

Working with Health Departments, Community Members, Health Plans

June 21, 2016

Candy Hadsall, RN, MA, STD Nurse Specialist
Minnesota Department of Health



Topics I Will Cover

- Background on Minnesota Chlamydia Partnership
 - Paradigm Shift. Systems change!
- Concepts, philosophy foundational to MCP
- Activities of MCP
- New partnerships with health plansImprove clinic screening rates; change clinic practices
 - Educate providers and public
- Keys to successes



2015 STDs in Minnesota: Number of Cases Reported

- Total of 25,989 STD cases reported to MDH in 2015:
 - 21,238 Chlamydia cases
 - *15,306 in 15-24 year olds*
 - 4,097 Gonorrhea cases
 - 654 Syphilis cases (all stages)
 - 0 Chancroid cases

294 HIV cases (not part of 25,989)

**2010: Things Weren't Working;
Change Was Needed!**



**MINNESOTA
CHLAMYDIA
PARTNERSHIP**

Minnesota Chlamydia Partnership and Strategy

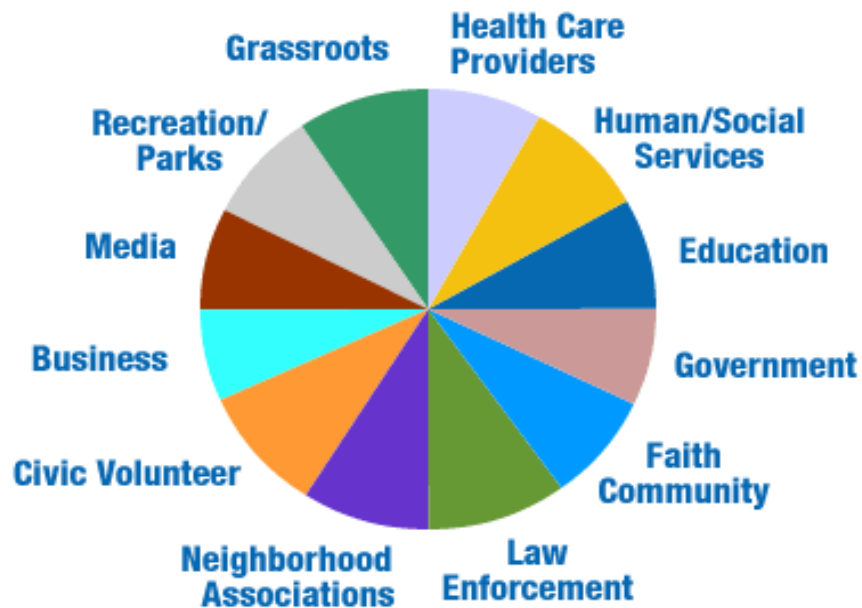
Purpose:

Raise public and professional awareness

Support communities in taking action



MCP Uses Community Engagement/Empowerment



The Community Wheel

www.MarinInstitute.org

Involves entire community

People most impacted by chlamydia define problems, create and implement solutions



MINNESOTA
CHLAMYDIA
PARTNERSHIP

Original & Current Partners

- City, county, state public health
- U of M Adolescent Health Prevention Research Center
- Clinics - some funded by MIPP
- YWCA youth program director
- School-based clinics in St. Paul, Mpls
- Health Plan Consortium - 2012
- *Still need to recruit: faith communities, youth, business*



Overall Goals of MCP

- Promote sexual and emotional health of youth and young adults
 - Educate – youth, parents, community
 - Change community norms, social conditions
 - Change messages to youth
 - Encourage parental involvement
 - Provide access to affordable sexual health services
 - Change status quo
 - Increase screening
 - Increase funding for PH & communities

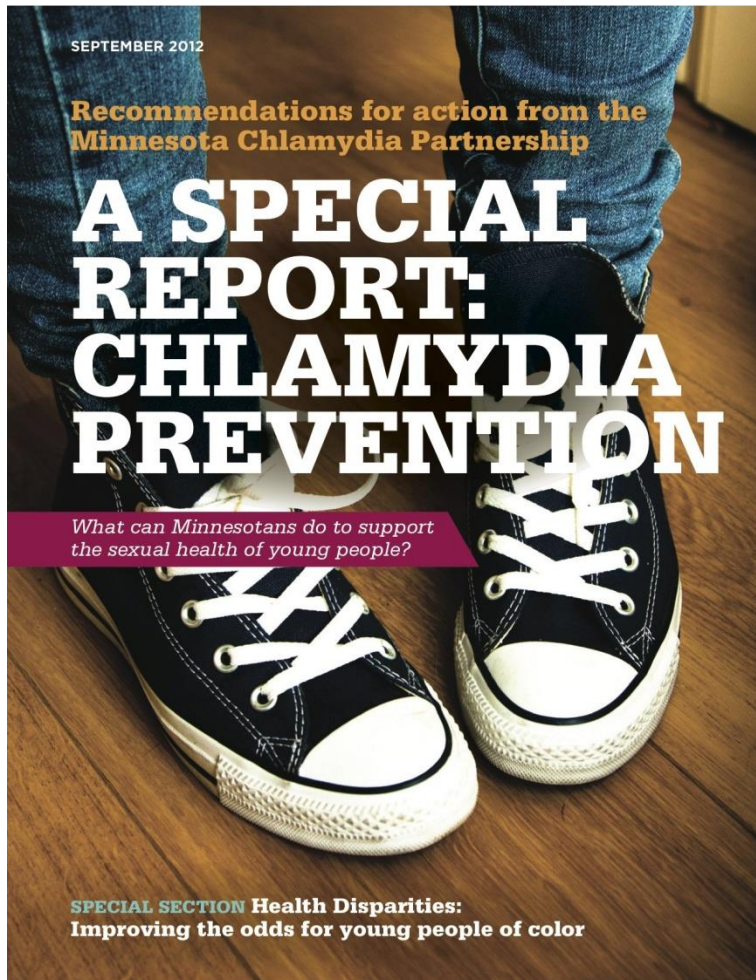
MCP Foundational Concepts

- Chlamydia = more than medical issue. Impacted by determinants of health
- Disease intervention model = necessary but insufficient
- Broader focus = sexual health and rights
- Top down approach often not successful - Need to energize stakeholders and empower communities to design and implement plans
- Activities worth pursuing even in absence of government funding = community must raise/contribute local resources
- Important to advocate for young people who are unable to advocate for themselves. Need to confront ageism, sexism, racism, and classism.

Initial Activities

- Held Summit on Chlamydia – August 2010
- Volunteer workgroups met through early 2011, developed plan
- Chlamydia Strategy released April 12, 2011 – <http://www.health.state.mn.us/mcp>
- 2012: Special Report
- Website

2012: The Special Report



- User friendly version of the Strategy
- Intended for use by community
 - Professionals
 - Public

<http://www.health.state.mn.us/divs/idepc/diseases/chlamydia/mcp/report.html>



Implementation Projects and Activities



MDH Implementation Projects

- 2012-2013: Funded Coalition in rural county PH – demo project, develop toolkit
- 2013: Funded creation of coalition in inner city Minneapolis using MCP model – became CRUSH



COALITION FOR HEALTHY ADOLESCENT SEXUALITY





Vikings take
in first round of draft

STATE A5 / State lawmakers set to make more health care changes

WEST CENTRAL TRIBUNE

Friday, April 26, 2013

wctrib.com

to the ery end

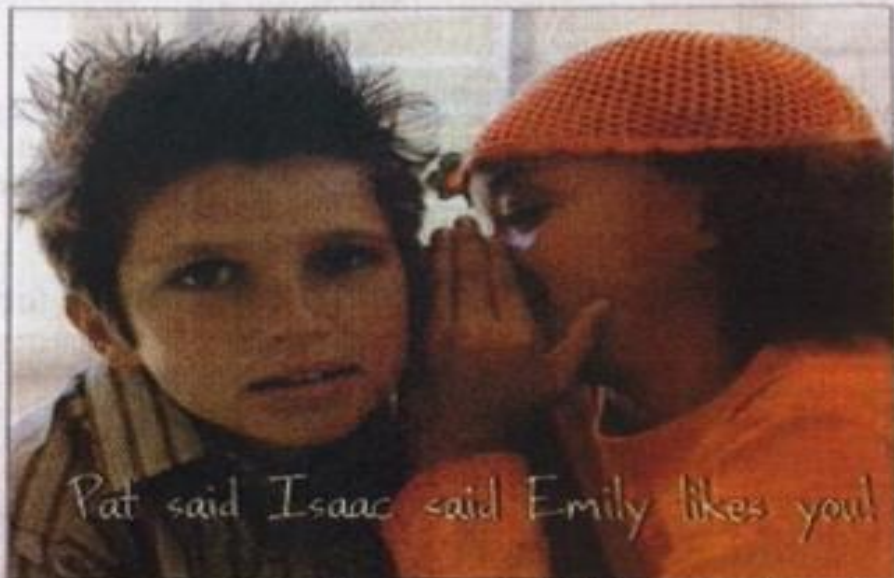
C sought to keep
enaar plant here
just couldn't
e it work'

ne Polta
@wctrib.com

WILLMAR — Right up until last week a surprise announcement was made that Moltenau was sold and the Willmar plant closing in June, staff of Kandiyohi County and City of Willmar Economic Development Division were engaged in best-efforts negotiations to keep the facility here.



million financing package was put together to allow two individuals, both unnamed, to buy the Moltenau plant so that it could stay in Willmar. But all efforts ultimately were unsuccessful. "For whatever reason, we just couldn't make it work," Resquist, executive director of Economic Development Division, said Thursday. The joint powers board Thursday outlined for the plant owners the steps taken to try to keep the plant in town. The company, which makes industrial business products, was formed since 2007 by a joint international of Bear Lake. It was announced last week that a letter of intent was signed for Wilson to purchase LLC to Fey Promotional Products Group of Edgerton plans to close the plant and move all the operations to Edgerton, in southwest Minnesota. The plant will be offered to some local businesses but much of



This image and caption are from an ad campaign that is part of a new initiative by the Kandiyohi County Coalition for Healthy Adolescent Sexuality that urges parents to talk to their children about relationships, health and sex.

Stemming an epidemic

Kandiyohi County pilot project aims to engage parents, communities in preventing chlamydia among youths

By Anne Polta
apolta@wctrib.com

WILLMAR — In one of a series of ads that debuted locally this month, two teens embrace while the boy silently wonders, "Should I kiss her?" The ads are part of a new initiative by the Kandiyohi County Coalition for Healthy Adolescent Sexuality that draws attention to Minnesota's soaring incidence of chlamydia and urges parents to talk to their children about relationships, health and sex. "It's about parents and kids hopefully having

project for which Kandiyohi County was chosen last year could become a statewide and possibly even a national model for other communities looking to stem the tide of chlamydia among teens and young adults. Minnesota Department of Health officials have been increasingly alarmed by a steep rise in the incidence of sexually transmitted infections, which reached a new high in 2012. According to figures released earlier this month, chlamydia is now the No. 1 reported infectious disease in the state with 18,000 cases last year, mainly among teens and young adults.

H tr be Delt Deb take call

By Gret
gck@wctrib.com

WILLMAR — The Huber family of Willmar, Minn., is ready to take the call.

Prosen audio-recording Delbert Huber's 11-year-old son, Isaac, is killing to patch up his relationship with his father's new girlfriend, Emily. The 11-year-old boy, who is a member of the Kandiyohi County Youth Council, is a member of the 47th of 100th anniversary of the city of Willmar, Minn., and is a member of the 100th anniversary of the city of Willmar, Minn.



WE'RE TAKING ACTION...

to reduce STI rates and improve the sexual health of youth in Minneapolis.

CRUSH

LEARN MORE

Current Activities



MINNESOTA
CHLAMYDIA
PARTNERSHIP

Recent Screening Event

- Statewide STI Screening Day held in April
 - 56 clinics across state participated
 - Clinics provided with media materials
 - CRUSH Youth Council created promo items, hash tags, did boost on Facebook w/budget of only \$200!!!
 - Media coverage: 8 million viewers/listeners/readers!
 - Tests: 909 CT/GC tests – 63 CT+, 3 GC+
 - 371 HIV tests
 - 134 Syphilis tests
 - 38 Trich
 - 30 “other”
 - Overall positivity: 7.6%
 - Ave age participants: 18.17 years



MINNESOTA
CHLAMYDIA
PARTNERSHIP

Minnesota STI Testing Day



CRUSH
Community Reaching Urban Youth Sexual Health

April 12, 2016 **FREE condoms**

private + confidential

Low or no-cost testing for sexually transmitted infections (STIs) at a school, clinic, or health center near you.

learn where: **ages 13-25 welcome**

#DabToTheClinic **CRUSHSTI.COM**

Contact the MN Family Planning & STD hotline.
Call 1.800.78.FACTS or text 66746 to find clinics and testing locations near you.

 **get tested**  **get treated**  **talk about it**

Sponsored by: **Minneapolis Health Department**

In partnership with: **MINNESOTA CHLAMYDIA PARTNERSHIP**

#crushitmn

If you need this material in an alternative format please call (612) 673-2301 or email health@minneapolismn.gov.
Hmong - Ceeb toom. Yag koj xav tau kev peb txhais cov kev no rau koj dawb, hu (612) 673-2300;
Spanish - Atencion. Si desea recibir asistencia gratuita para producir esta informacion, llame (612) 673-2700;
Somali - Ogow, Haddii aad dooneyso in laaga kaalmeeyo baroomada madaxaardoonka oo laaga la' goon waxa (612) 673-3500;
Deaf and hard-of-hearing persons may use a relay service to call 311 agents at (612) 673-3000. TTY users may call (612) 673-2157 or (612) 673-2626.



Nurse in urban school-based clinic processes specimens



New MDH Projects

- Purchased, distributing “swag” items on CT, EPT
- 2015-17 – New RFP process to fund 3 community groups to implement actions from Strategy
 - Had to be innovative, new
 - Must use community engagement to determine projects
- Organizers’ Toolkit now available:
 - <http://www.health.state.mn.us/divs/idepc/diseases/chlamydia/toolkit/index.html>
 - Is “living document”
 - Will keep adding missing/new/expanded info, success stories; ask others to add

**Chlamydia is not a flower.... It
is an Epidemic**





8/19/2016

Future Projects

- Community in rural lake country wants clinic and screening – Using MCP model; MDP members helping them
- Teen friendly pharmacies (also do CT testing)
- Local Level 1 Trauma Centers implementing EPT in EDs, urgent care
- Update Special Report

2012 - Health Plans Get Involved



Advantages to Working with Health Plans

- Opened doors to additional plans, provider networks
- Brought new resources
- Gave MCP additional credibility
- HPs reach practice areas we struggle to reach in public health STD work:
 - Primary care
 - Pediatrics
 - Family practice

What's In It for HPs?

- New relationships with communities
- Increased involvement in community projects
- See needs that can be addressed
- Improve HEDIS chlamydia screening rates
- Larger, positive presence

Upcoming Projects

- Supporting development of new project in outstate MN, town of 13,000, no clinics provide teen-friendly, confidential services
- Planning to update CT “Special Report”
 - Need funds
- Local Level 1 Trauma Centers implementing EPT in EDs, urgent care
- Provide TA for “teen friendly pharmacies” project
 - Eventual goal: pharmacists conduct CT screen

Why Approach Works in Minnesota

- Large number of CT cases in MN = easy “sell”
- High rates of health disparities
- History of health plans involved in community-based health interventions/efforts
- Often involved in cutting-edge projects

Keys to Success

- Highly motivated champions who see big picture
- MDH provides leadership and direction to steer things, not dictate; just one of partners at table
- Partnership has its own identity
 - Own logo, did not use MDH logo on materials
 - Do not identify MCP as health dept. group/project
- MN history of progressive, innovative world view
- Shared resources within MCP

What is Needed to Make a Difference?

- Commitment! Vision, collaboration
- Acknowledge tensions between individual, public health – Need each other
- Put adolescents first (incl confidentiality)
- Leverage resources
- To truly impact epidemic, screening, treatment, EPT must be free to adolescents, young adults unless confidentiality guaranteed
- Work together to decrease shame, stigma

What is Needed for Health Plans and DOH to Work Together?

- Relationship building – get to know each other
- See value in other's points of view AND common goals
- Agree to work together – have tough conversations
- Put adolescents first (incl confidentiality)

Public Health and Social Justice

- Social justice and health equity = central to mission and vision of public health because health is a prerequisite for human development
- Social justice = foundation of public health
 - Developed historically out of social reform and hygiene movements
- Has been replaced over last 100 years by emphasis on scientific proof, evidence-based data
- *Righteous indignation at social injustices that create health problems is missing*



MINNESOTA
CHLAMYDIA
PARTNERSHIP

JUSTICE

will not be served

until those who are

UNAFFECTED

are as

OUTRAGED

as those who are.

Benjamin Franklin

Candy Hadsall
Minnesota Department
of Health
651-201-4015

candy.hadsall@state.mn.us