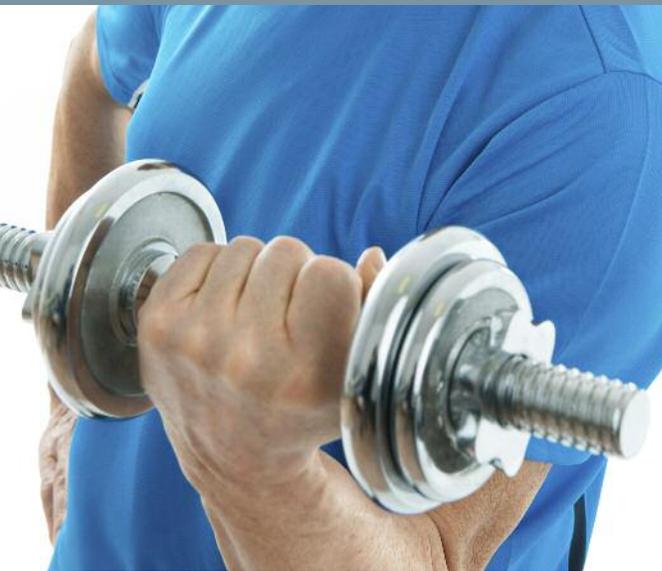




eat well.



get active.



prevent.

2014 Update

COMMUNITY
HEALTH NEEDS
IMPLEMENTATION
STRATEGY

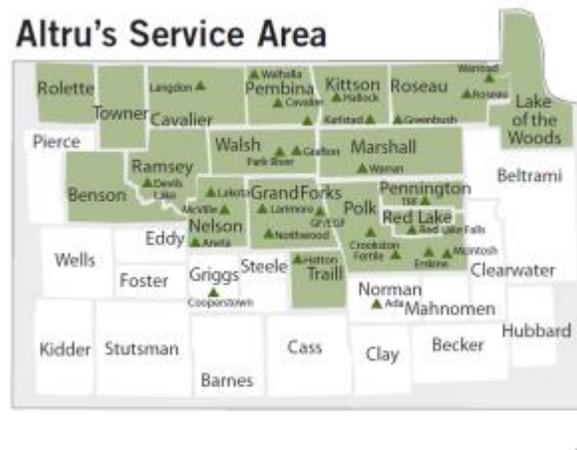
COMMUNITY HEALTH NEEDS IMPLEMENTATION STRATEGY 2014 Update

Table of Contents

1. Introduction
 2. Obesity
 3. Mental Health/Poverty/Financial Barriers
 4. Priority Area Not Being Addressed: Binge Drinking/Excessive Drinking
 5. Other Health Needs Being Addressed: Late Stage Colorectal Cancer Diagnosis
 6. Approval and Next Steps
 - Attachment 1: Advisory Committee Membership
 - Attachment 2: Healthy Choices Greater Grand Forks Steering Committee Membership
 - Attachment 3: Healthy Choices Greater Grand Forks Phase 1 Project Plans
 - Attachment 4: Actions to Implement Behavioral Health Recommendations
 - Attachment 5: Alliance for Healthcare Access Fall 2014 Update
 - Attachment 6: Strategic Plan Grand Forks County SPF SIG Project
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Introduction

Altru Health System is a community-owned, integrated system with an acute care hospital, a rehabilitation hospital, more than a dozen clinics in Grand Forks and the region, large home care and outreach therapy networks, and a congregate living facility. We employ more than 200 physicians and over 4,000 staff. We serve the approximately 220,000 residents of a 17-county region as shown in the map below.



Altru Health System completed our community health needs assessment in August of 2013 and adopted our Implementation Strategy in November/December of that same year. Our community-based advisory committee continued to meet throughout 2014, providing guidance and feedback on current work. Please see Attachment 1 for a list of agencies represented on the Advisory Committee.

This report will summarize what's been done in 2014 per the five priority areas identified in our needs assessment:

1. Rate of obesity
2. Access to mental health services
3. Binge drinking/excessive drinking
4. Impact of poverty on health
5. Financial barriers to health care access

Obesity

Altru Health System is leading the efforts to address the priority area of obesity. Altru's 2014 Strategic Plan contains the following goals and objectives related to obesity.

Goal		
By 2018 reduce the proportion of adults in Grand Forks County who are considered obese from 23% to 20%. (2012 North Dakota Behavioral Risk Factor Surveillance System results)		
2014 Objectives		
Identify a community movement that would impact obesity reduction and implement plans as approved. (e.g., 30 Days of Running)	Implement weight management programming.	Adopt an implementation strategy with community partners.

Goal
By 2018 reduce the proportion of high school students grades 9 – 12 in Region 4 who are considered obese from 14.1% to 12%. (2011 North Dakota Youth Risk Behavior Survey results)
2014 Objective
Adopt an implementation strategy with the schools in Grand Forks and East Grand Forks and other community partners.

Community Movement

In January 2014, Altru kicked-off a community movement designed to motivate the community to “Resolve to make #HealthyChoices in 2014”. This movement was mostly based in social media. Facebook users were presented a challenge in one area (home, play, school and work) each week with an incentive to match. Nearly 90 people officially participated in the challenge event and shared their personal goals and offered encouragement to each other.

Altru also held the second annual “30 Days of Running” in June. This movement had almost 300 people commit to participate via an online commitment form. Over 900 pairs of shoe laces were distributed throughout our communities as a way to encourage participation. This year’s “event” included a new focus on Family Fitness. Like the January challenge, 30 Days of Running is largely social media based. Area businesses and groups partnered with Altru Health System by offering incentives and encouraging participation. The staff at our local newspaper, the Grand Forks Herald, started a walking initiative at their workplace, publicly noting 30 Days of Running as the inspiration.

Weight Management Program

Altru launched our Weight Management Program in January of 2014. This program offers solutions for weight loss, weight management, and lifestyle change. Medical providers, dietitians, and exercise specialists offer comprehensive options, customized to each patient's needs. The program helps people achieve their goals via surgical weight loss or medical weight loss and lifestyle change.

Surgical weight loss—This part of the program is for people who need to lose a significant amount of weight. These patients will be closely supervised by a medical provider and will achieve weight loss via bariatric surgery (LAP-BAND gastric banding).

Medical weight loss and lifestyle change—This track will offer an initial medical assessment with a provider, follow-up visits, and monitoring of risk factors at three and six months. Participants will follow a fitness and nutrition coaching program and have a customized diet plan that may include partial meal replacement. There are three phases: active weight loss, transition, and maintenance.

Through November of this year, 63 people have participated in the Weight Management Program. These participants have lost more than 1,439 pounds to date.

Results from lab tests for patients enrolled in the program for the first three months showed considerable improvement. On average, patients experienced improvement in all areas: blood pressure, cholesterol, triglycerides, LDL, BMI, A1C (Type 2 Diabetes), and A1C (prediabetes).

Community Partners Strategy: Healthy Choices Greater Grand Forks

In March, Altru Health System brought together a number of interested individuals from across Greater Grand Forks to begin building a coalition to address obesity in our communities. Nearly 30 community members comprise the steering committee; their respective agencies are listed in Attachment 2.

In April, the steering committee adopted the following vision for our work:

We will make healthy living part of the Greater Grand Forks “brand”. We will make the healthy choice the easy choice for our residents as it relates to nutrition and physical activity. Our way of life will be one of healthy choices across all segments of our community.

The measure of success will be a reduction in the rate of obesity as measured by Altru's two long-term goals mentioned previously:

By 2018 reduce the proportion of adults in Grand Forks County who are considered obese from 23% to 20%. (2012 North Dakota Behavioral Risk Factor Surveillance System results)

By 2018 reduce the proportion of high school students grades 9 – 12 in Region 4 who are considered obese from 14.1% to 12%. (2011 North Dakota Youth Risk Behavior Survey results)

The committee also agreed that our work collectively will be known to our communities as Healthy Choices. Any efforts toward achieving our vision will be communicated under the Healthy Choices umbrella.



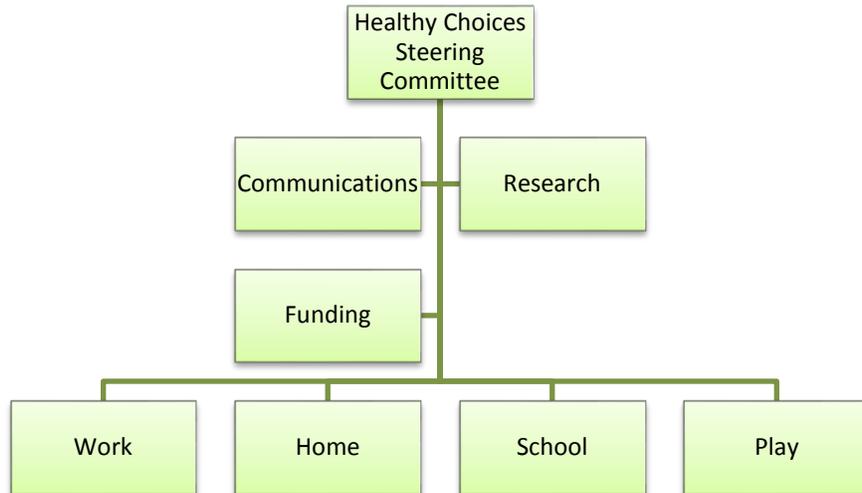
Make Healthy Choices @
work | **home** | **school** | **play**

The vision of achieving a healthier community is vast and needs to be tackled from a number of different angles. Subcommittees have been formed to address the different layers where we can engage our targeted population. The following structure is in place:

Subcommittee	Role
Work	Individuals often spend as much time at work as they do anywhere else. Having a workplace that supports healthy choices can reinforce good habits being developed at home and provide needed support for employees making lifestyle changes. A healthier workforce is also good for a company's bottom line. This committee will engage the business community in Greater Grand Forks and work to help them create healthy choices at work for their employees.
Home	Individuals and families can benefit from prevention programs and interventions that help them understand the importance of good nutrition, physical activity, and making healthy choices. This committee will work to create or enhance offerings in our community to give our citizens the tools and resources to make the

	healthy choice the easy choice.
School	Most children in Greater Grand Forks attend public or private school. Many eat at least one (if not two meals) at school. This committee will work with the schools in our community to educate kids about healthy choices for activity and nutrition and help them continue to offer healthy snacks and meals.
Play	Recreation and opportunities for physical activity should be readily accessible for all members of our community. This committee will work to enhance and/or create opportunities for “play.” Another component involves making nutritious options available for snacks/meals where people spend their free time.
Communications	Helping our community understand our work and keeping them informed of everything we are doing will be critical to our success. Communication/marketing activities will need to be cohesive and organized so that all we do can be connected back to the Healthy Choices “brand.” This committee will be responsible for launching our initiative to the public, helping the four core committees (work, home, school and play) with ongoing communication needs, and maintaining a website as the centralized public repository for everything “Healthy Choices.”
Data/Research	Knowing our community will be important in terms of program development and long-term measurement of our success. Qualitative and quantitative data will help us understand our residents and how we can most effectively work with them. This committee will be responsible for any data collection necessary to inform the work of any of the other committees or the steering committee.
Funding	Achieving our vision will take resources. This committee will be responsible to explore grant opportunities that could fund our efforts.

Healthy Choices Greater Grand Forks Committee Structure



Beginning in October, the subcommittee chairs have been meeting as a hands-on working group; the larger coalition membership will meet quarterly going forward and serve in an advisory capacity. All have agreed to several Phase 1 projects, largely focused on building community awareness and engagement in our efforts to reduce obesity. Please see Attachment 3 for a summary project plan. Specific activities completed to date per this plan include:

- » Development of the coalition's website (healthychoicesggf.org) and Facebook page (Healthy Choices Greater Grand Forks)
- » Launch of the community awareness campaign via billboards, online advertisements, and social media.
- » Flyers distributed to all committee members to share at their businesses/agencies.
- » Blog introducing Healthy Choices Greater Grand Forks shared via Facebook and several communication outlets.

Remaining Phase 1 projects will be implemented in 2015. The walking challenge will be the most significant community awareness/engagement activity. This will begin in January and continue throughout 2015.

Mental Health/Poverty/Financial Barriers

The Advisory Committee chose to move forward with addressing these three priority areas together because the issues are so intertwined. The Advisory Committee also recommended that we work with the Alliance for Healthcare Access to address these important topics. The Alliance for Healthcare Access is a group of community members who are working to find long-term solutions to address the widening gap in accessible health care. There is overlap between the Alliance for Healthcare Access membership and the Advisory Committee.

Specific work that has occurred in 2014 includes:

- » In April, Valley Community Health Centers opened their health center in Grand Forks. The Alliance for Healthcare Access sponsored an open house on June 13 to celebrate this achievement. Altru Health System has been involved in the work of the Alliance and has provided financial and in-kind support for the development of the health center in Grand Forks. Valley Community Health Centers provides community-based primary and preventive care to income eligible patients. Since opening, 1300 patients have been served. Valley Community Health Centers works with Altru to coordinate referrals for any additional care not available at the center.
- » Altru provided financial assistance to patients via charity care, Community Care, and the HERO program. From January through October, Altru has provided more than \$6.7 million in charity care (full or partial discount of outstanding patient balances for medically necessary services) and Community Care (financial assistance to those with no insurance, limited means to pay, and who don't qualify for external programs). The HERO (Healthcare Eligibility Resource Options) program provides assistance and counseling for uninsured and under-insured people of limited means. From October 2013 through October 2014, Altru's Certified Application Counselors helped 532 people obtain insurance coverage. These counselors also partnered with staff from Valley Community Health Center to hold open enrollment events to answer questions and help people navigate the steps to obtain insurance coverage or assistance.
- » In April, the workshop "Bridges out of Poverty" was offered by the Grand Forks Public Health Department and the Alliance for Healthcare Access; 50 people attended the session. This training provides tools to help employers and agencies address and support employees/clients who are living in poverty.
- » A study of the behavioral health needs of youth and adults was conducted in North Dakota in 2014 at the direction of a legislative subcommittee. Several recommendations for the 2015 Legislative Assembly are proposed as a result of this study. Please see Attachment 4 for more detail. The Alliance for Healthcare Access will be focusing on behavioral health policy development for the remainder of 2014 and into 2015. Altru will support these efforts.

Please see Attachment 5 for the Alliance's Fall 2014 Update for more detailed information about recent activities. A list of member agencies is also included.

Priority Area Not Being Addressed: Binge Drinking/Excessive Drinking

The priority area of binge drinking/excessive drinking is not being addressed by Altru as a result of this assessment because there are other community resources allocated to addressing the need. The Advisory Committee agreed to defer work on this priority to the Community and Campus Committee to Reduce High Risk Alcohol Use. This committee was formed in 2013 and is a joint effort between the University of North Dakota and the City of Grand Forks. The charge to this group is to create a community and campus culture that supports responsible, low-risk alcohol use. Two Advisory Committee members are part of this committee, providing a link between our two groups. Additionally, an Altru employee who is also the co-chair of the Grand Forks Substance Abuse Prevention Coalition serves on the committee.

In 2014, this group has focused on three areas:

- » Social host ordinance
- » Extreme drink specials
- » Public intoxication

The group is working with the city of Grand Forks to potentially develop city ordinances for these areas.

This group is also supporting the work of the Grand Forks County Strategic Prevention Framework State Incentive Grant (SPF SIG) project. Attachment 6 shows the summary of work for the implementation phase that began in October of this year and will conclude in September 2015.

Other Health Needs Being Addressed: Late Stage Colorectal Cancer Diagnosis

Data review for the Community Health Needs Assessment and work with our gastroenterology providers revealed that our region (and the state of North Dakota) has a relatively low colonoscopy screening rate. Further, the rate of late stage colorectal cancer diagnosis (stage 3 or 4) is relatively high. Colorectal cancer can be prevented through the early detection and removal of pre-cancerous polyps detected only through screening colonoscopies.

Altru Health System adopted the following goal and objectives in our 2014 Strategic Plan and is addressing this health issue.

Goal	
By 2018 reduce the number of colon cancers diagnosed at stage 3 or 4 from 39% to 20% as measured by Altru's Cancer Registry data. (2012 Cancer Registry data)	
2014 Objectives	
Increase the number of screening colonoscopies by an average of 2 per day over 2013 workload.	Implement a community awareness campaign.

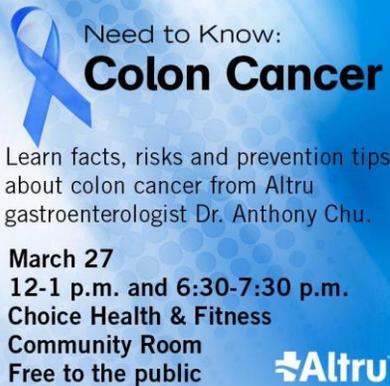
After building physician capacity in 2013, Altru lost a gastroenterology physician in June of 2014. Despite this setback, the number of screening colonoscopies increased slightly compared to 2013 workload (+46 screenings using annualized data from January through October). While we didn't achieve our goal, the existing team worked to ensure that patients who needed screening still received it.

Altru's Care Management department tracks the proportion of eligible adults who have had appropriate colorectal cancer screening. In 2013, 55% of the eligible population had appropriate screening. From January through October of 2014, the proportion increased to 57% of the eligible population.

The community awareness campaign that was started in 2013 continued throughout 2014 as well. The table below summarizes the various communication activities and community events that occurred this year.

Activity	Detail	Completion Date
Altru.org web button	 <p>link from altru.org to altru.org/colon</p>	March 2014
Altru.org homepage web banner	 <p>link from altru.org to altru.org/colon</p>	October/November 2014
Alerus Center Boards		March/April 2014 November 2014
Radio PSA	- Radio PSA about importance of colon cancer screening	Fall 2014
Online Advertisements	- gfherald.com - other web placement - Mobile/tablet placement	March/April 2014 Fall 2014
Blogs	- This One Thing Could Save Your Life - Honoring Jim, My Stepdad and Best Friend, during Colorectal Cancer Awareness Month	March 2014

Media Coverage	- Grand Forks Herald: Effective Screening- Grand Forks man survives colorectal cancer	March 10, 2014
Corporate Member Awareness	- Monthly newsletter included links to blogs, statistics about colon cancer, and information about the importance of getting appropriate screening	March 2014
Social Media	<p>1 in 20 has colon cancer.</p>  <p>Get screened. Altru</p> <p>FRIDAY, MARCH 7</p> <p>Dress in Blue Day for a future free of colon cancer</p>  <p>- Tomorrow, wear blue to raise awareness for #coloncancer</p> <p>- Shari Reynolds (Altru nurse) shares her family's personal experience with #coloncancer</p> <p>- 1 in 20 has #coloncancer. Get screened. Go blue while thinking pink. When talking to your dr about breast health, say "Screen this too!" >>altru.org/colon</p>	March 2014 Fall 2014
Healthy Living Expo	 <p>- Colon display</p>	March 2014

Community Presentations	 <p>Need to Know: Colon Cancer</p> <p>Learn facts, risks and prevention tips about colon cancer from Altru gastroenterologist Dr. Anthony Chu.</p> <p>March 27 12-1 p.m. and 6:30-7:30 p.m. Choice Health & Fitness Community Room Free to the public</p> 	March 2014
Run for Your Buns	 <ul style="list-style-type: none"> - 5k run/walk benefiting colorectal cancer screening initiative - \$5000 donated to Altru Health Foundation to fund initiative 	June 2014
Harvest Gala	<ul style="list-style-type: none"> - Altru Health Foundation's signature fundraising event. Over \$260,000 was raised for Altru's colorectal cancer screening initiative. Funds will be used to pay for screenings for patients who don't have the means to do so. 	September 2014

Approval and Next Steps

This update report will be shared for approval as follows:

- » Community Advisory Committee on December 4, 2014
- » Altru Health System's Executive Team on December 16, 2014
- » Altru Health System's Board of Directors on December 22, 2014.

Upon approval by these bodies, the update report will be available to the public as follows:

- » An electronic copy will be sent to each Advisory Committee member.
- » An electronic file will be available on Altru's website (www.altru.org).
- » A copy of the report will be sent—electronically or via U.S. Postal Service—to anyone who requests it.

Attachment 1 | Advisory Committee Membership

In addition to Altru Health System, individuals representing the following agencies/organizations make up the community-based Advisory Committee:

- » Grand Forks Public Health
- » Community Violence Intervention Center
- » United Way
- » Grand Forks Public Schools
- » University of North Dakota School of Medicine
- » University of North Dakota
- » Northeast Human Service Center
- » Grand Forks Police Department
- » Grand Forks Fire Department
- » Altru Family YMCA
- » Grand Forks Park District
- » Grand Forks Air Force Base 319th Medical Group
- » East Grand Forks Public Schools
- » Grand Forks Senior Center

Attachment 2 | Healthy Choices Greater Grand Forks Steering Committee Membership

In addition to Altru Health System, nearly 30 individuals representing the following agencies/organizations make up the coalition's steering committee:

- » Grand Forks Public Health
- » Take Action
- » Grand Forks Park District
- » Grand Forks Air Force Base
- » University of North Dakota
- » Grand Forks Public Schools
- » Human Nutrition Research Center
- » Hugo's
- » Scheels
- » City of Grand Forks
- » Altru Health Foundation

Attachment 3 | Healthy Choices Greater Grand Forks Phase 1 Project Plans

HCGGF will begin work on four initial projects. The funds to get these projects started, as well as the communication to introduce Healthy Choices to the community will be provided by Altru Health System. The first phase of our efforts will focus on marketing and building the Healthy Choices brand. Along with the projects we start in each subcommittee, we will also support efforts being started by other groups and businesses by offering communications support. We feel that this will help represent a cohesive effort to build a healthier community.

Initial Projects

Walk with Healthy Choices: Hold community walking challenge to walk 1 million miles in 2015.

@Work: Help employers increase worksite accessibility of fresh produce for their staff.

@Home: Support the walking challenge with supplemental screenings and educational opportunities.

@Play: Work with city officials to implement Health Pass program on city buses.

@School: Support school wellness policy committee to make updates and implement new initiatives.

Communications: Build a website, launch tickler campaign, develop internal communication pieces for partner businesses. Continue project communications through 2015.

Research: Assist with research to support projects as needed.

Funding: Continue to seek out funding to further projects and goal of reducing obesity.

Activity	Deadline	Responsible	Budget
Build site/content for healthychoicesggf.org	Dec 10, 2015	Communications Team	\$15,000
Launch Tickler campaign Billboards, digital, online ads	Nov 15 – Jan 1, 2015	Communications Team	\$6,000
Create Materials for Projects Develop items to support sub-group projects	Ongoing	Communications Team	In-kind, Altru
Launch HCGGF Initiatives: Walk with HCGGF challenge, sub-committee projects	Jan 1, 2015	Communications/Steering Committee	\$4000
Continued Ads/Promotion	2015	Communications Team	\$30,000
Subcommittee Projects Small budget for each sub-committee for materials, miscellaneous needs. Mostly, they require time and promotion.			\$5000
Grand Total			\$65,000

Attachment 4 | Actions to Implement Behavioral Health Recommendations

ACTIONS TO IMPLEMENT BEHAVIORAL HEALTH RECOMMENDATIONS

This memorandum provides information regarding the actions taken to implement recommendations for the 2015 Legislative Assembly included in the consultant's final report for the study of behavioral health needs of youth and adults in North Dakota. The schedule below identifies each recommendation and the action(s) taken or proposed to address the recommendation.

Recommendation	Action(s) Taken or Proposed
<p>The 2015 Legislative Assembly shall increase funding for adult and youth substance abuse services, including detoxification.</p> <p>The 2015 Legislative Assembly shall authorize use of telemedicine for crisis assessment and remove barriers for full utilization.</p>	<p>Section 3 of bill draft [15.0230.01000] includes an appropriation of \$3 million to the Department of Human Services for the purpose of expanding adult and youth substance abuse services, including detoxification services.</p> <p>Section 5 of bill draft [15.0230.01000] includes an appropriation of \$175,000 to the Department of Human Services for the purpose of expanding telemedicine services at human service centers and federally qualified health centers. A Health Care Reform Review Committee bill draft [15.0079.02000] that is being recommended to the Legislative Management expands insurance coverage of telemedicine. The bill draft limits the mandate of coverage to the Public Employees Retirement System (PERS) uniform group insurance plan for the first two years, directs PERS to study the impact of the bill during that two-year period, and directs PERS to introduce at the 2017 legislative session a bill to extend the mandate of coverage to the private market.</p>
<p>The 2015 Legislative Assembly shall increase funding for equipment for critical access hospitals to create e-psychiatry.</p>	<p>Section 4 of bill draft [15.0230.01000] includes an appropriation of \$175,000 to the Department of Human Services for the purpose of providing grants to critical access hospitals to establish e-psychiatry services.</p>
<p>The 2015 Legislative Assembly and the Department of Human Services shall create an oversight system for licensing boards utilizing public health as the overseer.</p>	<p>Section 1 of bill draft [15.0231.01000] directs the State Health Council to develop a plan during the 2015-16 interim to provide for administration and implementation of uniform licensing and reciprocity standards for licensees of the Board of Addiction Counseling Examiners, Board of Counselor Examiners, North Dakota Board of Social Work Examiners, State Board of Psychologist Examiners, State Board of Medical Examiners, and North Dakota Marriage and Family Therapy Licensure Board. The Health Council shall evaluate whether regional, national, and international licensing and reciprocity standards are adequate for licensure in the state.</p>
<p>The 2015 Legislative Assembly shall change definition of behavioral health professional in North Dakota Century Code to include all qualified professionals.</p>	<p>Section 1 of bill draft [15.0232.01000] amends the definition of qualified mental health professional in North Dakota Century Code Section 25-03.2-01(8) to more closely align with the definition in Iowa code.</p>
<p>The 2015 Legislative Assembly or the Department of Human Services shall create reciprocity language for behavioral health professionals.</p>	<p>Section 1 of bill draft [15.0231.01000] directs the State Health Council to develop a plan during the 2015-16 interim for the administration and implementation of uniform licensing and reciprocity standards for licensees of the Board of Addiction Counseling Examiners, Board of Counselor Examiners, North Dakota Board of Social Work Examiners, State Board of Psychologist Examiners, State Board of Medical Examiners, and North Dakota Marriage and Family Therapy Licensure Board. Sections 2 through 7 of the bill draft direct the respective licensing boards to participate with and respond to requests from the Health Council relating to administration and implementation of uniform licensing and reciprocity standards for licensees of the boards.</p>
<p>The Department of Human Services shall train law enforcement as first responders using mental health first aid.</p>	<p>Section 6 of bill draft [15.0230.01000] includes an appropriation of \$25,000 to the Highway Patrol for the purpose of providing mental health first aid training for state and local law enforcement personnel.</p>
<p>The 2015 Legislative Assembly shall change North Dakota Century Code to reimburse all qualified behavioral health professionals.</p>	<p>Section 1 of bill draft [15.0230.01000] directs the Department of Human Services to adopt rules entitling licensed marriage and family therapists to payment for behavioral health services provided to recipients of medical assistance.</p>

Recommendation	Action(s) Taken or Proposed
<p>The 2015 Legislative Assembly shall create an independent appeals process for consumers increasing oversight and accountability.</p> <p>The Department of Human Services shall seek to maximize federal funding for visiting nurses and other 0-5 prevention programs.</p> <p>The 2015 Legislative Assembly or the Department of Human Services shall change regulations to accept electronic documentation, including release of information documents.</p> <p>The Department of Human Services shall assist First Link/211 in obtaining access to provider information.</p> <p>The Department of Human Services shall partner with universities to build an outcomes-based data system.</p> <p>The 2015 Legislative Assembly shall create an interim committee to look at Department of Human Services structure changes and provide oversight to the current human service center system, including defining core services throughout the system.</p> <p>The 2015 Legislative Assembly shall create an interim committee to study judicial issues, including 24-hour hold, termination of parental rights, and court committals.</p>	<p>North Dakota Administrative Code Chapter 75-01-03 identifies the current appeals process of the Department of Human Services. The Department of Human Services is currently reviewing the chapter and plans to update the chapter to ensure the process is clearly identified.</p> <p>This recommendation does not require legislation.</p> <p>Representatives of the Department of Human Services have confirmed the department will accept electronic documentation.</p> <p>This recommendation does not require legislation.</p> <p>Section 2 of bill draft [15.0230.01000] directs the Department of Human Services to develop an outcomes-based data system in conjunction with the North Dakota University System.</p> <p>Section 7 of bill draft [15.0230.01000] directs the Legislative Management to consider studying the structure of the Department of Human Services during the 2015-16 interim.</p> <p>Section 8 of bill draft [15.0230.01000] directs the Legislative Management to consider studying judicial issues relating to behavioral health during the 2015-16 interim.</p>

Attachment 5 | Alliance for Healthcare Access Fall 2014 Update

Alliance for Healthcare Access

Fall 2014 Update

The Alliance for Healthcare Access is a group of community members who are working to find long term solutions to address the widening gap in accessible health care. Through strong collaborative efforts, the Alliance is working on a wide variety of issues ranging from support to establish a Community Health Center in Grand Forks to engaging community and legislative stakeholders to elevate health needs in our community. If you would like to learn more about the Alliance please visit:

www.allianceforhealth.org.

Community Health Center - The Alliance supports Valley Community Health Centers' (VCHC) efforts to build a new Community Health Center site in Grand Forks. A Community Health Center provides crucial preventative and disease management services to low-income and under / uninsured individuals on a sliding fee scale. After nearly three years of planning, **VCHC began serving their first patients in Grand Forks in May 2014!**

The community support needed to plan for and build the health center was monumental. Examples of the support received include:

- United Way of Grand Forks, East Grand Forks & Area supported health center planning efforts through the Alliance for two consecutive years.
- Altru Health System and Grand Forks Public Health provided funding and on-going support to ensure crucial work for health center development continued.
- The City of Grand Forks, through its CDBG program, allocated over \$300,000 for health center renovation in 2012 and has awarded additional funding for the 2014 grant cycle for additional renovation of VCHC's dental clinic and services to low and moderate income individuals.
- Alliance member organizations spent considerable time and effort in subcommittees to assist with building necessary partnerships to ensure the success of the new health center.

Community Engagement

- The Alliance organized a Legislative Forum in 2012 with area legislators and stakeholders to learn more about the health center model of care and to provide insight to our local effort.
- The Alliance was a co-sponsor for a community forum on Health Reform on Sept. 19, 2013.
- The Alliance serves as the lead organization to implement strategies to improve health care access and address the impact of poverty on health as identified in Altru's Community Health Assessment.
- The Alliance sponsored training on the impact of poverty on April 4, 2014 and supports health plan enrollment efforts in the community targeted to the uninsured.

What's Next?

Renovation of the new health center at 212 South 4th Street was completed in the spring of 2014. The Alliance sponsored an open house for Valley Community Health Centers on June 13, 2014. The clinic has four exam rooms, space for behavioral health counseling and basic lab processing. Fundraising efforts are underway to raise an additional \$300,000 to build six additional exam rooms and purchase x-ray equipment. The Health Center received additional federal funding to expand behavioral health services in 2015 and conducts outreach and health care coverage enrollment events throughout the community.



"To provide local solutions for affordable and quality healthcare services to all people in the Upper Red River Valley."

Alliance for Healthcare Access Member Agencies

Altru Health System
Bremer Bank
Center for Rural Health - UND
City of Grand Forks
College of Business & Public Administration – UND
College of Nursing & Professional Disciplines - UND
Community Violence Intervention Center
Development Homes
Eastern ND Area Health Education Center
Grand Forks County Social Services
Grand Forks Public Health Department
Health & Wellness - UND
Lutheran Social Services
Northeast Human Service Center
Northlands Rescue Mission
Polk County Public Health
Sanford Health
Student Health Services - UND
Third Street Clinic
United Way
Valley Community Health Centers
Valley Health & WIC



"To provide local solutions for affordable and quality healthcare services to all people in the Upper Red River Valley."

Attachment 6 | Strategic Plan Grand Forks County SPF SIG Project

Strategic Plan

Grand Forks County Strategic Prevention Framework State Incentive Grant (SPF SIG) Project

Implementation Phase: October 2014 – September 2015

Over the next several months, participating community organizations and agencies throughout Grand Forks County aim to employ the following strategies, proven to reduce the harms caused by underage drinking and adult binge drinking, in effort to improve the health and safety of our community.

Strategies to Improve Health and Safety

1. Cultivate Positive Community Norms by:

- Initiating a media campaign promoting healthy and safe behaviors
- Promoting Parents LEAD (Listen, Educate, Ask, Discuss) a web-based communication program designed to help parents:
 - Initiate and/or continue conversations with their children about underage drinking and other difficult subjects at any age
 - Role-model positive and healthy behaviors
 - Monitor their children's whereabouts
 - Provide support and engagement

2. Reduce access to alcoholic beverages by those under the age of 21 through social means such as friends, relatives, and house parties by:

- Enacting a Social Host Ordinance in the City of Grand Forks
- Endorsing safe and healthy community events by strengthening regulations addressing the sale of alcoholic beverages.

Underage Drinking & Adult Binge Drinking contributes to:

- Alcohol poisoning
- Burns
- Cancer
- Child maltreatment
- Child neglect
- Dementia
- Depression
- Domestic violence
- Drowning
- Falls
- Family problems
- Liver disease
- Lost productivity
- Motor-vehicle crashes
- Physical assault
- Sexual assault
- Suicide
- Stroke
- Theft
- Unemployment
- Unintended pregnancy
- Vandalism

Source: Centers for Disease Control and Prevention (CDC)





Project Partners

Grand Forks Public Health Department

Altru Health System

University of North Dakota

Grand Forks Police Department

UND Police Department

Grand Forks Public Schools

Grand Forks County Sheriff's Office

Grand Forks Air Force Base

Coalition for a Healthy Greater Grand Forks

North Dakota Highway Patrol

Strategies to Improve Health and Safety Continued

3. Reduce the harms of underage drinking, adult binge drinking and impaired driving by increasing enforcement strategies for example: DUI Checkpoints, Alcohol Saturation Patrols, and Party Patrols.
4. Reduce accessibility to alcoholic beverages from licensed alcohol establishments by those under the age of 21 by conducting or expanding alcohol regulation compliance checks.
5. Reduce accessibility to alcoholic beverages from licensed alcohol establishments by those under the age of 21 and reduce serving or selling alcoholic beverages to an overly-intoxicated person by conducting or enhancing responsible beverage server training.
6. Reduce the harms of adult binge drinking and impaired driving by initiating policies restricting extreme drink specials such as "ladies drink free" or "all you can drink for \$10".
7. Reduce the harms of adult binge drinking and impaired driving by expanding a state-initiated educational campaign concerning alcoholic beverage serving size.

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