

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:

Result: All community members have access to mental health supports and know how to use them			
Indicator(s):			
<ul style="list-style-type: none"> 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	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>

Result: All community members feel connected and valued by others			
Indicator(s):			
<ul style="list-style-type: none"> 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 			
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>

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

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- 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><i># target audiences identified</i></p> <p><i>% potential target audiences engaged</i></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><i># total trainers (by type of training)</i></p> <p><i># new trainers trained (by type of training)</i></p> <p><i>% new trainers who use their training</i></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 & Chemical Health Coalition, Lake City Suicide Prevention Coalition, SE MN SPARK Coalition)</p>	<p><i># trainers receiving information about SERCC and Mobile Crisis</i></p> <p><i>% trainers who use information about SERCC and Mobile Crisis in trainings</i></p> <p><i># participants at trainings that incorporate SERCC and Mobile Crisis</i></p> <p><i>#/% trainings that incorporate SERCC and Mobile Crisis</i></p>	
<p>Develop marketing materials and promote new and existing trainings to target audiences.</p>	<p>2026-2028</p>	<p>Varies (Mental & Chemical Health Coalition, Lake City Suicide Prevention Coalition, SE MN SPARK Coalition)</p>	<p><i># people reached by marketing materials</i></p>	
<p>Offer trainings and education sessions in the community</p>	<p>2026-2028</p>	<p>Varies (Mental & Chemical Health Coalition, Lake City Suicide Prevention Coalition, SE MN SPARK Coalition)</p>	<p><i># trainings</i></p> <p><i># participants</i></p> <p><i>% participants who use training to connect people to mental health care</i></p> <p><i>Additional evaluation measures by type of training</i></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><i>% listeners reporting an increase in knowledge</i></p>	

medical information and build trust in healthcare and public health leaders				
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Strategy: Peer-led Groups

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Identify existing groups in Goodhue County that connect individuals with mental health and substance use disorders with peers that have lived experience to facilitate a sense of connectedness and belonging and normalize protective factors for suicide such as help-seeking, reaching out, and adaptive coping.	2026-2028	GCHHS;	<i># existing groups identified</i>	
Identify potential peer leaders and build capacity (e.x. necessary training from NAMI, or Refocus Recovery Group CPRS (Certified Peer Recovery Specialist Training) 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 NAMI Connection, Family Support, and Dual Diagnosis Groups 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><i># new groups created</i></p> <p><i># people attending groups</i></p> <p><i>% new groups sustained</i></p> <p><i>% reported the support group helped them have hope for the future</i></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	<i># people reached by promotion materials</i>	
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><i># LAC members</i></p> <p><i># LAC meetings held</i></p>	
Recruit people with lived experience and professionals to serve on the Local Advisory Council	2026	GCHHS; NAMI SE MN	<i># of new LAC members</i>	

Strategy: Increase access and utilization of mental health providers

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
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>	

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Strategy: Support and expand the Honoring Dakota Project

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
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

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
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	<i>% of attendees who report an increase in knowledge</i>	
Promote the implementation of self-regulation techniques (<i>Calm Classroom, breathing exercises, etc.</i>)	2026-2028	Partnership for Children, Youth, & Families of Goodhue County		