



## Healthy Burnett Strategic Action Plan 2013-2014

**Vision:** All of Burnett County and its residents will have optimal mental, emotional, physical, and spiritual health.

**Mission:** Engage community partners and members to work collaboratively to promote the mental, emotional, physical, and spiritual health of Burnett County and its residents.

**Goal #1:** Create an infrastructure for continual community health improvement by bringing together key community stakeholders to align activities and resources which will enhance how the community addresses identified health needs.

**Coordinators:** Sarah Miller and Alyssa Ryan

### Membership

**Objective #1:** By December 31<sup>st</sup> 2014, Healthy Burnett will increase membership of community members and agencies, or organizations by four.

Activity	Timeframe	Resources Required	Lead Responsibility	Date Completed	Evaluation Indicators	Result
Form Healthy Burnett (HB)collaborative	By May, 2013	Community forum to identify top priority areas	BMC and Burnett County DHHS-Public Health	May, 2013	Held first meeting	First meeting was held June 24, 2013
1. Identify membership baseline, as measured by email distribution list  2. Identify additional agencies, organizations, or community members to contact for HB membership	1. By Oct., 2013  2. By June, 2014	Time, current distribution list	Alyssa Ryan and Sarah Miller, and others TBD	1. Oct., 2013  2. June, 2014	1. # of community members and agencies 2. List of identified target contacts	1. 71 members as of July 22, 2013. 2. 96 members as of Nov., 2014. New members: ECIC members, Hazelden Treatment Center, National Park Service, St. Croix River Assoc., UW Extension Youth & Families, Crex Meadows Wildlife Area, Home & Away Ministries, Burnett County Literacy Program, North Country Independent Living, Regional Hospice Services, 2 community members

Develop and submit press releases to local media about HB, activities, and inviting community members to join (2 local newspapers, and possibly radio, & school newsletters)	Jan. 2014- Dec. 2014	Time, public health media messaging tools	Alyssa Ryan, Sarah Miller, and others TBD	September, 2014	List and dates of media sources used	Press releases published on 6/7/14 and 8/27/14 in Leader and Sentinel. Content published in County Administrator's Newsletter in July, 2014 and BMC Newsletter in Oct., 2014
1. Make personal contacts with targeted community members, agencies, or organizations identified (via email, phone, letter, or face-to-face)  2. Reassess and continue above activities as needed	1. By June, 2014  2. By Dec., 2014, and ongoing as needed	Time, stationary and postage	Alyssa Ryan, Sarah Miller, and others TBD	1. August, 2014  2.	List of contacts that received message, type of contact made, and count of contacts that joined HB	1. Jennifer Swenson w/ CUE, Kristi Pupak w/ Crex Meadows, Marceleen Mosher with St. Croix River Assoc, Julie Galonska with National Park Service, and Patti Hurd w/Home & Away Ministries
Create a Healthy Burnett Brochure, which educates and promotes HB and website.	By Dec. , 2014	Time, paper, funding or resources to help cover cost for paper and printing.	Alyssa Ryan, Sarah Miller, and others TBD		Brochure	

**Communication**

**Objective #2: By December 31<sup>st</sup>, 2014, Healthy Burnett will establish and utilize at least three methods of communication in order to increase awareness of Healthy Burnett, the current health priority, how the health priority is being addressed, and what community members, agencies, or organizations can do to help.**

Activity	Timeframe	Resources Required	Lead Responsibility	Date Completed	Evaluation Indicators	Result
Create and promote Healthy Burnett Website via the following ten activity items listed below...	By May, 2014	Individuals to develop and maintain website, website host(s). Time and funding from grant.	Alyssa Ryan, Sarah Miller, and others TBD	May 12, 2014	Website up and running or launched by specified timeframe.	Website launched May 12, 2014
Identify partners and resources needed for development, maintenance, and sustainability	By Nov., 2013	Time, and grant funding to support development of website, and maintenance fee.	Alyssa Ryan, Sarah Miller, and others TBD	Nov., 2013	Partners and resources identified.	BMC and DHHS in partnership to maintain and sustain HB website. Grant funding secured to fund creation and hosting of site (Security Health Plan Grant)
Obtain website cost estimates through identified contacts/vendors	By Nov., 2013	Time	Alyssa Ryan, Sarah Miller	Nov., 2013	Website cost estimates received from vendors.	Two website estimates from local vendors were acquired. Emily Gall with Signature Ink chosen.
Meet with HB/MH Communication Group(s) and decide how to proceed with creating website	By Nov.-Dec. 2013, and ongoing through Dec., 2014 as needed.	Time	Alyssa Ryan, Sarah Miller, and others TBD	May, 2014	Attendance roster of HB website planning meetings.	Meetings held on Dec. 4, 2013, Jan. 7, 2014, Feb. 20, 2014, Mar. 19, 2014, April 7, 2014, April 10, 2014, May 2, 2014, and May 6, 2014. See attendance rosters in Alyssa and Sarah's files.

Determine content and layout of website	Jan.-Mar., 2014	Time	Alyssa Ryan, Sarah Miller, and others TBD	May, 2014	List of content and actual layout for website determined at meetings or with group.	Content and layout determined at meetings on Jan. 7, 2014, Feb. 20, 2014, Mar. 19, 2014, April 7, 2014, April 10, 2014, May 2, 2014, and May 6, 2014
Launch HB Website	By May, 2014	Time	Alyssa Ryan, Sarah Miller, and others TBD	May, 2014	HB online to access	Website launched and accessible on May 12, 2014.
Promote Healthy Burnett Website through a minimum of three different media sources including two local newspapers, HB email distribution list, and printed handouts or fliers	By July 1, 2014	Time, paper, printing	Alyssa Ryan, Sarah Miller, and others TBD	August, 2014	List of media venues Healthy Burnett website is advertised through.	Press releases published on 6/7/14 and 8/27/14 in Leader and Sentinel. Content published in County Administrator's Newsletter in July, 2014 and in BMC Newsletter in Oct., 2014, in emails sent to HB distribution list, in email sent to BMC staff on 7/21/14 and to BC Gov. Staff, and ad posted on BMC website. Website fliers handed out at HB meeting in July, 2014 and posted around community in summer, 2014. Presented at Tribal Caregivers Conference in July, 2014. Presented 1 <sup>st</sup> year in review presentation to Healthy Burnett members at Nov. 17, 2014 meeting and BMC Board of Directors at Dec. 4, 2014 meeting. Recognition of Healthy Burnett received at BC DHHS agency meeting on Nov. 25, 2014.

Track number of website hits each month	Starting May 2014 & each month through Dec. 2014, and ongoing	Time	Alyssa Ryan, Sarah Miller, and others TBD		Number of hits on website each month. <b>Goal:</b> An increase at a rate of 25% per month since launch of website.	May 2014: 808 June 2014: 416— 49% decrease July 2014: 431—4% increase August 2014: 545—26% increase Sept. 2014: 571—5% increase
At least biannually submit press releases to newspapers and other media venues as needed to promote HB and website	1. Spring/Summer, 2014 2. Fall/Winter, 2014	Time, individuals to write and submit	Alyssa Ryan, Sarah Miller, and others TBD	1. June 7, 2014 2. August 27, 2014	List of press releases ran in paper(s) and other media venues as needed.	Press releases published on 6/7/14 and 8/27/14 in Leader and Sentinel.
Host bi-monthly or quarterly meetings to update community partners on HB activities and provide support for priority area objectives	Starting Mar., 2014	Room, time, meeting materials	Alyssa Ryan, and Sarah Miller		Attendance roster, meeting minutes	Held regular Healthy Burnett meetings on Mar. 24 <sup>th</sup> , 2014; May 12, 2014; July 21, 2014; September 15, 2014, but did not hold meetings as intended per the activity listed.
Start distribution of HB Brochures in the community	By Dec. 2014- Dec. 2015	Time	Alyssa Ryan, Sarah Miller, and others TBD		Number and list of places HB brochures are distributed	

**Sustainability**

**Objective #3: By December 31<sup>st</sup> 2018, conduct at least two activities to support the sustainability of Healthy Burnett.**

Activity	Timeframe	Resources Required	Lead Responsibility	Date Completed	Evaluation Indicators	Result
Create ongoing partnership among Burnett Medical Center and Burnett County DHHS-Public Health to conduct CHNA's/CHIPP's	Ongoing every 3-5 years, next one done by Dec. 2018	Staff time and community partners involvement	BMC and DHHS-Public Health	Ongoing, 2018, 2023, 2028, ect...	Completed Assessment/Report	Assessment report completed September, 2013.
Apply for grants that will support Healthy Burnett and priority area activities 1. Determine grant opportunities 2. Write for and submit grant	Ongoing and...  1. Sept., 2013  2. Oct. 21 <sup>st</sup> , 2013	Time, community partners	Sarah Miller, Alyssa Ryan, and possibly others TBD	Ongoing and...  1. Sept., 2013  2. Oct. 21 <sup>st</sup> , 2013,	1. Grant opportunities determined.  Receive current grant award notification by week of Nov. 18 <sup>th</sup> -Security Health Grant was awarded.	1. and 2. Applied for Security Health Plan Grant on 10/21/13. Received award notification week of 11/18/13.
Conduct fundraising as needed to help support Healthy Burnett and priority area activities 1. Determine fundraising opportunity	Ongoing as needed and TBD...	Time, community partners	Sarah Miller, Alyssa Ryan, and possibly others TBD	Ongoing as needed and TBD... 1.  2.	List of fundraising event(s) and amount of funds raised from fundraiser(s)	Additional fundraising not yet needed.

2. Create a plan for fundraising opportunity						
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**Establishing Systems for Sustainability**

**Objective #4: By December 31<sup>st</sup>, 2014 establish systems for ongoing execution of CHNA's/CHIPP's between Burnett Medical Center and Burnett County Department of Health and Human Services-Public Health.**

Activity	Timeframe	Resources Required	Lead Responsibility	Date Completed	Evaluation Indicators	Result
Determine how the CHNA's/CHIPP'S will be done ongoing collaboratively (BMC & DHHS) to accommodate mandates	By December 31 <sup>st</sup> , 2014	Time	BMC-Alyssa Ryan and DHHS-PH-Sarah Miller		Plan in place as to how next process will be conducted.	
1. Establish database and systems for ongoing primary and secondary health data collection for CHNA's/CHIPP's  2.Explore funding opportunities to help cover costs with CHNA's/CHIPP'S process and database.  3. Have designated	1. By December 31 <sup>st</sup> , 2014  2.By December 31 <sup>st</sup> , 2014  3.By December 31 <sup>st</sup> , 2014	Time, community partners, and students	BMC-Alyssa Ryan and DHHS-PH-Sarah Miller and others TBD	1. Nov., 2014  2.  3.	1.Database created and systems in place, and roles assigned or designated  2.List of potential funding sources.  3.List of designated partners and students.-	1. UW-Eau Claire nursing students created database Nov., 2014.  2.  3. UW Eau Claire RN Students entered current data into database by Nov., 2014.

partners and students to help with data collection and entering into database							
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## Mental Health Strategic Action Plan 2013-2014

**Vision:** All of Burnett County and its residents will have optimal mental, emotional, physical, and spiritual health.

**Mission:** Engage community partners and members to work collaboratively to promote the mental, emotional, physical, and spiritual health of Burnett County and its residents.

**Goal #1:** Create work groups to address the top identified priority area of Mental Health and the following identified areas of need: to improve communication among Mental Health Professionals and the public; to reduce the stigma associated with mental health and seeking mental health services; to reduce suicide; and to provide mental health training such as QPR (Questions, Persuasion, and Referring) for paraprofessionals.

### Communication

**Objective #1:** By December 31, 2014 enhance communication among a minimum of ten agencies/organizations in Burnett County related to Mental Health.

**Subcommittee Chairs:** Kate Peterson

Activity	Timeframe	Resources Required	Lead Responsibility	Date Completed	Evaluation Indicators	Result
Develop message	By Oct. 28 <sup>th</sup> , 2013	Time	Carl/Kate	Oct. 28 <sup>th</sup> , 2013	Message brought to Oct. 28 <sup>th</sup> Healthy Burnett meeting.	Determined it would be best to create HB website for messaging.
Determine target focus audiences	By Oct. 28 <sup>th</sup> , 2013	Time	Alyssa Ryan and Sarah Miller	Oct. 28 <sup>th</sup> , 2013	List of target audiences brought to Oct. 28 <sup>th</sup> Healthy Burnett meeting	List of audiences was brought to meeting.
1. Determine methods of communication (i.e. quarterly HB meetings, media)	1. By April, 2014	Time, and possibly stationary/postage	Carl/Kate, and others TBD	1.Oct. 28 <sup>th</sup> , 2013; and Dec. 4 <sup>th</sup> , 2013	1. Count and list of different methods of contacts used	1. Press releases published on 6/7/14 and 8/27/14 in Leader and Sentinel. Content published in County Administrator's Newsletter in July, 2014 and Oct., 2014; in BMC Newsletter in Oct., 2014; in emails sent to HB

<p>venues, email list serves, personal contacts via face-to-face, letter, &amp; phone, and through HB website)</p> <p>2. Continue to develop and execute communication plan with HB, &amp; create evaluation indicator to measure effectiveness</p>	<p>2. By Dec., 2014</p>			<p>2.</p>	<p>2.Regular Sub-Committee Meetings, identified evaluation indicator and results of effectiveness.</p>	<p>distribution list; in email sent to BMC staff on 7/21/14 and to BC Gov. Staff; and in ad posted on BMC website. Website fliers handed out at HB meeting in July, 2014 and posted around community in summer, 2014. Presented at Tribal Caregivers Conference in July, 2014 and to Health and Communities Services Committee. BMC published ad in the Sentinel newspaper for Suicide Prevention Day on Sept. 10, 2014 about reducing stigma of mental health and the mental health promotion activities being executed by HB. Also executed communications on Facebook (I am STRONGER page, Northwest Passage's page, and BMC's page) designed to expand the I am STRONGER de-stigmatization message, promote the Mental Health Rally Week activities (primarily the speaker), and promote the community QPR training at the Siren School on Oct. 22, 2014. QPR training was also promoted via email to targeted audiences in community. I am STRONGER billboard on Hwy 70 for 6 months also a method used.</p> <p>2. Ongoing (i.e. develop Facebook page, continue to publish press releases, and present to various audiences.). Evaluation indicator for HB website is the number of website views:  May 2014: 808  June 2014: 416— 49% decrease  July 2014: 431—4% increase  August 2014: 545—26% increase  Sept. 2014: 571—5% increase</p>
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**Reduce Stigma**

**Objective #2: By December 31, 2014 a minimum of four activities will be conducted in Burnett County to reduce stigma associated with mental health and seeking mental health services**

**Subcommittee Chair:** Ben Thwaites, “The Burnett County Stigma Squad”; Mission: Use rally weeks to de-stigmatize mental health in Burnett County High Schools

Activity	Timeframe	Resources Required	Lead Responsibility	Date Completed	Evaluation Indicators	Result
<p>Support the “I am STRONGER than you think” campaign developed by Northwest Passage by expanding this campaign to all 3 high schools (and the community through school rally weeks and community awareness and outreach, etc... ) via the following action steps:</p> <ul style="list-style-type: none"> <li>• Refining rally week vision</li> <li>• Pitching vision to the schools</li> <li>• Facilitating student-led planning committees at each school</li> <li>• Scheduling guest speakers or facilitators</li> <li>• Designing a billboard and reserve billboard space</li> <li>• Implementing county-wide media engagement</li> </ul>	<p>By Nov. 1<sup>st</sup>, 2014</p>	<p>Time, campaign materials/expenses, funding from grant</p>	<p>Ben, and others TBD</p>	<p>Oct. 17, 2014</p>	<p>List of schools involved in rally week’s activities conducted with the “I am STRONGER than you think” campaign. Stated vision; list of the student-led planning committees at each school; list of guest speakers or facilitators; dates of actual rally weeks w/ list of all events that took place; picture of billboard; dates and list of media sources used and copies of news releases and/or articles.</p>	<p>Rally Week piloted at Webster High School, but other activities done at other Grantsburg and Siren as well. Vision: Student Council consisting of 16 students was planning committee at Webster. Jeff Yalden spoke on Oct. 10, 2014. Open to the public as well as students and staff. Other activities include anti-stigma business cards on cars (at all schools), sharing of multi-media mental health resources with teachers to share with their students, FAQ mental health resources handout, table display, I am STRONGER wrist bands and t-shirt giveaway, chalk painting, community art project at Crooked Lake Park, and billboard on Hwy. 35/70. Media used include Facebook pages (I am STRONGER, NWP, BMC, Webster School), websites, digital sign at Webster School. See Alyssa’s files for actual copies of content.</p>

<p>1. Develop/design outcome measurements such as pre and post surveys to assess increased knowledge of MH or behavioral health and a more accepting view of behavioral health.</p> <p>2. Assess/survey students at beginning and end of rally weeks.</p>	<p>1. By Sept. 31<sup>st</sup>, 2014</p> <p>2. By Oct.-Nov., 2014</p>	<p>Time, paper, printing</p>	<p>Ben, and others TBD</p>	<p>1. Oct. 10, 2014</p> <p>2. Nov. 4, 2014</p>	<p>Results of evaluations done during school rally weeks to show effectiveness.</p> <p><b>GOAL:</b> At least 50% of surveyed rally week participants will report an increase in knowledge of behavioral health and a more accepting view of behavioral health.</p>	<p>1. Initial survey developed to administer to the Webster School Student Leadership Team of 16 students.</p> <p>2. 14 students also completed post-survey. Results: Nearly all survey respondents reported an increased knowledge and more accepting view of behavioral health. Please see Alyssa's files for complete survey results.</p>
<p>Educational Booth at County Health Fair(s) and other community events about the "I am STRONGER than you think" campaign, MH crisis line, and other MH resources available in the county.</p>	<p>By Dec. 2014</p>	<p>Time, resources for display</p>	<p>TBD</p>	<p>Nov. 2014</p>	<p>List of events attended and dates</p>	<p>Northwest Passage had float in Siren parade on 7/4/14 to promote the I am STRONGER message. MHTFBC set up booth at Webster School Community fair in Aug, 2014 on suicide and resources. For Suicide Prevention Day, MHTFBC also had booth set up in Government Center lobby in Sept, 2014. MHTFBC also had booth at Spring into Health Expo at BMC on 4/10/14.</p>
<p>Advertise MH crisis line via newspapers (press release), school newsletters, on HB website, and possibly radio psa's</p>	<p>By Dec. 2014</p>	<p>Time, someone to report/write releases</p>	<p>TBD</p>	<p>Dec. 2014</p>	<p>List of advertisement venues, and copy of releases.</p> <p>Number/trends of crisis calls during</p>	<p>MH crisis line listed on HB website, cards with number distributed throughout community, large posters with tear-offs printed and distributed throughout the community.</p>

					months after advertisement(s) are completed, if possible.	
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**Reduce Suicides-Youth Prevention**

**Objective #3: Lists six objectives**

**Subcommittee Chair:** Ashley Goffin, Chair of Mental Health Task Force of Burnett County

Activity	Timeframe	Resources Required	Lead Responsibility	Date Completed	Evaluation Indicators	Results
See attached MHTFBC strategic work plan...	See plan...	See plan...	DHHS-Ashley	See plan...	See plan...	See plan...

### Paraprofessional Trainings

**Objective #4: By December 31, 2014 a minimum of four additional agencies and/or organizations (in addition to the school trainings) will receive Question, Persuade, Referral (QPR) training in Burnett County.**

**Subcommittee Chairs:** Ashley Goffin and Debra Eichman

Activity	Timeframe	Resources Required	Lead Responsibility	Date Completed	Evaluation Indicators	Result
Determine who can provide the QPR trainings either in collaboration with MHTFBC or through other agencies who conduct QPR trainings	By Oct. 21 <sup>st</sup> , 2013	Time	Alyssa Ryan and Sarah Miller	Oct. 21 <sup>st</sup> , 2013, Oct., 2014	List of potential trainers.	Ashley Goffin and Debra Eichman through the MHTFBC, and Lora Jaecks and Kim Henningsgard through the Polk County MHTF
Determine costs associated with providing a minimum of four trainings	By Oct. 21 <sup>st</sup> , 2013	Time	Alyssa Ryan and Sarah Miller	Oct. 21 <sup>st</sup> , 2013	List of costs associated with conducting four trainings	Approx. \$120 for cost of trainer per training + mileage (\$0.56/mile). QPR training materials are \$1.10-\$2.00 per trainee
Write grant(s) or conduct fundraising event(s) w/ support of HB to cover costs for providing a minimum of four trainings	By Oct. 21 <sup>st</sup> , 2013, and ongoing as needed	Time	Alyssa Ryan and Sarah Miller	Oct 21 <sup>st</sup> , 2013, and ongoing as needed	List of grant(s) written, and/or fundraising activities	Security Health Grant Award announcement in Nov., 2013.
Target agencies/organizations to participate in and possibly host a training	By July, 2014	Time	Ashley, Debra, and others TBD	Sept, 2014	List of agencies/organizations to participate &/or host trainings	BMC hosted training for HB members in Jan, 2014. Siren School hosted 4 trainings for high school students on Oct. 22, 2014. They also hosted a training for the public in the evening on Oct. 22, 2014.
1. Create/develop &/or find pre and post surveys/tools to assess knowledge, skills,	1. By Feb., 2014	Time, paper, printing,	1.Ashley, Debra, and MHTFBC	1. Jan, 2014 and Sept, 2014	Copy of survey/tools used, and results of surveys. <b>GOAL:</b> By	Please see Alyssa's files for copy of survey tools used. For the HB QPR training in

and ability to implement QPR techniques.  2. Order materials needed for trainings.	2. By Feb., 2014, and as needed	funding from grant	2.Ashley	2. Ordered by Jan, 2014 and Sept, 2014	Nov. 1, 2014, at least 90% of people trained in QPR will state they have the knowledge, skills, and ability to implement QPR techniques.	Jan, 2014, over 90% of people surveyed stated they had increased knowledge and skill to implement QPR. For the Oct. 22, 2014 Siren School student training, 88% of those surveyed found the training beneficial and qualitative responses indicated the training was very helpful.
Conduct a minimum of four QPR Training sessions in Burnett County.	By Nov. 1 <sup>st</sup> , 2014	Time, expenses for trainings, funding from grant	Ashley and Debra	Oct. 22, 2014	Location of trainings, number of trainings conducted, and different agencies/organizations that attended.	BMC hosted training for HB members in Jan, 2014, with 17 in attendance. Siren School hosted 4 trainings for high school students on Oct. 22, 2014, with 106 in attendance. They also hosted a training for the public in the evening on Oct. 22, 2014, with 30 in attendance, including reps from St. Croix Tribal Center and Clinic, County Board of Health, ADRC Board, Veterans, Siren School Staff, as well as community members.
Marketing of QPR Trainings	One month prior to each training	Time, paper, printing	MHTFBC	Oct. 22, 2014	List of marketing tools used and locations/persons distributed to.	For HB training, sent email to all HB members and encouraged them to invite others at their organization. For public training at Siren

						School, sent flier via email to a targeted list of audiences, including EMS partners, churches, police, fire departments, HB members, local Chambers of Commerce, and community education directors. Also posted flier on BMC website and Facebook page.
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