

Marinette County COMMUNITY HEALTH IMPROVEMENT PLAN 2018 - 2023

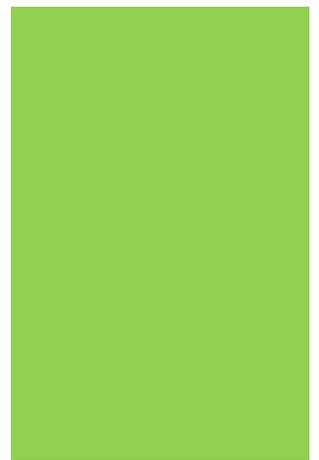


Table of Contents

A Letter to the Community	4
Community Health Improvement Plan for Marinette County	5
Acknowledgements:	
Steering Committee	6
Community Health Needs Assessment Presentation	7
How Healthy is Marinette County?	8
Marinette County Health Rankings	9
About Community Health Needs Assessments & Community Health Improvement Plans	10
Alignment with Wisconsin State Health Improvement Plan	11
Community Health Improvement Process	12
Priority Areas:	
Alcohol and Other Drugs of Abuse	14
Mental Health	16
Nutrition and Physical Activity	18
Next Steps	20

Dear Marinette County Residents:

Thank you for taking the time to read Marinette County's Community Health Improvement Plan (CHIP). The Community Health Needs Assessment and development of this plan has been almost two years in the making. Throughout this process, we have gathered data and listened to Marinette County residents to determine the top health priorities and create a plan of action. The three health priorities that were identified are: **alcohol and other drugs of abuse (AODA), mental health, and nutrition and physical activity.**

Anyone interested in improving the health of Marinette County is encouraged to use this plan as a guide. Each health priority has a broad goal followed by an objective and a list of possible strategies to address the issue. Overtime, we will evaluate our progress and post successes on the Marinette County Public Health website, www.marinettecounty.com/departments/health-and-human-services/public-health/.

Workgroups have been established to address the health priorities in order to make Marinette County a healthier place to live, work, learn and play. Please call us at 715-732-7670 if you would like to be a part of a workgroup. The more members and organizations we have participating in our workgroups, the greater impact we will have.

We are excited to present this information to you and hope that you will find it useful!

Sincerely,



Molly Bonjean, BSN, RN

Marinette County Public Health Officer

Community Health Improvement Plan for Marinette County

The following health issues clearly emerged as health priorities for Marinette County based on community input and review of the data. These three priorities will be the focus of educational, programmatic and policy attention for the next five years. Community partners and residents developed goals and strategies to address the health priorities and engage the community in making Marinette County a healthier place.

Health Priority 1

Alcohol and Other Drugs of Abuse

Goal: Decrease alcohol and drug misuse and abuse in Marinette County

Health Priority 2

Mental Health

Goal: Improve mental health of Marinette County residents

Health Priority 3

Nutrition and Physical Activity

Goal: Healthy nutrition and active lifestyles

ACKNOWLEDGEMENTS: Steering Committee

Thank you to the members of the Steering Committee that was assembled to guide and facilitate the development of the Community Health Improvement Plan for 2018. The Steering Committee will continue to provide oversight of the community health improvement planning process. Steering Committee members include:

- Katey Ambrose • School District of Wausaukee
- Autumn Bickel • Marinette County Public Health
- Laura Cormier • Bellin Health Oconto Hospital & Clinics
- Marilou Counard • Bellin Psychiatric Center
- David Cullin • School District of Crivitz
- Sarah Ferdon • University of Wisconsin Extension
- Kalyani Grasso • St. Vincent de Paul Society of Marinette
- Anna Gross • Marinette County Health and Human Services
- Mary Inglese • Marinette County Public Health
- The Rev. Glenn Kanestrom • St. Paul's Episcopal Church
- Laurie Lawrenz • School District of Wausaukee
- Marilyn Lawson • Marinette County Health and Human Services Board
- Melani Lindbeck • School District of Wausaukee
- Rose O'Hara • ADRC Advisory Board
- Sarah Rabideau • Tri-City Area United Way
- Lynda Rastall • Northeast Wisconsin Technical College
- Diane Ries • Bellin Health
- Maddie Stibbe • Bellin Health
- Wendy Stuart • Marinette County Public Health
- Melanie Tiedt • Aurora Bay Area Medical Group
- Heather Walters • Marinette County Resident

ACKNOWLEDGEMENTS: Community Health Needs Assessment Presentation

On August 21, 2018, a Community Health Needs Assessment presentation was held at Northeast Wisconsin Technical College (NWTC) in Marinette. This interactive presentation guided local stakeholders through data that illustrated the health of Marinette County residents. Attendees were then tasked with selecting the three health priorities that we will work on improving over the next five years.

We want to extend a special “thank you” to everyone that attended the presentation. Your participation helped to make this data-informed, community-driven project a huge success. This plan wouldn’t be possible without the expertise of our community partners and their commitment to making Marinette County safe and healthy for all residents.

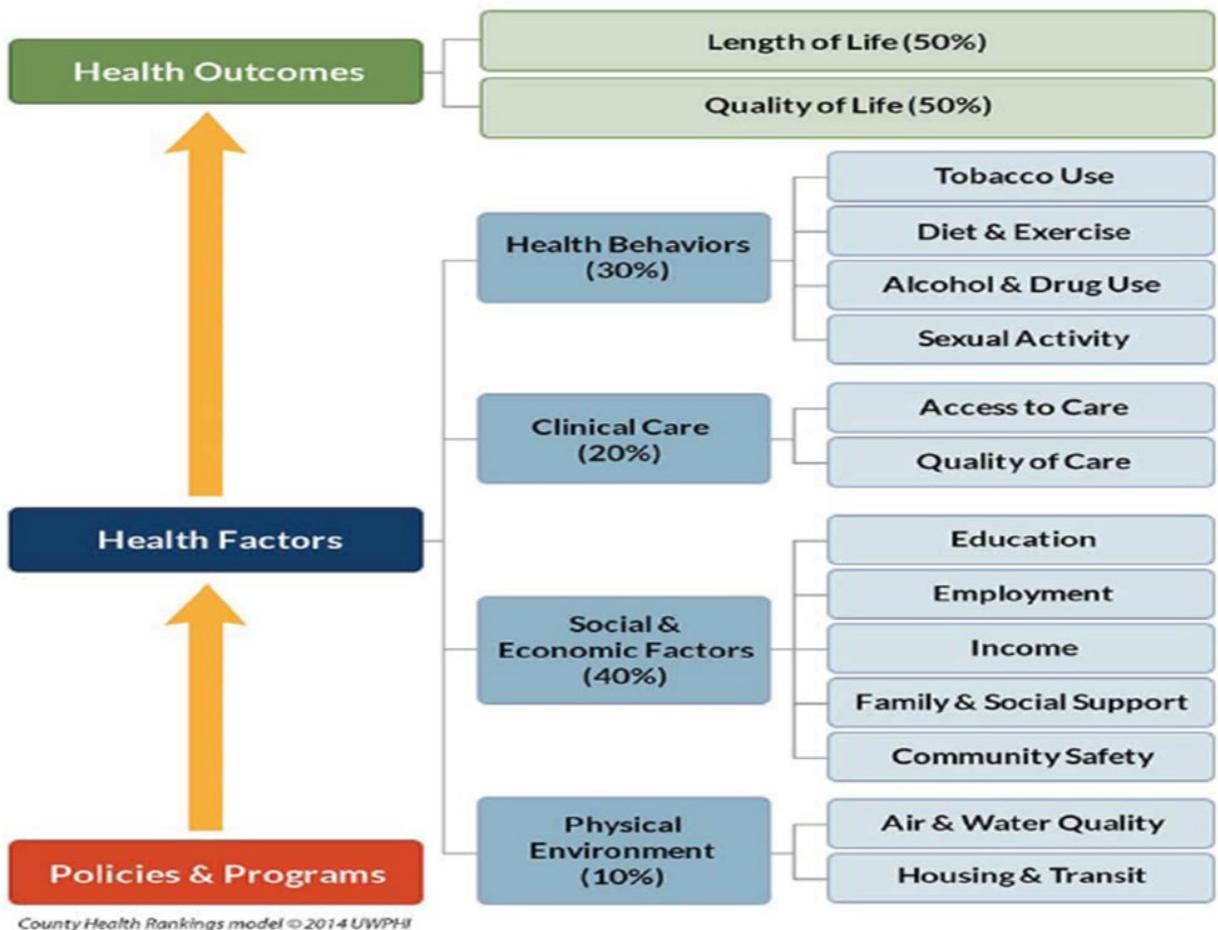
We also would like to thank the sponsors of the presentation: **Bay Area Medical Center, Bellin Health, and NWTC.** Your support is truly appreciated.



How Healthy is Marinette County?

When we look at the health of a community, it is important to understand the many factors that influence health. The County Health Rankings and Roadmaps program is a collaboration between UW Population Health Institute and the Robert Wood Johnson Foundation. This collaborative focuses on providing local data to communities to help them identify opportunities to improve their health. The rankings are based on a model of population health and emphasize the many factors that, when improved, will make communities a healthier place to live, work, learn and play.

The model below helps illustrate the many factors that affect the health of our communities and to what degree they play a role in determining our health. County rankings measure health in terms of health outcomes and health factors. For more detailed information about the County Health Rankings and Roadmaps, go to: www.countyhealthrankings.org.



Marinette County Health Rankings

Of the 72 counties in Wisconsin, the following is how Marinette County Ranks in 2018:

55th in Health Outcomes • how healthy our county is

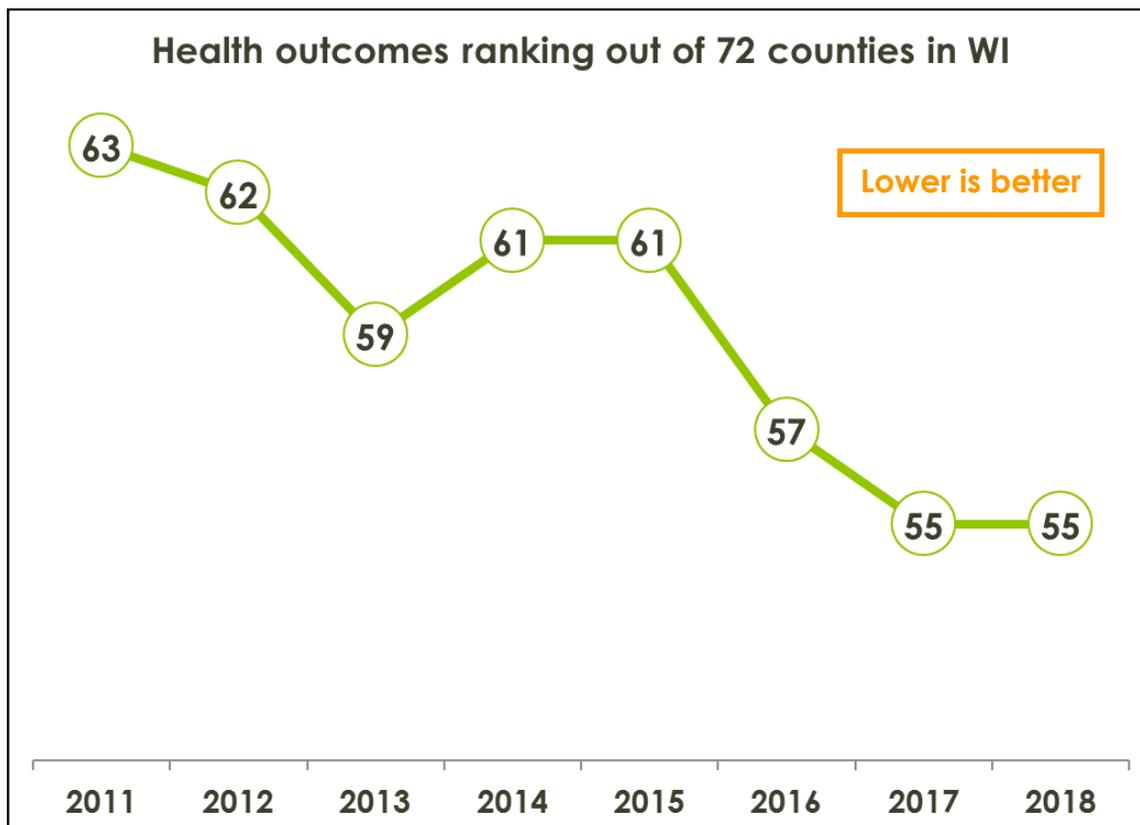
51st in Health Factors • things that influence health

60th in Health Behaviors • how healthy we live

31st in Clinical Care • how good is our healthcare

50th in Social and Economic Factors • how strong is our social fabric

26th in Physical Environment • how healthy our environment is



About Community Health Needs Assessments & Community Health Improvement Plans

Since 1993, Wisconsin State Statutes have required communities throughout Wisconsin to develop and implement local health plans to address health conditions affecting their residents. This process is the "Community Health Improvement Process." The community health improvement process has two major phases: the community health assessment and the community health improvement plan. These two phases work together to assess the unique needs of communities and allow them to work collaboratively to address the identified health needs.

What is a Healthy Community?

"...one that is continually creating and improving those physical and social environments and expanding those community resources that enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential" (World Health Organization, 2011).

Why Community Health Needs Assessments and Improvement Plans?

- Wisconsin State Statute 251 and DHS Administrative Rule 140 requires that each local health department complete a community health assessment and participate in a new local health improvement plan every five years.
- 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.

A Public Health Agenda for a Healthy Community

This Community Health Improvement Plan is a roadmap or a call to action that is intended to be the strategic framework for a comprehensive and focused approach to lead community partners towards the common goal of improving the health of Marinette County.

- This plan identifies goals, objectives, possible strategies, and short-term and long-term indicators for the next five years.
- It will serve as a method of engaging community partners and stakeholders in health improvement efforts.

Alignment with Wisconsin State Health Improvement Plan

Healthiest Wisconsin 2020, is our state health improvement plan for the decade 2010-2020. It was designed to benefit the health of everyone in Wisconsin and the communities in which we live, work, learn, and play. It also provides guidance for local health departments.

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



Wisconsin Department of Health Services has developed a five-year health improvement plan through the Wisconsin Health Improvement Planning Process (WI-HIPP) that will meet national accreditation standards. This health improvement plan, Healthy Wisconsin, will build on the foundation of the current state health plan, Healthiest Wisconsin 2020.

Healthy Wisconsin Priorities:

- 1) Alcohol
- 2) Nutrition and physical activity
- 3) Opioids
- 4) Suicide
- 5) Tobacco

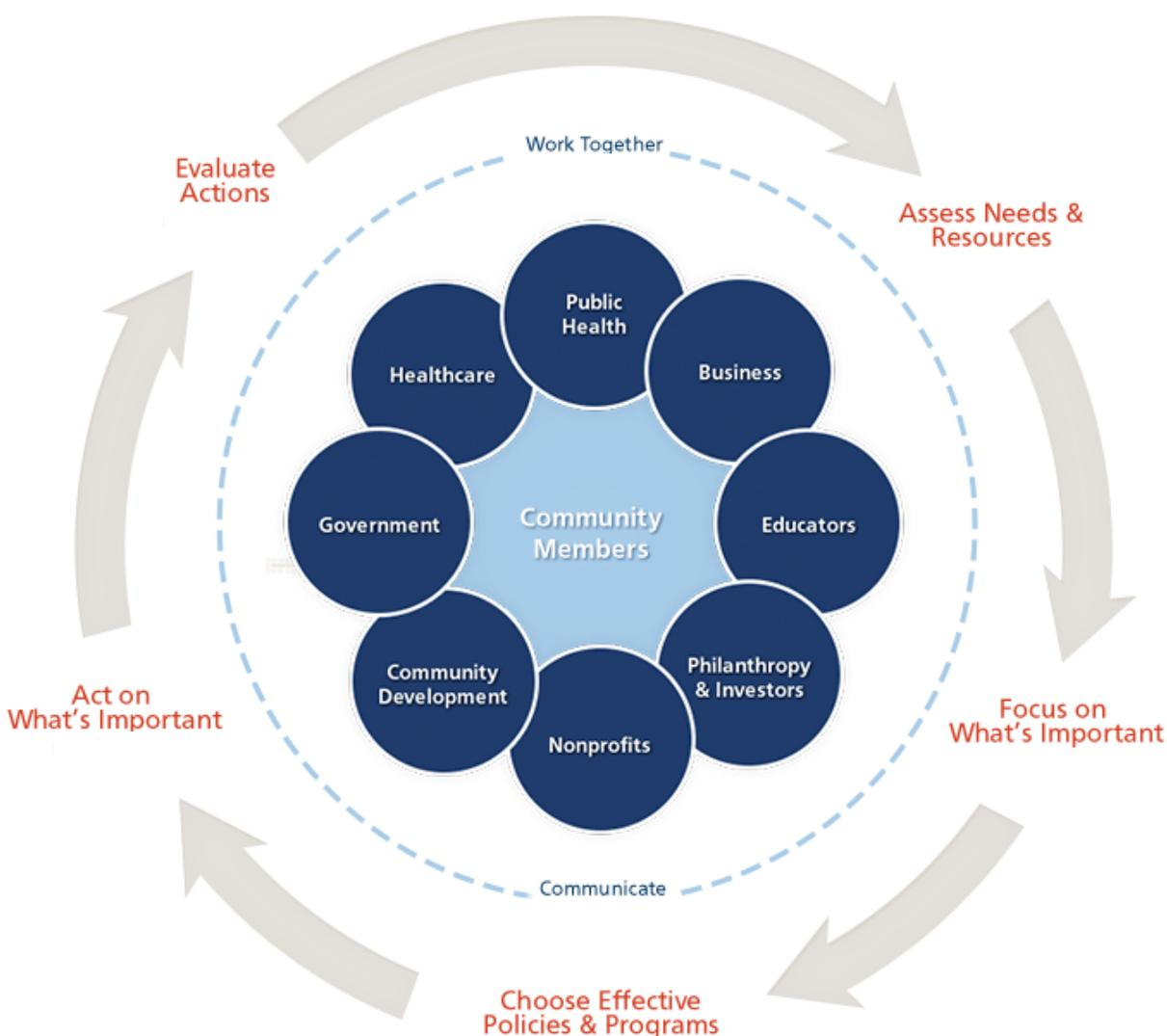
Overarching Topic:

- Adverse Childhood Experiences (ACEs) and Trauma



Community Health Improvement Process

The process used for this Community Health Improvement Plan is adapted from the County Health Ranking's Action Cycle. At the core of the Action Cycle are people from all walks of life because we know we can make our communities healthier if we all get involved. Each step on the Action Cycle is a critical piece of making communities healthier. One of the first steps in local health improvement is to evaluate our community's needs.



Community Health Improvement Process

Data collection began back in 2017. A series of Community Conversations were also held to collect feedback from community members and the qualitative data that is not captured in the hard numbers. A Steering Committee was formed to help oversee the entire process.

On August 21, 2018, a Community Health Needs Assessment presentation was held to share the data with community members and involve them in prioritizing health needs. The presentation was open to the public. We were grateful approximately 60 community members attended and invaluable feedback was received. This report includes a snapshot of the data that was shared at the presentation.

A comprehensive data set was reviewed to help attendees better understand the state of health in Marinette County. Participants discussed community assets (what is going well in the community) and gaps (what is needed to address problems) regarding the following Healthiest Wisconsin 2020 focus areas: chronic disease, oral health, communicable diseases, mental health, injury and violence, alcohol and drug abuse, physical activity and nutrition, tobacco use and exposure, reproductive and sexual health, and physical environment.

After processing the information, attendees brainstormed possible strategies to address some of the top health issues and voted on health priorities. The three health priorities selected were: **alcohol and other drugs of abuse, mental health, and nutrition and physical activity.**

Workgroups have been established and are meeting regularly. They have been working diligently to develop this plan and will continue to work on addressing the health priorities. The remainder of this plan outlines the goals, objectives, short-term indicators, long-term indicators, and possible strategies that have been identified by the workgroups for each of the health priorities.

HEALTH PRIORITY: Alcohol and Other Drugs of Abuse

Substance abuse refers to the harmful or hazardous use of psychoactive substances, including alcohol and illicit drugs (World Health Organization).

Alcohol and other drug abuse can create a significant burden on both the state and local counties. The large financial burden is mainly due to a host of negative outcomes associated with substance abuse such as lost productivity, failure at school, domestic violence, child abuse, and crime. Substance abuse can also lead to a variety of different health problems such as sexually transmitting infections, Hepatitis C, HIV/AIDS, pregnancy complications, and cardiovascular conditions.



SNAPSHOT OF MARINETTE COUNTY

**\$57.1
MILLION**

The annual economic cost of excessive alcohol use in Marinette County.

(The Burden of Excessive Alcohol Use in WI, UW PHI, Mar. 2013)

**624
PER 100,000**

The rate of Operating While Intoxicated (OWI) arrests in Marinette County.

(WI Epidemiological Profile on Alcohol and Other Drugs, 2016)

**3x
STATE AVERAGE**

Opioid use during pregnancy leading to infants born withdrawing from substances.

(Wisconsin DHS Publication on Opioids, 2016)

GOAL: Decrease alcohol and drug misuse and abuse in Marinette County

Objective: By December 31, 2023, at least one new or existing strategy will be implemented, strengthened, or expanded to help increase use of outreach, intervention, treatment, and support services for alcohol and drug misuse.

Short-term Indicators

- Decrease in drug and alcohol related hospitalizations
- Increase access to safe drug disposal
- Decrease in opioid prescribing rates

Long-term Indicators

- Decrease in drug and alcohol related deaths
- Decrease the number of alcohol-related arrests (OWI & Liquor Law violations)
- Decrease in binge drinking rates among adults
- Decrease in past 30 day use among youth who participate in Pride Survey

Possible Strategies

- Prescription drug education for prescribers and patients
- Naloxone education and distribution
- Drug drop boxes
- Alcohol compliance checks
- Community resource awareness
- Life Skills in all Marinette County schools (grades 6-8)
- Support jail education programming
- Big Brothers/Big Sisters
- Strengthening Families Program (10-14 years old)



HEALTH PRIORITY: Mental Health

Mental health is defined as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community (World Health Organization).

Children are an especially vulnerable population that is at risk for potentially being negatively impacted by parents or family members suffering from mental illness. When children experience Adverse Childhood Experiences (ACEs), they are more likely to have poor mental health later in life and often suffer from illnesses such as depression and anxiety. The treatment of mental illness can be quite challenging, especially in rural areas, due to limited access of mental health services, social isolation, and fear of stigmatization. Enhancing protective factors can help create more resilient communities and create a foundation of emotional well-being from the earliest stages of life.



SNAPSHOT OF MARINETTE COUNTY

16.8
PER 100,000

Marinette County has a higher suicide rate than the statewide average of 14.5.

(Wisconsin Interactive Statistics on Health, 2013)

63.2
PER 100,000

26 self-inflicted injury related ER visits for all ages in Marinette County.

(Wisconsin Interactive Statistics on Health, 2017)

1,359
PER 100,000

559 crisis calls to Marinette County ADAPT in 2017.

(Marinette County Health and Human Services Annual Report, 2017)

GOAL: Improve mental health of Marinette County residents

Objective: By December 31, 2023, at least one new or existing strategy will be implemented, strengthened, or expanded upon to help increase and enhance mental health resources.

Short-term Indicators

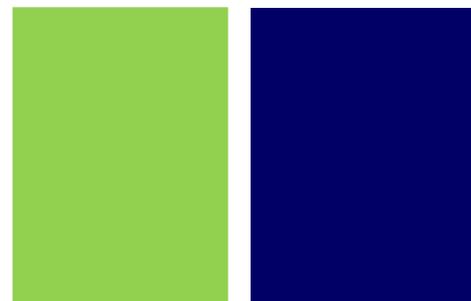
- Develop a comprehensive list of mental health resources in the community and identify gaps
- Increase evidence-based programming
- Increase access to mental health services
- Decrease number of crisis calls to Marinette County ADAPT

Long-term Indicators

- Decrease suicide rates
- Decrease hospitalizations related to suicide attempts
- Decrease the number of high school youth who report attempting suicide that participate in Pride Survey

Possible Strategies

- Community mentorship programs - children through elderly
- Mental health first aid
- Question, Persuade, Refer (QPR) trainings
- Develop a document with mental health resources
- Trauma informed communities/Adverse Childhood Experiences (ACEs)
- Bullying prevention programs
- Means restriction education—gun locks/medication drops
- Enhance mental health resources
- Mental Health Court



HEALTH PRIORITY: Nutrition and Physical Activity

Obesity is a medical condition in which excess body fat has accumulated to the extent that it may have an adverse effect on health, leading to reduced life expectancy and/or increased health problems (World Health Organization).

Obesity is a contributing factor for excessive health care costs. Obesity is closely interconnected with poor nutrition and lack of physical activity. Good nutrition, physical activity, and a healthy body weight are essential parts of a person's overall health and well-being. Together, these can help decrease a person's risk of developing serious health conditions, such as high blood pressure, high cholesterol, diabetes, heart disease, stroke, and cancer. A healthful diet, regular physical activity, and achieving and maintaining a healthy weight also are paramount to managing health conditions so they do not worsen over time.



SNAPSHOT OF MARINETTE COUNTY

26%

26% of Marinette County adults age 20 and older reported no leisure-time physical activity, compared to 21% in Wisconsin.

(County Health Rankings, 2018)

12%

More Marinette County population (12%) experience food insecurity compared to Wisconsin (11%).

(County Health Rankings, 2018)

32%

Marinette County had more adults (32%) with a Body Mass Index greater than 30 (obese) than the United States (28%).

(County Health Rankings, 2018)

GOAL: Healthy nutrition and active lifestyles

Objective: By December 31, 2023, at least one new or existing strategy will be implemented, strengthened, or expanded upon to contribute to residents' nutrition and physical wellness.

Short-term Indicators

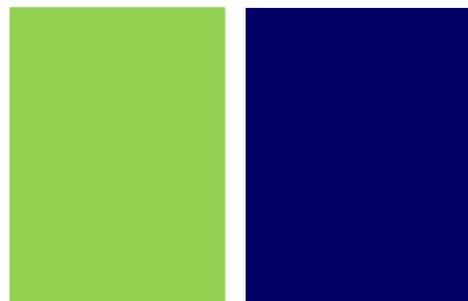
- Increase access to exercise opportunities
- Increase access to healthy foods

Long-term Indicators

- Decrease physical inactivity
- Decrease food insecurity
- Decrease in adult Body Mass Index (BMI)

Possible Strategies

- Safe routes to school
- Public bikes
- Rails-to-Trails
- Promote healthy donations to food pantries
- Soda-free policies
- Affordable access to facilities offering physical activity
- Compile list of local resources
- Highlight worksite incentives for healthy behaviors
- Find programs to offer healthy eating
- Smarter Lunchroom Movement
- Increase physical activity in schools
- Eat Healthy, Be Active Community Workshops
- Senior fitness & exercise programs
- Promote summer breakfast and lunch programs and participation in free/reduced school meals



Next Steps

The community health improvement process is a cyclical progression towards improved community health for Marinette County. This document concludes the initial assessing and planning portion of the cycle. For the process to succeed, a transition to the action phase is crucial. This document serves as a call to action for community members and organizations to engage in community health improvement efforts. The assessment and improvement plan were created using community input throughout the entire process and should continue in the action phase.

The next steps for our community is to plan and implement the strategies that are outlined in this plan. In order to create successful health outcomes, we need the help of community members across all sectors. **Please get involved to help make Marinette County the healthiest place to live, work, learn, and play!**



Public Health
Prevent. Promote. Protect.

Marinette County

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