

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 Red Wing, 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.

As part of the national Opioid Settlement, Goodhue County will be receiving funding for the next 18 years to address the opioid epidemic. A consultant has been hired to assess community needs and wants around how best to use these funds to prevent opioid misuse. Additionally, there are several places, such as pharmacies, where Naloxone is already accessible

Challenges / Barriers:

There is currently no one organization or group in Goodhue County that is focused on youth substance prevention. Previous efforts, such as the Chemical Health Initiative, have disbanded and had mixed success. Agencies have limited capacity and resources to work on this priority health issue.

Another challenge is that there is a significant amount of stigma around drug use. Harm reduction methods are not well-known or accepted within the community. There is also increased access to fentanyl as it is often laced in other substances.

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 and Live Well Goodhue County) is in the best position to address this priority health issue. While chemical health is newly added to this group, they have the structure and partners at the table to make progress on the strategies.

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): <ul style="list-style-type: none"> Percent of 9th grade students who report drinking one or more alcoholic beverages in the last 30 days. Percent of 11th grade students who report using prescription drugs without a doctor's prescription or differently than how a doctor told them to use it. 			
Strategies	Timeframe	Strategy lead	Performance measures (<i>how much, how well, is anyone better off?</i>)
Educate students, caregivers, and educators on substances, risk factors, and protective factors	2023-2025	The Mental & Chemical Health Coalition of Goodhue County; GCHHS, Midwest Recovery, 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	2023-2025	RiseUp Red Wing	<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	2023-2025	Goodhue County Child & Family Collaborative	<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 (<i>how much, how well, is anyone better off?</i>)
Expand knowledge about opioids and harm reduction through community education	2023-2025	Opioid Settlement Advisory Council	<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	2023-2025	Opioid Settlement Advisory Council	<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>

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Result: Youth stay substance free

Indicator(s): Percent of 9th grade students who report drinking one or more alcoholic beverages in the last 30 days

Percent of 11th 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

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Explore grants and other funding opportunities to hire staff to focus on youth prevention work.	2023-2025	Goodhue County Health & Human Services/ Mental & Chemical Health Coalition	<i># of grants applied for</i> <i># of funds secured</i>	<p>2025: Goodhue County Health & Human Services received funds from the Goodhue County Opioid Settlement Advisory Council (OSAC) to continue expanding the Youth Prevention Specialist work to provide additional services at Tower View and Red Wing High School.</p> <p>Goodhue County Health & Human Services received Cannabis and Substance Use Prevention (CSUP) funding from the Minnesota Dept. of Health in 2025. They are using CSUP funds for youth and community education, safe storage, and providing quit kits to youth.</p> <p>The Opioid Settlement Advisory Council (OSAC) prioritized youth mental health treatment and increasing protective factors for at risk youth in the 2025 grants they awarded to community organizations. For their 2026-2028 community grants, they are prioritizing awareness, reducing stigma, and harm reduction.</p> <p>2024: Goodhue County Health & Human Services, Midwest Recovery, and Goodhue County Education District partnered to hire a Youth Prevention Specialist to create a youth-led team and do substance use prevention work and at River Bluff Education Center.</p>

				<p>Goodhue County Health & Human Services will receive State cannabis funding in 2025 to do youth/community education and compliance work.</p> <p>Hiawatha Valley Mental Health Center (HVMHC) received a grant in May 2024 from Minnesota Dept. of Health to establish a regional coalition in 5 SE MN Counties focused on substance misuse and suicide prevention in 10 – 24 year olds.</p> <p>The Opioid Settlement Advisory Council (OSAC) is prioritizing youth mental health treatment and increasing protective factors for at risk youth in the 2025 grants they are awarding to community organizations.</p> <p>RiseUp Red Wing received a grant from Recovery Corps to establish youth substance use prevention and recovery work in schools.</p> <p>2023: Goodhue County Health & Human Services was awarded an Opioid Epidemic Response Advisory Council (OERAC) grant in partnership with Midwest Recovery and Goodhue County Education District (GCED). A Youth Prevention Specialist and a Community Health Worker will be hired in Spring 2024 using grant funds.</p> <p>HVMHC applied for the Minnesota Community-Based Substance Misuse and Suicide Prevention Coalition grant in March 2024 to establish a regional coalition focused on substance use and suicide prevention in 10 – 24 year olds.</p>
Use evidence-based curriculum and resources like Positive Community Norms Messaging to design presentations, fact sheets, and handouts	2024-2025	GCHHS; Common Ground; Goodhue County Education District	<i># of resources created</i>	<p>2025: Conducted an end of school year focus group and survey with River Bluff students to understand their perception of substance use.</p> <p>Created an application and interviewed youth to be part of the 2nd Youth Prevention Team in October.</p>

				<p>Attended the annual Prevention Sharing Conference in Duluth with 4 River Bluff students.</p> <p>The Youth Prevention Specialist is an active member of Goodhue County's Opioid Settlement Advisory Council.</p> <p>River Bluff has created a partnership with local Licensed Alcohol and Drug Counselors (LADC) from Common Ground to offer services to River Bluff and Tower View students on a regular basis.</p> <p>2024: Conducted an end of school year focus group and survey with River Bluff students to understand their perception of substance use.</p> <p>Created a bead voting system to track the correlation between of students self-reporting mental health and substance use over time. Implemented for the 24-25 school year.</p> <p>Create an application and interviewed youth to be part of the Youth Prevention Team in October. 15 youth applied.</p> <p>Created "quit kits" with tools and resources to support students who are working to stop using substances, primarily nicotine.</p> <p>Attended the annual Prevention Sharing Conference in St. Cloud with 4 River Bluff students.</p> <p>The Youth Prevention Specialist is an active member of Goodhue County's Opioid Settlement Advisory Council.</p> <p>River Bluff will be creating a partnership with local Licensed Alcohol and Drug Counselors (LADC) to offer services to River Bluff students on a regular basis.</p> <p>The Youth Prevention Specialist completed their Certified Prevention Professional training in November.</p>
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<p>Conduct educational presentations/events through schools, community education, faith organizations, and more</p>	<p>2024-2025</p>	<p>GCHHS; Common Ground; Goodhue County Education District</p>	<p><i># of attendees to educational events</i></p>	<p>2025: Creating a greenhouse space for all River Bluff students allowing them to take mental health breaks and connect with nature.</p> <p>Hosted Change the Outcome who gave a presentation to students and staff at River Bluff. Planning on providing same presentation to Tower View in the future.</p> <p>All S.T.A.R. team members have become Narcan trained and certified.</p> <p>The Youth Prevention Specialist participated with the Pine Island Schools Wellness Coordinator to do a Panther Pulse podcast episode and shared his personal experience with substance use to provide education to parents/caregivers and community members.</p> <p>2024: Creating a greenhouse space for all River Bluff students allowing them to take mental health breaks and connect with nature.</p> <p>The Youth Prevention Specialist will be connecting with the Pine Island Schools Wellness Coordinator to do a Panther Pulse podcast episode where he shares his personal experience with substance use and provide education to parents/caregivers and community members.</p> <p>2023: The youth prevention team including the youth prevention specialist, community health worker, licensed alcohol and drug counselor(s), and students funded through the OERAC grant will begin these activities in 2024.</p>

Strategy: Expand access to youth mentoring

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Have meetings with communities outside of Red Wing on starting youth mentoring programs	2024-2025	RiseUp Red Wing; IFOC Chaplain	% of Goodhue County communities with a mentoring program	<p>2025: RiseUp Partnership has met with Red Wing, Lake City, and Cannon Falls to discuss youth mentoring programs.</p> <p>2024: RiseUp Red Wing youth mentoring programs have been discussed in 2 school districts.</p> <p>The chaplain-led youth mentoring program funded by the Mental & Chemical Health Coalition was moved to Pine Island Public Schools.</p> <p>2023: RiseUp Red Wing has not met with communities outside of Red Wing.</p> <p>The Mental & Chemical Health Coalition Conveners approved funding to implement a youth mentoring program focused on elementary and middle school students in Goodhue School District.</p>
Support alternative mentoring models, such as peer-mentoring and group mentoring	2023-2025	RiseUp Red Wing; IFOC Chaplain	# of youth involved in mentoring	<p>2025: 266 youth are involved in RiseUp Red Wing programming in November 2025. 96% of youth participants reported they have at least 3-5 adults they are connected to and can rely on for guidance. 91% of youth participants reported they feel that the community cares about them, which increases their sense of stability for successfully transitioning into adulthood.</p> <p>2024: 289 youth are involved in RiseUp Red Wing mentoring programs in November 2024.</p> <p>The Pine Island youth mentoring program began working with the district in August. Mentors are working closely with the school to identify students who could benefit from the program. In November, the school had identified 3 students and were working on obtaining parent consent.</p>

				2023: 75 youth in RiseUp Red Wing mentoring programs in February 2024.
Support the recruitment of mentors through paid advertising, employer recruitment, and special events	2023-2025	RiseUp Red Wing; IFOC Chaplain	# of mentors	<p>2025: RiseUp Partnership receives a yearly grant from Minnesota Alliance for Volunteer Advancement, focused on the recruitment, training, and retainment of caring and competent mentors for youth and volunteers for youth programs. RiseUp has recruited 3 community volunteers since March 2025.</p> <p>105 community volunteers are involved in RiseUp Partnership mentoring programs. 26 of those volunteers have received one or more types of training.</p> <p>2024: 137 mentors are involved in RiseUp Red Wing mentoring programs in November 2024.</p> <p>The Pine Island youth mentoring program recruited 7 people to provide mentoring services to youth in Pine Island Schools.</p> <p>2023: 50 mentors in RiseUp Red Wing mentoring programs in February 2024.</p> <p>RiseUp Red Wing was awarded a Student Success Program grant that funds youth participation in recruiting additional mentors.</p>

Strategy: Reduce barriers for youth to participate in health activities

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Work with partners on the creation of an activity fund to help pay for activity fees, camps, needed equipment, clothing, travel fees, etc.	Spring 2023/2024	Goodhue County Child & Family Collaborative	# of funds available	<p>2024: In May 2024, the Goodhue County Child & Family Collaborative Board voted to use remaining \$60,426 in ARPA funds to create youth activity funds at Goodhue County HHS and each member school district. Funds used for activity fees, equipment fees, and to eliminate school lunch debt.</p> <p>The Mental & Chemical Health Coalition funded programs at the Red Wing Environmental Learning Center and the Red Wing YMCA to provide scholarships</p>

				<p>for memberships/programs/activities so eliminate financial barriers for youth.</p> <p>2023: In May 2023, leftover ARPA funds from 2022 and unallocated funds from 2023 were dispersed to Goodhue County social workers and schools to create activity funds. Activity funds were primarily used for activity fees, equipment fees, and to eliminate school lunch debt.</p>
Work with Mayo Clinic Health System or other partners to secure adequate funding	2025	Goodhue County Child & Family Collaborative	# of funds available	<p>2025: Additional funds were not secured, however the Goodhue County Child & Family Collaborative merged with the RiseUp Partnership's Youth Partnership effort, which is working to increase visibility and marketing of Community Education offerings across Goodhue County.</p> <p>2023/2024: Collaborative ARPA funds are available to fund youth participation in activities through 2024. Seeking new funding sources in 2025.</p>
Develop a system for requesting and receiving funds from this account	Spring-Summer 2023	Goodhue County Child & Family Collaborative		<p>2024: In May 2024, the Collaborative's Executive Board allocated \$10,000 of the available ARPA funds to Goodhue County HHS social workers. Remaining funds were allocated to member school districts based on enrollment numbers.</p> <p>2023: In May 2023, the Collaborative's Steering Committee allocated 25% of the available ARPA funds to Goodhue County HHS social workers. Remaining funds were allocated to member school districts based on enrollment numbers.</p>
Advertise the funds availability with school and county social workers, as well as youth activity organizations.	2023-2025	Goodhue County Child & Family Collaborative	% of funds used	<p>2024: School Superintendents and GCHHS Leadership promoted the availability of these funds within their own teams. Superintendents reported 100% of funds were used.</p> <p>2023: \$30,702 of unallocated Collaborative ARPA funding was used to create youth activity funds at Goodhue County member districts.</p>

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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

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Hold at least three community education sessions about opioids and harm reduction methods.	2024-2025	Opioid Settlement Advisory Council	<i># of people who attend</i> <i>% of people who report increased knowledge</i>	<p>2025: Change the Outcome, an organization based in the Twin Cities, presented at the Mental & Chemical Health Coalition's Spring 2025 Meeting. Their presentation included a documentary film about opioid use in Minnesota, people with lived experience sharing their story, and education about Naloxone and fentanyl test strips.</p> <p>RIPple Drug Education & Awareness presented to 138 students and 4 staff in 6 classrooms in Goodhue County Schools. Approximately 350 community members received education and resources at community events.</p> <p>CARE Clinic hosted a forum for the Hispanic community to learn about the risks of opioid abuse and risk factors in December.</p> <p>2024: Opioid Settlement Advisory Council (OSAC) will be using evidence-based curriculum including Facing Fentanyl and Change the Outcome to host community and school-based education sessions in 2025.</p> <p>2023: Opioid Settlement Advisory Committee (OSAC) will determine whether to revise this activity in Summer 2024. Laura Sand Prink and Noelle Harden will facilitate OSAC.</p>
Use social media and other advertising	2024-2025	Opioid Settlement	<i># of social media. Advertising messages</i>	<p>2025: OSAC's 2026-2028 grant opportunity was promoted on social media and via email by Goodhue County Health & Human Services and the Mental</p>

methods to distribute key messages		Advisory Council	<i># of views</i>	<p>& Chemical Health Coalition of Goodhue County.</p> <p>2024: The Mental & Chemical Health Coalition of Goodhue County organized a two-day social media blitz on International Overdose Awareness Day that highlighted local mental health and substance use resources.</p> <p>Opioid Settlement Advisory Committee (OSAC) and Goodhue County Health & Human Services will work together to promote community education sessions and distribute key messages on social media and other platforms in 2025.</p> <p>2023: Opioid Settlement Advisory Committee (OSAC) will determine whether to revise this activity in Summer 2024. Laura Sand Prink and Noelle Harden will facilitate OSAC.</p>
Use key learnings from the Goodhue County Opioid Settlement Needs Assessment to adjust messaging.	2024-2025	Opioid Settlement Advisory Council		<p>2024: Opioid Settlement Advisory Council (OSAC) will continue to use the Goodhue County Opioid Settlement Needs Assessment and input from people with lived experience to adjust messaging and strategies in 2025.</p> <p>2023: Opioid Settlement Advisory Committee (OSAC) will determine whether to revise this activity in Summer 2024. Laura Sand Prink and Noelle Harden will facilitate OSAC.</p>
Promote Take Back Day	2023-2025	Mayo Clinic Health System	<i># of messages</i>	<p>2025: Prescription Drug Take Back Day was not promoted locally by Mayo Clinic Health System.</p> <p>2024: Take Back Day 2024 promoted by local Mayo clinics, but not posted in community newsletters or on social media.</p> <p>2023: Messages sent in September and October 2023 through the Community Update newsletter to over 150 community contacts and posted on social media.</p>

Strategy: Increase access to Naloxone and fentanyl test strips

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Add 10 Naloxone and Fentanyl test strip access points throughout the county	2024-2025	Opioid Settlement Advisory Council	<i># of access points added</i>	<p>2025: RIPple Drug Education & Awareness consistently stocked 10 little libraries and 2 dispensing boxes with Naloxone, fentanyl test strips, and xylazine test strips across Goodhue County. Approximately 323 units (646 doses) of Naloxone were distributed in Goodhue County in 2025.</p> <p>Goodhue County Health & Human Services adopted a personnel policy allowing certain staff positions to be trained to carry and administer Narcan/Naloxone and hosted a training for staff in June.</p> <p>2024: Goodhue County Health & Human Services will adopt a personnel policy in 2025 allowing certain staff positions to be trained and carry Narcan/Naloxone and will continue working toward becoming a Naloxone and fentanyl test strip access point. Trainings will be hosted annually.</p> <p>“Harm reduction access and education” is one of four priority investment areas for the Opioid Settlement Advisory Council (OSAC) in 2025. This includes Naloxone/Narcan and Fentanyl test strip access points, trainings, and identifying hot spots. \$200,000 of settlement funds are available through grants to community organizations targeting these priority areas in 2025.</p> <p>Over the course of 2025, OSAC will determine investment priorities for 2026 and release another grant application.</p> <p>2023: Opioid Settlement Advisory Committee (OSAC) will determine whether to revise this activity.</p>
Provide 3 community trainings on Naloxone usage	2024-2025	Opioid Settlement Advisory Council	<i># of people trained</i> <i>% of people trained who feel comfortable using Naloxone if needed</i>	<p>2025: Hiawatha Valley Mental Health Center hosted 5 Naloxone trainings across Goodhue County that educated 60 community members on the signs of an opioid overdose and how to administer Naloxone. Average training evaluations demonstrated an increase in knowledge of</p>

				<p>opioid overdoses and the use of Naloxone following the training.</p> <p>Change the Outcome, an organization based in the Twin Cities, presented at the Mental & Chemical Health Coalition’s Spring 2025 Meeting. Their presentation included a documentary film about opioid use in Minnesota, people with lived experience sharing their story, and education about Naloxone and fentanyl test strips.</p> <p>2024: “Harm reduction access and education” is one of four priority investment areas for the Opioid Settlement Advisory Council (OSAC) in 2025. This includes Naloxone/Narcan and Fentanyl test strip access points, trainings, and identifying hot spots. \$200,000 of settlement funds are available through grants to community organizations targeting these priority areas in 2025.</p> <p>Over the course of 2025, OSAC will determine investment priorities for 2026 and release another grant application.</p> <p>2023: Opioid Settlement Advisory Committee (OSAC) will determine whether to revise this activity.</p>
Use ODMAP and other data sources to saturate hot spots with Naloxone and fentanyl test strips.	2024-2025	Opioid Settlement Advisory Council	% of hotspots identified	<p>2025: “Prevention (increase awareness, reduce stigma, & harm reduction)” was one of two priority investment areas for the Opioid Settlement Advisory Council (OSAC) for their 2026-2028 grants. This includes educating the community about Naloxone and how to prevent an opioid overdose and increasing access to harm reduction materials. \$600,000 of settlement funds were available through grants to community organizations targeting these priority areas in 2026-2028.</p> <p>2024: “Harm reduction access and education” is one of four priority investment areas for the Opioid Settlement Advisory Council (OSAC) in 2025. This includes Naloxone/Narcan and Fentanyl test strip access points, trainings, and identifying hot spots. \$200,000 of</p>

				<p>settlement funds are available through grants to community organizations targeting these priority areas in 2025.</p> <p>Over the course of 2025, OSAC will determine investment priorities for 2026 and release another grant application.</p> <p>2023: Opioid Settlement Advisory Committee (OSAC) will determine whether to revise this activity.</p>
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