

# 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/](http://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.

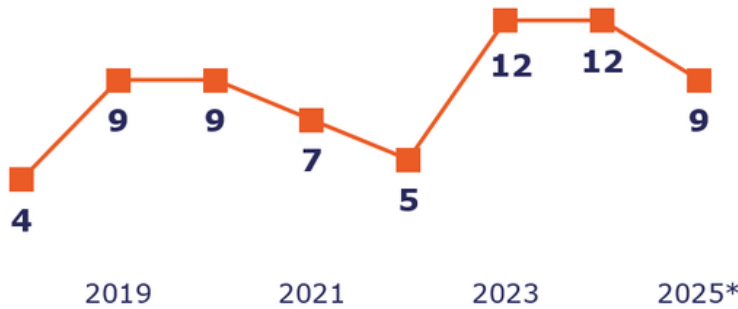
For **Goodhue County Health & Human Services, C.A.R.E. Clinic, and food shelf customers**

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*).

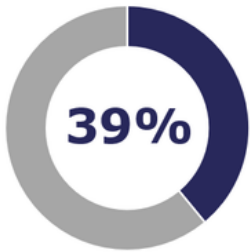
Among Goodhue County students, fewer than 1 in 5 (18%) eat the recommended 5 or more servings of fruit and vegetables each day. More than half (57%) said they drank at least 1 sugary drink four or more times in the past week (*MSS, 2025*).



**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*)

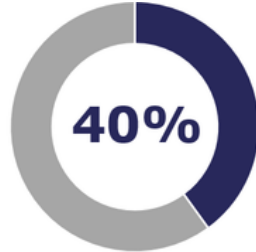


Nearly **8 in 10 Goodhue County adults** (79%) are categorized as **overweight or obese**, based on BMI\*



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.

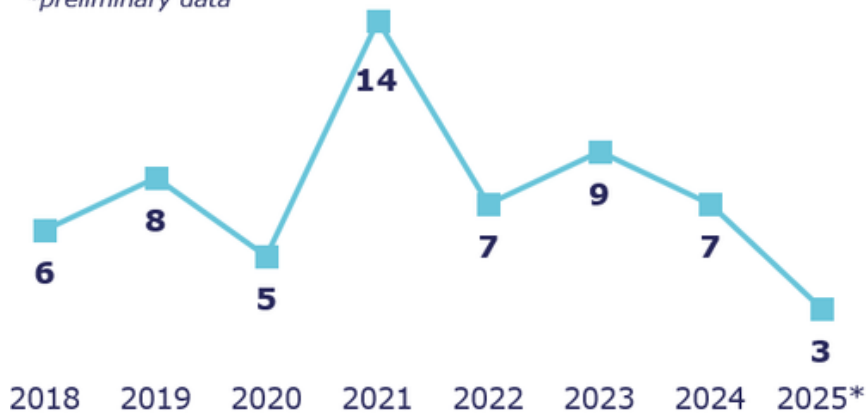
According to the Minnesota Department of Health, Naloxone has played a big role in reducing the number of overdose deaths from opioids like fentanyl. Naloxone is a life-saving medication that can reverse the effects of an opioid overdose.

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

