposure to crime, violence and social disorder
- Social support and interactions
- Exposure to mass media and emerging technologies, such as the internet and smart phones
- Socioeconomic conditions such as poverty
- Quality schools
- Transportation options
- Public safety
- Residential segregation



## Physical Environment

Humans interact with the environment constantly and these interactions affect our length and quality of life. The World Health Organization (WHO) defines environment as it relates to health as “all the physical, chemical and biological factors external to a person, and all the related behaviors.” WHO estimates that environmental factors are responsible for about 25 percent of all disease. The physical environment includes not only the natural environment which is generally outside of our control but also the environment we build to live in called the “built environment.”

### **Examples of environmental factors include:**

- Natural environment such as plants, weather and climate change
- Built environment such as buildings and transportation
- Worksites, school and recreational settings
- Housing, homes and neighborhoods
- Exposure to toxic substances and other physical hazards
- Physical barriers, especially for people with disabilities
- Aesthetic elements such as good lighting, trees or benches

Poor health outcomes are often made worse by the interaction between individuals and their social and physical environment. For example, millions of people in the United States live in places that have unhealthy levels of ozone or other air pollutants. Poor air quality can worsen asthma symptoms, especially in children.

## Medical Care

Access to health-care services and the quality of those services can greatly impact an individual's health. For example, when individuals don't have health insurance, they are less likely to participate in preventive care and more likely to delay medical treatment.

### **Barriers to accessing health services include:**

- Lack of availability
- High cost
- Lack of insurance
- Limited language access
- Inadequate transportation

### **These barriers to accessing health services lead to:**

- Unmet health needs
- Delays in getting appropriate care
- Inability to get preventive services
- Hospitalizations and emergency room visits that could have been prevented



# 2018 Community Health Needs Assessment

This CHNA is a systematic, data-driven approach to determining the health status, behaviors and needs of resident in Crow Wing County. The report contains some intriguing and sometimes disturbing glimpses into the lives and health of residents. The information was used to inform decisions and guide efforts to improve community health and wellness.

## Methodology

This report is the result of a community health survey conducted at CRMC's annual women's wellness event and a key stakeholders focus group. Information from results of the 2016 CHNA developed by Essentia Health/St. Joseph's Medical Center in Brainerd as well as a 2017 Crow Wing County Community Health Survey was also utilized. CRMC also researched the Body Mass Index of its 2017 clinic patients. A total of 28 percent of patients were overweight and another 33 percent were obese for a combined total of 61 percent. Data from the U.S. Census and State of Minnesota is also included. The purpose of this report is to quantify, using data received, the health status and needs of residents in CRMC's service area.

Statistics are essential when trying to evaluate and improve the health of communities. They provide evidence upon which to base sound decisions. They help to demonstrate whether the strategies used to combat health problems are effective and whether the money spent on them is money well spent. They help to identify trends that deserve our attention. And they helped to identify where CRMC should target community resources when those resources are limited.





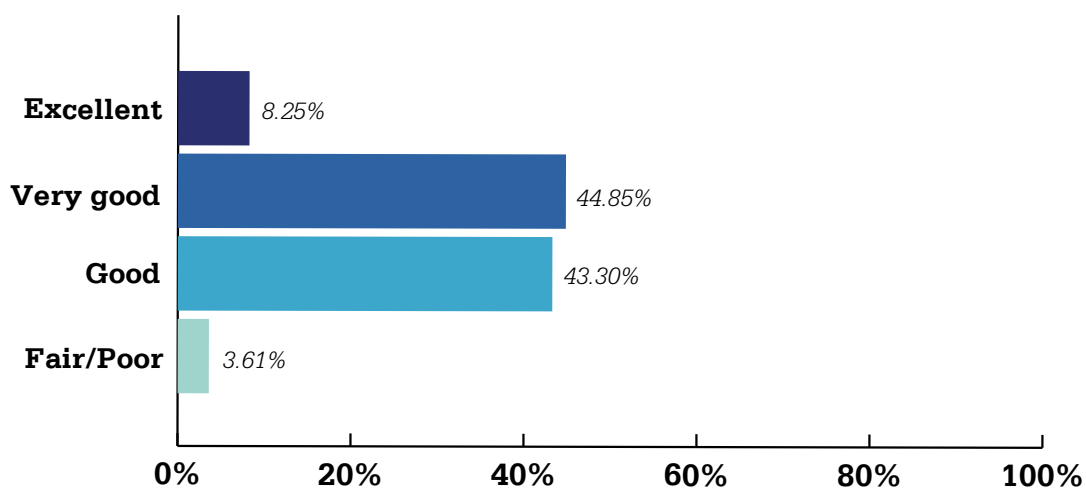
# Health Findings

## Wellness Event Survey

At CRMC's Women's Wellness event on February 1, 2018, at Brainerd's Northern Pacific Event Space a total of 194 of the more than 800 people attending participated in an electronic survey similar to Essentia Health's survey. The same questions were used to compare exact data and not surprisingly, the results were almost identical. The top five issues identified were: overweight, high blood pressure, arthritis, depression and high cholesterol.

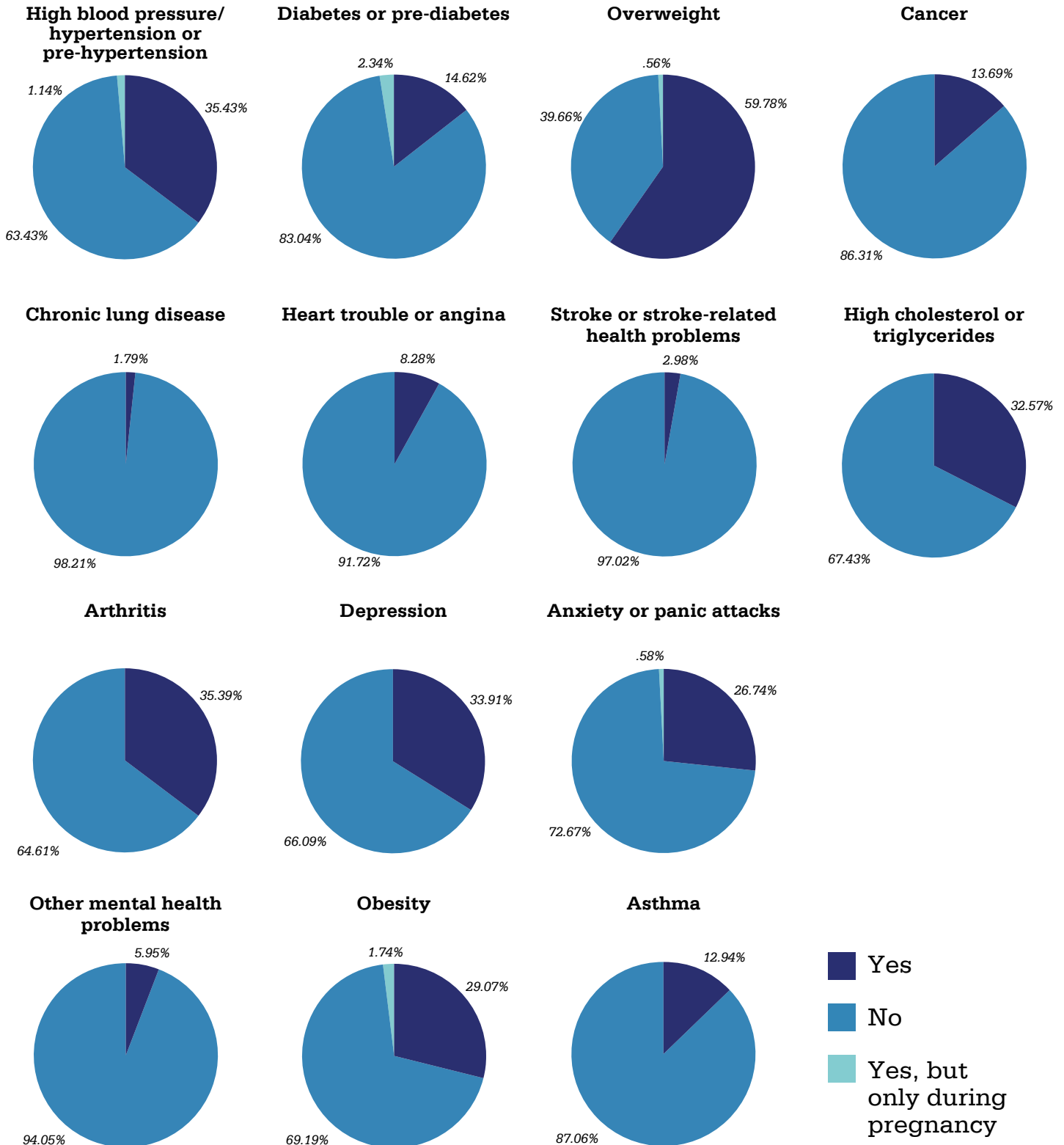
### Survey results are as follows:

1. In general, which of the following best describes your health?



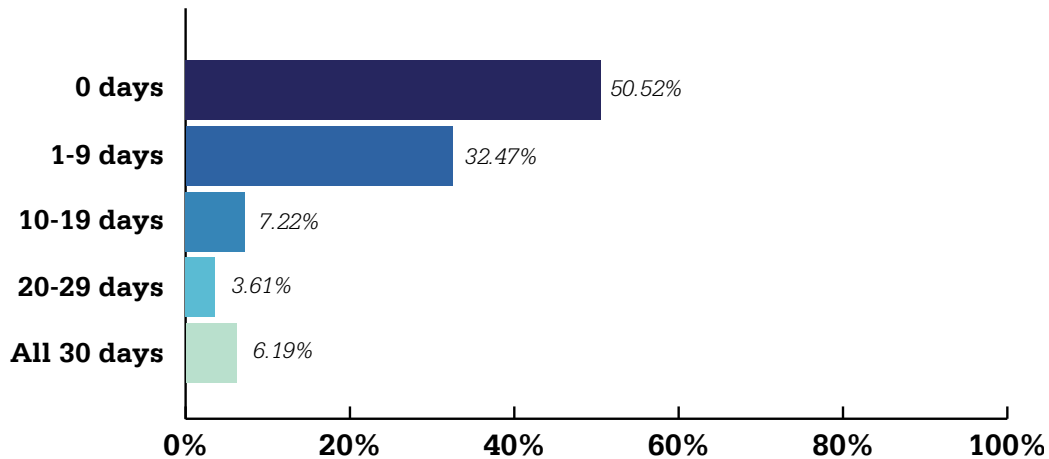


**2. Have you ever been told by a doctor, nurse, or other health professional that you had any of the following health conditions?**

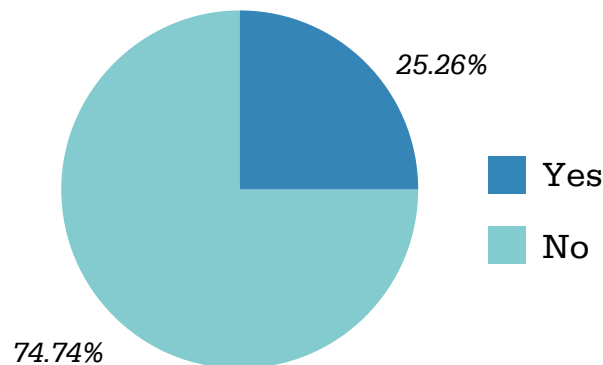




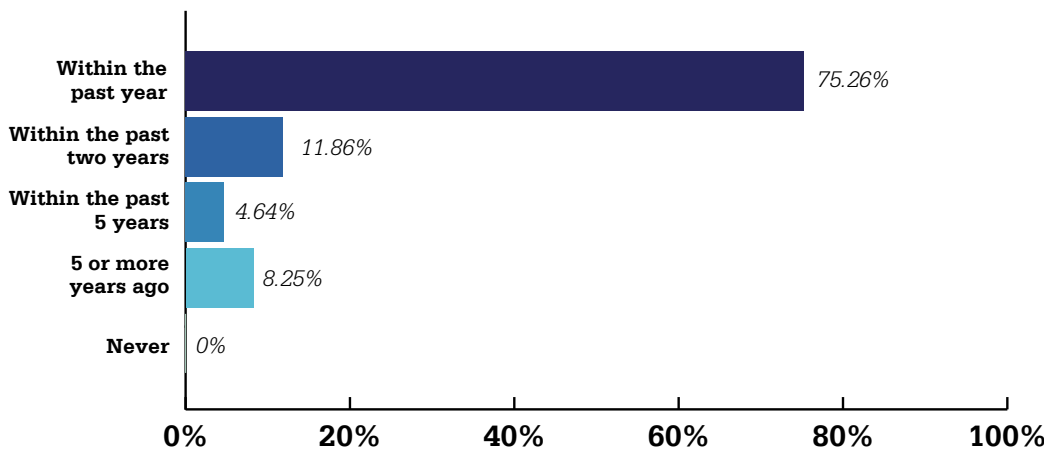
3. Thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?



4. During the past 12 months, was there a time when you thought you needed medical care but did not get it or delayed getting it?

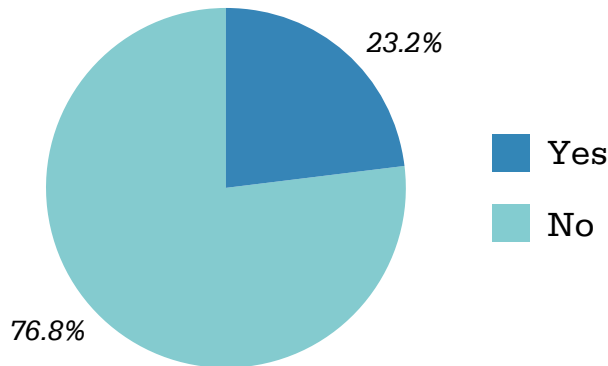


5. How long has it been since you last visited a dentist or dental clinic for any reason?

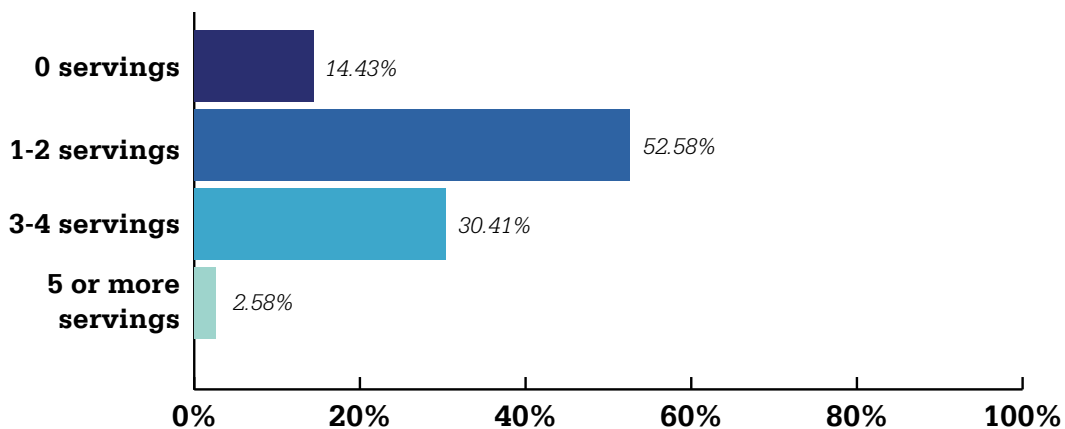




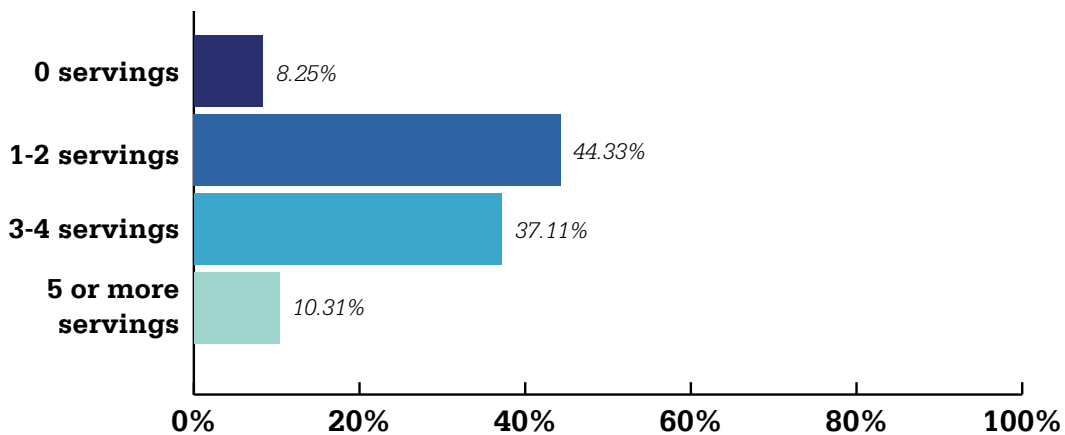
6. During the past 12 months, was there a time when you wanted to talk with or seek help from a health professional about mental health issues such as stress, depression, excessive worrying, troubling thoughts or emotional problems, but did not or delayed talking with someone?



7. A serving of fruit is a medium-sized piece of fruit or a half cup chopped, cut, or canned fruit. How many servings of fruit did you have yesterday? (Do NOT include fruit juice).



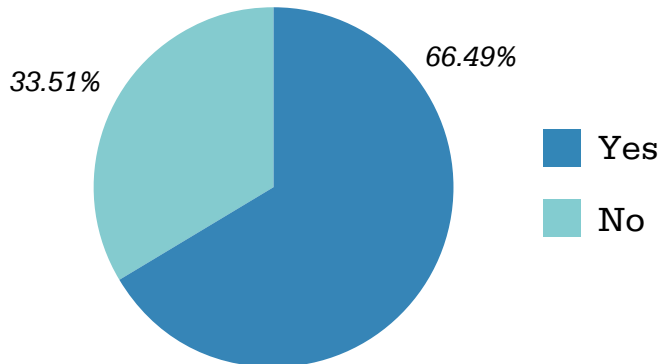
8. A serving of vegetables is one cup of salad greens or a half cup of any other vegetables, not including french fries. How many servings of vegetables did you have yesterday?



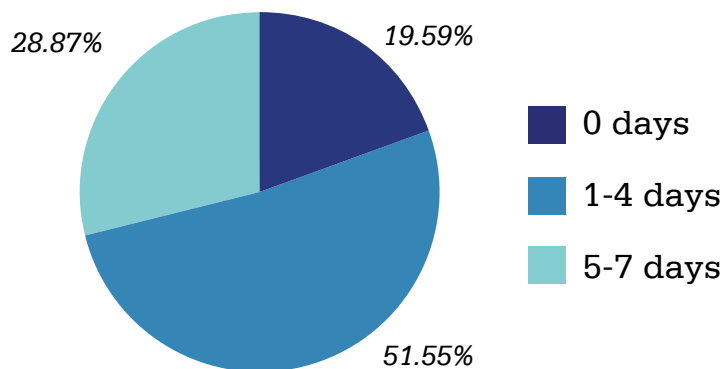




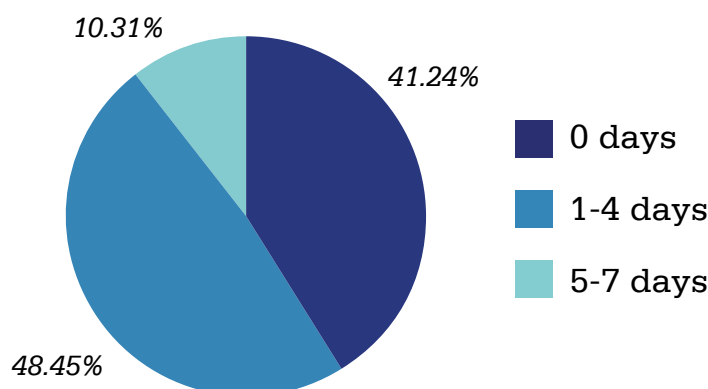
9. During the past 30 days, other than your regular job, did you participate in any physical activity or exercise such as running, calisthenics, golf, gardening or walking for exercise?



10. During an average week, other than your regular job, how many days do you get at least 30 minutes of moderate physical activity? Moderate activities cause only light sweating and a small increase in breathing or heart rate.

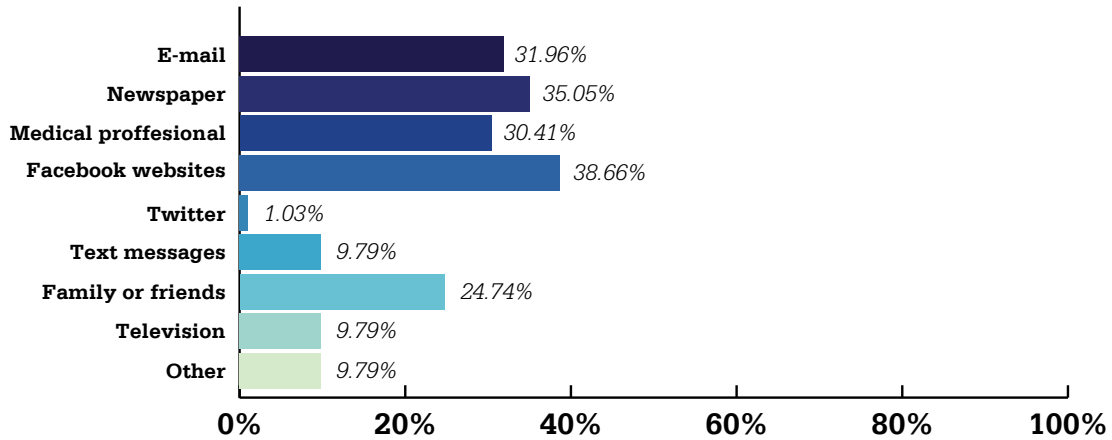


11. During an average week, other than your regular job, how many days do you get at least 20 minutes of vigorous physical activity? Vigorous activities cause heavy sweating and a large increase in breathing or heart rate.

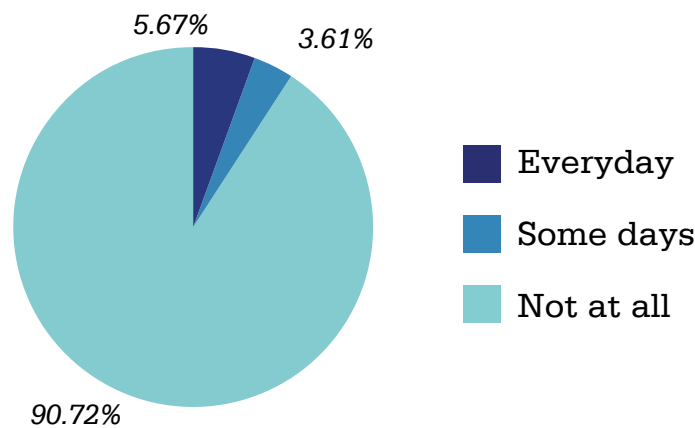




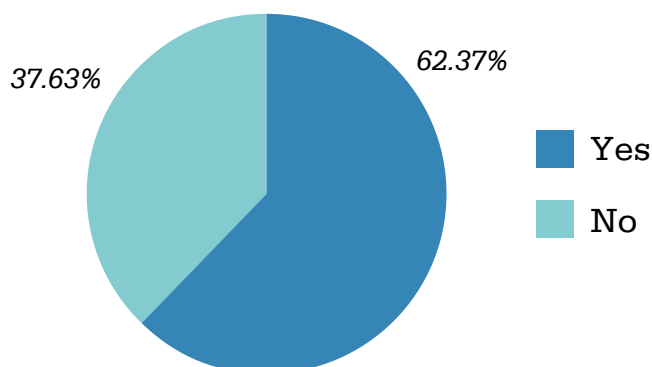
**12. Where do you prefer to hear about health and wellness information or events in Crow Wing County?**



**13. Do you smoke cigarettes every day, some days, or not at all?**

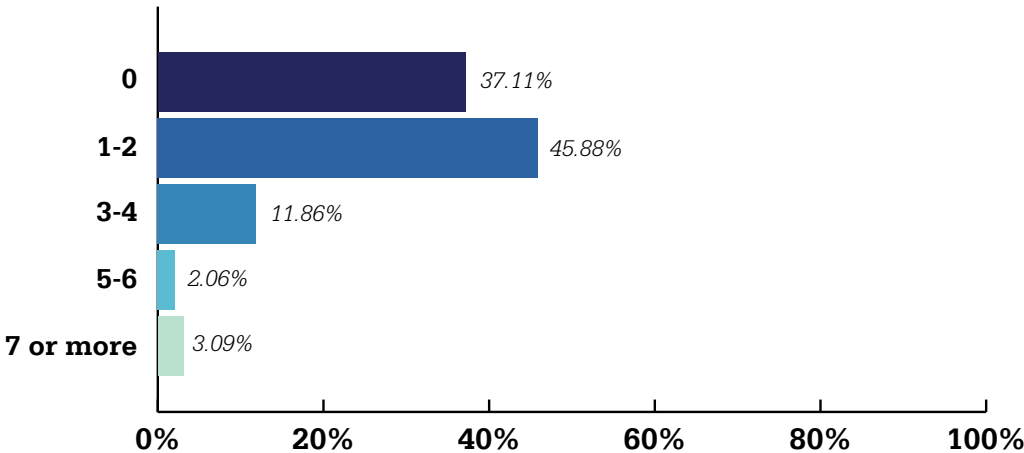


**14. During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?**

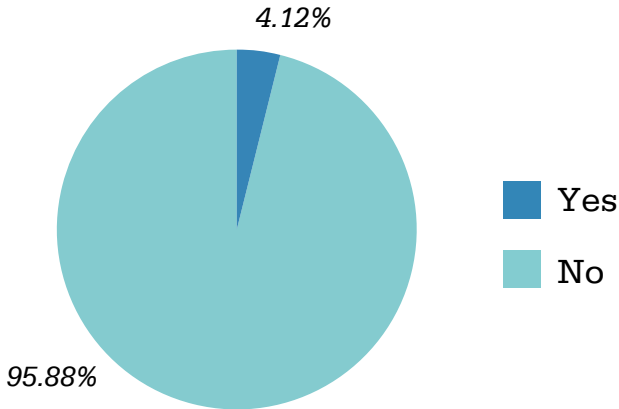




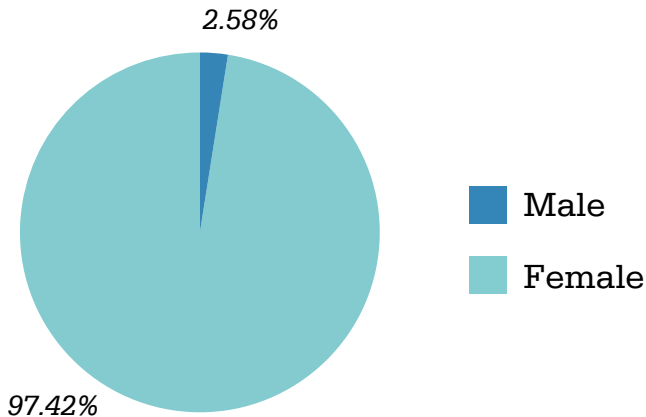
15. During the past 30 days, on the days when you drank, about how many drinks did you drink on average? (One drink is equivalent to a 12-oz. beer, a 5-oz. glass of wine, or a drink with one shot of liquor).



16. Are you in a relationship where you are (or have ever been) physically hurt, threatened, or made to feel afraid?

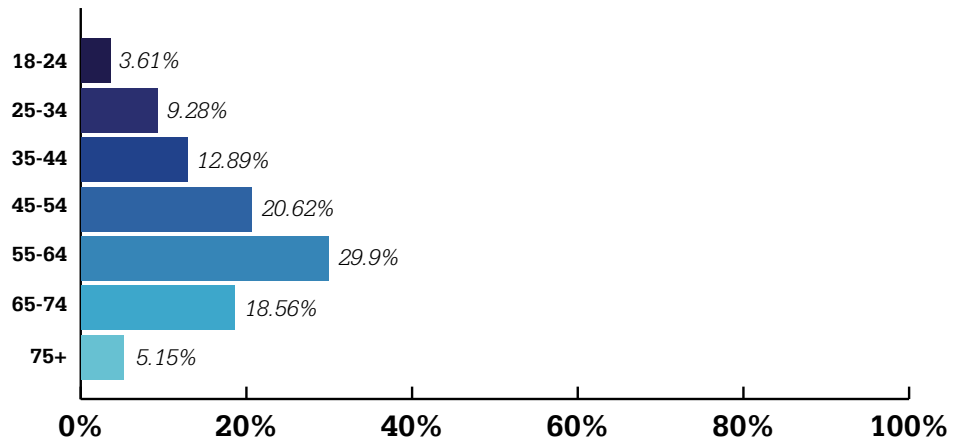


17. Are you:

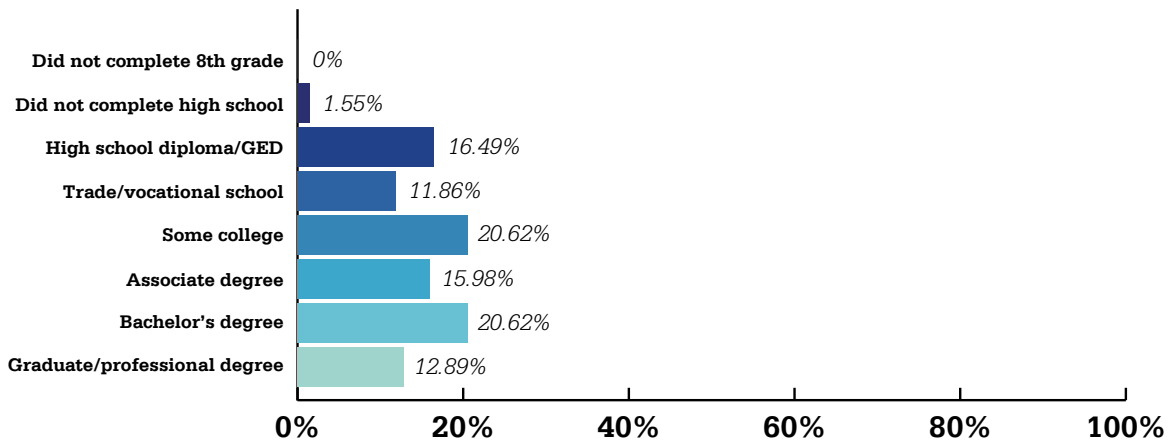




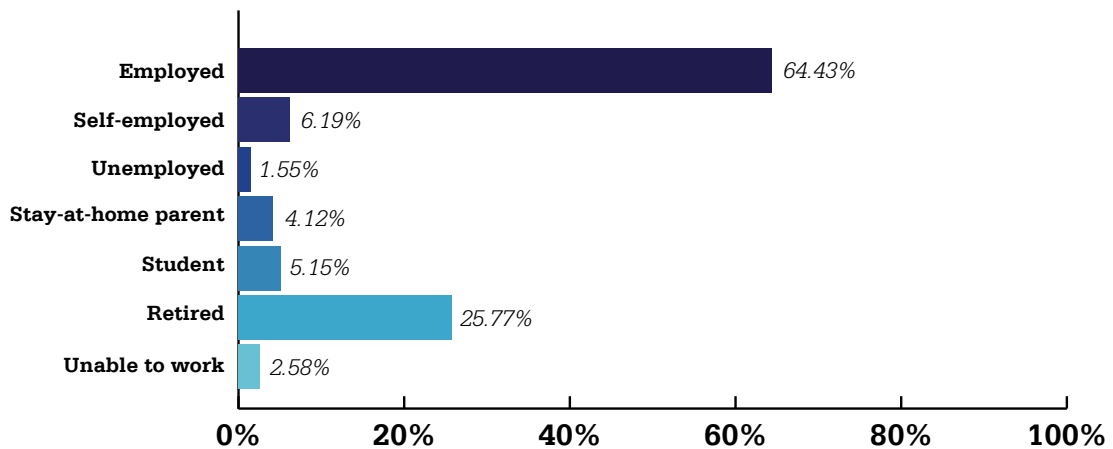
**18. Your age group:**



**19. Your education level:**



**20. Are you currently:**





### Key Stakeholders Focus Group

To solicit input from key stakeholders—those individuals who have a broad interest in the health of the community--CRMC conducted a key stakeholders focus group with a facilitator on March 12, 2018, at Heartwood Senior Living Community in Crosby. Those invited included physicians, public health representatives, other health professionals, social service providers, law enforcement and a variety of other community leaders. Participants were chosen because of their ability to identify primary concerns of the populations with whom they work, as well as the community overall.

The purpose of the meeting was to obtain information about the health needs and concerns of area residents. Input was gathered from several individuals whose organizations work with low-income and minority populations including the disabled, elderly, foster children, homeless, indigent, those with insurance barriers, those with mental illnesses, those with disabilities, single mothers, medically underserved populations and those recovering from addiction. Following the group discussion, the individuals were asked to identify the top five health priorities based upon what they heard as well as their own experiences and perceptions.

“ People need to be educated. Resources need to be available. People need to want to change bad habits.

- **Holly Holm**

*Brainerd Community  
Action Executive Director*

The key stakeholders focus group was designed to gather input from participants regarding their opinions and perceptions of the health of the residents in the area. Thus, the findings are based on perception, not fact. The areas of opportunity identified helped CRMC understand the health status of those living in the communities it serves and prioritize its efforts to address top health concerns.

#### Participants:

Mike Aulie, Mayor of Deerwood  
Katie Berg, CRMC Chief Financial Officer  
Kim Coughlin, City of Crosby Police Chief  
Lynda Currie, Minneapolis Heart Institute Clinic Manager  
Denny Davis, Kinship Partners Crosby Program Coordinator  
Caity Eggen, CRMC Chief Human Resources Officer  
Shannon Wussow, Mid-Minnesota Women's Center  
Andy Galles, Crow Wing County Sheriff's Office Sergeant  
Shawn Hansen, Nisswa Chamber of Commerce President  
Amy Hart, CRMC Chief Operating Officer  
Holly Holm, Brainerd Community Action  
Jessica Holmvig, Cuyuna Lakes Chamber of Commerce  
Doug Houge, Crow Wing County Commissioner



Rebekah Kent, Central Lakes College Staples Campus Dean, CTE and Grants  
 Jill Mattson, Uplifted Wellness Studio  
 Mary Marana, Crisis Referral Line  
 Amber Moon, Hallett Center General Manager  
 Seth Neistadt, Brainerd Chamber of Commerce Vice President  
 Jackie Nornes, Cuyuna Range Youth Center Board President  
 Bob Novak, Mayor of Crosby  
 Darrel Olson, Mayor of Baxter  
 Ann Silgen, Lakes Area Interfaith Caregivers Director  
 Dr. Jamie Skjeveland, C-I Superintendent of Schools  
 Jennifer Smith, Executive Director of United Way of Crow Wing and Cass Counties  
 Nancy Stratman, CRMC Senior Services Administrator  
 Becky Twamley, Advocates for Reproductive Education (WeARE) Executive Director  
 Lynne Wiebke, Great River Eye Clinic

## Top Five Health Priorities Identified:

- Mental Health
    - Especially depression, anxiety and stress
    - Affects all ages, from youth and their social media use to the elderly who are isolated and lonely
    - Stigma
    - Access/availability
    - Support
    - Violence
  - Access to Healthcare
    - Affordable services
    - Primary care
    - Education on access
  - Substance Abuse
    - Prescription and illegal drugs
    - Alcohol
  - Obesity
    - High blood pressure
    - Cholesterol
  - Increasing Insurance Rates
    - Affordable
    - Single payor
  - Education regarding healthy lifestyles
  - How to motivate people to eat healthy and exercise
  - Overall mindset change
  - Stress personal responsibility
  - Food
    - Better access to healthy foods
    - How to address food shortage
  - Activity
    - Get outside campaign/promote exercise
    - Access to trails and free ways for people to get exercise
    - Grants/funding for leaders to get moving
  - Education
    - Parent education starting now in schools
  - Smoking/tobacco cessation
  - Aging population
    - Dementia services
  - Dental care funding
  - Stroke/heart health
  - Women's health/reproductive health
  - Financial assistance
  - Mindfulness taught in school and healthcare facilities
  - Spiritual component
- Other issues identified by the group were:**
- Diabetes
  - Healthy Living
    - Promote in community



## 2016 Essentia Health/St. Joseph’s Medical Center CHNA

The objectives of Essentia Health’s CHNA were to assess health needs, disparities, assets and forces of change; prioritize health needs based on community input and feedback; design and implement strategy to reflect the optimal usage of resources in the community; and engage community partners and stakeholders in all aspects of the CHNA process. In 2017, CRMC requested to be a part of the process for the next CHNA and offered to bring resources to the table but was declined.

The Essentia Health-St. Joseph’s Medical Center assessment was conducted in four stages: assessment, prioritization, design and finalization. The process began in August 2014 and was completed in April 2016 with the final presentation of the CHNA presented to leadership and the Board of Directors on May 3, 2016.

Staff from Crow Wing Energized, Essentia Health, Crow Wing County Health and CentraCare Health Foundation developed the questions for the survey instrument with technical assistance from the Minnesota Department of Health Center for Health Statistics. Existing items from the Behavioral Risk Factor Surveillance System survey from recent county-level surveys in Minnesota were used to design some of the items on the survey instrument. The survey was formatted by Survey Systems, Inc., of New Brighton, Minn., as a scannable, self-administered English-language questionnaire.

A two-stage sampling strategy was used for obtaining a probability sample of adults living in Crow Wing County. For the first stage, a random sample of residential addresses was purchased from a national vendor. For the second stage, the most recent birthday method of within household respondent selection was used to specify one adult from each selected household to complete the survey.

An initial survey packet was mailed to 2,400 households on October 7, 2014, that included a cover letter, the survey instrument, and a postage-paid return envelope. About two weeks later, a postcard was sent to the households reminding those who had not yet returned a survey to do so and thanking those who responded. About 10 days after the reminder postcards were mailed, another full survey packet was sent to all households that had not returned the survey. Completed surveys were received from 758 adults residents of Crow Wing County for an overall response rate of 31.8%.

### Demographics of 757 Survey Participants (2014)

Male.....	49.6%
Female.....	50.4%
White.....	96.5%
<b>Age:</b> 18-34.....	24.6%
35-44.....	14.5%
45-54.....	19.1%
55-64.....	17.8%
65-74.....	13.2%
75 plus.....	10.8%



**Education:**

Less than high school.....	3.1%
High school/GED.....	19.4%
Some college/vocational.....	31.7%
Associate’s degree.....	13.3%
Bachelor’s degree.....	22.4%
Graduate/professional degree .....	10%

**Income:**

Less than \$10,000 .....	6.2%
\$10,000-\$14,999.....	5.8%
\$15,000-\$24,999.....	12.4%
\$25,000-\$34,999.....	11%
\$35,000-\$49,999.....	15.3%
\$50,000-\$74,999.....	21.8%
\$75,000-\$99,999.....	12.2%
\$100,000 plus.....	15.3%

**Employment Status:**

Employed.....	57.8%
Self-employed/farmer .....	11.2%
Unemployed.....	1.1%
Homemaker/stay-at-home parent ..	5.2%
Student.....	1.5%
Retired.....	26.2%
Unable to work.....	6.3%

Survey results showed the top health conditions to be obesity, tobacco use, physical activity, diet, mental health, physical health and alcohol use.

**Priority areas identified to work on were:**

- Crow Wing Energized: Assist in maintaining grassroots health and wellness movement in partnership with Crow Wing County Community Services.
- Obesity, Physical Inactivity, Poor Nutrition: Focus on National Diabetes Prevention Program participation and begin to address childhood obesity through strategic partnership and programming.
- Falls Prevention: Build infrastructure for Matter of Balance community class opportunities and increase community participation.
- Build Resiliency: Improve resilience for individual at most risk and help develop skills to cope with life’s stresses by increasing awareness of Adverse Childhood Experiences.
- Advanced Care Directives: Increase the impact of individuals within the community who have advanced care directive on file with their primary care provider.





## Crow Wing County Community Health Survey – February 2018

In October 2017, Crow Wing Energized followed up with a survey similar to the 2016 Essentia Health/St. Joseph's Medical Center community survey. A total of 4,000 surveys were mailed to Crow Wing County addresses and 1,084 surveys were completed for a 27.1% response rate.

### Demographics of 1,073 Survey Participants (2017)

Male.....	49.4%
Female.....	50.6%
White.....	96.6%

**Age:**

18-34.....	24.1%
35-44.....	13.8%
45-54.....	19.1%
55-64.....	17.6%
65-74.....	18.7%
75 plus.....	14.6%

**Education:**

Less than high school.....	3.5%
High school/GED.....	18.6%
Some college/vocational.....	38.6%
Bachelor's degree.....	24.1%
Graduate/professional degree .....	15.1%

**Income:**

Less than \$12,000 .....	10.6%
\$20,000-\$34,999.....	13.1%
\$35,000-\$49,999.....	14.0%
\$50,000-\$74,999.....	19.5%
\$75,000-\$99,999.....	18.2%
\$100,000 plus.....	24.7%

**Employment Status:**

Employed .....	53.2%
Self-employed/farmer .....	11.4%
Unemployed.....	2.5%
Homemaker/stay-at-home parent ..	5.5%
Student.....	1.3%
Retired.....	29.3%
Unable to work.....	8.0%



**The major health conditions reported by the participants included:**

Overweight/Obesity .....	66%
High Blood Pressure .....	38%
High Cholesterol .....	31%
Mental Health Conditions .....	28%
Arthritis .....	26%
Diabetes.....	14%

**Other health indicators identified were:**

High blood pressure .....	37.8%
High cholesterol .....	30.8%
Not eating 5 or more fruits and vegetables.....	65.7%
Not meeting recommended physical activity.....	64.1%
Tobacco use .....	23.3%
Smokers have household income of less than \$20,000.....	44%
Impacted by mental illness.....	28.2%
Worried about running out of food.....	17%
Have advanced care directive .....	25%

## Crow Wing County Student Surveys

Minnesota Department of Education 2016 Student Survey Reports for Crow Wing County students showed similar results for nutrition and activity. The surveys were voluntary and anonymous. Students were not required to answer every question so the totals may not equal 100%.

### Enrollment

<b>Crow Wing County Public High Schools</b>	<b>Students</b>
Brainerd High School	1,807
Crosby-Ironton Secondary	515
ISD 181 Learning Center	118
Lincoln Education Center (alternative school)	63
Pequot Lakes Senior High School	512
<b>Crow Wing County Public Middle Schools</b>	<b>Students</b>
Forestview Middle School	1,956
ISD 181 Learning Center	118
Lincoln Education Center	63
Middle Level Alternative Program	14
Pequot Lakes Middle School	514



**The following student data reports and analytics were reported:**

<b>General health</b>	<b>Grade 5</b>	<b>Grade 8</b>	<b>Grade 9</b>	<b>Grade 11</b>
Excellent	32.2%	30.2%	31.4%	38.0%
Very good	39.9%	45.6%	37.3%	31.5%
Good	25.2%	18.9%	25.0%	26.1%
Fair	2.8%	4.7%	4.5%	3.3%
Poor	.0	.6%	1.7%	1.1%

**Physical disabilities or long-term health problems such as asthma, cancer, diabetes, epilepsy or something else?**

Yes	8.3%	16.6%	18.1%	17.2%
No	91.7%	83.4%	81.9%	82.8%

**Do you have any long-term mental health, behavioral or emotional problems?**

Yes	not asked	13.9%	20.0%	14.1%
No	not asked	86.1%	80.0%	85.9%

**Allergy that requires you to carry an epi-pen?**

Yes	3.5%	3.6%	3.9%	2.2%
No	96.5%	96.4%	96.1%	97.8%

**Weight status**

Not overweight	not asked	.0%	.0%	.0%
Normal or underweight	not asked	79.9%	77.7%	79.1%
Overweight	not asked	13.0%	13.3%	4.0%
Obese	not asked	7.1%	8.9%	7.0%

**Last time saw a doctor or nurse when not sick or injured?**

During the last year	70.2%	69.6%	67.7%	59.8%
Between 1 and 2 years ago	16.3%	23.8%	20.1%	27.2%
More than 2 years ago	7.1%	4.8%	9.0%	10.9%
Never	6.4%	1.8%	3.2%	2.2%

**Last time saw a dentist or hygienist?**

During the last year	84.6%	82.7%	82.2%	70.7%
Between 1 and 2 years ago	10.5%	10.7%	11.0%	15.2%
More than 2 years ago	2.1%	6.0%	6.1%	12.0%
Never	2.8%	.6%	.7%	2.2%

**Have you ever been treated for a mental health, emotional or behavioral problem?**

No	not asked	84.9%	78.6%	75.0%
Yes, during the last year	not asked	10.8%	13.8%	15.2%
Yes, more than a year ago	not asked	5.4%	11.0%	12.0%



**Have you ever been treated for a drug or alcohol problem?**

No	not asked	98.8%	98.3%	94.6%
Yes, during the last year	not asked	1.2%	.8%	3.3%
Yes, more than a year ago	not asked	.0	.8%	2.2%

**Skip meals during the last 30 days because not enough money to buy food?**

Yes	2.1%	4.1%	3.5%	3.3%
No	97.9%	95.9%	96.5%	96.7%

**During a typical school week, where do you usually get your lunch?**

I usually don't eat lunch	2.1%	6.5%	10.0%	10.0%
School lunch from Cafeteria	85.4%	74.1%	68.9%	66.7%
A la carte line	2.8%	.0%	3.7%	.0%
School store or vending	4.2%	4.7%	4.6%	2.2%
Fast food restaurant/gas station	2.8%	1.2%	3.7%	38.9%
Bring lunch from home	38.9%	37.6%	33.0%	35.6%

**During last 7 days, how many times did you drink 100% fruit juice?**

I did not drink this	14.7%	18.2%	19.6%	20.5%
1 to 3 times	36.4%	37.6%	42.8%	38.6%
4 to 6 times	20.3%	17.6%	13.6%	14.8%
1 time per day	14.7%	14.7%	11.8%	12.5%
2 times per day	8.4%	5.9%	6.1%	11.4%
3 times per day	2.8%	3.5%	2.9%	1.1%
4 or more times per day	2.8%	2.4%	3.2%	1.1%

**During the last 7 days, how many times did you eat fruit?**

I did not eat this	5.6%	10.0%	5.6%	7.0%
1 to 3 times	31.3%	27.1%	25.85	31.0%
4 to 6 times	19.4%	25.9%	18.5%	12.6%
1 time per day	13.2%	15.3%	21.0%	21.8%
2 times per day	10.4%	14.7%	16.4%	13.8%
3 times per day	7.6%	3.5%	6.8%	9.2%
4 or more times per day	12.5%	3.5%	5.8%	3.4%

**During the last 7 days, how many times did you eat green salad, potatoes, carrots or other vegetables?**

I did not eat this	14.6%	7.6%	9.0%	9.1%
1 to 3 times	31.9%	34.7%	29.4%	23.9%
4 to 6 times	13.94%	21.2%	21.1%	20.5%
1 time per day	16.0%	18.2%	19.2%	23.9%
2 times per day	10.4%	10.6%	13.4%	15.9%
3 times per day	5.6%	3.5%	4.1%	3.4%
4 or more times per day	7.6%	4.1%	3.7%	3.4%



**During the last 7 days, how many times did you eat from a fast food restaurant, including carry out or delivery ?**

I did not eat this	7.2%	37.6%	28.7%	19.4%
1 to 3 times	45.8%	54.1%	61.4%	67.0%
4 to 6 times	3.5%	5.9%	5.3%	4.5%
1 time per day	1.4%	1.2%	3.1%	6.8%
2 times per day	.0%	.6%	.7%	1.1%
3 times per day	.0%	.0%	.2%	.0%
4 or more times per day	2.1%	.6%	.7%	1.1%

**How many cans, bottles or glasses of milk did you drink yesterday?**

0	19.4%	26.5%	22.6%	19.5%
1 to 2	50.0%	49.4%	46.6%	54.0%
3 to 4	25.0%	17.6%	20.9%	16.1%
5 to 6	1.4%	4.1%	5.1%	8.0%
7 or more	4.2%	2.4%	4.8%	2.3%

**How many cans, bottles or glasses of pop or soda did you drink yesterday?**

0	63.2%	62.4%	53.3%	60.9%
1 to 2	31.3%	33.5%	36.2%	26.4%
3 to 4	3.5%	1.8%	8.2%	9.2%
5 to 6	1.4%	.6%	1.4%	2.3%
7 or more	.7%	1.8%	1.0%	1.1%

**How many cans, bottles or glasses of sports drinks did you drink yesterday?**

0	71.5%	68.8%	68.4%	77.9%
1 to 2	22.2%	27.1%	22.3%	18.6%
3 to 4	5.6%	2.9%	6.0%	2.3%
5 to 6	.0%	.0%	1.9%	1.2%
7 or more	.7%	1.2%	1.5%	.0%

**How many cans, bottles or glasses of energy drinks did you drink yesterday?**

0	95.1%	92.3%	91.2%	88.5%
1 to 2	4.2%	5.9%	6.3%	10.3%
3 to 4	.7%	1.2%	.8%	.0%
5 to 6	.0%	.0%	.7%	.0%
7 or more	.0%	.6%	1.0%	1.1%

**How many cans, bottles or glasses of other sugar sweetened drinks did you drink yesterday?**

0	47.6%	44.6%	44.4%	50.6%
1 to 2	44.8%	45.8%	44.9%	36.8%
3 to 4	5.6%	6.0%	7.1%	10.3%
5 to 6	1.4%	1.8%	1.7%	1.1%
7 or more	.7%	1.8%	1.9%	1.1%



**How many cans, bottles or glasses of water did you drink yesterday?**

0	2.1%	2.4%	4.9%	2.3%
1 to 2	17.4%	20.6%	19.7%	22.7%
3 to 4	34.7%	30.6%	29.6%	30.7%
5 to 6	13.9%	20.0%	22.4%	26.1%
7 or more	31.9%	26.5%	23.3%	18.2%

**During the last 7 days, on how many days were you physically active for at least 60 minutes per day?**

0 days	10.4%	2.9%	4.1%	8.8%
1 day	6.3%	2.9%	2.2%	5.5%
2 days	9.7%	2.4%	7.2%	12.1%
3 days	11.8%	6.5%	11.8%	15.4%
4 days	13.9%	8.2%	11.1%	11.0%
5 days	11.8%	17.6%	19.1%	13.2%
6 days	8.3%	28.2%	15.2%	12.1%
7 days	27.8%	31.2%	29.4%	22.0%

**During a typical school week, on how many days do you go to physical education classes?**

0 days	74.3%	22.4%	32.3%	52.7%
1 day	8.3%	.0%	.8%	.0%
2 days	13.9%	.0%	27.4%	12.9%
3 days	1.4%	1.8%	2.0%	6.6%
4 days	.0%	1.2%	1.0%	2.2%
5 days	2.1%	74.7%	36.5%	23.7%

**During a typical school night, how many hours of sleep do you get?**

4 hours or less	2.8%	5.9%	4.7%	6.7%
5 hours	2.1%	4.1%	7.4%	5.6%
6 hours	8.3%	12.4%	16.2%	18.0%
7 hours	11.8%	22.4%	32.0%	38.2%
8 hours	16.7%	35.9%	28.5%	27.0%
9 hours	30.6%	15.3%	8.6%	3.4%
10 hours or more	27.8%	4.1%	2.7%	1.1%

# Health Findings Summary

After reviewing all the information and statistics contained in this report, CRMC compiled a preliminary list of the healthcare issues that were identified. They are listed not in any specific order as follows:

- Obesity/overweight
- Diabetes
- Lack of nutritious foods
- Not meeting activity guidelines
- High blood pressure
- High cholesterol
- Access to health care
- Affordable services
- Increasing insurance rates
- Primary care
- Education
- Smoking/tobacco use
- Lack of mental health services
- Substance abuse
- Depression
- Anxiety
- Panic attacks
- Stress
- Aging population
- Dementia
- Arthritis
- No Advanced Directives
- Dental care funding
- Stroke/heart health
- Women's health/reproductive health

## Final Selected Priorities

CRMC selected the following as final priorities to address in 2018-2021:

**Obesity/overweight**  
**Mental Health**  
**Advanced Care Directives**

### Priorities Not Selected:

Many of the other health issues were not selected because efforts in the three selected areas would also impact those issues. For example, if CRMC is successful in reducing the obesity and overweight rates, it will also be addressing the lack of nutritious foods, not meeting activity guidelines, diabetes, high blood pressure and high cholesterol. In addressing mental health issues, CRMC will also tackle substance abuse, depression, anxiety, panic attacks, and stress. By encouraging individuals to have an advanced directive in place, CRMC is addressing the aging population.

Other issues were not chosen because they consistently ranked as a lower priority in the surveys and stakeholders focus group.



# Community Health Improvement Plan

The following community health improvement plan outlines how CRMC in partnership with Crow Wing County organizations and assesses plans to improve the health of residents over the next three years. Specific improvement strategies are included within each of the priority areas. CRMC believes that implementing these strategies will help it achieve its vision for a healthier community.

## Decrease Obesity and Overweight Rates

### Improve nutrition

#### Availability of healthy foods

#### Knowledge and education

#### Focus on fruits and vegetables

### Increase activity

#### Promote walking and bicycling

#### Reduce barriers

#### Provide opportunities

## Improve Nutrition

### Objectives:

- Decrease percentage of adults who are overweight/obese from 66% to 60%
- Decrease percentage of students who describe themselves as overweight/obese from 7-14% to 10%

### Strategies:

- Develop sustainable strategies that encourage residents to make healthy choices
- Increase access to healthy food choices
- Offer healthy menus in CRMC Culinary Services with nutrition information
- Provide healthy options in CRMC vending machines
- Offer National Diabetes Prevention Program Classes
- Provide healthy food at community events
- Support Cuyuna Lakes Lunch Bunch with healthy food
- Financially support Cuyuna and Emily food shelves
- Provide nutrition education in Crosby-Ironton and Pequot schools
- Support Cuyuna Range Farmers Market
- Provide healthy food at Crosby's Music in the Park
- Provide healthy food at Crosby's Christmas in the Park
- Assist United Way's Operation Sandwich



**Assets:**

- Crosby-Ironton Schools
- Pequot Lakes Schools
- Crow Wing County Health Department
- Hallett Community Center community garden
- Cuyuna Food Shelf
- Emily Food Shelf
- Cuyuna Lakes Lunch Bunch
- Meals on Wheels
- Supplemental Nutritional Assistance Program
- United Way

**Increase Activity****Objectives:**

- Decrease percentage of adults not meeting recommended physical activity (64.1% to 50%)
- Increase percentage of students who are physically active at least five of the past 7 days (8.3%-31.2%) to 25% overall

**Strategies:**

- Increase active living opportunities and active lifestyles
- Promote walking and bicycling
- Offer fitness activities at community events
- Sponsor and promote Cuyuna Triathlon
- Offer National Diabetes Prevention Program Classes
- Support Cuyuna Range Youth Center Health Fair
- Encourage sit stand desks and walking meetings
- Sponsor area fun runs/walks

**Partners:**

- Hallett Community Center
- Crosby-Ironton Schools
- Pequot Lakes Schools
- City of Crosby/Ironton/Cuyuna/Deerwood
- Cuyuna Country State Recreation Area
- Crow Wing County Health Department
- Cuyuna Range Youth Center



## Address Mental Health Issues

**Suicide**

**Depression**

**Anxiety**

**Substance Abuse**

**Objective:**

- Decrease percentage of adults who report poor mental health (28% to 25%)

**Strategies:**

- Offer depression and anxiety screening in clinics and at community events
- Increase community education/awareness about mental health
- Research mental health first aid program
- Support Saving Hearts Suicide Prevention efforts (support group and run/walk)
- Support Kinship Partners (youth mentoring)
- Recruit additional mental health providers

**Assets:**

- Crow Wing County Adult Services
- Law Enforcement
- Northern Pines Mental Health Center
- Nystrom & Associates
- Kinship Partners

## Increase Advanced Directives in Place

**Availability**

**Knowledge and Education**

**Objective:**

- Increase the percentage of individuals who have an advanced care directive on file with their primary care provider from 25% to 30%

**Strategies:**

- Establish Silos to Circles partnership
- Education public through free presentations
- Ensure availability of forms at hospital and clinics
- Create National Decisions Day education and awareness



### Assets:

- Silos to Circles
- HomeHealth Partnership
- Heartwood Senior Living Community
- The Center
- Crow Wing County Adult Health
- Central Minnesota Council on Aging
- Honoring Choices
- LeadingAge Minnesota
- Lakes Area Caregivers

### Next Steps

Annually, CRMC will review this plan and discuss progress. The plan will be updated with most recent data and any needed changes in strategies will be made. CRMC will develop an annual progress report based on the results and publish the information on its website.

## Conclusion

As a non-profit, community hospital, CRMC is called to make a healthy difference in people's lives. This CHNA illustrates the importance between CRMC and its community partners. By working collaboratively, CRMC can have a positive impact on the health needs of the community. Other ways that CRMC will continue to indirectly address local health include providing charity care and other patient assistance to the under and uninsured and subsidizing essential services. CRMC will work with the community to ensure this plan is effective and make modifications as needed.

**CRMC**  
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