

State of Minnesota Advisory Group for NNLM R6 Project

Partnering to Promote Mental Health Crisis Information Across Minnesota

Overview

Mental health is a critical public health issue affecting all populations in Minnesota, with growing numbers of people experiencing mental health crises. Our Advisory Group aims to support Minnesotans experiencing mental illnesses by leveraging our extensive community ties and partnerships to promote crisis resource information across the state.

The Problem

According to 2021 data compiled by the National Alliance of Mental Illness, over 819,000 adults in Minnesota have a mental health condition, and 57,000 of 12-17 year olds in Minnesota have depression.¹ Of the adults, 195,000 had thoughts of suicide and 739 died by suicide in the last year.² As in other states, the COVID-19 pandemic increased and intensified mental illness in Minnesota.³ It is prevalent across all demographics in the state, including urban and rural populations, children, teens, young adults, older adults, BIPOC, Native Americans, and LGBTQIA+ individuals. Therefore, it is critical to promote accessible crisis resource information, broadly and thoroughly to all communities, in an effort to make it as easy as possible to get help quickly when needed.

The Solution

Our Advisory Group will contribute to the solution by partnering with the [National Alliance on Mental Illness Minnesota](#) (NAMI MN) to promote their [Crisis Mental Health Resources Handout](#). Advisory Group members will leverage their own extensive community ties and partnerships across the state to increase online and print distribution of the handout, and broaden the reach of this information by overseeing the creation of an easy-to-read version and translations into Spanish, Somali, Hmong, and Ojibwe.

^{1,2} 2021 State-Specific Fact Sheet References. National Alliance on Mental Illness. <https://nami.quorum.us/mhpolicystats/>. Accessed 24 April 2023.

³ Mental Health in Minnesota. Mental Health and Substance Use State Fact Sheets. KFF. <https://www.kff.org/statedata/mental-health-and-substance-use-state-fact-sheets/minnesota/>. Accessed 24 April 2023.

Specific Project Objectives

1. Build partnerships with NAMI MN and others to support and maximize the impact of mental health initiatives in Minnesota.
2. Broaden the reach of the Crisis Mental Health Resources handout by creating five new versions for specific populations.
3. Promote the Crisis Mental Health Resources handout in communities across the state by distributing print copies and by sharing it through emails, social media posts, blog and newsletter posts, and presentations.

Broader Project Goals

1. Address health literacy in Minnesota.
2. Improve health information equity for all Minnesotans.
3. Increase health information access and use, especially among underrepresented Minnesotans.

Project Details

NAMI MN

NAMI MN is a non-profit organization, formed over 40 years ago, with a mission to improve the lives of children and adults with mental illnesses and their families through education, support, and advocacy.⁴ David Goehl-Manolis is NAMI MN's Suicide Prevention Coordinator, and the content creator of the Crisis Mental Health Resources handout.

Crisis Mental Health Resources handout

NAMI MN recently created a [two-page handout](#) featuring a comprehensive list of mental health crisis and support services available to Minnesotans. The first page of the handout describes how to connect with the 988 Suicide and Crisis Lifeline, and provides contact information for six crisis hotlines supporting at-risk populations. The second page includes information on a variety of warmlines for different populations, and an area to record an individual's community contact information.

Content creation

Additional languages

As of 2021, 22% of Minnesota's population are people of color, and this number is projected to increase each year.⁵ This fact supports the need for culturally responsive, language-appropriate health information. Lisa Sanders, one of the Advisory Group members, is a Patient Education Specialist for Essentia Health and has experience coordinating written translations with Clarity Interpreting Services LLC. This Duluth, MN based company can create translations of the Crisis Mental Health Resources handout in Spanish, Somali, Hmong, and Ojibwe. Additionally, NNLM Region 6 recently awarded funding to TPT NOW to use [MedlinePlus](#) content to develop culturally relevant infographics and videos for historically marginalized communities in the Minneapolis-St. Paul metropolitan area. [Seven of the infographic topics address mental health](#) and have been translated into Spanish, Hmong, and Somali. This publicly available content could be incorporated into new versions of the handout.

⁴ About NAMI Minnesota. NAMI MN. <https://namimn.org/about-nami-minnesota/>. Accessed 24 April 2023.

⁵ Race. Minnesota Compass. <https://www.mncompass.org/chart/k199/race#1-5104-g>. Accessed 24 April 2023.

Easy-to-read

Health literacy is a person's ability to obtain, understand, and act on health information.⁶ In 2019, it was estimated that just 12% of U.S. adults had proficient health literacy skills.⁷ Lisa Sanders can create an easy-to-read version of the Crisis Mental Health Resources handout that meets health literacy best practice standards.

Print

Although more than 80% of Minnesota households have computer or Internet access, rates are lower among residents who are older than 65, are American Indian or Black, or reside in rural regions.⁸ This mirrors what Advisory Group members have shared during the development of this project – while many members in their communities would be able to access the Crisis Mental Health Resources handout online, many others would need or prefer a print copy. The Advisory Group will fund the printing of 1,000 double-sided copies to reduce these technological barriers.

Outreach and distribution

Between the communities our Advisory Group members represent, and the communities our 100 Minnesota NNLM member organizations represent, we have the direct connections and ability to promote online and print formats of the Crisis Mental Health Resources handout to:

- Public, academic, and hospital libraries
- Health care organizations
- Community clinics
- Public health departments
- K-12 school districts
- Colleges and universities
- Tribal reservations
- State agencies
- Non-profit organizations
- Faith-based groups
- Community centers
- Senior centers
- Food pantries

⁶ Health Literacy in Healthy People 2030. Healthy people 2030. Office of Disease prevention and Health Promotion, U.S. Department of Health and Human Services. <https://health.gov/healthypeople/priority-areas/health-literacy-healthy-people-2030>. Accessed 25 April 2023.

⁷ Proceedings of the Surgeon General's Workshop on Improving Health Literacy. September 7, 2006, National Institutes of Health, Bethesda, MD.

⁸ The Internet and Public Policy: Computer and Internet Access in Minnesota. Internet and Public Policy Series Information Brief. House Research Department, Minnesota House of Representatives. August 2018.

Logic Model

Inputs	Outputs	Outcomes
<p>NNLM Region 6 staff Time to develop partnerships</p> <p>Advisory Group members and NNLM member organizations' time to distribute print copies in their communities</p> <p>Advisory Group members and NNLM member organizations' time to promote the handout to their communities</p> <p>Funding and time to develop the content and produce 4 translated versions and 1 easy-to-read version of handout</p> <p>Funding to produce double-sided print copies of hand-out</p>	<p>Creation of 5 new versions of the handout:</p> <ol style="list-style-type: none"> 1. Spanish 2. Hmong 3. Somali 4. Ojibwe 5. Easy-to-read <p>Printing and distribution of English, Spanish, Hmong, Somali, Ojibwe, and easy-to-read versions in communities across the state</p> <p>Promotion of print and online formats of handout through emails, social media posts, blog and newsletter posts, and presentations</p> <p>Promotion of print and online formats of handout, the Advisory Group, and project partners on NNLM Region 6's website</p>	<p>Support and maximize the impact of mental health initiatives in Minnesota</p> <p>Address health literacy in Minnesota</p> <p>Improve health information equity for all Minnesotans</p> <p>Increase access to crisis mental health information</p> <p>Increased awareness of crisis mental health resources available across Minnesota state</p>

Evaluation Plan

1. Track distribution of print formats of the Crisis Mental Health Resources handout:
 - a. Version/s distributed
 - b. Number distributed
 - c. Location
 - d. Community partner involved in distribution
2. Track hits to online the Crisis Mental Health Resources handout
3. Track promotion of online format of the Crisis Mental Health Resources handout:
 - a. Email
 - b. Social media post
 - c. Blog or newsletter post
 - d. Presentation

4. Administer rolling feedback surveys:
 - a. Send feedback surveys to partners who distribute the handout at 1 month and 2 month post-distribution intervals
 - b. Gather feedback on witnessed usefulness and impact of the handout in their community

Timeline

June 2023 – April 2024

June-Aug	Develop content for Spanish, Hmong, Somali, and Ojibwe versions Develop easy-to-read version Secure contracts for translation services
Sept-Oct	Translated versions are created
Nov	Final review and approval of new versions
Dec	Initial printing of all versions
Jan-March	Distribution of print versions and promotion of online version Tracking of distribution and promotion begins Rolling feedback survey administration begins
April	Evaluation information compiled NNLM Region submit executive summary of the project

Budget

NNLM Region 6 will cover the following project expenses:

\$9,000	Four translations of the handout, performed by Clarity Interpreting Services LLC
\$1,000	Printing 1,000 double-sided copies of the handout by University of Iowa Copy Center
In-kind	Creation of an easy-to-read version of the handout by Lisa Sanders Distribution of print copies by Advisory Group members Distribution of print copies by NNLM Region 6 member organizations

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