In North Dakota, many local and statewide groups work to improve our population’s health. The State Health Improvement Plan (SHIP) strives to align those plans and efforts. The SHIP calls the state health department, local public health units, other state and local organizations and communities to action to improve population health.

The Statewide Vision and Strategy Coordinating Committee (SVS) provides leadership and direction in the state health improvement process. SVS is committed to integrating and improving health equity and reducing health disparities into improvement efforts.

The implementation plan describes short-term goals. Priorities identified for short-term impact have targeted statewide attention, focus, and resources. Therefore, multiple goals, measurable objectives, and strategies are included in the two-year timeline. SVS continually monitors progress toward meeting the goals and objectives.

**Short-Term Goals**

**Priority 1: Promote health through worksite wellness**

North Dakota businesses initially identified worksite wellness interest and desire to learn more in a Healthy North Dakota (HND) 2001 statewide survey. HND served as an incubator, bringing together partners and resources to implement a statewide worksite wellness initiative. HND worked with groups in the state, including SVS, to identify funding and a home for providing technical assistance to businesses to carry out wellness programs. The Dakota Medical Foundation and Blue Cross Blue Shield of North Dakota initially provided funding and a home for the worksite wellness initiative. Currently Blue Cross Blue Shield of North Dakota (BCBS ND) supports a full-time position, training resources, and travel to serve worksites implementing wellness activities throughout the state.

Comprehensive worksite wellness programs provide a sustainable channel to reach people with integrated public health and primary care to improve health outcomes. North Dakota is estimated to have the lowest unemployment rate in the nation for all age ranges younger than 65 (American Community Survey), and so worksites are a prime location for reaching a majority of residents.

Increasing productivity and controlling health insurance rates are two reasons businesses are supportive of worksite wellness initiatives. Healthy workers are more productive and contribute to healthy and productive businesses. The costs of health insurance premiums to businesses who provide insurance for employees have increased substantially, with up to fifty percent of company profits spent on employee health care costs.

Comprehensive worksite wellness programs that address many aspects, including safety, are encouraged in the state. Stakeholders will implement integrated strategies to impact multiple life influences and behaviors and utilize community engagement models that can be beneficial for both large and small businesses.
Priority 2: Increase immunization rates in school children

North Dakota state law (23-07-17.1) stipulates that children receive a schedule of immunizations before entry into school. All Advisory Committee on Immunization Practices (ACIP) recommendations are required for school entry, except influenza and HPV vaccines. However, some North Dakota school entry immunization rates are below the national average and the Healthy People 2020 Objective. Stakeholders will work to increase immunization rates through process changes. The Boosting Immunization Rate through Process Change (BIRP) pilot project will help identify a process for school personnel, working with local public health unit staff, to identify gaps and barriers that prevent families from obtaining required immunizations to prevent disease and be able to attend school. The SVS has received grant funding to pilot this project out in at least one region of the state.

Goal 1

Reduce employee health risks and safety risks.

Measurable Objectives by January 2018

➤ Increase the number of public and private sector employees and spouses in North Dakota who are aware of their health risks and safety risks by completing an annual health risk assessment to 18 percent.

  Measure: Percent of employees and spouses completing health risk assessments through North Dakota Public Employees Retirement System (ND PERS) and Blue Cross Blue Shield of North Dakota (BCBS ND) employer group plans

  Baseline: ND PERS = 17.9 percent

➤ Increase the number of employers aware of low and no-cost evidence-based worksite wellness practices to reduce employee health risks and safety risks to 550.

  Measure: Number of employers participating in Gearing Up trainings and Worksite Wellness Summits

  Baseline: 2016 participation in three Gearing Up trainings = 77
  2016 participation in two Summits = 445

➤ Ensure 30 percent of employers responding to BCBS ND annual survey is offering at least three different wellness activities per year.

  Measure: Number of employers indicating implementation through BCBS ND survey distributed through Chamber member directory

  Baseline: Unknown – new survey distribution
Increase employer awareness of policy template and toolkit to encourage employee cancer prevention screenings by distributing through at least three different venues.

**Measure:** Number of venues policy toolkit was distributed

**Baseline:** 0

Increase the number of eligible employees and spouses that have received breast and cervical cancer detection screenings to 85 percent for breast cancer and 90 percent for cervical cancer.

**Measure:** Percent employers/subscribers and spouses with screening health insurance claims for BCBS ND and ND PERS

**Baseline:** ND PERS = 80 percent breast cancer and 85 percent cervical cancer

Increase the number of eligible employees and spouses that have received recommended colorectal cancer screenings to 45 percent for males and 60 percent for females.

**Measure:** Percent employers/subscribers and spouses with screening health insurance claims for BCBS ND and ND PERS

**Baseline:** ND PERS = 43 percent for males age 50 to 75 and 57 percent for females age 50 to 75 that have completed a colorectal screening (i.e., fecal immunochemical test (FIT) or colonoscopy)

**Strategies**

1. ND PERS and ND Worksite Wellness Program Administrator will promote the availability of health risk assessments as part of a comprehensive worksite wellness program.
2. University of North Dakota Researchers will collect and analyze aggregate health risk assessment data.
3. Healthy North Dakota Coordinating Committee partners will provide awareness and educational resources and materials to ND Worksite Wellness Program.
4. ND Worksite Wellness Program Administrator will provide at least two Gearing Up trainings for worksite representatives throughout the state each year.
5. ND Worksite Wellness Program Administrator will provide two worksite wellness summits for worksite representatives each year.
6. ND Worksite Wellness Program Administrator will maintain and distribute Worksite Wellness toolkit to employers.
7. North Dakota Department of Health and ND Worksite Wellness Program Administrator will create and promote a prevention screening policy template and toolkit.
8. ND Worksite Wellness Administrator will promote and share template to North Dakota employers.
9. ND PERS and BCBS ND will educate employees about the importance of cancer screening and what screening services are covered in the current health plan policy OR existing cancer screening leave policy.
10. North Dakota Department of Health will facilitate awareness activities in January (cervical cancer), March (colorectal cancer), and October (breast cancer).
11. North Dakota Department of Health will promote and implement evidence-based activities, such as small media, educational activities, and reduction of structural barriers (e.g., bring mobile screenings to worksite).
12. ND Worksite Wellness Program Administrator and ND Chamber of Commerce will conduct annual worksite wellness programming survey to private and public businesses.
Goal 2

Prevent type 2 diabetes among North Dakotans at high risk.

Measurable Objectives by January 2018

➤ Increase the number of unique page views on www.diabetesnd.org by 25 percent (goal of 7,755 for a one-year period)
  
  **Measure:** Number of unique page views on www.diabetesnd.org website
  **Baseline:** 3,102 from June to November 2016 (six-month period)

➤ Offer a minimum of three Lifestyle Coach trainings for those interested in coaching high risk populations (New American, American Indian and low income) in the National Diabetes Prevention Programs.
  
  **Measure:** Number of trainings held
  **Baseline:** 0

➤ Increase the number of North Dakotans who have participated in the National Diabetes Prevention Program (NDPP) by 50 percent.
  
  **Measure:** Number of individuals who participate in NDPP through January 2018
  **Baseline:** 305 participants

➤ Maintain the number of NDPP participants who have a 5-7 percent weight loss to 6.5 percent.
  
  **Measure:** Percent of participants with total body weight loss of 5-7 percent
  **Baseline:** 6.5 percent participants

Strategies:

1. NDPP partners, including the ND Worksite Wellness Program and Sanford Occupational Health Program, will promote pre-diabetes risk assessment on North Dakota Department of Health website.
2. North Dakota State University (NDSU) Extension Services and Sanford health will train NDPP lifestyle coaches.
3. North Dakota Department of Health will work with health systems, including Sanford Occupational Health, to implement protocols/algorithms for screening and identification of prediabetes in their patient populations (North Dakota Department of Health, Diabetes Program).
4. North Dakota Department of Health will work with health systems and other community organizations, including Sanford Occupational Health, to implement referral policies/practices for people with prediabetes to the NDPP (North Dakota Department of Health, Diabetes Program).
5. NDSU Extension Services, Sanford Health, Quentin Burdick Memorial Health Care Facility, Coal Country Community Health Center, Essentia Health and other sites will provide NDPP throughout the state.
Goal 3

Increase health and wellness messaging through the worksite wellness channel.

Measurable Objectives by January 1, 2018

➤ Maintain statewide worksite wellness initiative through BCBS ND
  Measure: Program maintained

➤ Implement public health and primary care integration efforts through worksites in at least two pilot sites.
  Measure: Number of pilot sites
➤ Pilot at least two health and wellness activities for public health and primary care integration efforts in worksites.
  Measure: Number of activities

➤ Increase the number of worksites awarded the bronze, silver or gold level North Dakota Well Workplace Award to 20 worksites.
  Measure: Number of worksites who have been awarded
  Baseline: six private businesses, 17 government businesses

Strategies

1. Healthy ND Consultant will connect the ND Worksite Wellness Program Administrator with local public health and voluntary health organizations via the Healthy ND network and the SVS Coordinating Committee in order to communicate consistent messaging to community members.
2. BCBS ND will maintain worksite wellness program website for resources to be readily available to family and community members.
3. North Dakota Department of Health will facilitate integration planning with Sanford Health System.
4. Southwestern District Health Unit and other local public health units and Sanford Occupational Health will pilot integration activities.
5. North Dakota Department of Health and Sanford Health will develop and promote a business model for effective public health and primary care integration in worksites.
6. ND Worksite Wellness Program Administrator will implement and promote Well Workplace award criteria to employers.
Goal 4

Decrease tobacco use among North Dakotans.

Measurable Objectives by January 2018

- Increase the number of employers offering cessation and/or NDQuits referral programs to employees to 75 worksites.
  
  **Measure:** Number of employers indicating they offer programs in the BCBS ND survey distributed to Chamber members

  **Baseline:** 49

- Increase employer awareness of the need for tobacco-free grounds policy through distribution of at least three different venues.
  
  **Measure:** Number of venues through which policy information was distributed

  **Baseline:** 0

- Increase the number of tribal casinos that have implemented smoke-free policies to reduce exposure to secondhand smoke for patrons and attendees to four casinos.
  
  **Measure:** Number of tribal casinos implementing smoke-free casino policies

  **Baseline:** 1 in 2016

Strategies

1. North Dakota Department of Health will work with stakeholders to define “campus and grounds.”
2. North Dakota Department of Health will provide training to Sanford Occupational Health nurses on motivational interviewing specific to tobacco cessation.
3. North Dakota Department of Health and Sanford Occupational Health will implement a tobacco cessation referral policy to NDQuits.
4. North Dakota Department of Health, ND Worksite Wellness Program and the ND Chamber of Commerce will promote tobacco-free grounds policies to worksites and assist with implementation of policies.
5. ND Worksite Wellness Program Administrator and ND Chamber of Commerce will include tobacco program and policy questions on survey.
6. North Dakota Department of Health will work with the ND Smoke-Free Casino Project to administer smoking perception surveys to casino employees and patrons, as well as tribal community members.
7. North Dakota Department of Health will work with ND Smoke-Free Casino Project to meet with tribal and casino leadership to educate on the need for indoor smoke-free policies.
Goal 5

Increase school entry immunization rates.

Measurable Objectives by January 2018

➤ Increase kindergarten entry immunization rates to 95 percent for the 2017-2018 school year.
  
  **Measure:** Number of kindergarten students up-to-date for required vaccines out of the number of enrolled students
  
  **Baseline:** Preliminary 2016-2017 school immunization survey data
  
  - Polio: 94.26 percent
  - MMR: 94.09 percent
  - DTaP: 94.07 percent
  - Hepatitis B: 95.78 percent
  - Varicella: 93.74 percent

➤ Increase 7th grade entry immunization rates to 95 percent for the 2017-2018 school year.
  
  **Measure:** Number of 7th grade students up-to-date for required vaccines out of the number of enrolled students
  
  **Baseline:** Preliminary 2016-2017 school immunization survey data
  
  - Tdap: 91.34 percent
  - MCV4: 90.49 percent

Strategies

1. North Dakota Department of Health will distribute reminder letters to parents of children entering kindergarten and 7th grade whose children are due or past due for required immunizations.
2. North Dakota Department of Health will provide education and technical assistance to schools, health care providers, and local public health units about school immunization requirements and best practices to increase rates.
3. North Dakota Department of Health will survey schools as to their immunization and exemption rates.
4. North Dakota Department of Health will implement a school module in the NDIIS to assist schools in determining student compliance with immunization requirements.
5. North Dakota Department of Health will work with a selected local public health unit to conduct a pilot project to implement best practices to increase school immunization rates with at least one local public health unit and coordinating school district.
6. Local public health units will provide technical assistance to schools regarding school immunization compliance, where needed.
7. Local public health units and private healthcare providers will vaccinate children for school required immunizations and enter immunizations into the North Dakota Immunization Information System.
8. North Dakota Department of Public Instruction will provide education and technical assistance to schools regarding enforcement of immunization requirements.
SHIP Implementation Advisory Board

Kelly Nagel, NDDoH Office of Public Health Systems and Performance
Karen Ehrens, Healthy North Dakota
Pete Sejevold, North Dakota Worksite Wellness Program
Krista Fremming, NDDoH Division of Chronic Disease
Neil Charvat, NDDoH Division of Chronic Disease
Jane Myers, NDDoH Division of Nutrition and Physical Activity
Susan Mormann, NDDoH Division of Cancer Prevention and Control
Molly Howell, NDDoH Division of Disease Control
Cheri Kiefer, NDDoH Division of Nutrition and Physical Activity

Statewide Vision and Strategy Coordinating Committee

Jerry Jurena, Chair, North Dakota Hospital Association
Tim Blasl, North Dakota Hospital Association
Terry Dwelle, North Dakota Department of Health (retired)
Arvy Smith, North Dakota Department of Health (interim)
Karen Ehrens, Healthy North Dakota
Pam Gulleson, Blue Cross Blue Shield of North Dakota
Megan Houn, Blue Cross Blue Shield of North Dakota
Dick Hedahl, Hedahl’s, Inc.
Courtney Koebele, North Dakota Medical Association
Andy Peterson, The Greater North Dakota Chamber
Shelly Peterson, North Dakota Long Term Care Association
Wayde Sick, North Dakota Department of Commerce
Dr. Donald Warne, North Dakota State University
Melissa Reardon, NDSU American Indian Public Health Resource Center
Dr. Joshua Wynne, University of North Dakota School of Medicine and Health Sciences
For more information, contact:

Kelly Nagel, MS, RD, LRD
Director, Office of Public Health Systems and Performance
North Dakota Department of Health
kjnagel@nd.gov
701.952.8195