Welcome
The Importance of Collaboration

- Marian Furlong, President & CEO
  Hudson Hospital & Clinics

- Fred Johnson, Director
  St. Croix County Department of Health & Human Services

Hudson Hospital & Clinics
HealthPartners Family of Care

Public Health
Prevent. Promote. Protect.
St. Croix County DHHS
Public Health
Today’s Agenda

1. Celebrating Success
2. Setting the Stage
3. Assessment Results: Health Priorities
4. Community Health Actions
5. Next Steps: Where do We Go from Here?
6. Wrap Up
Celebrating Success

• Over 25 steering committee members
• Represent diverse organizations and agencies from across the county
• Efforts, insight and knowledge invaluable to the process and plan creation
• Provide oversight and guidance

Thank you for your time and commitment!
• Many factors influence community health and well-being

• More than just disease prevalence, medical care or public health services

• Combination of factors including: socioeconomic conditions, available educational services, individual behaviors, financial stability of community itself

• Everyone can contribute to and share in responsibility for their community’s protection and environment

Health is everybody’s business…
Common Need

Partnership between the hospital and public health arose out of common need:

*To create and maintain healthy communities.*
The goal of St. Croix County’s community health improvement process (CHIP) is to:

• Identify critical health issues
• Prioritize health needs

For the purpose of:

• Educating and mobilizing area organizations to address top health priorities
• Garnering resources
• Planning actions to improve health and quality of life
As a community stakeholder, you were invited because:

• Process is intended to be a group rather than an individual endeavor

Why You?

As a community stakeholder, you were invited because:

• Leadership is need to reinforce support for the process
  - mobilize support and engage partners
  - help raise community awareness
  - inspire action to get things done
  - facilitate finding, obtaining, and allocating resources
  - guide decision making
  - advocate for plan’s goals and objectives
  - influence public opinion
  - set policy and ensure objectives are considered in policy matters
As a community stakeholder, you were invited because:

• For the plan to be successful, it needs to be “owned” by communities

• Plan will be used as a reference and foundation for many county-wide initiatives

• As leaders, you can help advance our plan for community change — through the provision of volunteers, time, resources and ideas
St. Croix County
Community Health Improvement Plan
2009—2014
Executive Summary
Healthiest Wisconsin 2010, the state public health plan, provided the framework for our community needs assessment.

- 11 Health Priorities identified for state
- State plan oversees public health programs for a ten-year period
- Plan designed as a roadmap used to guide activities at a local level
11 Health Priorities (alpha order)

1. Access to Primary and Preventive Health Services
2. Adequate and Appropriate Nutrition
3. Alcohol and Other Substance Use and Addiction
4. Environmental and Occupational Health Hazards
5. Existing, Emerging, and Re-Emerging Communicable Diseases
6. High Risk Sexual Behavior
7. Intentional and Unintentional Injuries and Violence
8. Mental Health and Mental Disorders
9. Overweight, Obesity, and Lack of Physical Activity
10. Social and Economic Factors that Influence Health
11. Tobacco Use and Exposure
Partners engaged in three different activities to inform decisions and help determine priorities for St. Croix County:

1. Photovoice® Research: qualitative component (cameras were placed in the hands of mothers)
2. Use Your Voice County-wide Survey (mail and e-mail versions/nearly 700 respondents)
3. Secondary Research - steering committee review of quantitative data (i.e. County Health Rankings, topic expert input, and results of other activities)
St. Croix County Community Health Improvement Process Survey Version A

Dear St. Croix County Resident:

Many factors influence the health and well-being of a community. Everyone living within can contribute to and share responsibility for its protection and improvement.

The St. Croix County Community Health Improvement Process (CHIP) committee, comprised of representatives from diverse organizations and agencies, is currently assessing the state of the county’s health.

The goal is to create and maintain healthy communities by identifying community needs. Your views and opinions are important.

We need your help. The information you provide by completing this survey will help us to better understand the health needs of St. Croix County residents. Your responses will be kept confidential. Your views and opinions are important in planning community action.

Use your voice! Let us know how you feel about each of the following priorities, all part of the community health improvement process.

1. Access to Primary and Preventive Health Care

   Access means that health care services are available and organized in a way that makes sense to individuals and families. Access means that all people have the resources, both financial and non-financial, needed to obtain and use available services.

   Objectives
   • Increase the percentage of the population with insurance
   • Increase provider screening for chronic diseases and other improvements in system capacity for prevention
   • Reduce barriers to health care access
   • Increase access to dental health services

   We’re listening. Your opinion matters.

Thank you for your time and participation.

[Return by May 18, 2009 (Postage paid envelope enclosed)]
Steering committee selected **top five health priorities** based on three measures:

1. Size and prevalence of the issue (how many, how serious, how compares)
2. Effectiveness of interventions (how likely…)
3. Community capacity (ready, willing and able)
Top 5 Health Priorities

Access to Primary and Preventive Health Services
Overweight, Obesity, and Lack of Physical Activity
Adequate and Appropriate Nutrition
Alcohol and Other Substance Use and Addiction
Tobacco Use and Exposure
Top 5 Health Priorities

The remaining State health priorities were not selected as priorities for St. Croix County.

Yet, sustaining and building upon existing community-wide efforts is critical in assuring continual community health improvement.
Access to Primary & Preventive Services

- Health care coverage/lack of health insurance
- Lack of alcohol and other drug abuse (AODA) treatment
- Lack of mental health treatment
- Access to oral health care
- BadgerCare Plus and Free Clinic of Pierce and St. Croix Counties
- Transportation, language barriers…
Overweight, Obesity & Lack of Activity

- Changes = overweight children in WIC and obese adults
- Lack of physical activity
  (rank near bottom in state for overall physical activity)

2008 Population Health Institute Rankings

<table>
<thead>
<tr>
<th>Health Determinant Factors</th>
<th>St. Croix County</th>
<th>Best County in Wisconsin</th>
<th>Wisconsin Average</th>
<th>St. Croix Ranking (1 = best; 73 = worst)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical inactivity (%)</td>
<td>49.6%</td>
<td>23.5%</td>
<td>44.5%</td>
<td>66</td>
</tr>
<tr>
<td>Obesity (%)</td>
<td>25.1%</td>
<td>17.0%</td>
<td>24.1%</td>
<td>37</td>
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</table>
Adequate & Appropriate Nutrition

- Insufficient fruits and vegetables
- Positive response of St. Croix County high school students (more fruits and vegetables, breakfast and milk)
- High rates of breastfeeding
- Fastest rate of participation in the Free and Reduced Lunch Program (but still below statewide rates; same in Food Share program)
- Food insecurity in WIC recipients
“It is important to educate not only the students so they can look out for themselves’ and understand healthy concepts, but also the parents who make the decisions, do the shopping, make the meals, etc.

It’s important to have community education resources available for those in need. While our culture dictates speed and immediacy (supported by fast food, vending machines, etc.) we need to make community-wide changes and take a stand on this important issue!”

*Use Your Voice* Survey Participant
Alcohol, Substance Use & Addiction

• Highest adult binge drinking rates among top 10 counties
• High school student alcohol and marijuana use comparable to statewide results
• Alcohol-related car crashes and related deaths lessened
• Intoxicated drivers increased dramatically
• Drug-related arrests decreased
• Unsure of contributing factors—enforcement activities?
### 2008 Population Health Institute Rankings

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<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Binge Drinking</td>
<td>27.6%</td>
<td>10.3%</td>
<td>23.2%</td>
<td>63</td>
<td>Behavioral Risk Factor Surveillance System</td>
</tr>
</tbody>
</table>
Tobacco Use & Exposure

- Smoking by pregnant women decreased
- Fewer youth smoke than statewide
- Years of Potential Life Lost (rank 3rd)
- Support passage of Wisconsin second hand smoke law
Would you favor or oppose a law in the State of Wisconsin that would prohibit smoking in most indoor public places, including all workplaces, public buildings, offices, restaurants and bars? This would not ban smoking in homes or in vehicles such as cars or trucks. (Pick one.)

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would oppose this law</td>
<td>23.3%</td>
<td>152</td>
</tr>
<tr>
<td>I don't have an opinion about this law</td>
<td>4.4%</td>
<td>29</td>
</tr>
<tr>
<td>I would support this law</td>
<td>72.2%</td>
<td>471</td>
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*answered question 652*

*skipped question 44*

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<tr>
<td>Cigarette smoking</td>
<td>19.7%</td>
<td>12.3%</td>
<td>20.9%</td>
<td>29</td>
</tr>
<tr>
<td>Smoking during pregnancy</td>
<td>9.4%</td>
<td>6.5%</td>
<td>14.1%</td>
<td>5</td>
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St. Croix County mortality ratings are well below Western Region and State for nearly every cause of death.

Sharp increases however in suicide, septicemia, in situ and benign (non-malignant) cancers, and postneonatal infant mortality rate.

*County Health Rankings* includes self-reported “good health”. “General Health Status” score ranked 18 best among the 73 reporting counties.

Despite “good health”, there is still room for improvement.
Next Steps

1. Secure commitment
2. Share plan with community residents
3. Initiate strategic planning

Save the Date! March 3 for Task Force Assembly & Workshop

4. Develop community health plan for each priority  (March – June)
5. Steering committee review of plans  (June)
6. Implement community health plans  (July+)
7. Annually review progress/impact (goals, objectives, strategies)
8. Promote successes
Wrap Up

Community change and health improvement requires the dedication and commitment of citizens, businesses, government and the community.

1. Recognize benefits of collaboration
2. Support plan and get involved
3. Involve people in the process