

TOPICS AND PRESENTERS

[RESHAPING HEALTH AND COMMUNITIES THROUGH EQUITY, BLUE CROSS BLUE SHIELD](#)

[INTENTIONALITY: COMPETING IN THE 21ST CENTURY; TOM MURPHY](#)

Mayor Jim Hovland called the May 11, 2020 virtual RCM meeting to order.

[LINK TO TARGET'S SAFE RETAIL CONSIDERATIONS](#)

Alfonso Cornish, Director of Government Affairs, Target

- Target's SAFE framework was shared with the RCM, also linked above.
- SAFE= Screening, Access, Face Covering + PPE, Enhanced Safety Measures.
 - Target is sharing the document to support local leaders, businesses and communities.
 - Mayor are encouraged to share on your city websites, social media, ect...
 - Second to last page of the document has important contact info.

RESHAPING HEALTH AND COMMUNITIES THROUGH EQUITY; BLUE CROSS AND BLUE SHIELD OF MINNESOTA:

[LINK TO PRESENTATION](#)

Dr. Craig Samitt, President & CEO, Blue Cross and Blue Shield of Minnesota

- **Our Strong Partnership:** BCBSMN has been a sponsor of the RCM since 2008.
 - Better understand and embrace the health implications of community design.
 - Walkable and bikeable cities, stable affordable housing, conveniently accessible healthy food.
 - RCM is an important partner in BCBSMN's efforts to correct health disparities across the state.
- **COVID-19 Response:**
 - Over \$3M in funding as well as embedding equity.
 - 3 BCBSMN Goals:
 1. Be a stable figure in all times.
 2. Eliminate complexity and barriers to healthcare.
 3. Support our BCBSMN associates.
- **Health Equity:**
 - On average Minnesota ranks very high, but unfortunately also has some of the greatest health disparities in the nation.
 - Health **Equality** vs Health **Equity**
 - Health Equality: One size fits all approach. Equality leads to disparities because we are all different.
 - Healthy Equity – All people, regardless of race, income, ZIP code or other factors, should have opportunities to live the healthiest lives possible.
 - Link to [“The Cost of Health Inequity”](#) Youtube video.

- Health Inequities:
 - MN ranked in 4th (worst) quartile across the U.S. for disparities in quality of care by race.
 - MN ranked 43rd of the 50 states in mentally ill adults reporting unmet need.
 - 1.6 Million Minnesotans lack easy access to healthy food – almost 1/3 of the population.
 - MN has fallen in the American Health Rankings from #1 in the nation to #7 from 2000-2018.
- **Social Determinants of Health:**
 - 90% of health happens outside the doctor's office.
 - Healthy outcomes are dependent on 10% physical environment, 30% behaviors, 40% social & economic factors, 10% genetics, 10% clinical care.
 - However spending happens on 96% Health Care Systems, 4% Community
 - What needs to change:
 - Reinvent Healthcare + Improve Community Conditions
 - Current way: Care Delivery System where sickness is more profitable than wellness and disparities are rampant.
 - Goal: Health Delivery System focusing on all drivers of health, wellness is more profitable and optimal health is in reach for everyone.
- **How Local Government can Impact:**

Mayor Maria Regan Gonzalez, Mayor of Richfield and Community Integration Senior Project Manager, Blue Cross and Blue Shield of Minnesota

- What does it look like to lead with health and equity?
- **Community Design:** We do see patterns in our communities.
 - Zoning, distribution of wealth, depending on your zip code your life expectancy changes
- **Community Infrastructure:** Grocery stores, transportation, accessibility/disabilities, parks
- **The Power Mayors & Cities Have:**
 - We do this because we love our communities.
 - Work together to build better communities for everyone.
 - Healthier Neighborhoods = Healthier People
- **Call to Action:**
 - Take a Health in All Policies (HiAP) approach. Implementation of HiAP is built around a core set of key ideas:
 - Promoting health equity outside of the health sector
 - Collaborating across sectors
 - Benefiting multiple partners
 - Engaging with the community and other stakeholders
 - Modifying existing structure and procedures
 - Ask all of you to consider how you are using public health as the main lens of the work you do.
 - Incorporating health considerations into every decision we make.
 - Conversations with staff and council – start with assessment of the health of your community and an assessment of your policies.
 - Resource: [MN Statewide Health Improvement Partnership \(SHIP\)](#)

- **Mental Health:**
 - Mental health as facet of our healthfulness
 - Promising opportunity –there is increased demand for virtual telemedicine for mental health. Virtual help to some degree decreases the stigma, so telemedicine for mental health can be held as a pillar right now and expanded in the future.
- **What do you see for RCM on how to partner and achieve health equity?**
 - Craig Samitt:
Look locally – you drive some of the decisions that assure food, housing, social connectedness, and fitness. If we work together on the social drivers not just the healthcare silo. Focus on a broader portfolio of support.

INTENTIONALITY: COMPETING IN THE 21ST CENTURY, TOM MURPHY:

[LINK TO PRESENTATION](#)

Tom Murphy, ULI Senior Resident Fellow and former 3 term mayor of Pittsburgh

- Tom is honored to be in a room with mayors! Comment from Mayor Jacob Frey "When the burdens of the presidency seem unusually heavy, I always remind myself it could be worse. I could be a mayor." – LBJ
- Cities are struggling with the same challenges they were facing pre COVID, now it is accelerated.
- COVID-19 has shown that the old adage for real estate: "Location, Location, Location" has now become "Leadership, Leadership, Leadership".
- Good leaders attract smart staff and listen to them!
- Accelerating Trends:
 - Retail moving online
 - More home delivery
 - Increase work from home
 - Changing office space needs
 - College courses online
 - Accelerating income divide
 - More in-home entertainment
 - Income divide
- Questions/Impacts:
 - Global Trade – manufacturing moving onshore
 - Density
 - Impacts on Large Events
 - Travel – drive/ fly tourism
 - Public Transportation
 - Regional Cooperation
 - MN is the best example of regional cooperation.
- Cities that are succeeding understand public/private partnerships
 - Nimble – move quickly
 - Curious – what is working, look around
 - Have an appetite for risk – change is tough

ATTENDANCE

MAYORS

James Hovland	City of Edina (co-chair)
Mike Maguire	City of Eagan (co-chair)
Doug Anderson	City of Lakeville
Tracy Bertram	City of Becker
Kurt Briggs	City of Prior Lake
Anne Burt	City of Woodbury
Melvin Carter	City of St. Paul
Sean Dowse	City of Red Wing
Jimmy Francis	City of South St. Paul
Jacob Frey	City of Minneapolis
Mary Gaasch	City of Lauderdale
Jason Gadd	City of Hopkins
Shep Harris	City of Golden Valley
Courtney Johnson	City of Carver
Marvin Johnson	City of Independence
John Keis	City of Little Canada
Chris Lund	City of Hamburg
Sandy Martin	City of Shoreview
Tim McNeil	City of Dayton
Kim Norton	City of Rochester
Rhonda Pownell	City of Northfield
Maria Regan Gonzales	City of Richfield
Jake Spano	City of St. Louis Park
Randy Stille	City of Saint Anthony
Janet Williams	City of Savage
Jeff Wosje	City of Plymouth

GUESTS

Alfonso Cornish, Target; Molly Cummings, Metropolitan Council; Michael Huber, BCBSMN; Andrea Inouye, City of Minneapolis; Andrea Kajer, Comcast; Christian Knights, BCBSMN; Mark Kunkle, ULI MN Capital Markets Council Co-Chair; Jay Lindgren, Dorsey & Whitney; Tom Murphy, Urban Land Institute; Joan Phillips, City of Saint Paul; Craig Samitt, BCBSMN; Jason Wadel, City of Prior Lake; Janelle Waldock, BCBSMN; Jonathan Weinhagen, The Minneapolis Regional Chamber

ULI MINNESOTA

Caren Dewar, Cathy Bennett, Rachel Keenan

NEXT MEETING

Monday, June 8, 2020, 11:45 a.m. to 1:00 p.m.
Virtual Meeting using Zoom