

Marinette County

Community Health Improvement Assessment & Plan 2013-2018



Public Health
Prevent. Promote. Protect.

Marinette County

MARINETTE COUNTY



Community Assessment & Planning Team

*We would like to express a special thank you to everyone
for support and dedication to the health of Marinette County communities!*

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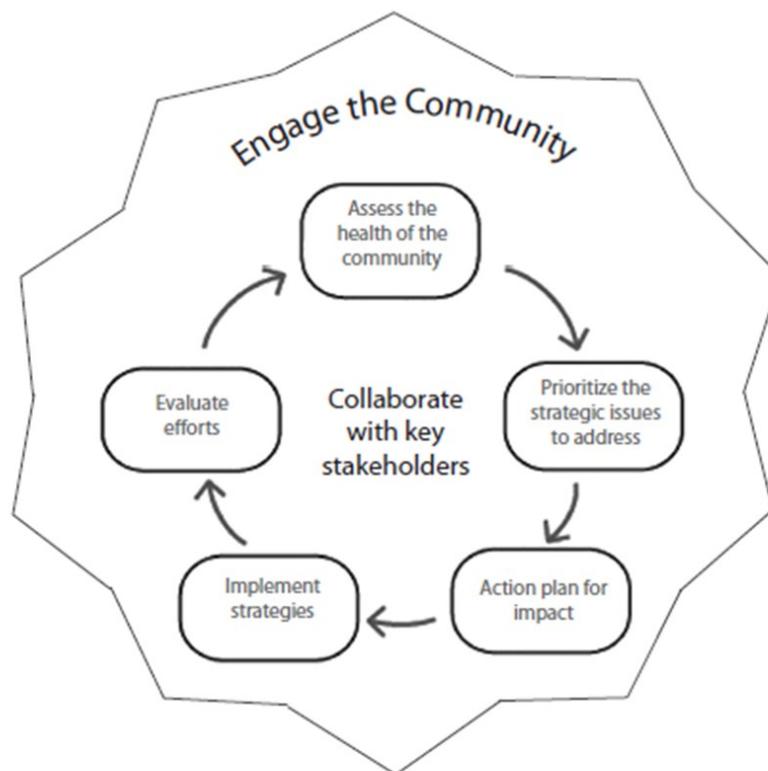
Mission

To lead the State of Wisconsin in fostering healthy, self-reliant individuals and families.



Purpose of a Community Needs Assessment and Improvement Plan

- 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 Marinette 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 Marinette 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



Who are the *HW2020* Partners?

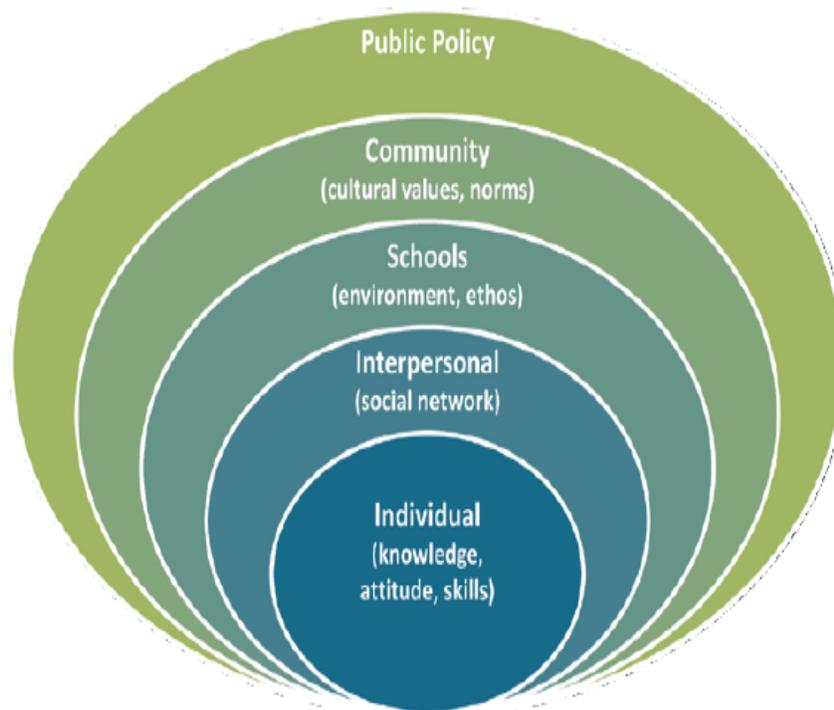


- In the center (bull's-eye) you see the goals. To reach those goals requires a focus on the underlying determinants of health depicted in the ring directly surrounding the goals. The white ring focuses on the importance of aligning policies and systems as a core strategy to improving health.
- The outer ring identifies 18 core sectors /systems.
- These 18 core sectors / systems represent Wisconsin's public health system. These sectors carry out one or more of the essential public health services but may not realize that they are part of Wisconsin's public health system. If you are carrying out one or more of these services, you are part of Wisconsin's public health system. Welcome. We need you.

Where we live matters . . .

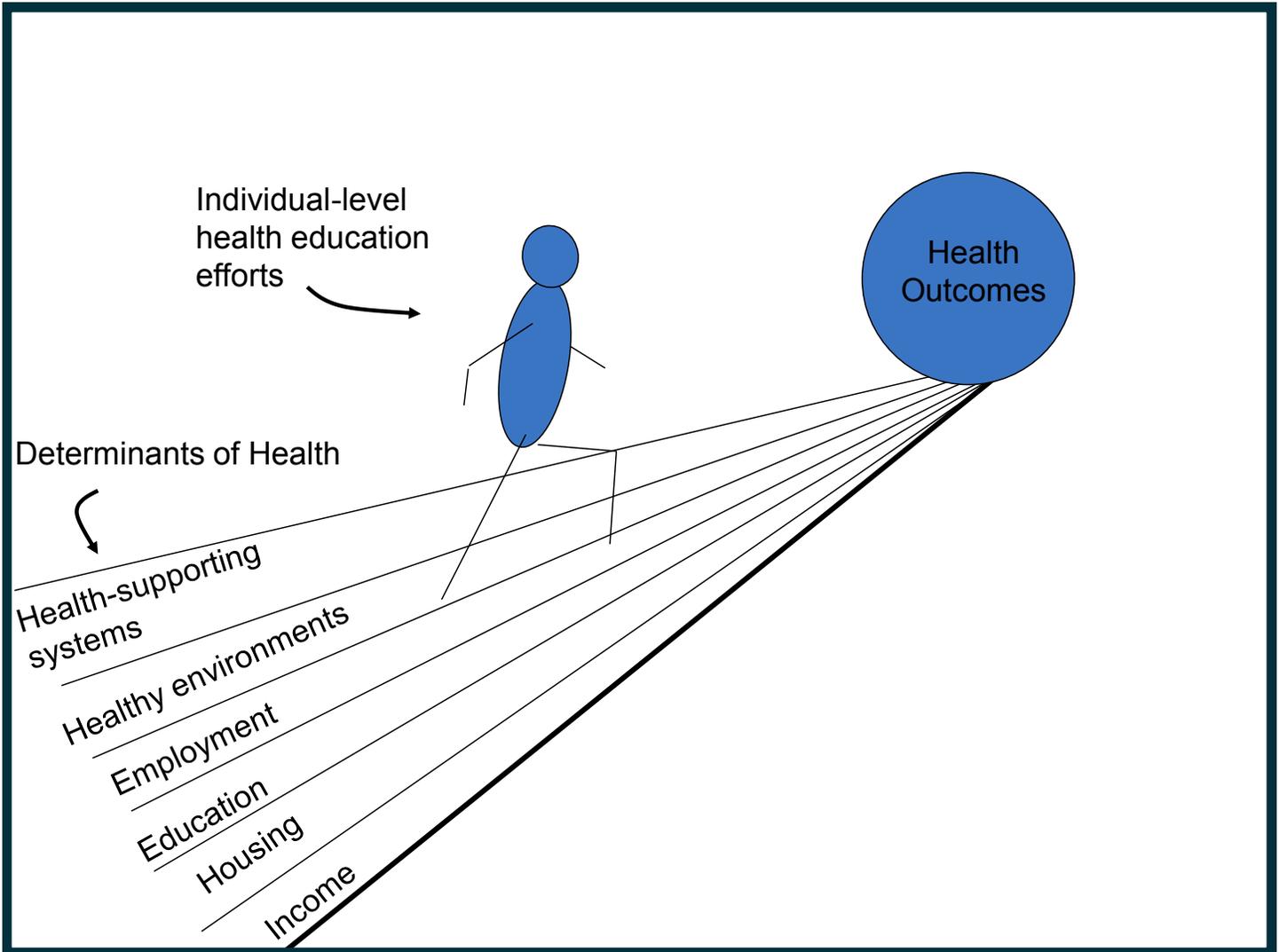
Socio-Ecological Model

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

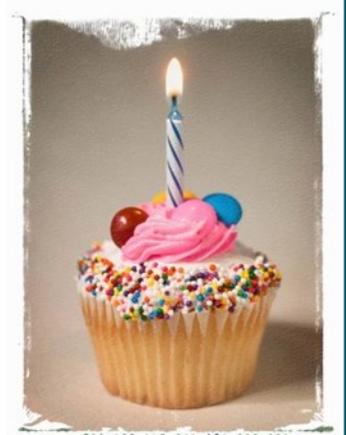
Determinants of Health



This shows how the social / underlying determinants of health can be health producing. In this slide, a person is seen walking easily toward his or her health outcomes. This person has, as his/her foundation, determinants that are health producing (a good job with health insurance, solid educational background, safe housing, and so forth). Health and opportunities for health begin where we live, learn, work and play. Indeed, “place” matters! Opportunity for health begins in our families, neighborhoods, schools and jobs. Opportunities for health also begin with systems and effective policies, programs, and funding. The person in this figure has many assets.

Top 15 risk factors

1. Genetic predisposition and family history
2. Predisposing medical conditions
3. Inadequate access to healthcare
4. Age
5. Tobacco use
6. Low socioeconomic status
7. Diet / Nutritional Factors
8. Overweight / Obesity
9. Factors resulting in health disparities
10. High risk sexual behavior
11. Environmental and / or Occupational Hazards
12. Alcohol use / abuse
13. Gender
14. Drug use / Abuse
15. Lack of social supports



MARINETTE COUNTY STATISTICS

Located in Northeast Wisconsin bordering Michigan

Marinette County is the 3rd largest county in land area in WI

Comprised of:

3 cities

4 villages

18 townships

Population: 41,749

Caucasian: 99%

Other: 1%

Female: 50%

Male: 50%

Residents 65 years and older:

Marinette: 20%

Wisconsin: 13.9%

Leading cause of death:

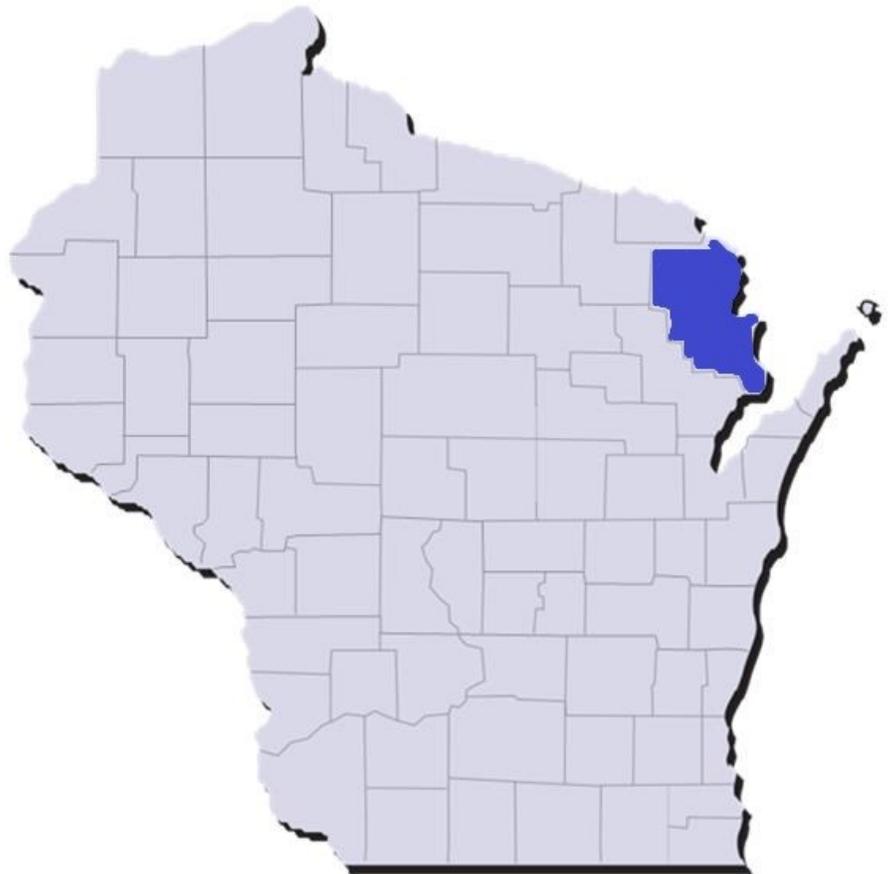
1. Heart disease

2. Cancer

3. Cerebrovascular Disease (stroke)

Source 2010 Marinette County Profile

- ♦ Major industries are wood and paper products, tourism and manufacturing.
- ♦ Additional industries include farming, transportation and health care.
- ♦ Abundance of woods and water provide endless outdoor activities.



What was found in the last CHIPP?

Health Priority: Nutrition and Physical Activity

Outcome or Accomplishments

- Display developed for use at local fairs and businesses.
- Monthly “Families on the Move” press releases created and aired.
- Members joined 4 local school district wellness committees to develop nutrition plan.
- Website www.uwex.edu/ces/cty/marinette/flp/partnership.html created.
- Strengthened collaboration with Oconto and Marinette Counties Community Wellness Partnership



What was found in the last CHIPP?

Health Priority:

Mental Health and Mental Disorders

Accomplishments

- Provided educational resources on mental health topics to schools and businesses.
- Supported “Embrace Life” Community Family Walk and other community events to showcase suicide prevention.
- Introduced use of depression screening tools into Public Health’s Prenatal Care Coordination Program.



What was found in the last CHIPP?

Health Priority: Tobacco, Alcohol, Drug Use and Exposure

Accomplishments

- ♦ Public Health collaborating with Healthy Youth Coalition.
- ♦ Healthy Youth Coalition members trained and make multiple presentations to schools and at community events.
- ♦ ACTion Troupe presentations seek to prevent violence, alcohol, tobacco and other drug use and other high risk behaviors through the use of Alternatives through Creative Theater.
- ♦ Alternative youth activities planned.
- ♦ Underage Drinking Task Force Town Hall Meeting.
- ♦ Billboards developed, PSA's completed, website launched at www.mmyouth.com.



OVERVIEW OF THE COMMUNITY Health Needs Assessment

Marinette County Public Health facilitated meetings with community members over a 6 month period to discuss and form a health improvement plan for our Community. The three selected health focus areas were:

Alcohol and Drug Use

Mental Health

Physical Activity

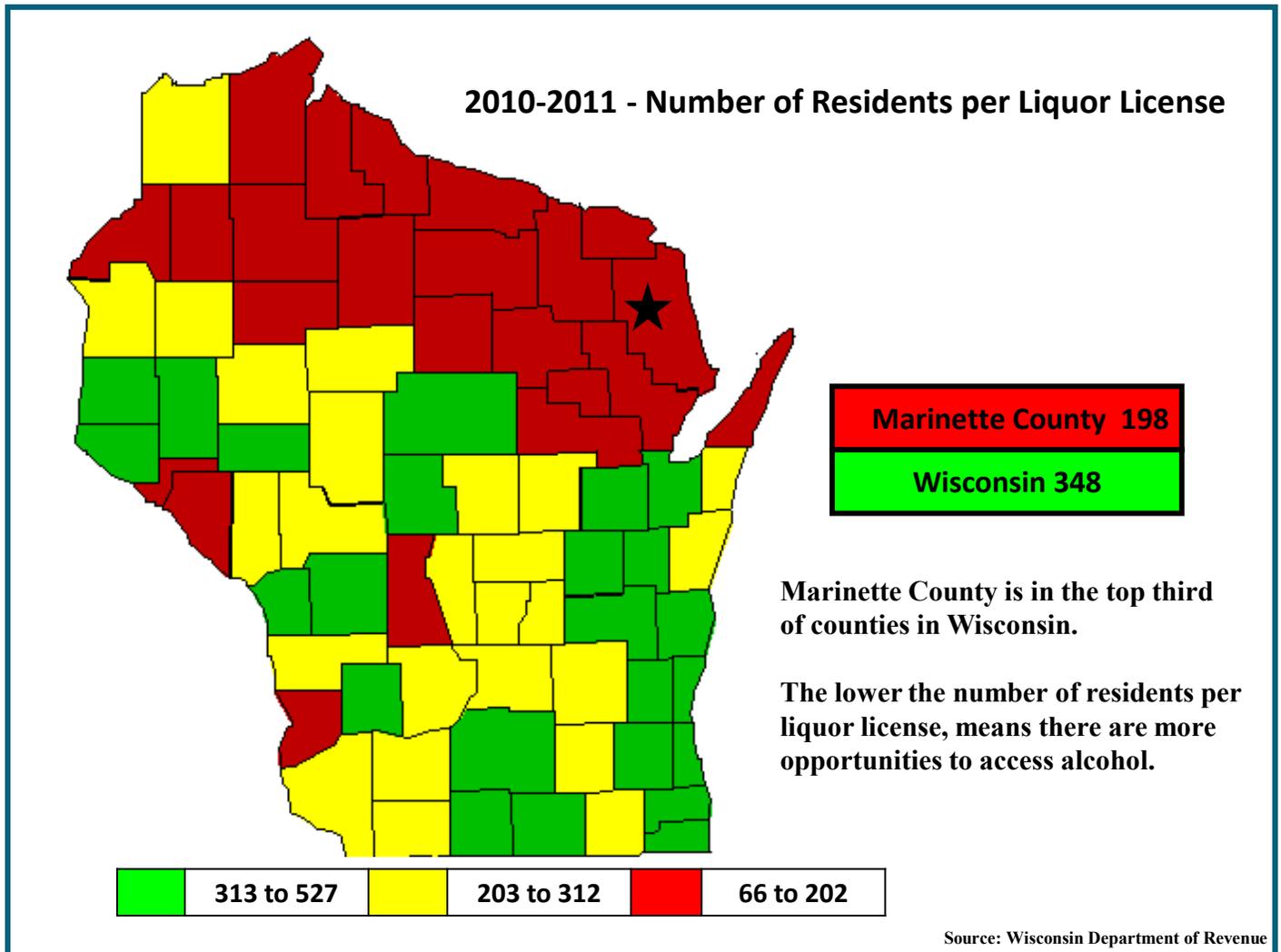


The Process . . .

We started out using the Healthiest Wisconsin 2020 State Health Plan to be used as a guide for our health focus areas. (www.dhs.wisconsin.gov/hw2020) Marinette County statistics, from various sources, related to the focus areas were presented to the group.

We asked participants about the data, the “good” things we do in Marinette County and the “bad” that makes our county rankings high and low in some areas. Over the course of this fact-finding we then introduced an “Introductory Opinion Survey.” We asked participants to rank the top 3 most concerning areas in Marinette County.

Alcohol and Other Drug Abuse



In 2011, excessive alcohol consumption in Marinette County contributed to at least:

- 15 Alcohol – related deaths
- 415 Alcohol – related hospitalizations
- 370 Alcohol – related arrests

Alcohol and Other Drug Abuse

According to the 2011 Youth Risk Behavior Survey, of Students in Grades 9-12:

- In the United States, 23.1% reported to have used marijuana during the past 30 days.
- In Wisconsin, 21.6% reported to have used marijuana during the past 30 days.

Source: U.S. Department of Health and Human Services, Center for Disease Control and Prevention and Wisconsin Department of Public Instruction



According to the 2011 Youth Risk Behavior Survey, of Students in Grades 9-12:

- In the United States, 6.8% reported to have used any form of cocaine one or more times during their life.
- In Wisconsin, 4.0% reported to have used any form of cocaine one or more times during their life.

Source: U.S. Department of Health and Human Services, Center for Disease Control and Prevention and Wisconsin Department of Public Instruction

Alcohol and Other Drug Abuse

Goal:

There will be coordinated and strengthened efforts at connecting people with resources and healthy alternatives for prevention and early intervention of alcohol and other drug abuse in Marinette County.

Objective 1:

By December 2018, Healthy Youth Coalition members will provide evidence based programming in 2 Marinette County school districts using the consistent and integrated tools for prevention contained in the All Stars Junior Curriculum.

Strategy –

- Maintain at least one “All Star” certified teacher in the Public Health department.
- Continue to maintain active Healthy Youth Coalition membership.
- Identify and recruit key community members to further the prevention goals of Healthy Youth Coalition.
- Maintain at least one Child Death Review Team member in the Public Health Department.

Objective 2:

By December 2018, the Child Death Review Team of Marinette County will maintain quarterly meetings to address child and infant deaths, including those that involve alcohol and other drug abuse factors.

Strategy –

- Assess each death for AODA related risk factors.
- Maintain membership with AODA expertise.
- Maintain at least one CDR team member from the Public Health Department.
- Develop community based prevention activities based on CDR data.



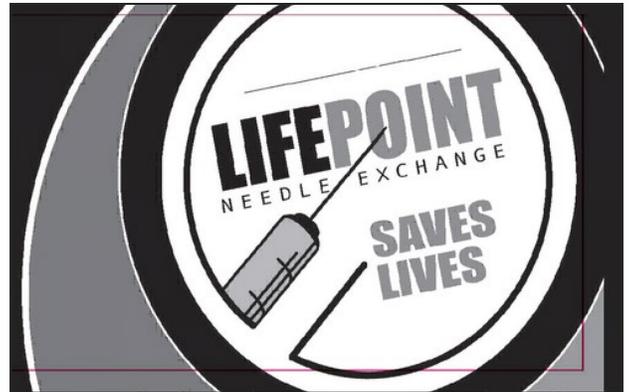
Alcohol and Other Drug Abuse

Objective 3:

By December 2018, LifePoint Needle Exchange Program information will be available at 2 additional new locations in Marinette County.

Strategy-

- Incorporate education of LifePoint Program with Hepatitis C patients.
- Provide education of LifePoint Program through area clinics.



Objective 4:

By December 2018, community stakeholders involved in the Opiate Abuse Task Force will sustain AODA prevention efforts.

Strategy-

- Conduct AODA education classes two times a year for affected individuals and families through Health and Human Services.
- Secure funding for current evidence based prevention efforts in the community.
- Identify gaps in programming and services.

Objective 5:

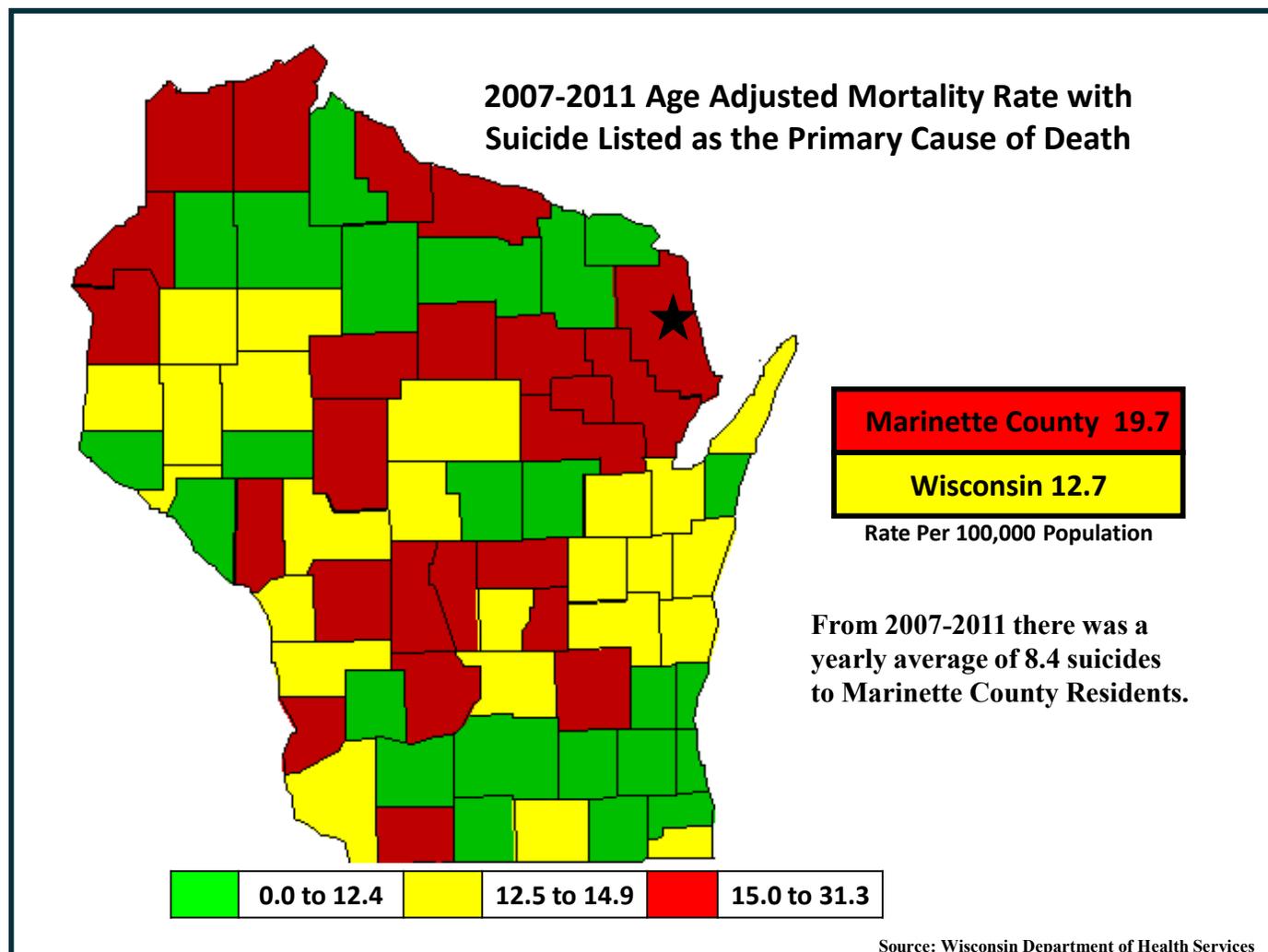
Annually, a yearly report of activities to strengthen AODA prevention and early intervention services in Marinette County and the activity outcomes will be compiled and distributed.

Mental Health

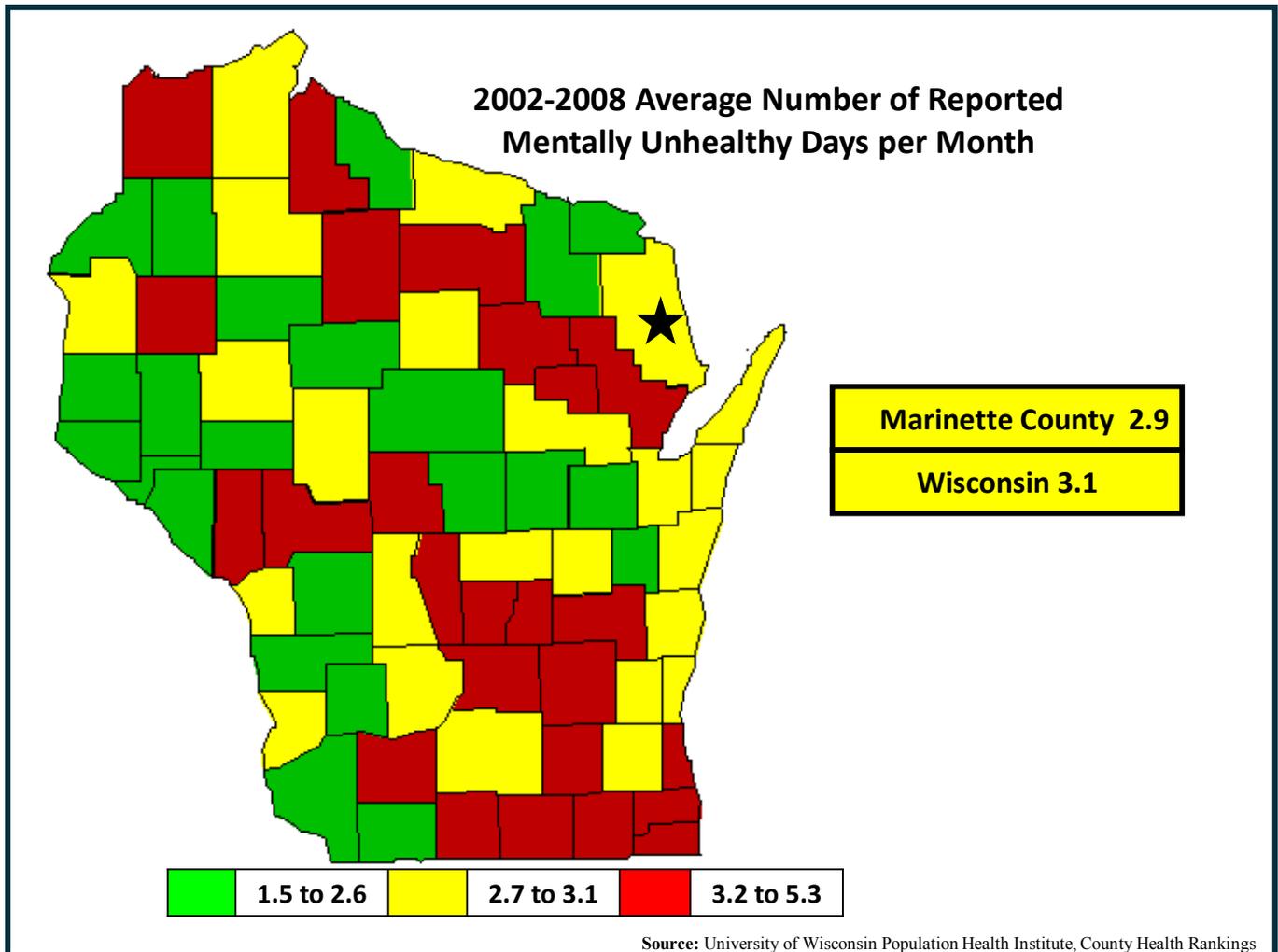
According to the 2011 Youth Risk Behavior Survey, of Students in Grades 9-12:

- In the United States, 16% seriously considered suicide in the past month.
- In Wisconsin, 14% seriously considered suicide in the past month.

Source: U.S. Department of Health and Human Services, Center for Disease Control and Prevention and Wisconsin Department of Public Instruction



Mental Health



Marinette County Treatable Conditions seen Most in Crisis:

- AODA
- BEHAVIORAL/PERSONALITY DISORDERS
- Development/cognitive disorders (DD/CD)

Mental Health

The Goal:

There will be increased community awareness of mental health support options in Marinette County.

Objective 1:

By December 2018, Marinette County will increase screening for mental health concerns in Public Health Programming.

Strategy-

- Screen for perinatal and postpartum depression with Prenatal Care Coordination participants.
- Maintain current screening process as per Women, Infant, Children Program Guidelines, for WIC participants and have available local support resources on site.



Objective 2:

By December 2018, Marinette County communities will demonstrate increased awareness regarding mental health across the lifespan through use of the LifeCourse Model as an educational supportive framework in Public Health programming.

Mental Health

Strategy-

- Continue participation in Healthy Youth Coalition Activities
- Align with Safe Kids Coalition for the prevention of unintentional injury (ie: brain injury, poisoning, drowning, fire safety etc)
- Conduct outreach at community events
- Educate on mental health topics



Objective 3:

By December 2018, Marinette County residents will have increased access to mental health services.

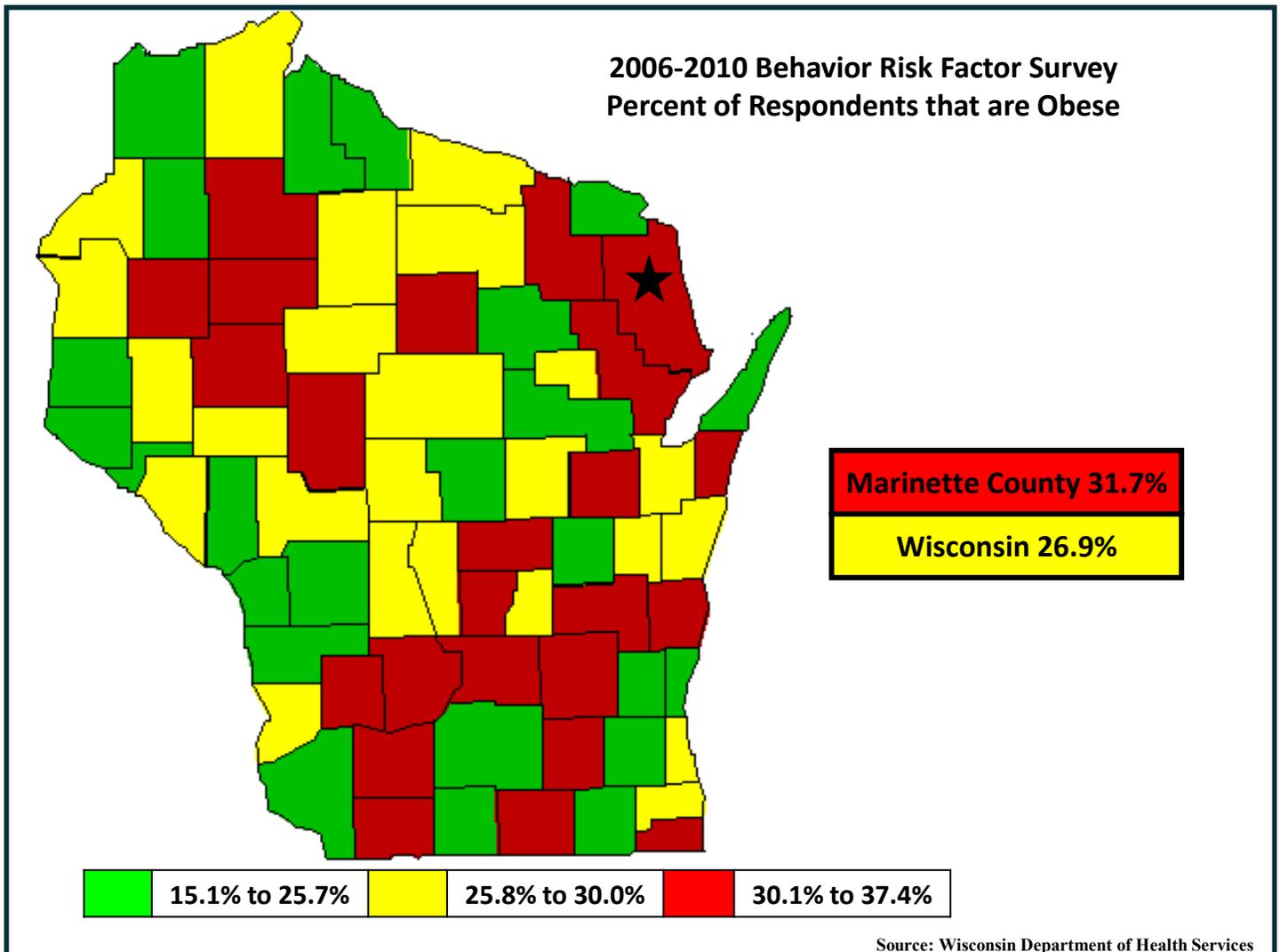
Strategy-

- Provide information on Affordable Care Act and referral to the health care marketplace.
- Develop relationships with others involved in Affordable Care Act activities
- Promote Parenting Resources
- Strengthen relationships with established organizations that support mental health

Objective 4:

Annually a report of activities to increase community awareness of mental health support options and the activity outcomes will be compiled and distributed.

Physical Activity



According to the 2011 Youth Risk Behavior Survey, of Students in Grades 9-12:

- In the United States, 13% were obese and 15% were overweight.
- In Wisconsin, 10% were obese and 15% were overweight.

Physical Activity

The Goal:

There will be coordinated and strengthened efforts at connecting Marinette County families to physical activity opportunities.

Objective 1:

By December 2018, Marinette County will have 5 elementary schools participate in national Walk or Bike to School Day.



Strategy-

- Conduct caregiver/parent surveys assessing perceptions about walking and biking to school at 5 Marinette County elementary schools.
- Present survey results to school decision makers and community members to create awareness about physical activity opportunities including walking or biking to school.
- Develop relationships with community promoters to create awareness and enthusiasm regarding International Walk and Bike to School Day.
- Develop partnerships with safety minded advocates to promote a safe environment for International Walk and Bike to School Day.

Objective 2:

By December 2018, Community Wellness Partnership members will gain support from local decision makers for built environments conducive to physical activity.

Strategy-

- CWP members will have a presence at City Planning meetings.
- Assess walkability of neighborhoods and present information to local decision makers.
- Participate in training related to media advocacy, grassroots organizing and policy change skills.

Physical Activity

Objective 3:

By December 2018, Community Wellness Partnership will maintain quarterly meetings to address physical activity and overall healthy lifestyles of Marinette County residents.

Strategy-

- Maintain membership with a variety of disciplines invested in healthy lifestyles.
- Maintain a strong Public Health presence in Community Wellness Partnership workplan activities.
- Develop community based activities in accordance with Healthiest Wisconsin 2020 goals.

Objective 4:

Annually a report of activities to strengthen physical activity opportunities in Marinette County and the activity outcomes will be compiled and distributed.

