

# Public Health AmeriCorps

## *Masterful Messaging*

Local Public Health Association Conference

November 2, 2023



# Applying Social Media Strategies to Rural Local Public Health

Taylor Hasick, Public Health Corps  
Polk County Public Health

**TOGETHER WE CAN**

*build a better future!*



# MEET THE SPEAKER

Polk County Public Health  
Minnesota Public Health Corps  
University of North Dakota MPH

Communications  
Community Outreach  
Opioid Settlement Advisory Council  
Health Equity



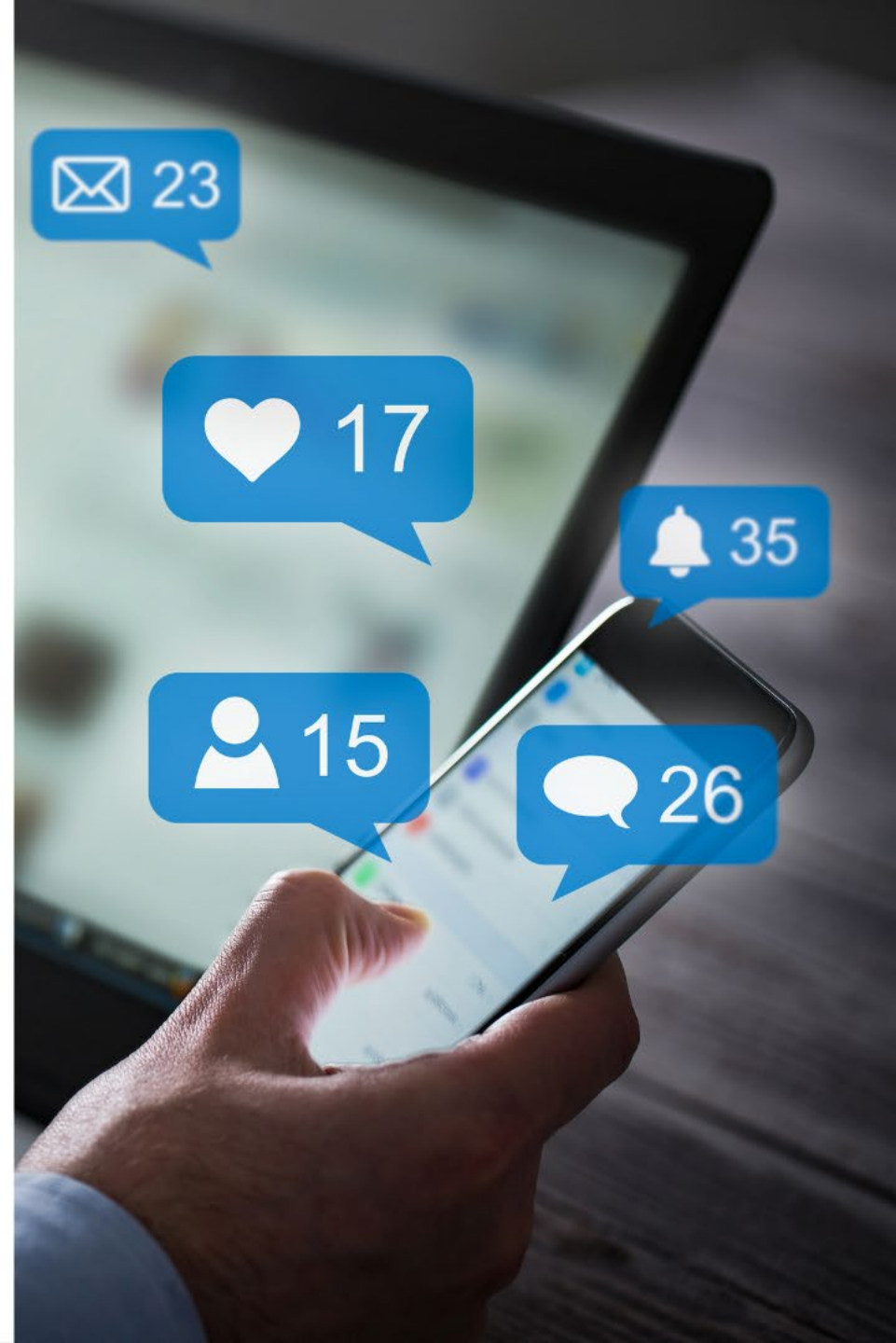


# GOALS + OBJECTIVES

Increase rural local public health department's skills and confidence to develop content and communicate locally relevant public health messages with various audiences.

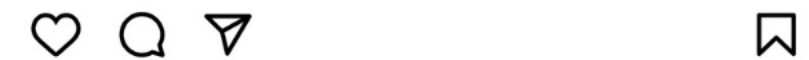
## **Practical Applications:**

- Social media campaign examples
- Tailoring national toolkits to meet local needs





**TOGETHER WE CAN** support each other!



**nmpublichealth** There are many different forms of self-care, and it is important for you to find out what works best for you. Below are a few different forms of self-care, according to the Mental Health Coalition:

- ◆ **Physical:** Addresses stress that lives in your body. It alleviates physical pain or tension that either causes or results from mental stress. This can include massage, fitness, dance, aromatherapy, rest, pampering.
- ◆ **Emotional:** Involves tending to your own internal emotional world – especially your mood and feelings. This can include connecting with others, psychotherapy, journaling or creative writing, and art.
- ◆ **Cognitive:** Engages in activities that are intellectually rewarding and/or stimulating. This can include reading, writing, listening to books or podcasts, watching films, and psychotherapy.
- ◆ **Spiritual:** This can take many different forms and does not have to be tied to formal religion. It means getting in touch with the less tangible aspects of yourself and the world around you. This can include meditation, breathwork, prayer, connecting with a spiritual or religious community, and mantras.

### 5 Major Mental Health Problems Affecting Men

**DEPRESSION**  
Over 6 million men suffer from depression per year. Male depression often goes undiagnosed. Men are more likely to report fatigue, irritability, loss of interest in work or hobbies, rather than feelings of sadness or hopelessness.

**ANXIETY**  
An estimated 19.1% of U.S. adults had an anxiety disorder in the past year. 3,020,000 men have a panic disorder, agoraphobia, or any other phobia.

**BIPOLAR DISORDER**  
Bipolar Disorder - 2.3 million Americans are affected by bipolar disorder. An equal amount of men and women develop this illness. The age onset for men is between 16 to 25 years old.

**PSYCHOSIS AND SCHIZOPHRENIA**  
Approximately 3.5 million people in the U.S. are diagnosed with schizophrenia and it is one of the leading causes of disability. Ninety percent of people who are diagnosed with schizophrenia by age 30 are men.

**EATING DISORDERS**  
Bulimia accounts for an estimated 10% of patients with anorexia or bulimia. An estimated 33% of those with binge-eating disorders are less likely to seek professional help than women.

**TOGETHER WE CAN** build a better future!

Liked by [kimberly\\_myers\\_4](#)  
**nmpublichealth** #MensHealthMonth

Today, we are highlighting 5 Major Mental Health Problems Affecting Men.

Mental illness occurs in people of all ages, races, and ethnic backgrounds. Signs and symptoms of mental illness in men may not be exactly the same as those seen in women. Men are often reluctant to acknowledge feelings of hopelessness or anxiety. Instead, outbursts of rage or irritability may mask deep-seated depression.

If you or someone you know needs mental health support, with or without thoughts of suicide, call or text 988. Online chat is also available @ 988Lifeline.org. Help brings hope, hope makes a difference! 🌱

**nmpublichealth**

# 988

## MENTAL HEALTH CRISIS LINE

Program the number into your phone.

**TOGETHER WE CAN** support each other!

**nmpublichealth** Talking with someone about your thoughts and feelings can save your life. The Lifeline provides 24/7, free and confidential support for people in distress. If you or someone you know needs support now, call or text 988 or chat 988Lifeline.org. 988 connects you with a trained crisis counselor who can help.

# MENTAL HEALTH

Examples of national mental health campaigns:

- Substance Abuse and Mental Health Services Administration
- Mental Health Awareness Month
- National Alliance on Mental Illness
- National Institute of Mental Health





The Statewide Health Improvement Partnership seeks to reduce the percentage of Minnesotans who use or are exposed to tobacco and reduce the percentage of Minnesotans who are obese or overweight through better nutrition and increased physical activity.

SHIP initiatives include:

- Bike to School Day
- Farmers Market Nutrition Programs
- Community gardens
- Vaping/commercial tobacco prevention
- Minnesota Polk County
- Fair Weather Project
- K...

H.O.P.E. Coalition  
Support Line  
Call: 800.282.5005  
Text: MN TO 741741

MDA Farm & Rural  
Helpline  
Call: (833) 600-2670



# TAILORED NATIONAL HEALTH CAMPAIGN TOOLKITS TO MEET LOCAL NEEDS



Learn more about  
Norman-Mahnomen Public Health's  
mental health initiative, BeWell.



Be Well  
EAT WELL. MOVE MORE.

#NPHW

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TOGETHER WE CAN *build a better future!*





# COMMUNITY ENGAGEMENT

Highlight Staff Members

- Welcome to the Team!
- Employee Spotlight

Show what you are doing in your community

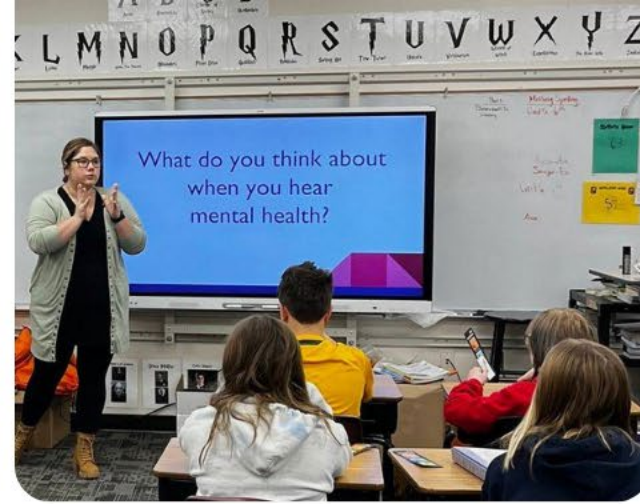


Welcome to the Team

Employee Spotlight









# CONTACT ME



 [www.linkedin.com/in/taylor-hasick](https://www.linkedin.com/in/taylor-hasick)

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 [taylor.hasick@und.edu](mailto:taylor.hasick@und.edu)

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*Norman-Mahnomen Public Health*  
*@nmpublichealth*



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*build a better future!*





# Outreach & Communication

## St. Louis County Public Health DP&C

Presented by Donovan Doffing





# About Me...

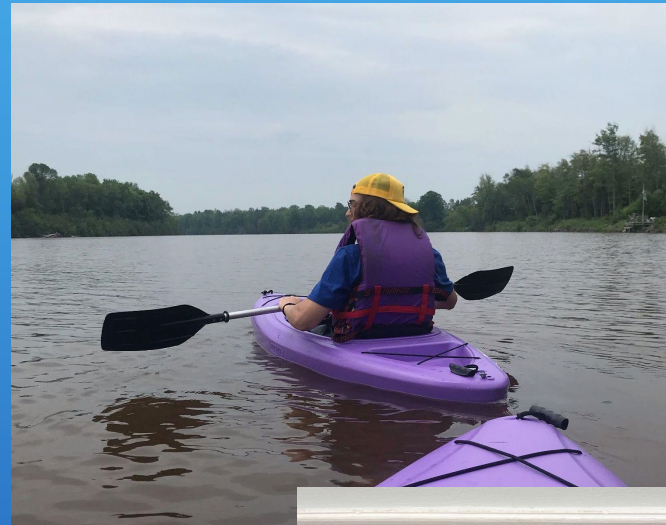
## *Donovan Doffing*

Undergraduate Degree at University of Minnesota Duluth for Public Health

2nd Year Public Health Corps Member serving at St. Louis County Public Health in Disease Prevention & Control




Passionate about Suicide Awareness and Prevention

Enjoys basketball, kayaking, skiing, and sewing/embroidery





# Provider



## St. Louis County Monthly Provider Updates

September 2023

Dear Healthcare Provider,

Our goal at St. Louis County Public Health is to communicate with our regional healthcare providers regularly to give you additional information about the current Duluth HIV outbreak and information about other disease prevention and control topics that affect our communities. More information on our website [Infectious Disease Prevention and Control \(stlouiscountymn.gov\)](https://stlouiscountymn.gov/infectious-disease-prevention-and-control).

### Outbreak Updates

**HIV:** The HIV outbreak declared in March 2021, as of 8/29/2023, is at 39 cases (28 St Louis County, 2 Lake County, 2 Carlton County, 7 other counties [these are cases with a direct epidemiologic link to cases in the Duluth area], 9/2019 to present) - 1 new case in St Louis Co and 1 new epi linked case in a county outside of the geographic area. [HIV Outbreak Response and Case Counts - Minnesota Dept. of Health \(state.mn.us\)](#)

**Information from MDH:**

[Partner Services for Clients](#)

[Partner Services for Providers](#)

[HIV CareLink](#)




**Syphilis:** The syphilis outbreak declared in March 2021, as of 9/12/2023, is now at 142 cases (122 St Louis County, 14 Carlton County, 6 Lake County and 9 cases in other counties, 9/2019 to present) - 1 new case, 1 new case in Carlton County and 1 new case in St Louis County ([Syphilis Outbreak Response and Case Counts - Minnesota Dept. of Health \(state.mn.us\)](#))

[Syphilis and Women](#)

[Congenital Syphilis](#)

[Syphilis and MSM](#)

# Internal



## Diving Into Disease Prevention and Control

September 2023 Vol 1 Issue 6

### Disease Prevention and Control Unit Overview

Hi everyone! As we enter Fall, it is our pleasure to welcome you back to the sixth issue of our Disease Prevention & Control newsletter. A fun fact about September, out of all the months it has the most letters in its name, nine, which is the same number month it is out of the 12! This summer was nothing short of jam packed with community events, and September looks to be just as eventful. Remember to look at the upcoming St. Louis County and Community Partner events.

An item we also want to note - the Canadian wildfires caused the air quality index in our area to rise. This is something that everyone in Northeastern MN should be conscious of when spending time outdoors. More information about the Canadian wildfires and air quality can be found below in our Environmental Health section.

The purpose of this communication is to highlight the work our DP&C team is doing and to showcase events, information, and resources that may be of interest to you. If there are any suggestions for content, please contact us using the information at the bottom of the newsletter. Thank you all and we hope you have a nice ease into the Fall season!

### Ongoing Projects




Hepatitis C and Syphilis testing and education continues in the county Monday afternoons at Duluth RAAN 12:30-3:30 pm and on the 2nd Thursday of the month at the Virginia Government Services Center - Family room in WIC 1-4 pm.

### Upcoming Projects

SLC is hosting **Community Connect** alongside multiple agencies on November 1 at the ITMEC (Iron Trail Motors Event Center) in Virginia. Community Connect is a **one day, one stop** event that offers a broad range of services **FREE** of charge to everyone. Community Connect offers a number of services for guests: including a hot meal, warrant resolution & driver diversion, hair trims, foot care, insurance sign up and navigation, clothing items, COVID vaccines, Flu Shots, Hep C/Syphilis testing, STI Education, bags with essential resources and supplies, and more.

Contact Carol Haas [HaasC@stlouiscountymn.gov](mailto:HaasC@stlouiscountymn.gov) 218-471-7339 if you are interested in being there to host a table or service, or with any other questions.

# External



## Diving Into Disease Prevention & Control

Vol 1 Issue 6 September 2023

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01

# Provider Newsletter





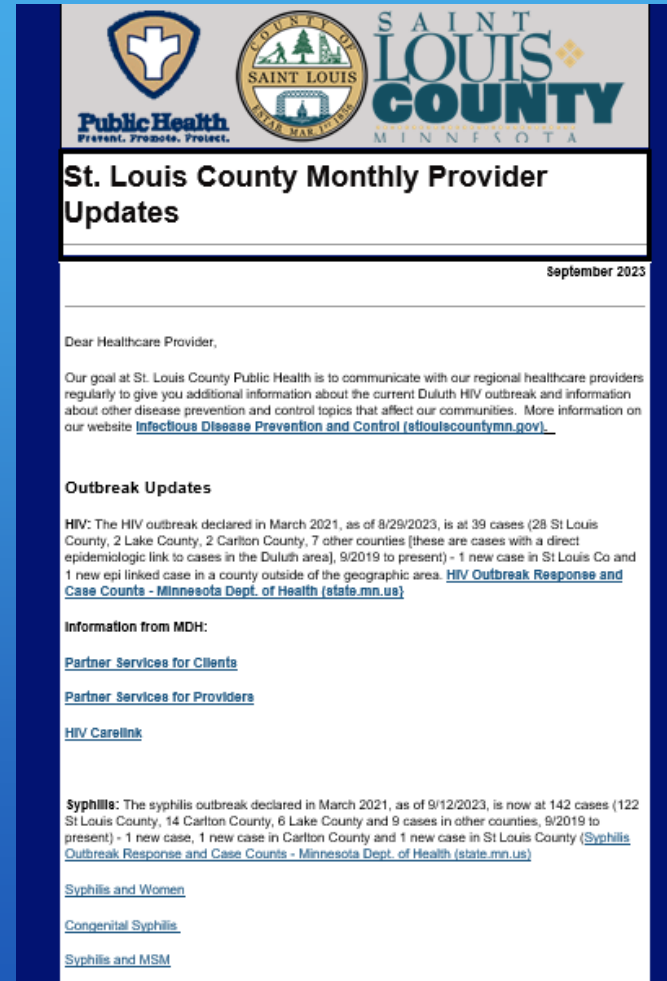
# Provider Newsletter

Originally established to talk about our counties outbreaks.

The purpose is to stay in the forefront of health providers view.

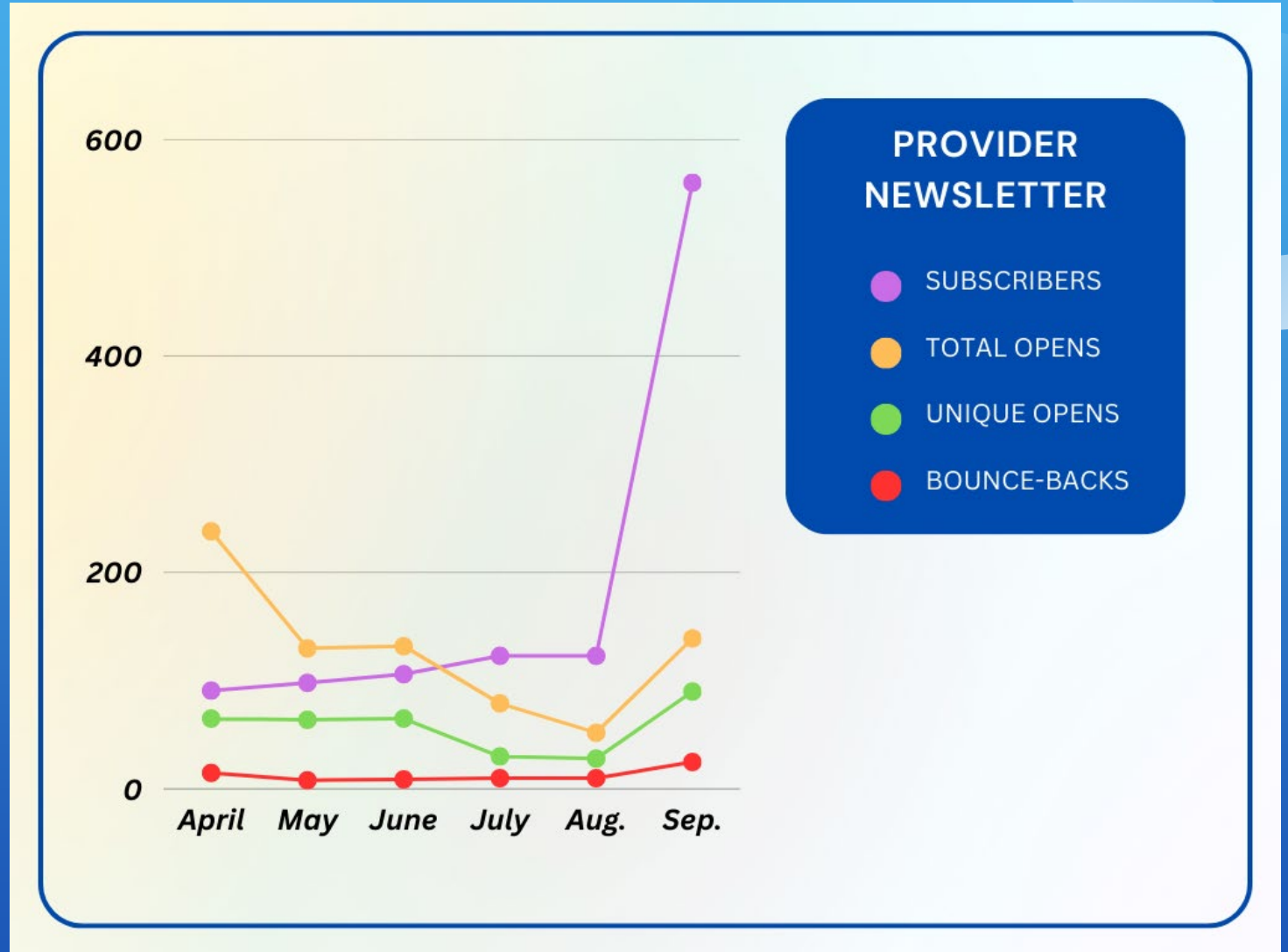
Include reminders on latest health alerts and changes in clinical guidance.

- Sent to:
  - Large Hospitals and associated clinics.
  - Smaller community clinics



# Provider Newsletter Statistics

- April 2023 (Start)
  - 91 Subscribers
  - 84% Delivery Rate
  - 238 Total Opens
  - 65 Unique Opens
- September 2023 (Current)
  - 560 Subscribers
  - 96% Delivery Rate
  - 139 Total Opens
  - 90 Unique Opens







02

# Internal Newsletter

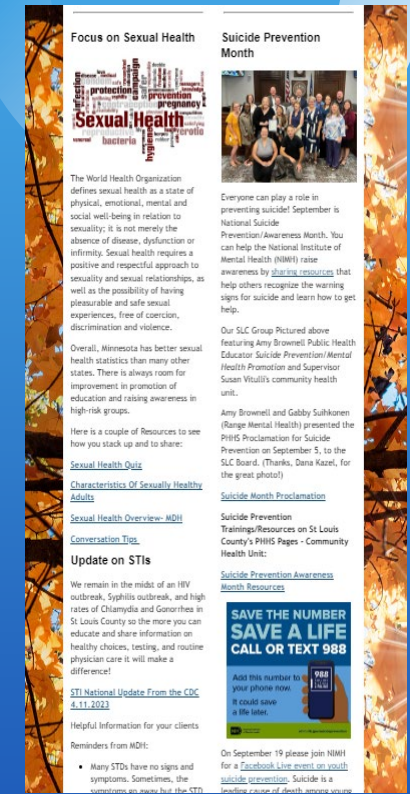
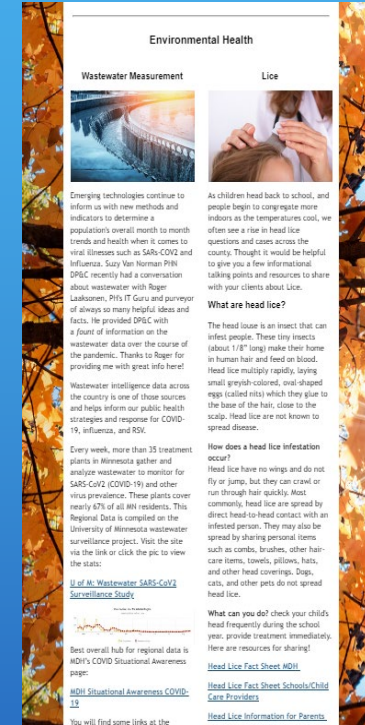
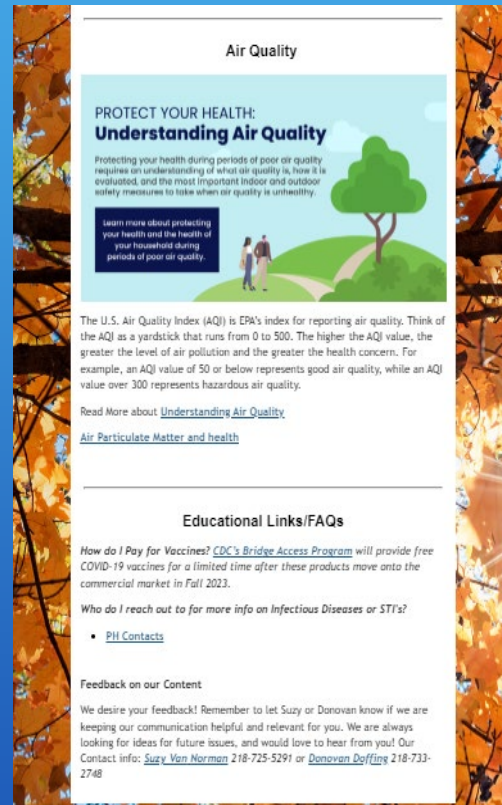


# Internal Newsletter

Established to spread DPC related info that is tailored for PHHS employees to increase internal communication.

The purpose is to keep our staff aware of what is going on in the community and with our DPC related projects.

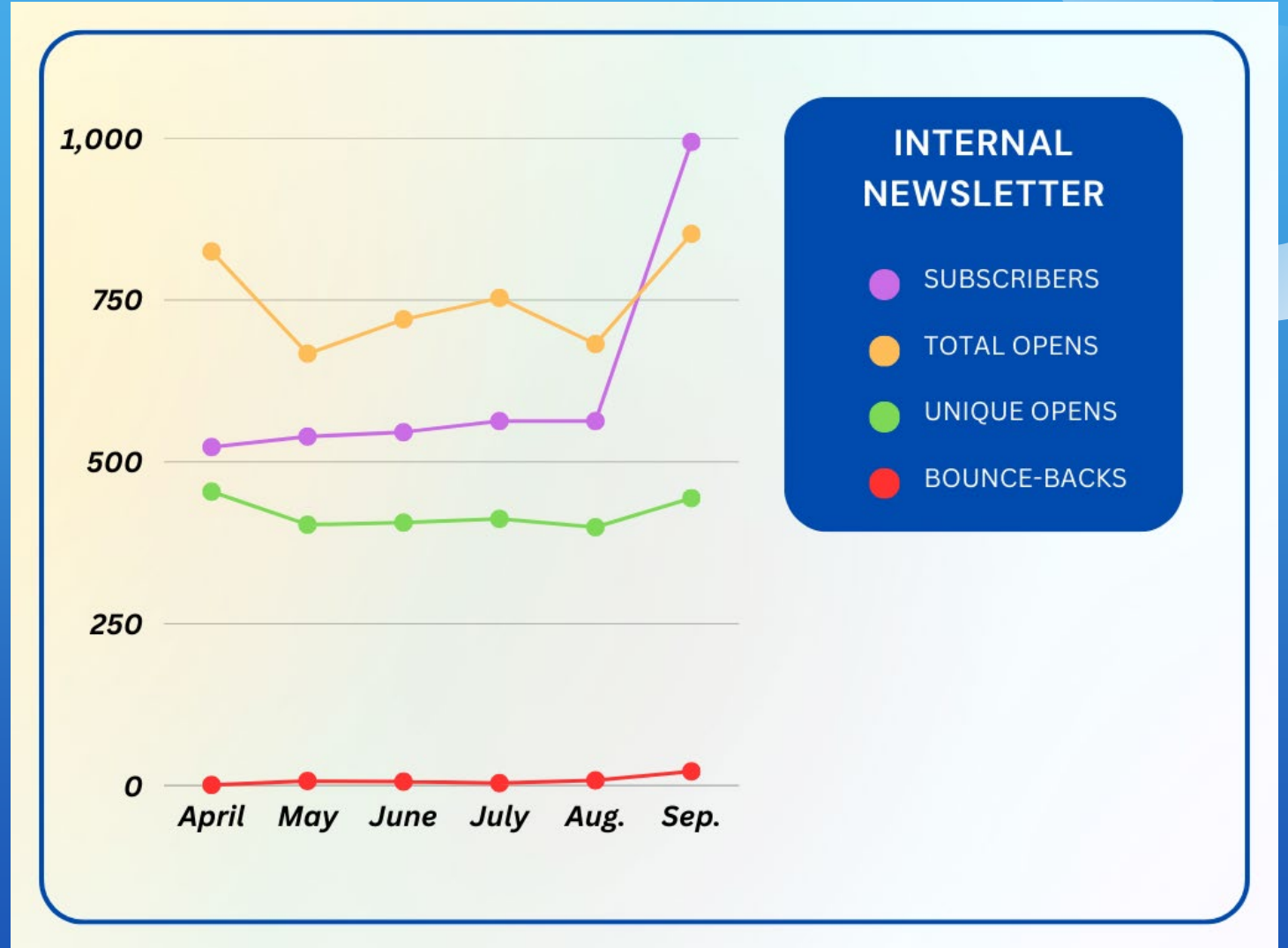
- Sent to:
  - All St. Louis County PHHS Staff
  - Support staff from other departments who assist DPC projects.





# Internal Newsletter Statistics

- April 2023 (Start)
  - 523 Subscribers
  - 99.8% Delivery Rate
  - 825 Total Opens
  - 454 Unique Opens
- September 2023 (Current)
  - 994 Subscribers
  - 97.8% Delivery Rate
  - 852 Total Opens
  - 444 Unique Opens





03

# External Newsletter






# External Newsletter

Established to highlight community health events along with the work our community partners are doing, share DPC related data/news, and spread environmental health that pertains to our community,.

The purpose is to continue to foster our community partnerships and to keep our partners aware of opportunities to get involved.

- Sent to:
  - All of St. Louis County's community partners
  - Any community member who subscribes.



**AEOA**  
ARROWHEAD ECONOMIC OPPORTUNITY AGENCY

**Community Partner Highlight**  
[Arrowhead Economic Opportunity Agency](#)

702 South 3rd Ave Virginia, Mn. 55792  
Monday-Friday 8:00am-4:30pm  
Hours may vary by office location  
Toll Free: 1(800) 662-5711  
Phone: (218) 749-2912

[Our Interview with Scott Zahorek and Emily Bomblich of AEOA, pdf](#)  
[jeopardizes.com](#)

**September 14** "Grow Your Health from the Inside"-Outside Lunch by Whole Foods CO-OP & Learn Event at Dr. Lara Hill's Community 306 W Superior St. Unit 412 Duluth, MN 55802 12-12:45 pm FREE

Register in Advance for either event!  
[Dr. Lara Hill DC Events | Eventbrite](#)

**September 26** 6-8 PM Wellness Community Dinner - Dr. Lara Hill @ India Palace, West Superior Street, Duluth, MN, USA 319 West Superior Street Duluth, MN 55802

**September 27-28** Virtual Age-Friendly Minnesota Conference & Exchange by AAAA

[Age-Friendly MN Conference Event Flyer](#)

**September 29** In-Person Age-Friendly Minnesota Conference & Exchange by AAAA at the MN Discovery Center in Chisholm, Minnesota 8:30am-12pm

**Save The Date!** Damiano Community Connect **October 26th** 10AM-2PM @ Damiano Center 206 W 4th Street Duluth MN 55802

[Community Connect Flyer](#)


**The mission of AEOA is to strengthen communities by providing opportunities for people experiencing social and economic challenges.**

**Our vision is that all people served will make measurable progress toward self-reliance or independence...**

AEOA Foundation Fund:  
<https://www.aeo.org/aeoff>

Contact Us:  
<https://www.aeo.org/contact-us>

**More about the programs of AEOA in detail**  
[https://www.aeo.org](#)




Opening Ceremony for the House on the Range Center in Duluth

A quote from the article about their mission and values statements that moved us so much as it speaks to the humble hearts of those working to meet needs every day in this community and our country.

*"We value and respect the people we serve. When they succeed, we succeed. We are then stronger together; we believe in local wisdom and build coalitions with partners that move our mission forward. And then believe-- We believe in our mission and support each other in our work. Our Mission and Values are very important intrinsic to who we are - I mean if you if you don't believe in these statements, you can't truly embrace the work."*

**Focus on Sexual Health**



The World Health Organization defines sexual health as a state of physical, emotional, mental and social well-being in relation to sexuality. It is not merely the absence of disease, dysfunction or infirmity. Sexual health requires a positive and respectful approach to sexuality and sexual relationships, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence.

Overall, Minnesota has better sexual health statistics than many other states. There is always room for improvement in promotion of education and raising awareness in high-risk groups.

Here are a couple resources to see how you stack up and to share:

[Sexual Health Quiz](#)

[Characteristics Of Sexually Healthy Adults](#)

[Sexual Health Overview- MDH](#)

**Update on STIs**


We remain in the midst of an HIV outbreak, Syphilis outbreak, and high rates of Chlamydia and Gonorrhea in St. Louis County so the more you can educate and share information on healthy choices, testing, and routine physician care it will make a difference!

**STI National Update From the CDC 8.11.2023**

Reminders from MDH:

- Many STDs have no signs and symptoms. Sometimes, the symptoms go away but the STD is still present.
- Some people believe that if a blood sample is taken during a visit to the doctor that they are

**Suicide Prevention Month**



Everyone can play a role in preventing suicide! September is National Suicide Prevention/Awareness Month. You can help the National Institute of Mental Health (NIMH) raise awareness by [watching resources](#) that help others recognize the warning signs for suicide and learn how to get help.

Our SLC Group Pictured above featuring Amy Brownell Public Health Educator Suicide Prevention/Mental Health Promotion and Supervisor Susan Vitulli's community health unit.

Amy Brownell and Gabby Sulhonen (Range Mental Health) presented the PHHS Proclamation for Suicide Prevention on September 5, to the SLC Board. (Thanks, Dana Kazel, for the great photo!)

[Suicide Month Proclamation](#)

[Suicide Prevention Trainings/Resources on St Louis County's PHHS Pages - Community Health Unit:](#)


[Suicide Prevention Awareness Month Resources](#)

**SAVE THE NUMBER  
SAVE A LIFE  
CALL OR TEXT 988**

Add this number to your phone now. It could save a life later.

On September 19, please join NIMH for a [Facebook Live event on youth suicide prevention](#). Suicide is a leading cause of death among young people in the U.S.

**Vaccination Updates**



**RSV/Flu** **COVID-19**

**Influenza Updates - CDC**

- Seasonal flu activity is currently low across most of the country.
- September and October are good times to get a flu vaccine.
- [Young children who need two doses](#) should get the first one as soon as possible.
- [Pregnant people in their third trimester](#), and children who need only one dose can also be vaccinated earlier.

**MDH Resources on Flu Vaccine**

[Flu Basics for Adults](#)

[When to Get Medical Help](#)

[Where to get a flu shot](#)

[Pregnancy and Flu Shots](#)

[Flu Information For Parents](#)

**RSV Vaccine Updates**

Respiratory syncytial (also RSV) virus, also known as RSV, is a common viral infection. It can cause respiratory illness in people of any age and is one of the most common diseases of early childhood. It can also cause severe illness such as bronchiolitis (inflammation of the small airways in the lung) and pneumonia (infection of the lung). Typical onset emerges late September to mid-October with peak time generally in the first part of February, with cases generally wrapping up by first week of May each year. Here are some helpful links to share:

[FDA Approves RSV Vaccines for Adults and Children dated 9.11.2023](#)

[RSV Vaccine Information Sheet \(NIS\) for Adult Vaccinations](#)

[RSV in Infants and Young Children](#)

[RSV in Older Adults](#)

Nationally, the CDC has reported an increase in hospitalizations, but over 98% of the nation remains at low levels of hospitalizations (<10 hospitalizations per 100,000 population). Closer to home, St. Louis County is seeing low rates of hospitalization as well. For the week ending 8/30/23, there were 13 reported hospitalizations in the NE Region, which includes SLC county, and our case rate average remains steady at 2.5 per 100,000 population, which is lower than our current Statewide case rate of 29.572 per 100,000 population during the week ending 8/22/23. [Read more on the current variant data and vaccine recommendations.](#)

[Read the latest press release from the FDA on the COVID-19 mRNA vaccines 9.11.2023](#)

We will provide more info as it is available, it will take time for all vaccine providers to get protocols and vaccine from MN Dept of Health for the newly approved vaccine booster.

*Am I able to get a flu vaccine and a COVID vaccine on the same day?*

[Yes. Read the full answer...](#)

*How do I get my COVID test kit free?*

[Get Free Home Tests Here](#)

*What are the current recommendations for quarantine & testing if I have a close contact (15 minutes or more with someone who develops COVID) or if I test positive?*

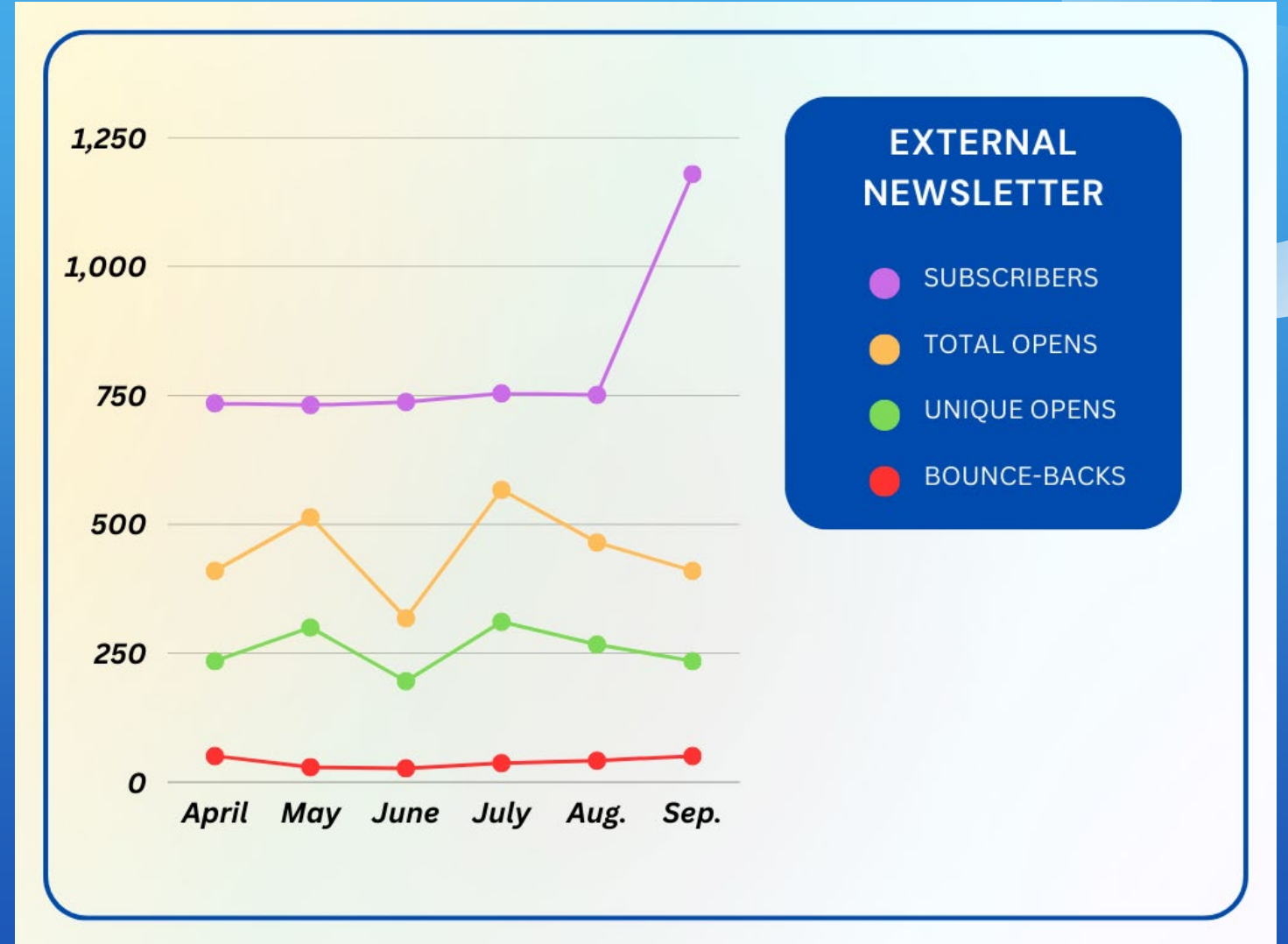
Here are a couple of documents that will help you navigate testing and isolation.

[I've had an Exposure to COVID - MDH 8.27.23](#)

[Isolation and Precautions for People](#)

# External Newsletter Statistics

- April 2023 (Start)
  - 735 Subscribers
  - 94.1% Delivery Rate
  - 663 Total Opens
  - 305 Unique Opens
- September 2023 (Current)
  - 1,179 Subscribers
  - 95.7% Delivery Rate
  - 410 Total Opens
  - 235 Unique Opens





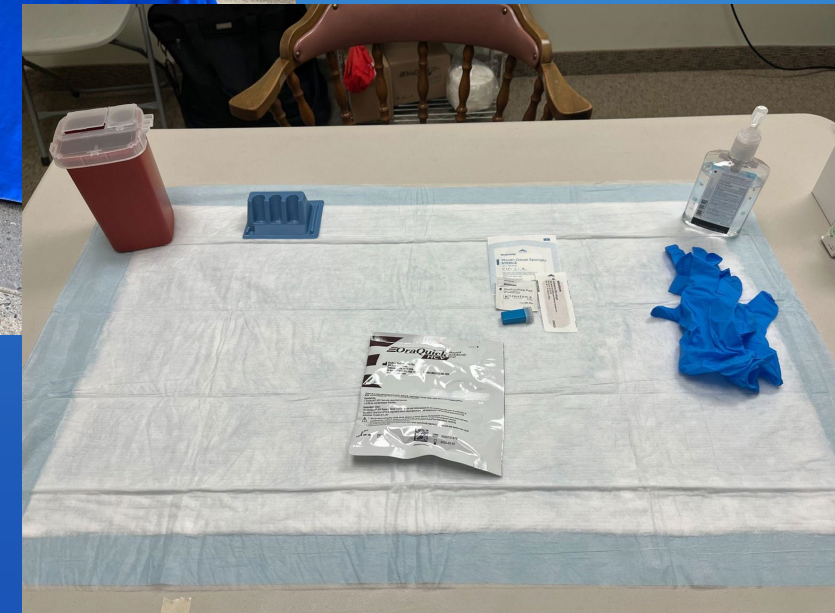
# Outreach Events

- **Event Examples:**
  - Health Fairs
  - Back-to-School
  - Community Resource Events
- **Education Provided:**
  - Infectious Disease
  - STIs/STDs
  - Environmental Health
  - Testing/Test Kits
  - Outbreaks in our region
  - Resources from other Public Health Units if pertains to the event



# Hepatitis C Communications

- **Background**
  - 6.5% of individuals reported to have HepC in SLC despite our SLC only making up 3.5% of MN's population.
  - SLCPH in collaboration with MDH, Hennepin County PH, and Hennepin Healthcare will assist with Project ECHO.
- **Project ECHO**
  - Innovative outreach strategies, testing services, and linkage to care in at-risk communities.
  - Aims to bring together clinical and non-clinical community partners for the purpose of building relationships, furthering education on infectious consequences of injection drug use and reinforcing best practices





# Hepatitis C Communications

- **OUTCOMES:**

- **SHORT TERM**

- Individual and public increased knowledge about Hepatitis C.
    - Increase individual and public knowledge about resources.

- **INTERMEDIATE**

- Increased usage of syringe programs.
    - More people at high-risk group in St. Louis County get tested for Hepatitis C.
    - Increased number people with Hepatitis C in St. Louis County that receive antiviral treatment.

- **LONG TERM**

- Rates of newly diagnosed people with Hepatitis C decrease in St. Louis County.
    - Number of resolved cases of Hepatitis C increases in St. Louis County.

- **Education**

- Hepatitis C education also occurs during community outreach events and includes one to one education with people that want to learn about Hepatitis C.
  - Individual education also occurs during Hepatitis C testing with participants at certain outreach events as well as weekly testing events at RAAN. When a person has a positive result on the antibody test, they are referred for confirmatory testing to one of the agencies listed on the SLCPH flyer.

# Thank You!

Donovan Doffing - Public Health Corps - St. Louis County Public Health

[doffingd@stlouiscountymn.gov](mailto:doffingd@stlouiscountymn.gov) - 218.733.2748

