

Healthy Oconto County



Creating a healthier place to live, learn, work & play.

Oconto County
2014 -18
Community Health Improvement Plan

Health Priorities:



Alcohol and Other Drugs



Nutrition and Physical Activity



Mental Health

Oconto County is already a great place to live, learn, work and play. How can we improve on that? By understanding how personal choices impact our health and working together to make it a *healthier* place for us to live, learn, work and play.

This plan is a collaborative effort of many county individuals representing public health, education, health care, law enforcement, business, county programs, and city government. You will see the many data sources that were reviewed and analyzed to help identify the three health priorities for the county:



Alcohol and Other Drugs



Nutrition and Physical Activity



Mental Health

A Healthy Oconto County will require us to be engaged and working in partnership as individuals and communities on these priorities to mobilize people, employers and stakeholders to improve the health of our county residents. Inside you will see the goal, measures of success and key objectives for each health priority. We expect this plan to be used as groundwork for many efforts within the county.

Thank you for taking the time to read this plan. We invite you to become involved in the action necessary to positively impact the health of Oconto County – please join us by completing the Plan Endorsement on pgs 12-13.

Regards,

Debra Konitzer, RN BSN
Oconto County Health Officer
/Public Health Manager

Laura Cormier
Bellin Health
Oconto Hospital

Nancy Williquette
Community Memorial Hospital

County Partners Acknowledgement and Thanks

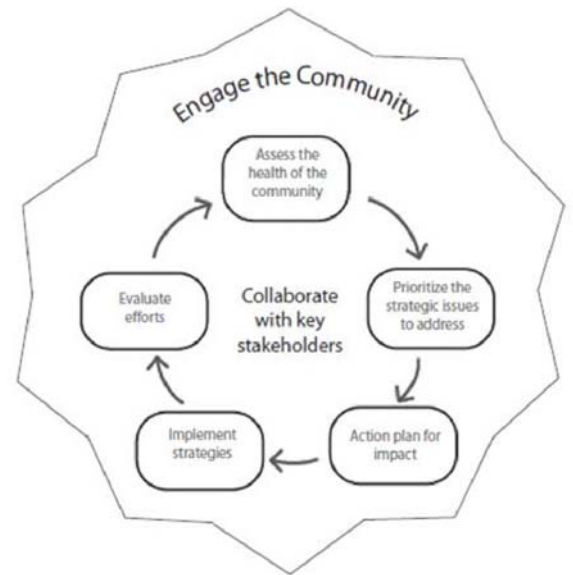
The Health Department acknowledges and extends sincere appreciation to the following community partners for their time and many contributions to the Oconto County 2014-18 Community Health Improvement Plan (*denotes plan leads):



Ali Carlson, Oconto County Dept of H&HS
Amanda Anderson, NEWCAP
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Carol Jean Luebeck, Oconto County Public Health
Carol Kopp, Oconto County Sheriff's Department
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Laura Cormier, Bellin Health Oconto Hospital*
Lisa Sbonik, Bellin Health Oconto Hospital
Lynn Stymiest, Oconto County Public Health
Mary Lemmen, County Board, H&HS Board
Nancy Williquette, Community Memorial Hospital*
Rhonda Stuart, Northern Health Centers
Rose O'Hara, TriCity Area United Way
Sara Applebee, Oconto County Public Health

Purpose of Healthy Oconto County 2018

The purpose of *Healthy Oconto County 2018* is to mobilize people, organizations and stakeholders in our county to collaboratively address issues that impact health. The ultimate goal of a Community Health Improvement Plan (CHIP) is to measurably improve the health of Oconto County residents. Our plan asks for action that will lead to positive change in three health focus areas:



Alcohol and Other Drugs



Nutrition and Physical Activity



Mental Health

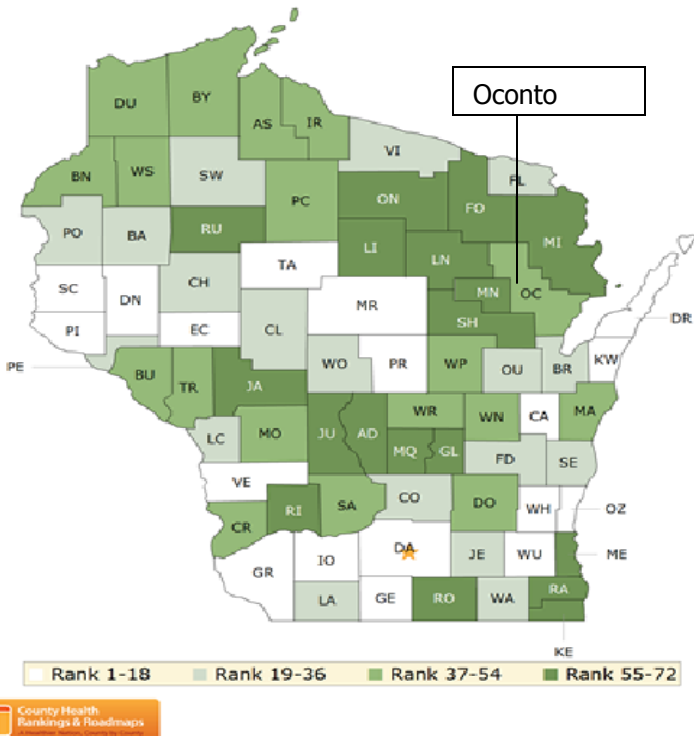
Developing the Plan

A coalition of agencies and individuals in Oconto County worked together over nine months to assess community health data, strengths, resources, and opportunities for improvement. Data was reviewed from the State Health Plan, Healthy Wisconsin 2020, www.dhs.wisconsin.gov/hw2020, coalition agencies, UW Population Health County Health Rankings www.countyhealthrankings.org, and an Oconto County Community Health Improvement Plan Public Opinion Survey. The results of the Public Opinion Survey can be found on our website at www.healthyocontocounty.info.

The data and health rankings demonstrate that Oconto County has challenges in the three chosen health focus areas. The individuals who participated in putting the plan together are anxious to bring it out to our communities and have others join them in the health focus area of their interest. There are many resources available for each of the three focus areas to help us identify actions to help meet our goals which are listed at the end of this document.

What Determines a Healthy County?

2013 Health Outcomes - Wisconsin

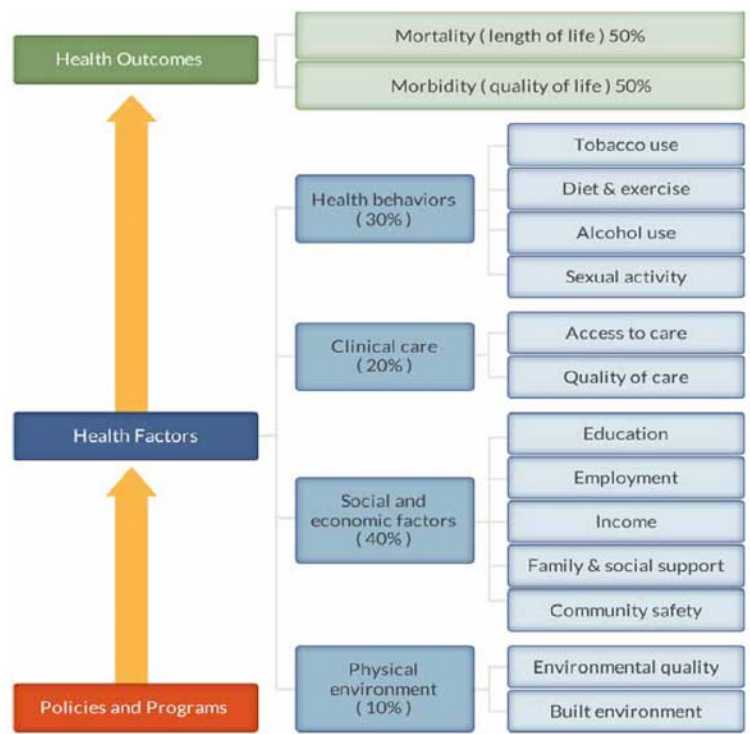


Each year UW Population Health Institute releases health rankings for each county in Wisconsin in partnership with the Robert Wood Johnson Foundation. The rankings give us information on what the current health status of our county is. The health of the residents of the county is dependent on different factors. The factors such as education, jobs, income, social support, access to health care and environment play an important role in how healthy people are and how long we live. The rankings and review of the data helped us identify policies and programs needed to improve health.

The model to the right shows the structure of the rankings. Visit www.countyhealthrankings.org to learn more.

Oconto County Rankings (of 72 Wisconsin Counties):

- Health Outcomes = 25 (how healthy we are)
- Health Factors = 55 (how healthy we can be)
- Health Behaviors = 45 (how healthy we live)
- Clinical Care = 45 (how good our health care is)
- Social & Economic Factors = 42 (how strong our social fabric is)
- Physical Environment = 68 (how healthy our environment is)



County Health Rankings model ©2012 UWPHI

What is the Definition of Alcohol and Other Drug Use:

Alcohol and other drug use means any use of a substance, or uses of substances, that result in negative consequences. This includes a broad array of mood-altering substances that include, but are not limited to, alcohol, prescription substances, and illegal mood-altering substances. Negative consequences or unhealthy uses include, but are not limited to, operating a motor vehicle while intoxicated, drinking while pregnant, alcohol dependence, fetal alcohol spectrum disorder, alcohol-related hospitalizations, heavy drinking, alcohol-related liver cirrhosis deaths, motor vehicle injury or death, liquor law violations, other alcohol-attributable deaths, underage drinking, non-medical or illicit drug use, drug-related deaths, drug-related hospitalizations, arrests for drug law violations, and alcohol- or drug-related crimes (e.g., property crimes, violent crimes).

Why are improving Alcohol and Other Drugs use important to include in Healthy Oconto County 2018?

Alcohol and other drug use in Oconto County results in:

- 29% of Oconto County adults report excessive drinking in the last 30 days compared to 24% for the state.
- 1 out of 4 Oconto County high school students used a prescription drug without a doctor's prescription.

GOAL: Reduce alcohol and drug abuse and related social and public health effects on Oconto County Residents.

Our Strategies	Our Measures of Success
<ul style="list-style-type: none"> ➤ Develop and implement two evidence based strategies in order to reduce AODA use. 	<ul style="list-style-type: none"> ➤ Excessive drinking among adults will be reduced from 29% to 26%. ➤ The number of high school students who drink alcohol before the age of 13 will be reduced from 26% to 24%
<ul style="list-style-type: none"> ➤ Coordinate efforts between prescription drug abuse prevention partners. 	
<ul style="list-style-type: none"> ➤ Increase integration of prescription drug abuse prevention efforts between medical and behavioral care providers. 	<ul style="list-style-type: none"> ➤ The number of high school students who used a prescription drug without a doctor’s prescription will be reduced form 25% to 24%.
Who are the Key Stakeholders?	
<ul style="list-style-type: none"> ➤ Oconto County AODA Coalition ➤ Oconto County Medical and Behavioral Care Providers ➤ Oconto County Residents 	



What is the Definition of Nutrition and Physical Activity:

Adequate, appropriate and safe food and nutrition means the regular and sufficient consumption of nutritious foods across the life span, including breastfeeding, to support normal growth and development of children and promote physical, emotional, and social well-being for all people.

Physical activity means any bodily activity that enhances or maintains physical fitness and overall health. Public health strategies focus on environmental and policy changes (e.g., active community environment initiatives, urban planning, safety enforcement, trails and sidewalks) to reach large sections of the population.

Why is improving Nutrition and Physical Activity important to include in Healthy Oconto County 2018?

Lack of Good Nutrition and Physical Activity in Oconto County results in:

- 28% of Oconto County adults are considered obese
- 1 out of 4 Oconto County adults report NO physical activity
- Oconto County Adults describe their physical health as POOR almost 4 out of 30 days.
- More than 1 in 5 Oconto County residents have no place to purchase food within 10 miles of home.

GOAL: Increase the percentage of Oconto County residents who eat healthy and are physically active.



Our Strategies	Our Measures of Success
<ul style="list-style-type: none"> ➤ Implement an environmental policy that supports increased physical activity for all ages. 	<ul style="list-style-type: none"> ➤ The amount of physically unhealthy days reported by Oconto County residents in the last 30 days will be reduced to 3.0 or fewer. ➤ The number of residents who are physically active will increase by 2%.
<ul style="list-style-type: none"> ➤ Develop and maintain an ongoing community-wide education campaign on healthy eating and active living. 	<ul style="list-style-type: none"> ➤ The number of adults who are at a healthy weight for their height will increase by 2%.
<ul style="list-style-type: none"> ➤ Implement strategies that improve access to healthy, safe, and affordable foods for all residents. 	<ul style="list-style-type: none"> ➤ Access to healthy nutrition choices will increase by 3% of residents.
<ul style="list-style-type: none"> ➤ Increase workplace wellness initiatives among Oconto County employers. 	
Who are the Key Stakeholders?	
<ul style="list-style-type: none"> ➤ Oconto County Public Health ➤ Oconto County Schools, Employers and Food Retailers and Distributors ➤ Oconto County Health Care Providers ➤ Oconto County Residents 	

What is the Definition of Mental Health:

Mental health is a state of well-being in which the individual realizes his or her own abilities, 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, 2001). *Mental health* is the foundation for well-being and effective functioning for an individual and community. It is more than the absence of mental illness; it is a resource vital to individuals, families and societies (British Columbia, Ministry of Health, 2007).

Why is improving Mental Health important to include in Healthy Oconto County 2018?

Lack of Mental Health in Oconto County results in:

- 25 Oconto County residents took their own life from 2009-2011
- Nearly 1 out of 4 Oconto County adults state they do not get the emotional support they need
- The rate of deaths from suicide has increased every year from 2002-2011 and is higher than the state of Wisconsin rate.



GOAL: Improve the mental health of Oconto County residents by increasing access to mental health resources; providing education and decreasing the stigma of mental health issues.

Our Strategies	Our Measures of Success
<ul style="list-style-type: none"> ➤ Create an Oconto County Mental Health Coalition and implement strategic and action plans. 	<ul style="list-style-type: none"> ➤ The percentage of adults who report that they don't get adequate emotional support will decrease from 24% to 21%.
<ul style="list-style-type: none"> ➤ Increase coordination between school districts related to mental health issues. 	<ul style="list-style-type: none"> ➤ The number of high school students who have at least one adult at their school who they can talk to if they have a problem will increase from 74% to 78%. ➤ The number of middle school students who have at least one adult at their school who they can talk to if they have a problem will increase from 72% to 76%
<ul style="list-style-type: none"> ➤ Increase mental health education and awareness of resources available to Oconto County residents. 	<ul style="list-style-type: none"> ➤ The sharp increase in the suicide death rate since 2002 will level off and begin to decline.
Who Are The Key Stakeholders?	
<ul style="list-style-type: none"> ➤ Oconto County Mental Health Coalition ➤ Oconto County School Districts ➤ Oconto County Medical and Behavioral Care Providers ➤ Oconto County Residents 	

Healthy Oconto County 2018 What Can You Do?

This is an ongoing process. Three steering teams will lead broad community coalitions to develop and implement strategies to impact the three health focus areas. The steering teams will report to the Healthy Oconto County 2018 Committee which will meet regularly to monitor progress and address challenges. Here's what you can do to get started:



Review this plan with your family, friends and employer



Support and actively engage with coalition initiatives



Complete the Healthy Oconto County 2018 Plan Endorsement on the next page



Review the Healthy Oconto County 2018 Resources and identify an activity or strategy and begin to improve your health today



To get involved or for more information visit
www.healthyocontocounty.info

Our Mission is to assess and impact the priority health needs by facilitating community collaboration.

Our Vision is a community with accessible resources which support healthy lifestyle choices where people live, learn, work and play.



Purpose: By endorsing *Healthy Oconto County 2018*, you become part of a network (system) of partners working together to achieve the mission, goals and vision of *Healthy Oconto County 2018*. Network participants will be part of a two-way street: receive periodic updates and communications, and contribute ideas and report needs and progress. *Healthy Oconto County 2018* endorsements are non-binding.

What Does the Endorsement Mean?: As an **individual** it means you are agreeing to support the three health focus areas and are willing to start actions and activities to improve your personal health and/or you are willing to participate on one of the groups or coalitions that are identifying actions and activities for all residents of Oconto County. As an **organization** it means you are willing to support the three health focus areas by putting the link on your website and informing your workforce of the three health focus areas. It could also mean that you are willing to support and act by putting forward resources within your organization for improvement of your workforce and/or put forward resources and time from your organization to engage in the groups or coalitions working on actions and activities for all residents of Oconto County.

Instructions: To endorse the *Healthy Oconto County 2018*, you have two options: (1) save this form as a WORD document, fill it out and email it as an attachment to ochs@co.oconto.wi.us , or (2) print out this form, fill it out and fax it to the Oconto County Health Department at (920) 834-6889.

Note: Your endorsement may be publicly acknowledged on the *Healthy Oconto County 2018* website (www.healthyocontocounty.info) and in plan-related materials.

1. I am endorsing the *Healthy Oconto County 2018* as an:

- Individual
- Organization

2. Your full name or name of organization / group:

3. What type of sector(s) best describes your organization?

- Advocacy organization
- Agriculture and food
- American Indian Tribe
- Business, labor, finance, commerce
- Built environment
- Civic organization, civic society
- Community-based organization
- Education
- Elected official (state or local)

- Energy and climate
- Faith community
- Health care organizations and hospitals
- Health department (state or local)
- Housing / building safety
- Human services
- Justice and law enforcement
- Laboratory
- Natural resources
- Professional society and organization
- Transportation
- Urban / rural planning, land use
- Veterinary
- Waste management
- Other Specify: _____

4. I will provide a link on my organization's website to the *Healthy Oconto County 2018* website (located at www.healthyocontocounty.info)

- Yes
- No

5. Contact Information (Please Print)

Contact Name: _____

Credentials (if applicable): _____

Organization (if applicable): _____

Position/Title (if applicable): _____

Mailing Address: _____

Telephone No. _____ Fax No. _____

E-mail: _____

Website: _____

6. Which focus areas will you and your organization work on to help accomplish the goals of *Healthy Oconto County 2018*?

- Alcohol & Other Drug Use**
- Nutrition & Physical Activity**
- Mental Health**

Healthy Oconto County 2018 References

Data Sources:

1. 2010-2013 County Health Rankings
2. 2012 Alcohol License Overview for WI
3. WI DHS Public Health Profiles
4. 2006-2011 Arrests in WI, Office of Justice Assistance
5. 2001-2011 Youth Risk Behavior Surveillance System
6. 2011 Burden of Diabetes in WI Report
7. WI Interactive Statistics on Health
8. WEDSS
9. WI DHS (pertussis, lymes disease, % of children with lead poisoning)
10. 2010 US Census Bureau
11. 2010 Burden of Tobacco in WI
12. 2010 Oconto County WIC Report (for % of pregnant smokers)
13. 2010 Youth Risk Behavior Survey
14. WI Mental Health and Substance Abuse Needs Assessment
15. DHS/DPH/WI Primary Care Office
16. 2010 CDC Pediatric Nutrition Surveillance Report
17. UWEX Food Security Report
18. County Oral Health Wisconsin Surveillance System
19. WI Forward Health Portal
20. 2013 Oconto County Community Health Improvement Plan and Process Public Opinion Survey

Healthy Oconto County 2018 Resources

1. Wisconsin What Works for Health
 - * for Diet & Exercise: <http://www.whatworksforhealth.wisc.edu/factor.php?id=12>
 - * for AODA: <http://www.whatworksforhealth.wisc.edu/factor.php?id=13>
 - * for Mental Health: <http://www.whatworksforhealth.wisc.edu/factor.php?id=6>
2. Wisconsin Nutrition, Physical and Obesity Health Plan: <http://www.dhs.wisconsin.gov/physical-activity/2013StatePlan/index.htm>
3. Healthiest Wisconsin 2020: www.dhs.wisconsin.gov/hw2020
4. Healthy People 2020 (National): www.healthypeople.gov/2020
5. CDC Nutrition: www.cdc.gov/nutrition/ Can also search mental health, alcohol, physical activity and person who use drugs
6. Healthy Oconto County 2018: www.healthyocontocounty.info
7. What works to promote health: www.thecommunityguide.org