



Local Public Health Association Conference

About me

Brenna San Angelo

Born and raised in Minnesota
Currently living in Pine Island

Northern Arizona University 2022 – Bachelors in Environmental
Science emphasis in Policy and Administration
Minor in Community Health

Why I joined Americorp?

When I am not working, I am spending time with my 1-year-old
son and husband, digging in the dirt, or trying to get my hands on
a good book



Terms of Service

- **1st term:** Minneapolis Health Department – Communications and Homegrown
- Working alongside the Communication Coordinator Scott Wasserman
- Main focus: Social Media, internal/external newsletters, and creating outreach materials
- **2nd term:** Olmsted County – Environmental Lab and Healthy Homes
- Revamping the website
- Creating outreach materials and news releases

The logo for Minneapolis Health, featuring a stylized blue and green graphic above the text.

Minneapolis Health



Social Media

- Facebook and Twitter
- Month, week, and days awareness
- Campaigning
- Informing people on events



Messaging strategies

- Establishing goal and audience
- Create sale pitch – the catch
- What message are we trying to send to audience?
- What will you say to persuade them?
- Why should they support the department or get involved?
- What is in it for them?
- What support can we provide?
- How can you connect this back to the mission or purpose of the organization?

Focus on:

- Using plain language
- Clear and concise
- Stay away from passive language and use active voice
- Connect to everyone
- Avoid jargon, acronyms, and technical terms



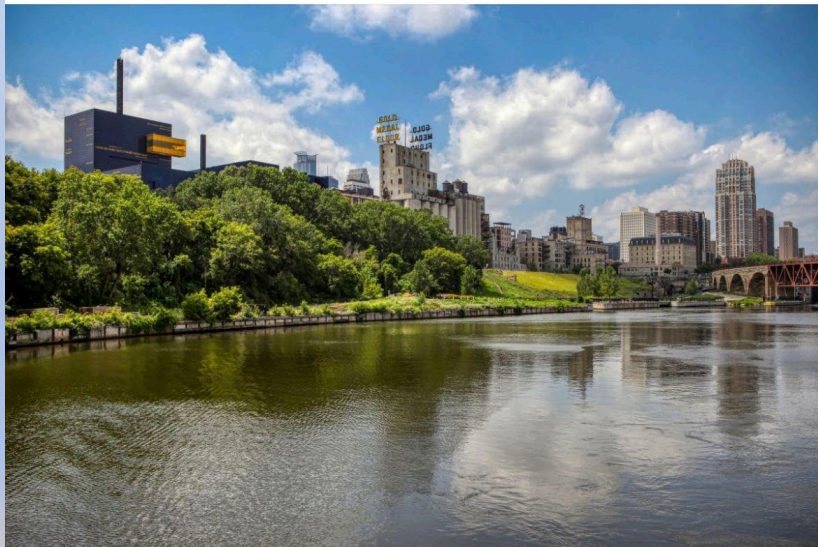
**City of Minneapolis Health
Department** ✓

Apr 22 • 🌐

Happy Earth Day!

We are dedicated to protecting our environmental health through the programs in our Sustainability, Healthy Homes and Environment Division. We seek to create a city that is a healthy place to live, work, and play.

More about our work: <https://tinyurl.com/4vuruj2t>
Learn how you can get involved: <https://tinyurl.com/2cyk8s7w>



#HealthyFactsFriday

Did you know there's a dedicated hotline to help people in a mental health crisis?

988 will connect you directly to the National Suicide Prevention Lifeline, which is staffed by trained crisis counselors 24/7, 365 days a year.

There's no shame in seeking help. Whether you need to talk to a friend, family member, or a professional, know that it's okay to ask for help.

#YouMatterMN #MentalHealthAwarenessMonth

**MENTAL HEALTH
AWARENESS MONTH**





Department

Aug 17 · 🌐

Gear up for a safe and healthy school year by getting your child up to date on their vaccines.

We are hosting a free childhood vaccine clinic this Saturday, where we will be offering the measles, mumps, and rubella (MMR) vaccine.

Nearly 40% of Minneapolis kids are not up to date on their childhood vaccines.

Join us on Saturday, Aug. 19 at Franklin Middle School to get resources about getting your child up to date on their vaccines.

Free Vaccine Clinic

A New North: Annual Harvest Festival

Saturday, Aug. 19 | 11 a.m. to 5 p.m.

1501 Aldrich Ave N

MMR



NORTHEAST FARMERS MARKET

Greens and Vaccines

Free COVID Vaccine Clinic

Location: Northeast Farmers Market

1325 Quincy St. NE

Date: Saturday, April 8

Time: 11 a.m. to 3 p.m.



Minneapolis
Health

It's Pride weekend!

We can't wait for everyone to enjoy the festivities.

Don't forget to:

- ✓ Hydrate
- ✓ Wear sunscreen
- ✓ Dance and celebrate with friends
- ✓ Get your MPOX vaccine

We'll be at Loring Park this Saturday and Sunday providing MPOX vaccines.

Have a great time and protect your health by getting the vaccine.



Minneapolis
Health

There is a great opportunity through the Inflation Reduction Act (IRA) to receive tax incentives for home upgrades.

They all add up to big savings and overall lower energy use helps reduce climate impact.

The city also offers funding in addition to the Federal IRA incentives through the Green Cost Share Program.

<http://ow.ly/ukL650Nbgqt>

<http://ow.ly/fraP50NbgE2>

<http://ow.ly/gapM50NbgE1>

Inflation Reduction Act: Tax credits and Rebates

Energy Efficiency Rebates



Up to \$14,000 in rebates

\$840 for switching to electric stove

\$4,000 electric load service center upgrade



Solar Energy

30% tax credit for any project



Heat pumps

Tax credit of 30% of the cost for purchase and installation of heat pump

\$8,000 rebate for a new heating and cooling pump



Energy Efficiency Tax Credit

\$1,200 for home sealing upgrades

- windows
- doors
- skylights
- installation

Tax credit will cover up to \$3,200



Minneapolis
Health

Difference between Tax Credit and Rebate



Rebate

- Upfront discount that gives you cash back after you purchase
- Rebates do not rely on income to receive benefit

Tax Credit

- Claim tax credit as part of your annual tax return
- Dollar-for-dollar reduction in the amount of income tax you would owe



Minneapolis
Health



SOLAR TRAINING & CERTIFICATION

FREE TRAINING FOR SOLAR CAREERS

Looking for a career in the solar industry? The Minneapolis Health Department is offering a solar training and certification opportunity. Participants will learn about the basics of solar energy, the installation process and be able to take the North American Board of Certified Energy Practitioners (NABCEP) exam. We will provide stipends to those who qualify.

Training Includes:

- Working with electricity
- Intro to Solar Energy Work
- Basic Photovoltaics
- Site tour/Company Visit, Etc.

Apply now!
Must be 17 years
or older

Limited spots available

<https://renewableenergypartners.com/training/>



Green Careers

The solar training program is part of the Green Careers Exploration Program. Green Careers provides training opportunities for communities underrepresented in environmental, sustainability and other green careers.

Learn more: minneapolismn.gov/green-careers

Internship Opportunity

For specific trainings, participants may receive NABCEP credential, and may be able to participate in a 160-hour paid internship up to \$19 an hour with a solar installer

Location:

**Regional Apprenticeship
Training Center
1200 Plymouth Ave. N.**

Contact:

**Markeeta Keyes
612-508-7321
Markeeta.Keyes@minneapolismn.gov**

People who are deaf or hard of hearing can use a relay service to call 311 at 612-673-3000. TTY users call 612-263-6850. Para asistencia 612-673-2700 - Rau kev pab 612-673-2800 - Hadii aad Caawimaad u baahantahay 612-673-3500.



Helpful Tools and Platforms

- Canva
- Hemingway
- Accredited and highly regarded resources: CDC, MDH, EPA, etc.
- Ads
- Metrics

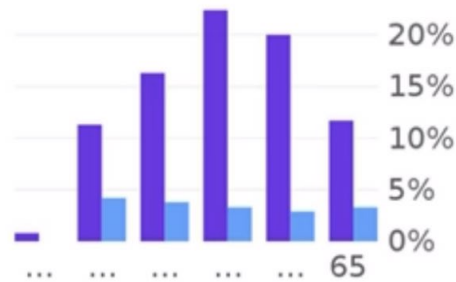
Metrics

- Valuable insight to see what works
- View post engagement
- View number of clicks visited (number of people visiting resources)
- Great way to show partners the engagement received in post

Age and gender ⓘ



• 82.5% Women • 17.5% Men



Top countries ⓘ



Performance

Followers: 246 ⓘ

LAST 28 DAYS

Reach

483 -8%
from previous 28 days

Engagement

91 +98%
from previous 28 days

Net followers

3 +100%
from previous 28 days

3-second video views

0 -100%
from previous 28 days



Wednesday, 1:33pm · 🌐



27



4



0



1

Overview ⓘ

Reach 27

Impressions 27

Post reactions, comments and shares 5

Total clicks 0

Post reactions, comments and shares ⓘ



3



1



0



0



0



0

Reactions 4

Comments 0

Contact information

Brenna San Angelo

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Association *of* Minnesota Counties

Communications with County Commissioners & Local Public Health

Informing vs. Empowering

Background



- ▶ Contact: mlyon@mncounties.org
- ▶ Michigan Technological University
- ▶ Second year with AmeriCorps & the Association of Minnesota Counties
- ▶ Primary projects:
 - ▶ Opioid settlement logistics
 - ▶ Cannabis legalization research
 - ▶ Public health nuisance handbook
 - ▶ Research for how counties can support unhoused populations
- ▶ Master of Public Health
 - ▶ University of Minnesota

Opioid Settlement Overview

Distributors McKesson, Cardinal Health, AmerisourceBergen and manufacturer Johnson and Johnson.

The second round of settlements includes Allergan, Walgreens, Walmart, Teva, and CVS.

First round will bring in more than \$300 million to Minnesota.

87 counties and 143 cities supported the agreement during the first round of settlements.

The second round of settlements will bring in ~\$235 million to Minnesota.

Informing Commissioners and Administrators

- ▶ Early winter: second round of settlement sign on
- ▶ Commissioners needed to pass a resolution giving administrators/CEOs the authority to sign on to the settlements
- ▶ Communication methods:
 - ▶ Weekly emails
 - ▶ Phone calls

Empowering Local Public Health as the Chief Health Strategists

- ▶ Minnesota Memorandum of Agreement named local public health as the chief strategist to identify, collaborate, and respond to local issues on how to leverage and disperse the funds.
- ▶ Public Health, especially Local Public Health, understands what will best serve their community to help mitigate the opioid epidemic.
- ▶ As chief health strategists, local public health departments can use the opioid settlement funds to create a strategic plan and goals that will most effectively help their communities.
- ▶ Communication methods:
 - ▶ Monthly opioid settlement sharing sessions
 - ▶ Opioid Settlement Toolkit
 - ▶ Technical assistance via emails and phone calls
 - ▶ Advisory group for reporting to DHS

Differences in Communication Styles

Commissioners

- Informing/education of opioid settlement updates.
- Directing administrators to pass a resolution and sign on to each of the settlements.
- Reinforcing the importance of the timing and the importance of public health as the chief strategist.

Local Public Health Staff

- Informing of opioid settlement updates.
- Empowering LPH as chief health strategists.
 - Helping LPH present to county boards
- Encouraging collaboration of local public health between counties.

The Success

- ▶ All 87 counties signed on to each of the new settlements a week before the deadline!
 - ▶ The only organization to meet the first deadline.
- ▶ Strong County Commissioner and Public health relations helped with the city and school sign on process.
- ▶ Minnesota Counties/Cities will receive 75% of an additional \$235 million for opioid epidemic response efforts.

Thank you!

mlyon@mncounties.org



Association *of*
Minnesota Counties

Thank you!

Questions?

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320-282-6598



AmeriCorps



Ampact

