

Healthy People

Wood County



2013-2018

A Partnership Plan to Improve the Health of the Public

Community Health Needs Assessment (CHNA) *and*
Community Health Improvement Plan (CHIP)

Funding for the printing of this assessment was provided by Ministry Saint Joseph's Hospital.

June 4, 2013





An Invitation To The Community

The following plan is the result of a community assessment process that brought together a broad representation of Wood County residents. The plan should be used as a guide by community agencies interested in improving the health of Wood County citizens. It is anticipated that this document will be used as a reference and foundation for many efforts within the county.

The plan can be most valuable if action is taken, improvements are measured, and enhanced health status is attained. Community change, and the resulting health improvements, is a difficult process that requires dedication and commitment. In order to meet the health status goals for Wood County, collective action is necessary among all residents, as well as community and business sectors. I invite all Wood County residents to use this plan to improve individual, family and community health.

I would like to express appreciation to all members of the Steering Committee and Community Assessment Team whose efforts, insight and knowledge are included in this document.

Anyone wishing to participate in implementation teams addressing the health priorities identified in this document can contact me at (715) 421-8911 or skunferman@co.wood.wi.us.

Sincerely,

A handwritten signature in black ink that reads "Susan Kunferman". The signature is fluid and cursive.

Susan Kunferman, RN, MSN, CPM
Health Officer/Director
Wood County Health Department





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Community Assessment and Planning Team

*We would like to express a special thank you to everyone
for their time, dedication and support!*

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*Indicates members who also serve on the Steering Committee

Why Community Needs Assessments and Improvement Plans?

- Since 1993, Wisconsin State Statutes have required communities throughout Wisconsin to develop and implement local health plans to address health conditions impacting their residents.
- Assessment is a core function of public health. By utilizing the expertise of our community partners and evaluating health data we are able to strategically plan goals and objectives for improving the health of our community.
- Fosters successful partnerships of many facets of our community in order to have a continuous planning process for identifying and addressing health needs in Wood County.
- Recent IRS requirements for non-profit hospitals to complete community health needs assessments at least once every three years will create natural linkages for partnering on community health in Wood County.

Healthiest Wisconsin 2020 Focus Areas

- 1. Adequate, appropriate, and safe food and nutrition**
- 2. Alcohol and other drug use**
- 3. Chronic disease prevention and control**
- 4. Communicable disease prevention and control**
- 5. Environmental and occupational health**
- 6. Healthy growth and development**
- 7. Injury and violence**
- 8. Mental health**
- 9. Oral health**
- 10. Physical activity**
- 11. Reproductive and sexual health**
- 12. Tobacco use and exposure**





To achieve a healthier community, a modified version of the Mobilizing for Action through Planning and Partnership (MAPP) was utilized. This multi-step tool was developed by the National Association of County and City Health Officials (NACCHO) and it involved a strategic approach to community health improvement.

Wood County Focus Areas

After reviewing data of the 12 focus areas identified in Healthiest Wisconsin 2020, the Wood County Community Assessment Team identified 3 focus areas for the 2013-2018 health plan. Six health focus areas had high scores and discussion was had about each. From these six, three health priorities were selected. An explanation of these selections can be found below.

- a. It was determined that Chronic Disease Prevention and Management will encompass adequate, appropriate, and safe food and nutrition as well as physical activity. In addition, a focus may also be on diabetes, hypertension, and arthritis.
- b. Mental Health and AODA (Alcohol and Other Drug Abuse) have been identified as a health priority. These two were placed together as they are co-morbid and can be worked on in the community together to improve outcomes.
- c. Healthy Growth and Development was selected a health priority that will encompass Reproductive and Sexual Health (teen pregnancy, tobacco use and exposure).

1. Chronic Disease Prevention & Management

- a. Nutrition
- b. Physical Activity
- c. Tobacco

2. Healthy Growth and Development

- a. Reproductive and Sexual Health
- b. Teen Pregnancy
- c. Tobacco use and exposure

3. Mental Health & Alcohol and Other Drug Abuse



Wood County

Located in rural Central Wisconsin, Wood County has a population of 74,424. The county seat is Wisconsin Rapids. There are 4 cities, 8 villages, and 22 towns in Wood County. Wood County is home to three health care systems, the largest cranberry assets in the nation, and the paper industry.

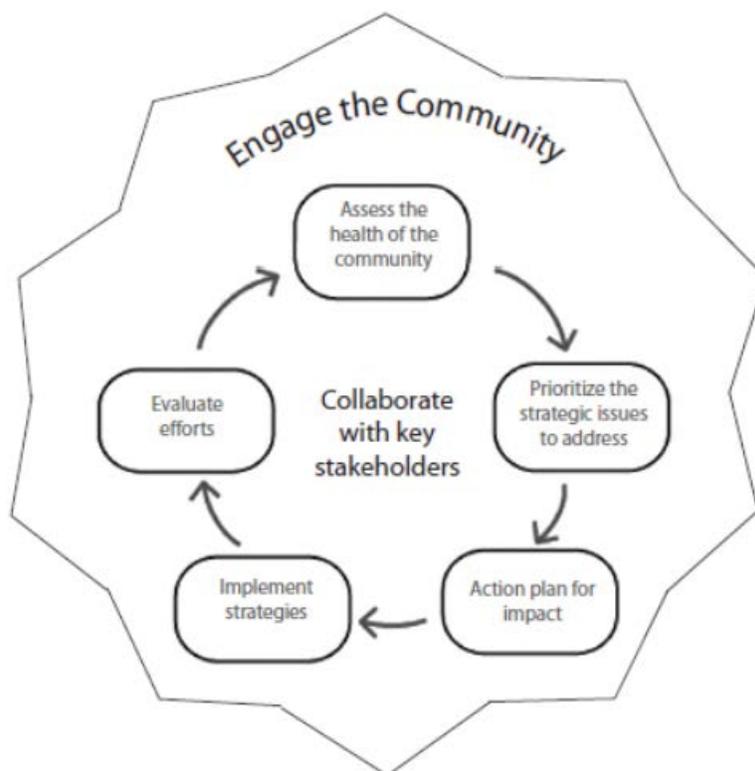
The Process

The Wood County Health Department, in partnership with Ministry Saint Joseph's Hospital and Riverview Hospital Association, identified and selected a Steering Committee to oversee the Community Health Improvement Process. Following the first planning meeting, more than 35 key stakeholders, leaders, and community members convened to review data related to the Healthy Wisconsin 2020 Focus Areas specific to Wood County. In addition to this data, surveys were reviewed, strengths and weaknesses were identified, and the three top health priorities were selected. A community input survey was available for additional community members to identify their choice of focus areas. This was available on our local website. Chronic Disease Prevention & Management, Healthy Growth and Development, and Mental Health & Alcohol and Other Drug Abuse were top three areas identified for Wood County to focus on. We are looking forward to engaging our community partners in striving towards a Healthy Wood County. The Steering Committee and Co-chairs recognize that the improvement of the public's health required commitment to health equity and a focus on access. There are many factors that influence health including, social, economic, environmental, and health behaviors.

Coalition development, infrastructure, and communication goals for the next five years will include but are not limited to:

- Hold regular coalition meetings
- Research and implement best practices related to coalition development and sustainability
- Explore solutions to address barriers in coalition sustainability, i.e. web-based tool use to overcome geographic barriers
- Conduct ongoing training with coalition members
- Leverage and build upon current relationships with local media
- Create and disseminate internal communication pieces for use by schools, businesses, and nonprofit organizations
- Educate and engage local leaders on Healthy People Wood County Initiatives events

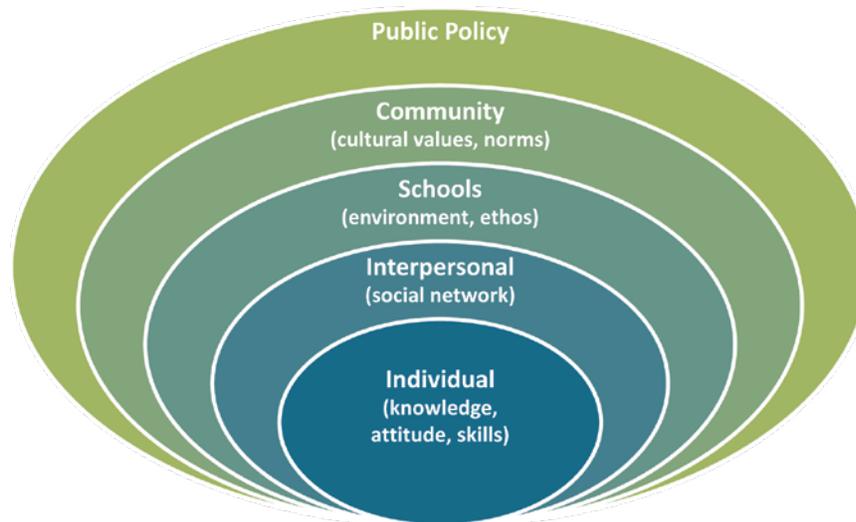
Development of the goals, objectives and strategies for each of the three health priorities was completed with each of their respective coalitions. The coalitions developed mission and vision statements at this time as well. During this process, evidence-based and best practice strategies were researched and utilized as a framework for the new plan. The plan has a strong focus in policy, system, and environmental changes.



This plan will help make Wood County healthier in years to come, with the goal of one day being the healthiest county in Wisconsin.

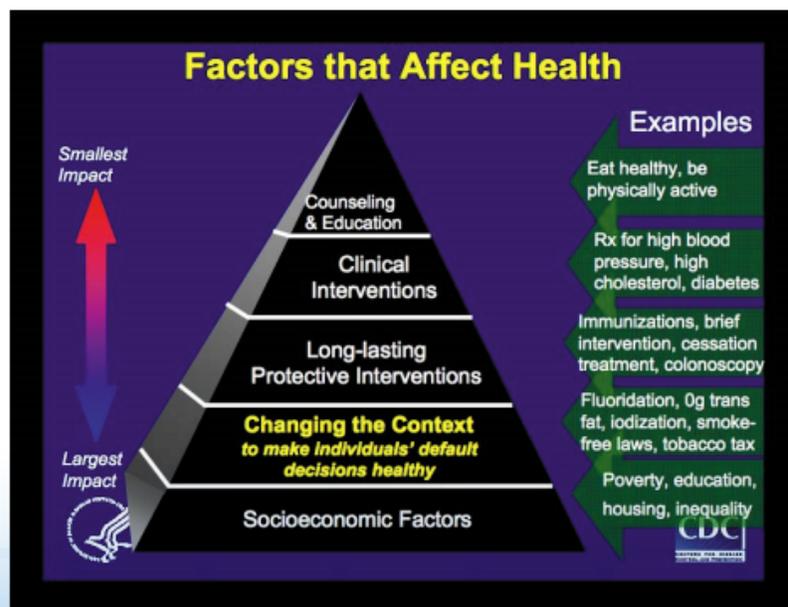
Socio-Ecological Model

The Community Health Improvement Plan is based on the Socio-ecological model. This model takes into account the varying levels of influence necessary to assess and affect the social determinants of health and move towards health equity.



Source: Margaret Whitehead, the Journal of Epidemiology and Community Health

Many factors influence health. How we address those factors determines health outcomes. For example, only counseling individuals at doctors visits has very little impact; but if we counsel, treat, add preventive screenings, require physical education and offer scholarships for college, we are going from impacting the individual at one level to impacting their health at many levels. These actions all together provide a better opportunity for influencing someone's health.



Accomplishments from 2007-2012 Community Health Improvement Plan (CHIP)

The last five years we, along with our community partners, have worked diligently to improve the health and wellbeing of everyone living in Wood County. The following is a list of some of the accomplishments that were a direct result of our collective work:



Access to Primary and Preventive Health Service

2008

- Implementation Team completed a community assessment of health screenings available in Wood County and began to explore gaps in screenings services. They also facilitated a Badger Care + Training for professionals.

2009

Oral Health

- A dental health survey was completed with dental clinics accepting Medical Assistance to find information about “no show” patients.
- A media education plan was created, which included submitting monthly articles to local newspapers to provide age specific oral health education. These articles contain prevention information, oral health instructions, promotion of dental visits, appropriate nutrition, risky habits, and diseases associated with these.
- Advocacy training was done with the team to help with a strategic plan of action surrounding the goal to: Educate legislatures about problems and issues related to limited access to dental care and the impact this has on their districts.

Insurance Outreach

- School outreach was researched in regards to Badger Care Plus.
- The “CHILD Project”, out of Covering Kids and Families of Wisconsin, was piloted throughout Wisconsin and is being used as a model here.

Screenings

- A brochure was developed and disseminated with all the screenings that are available in Wood County.

2010

Oral Health

- Advocacy model and packet has been developed.
- Posters for the campaign were printed and distributed throughout Wood County.
- Billboard messages were designed and erected around four of the key oral health messages.

Insurance Outreach

- A Badger Care Plus one page handout was distributed to all students in Pittsville and Nekoosa schools. This handout contained information about who is eligible for Badger Care and lists the services that are covered.
- Team collected and used data regarding children on free and reduced lunch without insurance coverage.

Text-it Line

- Used a model from Adolescent Pregnancy Prevention Campaign of North Carolina.
- Successful teen focus groups were held in Marshfield. The teen participants offered valuable insight for the program as well as great marketing ideas.
- Policies and protocols have been modified from the model program out of North Carolina to insure success.
- The program was launched in 2011.

2011

Oral Health

- A total of ten different education billboards were placed in Wisconsin Rapids and Marshfield through September.
- Key messages included: poor oral health during pregnancy can cause pre-term labor, a healthy mouth is a healthy body, gum disease can lead to heart disease, and soda equals cavities.
- Funding for a 2012 campaign was secured.

Insurance Outreach

- The CHILD project was modified to work best for Wood county schools.
- All children attending Wood County schools were given a one-page informational handout about Badger Care Plus and its coverage.
- A private health insurance information event was planned for spring of 2012.
- Free and low cost screening informational brochures were updated and re-distributed to various Wood County locations.

Text-it Line

- The Text It line went live in spring of 2011 and has been utilized regularly.
- Three hundred different mobile users texted questions about relationships and sexual health.
- Promotional efforts included various methods of school outreach, fair outreach, radio ads, and Facebook ads.
- An evaluation component was developed and includes a once yearly text survey to be sent to all users. This started in 2012.



Mental Health and Mental Disorders

2008

- Mental Health and Mental Disorders Implementation Team completed a five-county Speakers Bureau. A community assessment was completed of current mental health educational outreach in Wood County and a strategic plan was developed.

2009

24/7 Crisis Intervention Team

- A Crisis Intervention Team Training was held to orient community leaders and front line interventionists on a model of 24-7 crisis intervention. The goal was to have a functioning unit in Wood County by 2012. Wood County's Mobile Crisis Unit Plan was certified by the state in the spring.
- A clubhouse orientation for the community was held. Clubhouse is a membership organization that is open to anyone with a history of mental illness. It would create a place for those with mental illness to improve self-confidence and self-care abilities, develop leadership and employment skills, foster socialization and friendship building opportunities.

Education Team

- A Mental Health Speakers Bureau was developed to provide increased mental health information to the community.
- Opportunity Development Center (ODC) provided in-service trainings on mental health topics for their employees and through a partnership HPWC video-taped these trainings for reproduction. Each library in the county (6) as well as the two cable TV public access channels in the county were provided a copy for public use.

Suicide Prevention Team

- Partnered with the Study on Suicide (SOS) group to hold a teen suicide prevention conference in Wisconsin Rapids.
- A QPR train-the-trainer was held in October that certified participants to promote this model inclusive of audiences across the lifespan in Wood County. QPR stands for Question-Persuade-Refer.

2010

24/7 Crisis Intervention Team

- Mobile Crisis services were initiated on 1-1-10 providing services 8:00 AM to 4:00 PM Monday through Friday. The services were expanded 6-1-10 to include 4:00 PM to 12:00 MN Monday through Friday and 11:00 AM to 7:00 PM weekends and holidays. The goal is to diffuse mental health crises on-site avoiding potential involuntary hospitalizations at Norwood.

- The Healthy People Wood County *Information and Resources when Dealing with a Mental Health Crisis* booklet for professionals was developed and assembled through Opportunity Development Center (ODC). A companion tri-fold for community use was also created and printed.

Suicide Prevention Team

- An assessment was done with the county coroner regarding suicides. Wood County has seen a rise in suicides. Highest incidence recently is seen in 20 - 40 year old males with job loss, mental illness and substance addictions.
- The QPR (Question, Persuade, Refer) trainers developed a plan, time table, universal power point presentation, and advertising pan.
- The team held 22 trainings and presented the QPR class to 453 individuals, including both youth and adults. We received a generous contribution from the Webb Memorial Foundation in Nekoosa. This contribution allows us to offer free QPR presentations throughout the county.
- Community QPR gatekeeper training presentations were scheduled during national suicide prevention week.

Education Team

- An Oppositional Defiant Disorder Training was presented at the Marshfield Library and was taped for airing on cable access TV.
- A program for cable access on mental health recovery was done for May as Mental Health awareness month.
- Two community events were held on each end of the county on *When Johnnie and Sally Come Marching Home Again! Our Community's Returning Veteran*. Rock Larson from the Wood County Veteran's Service Office presented:
 - The returning veteran's readjustment back into civilian life.
 - Reintegration problems the veteran may face.
 - Assistance is available! Who, where and how to access veteran service assistance.
 - What you as a member of their community can do to help.
- Developed plans to draft a *Mental Health Recovery and Empowerment Dictionary* following an Illinois model.
- Created a resource roadmap for mental health services.
- Hosted a Northern Regional professional level conference at University of Wisconsin, Marshfield Campus. *Our Mental Health System and the Delivery of Mental Health Services* was an all-day conference for professionals who interface with and/or case manage adults or children with a mental health diagnosis or behaviors that may indicate a mental health concern.
- Partnered with Mid-State and the Wisconsin Rapids School District to bring a national presenter on AD/HD for a community presentation at the Performing Arts Center.

Clubhouse

- A work group was formed to get these clubs open and visits to current existing clubhouses in Wisconsin have been done. Consumers are part of this work group as the clubhouses will be member-run.
- Sub-committees have been developed around funding/sustainability, clubhouse format/programming, and organizational/general issues.
- Numerous grants have been written to help with start-up costs associated with the clubhouse. There are many opportunities for sustainability once these facilities are open.
- Obtained funding from Ho-Chunk Nation for additional startup costs in Wisconsin Rapids.

2011

Clubhouse

- A Request for Application went out for organizations interested in providing space for the clubhouse.
- Numerous facilities were toured to find an appropriate clubhouse location for Wisconsin Rapids and Marshfield.
- A church in Marshfield came forward with a parsonage available to house the clubhouse. A Better Way Clubhouse opened in Marshfield in October 2011.

Suicide Prevention Team

- Question, Persuade, Refer (QPR) trainings were held with Nekoosa Middle and High School teachers and at Lincoln High School teacher in-service days. The team has been approached by the Junior High School Parent Association. The presentations were also done with the health class at the Middle School level in Nekoosa.
- Partnered with Webb Foundation, Suicide Prevention Foundation and community members to hold “Out of the Darkness: A Walk in Darkness for Life”, a suicide prevention/awareness walk on September 30th along the Wisconsin River.

Education Team

- The Jonathan Mooney presentation held in January at the Lincoln High School PAC was attended by 120-130 Wood County residents. Mooney spoke on the barriers children with learning disorders face that prevent them from reaching success in adulthood. He inspired adults, both professional and parents, to help children overcome these barriers and empower them to recognize their own strengths. Having consented to a taped presentation, his message has been broadcasted on Cable Access TV and was made available to county libraries.
- The team researched the need for community-based anger management classes for youth and adolescents. Classes were held in October and November at both ends of the county. More than 60 adolescents, parents and teachers were reached through these classes.
- Training was held in October for group home staff on handling behaviors common in individuals with developmental disabilities, mental illness, and dementia. There were 159 people who attended this conference.





Overweight, Obesity and Lack of Physical Activity

2008

- Overweight, Obesity and Lack of Physical Activity Implementation Team was chosen to participate in the *Healthy Wisconsin Leadership Institute Community Team Program*. The team also worked with local businesses through a Worksite Wellness Network Group, where nutritional assessments were done with participating worksites.

2009

Community

- The first Big Feet, Little Feet Family Fun Walk/Run to tackle obesity in Wood County was held at Lake Wazeecha in conjunction with Kiwanis Youth Outdoors Day. The event helped raise awareness of the obesity problem in central Wisconsin.
- The Active Communities Environment toolkit was piloted. This toolkit looks at the ease for people in an environment to be physically active on a routine basis.
- A grocery store initiative was started focusing on the availability of healthy grab-and-go options for Wood County residents.

Worksite Wellness

- Hosted a Wisconsin Worksite Wellness Toolkit Training for Wood County businesses to learn how to implement strategies for worksite wellness programs at their businesses.
- Partnered with the Aging and Disability Resource Center (ADRC) to promote the “Physical Activity: The Arthritis Pain Reliever” campaign.
- Facilitated a “Stepping on Challenge” with worksites who are part of the network; teams received pedometers to track their steps.

School Age

- A physical activity and nutrition based after school program called “Fit-tastic” was piloted at Woodside Elementary School; a toolkit was offered to all schools in the county.
- Research was done to develop a survey to be disseminated to public schools in Wood County, intended to help determine compliance or barriers to implementing wellness policies.

2010

Community

- The second annual Big Feet, Little Feet Family Fun Walk/Run to tackle obesity in Wood County was held at Lake Wazeecha on June 5th. We had over 150 participants and the event helped raise awareness of the obesity problem in central Wisconsin.

- The Healthy People Wood County Obesity Prevention Team was awarded the Communities Putting Prevention to Work grant which focuses on obesity prevention initiatives in Wood County.
- A grocery store initiative was completed focusing on the availability of healthy grab-and-go options. The initiative also included “fruit or vegetable of the month” display and healthy recipes. Taste testing and produce coupons were provided.

Worksite Wellness

- Worksite Wellness consultations were offered to all area businesses that were interested in utilizing the Wisconsin Worksite Wellness Toolkit from the Department of Health Services.
- We assisted three area businesses in adopting worksite breastfeeding friendly policies.
- Worksite Wellness networking meetings were held with area business representatives. During these networking sessions wellness webinars and wellness events and activities were promoted.

Get Active (CPPW) Campaign

- The coalition conducted a SWOT Analysis around the Get Active Campaign. We looked at the team’s strengths, weaknesses, opportunities and threats.
- A Community Readiness Survey was completed assessing Wood County residents’ readiness for change around obesity initiatives. This information assisted the coalition in planning future programs.
- Partnered with medical facilities to contract three health educators.
- Developed partnerships with Central Wisconsin Resilience Project and five AmeriCorps Members.
- Developed year-long practicum with UW-Stevens Point.
- Completed vending and a la carte assessments in all six school districts.
- Assessed Wood County restaurant menus.
- 19 childcare center gardens were developed and grown.
- Implemented "Fit-tastic" After School Program – ten on-site physical activity and nutrition based afterschool programs were started reaching more than 250 children.
- Farm to school evaluation completed at Port Edwards and Pittsville schools.
- Developed Security Health Plan partnership for obesity prevention.

2011

Community

- Hosted the 3rd annual Big Feet, Little Feet Walk/Run for Obesity Prevention with all proceeds going toward sustaining obesity prevention initiatives in Wood County. There were 183 racers at this event.
- Updated the Fit-tastic afterschool curriculum by adding advanced lesson plans. The Fit-tastic curriculum is now being implemented in all 6 public school districts within Wood County, the Boys and Girls Club in Wisconsin Rapids and Youth Net in Marshfield.
- Hosted informational booths at several public events and employee wellness fairs throughout Wood County.
- Developed a comprehensive coalition data base.
- Produced the Health People Wood County monthly activity calendar, which was distributed to various media outlets throughout Wood County.
- Assisted with several initiatives with the Communities Putting Prevention to Work Grant:
 - Community Readiness Survey
 - Smart Meals
 - Farm to School
 - Media Events
 - Get Active Nights at Wisconsin Rapids Rafter’s Baseball games

- Community Supported Agriculture promotion
- Gathering building use agreement information
- Get Active recognition awards
- Brought in state experts for coalition trainings
 - Media spokesperson training
 - Policy assessment, power mapping, story inventory
- Hosted a family kickball game and served a healthy snack to promote Nickelodeon's Worldwide Day of Play.
- The close of 2011 marked nearly two years since Wood County became one of 50 communities across the country to receive a \$2.3 million Communities Putting Prevention to Work (CPPW) grant. Over the first year, the CPPW national obesity prevention program, known locally as Get Active Wood County, made tremendous progress toward attaining its goal of making healthy eating and active living an easy choice in Wood County. Led by the Wood County Health Department, the Get Active coalition of local businesses, schools, and non-profit organizations successfully implemented numerous initiatives focused on nutrition and physical activity that have, and will continue to have, an impact on area residents well into the future.

Get Active (CPPW) Campaign

A sampling of these initiatives include:

- For the second year, all six Wood County public school districts and Youth Net offered Fit-tastic, an after-school program that emphasizes healthy eating and active living. The program served over 225 students during fall/winter 2011.
- All Wood County public school districts took part in the second year of Farm to School monthly taste tests. Students had the opportunity to taste test locally grown produce that included apples, watermelon, cantaloupe, sliced tomatoes, cherry and grape tomatoes, and carrots.
- Seventy-five percent of farmers markets in Wood County now accept FoodShare. The program bridged a gap between FoodShare participants and local farmers, helping reconnect participants to fresh, locally produced food and farmers to federal dollars. Over \$4,000 FoodShare dollars were spent at the Wood County Farmers Market at Rapids Mall during the 2011 season.
- Seventeen businesses in Wood County are in the process of implementing healthy food worksite policies. Ten of these businesses are also updating worksite wellness policies that promote employee physical activity.
- Eleven Wood County restaurants implemented, or are in the process of implementing a Smart Meal program where restaurants label their menus with meals lower in calories, fat, and sodium and higher in fruits, vegetables, and whole grains.
- Eighteen childcare centers and four Head Start centers throughout Wood County received child care curriculums that promote nutrition and physical activity. In addition, they are receiving assistance and support to update wellness policies that incorporate more physical activity and better nutrition into childrens' daily routines.
- Fourteen new Wood County facilities opened their doors as Shared Use Facilities, which allow community members to walk in or use space for physical activity, nutrition education, and/or food processing.

Currently, two-thirds of Wood County adults are overweight or obese, and childhood obesity rates are higher than ever before. Obesity and other chronic illnesses related to a lack of physical activity and an unhealthy diet place substantial stress on the local economy, our community and all of us as individuals. Together, we can make a difference.

Get involved at getactivewoodcounty.org

Healthy People Wood County

Vision: To make Wood County, WI the healthiest community in the nation!

The Community Health Improvement Plan Steering Committee and Community Teams embrace the following specific missions and visions for the three priority health areas.

Chronic Disease Prevention and Management

Mission: To reduce chronic disease in Wood County by empowering everyone to make healthy choices regarding nutrition and physical activity in a supportive community environment.

Vision: Wood County will become a national model in efforts to reduce chronic disease by promoting healthy vibrant lifestyle choices.

Healthy Growth and Development

Mission: The mission of the Healthy People Wood County Healthy Growth and Development team is to improve the quality of health during critical periods of growth and development by maximizing access to care, providing education, and strengthening existing partnerships.

Vision: The Healthy Growth and Development team will consist of a strong interdisciplinary network leading the way to optimal growth and development.

Mental Health & Alcohol and Other Drug Abuse

Mission: Provide opportunities and identify resources, which promote healthy coping which enhances the quality of life of Wood County residents.

Vision: Wood County promotes healthy behaviors.



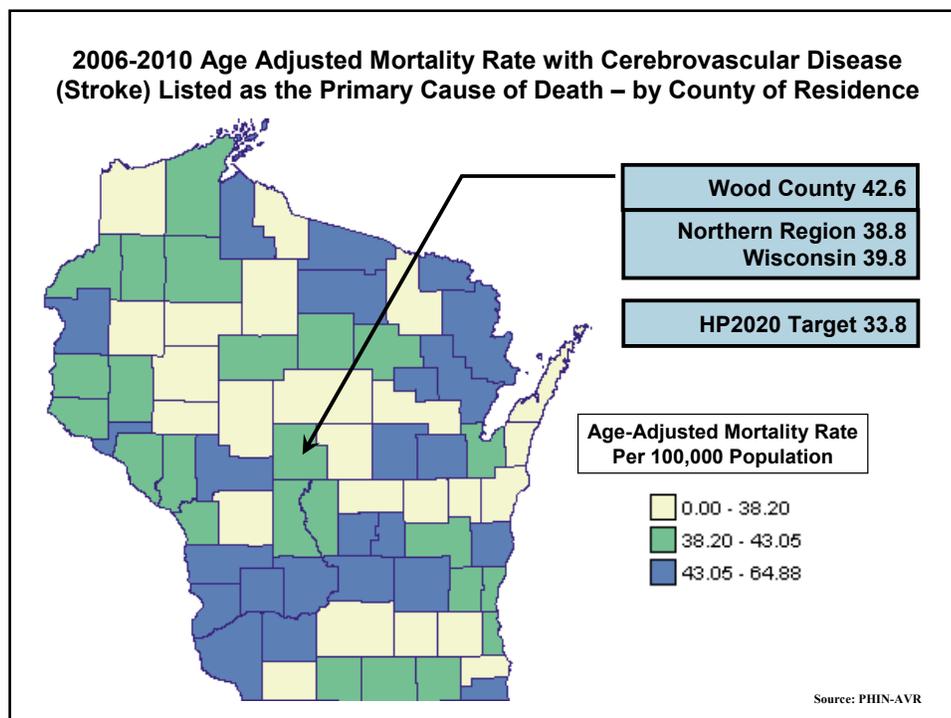
Community Health Priority Issues & Strategies

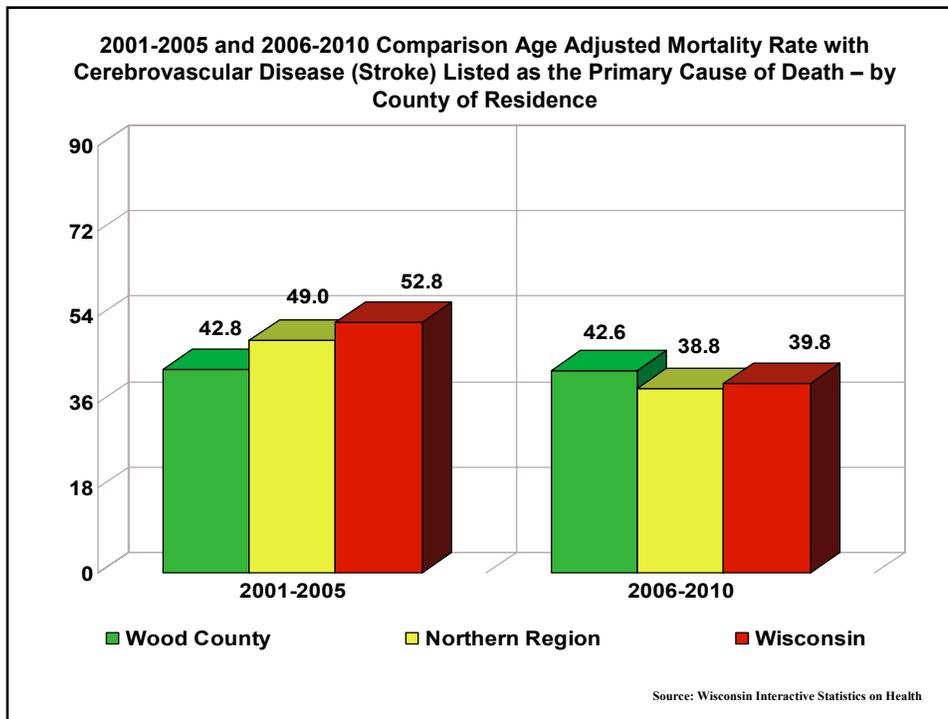
Issue 1: Chronic Disease Prevention and Management

Chronic Disease Prevention and Management

Why is this focus area important?

- Chronic diseases, such as heart disease, stroke, cancer, diabetes, and arthritis, are among the most common and costly of health problems. Rates will rise over the decade as the average age of the population increases and because of the current epidemic of obesity.
- Chronic diseases can be prevented or mitigated in many ways, including healthy diet and physical activity, eliminating tobacco use and substance abuse, screening, and disease-management programs.





Nutrition and Healthy Foods

Why is this focus area important?

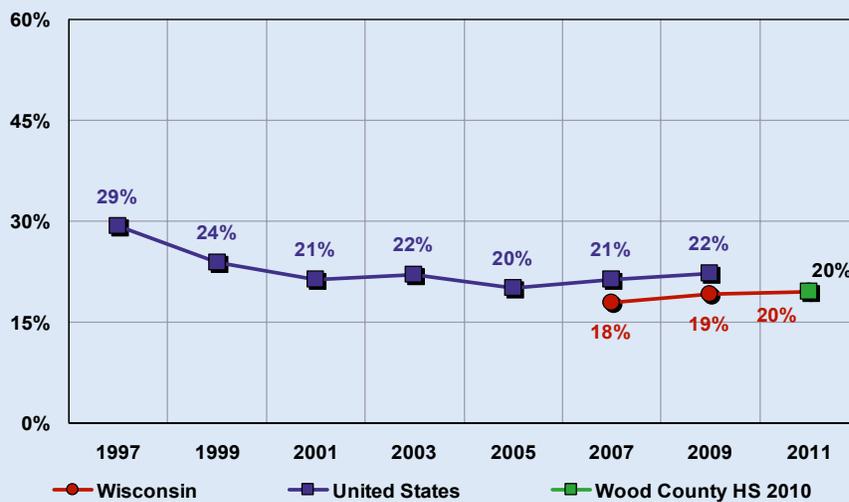
- Adequate and appropriate nutrition is a cornerstone for preventing chronic disease and promoting vibrant health.
- The rate of Wisconsin adult obesity increased from 20 percent to 26 percent from 2000 to 2008 (Wisconsin Department of Health Services, Track 2010).
- Diet in childhood, including breastfeeding, is especially important to maintaining appropriate weight.
- One key issue for this focus area is food security, or assured access to enough healthy food to lead an active and healthy life. Ten percent of Wisconsin households are food insecure (Nord, Andrews, & Carlson, 2009).

Adults who have consumed fruits and vegetables five or more times per day.



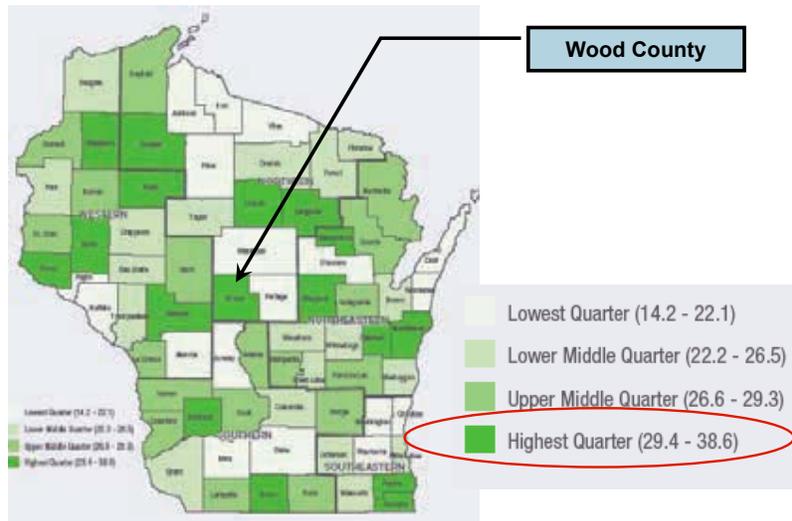
Source: CDC Behavioral Risk Factor Surveillance System

Percent of students in grades 9-12 who reported eating five or more servings of fruit and vegetables.



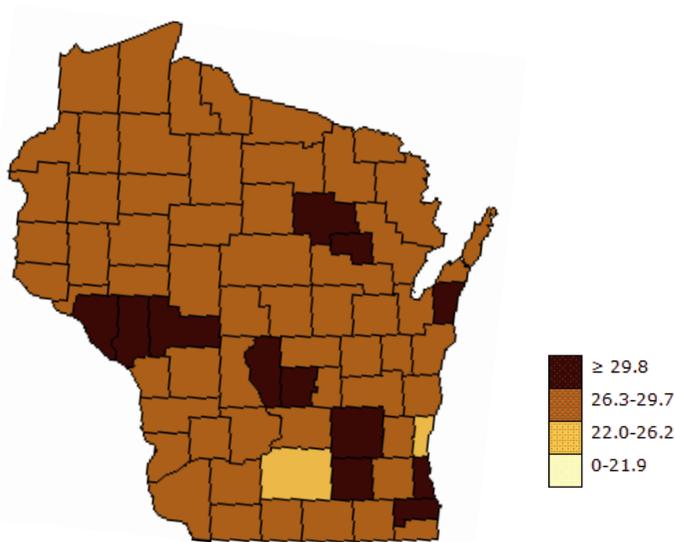
Source: Wisconsin Youth Risk Behavior Survey

Adult Total Obesity Prevalence for Counties by Quartile 2004-2006



Source: Obesity, Nutrition and Physical Activity in Wisconsin

2008 Age-Adjusted Estimates of the Percent of Adults (≥ 20 years of age) Who are Obese



Source: CDC

Food Security Status of WIC Participants January 2007

Indicator	Wood County	Wood County Rank	Wisconsin
Percentage of WIC Households with Low Food Security	50%	27 of 72	51%
Percentage of WIC Households with Very Low Food Security	17%	17 of 71	15%

Source: UW-Extension Wisconsin Food Security Project

Food Security Profile for Wood County - Special Supplemental Nutrition Program for Women, Infants and Children (WIC) (Participation 2008)

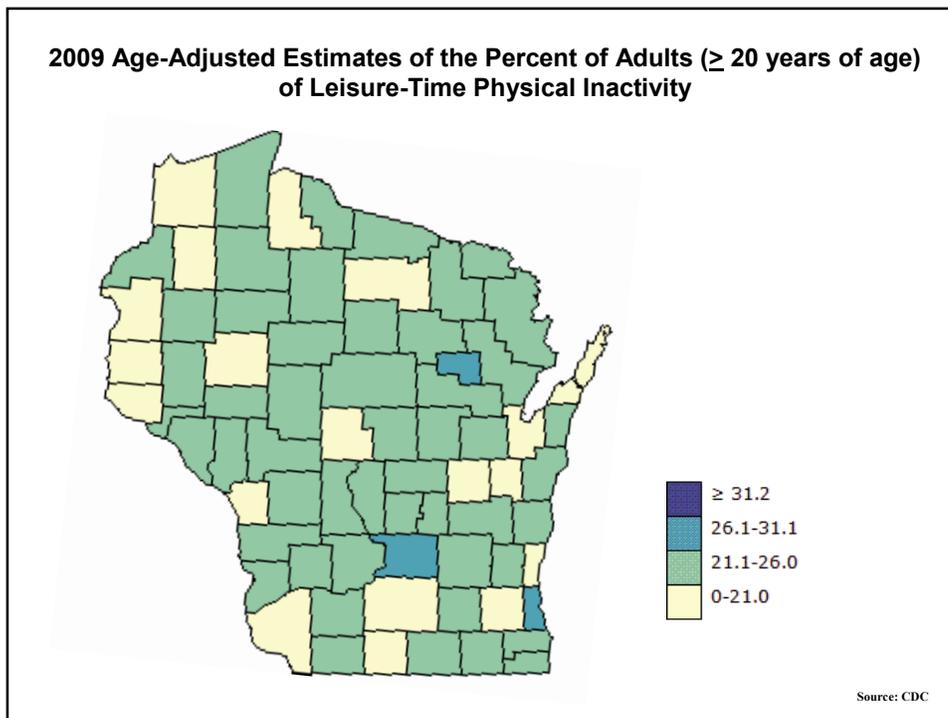
Indicator	Wood County	Wood County Rank	Wisconsin
Number of WIC participants annually	2,522		203,790
Number of WIC participants monthly	1,483		126,042
Estimated percentage of WIC eligible's served	72.59%	49 of 72	80.13%

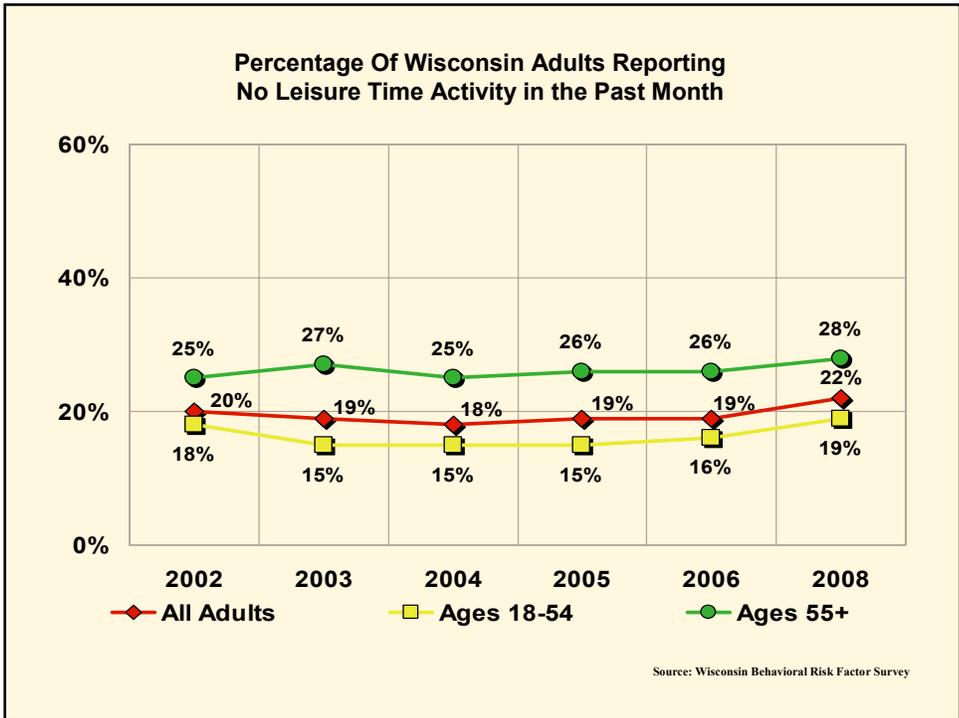
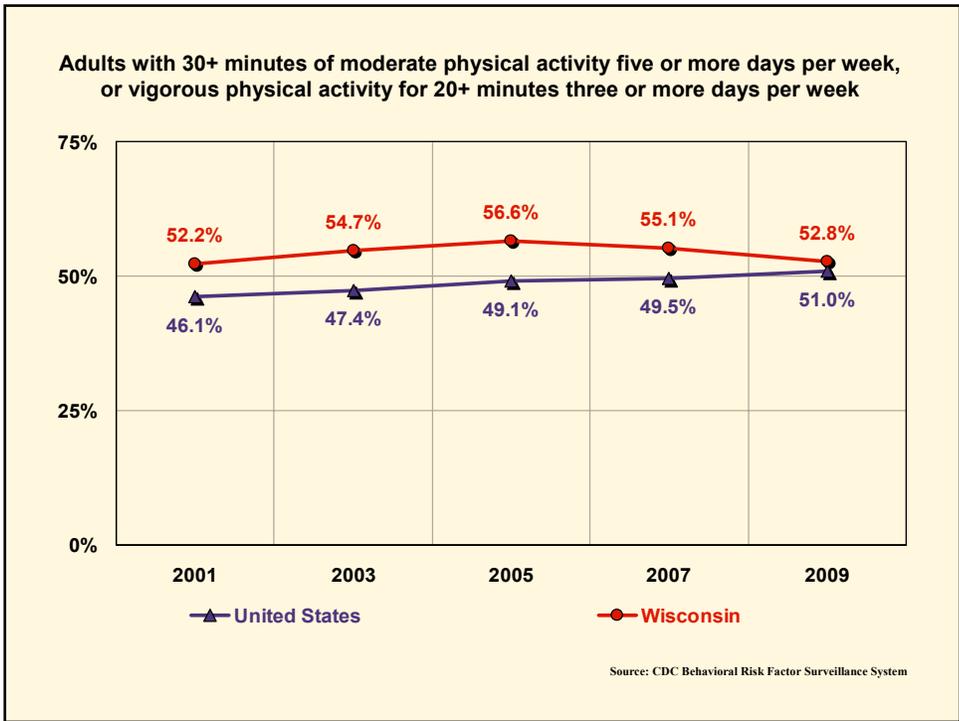
Source: UW-Extension Wisconsin Food Security Project

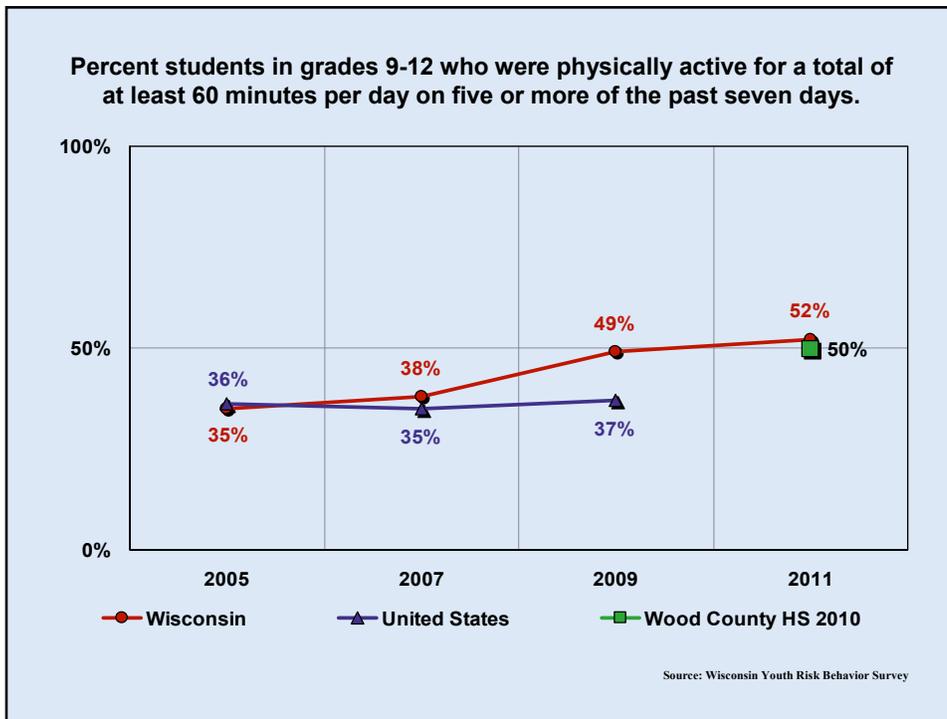
Physical Activity

Why is this focus area important?

- Physical activity is a preventive factor for many adverse health conditions, such as heart disease, stroke, high blood cholesterol, depression, and bone and joint disease.
- Changes in community design can encourage increased physical activity.







Below, you will find our plan that will assist us along with our community partners in reaching our goals.

Goal 1: To improve the nutrition of Wood County residents

OBJECTIVE 1: By December 31, 2018, improve the nutritional requirements of food provided through community supported meals, and provide nutrition education as needed

Strategies:

1. Work with community partners to develop a healthy food donation list for food pantries, school backpack program, community meals and food drives
2. Collaborate with community partners to provide nutrition education to those operating food pantries and community supported meals.

OBJECTIVE 2: By December 31, 2018, advocate for higher nutrition standards for the FoodShare program

Strategies:

1. Educate legislators
2. Educational articles for various media outlets (newspaper, newsletters, website and Facebook)
3. Utilize social media

OBJECTIVE 3: Through December 31, 2018, support Central Rivers FarmShed in the continuation and coordination of Electronic Benefit Transfer (EBT) machines at area Farmers' Market

Strategies:

1. Assist and support additional development of EBT at area Farmers' Markets

OBJECTIVE 4: By December 31, 2018, increase the number of restaurants offering the Smart Meal program by five

Strategies:

1. Solicit new restaurants
2. Promote Smart Meal restaurants

OBJECTIVE 5: By December 31, 2018, increase the number of worksites with healthy vending and food policies by 10%

Strategies:

1. Promote and increase utilization of Healthy Foods 2 Worksite toolkit
2. Support existing worksite wellness programs with education around healthy food choices and active living
3. Work with other community partners to ensure a comprehensive worksite wellness community in Wood County

OBJECTIVE 6: By December 31, 2018, strengthen and support current school food systems in Wood County

Strategies:

1. Work with school wellness committees to improve, expand, and strengthen farm to school language within school wellness policies. Farm to school language could include but is not limited to; local food procurement, youth garden, and agriculture and nutrition
2. Expand local food procurement and processing infrastructure regionally to strengthen existing, and develop new, farm-to-school programs
3. Develop web-based platform for efficient procurement practices and sustainability
4. Promote the project to new food system stakeholder

Goal 2: To improve the physical activity of Wood County residents through active communities

OBJECTIVE 1: By September 29, 2013, increase access to physical activity opportunities via joint use agreements

Strategies:

1. Conduct at least two activities supportive of implementing shared use, for example:
 - Share resources and templates related to shared use agreements between counties
 - Review previously compiled facility list and research additional opportunities for joint use, update list annually
 - Hold meetings with key stakeholders to create, improve, expand, or strengthen joint use agreements
 - Develop and disseminate success stories using multiple communication channels including but not limited to; newspaper (print ads, press releases, news articles), website, social media (Facebook, YouTube, Twitter, LinkedIn), and television
 - Facilitate story telling training to shared use providers
 - Promote use of facilities with current shared use agreements through programming, i.e., before, during, and afterschool programming
 - Incorporate language regarding shared use in school wellness policies if available

2. Conduct at least two activities to support the statewide obesity prevention movement, for example:
 - Continue membership in regional and state-wide networks such as Marshfield Clinic Healthy Lifestyles Network, WI PAN, and WI POD
 - Actively seek opportunities to present lessons learned at state-wide conferences
 - Educate legislators on efforts to support the obesity prevention movement

OBJECTIVE 2: By September 29, 2013, assess and implement an additional systems change that increases and promotes physical activity opportunities

Strategies:

1. Assess the community for opportunities to increase and promote physical activity opportunities, using an assessment tool
2. Implement at least one local systems change identified in the assessment
 - Targeted outreach efforts for systems change within worksites dependent upon results of assessment
 - Connect with established Marshfield Clinic and Healthy People Wood County worksite wellness networks to implement system change within worksites

OBJECTIVE 3: By December 31, 2018, increase bike and pedestrian transportation to school by 25%

Strategies:

1. Increase opportunities for safe bike and pedestrian transportation to and from schools and worksites, for example:
 - Contact driver's education programs regarding education on pedestrian safety
 - Assist with area Safe Routes to School and other related programs
 - Collaborate with partners to assist with bike/ped safety education in elementary schools
 - Encourage policy development around active transportation to and from work
 - Assist with increasing number and accessibility of bike racks at worksites
 - Work with partners to supply bike and walking path maps to schools and worksites

OBJECTIVE 4: By December 31, 2018, Wood County residents will increase their physical activity by 10%

Strategies:

1. Encouraging environmental changes that support physical activity, for example:
 - Assist with implementing a bike sharing program within the community
 - Increase number and accessibility of community bike racks and encourage bike racks on public transportation
 - Work with partners to encourage continued development of bike/ped paths and trails within the community
2. Promote Wood County's outdoor resources, for example:
 - Promote opportunities for outdoor activities by using variety of media outlets
 - Provide or promote recreational education activities
 - Collaborate with partners to map walking and biking paths in Wood County
3. Assist with sustaining afterschool physical activity/nutrition programs, for example:
 - Advocate for continued funding
 - Assist with storytelling of success stories

Evaluation and Measures

YRBSS, BRFSS, SHOW, Healthy Communities Survey, Food Security Data, etc.

Ideas for Effective Action

Chronic Disease Prevention and Management

(Note: Many other Healthiest Wisconsin 2020 objectives also work to prevent chronic diseases before they start.)

Individuals:

- If you have chronic disease, manage it actively with your health care provider even when you don't feel sick. Learn how your medicines work and understand warning signs.
- Ask your health care provider about preventive services. A checklist is available from: <http://www.ahrq.gov/consumer/healthy.html>

Communities:

- Support programs that help patients manage chronic illnesses more skillfully, such as Living Well with Chronic Conditions: <http://dhs.wi.gov/aging/CDSMP/LivingWellwithChronicConditions/index.htm>

Statewide:

- Build sustainable funding for chronic disease prevention and management programs.

Adequate, Appropriate, and Safe Food and Nutrition

Individuals:

- Ask for healthy choices (unsweetened beverages, fruits and vegetables, whole grains) where you shop, study, work, and live.
- Ask your healthcare provider to measure your Body Mass Index (BMI) using your height and weight, and discuss whether it is healthy. Do the same for those you care for.

Communities:

- Promote healthy food choices in school and work environments.
- Support programs that make healthy foods more accessible and affordable, like the Women, Infants and Children Nutrition Program (WIC) and Farmers' Markets.
- Implement policies that promote breastfeeding at hospitals, clinics, childcare and work.

Statewide:

- Advance policies that make breastfeeding and nutritious, non-sweetened foods the simplest and preferred choices for children.

Physical Activity

Individuals:

- Adults should aim for at least 30 minutes of moderate exercise at least five days a week; even climbing stairs, mowing the lawn and walking for errands helps.
- Children need an hour of physical activity daily; turn off the television and get them moving.

Communities:

- Establish safe routes to walk to school and places to play outdoors.
- Encourage workplace fitness programs.
- Support mixed-use neighborhood design with public transit that encourages walking or bicycling for errands and work.

Statewide:

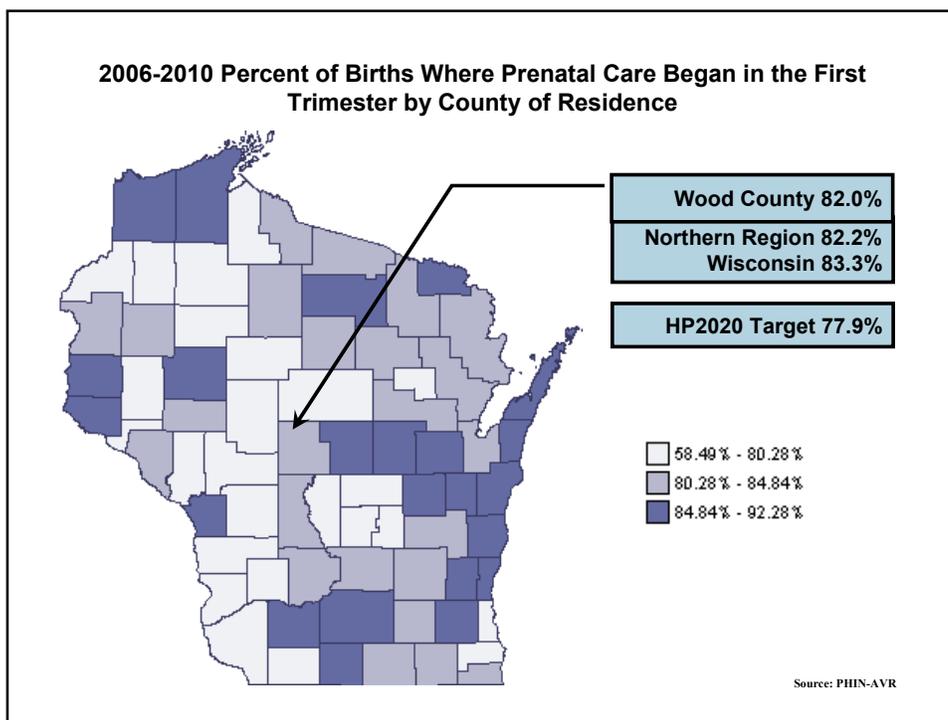
- Support policies enabling increased physical education at schools.

Issue 2: Healthy Growth and Development

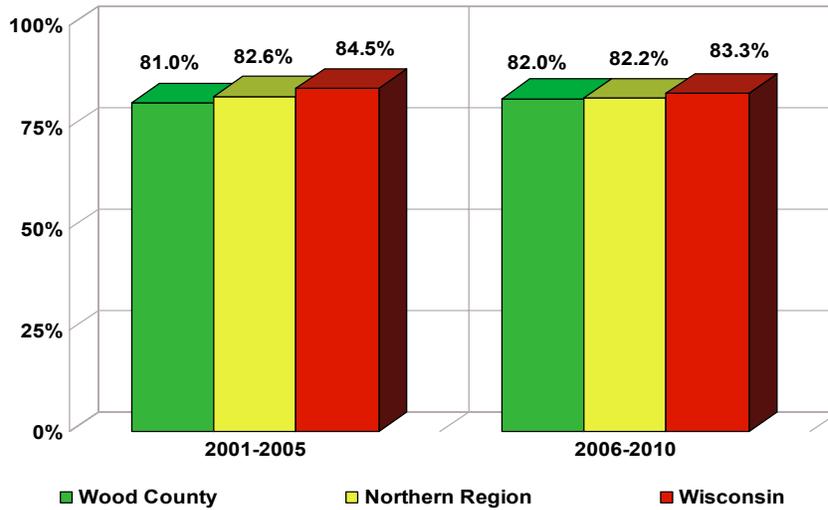
Healthy Growth and Development

Why is this focus area important?

- Early growth and development have a profound effect on health across the life span.
- Developmental disabilities can often be mitigated if detected promptly.
- Every week in Wisconsin almost 100 infants are born with a low birth weight; almost 6 of every 100 infants born with low birth weight will die before their first birthday.
- Infants born to African American mothers are nearly three times as likely to die in the first year of life as infants born to White mothers.



2001-2005 and 2006-2010 Comparison Percent of Births Where Prenatal Care Began in the First Trimester by County of Residence



Source: Wisconsin Interactive Statistics on Health

Number of Deaths per Year Caused by Infant Mortality to Wood County Residents

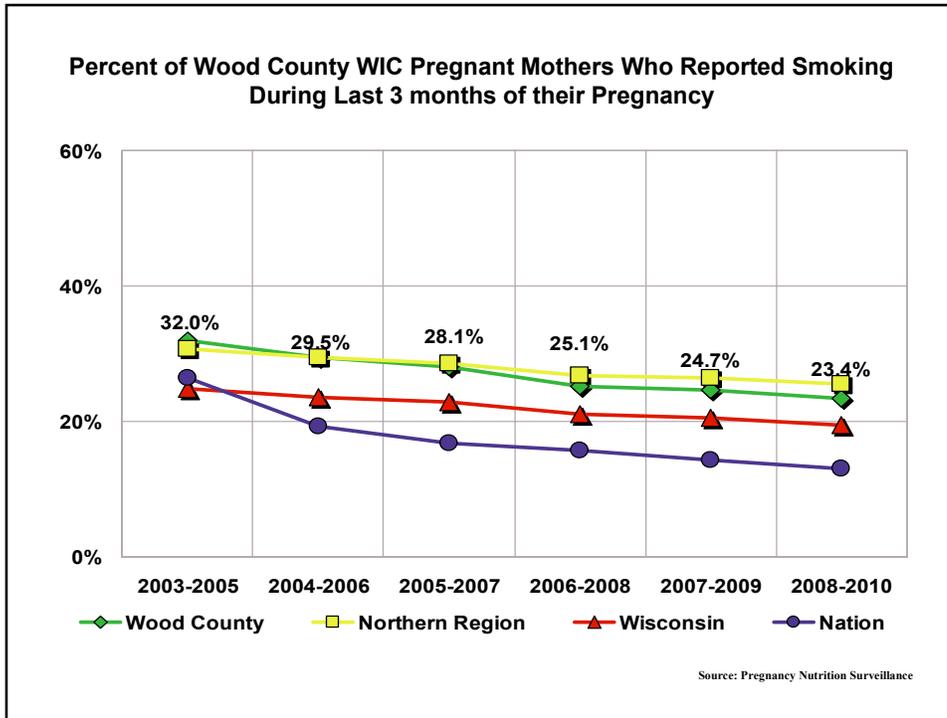
Due to low numbers Wood County trend data is not available.

From **2001-2010**, there were 36 Infant Deaths to Wood County residents. An average of 3.6 per year.

From **1991-2000**, there were 47 Infant Deaths to Wood County residents. An average of 4.7 per year.

Infant Mortality is defined as the death of an infant less than 365 days of age.

Source: Wisconsin Interactive Statistics on Health

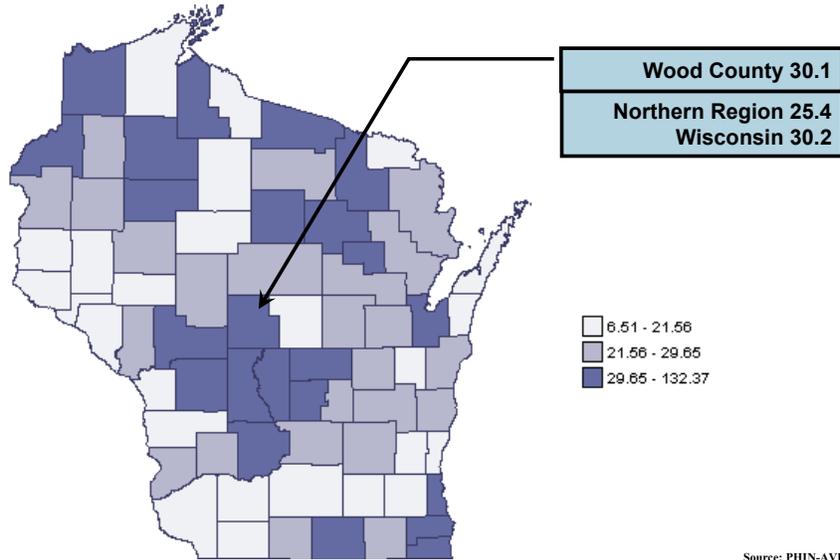


Reproductive and Sexual Health

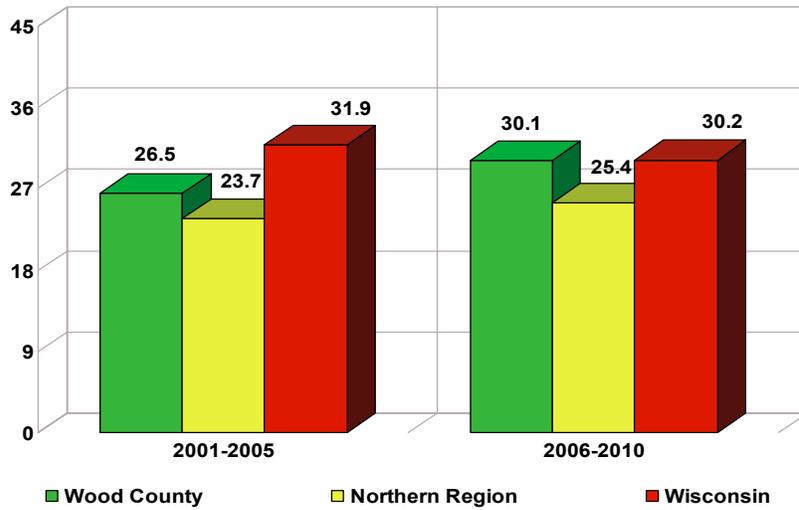
Why is this focus area important?

- Attention to policies and programs that support and foster reproductive and sexual health is needed to reduce rates of adolescent and unintended pregnancy, HIV, and sexually transmitted diseases (STD).
- Health disparities are especially pronounced in these areas, with many of these problems related to power differences and lack of respect based on gender, sexual orientation or identity, gender identity, or age.
- Some of these are deeply rooted in cultural norms. Long-term change will require a shift in social norms accomplished through increased resources, leadership, and community dialog; social marketing; and effective public policy, in addition to comprehensive sexual health education and better access to relevant clinical services.
- Efforts to eliminate the deep disparities in adolescent and unintended pregnancy, HIV, and sexually transmitted diseases can be understood as working toward “reproductive justice.”

2006-2010 All Teen Birth Rate – Mothers Under 20 Years of Age
 Births per 1,000 Females 15-19 Years of Age

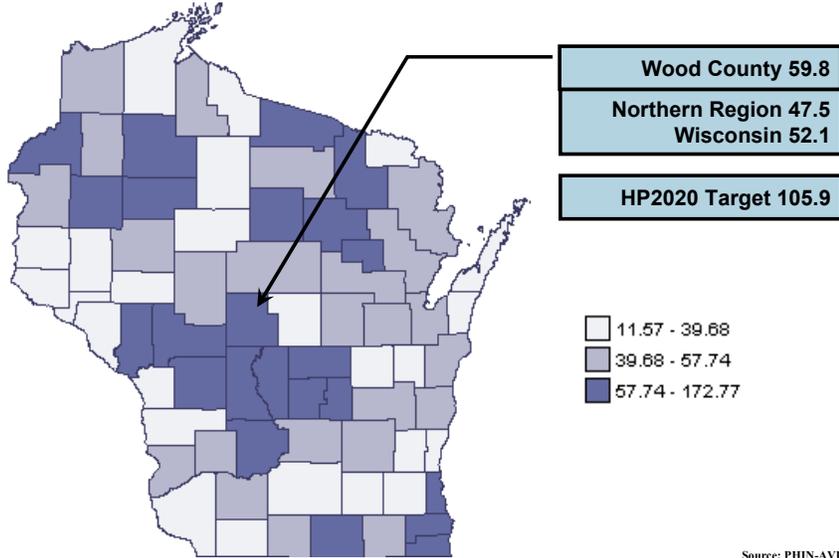


2001-2005 and 2006-2010 Comparison of All Teen Birth Rate
 Mothers under 20 years of age, births per 1,000 Females 15-19 Years of Age.



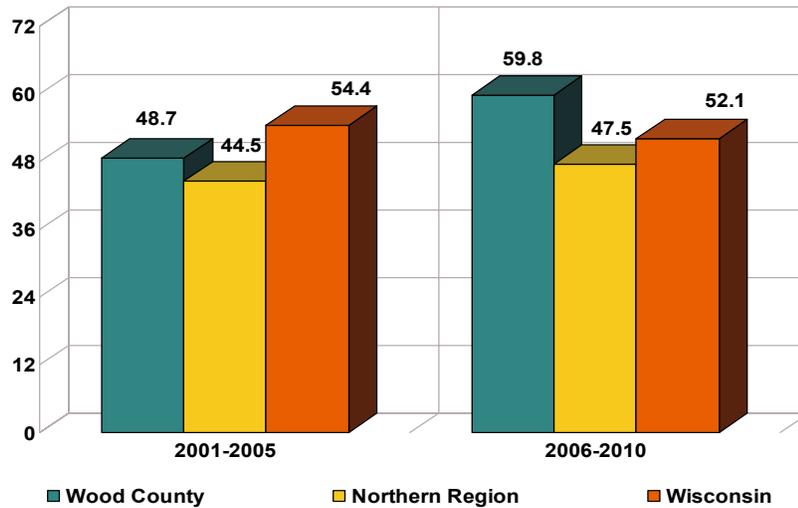
Source: Wisconsin Interactive Statistics on Health

2006-2010 Older Teen Birth Rate – Mothers 18-19 Years of Age
Births per 1,000 Females 18-19 Years of Age



Source: PHIN-AVR

2001-2005 and 2006-2010 Comparison Older Teen Birth Rate
Mothers 18-19 years of age, births per 1,000 Females 18-19 Years of Age.



Source: Wisconsin Interactive Statistics on Health

Number of Deaths for Wood County Residents with Human Immunodeficiency Virus Infection listed as the Primary Cause of Death

No Wood County trend data is available.

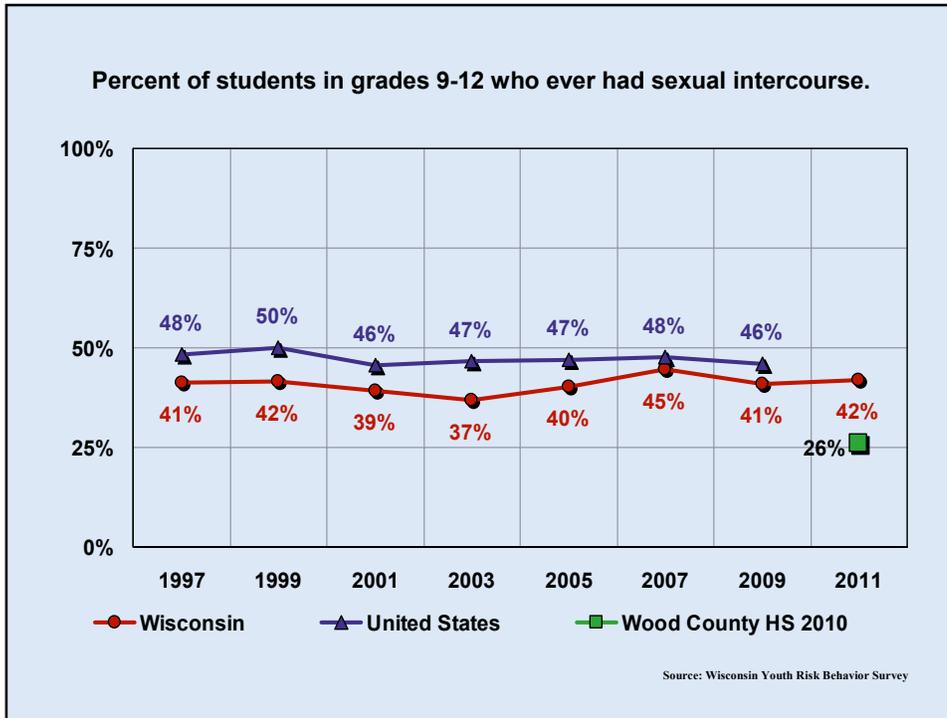
- From **1991-2010**, 11 Wood County residents had Human Immunodeficiency Virus Infection listed as the primary cause of death. An average of 0.55 per year.

Source: Wisconsin Interactive Statistics on Health

Confirmed and Probable Incidents of Selected Sexually Transmitted Diseases Infecting Wood County Residents

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
Chlamydia	74	91	123	161	118	114	124	107	134	163	643
Gonorrhea	11	15	8	12	9	2	7	10	11	12	42
Syphilis	3	0	0	2	1	0	0	1	1	2	5
Genital Herpes (Not Reportable)	30	40	32	48	50	38	7	0	0	0	45

Source: Wisconsin Electronic Data Surveillance System



Oral Health

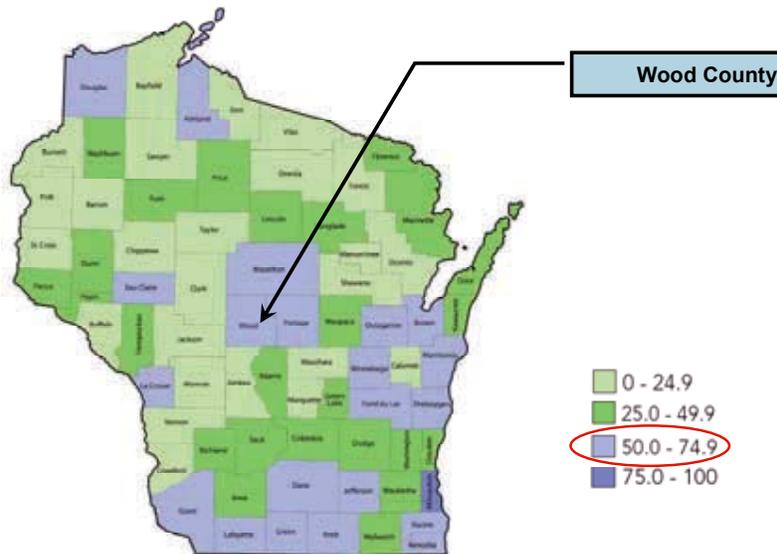
Why is this focus area important?

- Oral health means being free of mouth pain, tooth decay, tooth loss, oral and throat cancer, birth defects, and other diseases that affect the mouth.
- Many diseases can start with oral symptoms, and many diseases beginning in the mouth can affect health in other parts of the body.
- Wisconsin experiences shortages of access to dental and other oral health services, particularly for people receiving BadgerCare or lacking insurance coverage for oral health services.

Riverview Hospital/Clinic
ER Visits for Oral Health
9/1/10-8/31/11

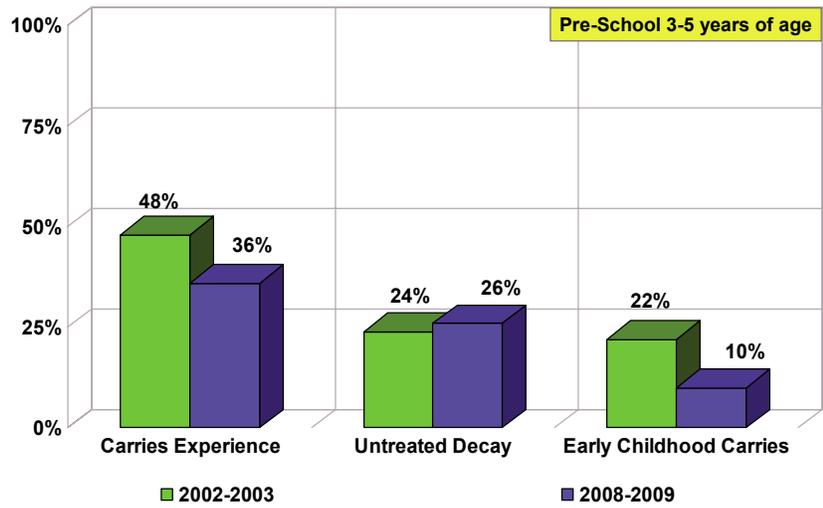
- 566 visits to the ER were for Oral Health concerns
- The most frequent diagnoses were:
 - Dental Disorder NOS (N=301)
 - Periapical Abscess (N=130)
 - Unspecified Dental Caries (N=60)
- 75% of patients coming to the ER for Oral Health concerns were in their 20s or 30s

**Percent of Total County Population (All Water Sources)
Served by Fluoridated Water**



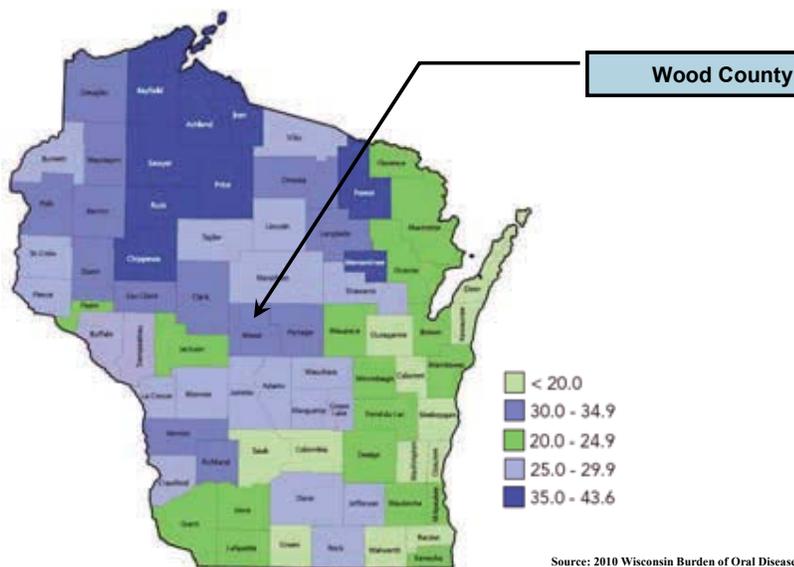
Source: 2010 Wisconsin Burden of Oral Disease in Wisconsin

Percentage of Wisconsin's Head Start Children with Carries Experience, Untreated Decay, and Early Childhood Carries 2002-2003 and 2008-2009



Source: 2010 Wisconsin Burden of Oral Disease in Wisconsin

Percentage of Medicaid Members Receiving Dental Services, SFY2009



Source: 2010 Wisconsin Burden of Oral Disease in Wisconsin

Below, you will find our plan that will assist us along with our community partners in reaching our goals.

Goal 1: To reduce the incidence of tobacco use among pregnant women and adolescents in Wood County

OBJECTIVE 1: By December 31, 2014, one new Wood County provider will implement the First Breath Program

Strategies:

1. Purchase a carbon monoxide breath detector for First Breath provider use
2. Explore options for enhancing/modifying First Breath program participation and success
3. Expand First Breath outreach among Wood County providers

OBJECTIVE 2: By December 31, 2018, reduce tobacco use among adolescents by 2%

Strategies:

1. Explore evidence based strategies to reduce tobacco use among adolescents
2. Implement evidence based strategies to reduce tobacco use among adolescents
3. Partner with the Central WI Tobacco Coalition, Inner Wisconsin Coalition for Youth, and other appropriate community partners

Evaluation and Measures

Hospital data for smoking moms, WIC data, First Breath enrollees, Youth risk behavior surveys, CDC pregnancy nutrition surveillance

Goal 2: Support positive sexual health among adolescents and young adults in Wood County

OBJECTIVE 1: By December 31, 2014, use of social media outlets related to sexual health and body awareness by adolescents and young adults will increase by 10%

Strategies:

1. Increase school participation in promotion of the Text It line
2. Continue promotion of the Text It line at Teen Health Conference sponsored by Marshfield Clinic and Family Health Center of Marshfield, Inc. and 3/0 Day
3. Promote the Text It line in out of school locations
4. Develop and implement social media outlets for young adults

OBJECTIVE 2: By December 31, 2018, develop and support one new in school and out of school sexual health education tools for adolescents

Strategies:

1. Increase the number of locations offering puberty workshops modeled after the Wisconsin Adolescent Health Care Communication Program and Youth Net's program
2. Provide support for the Marshfield Clinic and Family Health Center of Marshfield, Inc. Teen Health conference semi-annually, 3/0 day and other organizations promoting positive sexual health for adolescents
3. Explore opportunities for development of additional programs promoting positive sexual health among adolescents

OBJECTIVE 3: By December 31, 2018, reduce rates of sexually transmitted infections (focusing on HPV, gonorrhea and chlamydia) to Wood County residents by 3%

Strategies:

1. Research evidence based strategies for reducing sexually transmitted infections
2. Implement evidence based strategies for reducing sexually transmitted infections
3. Improve access to contraception/STI prevention methods

Evaluation and Measures

STD rates, School survey data, teen pregnancy rates, ER data, Hospital data

Goal 3: Improve oral health outcomes for the prenatal-early childhood population in Wood County

OBJECTIVE 1: By December 31, 2018, explore opportunities to increase systemic fluoridation rates in at least one Wood County Community with a public water system that does not provided fluoridated water

Strategies:

1. Explore funding to assist with water fluoridation
2. Provide information to towns that do not have water fluoridation
3. Discuss fluoride supplementation with Pediatricians
4. Increase awareness about bottled water not being fluoridated
5. Improve parents understanding of benefits of fluoride

OBJECTIVE 2: By December 31, 2016, implement two new evidenced based early prevention strategies to reduce rising decay rates

Strategies:

1. Provide information to pregnant women about the importance of oral health during pregnancy and infant oral health
2. Increase the number of medical care providers that provide oral health care and education at well baby checks by providing training to the medical providers
3. Encourage dentists to offer care for younger children and pregnant women
4. Promote the first dental appointment by age 1

Evaluation and Measures

Wisconsin state oral health care data, Healthy Smiles screening data, PNCC data, Prenatal assessment knowledge survey, dental office surveys about services provided to pregnant women and young children

Goal 4: Improve health outcomes for the prenatal-early childhood population in Wood County

OBJECTIVE 1: By December 31, 2018, promote preconception health based on identified areas for improvement and implement two new evidenced based strategies

Strategies:

1. Review yearly fetal infant mortality review reports to determine opportunities to improve health outcomes
2. Review evidence based practices that focus on identified opportunities
3. Implement evidence based practices that focus on identified opportunities

OBJECTIVE 2: By December 31, 2018, promote early childhood health based on identified areas for improvement and implement two new evidenced based strategies

Strategies:

1. Maintain communication with the child death review team to determine opportunities to improve health outcomes
2. Review evidence based practices that focus on identified opportunities
3. Implement evidence based practices that focus on identified opportunities
4. Partner with other coalitions to improve health outcomes

Evaluation and Measures

Wood County Breastfeeding rates, child death review data on total deaths/causes, FIMR data on total deaths/causes, birth rate, infant mortality rate, rate of mothers accessing prenatal care in the first trimester, immunizations rates, rate of emergency room visits



Ideas for Effective Action

Healthy Growth and Development

Individuals:

- Allow adequate spacing between pregnancies.
- Help the pregnancy and infant grow in environments free from violence, smoke, and substance use.
- Subscribe to <http://www.text4baby.org/> to receive reminders for a healthy baby.

Communities:

- Expand Head Start and other early childhood development programs that encourage development and help detect disabilities early.

Statewide:

- Expand access to evidence-based home visiting programs for families during pregnancy and early childhood.

Reproductive and Sexual Health

Individuals:

- Protect from unintended pregnancy and sexually transmitted disease through sexual abstinence or appropriate contraception.
(http://dhs.wi.gov/dph_bfch/MCH/familyplanning.htm)

Communities:

- Provide medically accurate sexual health education in schools.
- Reduce stigmas and barriers based on sexual activity, sexual orientation or identity, or gender identity.

Statewide:

- Expand access to comfortable reproductive and sexual health care services, particularly where there are high disparities in health outcomes.

Oral Health

Individuals:

- Schedule regular oral exams and cleanings.

Communities:

- Support community water fluoridation and school-based dental sealant programs.

Statewide:

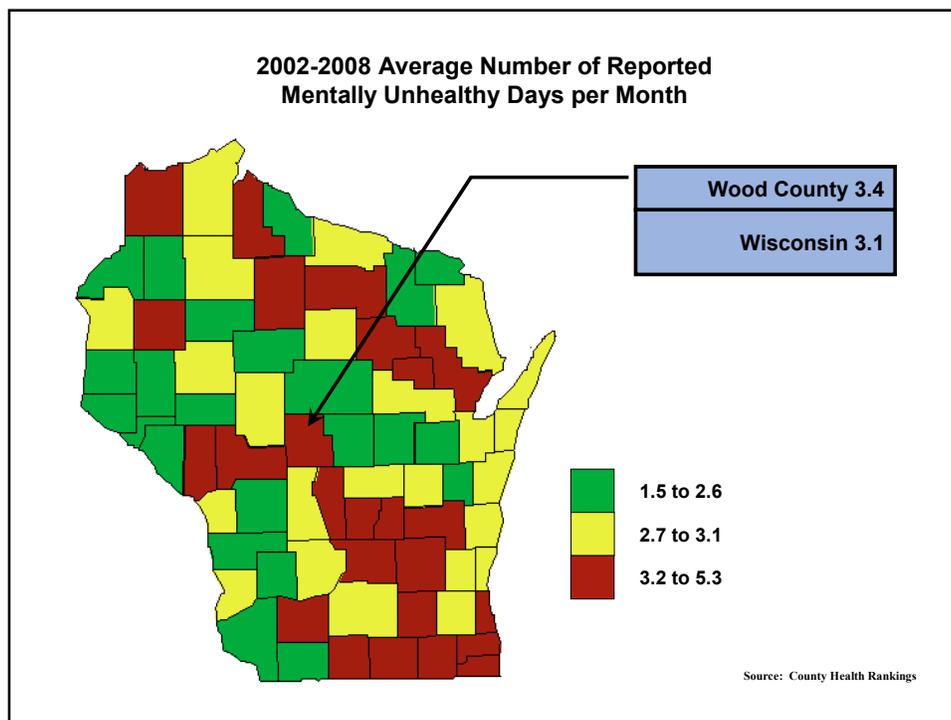
- Expand access to oral health professionals through insurance reform, community health centers, and expanded scope of practice for dental hygienists in public health settings.

Issue 3: Mental Health & Alcohol and Other Drug Abuse

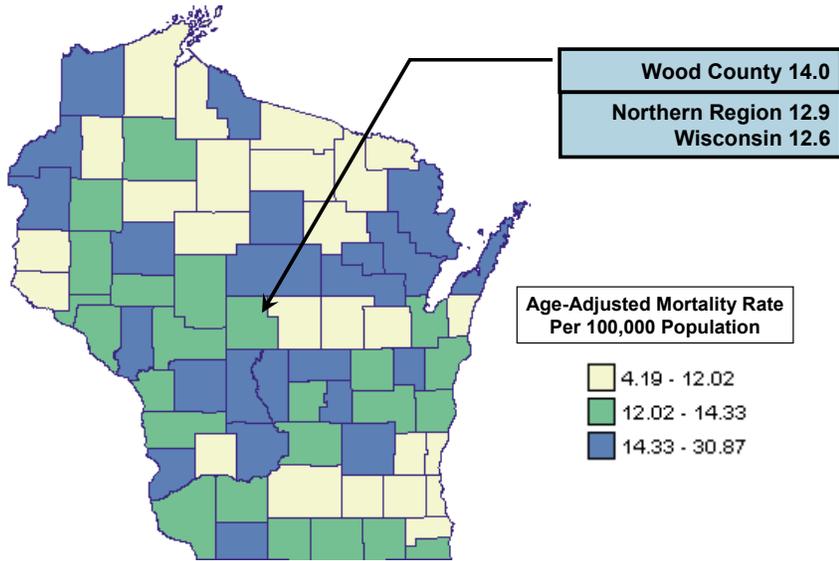
Mental Health

Why is this focus area important?

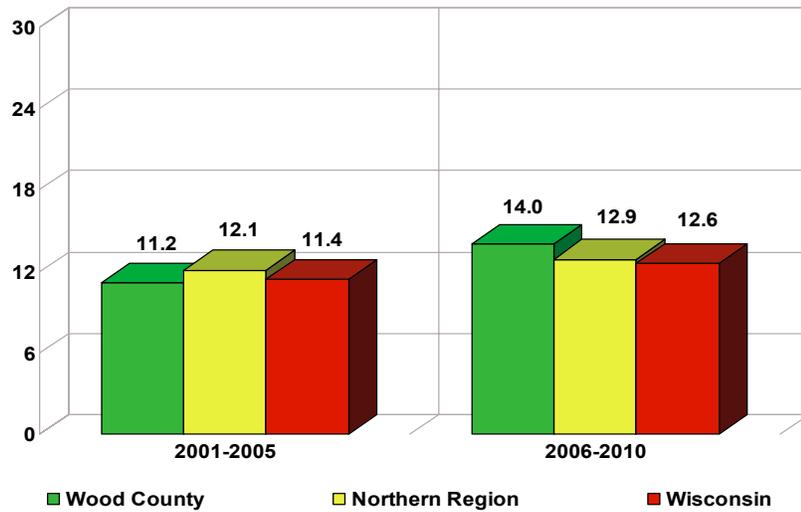
- Approximately 20 percent of the population experiences a mental health problem during a one-year period (Robins & Regier, 1991).
- Mental health issues are also associated with physical health problems and risk factors such as smoking, physical inactivity, obesity and substance abuse; factors that can lead to chronic disease, injury and disability.



2006-2010 Age Adjusted Mortality Rate with Suicide Listed as the Primary Cause of Death – by County of Residence



2001-2006 and 2006-2010 Comparison Age Adjusted Mortality Rate with Suicide Listed as the Primary Cause of Death – by County of Residence

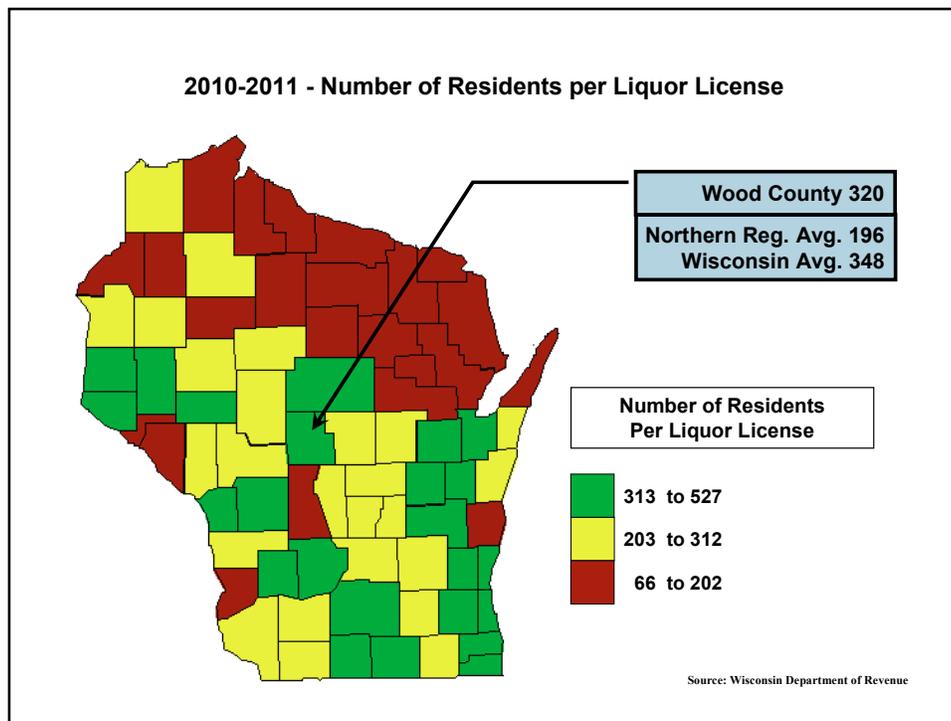


Source: Wisconsin Interactive Statistics on Health

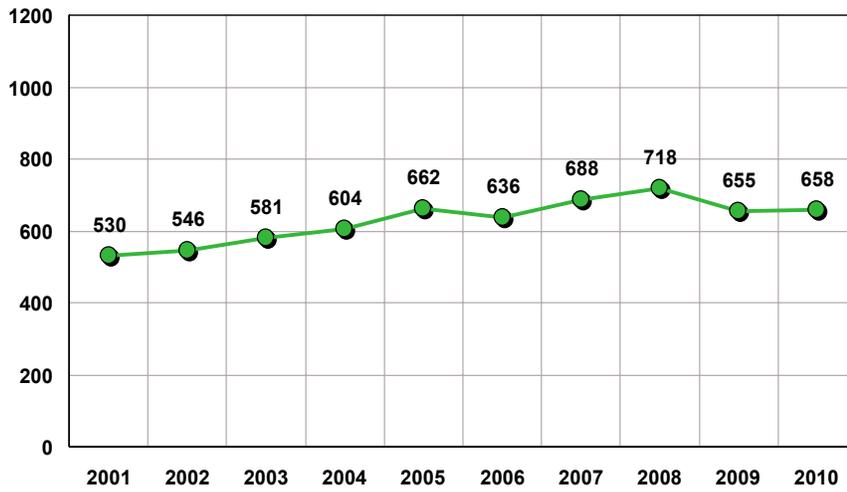
Alcohol and Other Drug Abuse

Why is this focus area important?

- Alcohol-related deaths are the fourth leading cause of death in Wisconsin.
- While most people in Wisconsin drink responsibly and legally, Wisconsin ranks at or near the top among states in heavy alcohol drinking.
- Consequences of alcohol or drug abuse include motor vehicle and other injuries; fetal alcohol spectrum disorder and other childhood disorders; alcohol- and drug-dependence; liver, brain, heart and other diseases; infections; family problems; and both nonviolent and violent crimes.

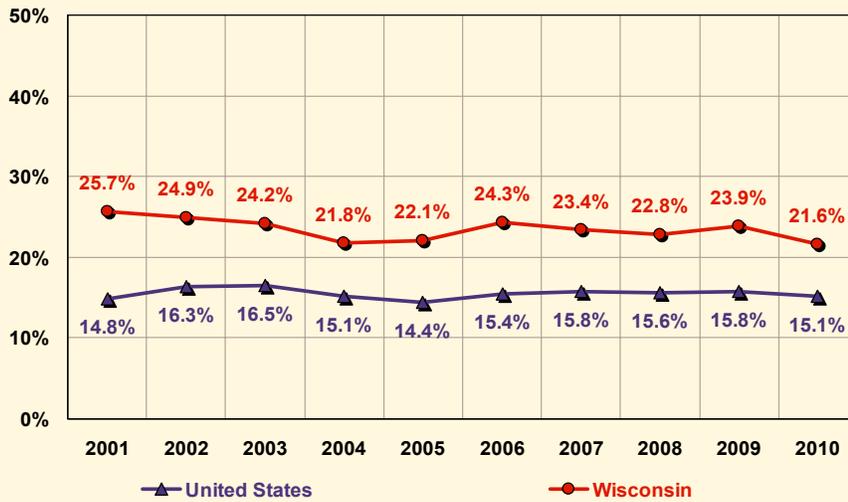


Adult Arrests for Operating While Intoxicated in Wood County

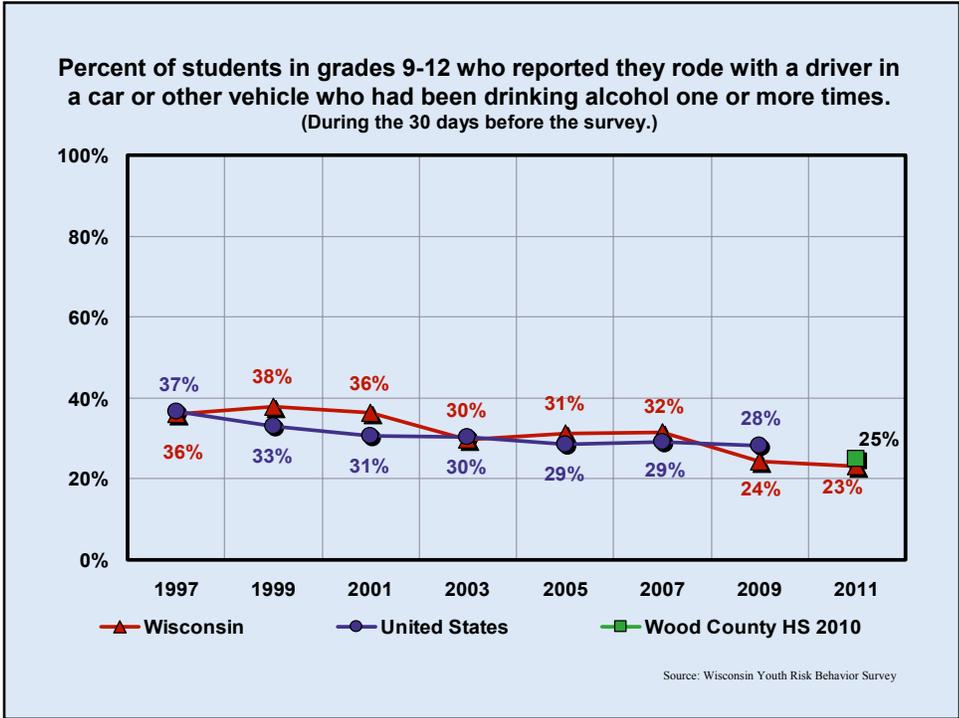
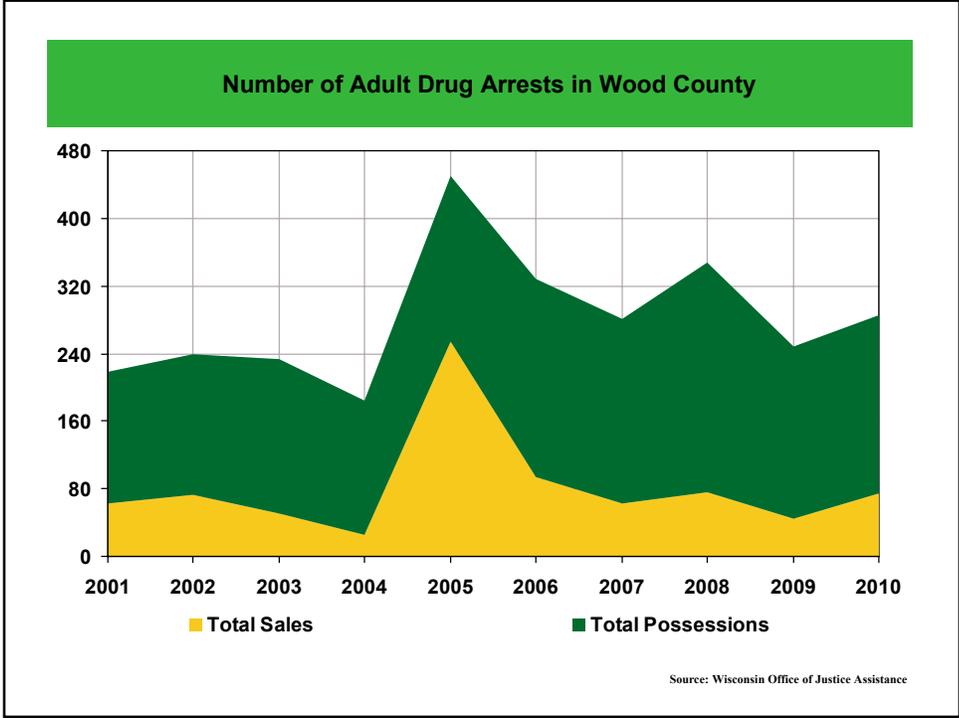


Source: Wisconsin Department of Transportation

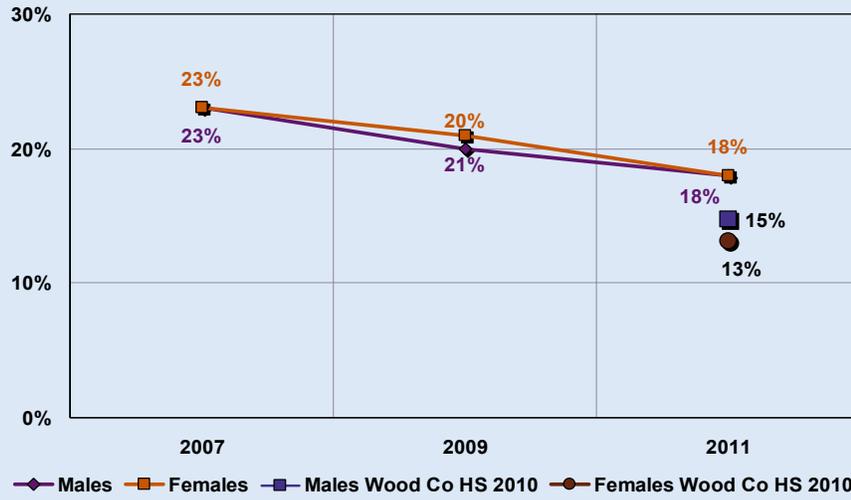
Binge drinkers (males having five or more drinks on one occasion, females having four or more drinks on one occasion).



Source: CDC Behavioral Risk Factor Surveillance System

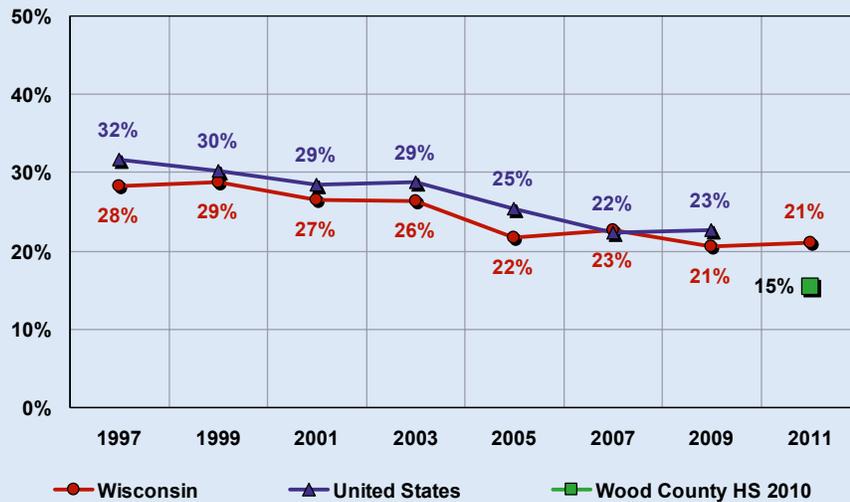


Percent of Wisconsin students in grades 9-12 who have ever taken a painkiller without a doctor's prescription.



Source: Wisconsin Youth Risk Behavior Survey

Percent of students in grades 9-12 who were offered, sold, or given an illegal drug by someone on school property during the past 12 months.



Source: Wisconsin Youth Risk Behavior Survey

Below, you will find our plan that will assist us along with our community partners in reaching our goals.

Goal 1: Collaborate with community partners to decrease Mental Health stigma in Wood County

OBJECTIVE 1: By December 31, 2018, implement a comprehensive communication campaign engaging consumers in the process

Strategies:

1. Engage, empower, and seek feedback from consumers through focus groups, fish bowls, success stories, and one-on-one interviews
2. Conduct a comprehensive education / communication campaign including educational conferences, newspaper, and social media

Goal 2: Implement school and community based effective prevention programs

OBJECTIVE 2: By December 31, 2018, a minimum of two school and community based prevention programs will be implemented, decreasing inappropriate access to alcohol and other drugs

Strategies:

1. Collaborate with Marshfield Clinic and Marshfield Area Coalition for Youth (MACY) to replicate evidence based strategies countywide to reduce underage drinking, such as establishing a Social Host Ordinance in Wisconsin Rapids (2013) and other county municipalities, and implementing Parents Who Host Lose the Most (PWHLTM) campaign
2. Collaborate with Marshfield Clinic and Marshfield Area Coalition for Youth (MACY) to replicate evidence based strategies countywide to reduce the misuse of prescription drugs and other drugs as identified by implementing a prevention campaign (i.e. securing prescription drugs in the home, promoting the permanent prescription drug drop off sites (2013), and hosting DEA Take Back Events)
3. Collaborate with Wood County health care providers to implement a uniform Opioid prescribing policy to be used throughout the medical community (2013)
4. Decrease access to drugs and alcohol by decreasing available purchase times (2015)
5. Decrease access to drugs and alcohol by implementing point of decision prompts (2015)

Support the state of Wisconsin priorities which include:

6. Implement policy change prohibiting parents' ability to purchase alcohol for minors at establishments and to provide alcohol at home (2016)
7. Adapt voluntary policy with establishments to allow only 21-year-olds to serve alcohol (2014)
8. Support state alcohol priorities by educating residents about alcohol excise tax (State objective 2018) and sobriety check points/compliance checks (State objective 2018)

Goal 3: Sustain and apply evidence based programs to resolve gaps in mental health and AODA service delivery system

OBJECTIVE 3: By December 31, 2018, at least one new evidence based program will be implemented, or an existing strategy will be expanded, annually in Wood County that indicates success at resolving gaps in mental health service delivery in the county

Strategies:

1. Expand Question, Persuade, Refer (QPR) suicide prevention outreach to additional organizations and small communities; continue with presentations and outreach to wellness and substance abuse coalitions, schools, parent networks, afterschool programs; establish key contact in each school (Elementary, Middle and High Schools) and have agreement in place to provide presentation yearly
2. Sustain existing clubhouse in Marshfield (2013) and expand to additional site in Wisconsin Rapids (2014)
3. Increase awareness of the Oxford house (2015) and open additional house for women only (2016)
4. Plan and establish Specialty Court (wellness court/Mental Health/Veteran) (2018)

Goal 4: Collaborate with community partners in order to increase access to services, awareness, and support for youth, adolescents, and adults around Mental Health & Alcohol and Other Drugs

OBJECTIVE 4: By December 31, 2013, stronger cross-coalition relationships through regular contact/partnerships within Healthy People Wood County will be developed

Strategies:

1. Implement comprehensive mental health and school based interventions with wraparound process to involve all partners in all Wood County communities
2. Incorporate family-to-family involvement and peer-to-peer support as core principles of service delivery, as families, and peer consumers are playing a larger role in the provision of children's mental health services
3. Decrease barriers identified through focus groups for consumers and their families with Mental Health/AODA issues; barriers may include: childcare, transportation, stable housing, job site mentors, employment, and basic needs
4. Strengthen networking between comprehensive community services through a professional clearinghouse via technology (Listserve/statewide services network)
5. Increase screening for veteran status at human services, clinics, in-take screenings, and in other delivery systems

Evaluation and Measures

Hospital Suicide Attempt Data, YRBS Data, BRFSS Data, Drug Arrest Data, Department of Transportation Data, Department of Revenue Data

Ideas for Effective Action

Mental Health

Individuals:

- Learn the warning signs of depression and seek help if they persist.
(http://www.dbsalliance.org/site/PageServer?pagename=Signs_symptoms)

Communities:

- Support programs that treat mental illness while also addressing risk factors for chronic physical disease.

Statewide:

- Work to implement health insurance parity for mental health diagnosis and treatment.

Alcohol and Other Drug Use

Individuals:

- Support businesses that do not promote reckless or excessive alcohol use.
- Encourage people to seek early treatment if alcohol or drug use is affecting their lives or loved ones.

Communities:

- Reduce high concentrations of alcohol-serving businesses.
- Support early intervention and treatment for alcohol and drug problems in clinics, social services, correctional settings, and schools.

Statewide:

- Implement measures that make alcohol less accessible and affordable for youth.
- Support increased availability of culturally appropriate alcohol and drug-abuse intervention and treatment services in underserved populations.



Other Community Health Priorities

Healthy People 2020

Vision: Everyone Living Better, Longer

Goals

- Improve health across the life span
- Eliminate health disparities and achieve health equity

Mission

Assure conditions in which people can be healthy and members of healthy, safe, and resilient families and communities.

Shared Values

Accountability; alignment; collaboration; community assets; evidence; fairness; infrastructure; justice; leverage; performance improvement; prevention; science; shared leadership; and sustainability.

23 Focus Areas and Objectives

- Crosscutting Focus Areas (2)
- Health Focus Areas (12)
- Infrastructure Focus Areas (9)

The remaining health focus areas were not selected as the top issues for Wood County's Community Improvement Health Plan, yet sustaining and building upon current community-wide efforts involving all of the health focus areas will be critical in assuring continual improvement in the health of Wood County residents. Although these are not focus areas covered in this plan, they are addressed through various efforts by the health department, other health care facilities, and community organizations.

- Communicable Diseases
- Environmental and Occupational Health
- Injury and Violence Prevention

Communicable Diseases

Communicable diseases (infectious diseases) are illnesses caused by bacteria, viruses, fungi or parasites. Organisms that are communicable may be transmitted from one infected person to another or from an animal to a human, directly or by modes such as airborne, waterborne, foodborne, or vectorborne transmission, or by contact with an inanimate object, such as a contaminated doorknob.

Communicable disease prevention and control involves the surveillance for and protection from communicable diseases that may result from changes in or evolution of infectious agents (bacteria, viruses, fungi or parasites), spread of infectious agents to new geographic areas or among new populations, persistence of infectious agents in geographic areas and populations, newly emerging infectious agents, or acts of bioterrorism.

Communicable disease prevention and control is the cornerstone of public health. Waves of severe illness and death due to communicable diseases have occurred throughout history, including smallpox prior to its eradication, the bubonic plague in 14th century Europe, the influenza pandemic of 1918 and, close to home, the massive waterborne outbreak of cryptosporidiosis in Milwaukee in 1993.

Healthiest Wisconsin 2020 Objectives:

- Protect Wisconsin residents across the lifespan from vaccine-preventable diseases through vaccinations recommended by the U.S. Advisory Committee on Immunization Practices (ACIP).
- Implement strategies focused to prevent and control reportable communicable diseases and reduce disparities among populations with higher rates.

Wood County Interventions:

- Continue to educate the public and maintain awareness of the importance of hand washing.
- Continue emergency preparedness planning.
- Continue administering flu vaccine and promoting flu prevention.
- Continue to promote communicable disease prevention practices in the community and conduct follow-up to protect exposure to others.
- Continue communicable disease surveillance, prompt reporting, and appropriate follow-up.

Environmental and Occupational Health

Environmental and occupational health includes the broad and diverse suite of interrelated regulatory and educational programs and services needed in every Wisconsin community to prevent, identify, and mitigate illnesses and injuries resulting from hazards in the natural, built, and work environments. Environmental and occupational health practice requires close collaboration with environmental and public health system partners to achieve and maintain the healthy places required for healthy living.

Clear associations and linkages are emerging that demonstrate the ways human health is affected by the environments where people live and work. The air we breathe, water we drink, communities where we live and food we eat are increasingly recognized as underlying determinants of health. In response, the fields of environmental and occupational health have expanded into a diverse area of work with the main focus to protect people from exposures (e.g., lead, contaminated water, asthma triggers, and toxic waste) that cause health problems.

Healthiest Wisconsin 2020 Objectives:

- Improve the overall quality and safety of the food supply and the natural, built and work environments.
- Increase the percentage of homes with healthy, safe environments in all communities. (Safe environments are free from lead paint hazards, mold or moisture damage, environmental tobacco smoke and safety hazards, and include carbon monoxide and smoke detectors, and radon testing and mitigation.)

Wood County Interventions:

- Continue to provide the food and safety licensing and inspection program.
- Continue to support local policies that promote the conservation of land and water, and protect watersheds.
- Continue to support public and private partnerships to reduce environmental and occupational health hazards.
- Continue to educate residents, health care providers and employers of known environmental and occupational health hazards, and actions they can take to reduce known hazards.

Injury and Violence Prevention

Injury and violence encompasses a broad array of topics. Unintentional injuries are often referred to as accidents despite being highly preventable. Examples include falls, drowning, motor vehicle crashes, suffocation and poisoning. Intentional injuries include those that were purposely inflicted, with the intent to injure or kill someone (including self). Intentional injuries often involve a violent act. Examples include homicide, child maltreatment, sexual assault, bullying and suicide. Common prevention strategies exist across all causes and manners of injury that include but are not limited to environmental changes, education, and enforcement of policies, laws and standards.

The burden of injury differs across the life span. The effects of unintentional and intentional injury include costs related to care and treatment of injuries, but also loss of productivity (economic loss to the individual, family and workforce), years of potential life lost due to injury mortality, and the influence of injury and violence on chronic disease, physical and mental health.

Injuries are the leading cause of death among Wisconsin people age 1-44 years and are a significant cause of morbidity and mortality at all ages. Though many of these deaths due to injury are unintentional, the majority are also preventable.

Healthiest Wisconsin 2020 Objectives:

- Reduce the leading causes of injury and violence through policies and programs that create safe environments and practices.
- Increase access to primary, secondary, and tertiary prevention initiatives and services that address mental and physical injury and violence.
- Reduce disparities in injury and violence among populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.

Wood County Interventions:

- Support the efforts of current agencies and programs.
- Encourage local programs to develop bullying prevention and coping materials.
- Continue the Wood County Child Death Review team and prevention sub-teams.
- Continue the Wood County Safe Kids Coalition.



The Plan Ahead

The Community Health Improvement Planning process is a roadmap for community health improvement. It is the roadmap to guide action groups/coalitions in implementing strategies to produce better health outcomes.

Our next steps are for the action groups/coalitions to start planning, implementing and evaluating evidence-based practices in order to reach our goals.

The level of achievement of our Community Health Improvement Plan depends on the commitment of all residents of Wood County. We look forward to working with our community partners. Together we can become a healthier community!



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