

# Goodhue County

## 2026-2028

Community Health  
Improvement Plan  
(CHIP)

Top health priorities identified in  
Goodhue County, Minnesota



# 3 Health Priorities Goodhue County 2026-2028



**#1**

**Support Mental Wellbeing through Mental Health Care and Social Connection**

**#2**

**Prevent Chronic Health Conditions through Active Living and Healthy Eating**

**#3**

**Address Chemical Health in Youth and Reduce Overdose Deaths**

## Table of Contents

■ <b>3 Health Priorities</b> .....	1	■ <b>#1</b> Support Mental Wellbeing through Mental Health Care and Social Connection .....	8
■ Executive Summary .....	2	■ <b>#2</b> Prevent Chronic Health Conditions through Active Living and Healthy Eating .....	10
■ Goodhue County Description .....	3	■ <b>#3</b> Address Chemical Health in Youth and Reduce Overdose Deaths .....	12
■ Mobilizing for Action through Planning and Partnerships (MAPP) Overview .....	4	■ <b>Legacy Strategy:</b> Advocate for More Housing .....	14
■ Aligning with State and National Frameworks .....	5	■ List of Annexes .....	15
■ Overview of Process for Determining Priority Health Issues .....	6	■ CHA Committee Members .....	16
■ Implementation and Monitoring of the Plan .....	7		

# Executive Summary

## The Community Health

**Improvement Plan (CHIP)** is a guiding document that helps community members and organizations work together to make Goodhue County healthier. It provides a plan for making real, measurable improvements based on the needs found in the most recent community health needs assessment.

This 2026 to 2028 plan is based on the 2025 Goodhue County Community Health Needs Assessment (CHNA). Key findings from the 2025 CHNA include:

- **Mental health and social connection continues to be a growing concern for residents.** In 2024, the average number of mentally unhealthy days for Goodhue County adults was 6 of the past 30 days, an increase from 3.8 days in 2021.
- **The prevalence of chronic disease continues to increase.** 79% of Goodhue County adults are overweight or obese based on their BMI.
- **Youth substance use continues to be a concern, however overdose deaths have decreased.** In 2025, 3 people died of a drug overdose, down from 14 in 2021.

A copy of this needs assessment can be found at [goodhuecountymn.gov/chna/](https://goodhuecountymn.gov/chna/).

The Community Health Improvement Plan (CHIP) is led by Goodhue County Health and Human Services (GCHHS) as required by Minnesota law (Statute 145A) and the Public Health Accreditation Board. The CHIP was created through a collaborative planning process between GCHHS and the

community. It shows the community's promise to make Goodhue County healthier by supporting and focusing resources on important health priorities.

## Three chosen priorities for 2026-2028 are:



Support Mental Wellbeing through Mental Health Care and Social Connection



Prevent Chronic Health Conditions through Active Living and Healthy Eating



Address Chemical Health in Youth and Reduce Overdose Deaths

The Goodhue County Community Health Assessment Committee is responsible for leading this work. The health priorities were chosen using feedback from community members, local organizations, and other key partners. Data from the 2025 CHNA guided these discussions and helped shape the strategies included in the CHIP.

This plan focuses on improving the community's health together and achieving the Community Health Assessment Committee's vision: making sure everyone has a fair chance to live their healthiest life - physically, socially, mentally, spiritually, economically, environmentally, at work, and through learning.

# Goodhue County, Minnesota



This Community Health Improvement Plan is about improving the health of all community members in the geographic area of Goodhue County, which is located in Southeast Minnesota.

**Goodhue County’s estimated population is 48,035 (County Health Rankings), an increase of about 1% since the 2020 Census.**

According to the 2025 County Health Rankings,

- 90.7% of the population is Non-Hispanic White
- 4.2% is Hispanic
- 1.5% is American Indian and Alaskan Native
- 1.4% is Black or African American
- 0.8% is Asian, and
- 0.1% is Native Hawaiian/Other Pacific Islander

**Goodhue County has 10 cities and 21 townships.** The county is on the Highway 52 corridor between the Twin Cities and Rochester, and includes the towns of Cannon Falls, Zumbrota, and Pine Island. The Mississippi River town of Red Wing, on U.S. Highway 61 is the county seat. Other rural communities include Goodhue, Kenyon, Wanamingo, Bellechester, Dennison, and Lake City. Most of Lake City and Pine Island are in neighboring counties.

**Households with children under 18 make up 25% of households in Goodhue County.**

School districts include Cannon Falls, Goodhue, Kenyon-Wanamingo, Red Wing, and Goodhue County Education District, plus portions of other school districts including Zumbrota-Mazeppa, Pine Island, and Lake City. (ACS, 2020-2024)

**A major demographic shift is underway; our population is aging.**

In 2018, children aged 0-14 were outnumbered by retirees aged 65 and older for the first time in Goodhue County’s history, according to State Demographic Center estimates. The State Demographics Center projects that by 2028, 23% will be 65 and older.

**An estimated 9% of the population in Goodhue County lives below the poverty line,**

and households in Goodhue County had a median income of \$84,171, slightly lower than the state at \$87,117. (ACS, 2020-2024)

**Goodhue County has 780 square miles, much of it prime farmland in active production.**

Outside of agriculture, the economy of Goodhue County is specialized in manufacturing, and other large large industries including health care and retail. Goodhue County is expected to see a labor force decline from 2025 to 2035. (Minnesota DEED County Profile, 2024)



## MAPP Overview

The Community Health Assessment Committee used the **Mobilizing for Action through Planning and Partnerships (MAPP) 2.0** model to create this Community Health Improvement Plan (CHIP). MAPP is a community-based planning process that helps improve health. Led by public health leaders, it helps communities think strategically, set priorities, and find resources to address important health issues. MAPP is interactive and helps make local public health systems more effective and efficient. These systems include all the public, private, and voluntary entities that work to support the community's health and wellbeing.

The CHIP focuses on Phase 3 of the MAPP process, called Continuously Improve the Community. This phase provides a plan for setting health priorities, creating shared goals, using data to guide actions, and building a system to track and measure progress on CHIP priorities.

# Aligning with State and National Frameworks

**Hospital quality metrics** are standards used to measure how well hospitals care for patients. They look at staffing levels, whether patients received the recommended treatment for their condition, and patient feedback about the care they received while in the hospital.

**Minnesota’s 2025-2029 Statewide Health Improvement Framework has three health priorities:**

- Belonging, wellbeing, and substance use prevention
- Health and housing
- Equitable access and care

**Healthy People 2030** identifies national public health priorities. It provides 10-year, measurable public health objectives.

**2026-2028 Goodhue County CHIP Indicators are aligned with Healthy People 2030 Objectives.**



Reduce the suicide rate



Reduce the proportion of children and adolescents with obesity

Increase control of high blood pressure in adults



Reduce overdose deaths



Reduce the proportion of families that spend more than 30% of income on housing

*National data and evidence-based resources can be found online at [health.gov/healthypeople](https://health.gov/healthypeople).*

An aerial photograph of a rural landscape. A paved road curves through lush green fields. In the distance, there are farm buildings, including a large red barn and several silos. The horizon is flat with more greenery under a clear blue sky.

## Process for Determining Priority Health Issues

Goodhue County Health and Human Services (GCHHS) and Mayo Clinic Health System (MCHS) have worked together for many years on community health assessment and improvement planning. In 2025, they began working more closely with Three Rivers Community Action to align assessment timelines. They will continue working together to create shared reports that meet the requirements for local public health, hospital systems, and community action agencies.

With these strengthened partnerships, the Community Health Assessment Core Group and additional partners reviewed data from the top three health issues in the 2025 CHNA, discussed the work already happening in our community, and organized the work into strategies.

# Implementation and Monitoring of the Plan

The action plans in the appendices of this document list the strengths and resources that will be used to address each health priority. These can include things like strong community connections, local coalitions, and social support, as well as resources such as the hospital system’s plans to meet health needs. Each action plan also explains the roles of the local health department and other community partners. In the action plan tables, one column lists a “**Strategy Lead**” for each activity.

- The local health department, Goodhue County Health and Human Services, will share the action plans with strategy leads to update on an annual basis.
- Strategy leads will update the Action Plan for each strategy they are responsible for. They will provide progress notes to show how the work is going and share the most recent data available to measure results. Strategy Leads may also add, change, or remove activities as needed.
- Goodhue County Health and Human Services staff will create an annual report for the Community Health Assessment Committee. The CHIP Annual Report will share the changes, progress notes, pictures, and most recent data on performance measures and indicators.

*The full action plans and activities can be found at [goodhuecountymn.gov/chip/](https://goodhuecountymn.gov/chip/)*



#1

# Support Mental Wellbeing through Mental Health Care and Social Connection

## Overview

Mental Health and Mental Disorders was the top health issue identified in the 2025 Community Health Needs Assessment (CHNA), and Social Isolation and Discrimination was #10. Access to mental health care and feeling connected and included in community both affect mental wellbeing. Barriers such as cost, transportation, stigma, limited providers, lack of education, racism, bullying, and community connections made this a priority health issue.

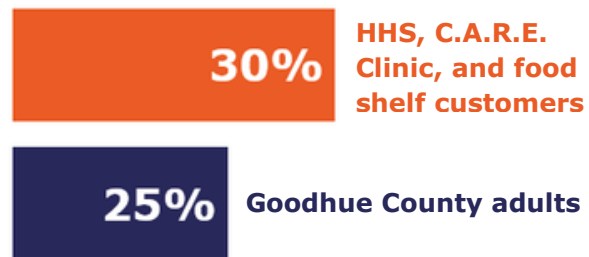
## Why this is important

Making sure that everyone can receive mental health care and feel socially connected can improve both lives and communities. Removing barriers to services and supports can significantly lower the risk of suicide, legal problems,

family conflict, unemployment, and substance use. Positive relationships at home, at work, and in the community can have a major impact on a person’s health and wellbeing, but some people don’t get the support they need.

The percentage of people who **delayed mental health care in the past year**

*(Goodhue County CHNA Survey, 2024)*



**710:1** The ratio of the population to mental health providers in Goodhue County,

compared to 260:1 in Minnesota

*(County Health Rankings, 2025)*

The **average number of mentally unhealthy days** for **Goodhue County adults** was **6 out of 30 days.**

This is an increase from 3.8 days in 2021 and 2.5 days in 2015.

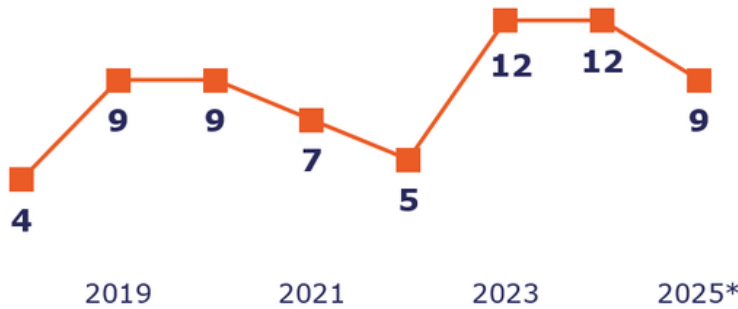
For **Goodhue County Health & Human Services, C.A.R.E. Clinic, and food shelf customers**

surveyed in 2024, it was **8.5 out of 30 days.** This is a decrease from 9.1 out of 30 days in 2021.

*(Goodhue County CHNA Survey, 2024)*

**Suicide deaths among Goodhue County residents have increased since 2018**

(Olmsted County Public Health Services, 2026)  
\*preliminary data



**Suicide was the #10 cause of death in Goodhue County from 2021-2025.** The age-adjusted mortality rate for 2021-2025 showed **people died at higher rates in Goodhue County (18 per 100,000) than in Southeast Minnesota overall (14 per 100,000).**

(Olmsted County Public Health Services, 2026)

**63%** of Goodhue County adults usually or always get the social and emotional support they need. This is a decrease from 71% in 2021.

**51%** of HHS, CARE Clinic, and food shelf customers usually or always get the social and emotional support they need. This is an increase from 46% in 2021.  
(Goodhue County CHNA Survey, 2024)



**1 in 4 (25%)** of Goodhue County students reported feeling like adults in their community don't care about them at all or care very little. This is a decrease from 35% in 2022.

(MSS, 2025; 2022 MSS Data compiled by Olmsted County Public Health Services, 2024)

**What we're going to do about it**

**Result 1:** All community members have access to mental health supports and know how to use them

**Indicators:**

- Percentage of people who delayed mental health care in the past year
- Average number of mentally unhealthy days
- Suicide (number and rate)
- Mental health provider ratio

**Strategies:**

- Provide suicide prevention trainings and community education programs
- Expand peer-led groups
- Increase access and utilization of mental health providers

**Result 2:** All community members feel connected and valued by others

**Indicators:**

- Percent of Goodhue County students who feel that adults in their community care about them
- Percent of adults who usually or always get the social or emotional support they need

**Strategies:**

- Educate the community about Positive Childhood Experiences, chronic stress, and resilience
- Support and expand the Honoring Dakota Project

The full action plan and activities can be found online at [goodhuecountymn.gov/chip/](http://goodhuecountymn.gov/chip/)

# #2

## Prevent Chronic Health Conditions through Active Living and Healthy Eating

### Overview

Chronic Health Conditions, including overweight, obesity, diabetes, heart disease, and stroke, was the #2 health issue identified in the 2025 Community Health Needs Assessment (CHNA), and Nutrition and Healthy Eating was the #7. These conditions affect many people and are some of the leading causes of death in the United States. Many of them can be prevented by managing risk factors like high blood pressure and high cholesterol through eating healthy, regular physical activity, and medical care.

### Why this is important

Making sure that everyone has access to affordable, healthy food and safe places to exercise can improve their long-term health and wellbeing. Removing barriers like the cost or not knowing how to prepare healthy foods, and designing

communities to support physical activity can lower the risk of experiencing a chronic health condition.

In Goodhue County, 1 in 5 adults (21%) said they have faced barriers getting fruits and vegetables, and more than half (55%) of HHS, CARE Clinic, and food shelf customers reported the same problem. The most common reason was the cost of fruits and vegetables. Also, 18% of adults said they sometimes or often worry about having enough money to buy food. This is a big increase from 9% in 2021 and 6% in 2018 (*Goodhue County CHNA Survey, 2024*).

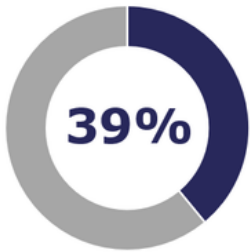
Among Goodhue County students, fewer than 1 in 5 (18%) eat the recommended 5 or more servings of fruit and vegetables each day. More than half (57%) said they drank at least 1 sugary drink four or more times in the past week (*MSS, 2025*).



**Nearly 2 in 5 Goodhue County residents (39%; 16,970 residents) have a high blood pressure diagnosis or 2 or more elevated blood pressure values, compared to 30% of Minnesotans**  
*(MN EHR Consortium, 2026)*

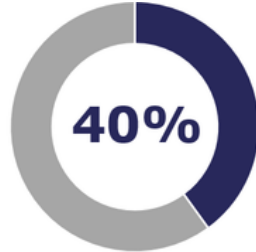


Nearly **8 in 10 Goodhue County adults** (79%) are categorized as **overweight or obese**, based on BMI\*



are **overweight**, an increase from 34% in 2021

*(Goodhue County CHNA Survey, 2024)*



are **obese**, an increase from 35% in 2021



More than **1 in 4 Goodhue County students** (28%) are **overweight or obese** based on BMI\*. This is a decrease from 34% in 2022, and similar to the State average (26%)

**15%**  
are  
**overweight**

**13%**  
are  
**obese**

*(MSS, 2025; 2022 MSS Data compiled by Olmsted County Public Health Services, 2024)*

## What we're going to do about it

**Result:** All community members have access to healthy, nutritious foods and physical activity-friendly communities

### Indicators:

- Percent of Goodhue County adults with high blood pressure
- Percent of Goodhue County students and adults who are obese (based on BMI)

### Strategies:

- Support physical activity through Safe Routes to School and active transportation plans
- Expand access to nutritious foods through community-based programs

*\*Body Mass Index (BMI) is not a perfect way to measure body fat or indicate health risks because it does not consider differences between racial/ethnic groups, sexes, genders, and ages. However, it is widely used as a screening tool and the only measure available at this time.*

The full action plan and activities can be found online at [goodhuecountymn.gov/chip/](http://goodhuecountymn.gov/chip/)



#3

## Address Chemical Health in Youth and Reduce Overdose Deaths

### Overview

Drug and Alcohol Use was the #3 health issue identified in the 2025 Community Health Needs Assessment (CHNA). Substance use disorders are connected to many health problems, and overdoses can lead to emergency room visits and death. Supporting and educating youth about substances helps prevent substance use problems later in life. However, it's important to continue addressing the serious and immediate risks of drug and alcohol use to prevent more people from dying. Using both prevention and harm reduction approaches can help build a healthier, stronger community.

### Why this is important

The younger a person is when they start using alcohol or drugs, the higher their risk of misuse or addiction is later in life. Prevention and early intervention can lower the impact of

substance use in Goodhue County. Substance use disorders can make everyday life difficult, and affect a person's ability to work, connect with family, and meet daily responsibilities. Educating and supporting youth to prevent drug use can lead to better health and social outcomes later in life.

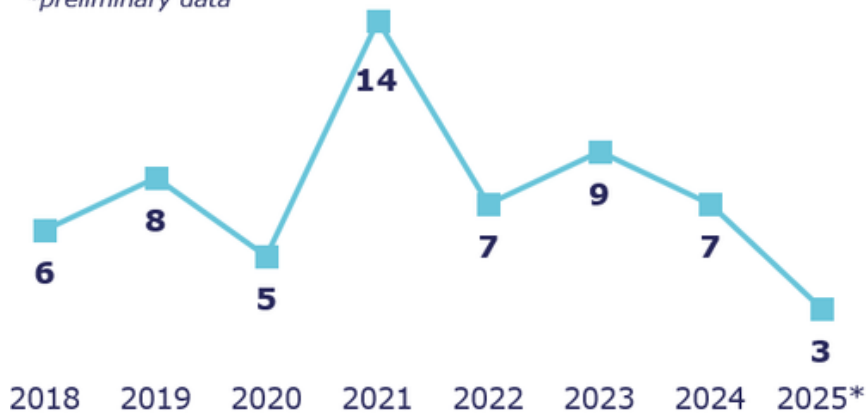
According to the Minnesota Department of Health, Naloxone has played a big role in reducing the number of overdose deaths from opioids like fentanyl. Naloxone is a life-saving medication that can reverse the effects of an opioid overdose.

Overdose deaths can be prevented. For every overdose death, there are many nonfatal overdoses that still cause emotional stress. Saving someone from a fatal overdose can be the first step toward connecting them to treatment, services, and the support they need to help address their substance use disorder.

**2%** of **Goodhue County 11<sup>th</sup> graders** reported **using prescription drugs without a doctor's prescription or differently than prescribed** in the past year (*MSS, 2025*)

**Overdose deaths among Goodhue County residents have decreased since 2021**

(Olmsted County Public Health Services, 2026)  
\*preliminary data



**14%** of 11<sup>th</sup> graders

**8%** of 9<sup>th</sup> graders

in Goodhue County reported **drinking alcohol in the past year**. This is down from 32% of 11<sup>th</sup> graders and 24% of 9<sup>th</sup> graders in 2022

(MSS, 2025; 2022 MSS Data compiled by Olmsted County Public Health Services, 2024)

**What we’re going to do about it**

**Result 1:** Youth stay substance free

**Indicators:**

- Percent of 9<sup>th</sup> and 11<sup>th</sup> graders who report drinking alcohol in the past year
- Percent of 11<sup>th</sup> graders who report using prescription drugs without a doctor’s prescription or differently than prescribed

**Strategies:**

- Educate students, caregivers, and educators on substances, risk factors, and protective factors
- Expand access to youth mentoring programs
- Reduce barriers for youth to participate in healthy activities

**Result 2:** All community members know how to prevent fatal overdoses

**Indicator:**

- Number of overdose deaths in Goodhue County

**Strategies:**

- Expand knowledge about opioids and harm reduction through community education
- Increase access to harm reduction materials (Naloxone, fentanyl test strips, xylazine test strips)

The full action plan and activities can be found online at [goodhuecountymn.gov/chip/](http://goodhuecountymn.gov/chip/)



# Legacy Health Priority

## Advocate for More Housing

### Overview

Housing and Homes was the #4 health issue identified in the 2025 Community Health Needs Assessment (CHNA). Having more entry-level or “workforce” housing allows people like teachers, restaurant servers, and nurses to live closer to their jobs. This creates a stronger, more reliable workforce which is good for local businesses and the local economy.

City of Red Wing needs an additional:

**239**

workforce

**239**

subsidized

**295**

market rate

**housing units by 2035** to meet demand

*(Comprehensive Housing Needs Analysis for the City of Red Wing, Minnesota, 2025)*



**Nearly half of renters in Goodhue County (46%) spent more than 30% of their income on housing** in the past year. This means they were considered “cost-burdened”  
*(ACS, 2020-2024)*

**\$18.58 an hour**

(about \$38,640 a year)

is the **income a renter in Goodhue County needs** to avoid being cost-burdened, based on the median monthly gross rent of \$966  
*(ACS, 2020-2024)*

**3.5%** **Rental vacancy rate** in Goodhue County. The vacancy rate should be 5% to meet demand.  
*(ACS, 2020-2024)*

### What we’re going to do about it

**Result:** Everyone, regardless of income and background, will have a safe, stable, and healthy place to live

#### Indicators:

- Percent of renters in Goodhue County spending more than 30% of their income on housing
- Rental vacancy rate
- Number of market rate and workforce housing units developed

#### Strategies:

- Advocate for additional workforce and supportive housing units
- Use local data and stories to demonstrate the need for new workforce housing units to support local businesses
- Remove barriers to new housing through zoning updates

*The full action plan and activities can be found online at [goodhuecountymn.gov/chip/](http://goodhuecountymn.gov/chip/)*

## List of Annexes

The full action plans and activities can be found at [goodhuecountymn.gov/chip/](https://goodhuecountymn.gov/chip/)

Action Plan #1

**Support Mental Wellbeing through Mental Health Care and Social Connection**

Action Plan #2

**Prevent Chronic Health Conditions through Active Living and Healthy Eating**

Action Plan #3

**Address Chemical Health in Youth and Reduce Overdose Deaths**

Legacy Priority Action Plan

**Advocate for More Housing**

## Community Health Assessment (CHA) Committee Members

**Nicolle Mechelke**, United Way of Goodhue, Wabasha & Pierce Counties

**Kyle Klatt**, City of Red Wing

**Kelly Braaten**, South Country Health Alliance

**Sara Kern**, HOPE Coalition

**Bryan Soper**, Red Wing YMCA

**Jackie Sill**, Workforce Development, Inc.

**Jenny Larson**, Three Rivers Community Action

**Laura Sand Prink**, Sand Prink Consulting, LLC

**Tiffany Tieman**, Red Wing Housing and Redevelopment Authority

**Kurt Keena**, Red Wing Housing and Redevelopment Authority

**Stephanie Olson**, Mayo Clinic Health System

**Lynn Price**, Blue Cross Blue Shield MN

**Julie Malyon**, C.A.R.E. Clinic

**Susan Johnson**, Goodhue County Health & Human Services Board

**Kris Johnson**, Goodhue County Health & Human Services

**Abby Villaran**, Goodhue County Health & Human Services - Social Services Division

**Levi Dahling**, Goodhue County Health & Human Services - Public Health Division

**Krista Early**, Goodhue County Health & Human Services - Public Health Division

**Ruth Greenslade**, Goodhue County Health & Human Services - Public Health Division

**Jill Ekstrom**, case aide, Goodhue County Health & Human Services - Public Health Division

**Josh Smith**, facilitator, Goodhue County Health & Human Services - Public Health Division

*The CHA Committee thanks the numerous other community members and partners who participated in the development of this plan and who will help move the work forward.*





## Partnering for the health of Goodhue County, Minnesota



# Priority Health Issue 1: Support Mental Wellbeing through Mental Health Care and Social Connection

## Assets / Resources:

Several organizations are currently providing or are interested in expanding mental health supports and social connection in Goodhue County, such as NAMI Southeast MN, the SE MN SPARK Coalition, the Minneapolis VA Health Care System, Fernbrook Family Center, Hiawatha Valley Mental Health Center, Mayo Clinic Health System, Mobile Crisis, Goodhue County Health and Human Services, Goodhue County SHIP, United Way of Goodhue, Wabasha & Pierce Counties, Workforce Development Inc., and the Partnership for Children, Youth, and Families of Goodhue County. Many of these organizations are looking at both evidence-based and innovative ways of increasing access to training, education, therapy, group supports and making systems-level changes to improve the community's mental health. Businesses are a resource to provide education and ensure workers are aware of community services and supports.

## Challenges / Barriers:

Challenges and barriers include stigma and public perception, cost of services, lack of mental health education and awareness of signs of mental illness, lack of awareness of existing resources available, complicated eligibility, insurance, and intake process, and workforce recruitment barriers (such as low insurance reimbursements, low wages, credentialing challenges, competing with Twin Cities and Rochester, and no local 4-year college).

## Collaborative Partnerships:

The Mental and Chemical Health Coalition of Goodhue County formed in 2018 to improve mental health and reduce duplication. It is convened by the Community Health Assessment Committee, Partnership for Children, Youth, and Families of Goodhue County, Goodhue County SHIP, Mayo Clinic Health System, Fernbrook Family Center, Hiawatha Valley Mental Health Center, NAMI SE MN, RIPple Drug Education & Awareness, C.A.R.E. Clinic, and University of Minnesota Extension. This coalition, in collaboration with other groups, will be essential in moving the strategies laid out in this plan forward.

The Honoring Dakota Project is a Dakota-led nonprofit organization that is addressing social connection through a process of community conversations and events that provide education, build relationships, and create a space for healing.

## Action Plan Overview:

<b>Result:</b> All community members have access to mental health supports and know how to use them			
<b>Indicator(s):</b>			
<ul style="list-style-type: none"> <li>Percentage of people who delayed mental health care in the past year</li> <li>Average number of mentally unhealthy days</li> <li>Suicide (number and rate)</li> <li>Mental health provider ratio</li> </ul>			
Strategies	Timeframe	Strategy lead	Performance measures (how much, how well, is anyone better off?)
Suicide Prevention Training and Community Education Programs	2026-2028	Mental and Chemical Health Coalition	<i># participants</i>  <i>#/% trainings that incorporate Mobile Crisis and 988</i>  <i>% participants who use training to connect people to mental health care</i>
Peer-led Groups	2026-2028	NAMI SE MN	<i># new groups created</i>  <i>% new groups sustained</i>  <i>% reported the support group helped them have hope for the future</i>
Increase access and utilization of mental health providers	2026-2028	Blue Cross Blue Shield MN, South Country Health Alliance	<i># of specialty provider groups added</i>  <i>% increase in telehealth claims</i>

<b>Result:</b> All community members feel connected and valued by others			
<b>Indicator(s):</b>			
<ul style="list-style-type: none"> <li>Percent of Goodhue County students who feel that adults in their community care about them</li> <li>Goodhue County adults who usually or always get the social and emotional support they need</li> </ul>			
Strategies	Timeframe	Strategy lead	Performance measures (how much, how well, is anyone better off?)
Support and expand the Honoring Dakota Project	2026-2028	Honoring Dakota Project	<i># of people who attend events</i>
Educate the community about Positive Childhood Experiences	2026-2028	Partnership for Children, Youth, & Families of Goodhue County	<i># of people trained</i>  <i>% of people trained who report an increase in knowledge</i>

**Priority Health Issue: Support Mental Wellbeing through Mental Health Care and Social Connection**

**Result: All community members have access to mental health supports and know how to use them**

**Indicator(s):**

- Percent of people who delayed mental health care in the past year
- Average number of mentally unhealthy days
- Suicide (number and rate)
- Mental health provider ratio

**Strategy: Suicide Prevention Training/Community Education Programs**

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Create and share a reference sheet of trainers, curriculum, education resources, and coalitions	2026	GCHHS; Mental & Chemical Health Coalition		
Identify target audiences that need these type of trainings.	2026-2028	Varies (Mental & Chemical Health Coalition, Lake City Suicide Prevention Coalition, SE MN SPARK Coalition)	<p><b># target audiences identified</b></p> <p><b>% potential target audiences engaged</b></p>	
Identify existing trainers able to present existing trainings. Recruit and train additional trainers as needed to reach target audience(s).		Varies (Mental & Chemical Health Coalition, Lake City Suicide Prevention Coalition, SE MN SPARK Coalition)	<p><b># total trainers (by type of training)</b></p> <p><b># new trainers trained (by type of training)</b></p> <p><b>% new trainers who use their training</b></p>	

<p>Incorporate 988 and Mobile Crisis into trainings by providing information to new and existing trainers.</p>	<p>2026-2028</p>	<p>Varies (Mental &amp; Chemical Health Coalition, Lake City Suicide Prevention Coalition, SE MN SPARK Coalition)</p>	<p><b><i># trainers receiving information about SERCC and Mobile Crisis</i></b></p> <p><b><i>% trainers who use information about SERCC and Mobile Crisis in trainings</i></b></p> <p><b><i># participants at trainings that incorporate SERCC and Mobile Crisis</i></b></p> <p><b><i>#!/% trainings that incorporate SERCC and Mobile Crisis</i></b></p>	
<p>Develop marketing materials and promote new and existing trainings to target audiences.</p>	<p>2026-2028</p>	<p>Varies (Mental &amp; Chemical Health Coalition, Lake City Suicide Prevention Coalition, SE MN SPARK Coalition)</p>	<p><b><i># people reached by marketing materials</i></b></p>	
<p>Offer trainings and education sessions in the community</p>	<p>2026-2028</p>	<p>Varies (Mental &amp; Chemical Health Coalition, Lake City Suicide Prevention Coalition, SE MN SPARK Coalition)</p>	<p><b><i># trainings</i></b></p> <p><b><i># participants</i></b></p> <p><b><i>% participants who use training to connect people to mental health care</i></b></p> <p><b><i>Additional evaluation measures by type of training</i></b></p>	
<p>Host a youth-led health education podcast with local experts to provide youth with accurate</p>	<p>2026</p>	<p>Dr. Seth Gregory, MD; RiseUp Partnership</p>	<p><b><i>% listeners reporting an increase in knowledge</i></b></p>	

medical information and build trust in healthcare and public health leaders				
---	--	--	--	--

**Strategy: Peer-led Groups**

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Identify existing groups in Goodhue County that <b>connect individuals with mental health and substance use disorders with peers</b> that have lived experience to facilitate a sense of connectedness and belonging and <b>normalize protective factors for suicide such as help-seeking, reaching out, and adaptive coping.</b>	2026-2028	GCHHS;	<i># existing groups identified</i>	
Identify potential peer leaders and build capacity (e.x. necessary training from NAMI, or <a href="#">Refocus Recovery Group CPRS (Certified Peer Recovery Specialist Training</a> or Certified Peer Support Specialist Training)	2026-2028	HVMHC; NAMI SE MN	<i># potential peer support workers identified</i>  <i># peer support workers trained</i>	

Support creation of additional <a href="#">NAMI Connection, Family Support, and Dual Diagnosis Groups</a> and other groups in Goodhue County and sustain them. Create a Family Support group for parents/caregivers of youth under 21 with mental illness.	2026-2028	NAMI SE MN; Lake City Suicide Prevention Coalition	<p><b><i># new groups created</i></b></p> <p><b><i># people attending groups</i></b></p> <p><b><i>% new groups sustained</i></b></p> <p><b><i>% reported the support group helped them have hope for the future</i></b></p>	
Promote new and existing groups in Goodhue County	2026-2028	Goodhue County Local Advisory Council; Mental & Chemical Health Coalition of Goodhue County; NAMI SE MN; Lake City Suicide Prevention Coalition	<b><i># people reached by promotion materials</i></b>	
Use findings and recommendations from the Local Advisory Council's needs assessment to inform mental health and suicide prevention work in Goodhue County	2026-2028	GCHHS; NAMI SE MN	<p><b><i># LAC members</i></b></p> <p><b><i># LAC meetings held</i></b></p>	
Recruit people with lived experience and professionals to serve on the Local Advisory Council	2026	GCHHS; NAMI SE MN	<b><i># of new LAC members</i></b>	

**Strategy: Increase access and utilization of mental health providers**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Increase the number of telehealth mental health and substance use providers that are in-network	2026-2027	Blue Cross Blue Shield MN	<i># of specialty provider groups added (goal: 2/year)</i>	
Promote new specialty providers on website, at events, and on member materials	2026-2027	Blue Cross Blue Shield MN		
Promote telehealth mental health options to members through social media, newsletters, mailings, website, etc. to increase awareness	2026-2028	South Country Health Alliance	<i>% increase in telehealth claims (per member per year; goal: 5%)</i>	

**Priority Health Issue: Support mental wellbeing through mental health care and social connection**

**Result: All community members feel connected and valued by others**

**Indicator(s):**

- Percent of Goodhue County Students who feel that adults in their community care about them.
- Goodhue County adults who usually or always get the social and emotional support they need

**Strategy: Support and expand the Honoring Dakota Project**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Hold monthly Community Crafting Circles	2026-2028	Honoring Dakota Project	<i># of people who attend crafting circles</i>	

Hold a series of community engagement events at various locations throughout Red Wing	2026-2028	Honoring Dakota Project	<i># of attendees</i>	
Educate youth about Dakota culture	2026-2028	Honoring Dakota Project		

**Strategy: Educate the community about Positive Childhood Experiences, chronic stress, and resilience**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Develop a Community of Practice of trainers and others interested in being trained	2026-2028	Partnership for Children, Youth, & Families of Goodhue County	<i># of people trained as presenters</i>	
Identify target audiences	2026-2028	Partnership for Children, Youth, & Families of Goodhue County; GCHHS Deputy Director	<i>% of target audiences engaged in training</i>	
Create a poster/social media posts to advertise education opportunities	2026-2028	Partnership for Children, Youth, & Families of Goodhue County		
Offer education to the community	2026-2028	Partnership for Children, Youth, & Families of Goodhue	<i># of people trained</i>	

		County; GCHHS Deputy Director	<b><i>% of attendees who report an increase in knowledge</i></b>	
Promote the implementation of self-regulation techniques ( <i>Calm Classroom, breathing exercises, etc.</i> )	2026-2028	Partnership for Children, Youth, & Families of Goodhue County		

# Priority Health Issue 2: Prevent Chronic Health Conditions through Active Living and Healthy Eating

## Assets / Resources:

Existing relationships and collaboration between food shelves, local nonprofits, city staff, county staff, school leaders, and MN Dept. of Transportation reflect a strong dedication to increasing access to healthy food and designing communities that support physical activity. Assets and resources include the Goodhue County Food Access Network, Community Garden/Food Rx coalition, Safe Routes to Schools (SRTS) Teams, and Cannon Falls Active Transportation Team.

## Challenges / Barriers:

Challenges and barriers include the cost and availability of healthy foods like fruits and vegetables, cost of fitness programs, gym memberships, and youth extracurricular activities, and residents having to choose between buying food or paying for utilities or housing. Another major challenge is existing community infrastructure that limits opportunities for active transportation.

## Collaborative Partnerships:

Statewide Health Improvement Partnership, Red Wing Food Shelf, C.A.R.E Clinic, Mayo Clinic Health System, SRTS Teams, and the Kenyon and Cannon Falls Active Transportation teams.

## Action Plan Overview:

<b>Result:</b> Everyone has access to healthy, nutritious food and physical activity-friendly communities			
<b>Indicator(s):</b>			
<ul style="list-style-type: none"> <li>Percent of Goodhue County adults with high blood pressure</li> <li>Percent of Goodhue County students and adults who are obese (based on BMI)</li> </ul>			
Strategies	Timeframe	Strategy lead	Performance measures ( <i>how much, how well, is anyone better off?</i> )
Support physical activity through Safe Routes to Schools and active transportation plans	2026-2028	Goodhue County SHIP; MNDOT	<i>% of schools in Goodhue County with a Safe Routes to Schools plan</i>  <i>% of Safe Routes to Schools recommendations implemented</i>  <i>% of students with Safe Routes % of students at schools with plans that walk, bike, or roll to school</i>
Expand access to nutritious foods through community-based programs (ex. Food Rx and community gardens)	2026-2028	Goodhue County SHIP; Goodhue County Food Access Network	<i># of community gardens started</i>

**Priority Health Issue: Prevent Chronic Health Conditions through Active Living and Healthy Eating**

**Result: All community members have access to healthy, nutritious food and physical activity-friendly communities**

**Indicator(s):**

- Percent of Goodhue County adults with high blood pressure
- Percent of Goodhue County students and adults who are obese

**Strategy: Support physical activity through Safe Routes to School and active transportation plans**

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Strengthen the implementation of Safe Routes to Schools/Parks plan recommendations	2026-2028	Goodhue County SHIP; MNDOT; Safe Routes Partnership	<p><i><b>% of schools in Goodhue County with a SRTS plan</b></i></p> <p><i><b>% of SRTS recommendations implemented</b></i></p> <p><i><b>% of students at schools with plans that walk, bike, or roll to school</b></i></p> <p><i><b># of park and trail master plans in Goodhue County communities</b></i></p>	
Expand cultural representation on SRTS teams	2026-2028	Goodhue County SHIP		
Support the creation of active transportation plans	2026-2028	Goodhue County SHIP; MNDOT; Varies by community	<p><i><b># of active transportation plans</b></i></p>	

**Strategy:** Expand access to nutritious foods through community-based programs (ex. Food Rx and community gardens)

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Support community-based agriculture through community gardens	2026-2028	Goodhue County SHIP; Mayo Clinic Health System	<p><i># of accessible gardens used at Red Wing Community Garden</i></p> <p><i># of community gardens started or improved</i></p> <p><i>% of participants reporting increased gardening knowledge</i></p> <p><i>% of participants reporting increased fruit/vegetable intake</i></p>	
Promote healthy eating through Food Rx	2026-2028	Goodhue County SHIP; CARE Clinic; Mayo Clinic Health System	<p><i># of partnerships created between healthcare providers and food system</i></p> <p><i># of participants redeeming food prescriptions</i></p>	
Host a youth-led health education podcast with local experts to provide youth with accurate medical information and build trust in healthcare and public health leaders	2026	Dr. Seth Gregory, MD; RiseUp Partnership	<p><i>% listeners reporting an increase in knowledge</i></p>	

## **Priority Health Issue 3: Address Chemical Health in Youth & Reduce Overdose Deaths**

### **Assets / Resources:**

Goodhue County has many opportunities for youth to participate in healthy activities that support building strong connections and staying substance free. Programs like RiseUp Partnership, 4-H, athletics, faith-based groups, and more are already serving youth in our county and providing them with substance-free opportunities to engage with their peers and caring adults.

In 2025, the Goodhue County Opioid Settlement Advisory Council allocated settlement funds to support the expansion of a youth-led substance use prevention program, community education about opioids and fentanyl, and increased access to free harm reduction supplies like Naloxone, fentanyl test strips, and xylazine test strips.

### **Challenges / Barriers:**

The recent legalization of cannabis in Minnesota presents a challenge as there is limited information about how cannabis impacts fetal brain development, nursing, and adolescent mental health. Another challenge is that there is still a significant amount of stigma around drug use and recovery. Harm reduction methods are becoming more known and accepted within the community, but widespread education and training is still needed. There is also increased access to fentanyl and xylazine as they are often laced in other substances or made into fake prescription pills.

### **Collaborative Partnerships:**

The Mental and Chemical Health Coalition (which is convened by Goodhue County Health & Human Services, Mayo Clinic Health System, Goodhue County Child & Family Collaborative, Fernbrook Family Center, Hiawatha Valley Mental Health Center, University of Minnesota- Extension, C.A.R.E Clinic, Goodhue County SHIP, NAMI SE MN, and RIPple Drug Education & Awareness) will play a key role in community education and connecting partners and efforts.

Collaborating with youth-serving organizations will also be essential for impacting this priority issue. Youth prevention starts by building protective factors for youth, such as strong connections with caring adults, developing a sense of belonging, and providing opportunities for positive social involvement.

## Action Plan Overview:

**Result:** Youth stay substance free

**Indicator(s):**

- Percent of 9<sup>th</sup> and 11<sup>th</sup> grade students who report drinking one or more alcoholic beverages in the last 30 days.
- Percent of 11<sup>th</sup> grade students who report using prescription drugs without a doctor's prescription or differently than prescribed

Strategies	Timeframe	Strategy lead	Performance measures (how much, how well, is anyone better off?)
Educate students, caregivers, and educators on substances, risk factors, and protective factors	2026-2028	Mental & Chemical Health Coalition of Goodhue County; GCHHS, Common Ground, Goodhue County Education District	<i># of people reached through education campaigns</i>  <i>% of students, caregivers, and educators who report an increase in knowledge about chemical health</i>
Expand access to youth mentoring programs	2026-2028	RiseUp Partnership	<i># of youth who have a mentor</i>  <i>% of youth in mentoring programs that report having a strong connection with their mentor</i>
Reduce barriers for youth to participate in healthy activities	2026-2028	Partnership for Children, Youth, & Families of Goodhue County	<i>\$ given to support youth participating in activities</i>  <i>% of youth who report participating in extracurricular activities</i>

**Result:** All community members know how to prevent fatal overdoses.

**Indicator(s):**

- Number of opioid overdose deaths in Goodhue County

Strategies	Timeframe	Strategy lead	Performance measures (how much, how well, is anyone better off?)
Expand knowledge about opioids and harm reduction through community education	2026-2028	Mental & Chemical Health Coalition of Goodhue County; RIPple Drug Education & Awareness	<i># of people reached through education campaigns</i>  <i>% of participants who report an increased knowledge about opioids and harm reduction</i>
Increase access to Naloxone and fentanyl test strips	2026-2028	RIPple Drug Education & Awareness	<i># of people trained in Naloxone usage</i>  <i># of Naloxone and fentanyl test strips access points in Goodhue County</i>  <i>% of people trained who report knowing where to find and how to use Naloxone.</i>

**Priority Health Issue: Address Chemical Health in Youth & Reduce Overdose Deaths**

**Result: Youth stay substance free**

**Indicator(s):**

- Percent of 9<sup>th</sup> and 11<sup>th</sup> grade students who report drinking one or more alcoholic beverages in the last 30 days
- Percent of 11<sup>th</sup> grade students who report using prescription drugs without a doctor’s prescription or differently than how a doctor told them to use it.

**Strategy: Educate students, caregivers, and educators on substances, risk factors, and protective factors**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Explore grants and other funding opportunities to sustain staff and contracts to focus on youth prevention work	2026-2028	Goodhue County Health & Human Services/ Mental & Chemical Health Coalition	<i># of grants applied for</i> <i># of funds secured</i>	
Recruit, train, and coordinate the paid youth substance use prevention team	2026-2028	GCHHS; Common Ground; Goodhue County Education District, Red Wing Public Schools	<i># of students on team</i>	
Implement substance use prevention activities and campaigns for youth ( <i>Positive Community Norms campaign</i> )	2026-2028	GCHHS; Common Ground; Goodhue County Education District, Red Wing Public Schools	<i>% of students who believe everyone uses substances</i> <i>% of students with accurate perception of risk</i>	

Conduct educational presentations/events for youth, educators, parents/caregivers, and community members on substances, risk factors, and protective factors	2026-2028	GCHHS; Common Ground; Goodhue County Education District, Red Wing Public Schools; SE MN Spark Coalition	<b><i># of attendees to educational events</i></b>	
Utilize screening tools (SBIRT) and early intervention to address substance use in youth	2026-2028	GCHHS; Common Ground; Goodhue County Education District, Red Wing Public Schools	<b><i>#/% of students who access treatment options</i></b>	
Host a youth-led health education podcast with local experts to provide youth with accurate medical information and build trust in healthcare and public health leaders	2026	Dr. Seth Gregory, MD; RiseUp Partnership	<b><i>% listeners reporting an increase in knowledge</i></b>	
Promote cessation and alternatives to suspension programs ( <i>The EX Program, My Life My Quit, etc.</i> )	2026-2028	Goodhue County SHIP	<b><i># of schools promoting programs</i></b>	
Launch a regional Speaking of Cannabis communications campaign	2026	GCHHS	<b><i># social media impressions/clicks</i></b>	
Educate parents, caregivers, and cannabis users about safe storage and the impact of cannabis on brain development and overall health	2026	GCHHS		

**Strategy: Expand access to youth mentoring**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Have meetings with communities outside of Red Wing on starting youth mentoring programs	2026-2028	RiseUp Partnership	<i>% of Goodhue County communities with a mentoring program</i>	
Support alternative mentoring models, such as peer-mentoring, group mentoring, Community Youth Council, Youth on Boards, etc.	2026-2028	RiseUp Partnership, Cannon Falls Treehouse, RecoveryCorps	<i># of youth involved in mentoring</i> <i>% of youth who report they have trusted adults in their life</i>	
Support the recruitment of mentors through paid advertising, employer recruitment, and special events	2026-2028	RiseUp Partnership, Cannon Falls Treehouse	<i># of mentors</i>	

**Strategy: Reduce barriers for youth to participate in healthy activities**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Provide free sober recreation activities for youth	2026-2028	GCHHS; Goodhue County Education District; Red Wing YMCA; Common Ground	<i># of youth attending</i>	
Host a Youth Activity & Resource Fair to showcase the out-of-school programs	TBD	Partnership for Children, Youth, & Families of		

available across Goodhue County		Goodhue County		
Work with partners to explore creating an activity fund to help pay for activity fees, camps, needed equipment, clothing, travel fees, etc.	2026-2028	Partnership for Children, Youth, & Families of Goodhue County	<b><i># of funds available</i></b>	
Work with Mayo Clinic Health System and other partners to secure adequate funding	2026-2028	Partnership for Children, Youth, & Families of Goodhue County	<b><i># of funds available</i></b>	
Develop a system for requesting and receiving funds from this account	TBD	Partnership for Children, Youth, & Families of Goodhue County		
Advertise the funds availability with school and county social workers, as well as youth activity organizations.	TBD	Partnership for Children, Youth, & Families of Goodhue County	<b><i>% of funds used</i></b>	

**Priority Health Issue: Address Chemical Health in Youth & Reduce Overdose Deaths**

**Result: All community members know how to prevent fatal overdoses**

**Indicator(s):**

- Number of opioid overdose deaths in Goodhue County

**Strategy: Expand knowledge about opioids and harm reduction through community education**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Hold community education and awareness sessions about opioids and harm reduction methods.	2026-2028	Mental & Chemical Health Coalition of Goodhue County; RIPple Drug Education & Awareness	<i># of people who attend</i> <i>% of people who report increased knowledge</i>	
Use social media and other advertising methods to distribute key messages	2026-2028	Varies	<i># of social media advertising messages</i> <i># of views</i>	
Conduct a public education campaign on opioids and harm reduction (billboards, public transit, social media, movie theaters, etc.)	2026-2028	RIPple Drug Education & Awareness		
Promote Take Back Day	2026-2028	Mayo Clinic Health System	<i># of messages</i>	

**Strategy: Increase access to harm reduction materials (Naloxone, fentanyl test strips, xylazine test strips)**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Add Naloxone and fentanyl/xylazine test strip access points throughout the county	2026-2028	Mental & Chemical Health Coalition of Goodhue County; RIPple Drug Education & Awareness	<i># of access points added</i> <i># of Naloxone doses stocked</i>	
Provide community trainings on Naloxone usage	2026-2028	Mental & Chemical Health Coalition of Goodhue County	<i># of people trained</i> <i>% of people trained who feel comfortable using Naloxone if needed</i>	
Use ODMAP and other data sources to saturate hot spots with Naloxone and fentanyl test strips.	2026-2028	Mental & Chemical Health Coalition of Goodhue County; RIPple Drug Education & Awareness	<i>% of hotspots identified</i>	

## Priority Health Issue 2: Advocate for More Housing

### Assets / Resources:

Existing relationships and collaboration between local nonprofits, shelter providers, housing developers, Housing and Redevelopment Authorities, city staff, county staff, business leaders, and community housing groups reflect a strong dedication to addressing homelessness and local housing needs. The support of some local government leaders and their use of strategic plans, comprehensive plan updates, and local studies to address housing needs are other assets, providing additional data on community housing needs, future demographic changes, and future demand for housing needs. Dedicated and engaged community members of diverse backgrounds who are passionate about addressing housing needs and advocating for the needs of the homeless population also add to these efforts. Current opportunities for housing and program development are an asset due to large amounts of state and federal funds for housing and enough contractors and vendors.

### Challenges / Barriers:

One challenge to addressing this goal is community pushback and lack of awareness on housing needs. This includes the “Not in my backyard” community opposition that prevents local housing developments from moving forward on a local level. In recent years, this has led to more opposition than community support at City Council/other community meetings regarding new housing developments. Major employers and representation of the local workforce affected by the lack of affordable options should be added to these efforts.

Other challenges and barriers include the high costs of housing development, housing rehabilitation, and program development. With an increase in housing, there will also be an increased need for other community infrastructure to support a growing population including roadways, healthcare, businesses, and other community resources. We will also need more public transportation as housing development moves further from city centers. The high cost of living, high rent, and low wage jobs in the community will continue to be challenges and barriers to be addressed in order for everyone, regardless of income and background to have a safe, stable, and healthy place to live.

### Collaborative Partnerships:

Partnerships with local housing agencies, developers, nonprofits, shelter providers, businesses, and community members will have a large role in this health priority. GCHHS will work with the United Way of Goodhue, Wabasha, & Pierce Counties, business leaders, developers including the HRA's, Habitat for Humanity, and Three Rivers Community Action, housing providers, shelter providers, other nonprofits, city staff from across Goodhue County, and community members.

## Action Plan Overview:

<b>Result:</b> Everyone, regardless of income and background, will have a safe, stable, and healthy place to live			
<b>Indicator(s):</b>			
<ul style="list-style-type: none"> <li>• Percent of cost-burdened renters (spending 30% or more of their income on housing)</li> <li>• Rental vacancy rate (among all units, rental vs owned, rental type)</li> <li>• Number of additional market rate and workforce housing units developed</li> </ul>			
<b>Strategies</b>	<b>Timeframe</b>	<b>Strategy lead</b>	<b>Performance measures (how much, how well, is anyone better off?)</b>
Advocate for additional workforce and supportive housing units	2026-2028	Varies (GCHHS Adult Services Lead Worker, City of RW Public Information and Engagement Officer, RW HRA, Developer, etc.)	<i># partners making public comments</i>  <i>% formally supported opportunities approved</i>  <i># Housing Support units created through formally supported opportunities</i>
Use local data and stories to demonstrate the need for new workforce housing units to support local businesses	2026-2028	City of RW Public Information and Engagement Officer, GCHHS Community Engagement Specialist/Adult Services Team, Red Wing Shoe Company	<i># infographics/stories created and shared</i>
Remove barriers to new housing through zoning updates	2026-2028	City of Red Wing Community Development/Planning Dept	<i># of sites identified for rezoning</i>  <i># of zoning ordinances updated</i>  <i># of dormant sites investigated/activated</i>

**Priority Health Issue: Advocate for more housing**

**Result: Everyone, regardless of income and background, will have a safe, stable, and healthy place to live**

**Indicator(s):**

- Percent of cost-burdened renters (spending 30% or more of their income on housing)
- Rental vacancy rate (among all units, rental vs owned, rental type)
- Number of additional market rate and workforce housing units developed

**Strategy: Advocate for additional workforce and supportive housing units**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Provide opportunities for CHA/CHIP partners to formally support opportunities for additional workforce and supportive housing units – Joint letters of support, public comment	2026-2028	Varies (Developer, RW Public Information and Engagement Officer; RW HRA Executive Director, etc.)	<p><b><i># joint letters of support</i></b></p> <p><b><i># partners making public comments</i></b></p> <p><b><i>% formally supported opportunities approved</i></b></p> <p><b><i># workforce housing units and/or supportive housing units created through formally supported opportunities</i></b></p>	
Send out email updates regarding progress with different developments, opportunities for community conversations, and opportunities to share	2026-2028	Varies (Developer, RW Public Information and Engagement Officer, RW HRA Executive Director, etc.)	<p><b><i># community partners /individual recipients on housing email lists</i></b></p>	

support for project to CHA/CHIP partners.				
Utilize City, HRA, Chamber of Commerce, and Hispanic Outreach staff to introduce Housing Support to landlords via City website, regulatory meetings, and working relationships to increase the number of Housing Support (formerly known as GRH) units.	2026-2028	GCHHS Adult Services Lead Worker, RW HRA, Hispanic Outreach, RW Chamber of Commerce	<b># new Housing Support units</b>	

**Strategy:** Use local data and stories to demonstrate the need for new workforce housing units to support local businesses

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Organize data from local studies that can be used to share with local developers, city officials, the public <ul style="list-style-type: none"> <li>American Community Survey data</li> <li>Goodhue County Housing Study</li> <li>Red Wing Report Cards</li> <li>Local City comp plan goals/community needs?</li> <li>Local shelter/other nonprofit housing related needs/people served?</li> </ul>	2026-2028	City of RW Public Information and Engagement Officer; GCHHS Community Engagement Specialist		
Create and share infographics and stories of how affordable workforce housing can increase recruitment and	2026-2028	GCHHS Adult Services, Community Engagement Specialist, Intern; Local Business Communications Staff	<b># infographics/stories created and shared</b>	

retention of employees for local businesses				
Host business and non-profit roundtable meetings to talk about the needs in our communities.	2026-2028	Red Wing Shoe Company		
<b>Strategy: Remove barriers to new housing through zoning updates</b>				
<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Identify target sites for rezoning to multi-family residential.	2026-2027	City of Red Wing Community Development Department/Planning	<i># sites identified for rezoning</i>	
Update the Zoning Ordinance to provide more opportunities for all types of housing.	2026-2028	City of Red Wing Planning	<i># zoning ordinance updated</i>	
Investigate and activate dormant sites that are ready to develop	2026	City of Red Wing Community Development Department/Planning	<i># of dormant sites investigated/activated</i>	