

# Fostering a Climate of Health & Wellbeing: An Anchor Institution's Approach

M Health Fairview  
Community Advancement

# With you today. . .



**John Swanholm | VP Community  
Advancement & Foundation**



**Diane Tran | System Executive  
Director of Community Health  
Equity and Engagement**



**Christina J. McCoy |  
Manager, Community Health  
Equity Initiatives**



**Khashia Yang | Community  
Collaboration Intern**

# Introductions

**Please share your:**

- Name
- Pronouns
- Role
- Organizational Affiliation

# Agenda

- Evolution of M Health Fairview
- History of Saint Paul, Minnesota
- Health Disparities in Saint Paul, Minnesota
- HOPE Commission
- Healthcare Anchor Network
- Strategies to Improve Health Equity
  - The East Side Health & Wellbeing Collaborative
  - Food Access programs
  - Mental Health Training & Support
  - Minnesota Immunization Networking Initiative Clinics
- Closing

# M Health Fairview

## M Health Fairview System

1850 - 2022

M Health Fairview is a partnership between University of Minnesota, University of Minnesota Physicians, and Fairview Health Services. We combine the University's deep history of clinical innovation and training with Fairview's extensive roots in community medicine.

- 34,000 employees
- 3,300 providers
- 10 Hospitals
- 60 Clinics
- 100+ specialties

1853

St Joseph's Hospital  
HealthEast | Saint Paul, MN

1883

Bethesda Hospital  
HealthEast | Saint Paul, MN

1911

Saint John's Hospital  
HealthEast | Maplewood, MN

1986

HealthEast Care System

1906

First Fairview Hospital  
Minneapolis, MN

2000

Woodwind's Hospital  
HealthEast | Woodbury, MN

2017

HealthEast + Fairview Merged

2019

Fairview + U of M Medical &  
Physician School  
(Joint Clinical Enterprise)

# Diving Deeper into Saint Paul, Minnesota

# History of Saint Paul

## 1930s

- Rondo Avenue became one of the largest neighborhoods for many African Americans
  - This also included included communities such as the American Indian, Euro-Americans, Asian Americans, and Latino communities

## 1960s

- The St. Paul City Council approved the plan of building highway I-94
- With every new beginning, this also means an ending to many of the communities living in this area
  - Destroyed over 700 family homes, 300 business, and many social clubs that reflected the community

## 2022

- Saint Paul, MN has become a home to many BIPOC communities
  - White alone: 48.8%
  - Asian alone: 19.2%
  - Black or African American alone: 16.5%
  - Hispanic or Latino: 4.7 percent
  - Two or more races: 4.7%
  - Some other race alone: 0.5%
  - Native Hawaiian and other Pacific native alone: less than 0.05%

## Saint Paul, Minnesota



# Climate Change + Health Disparities

Saint Paul, MN





According to the City of Saint Paul, the vulnerable population and historically marginalized communities of color will negatively be impacted by the increase of

- Extreme heat events
- Poor air quality
- Increase in frequency and severity of precipitation,
- River flood events
- Ecological changes
- Psychological impacts





# Climate Change + Health Disparities

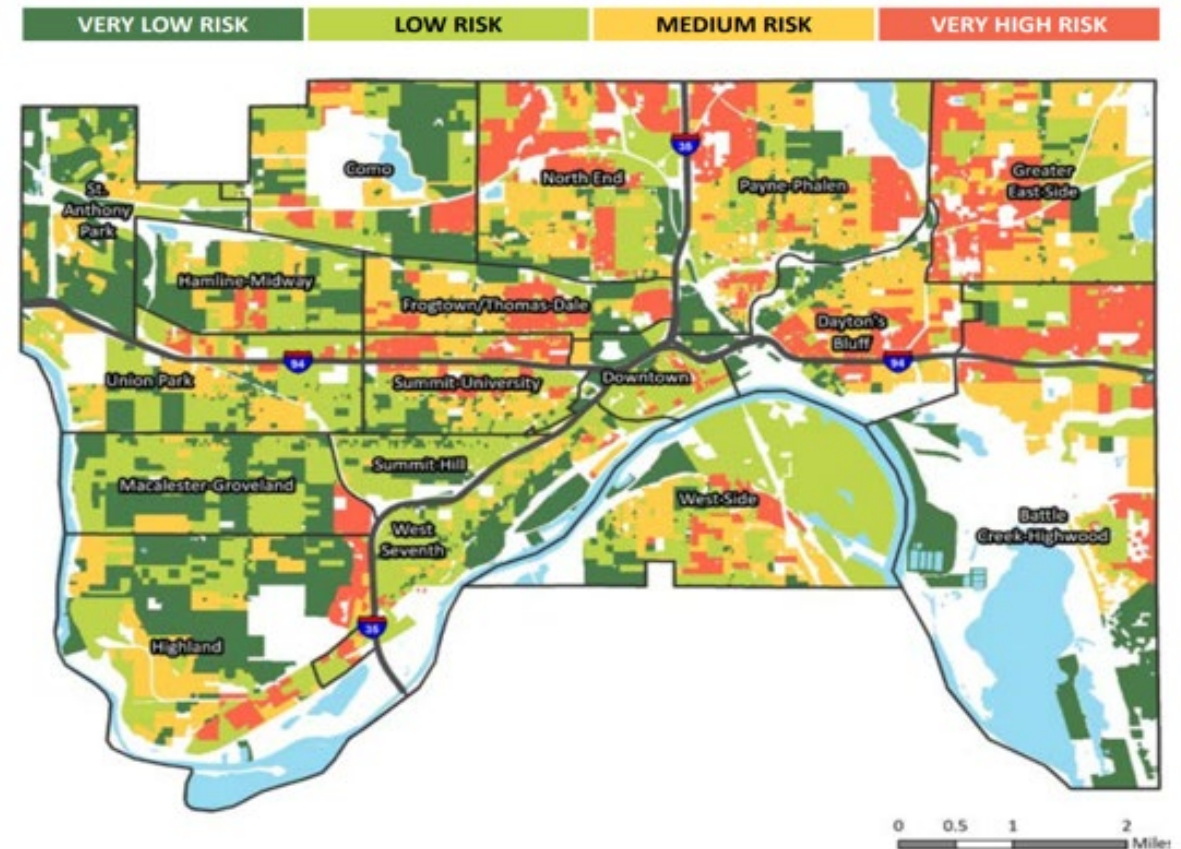
HAZARD	VULNERABLE POPULATIONS	IMPACTS
	<b>Heavy Rain Events</b> <ul style="list-style-type: none"> <li>• Older adults, especially those living alone and/or have low-incomes</li> <li>• Residents with limited English proficiency</li> <li>• Residents with mobility limitations (access to transportation, ambulatory difficulties)</li> <li>• Residents who lack property, rental, or homeowner insurance (typically low-income)</li> </ul>	<ul style="list-style-type: none"> <li>• Drowning or injury</li> <li>• Mold or waterborne disease</li> <li>• Economic loss</li> <li>• Property damage</li> <li>• Travel limitations</li> </ul>
	<b>Extreme Weather Events</b> <ul style="list-style-type: none"> <li>• Older adults, especially those living alone and/or have low-incomes</li> <li>• Residents with limited English proficiency</li> <li>• Residents with mobility limitations (access to transportation, ambulatory difficulties)</li> <li>• Residents who lack property, rental, or homeowner insurance (typically low-income)</li> <li>• Homeless and those in unstable housing</li> </ul>	<ul style="list-style-type: none"> <li>• Property damage</li> <li>• Injury or death</li> <li>• Travel limitations</li> </ul>
	<b>Poor Air Quality Days</b> <ul style="list-style-type: none"> <li>• Older adults, especially those living alone and/or have low-incomes</li> <li>• Younger children</li> <li>• Residents with respiratory illnesses</li> <li>• Those who work outside</li> <li>• Residents living near high-volume traffic corridors (interstates, arterial roads)</li> </ul>	<ul style="list-style-type: none"> <li>• Asthma attacks</li> <li>• Severe allergies</li> <li>• Cardiovascular health</li> </ul>
	<b>Extreme Heat</b> <ul style="list-style-type: none"> <li>• Older adults, especially those living alone and/or have low-incomes</li> <li>• Younger children</li> <li>• Residents with respiratory illnesses</li> <li>• Those who work outside</li> <li>• Low-income residents with no or limited access to air conditioning</li> <li>• Homeless and those in unstable housing</li> </ul>	<ul style="list-style-type: none"> <li>• Heat stress</li> <li>• Heat stroke</li> <li>• Cardiovascular health</li> <li>• Dehydration</li> </ul>

**What do you think are some of the characteristics of the areas in St. Paul that face the greatest risk to extreme climate conditions?**

# Climate Change + Health Disparities

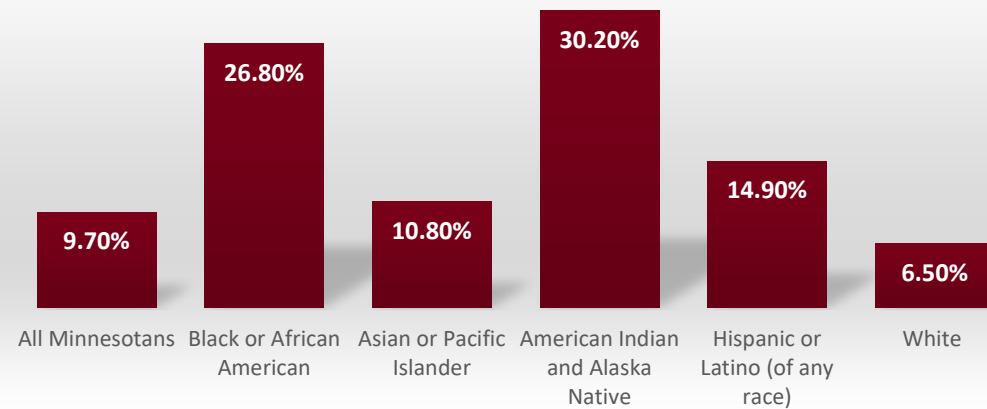
## Saint Paul, MN

- Most at risk to climate-related hazards
  - Frogtown/Thomas-Dale, North End, northern Payne-Phalen, and Greater East Side neighborhoods.
- The greatest risk of exposure to poor air quality in Saint Paul is along roads and highways
  - I-94 and highway 35E
- High risk of extreme heat exposure
  - Downtown Saint Paul, Frogtown, Greater East Side, Dayton's Bluff neighborhoods, and southern edge of Highland Park neighborhood.
- Saint Paul's highest risk areas for flooding includes areas that lives closest to the Mississippi River
  - Lowertown and West Side

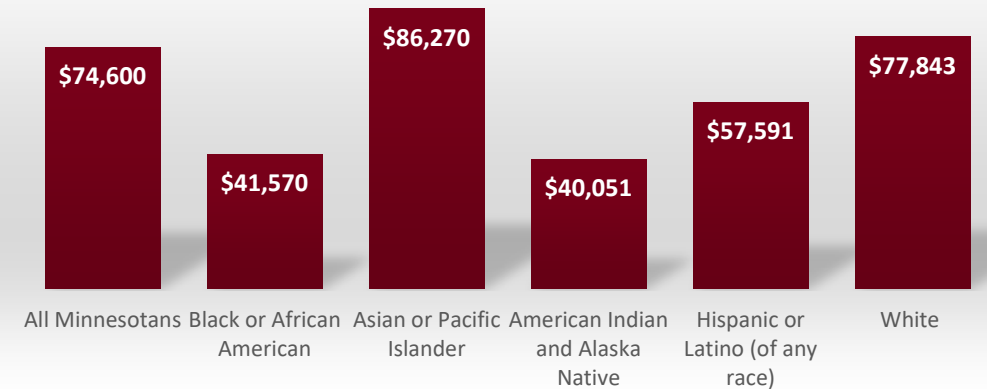


# What do we know about the Twin Cities?

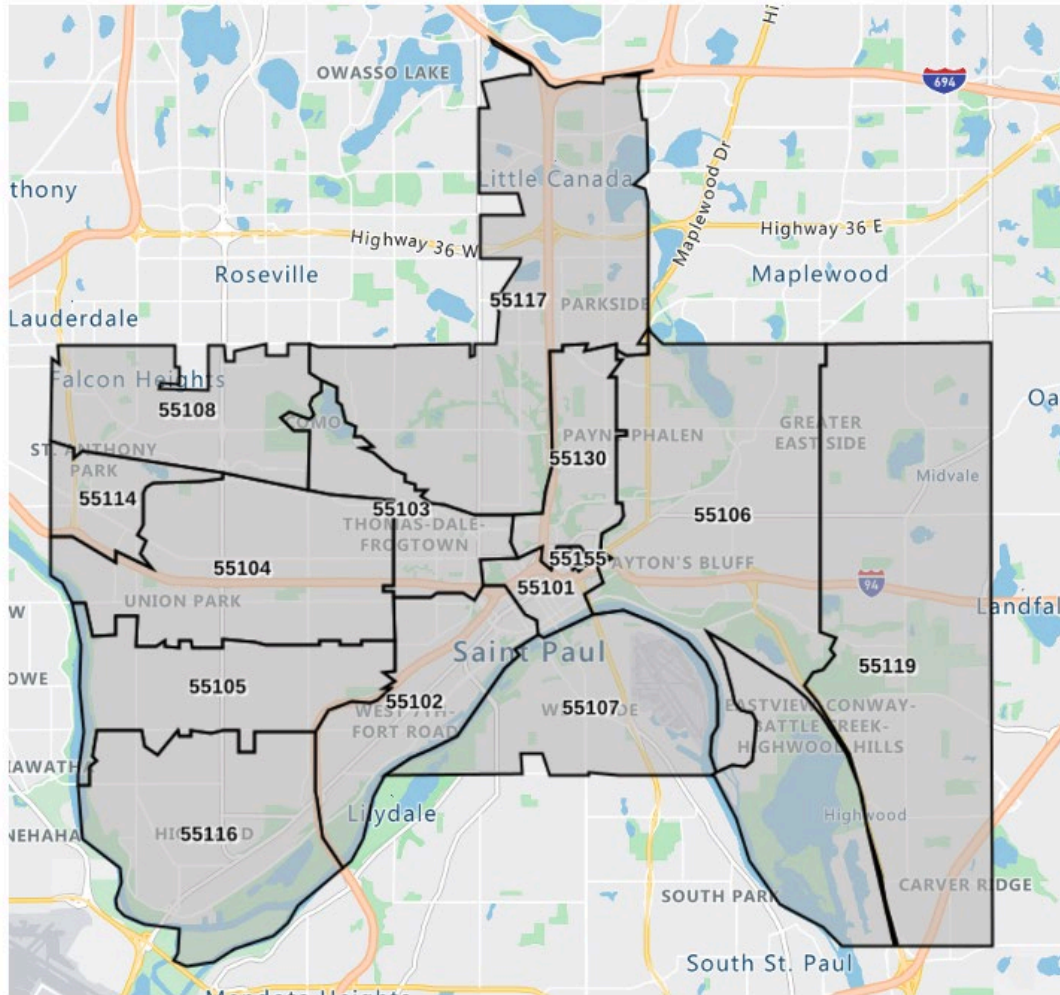
% Live < 100% poverty



Median household income (2019 \$)



# What do we know about Saint Paul?



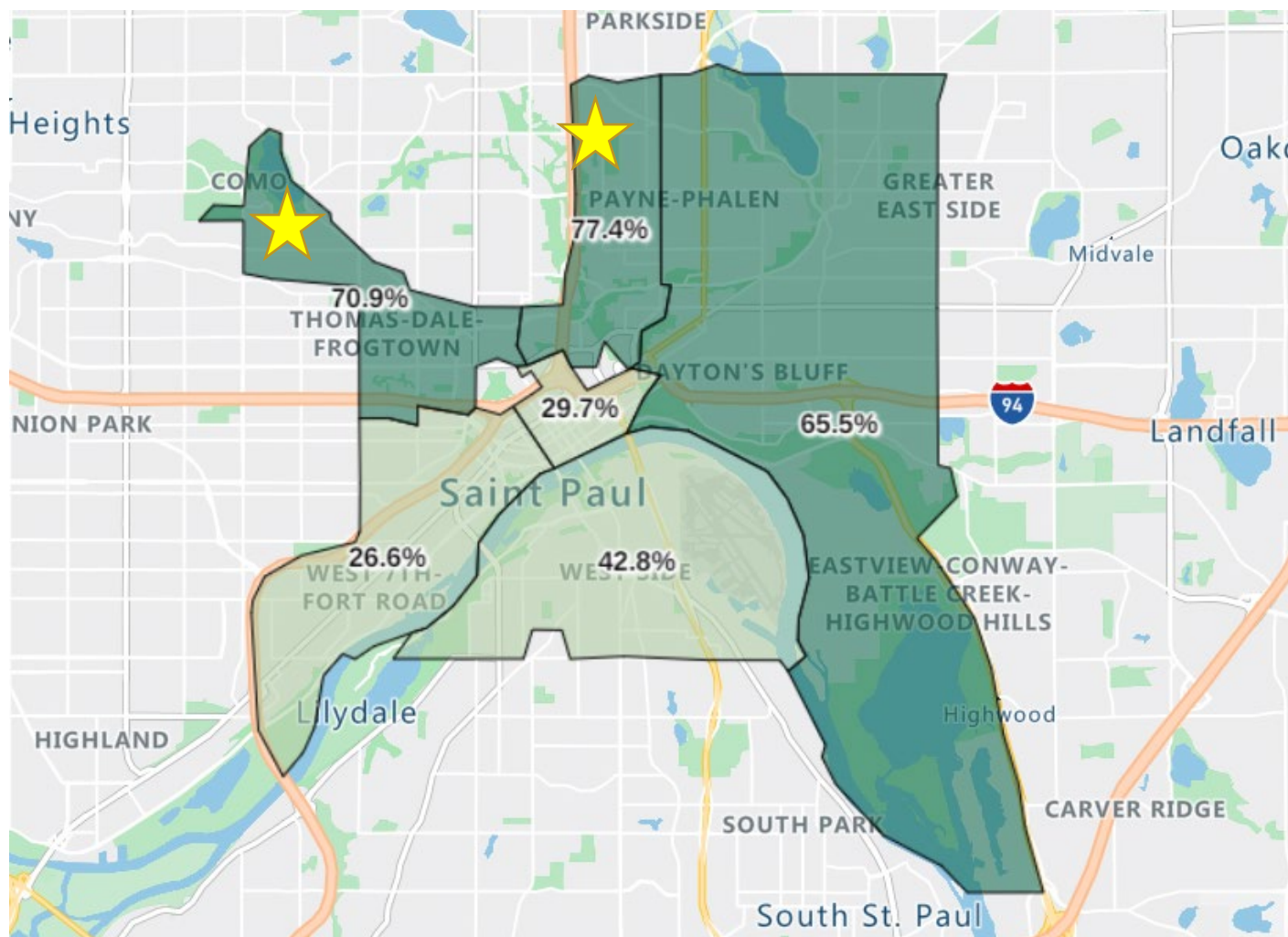
Zip code	City/Neighborhood
55101	St. Paul
55102	St. Paul
55103	St. Paul
55106	St. Paul
55107	St. Paul
55130	St. Paul

# High-Level Disparity Overview

Zip code	BIPOC	Hispanic/Latinx	White	SNAP Benefits	200% Federal Poverty Line	High School Graduate or Higher	Bachelor's Degree or Higher
55101 - Downtown St. Paul	29.70%	4.20%	70.30%	11.60%	32.10%	98.10%	65.60%
55102 - West 7th-Fort Road	26.60%	6.30%	73.40%	10.20%	30.90%	93.10%	51.20%
55103 - Thomas-Dale-Frogtown	70.90%	8.10%	29.10%	26.20%	57.60%	75.40%	24.40%
55106 - Dayton Bluff / Greater East Side	65.50%	15.10%	34.50%	24.60%	47.3%	76.90%	19.50%
55107 - West Side	42.80%	28.40%	57.20%	20.50%	43.80%	84.30%	32.40%
55130 - Payne-Phalen	77.40%	13.20%	22.60%	36.60%	61%	73.80%	14.90%




# Identify as BIPOC



 % Identifying as BIPOC

 BIPOC %

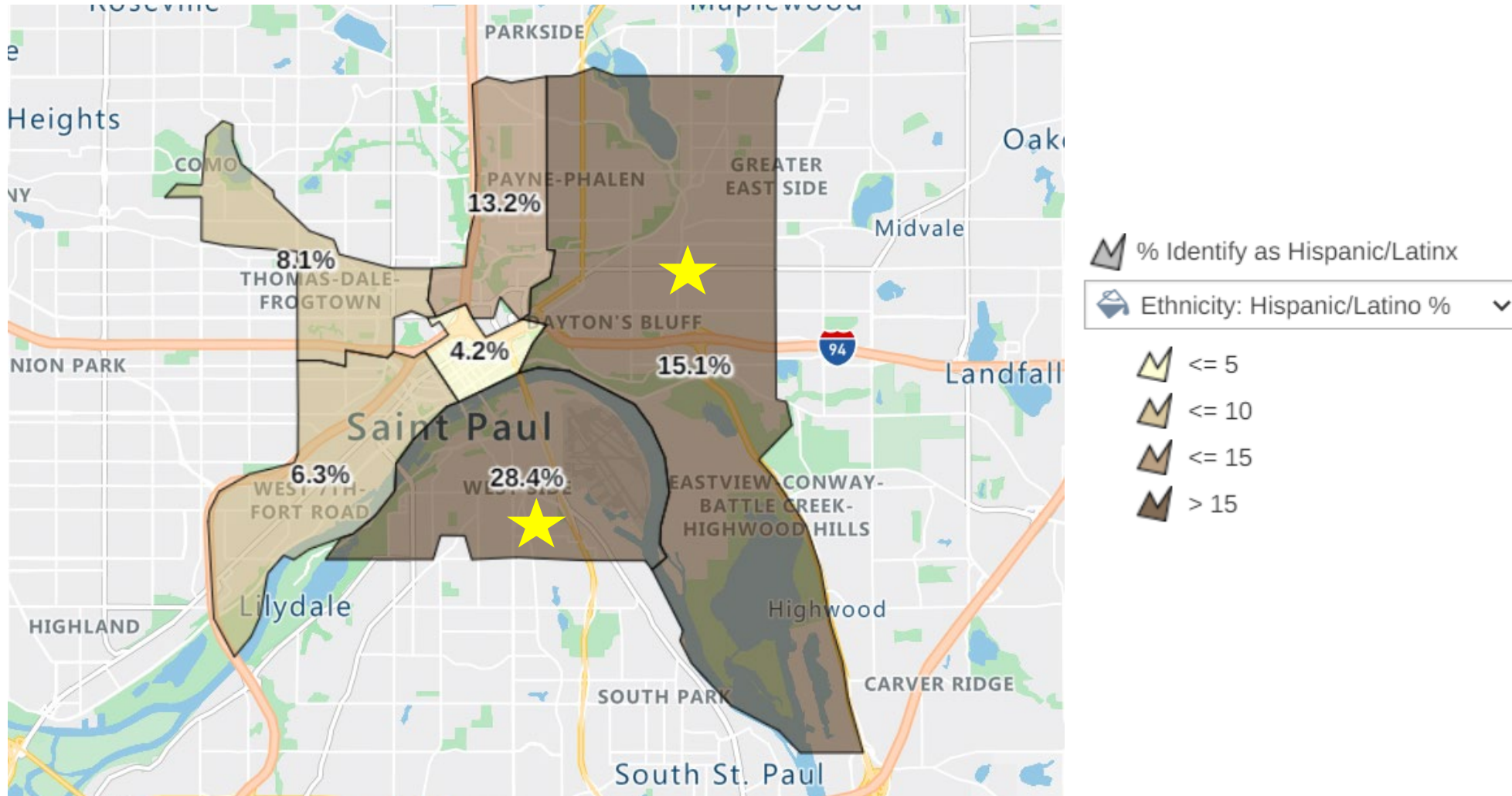
 <= 25

 <= 45

 <= 65

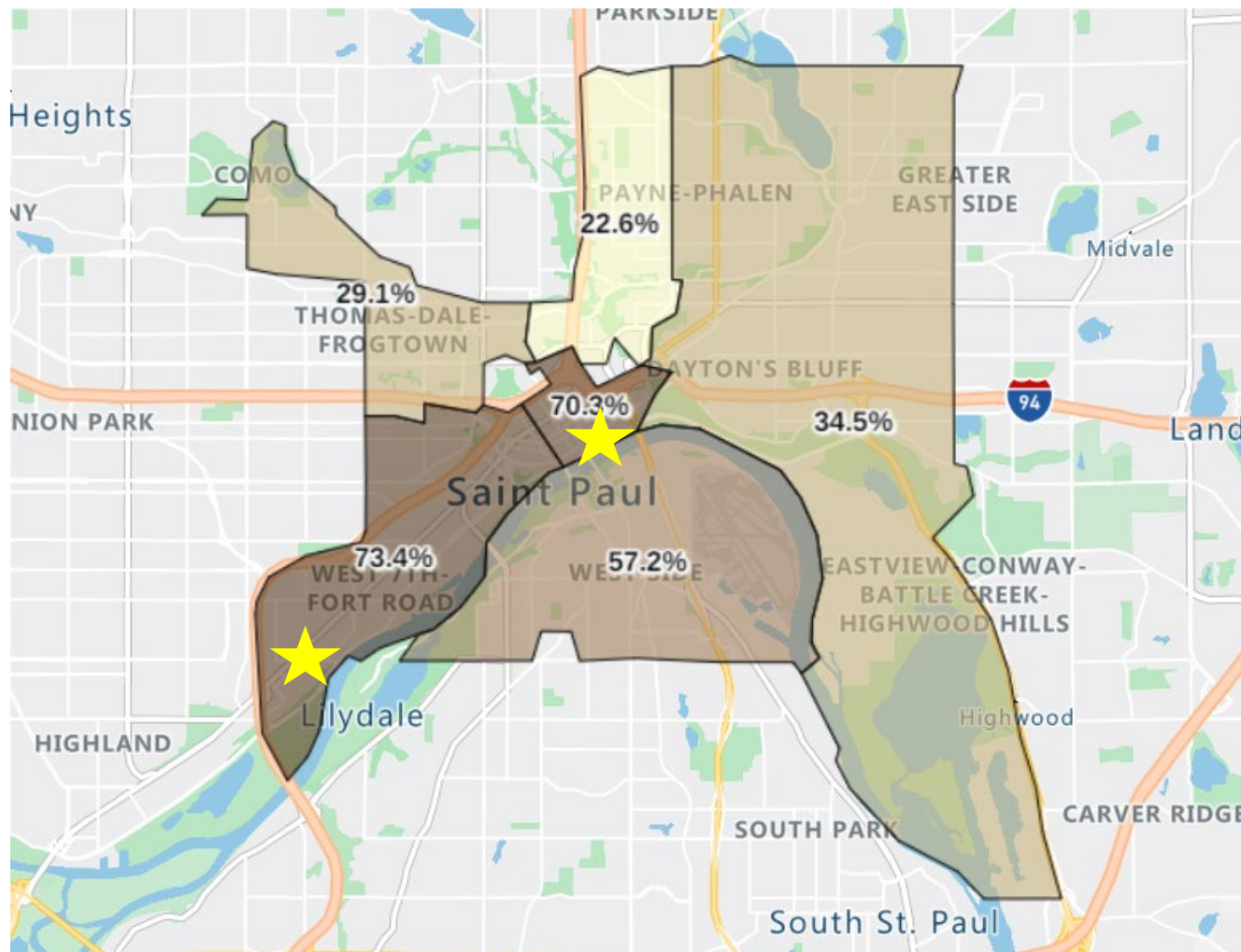
 > 65

# Identify as Hispanic/Latinx





# Identify as White



% Identifying as White

White %

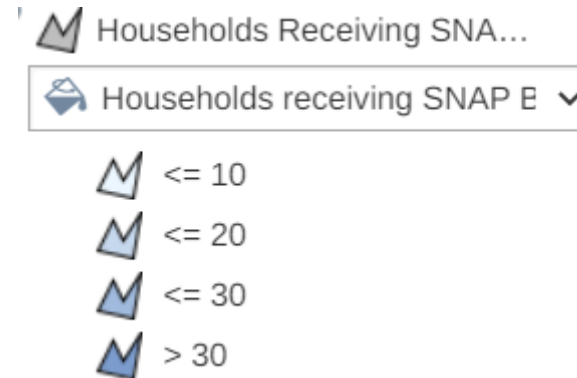
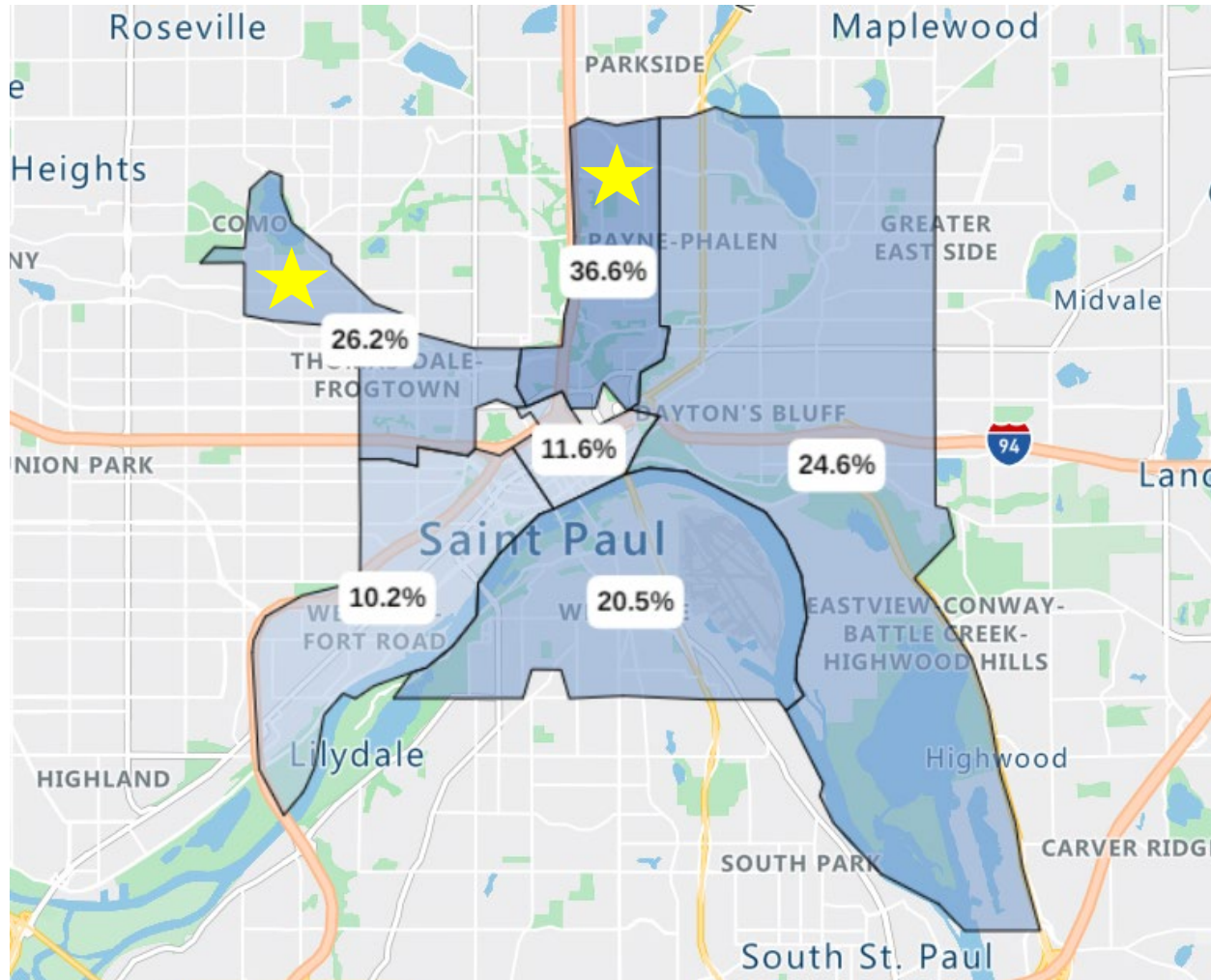
<= 25

<= 45

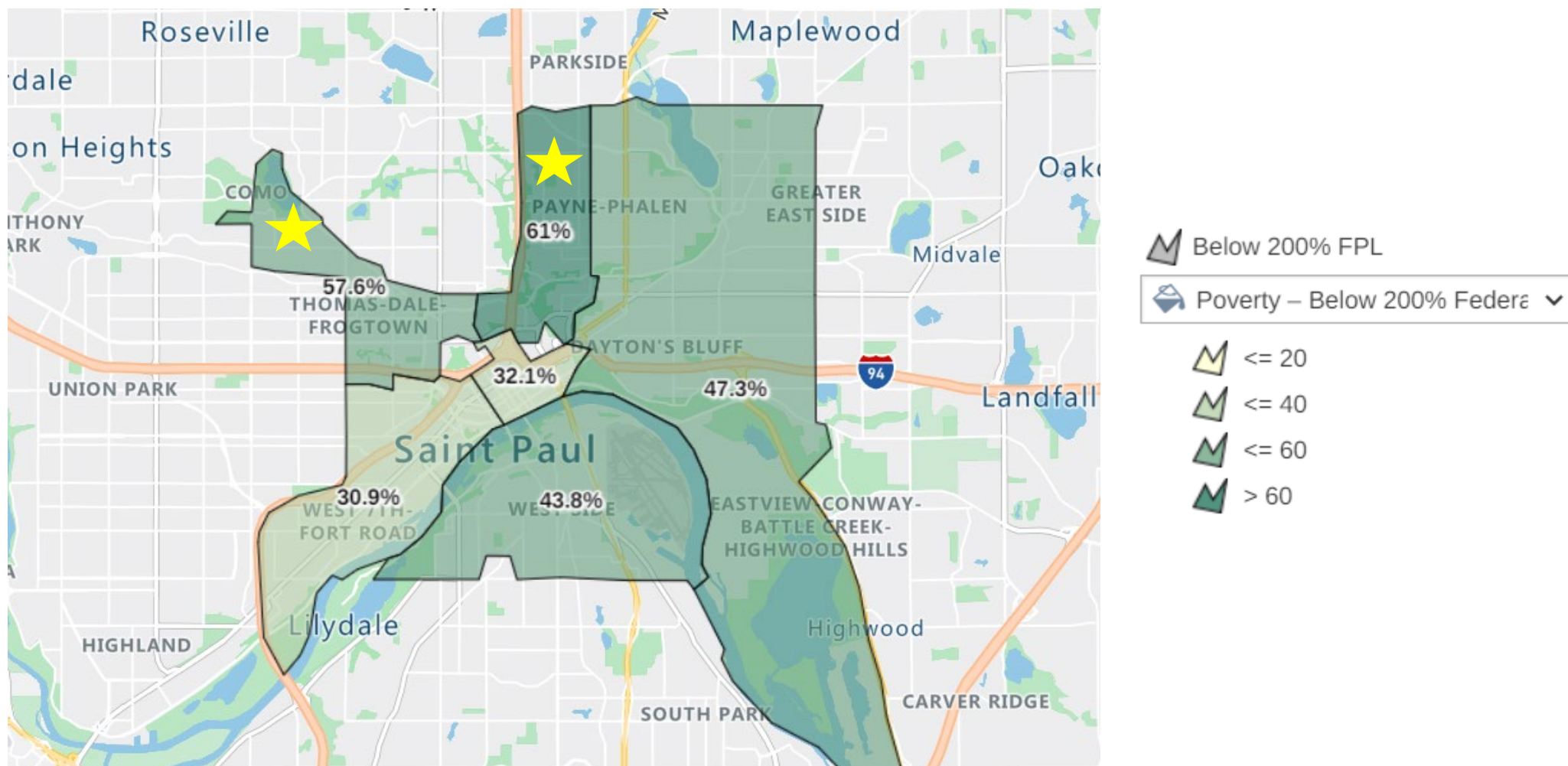
<= 65

> 65

# Household Receiving SNAP Benefits

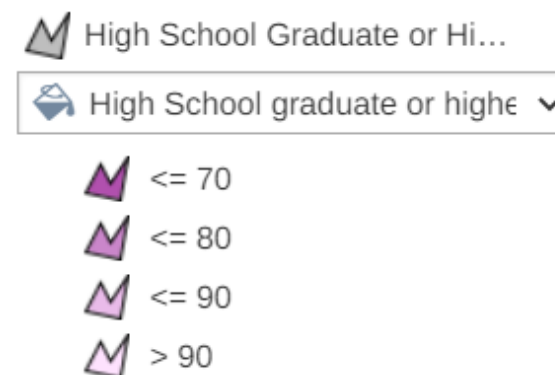
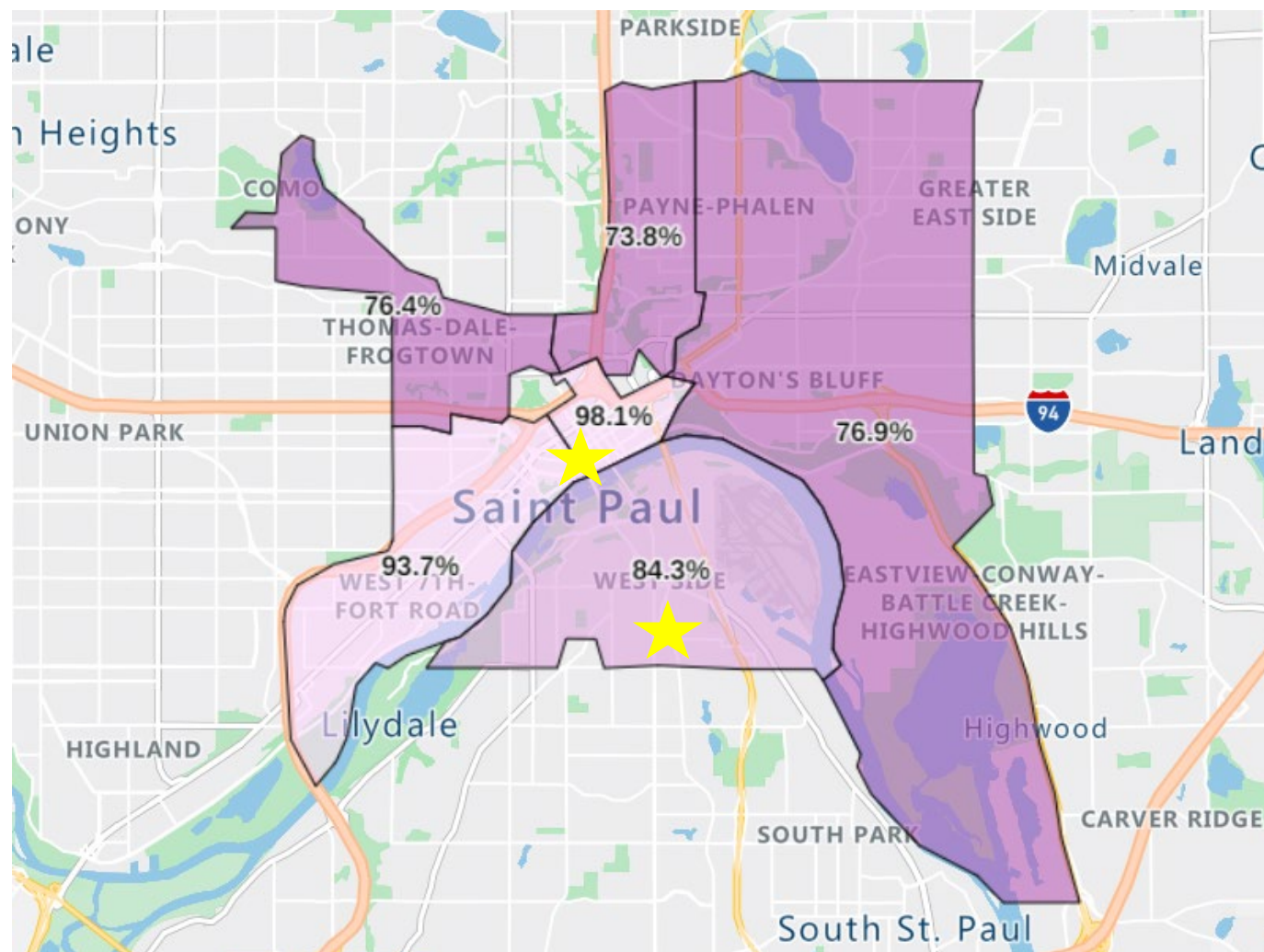


# Below 200% Federal Poverty Line

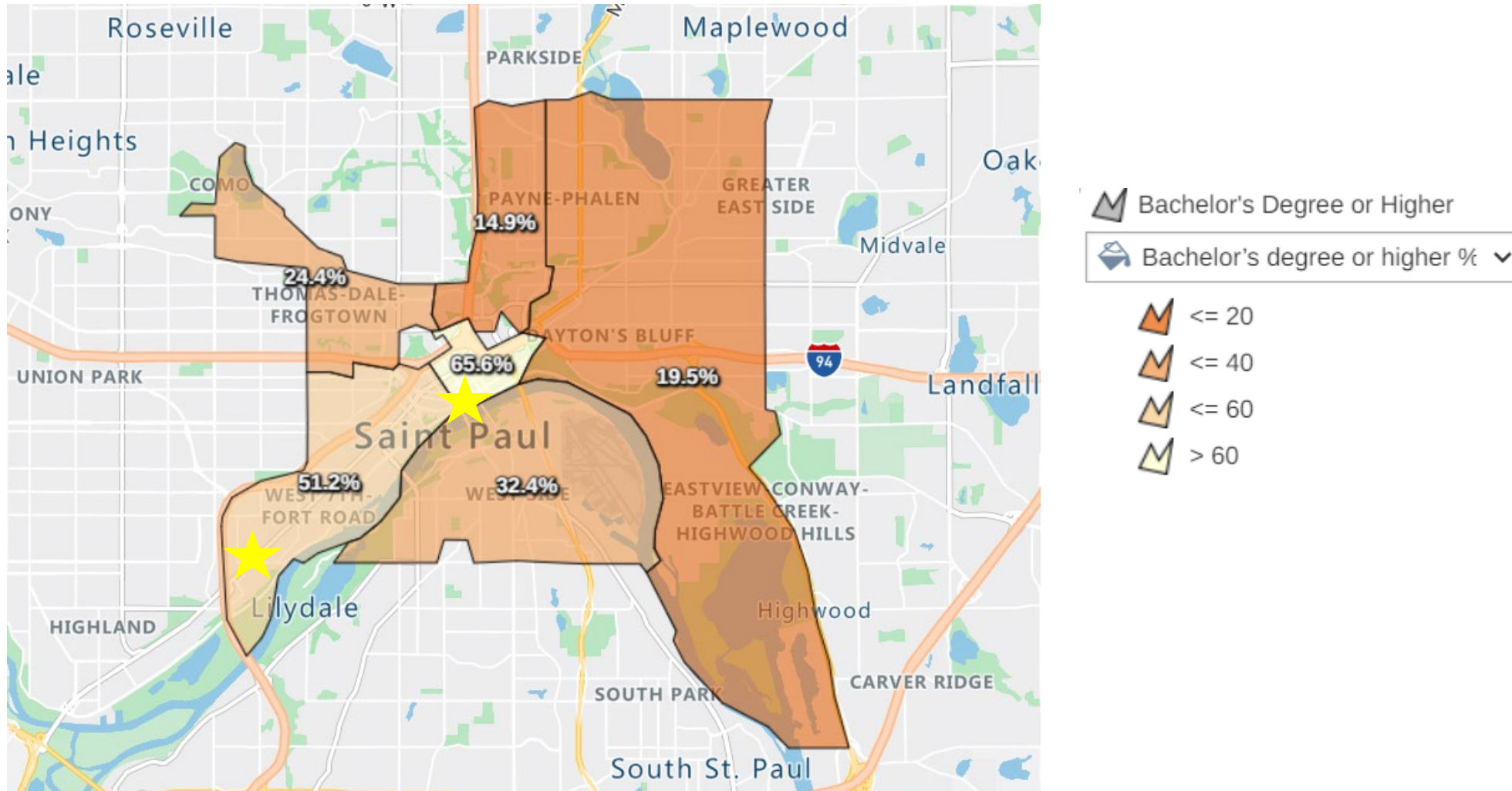




# High School Graduate or Higher



# Bachelor's Degree or Higher



# HOPE Commission and Anchor Mission

# HOPE Commission

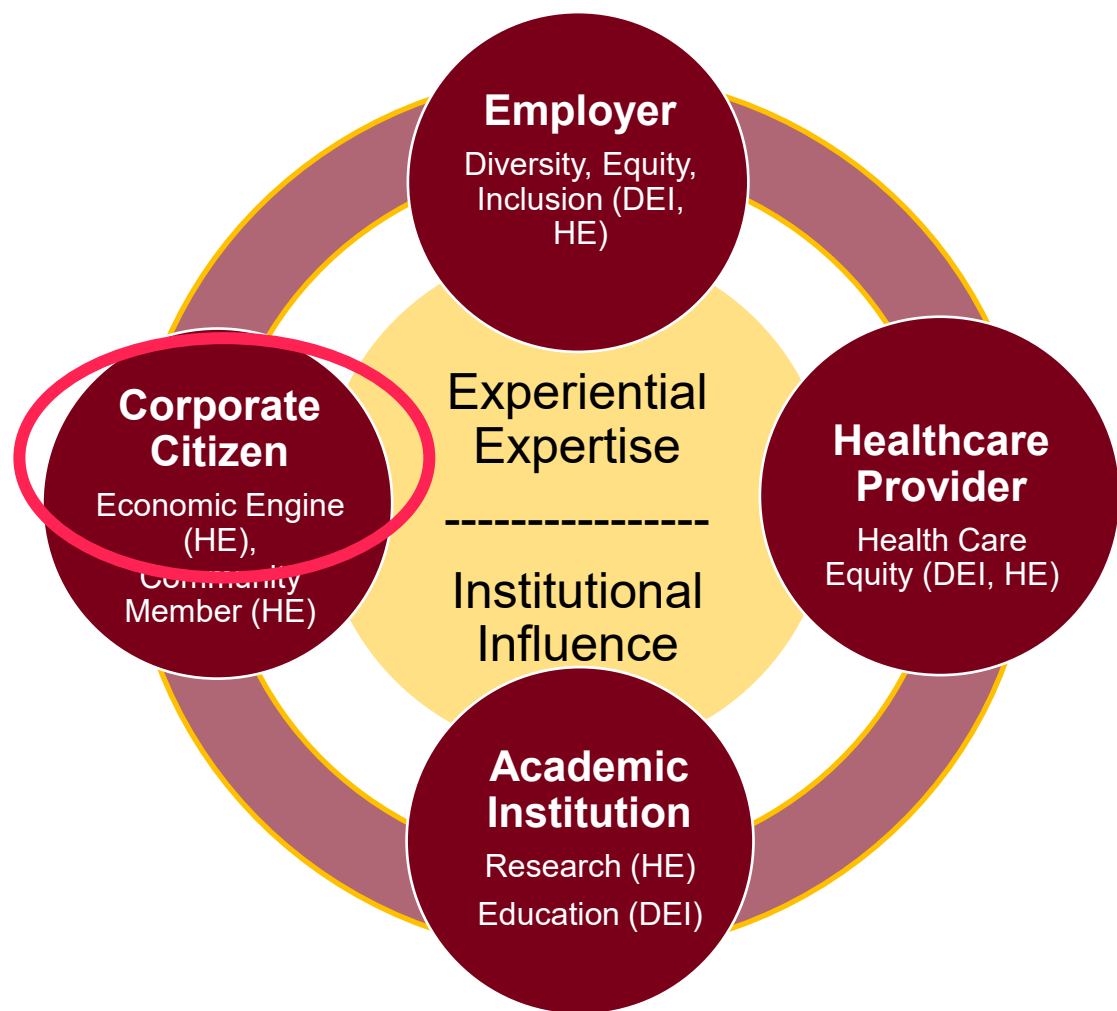
**H**ealing  
**O**ppportunity  
**P**eople  
**E**quity

## 2025 Vision

M Health Fairview will become the top choice for all patients, healthcare providers, employees, students, and faculty who wish to provide and receive the highest quality of healthcare and who also value health equity and diversity, equity, and inclusion.

*<https://mhealthfairview.org/hope-commission>*

# Advancing Health Equity (HE) and Diversity, Equity, and Inclusion (DEI) through M Health Fairview's Key Roles

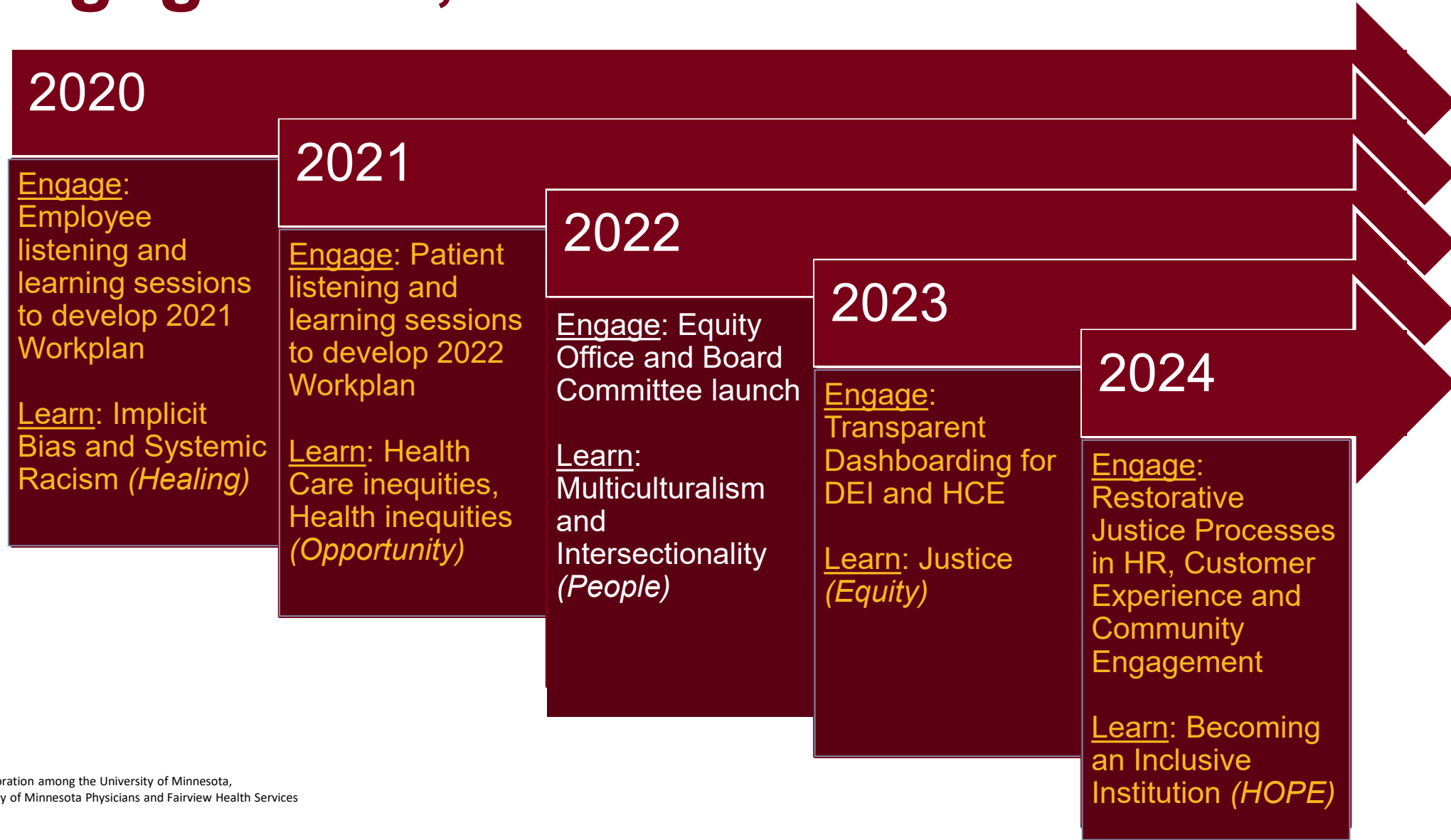


## Corporate Citizen Vision 2025

M Health Fairview will have trust with marginalized communities who know that we are an attuned learning system that openly strives to achieve health equity to create healthy, resilient communities.



# 2020-25 Timeline: Systemwide Learning, Engagement, & Co-Creation



# Center for Community Health Equity

10 Year Vision: Increased Community Health Equity

**Purpose:** The M Health Fairview Center for Community Health Equity aims to advance racial and health equity and improve community health outcomes in Minnesota through our role as a health system.

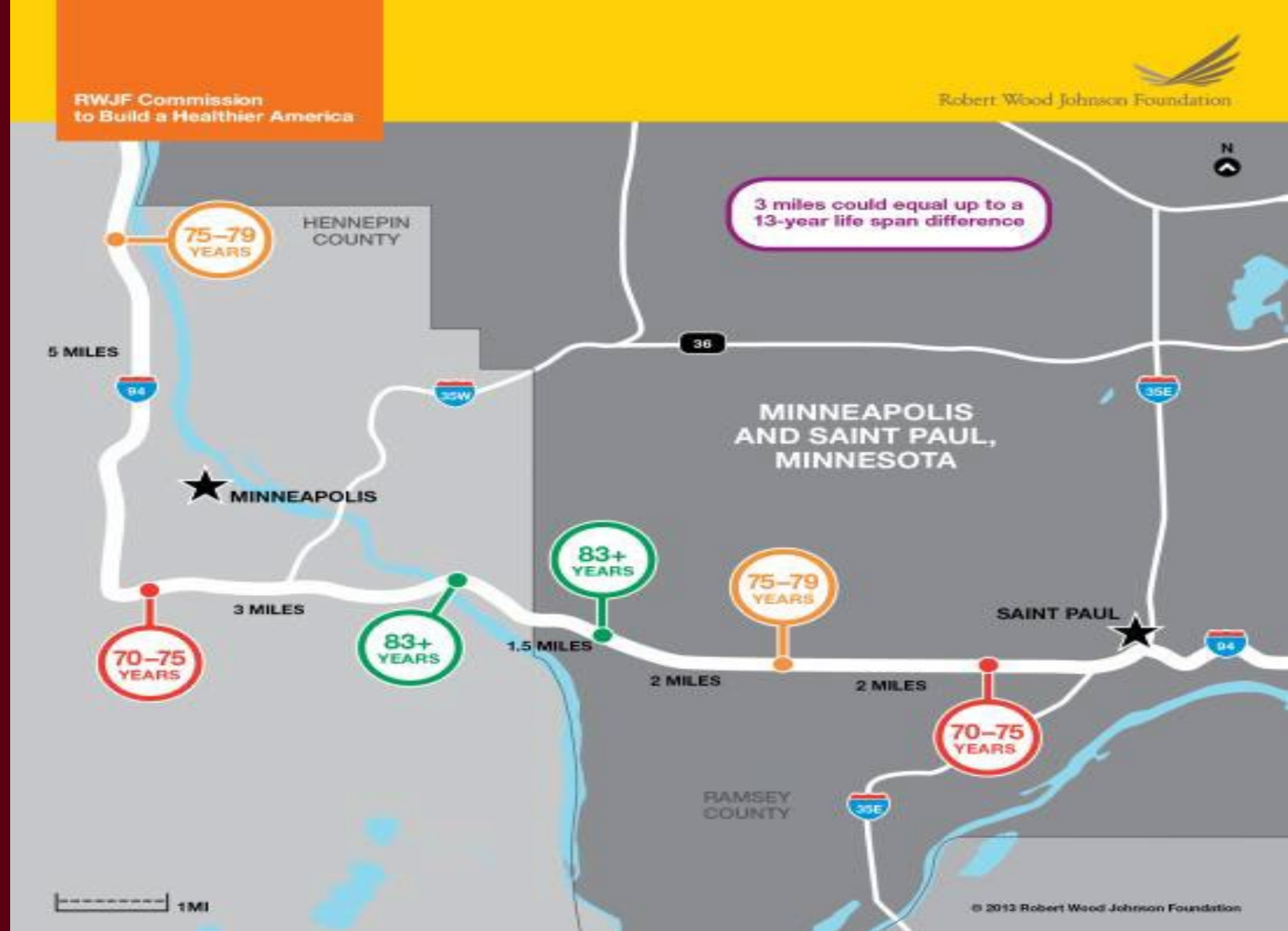
## Strategies:

1. **Community Incubator.** Addressing the social determinants of health as well as individual social risks and social needs through the creation and expansion of programs; initiatives; collaborations; research; and policy, system, and environmental work.
2. **Engagement Infrastructure.** Creating community engagement infrastructure that builds trusting partnerships and enables community voice to inform and influence both inside and outside of our health system walls.
3. **Inclusive Institution.** Transforming internal structures to create an antiracist and inclusive environment and to build community health by building wealth, knowledge, and capacity.

# HOPE Corporate Citizen & Anchor Mission

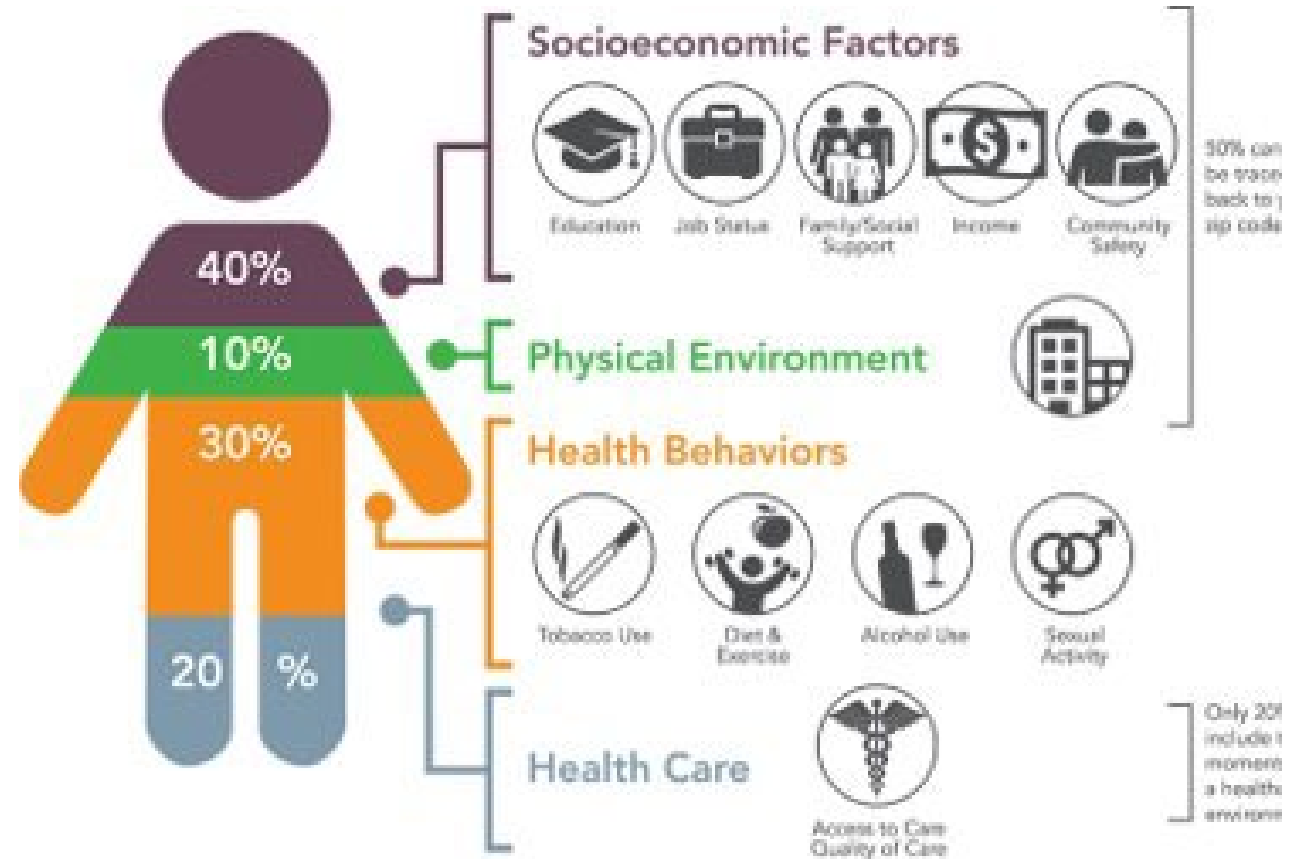
*We know where you live  
shouldn't determine how  
long you live, but it does:*

**In the Twin Cities,  
three miles could equal  
up to a 13-year life span  
difference.**



# Why invest in health equity?

- Although our healthcare system has spent many resources trying to improve health through quality and access, health inequities persist – and we ultimately treat them at high cost in our ERs.
- Social determinants of health and structural barriers negatively impact our bottom line through increased utilization, perpetual poor outcomes, and increased cost.
- Despite years of effort to end poverty, a greater percentage of Americans live in poverty today than in the early 1970s.



# How do we accomplish this work?

We can leverage our everyday business practices to impact economic factors that contribute to the overall well-being of our communities by creating community wealth through intentional:

- Inclusive, local hiring
- Inclusive, local sourcing
- Place-based investing
- Serving and leading locally



# Why “inclusive” & “local”

The neighborhoods with the greatest inequities can be found in our own backyards, and often are communities of color.

# The Anchor Mission approach helps us get there.

By leveraging our business practices around inclusive, local hiring and workforce development, local and diverse sourcing, and place-based investing, we can tackle these underlying causes of poor health by investing in the social and economic well-being of the communities we serve.

***We will have that impact by leveraging what we're doing now. The Anchor Mission approach offers a portfolio of proven strategies that can multiply outcomes without multiplying costs.***

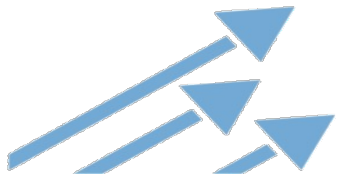


# The M Health Fairview Anchor Mission

M Health Fairview commits to intentionally apply our long-term, place-based economic power and human capital in partnership with community to mutually benefit the long-term well-being of both.

# Inclusive, Local Hiring & Internal Workforce Development

**Intentionally align and activate hiring practices to benefit the total health, resilience and economic security of the local community.**



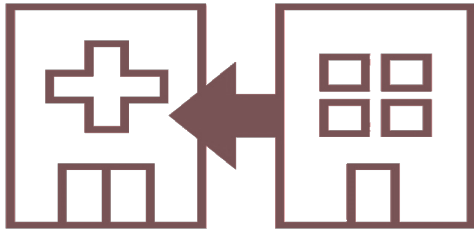
- Outside In - equip local residents for quality, high-demand frontline jobs that are connected to job pipelines



- Inside Up - connect frontline workers to pathways for career advancement within the institution

# Inclusive, Local Sourcing

**Intentionally align and activate supply chain processes to benefit the total health, resilience and economic security of the community.**



- Creating Connections - connecting existing local and diverse vendors to contracting opportunities within our institution

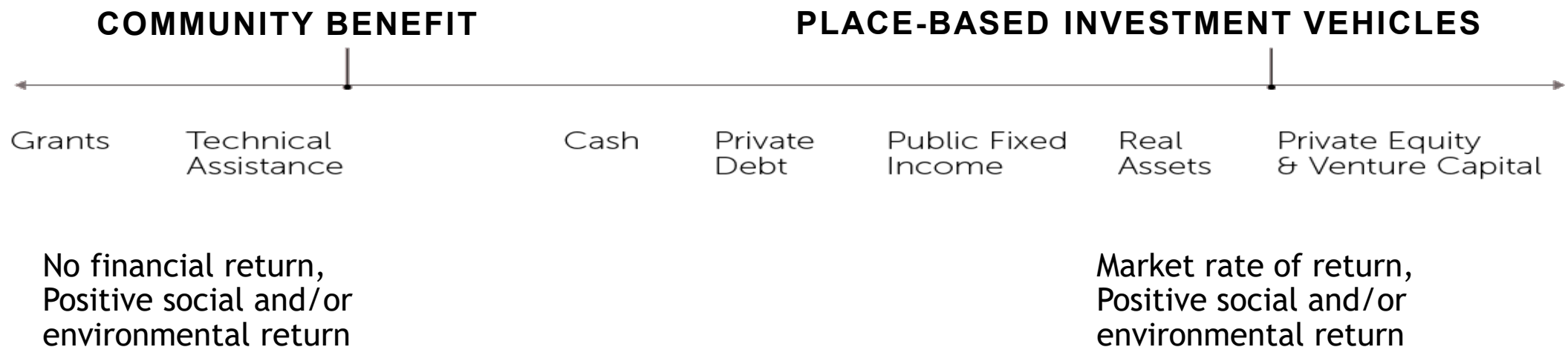


- Building Capacity - building up the ability of the local business community to meet health system supply chain needs

# Place-based Investing

**Leverage investment portfolio to benefit local communities. Earn financial return on investments while producing a positive social, economic, or environmental impact.**

Designating a percentage of investible assets within investment portfolio across asset classes.



# Serving and Leading Locally

**Intentionally developing place- and population-based partnerships to achieve local health equity and strengthen employee engagement**

Community Relations	Community Collaborations
Breadth across system geography where Fairview has presence	Depth in key zip codes and populations experiencing inequities
Time-specific transactions to address urgent needs	Long-term partnership to address upstream causes
Community organization-identified opportunities for engagement	Collaborative identification, design, and implementation of activities
Standardized approach to support wide inclusivity and access	Culturally-responsive to address complexity of communities
Institutional power and advocacy	Relational grassroots trust

# Strategies M Health Fairview has Incorporated to Improve Health Equity



# **Spotlight: M Health Fairview Programs and Initiatives**

## **East Side Health & Wellbeing Collaborative**

- Cultural Brokers Program
- East Side Table
- Policy Forum

## **Psychological First Aid (PFA)**

## **Food is Medicine Programming and VeggieRX**

## **Minnesota Immunization Networking Initiative**



# The East Side Health & Wellbeing Collaborative

## Collaborative Purpose

To achieve widespread and equitable well-being in the East Metro to lift Ramsey County higher in the ranks of vibrant and healthy places. A community that shares power and responsibility in sustainable work to improve health and well-being.

## Four Components to The Collaborative

The full collaborative group, consisting of 40+ community partners, drives the Collaborative's overall, long-term strategies

The Cultural Brokers Program; developed by mental health and stress resilience work group

East Side Table

Policy Forum



# Scope of Work

To not only focus on working with those who walk through clinic and hospital doors, but also engage community to identify and co-create solutions to improve health collectively as a shared responsibility, opportunity, and approach.

The Collaborative's work includes:

- Quarterly Collaborative convening co-hosted by M Health Fairview and partner organizations to provide updates the on work group's progress to date on specific programs
- Dedicated Collaborative website to inform collaborative partners and community members about updates, upcoming events news and resources
- Monthly workgroup meetings with the East Side Mental Health and Stress Resilience Partnership, East Side Table and Policy workgroups convene to discuss and advance program work
- Ongoing one-to-one and small group meetings where staff connect with individual members to provide touch points and continued opportunity for direct feedback and learning



# Cultural Brokers Program

Co-developed in 2016, born from and driven by the partnership within the East Side Health and Wellbeing Collaborative.

The program is comprised of six Cultural Brokers staff of M Health Fairview located at five respective partner organizations representing different cultural communities: African American, Hispanic/Latinx, Hmong, Native American and Karen.

The fact that Cultural Brokers belong to the communities they serve means they can more easily build trust and can have a greater impact on the communities' health.

Cultural Brokers help bridge cultural gaps by translating and supporting people as they navigate schools, healthcare, and other mainstream systems to ultimately build self-sufficiency.

Cultural brokers provide community members with critical information and essential resources to live healthy lives in their community.



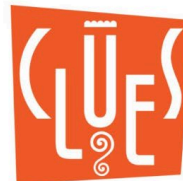
# East Side Table

After overwhelming evidence showed a lack of access to, and knowledge surrounding healthy eating and food skills in our neighborhoods, the East Side Table sprouted out of the desire to nourish the East Side of St. Paul and its residents.

With the help of more than 13 local organization, the cornerstone of the East Side Table is to celebrate the colorful community and the diversity it contains, meaning that all programs also celebrate and accommodate the cultures of our neighborhoods – Dayton's Bluff, Payne-Phalen and the Greater East Side.



Kitchen On The Bluff



# ESHWBC Policy Forum

**Purpose:** Build power among and within the Collaborative and its partners by learning about policy issues and civic engagement opportunities that advance health and system changes in East Side communities.

## Activities for 2022 -2023

1. Execute policy-focused trainings and other opportunities for enrichment
2. Align and engage with partners, policymakers, advocates, and champions working on priority issues
3. Create opportunities and support collaborative members and partners on policy issues
4. Provide updates to larger Collaborative and community and respond to feedback



# Psychological First Aid (PFA)

Psychological First Aid is an evidence-informed community model training for social service providers. Trainees will learn how to support healthy recovery in individuals following a traumatic event, public health emergency, natural disaster or personal crisis. The curriculum integrates public health, community health and individual psychology by drawing upon skills the trainees probably already have exercised in their roles.

## Participant Learnings

- The impact traumatic experiences can have on individuals and how compassion fatigue impacts front line staff and first responders
- The four elements of the PFA framework and how to apply them to support someone who has experienced a traumatic event
- How to recognize when an individual should be referred to a mental health professional

# 2022 Food is Medicine programming and enrollment

- Additional program offerings:
  - Veggies For All weekly distributions with Health Commons Cedar Riverside
  - Monthly Keystone Mobile Food Pantry visits with Roselawn Clinic
  - Monthly senior grocery delivery
  - Cooking classes and demos
  - Community meals and coffee hours

176

VeggieRx and FoodRx participants

300

East Side Table Meal Box participants

345

MATTERBoxes distributed

20

Food Resource Packets with Community Paramedics

# Minnesota Immunization Networking Initiative (MINI) Clinics

A recent report from the National Vaccine Advisory Committee showed persistent racial disparities in vaccination, citing lower coverage among Black, Hispanic, and Asian Americans when compared with White Americans. Poverty is a risk factor for serious influenza complications and a barrier to vaccination.

## About the program

Minnesota Immunization Networking Initiative (MINI) is a collaborative led by M Health Fairview and supported by over 100 community partners. They work to reduced barriers to influenza and COVID-19 vaccinations for communities facing health disparities in the greater Twin Cities area.

- Reduce barriers to influenza vaccinations for communities facing health disparities in the greater Twin Cities area.
- Located in community-based settings such as local churches, mosques, schools, community centers, food pantries, and homeless shelters.
- Influenza & Covid-19 vaccinations are provided at no charge to participants, ages six months and older.
- MINI has collaborated with the CDC and the Minnesota Department of Health (MDH) around pandemic preparedness and response in hard-to-reach communities.



## Since the beginning

- Provided over 150,000 vaccinations
- Award more than \$3 million in grants



## Partnerships

- African Immigrants Community Services
- Comunidades Latinas Unidas en Servicio
- Hadi Medical Clinic
- Hmong Healthcare Professionals Coalition
- Homeland Health Specialists
- Islamic Center of Minnesota. . . And many more community and faith-based organizations



## Awards & Recognitions

- 2021: Listed as Promising Practice by National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM) for partnering with faith-based organizations and providing convenient vaccine access for communities
- 2021: Presented the MINI model at the Centers for Disease Control National Forum on the Coronavirus Disease 2021 Vaccine Conference
- 2019: Published in Public Health reports. . . And many more

## Race/Ethnicities of Recipients

33% Hispanic/Latinx  
24% Asian/Pacific Islander  
14% Black/African American  
13% African  
12% Caucasian/White  
2% Multi-racial  
1% American Indian or Alaska Native



## Academic Partnerships

- Undergraduate and graduate nursing students from St. Catherine University, Metropolitan State University, & Augsburg University
- Dental Hygiene and Dental Therapy students from the University of Minnesota School of Dentistry



## 2021 -2022 Season

- Provided 55,818 flu and COVID-19 vaccinations
- 873 Clinics
- 55 M Health Fairview employee volunteer



# Key considerations

## Climate Change



- Extreme heat events
- Poor air quality
- Increase in frequency and severity of precipitation,
- River flood events
- Ecological changes

## Vulnerable Population



- Racial or ethnic minorities
- Children
- Elderly
- Socioeconomically disadvantaged
- Underinsured or those with certain medical conditions

## Impact



- Asthma and allergies
- Neurological disorders
- Heat-related illness
- Dehydration
- Diarrheal illness
- Drowning and injuries
- Psychological stress/imbalance
- Food insecurity
- Increased heart and lung complications

## Strategies



- The East Side Health & Wellbeing Collaborative
- Food Access programs
- Mental Health Training & Support
- Minnesota Immunization Networking Initiative Clinics

## Outcomes



- Provided over 150,000 vaccinations
- 2,138 family members impacted from VeggieRx program
- Establishing Fairview's Community Health and Wellness Hub
- 99% say they strongly agree or agree that working with the cultural broker has helped decrease their stress
- 30% Increase in participants' ability to recognize and correct misconceptions about mental health and mental illness

# Health Sector Climate Pledge

The health sector accounts for 8.5% of the U.S. emissions. Studies show that the increasingly dangerous consequences of climate change are affecting public health, through more frequent and intense severe weather, extreme heat, and threats to food and water security. To address this issue, the Biden-Harris Administration launched the Health Sector Climate Pledge on April 22, 2022

## **The Health Sector Climate Pledge aims to:**

- Reduce greenhouse gas emissions by 50-52% by 2030 and achieve net-zero emissions by 2050
- Include plans to strengthen resilience to climate change, protect public health, and lower costs

# Learning Resources

- **M Health Fairview's HOPE Commission:** <https://mhealthfairview.org/About-Us/health-equity/hope-commission>
  - *M Health Fairview's multi-year transformational effort to drive more equitable outcomes and inclusive environments and experiences for our patients, employees, and communities.*
- **Fairview Health Services transformation in the East Metro:** <https://www.fairview.org/east-metro>
  - *Fairview's bold new vision for accessible, affordable health care in St. Paul and the East Metro.*
- **East Side Health and Wellbeing Collaborative:** <https://www.eastsidehealth.org/>
  - *A community-driven initiative that shares power and responsibility in sustainable work to improve health and wellbeing on the East Side of St. Paul.*



**Thank You**