



Community Health Priorities 2017



Mental Health

- Awareness and Education of Mental Health Disorders
 - Access to Mental Health Services



Nutrition and Healthy Foods

- Access to Healthy Foods
 - Healthy Youth



Oral Health

- Increase Oral Health Practices
- Access to Oral Health Services

Community Health Improvement Plan

Healthy People Lincoln County
Lincoln County Health Department
607 N. Sales St, Suite 101
Merrill, WI 54452

Executive Summary

What are the health priorities of Lincoln County?

The Lincoln County Community Health Improvement Plan is to mobilize people, organizations, and stakeholders to collaboratively address issues that impact health. Our ultimate goal is to improve the health of Lincoln County. This plan asks for action that will lead to positive change in three health focus areas:

- **Mental Health**
- **Oral Health**
- **Nutrition and Healthy Foods**

How did we get here?

The process for writing the community health improvement plan started with community partners in January of 2012. Community partners were invited to review Lincoln County data related to Healthiest Wisconsin 2020 Focus Areas. The data presented was provided by community partners as well as the Wisconsin Division of Public Health. Upon completion of the data review, the three health focus areas were selected.

A Lincoln County Community Healthy Survey was developed to obtain further data for each priority. The results of the assessment and survey are summarized in the Lincoln County Community Health Needs Assessment 2012. This assessment can be found on our website at www.healthypeoplelincolncounty.com.



How can you get involved?

We invite you to actively support Healthy People Lincoln County's Community Health Improvement Plan. To get involved, please contact Shelley Hersil, Health Officer, Lincoln County Health Department, 607 N. Sales Street, Suite 101, Merrill, at 715-536-0307 or shersil@co.lincoln.wi.us

Or visit Healthy People Lincoln County www.healthypeoplelincolncounty.com

Healthiest Wisconsin 2020

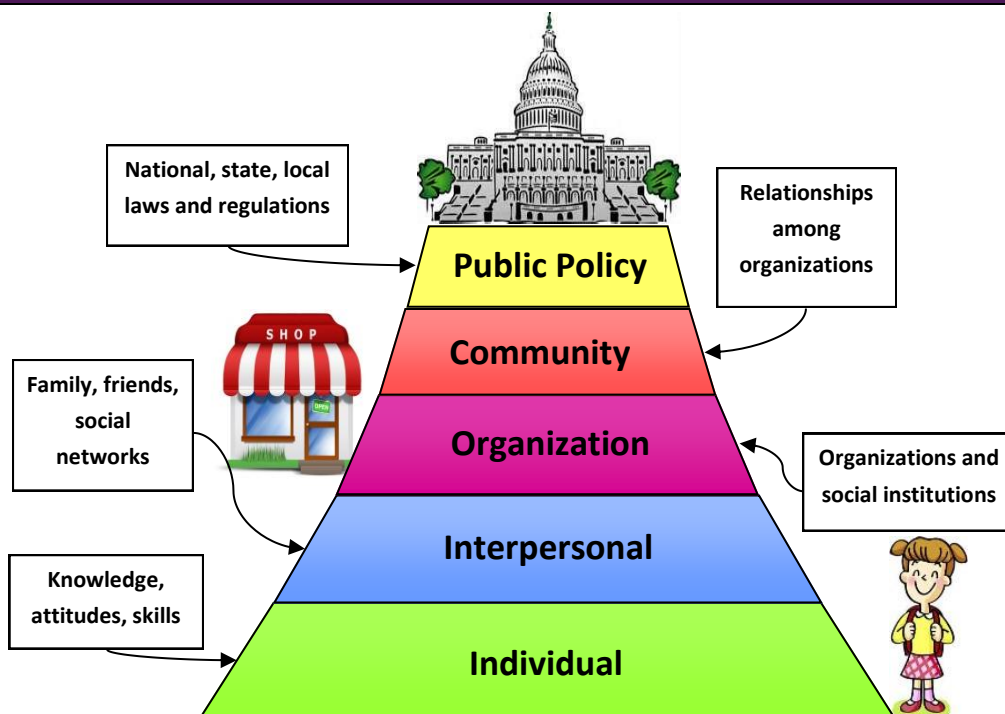
For more information on the State Health Plan visit, www.dhs.wisconsin.gov/hw2020.

Healthy People 2020

For more information on the National Health Plan visit, <http://www.healthypeople.gov/2020>.



How can we be a Healthier Lincoln County?



Creating Change - Socio-ecological Model

The picture above is a Socio-ecological Model. It shows the five levels of community involvement. This model shows that a community is not run by one person or one business; all the different levels build off of one another and work together to help a community run smoothly.

This is also true for making changes. When planning for a change, those in charge want to think about who the change will reach and how many people could be affected. This model shows that. If a change is made at the individual level, only a few people may see what was done. But if a change is made at the community or public policy level, then more people are guaranteed to see and experience the new change. When considering change a community needs to look at:

1. Supporting work that is done and make sure it lasts.
2. Building a base for the group working on the community health plan.
3. Shifting the ideas of the community to welcome change.
4. Creating partnerships with businesses and agencies.

Representatives from different businesses, agencies, and groups in Lincoln County are currently working together on a Community Health Improvement Plan. This plan will research and see what is currently being done in Lincoln County and create ideas about how to create change that will better the health of all who live and work in Lincoln County.

What you can do

What can you do as a resident of Lincoln County?

Become an advocate!

Educate your social circle including your family, your friends and your coworkers! Inform anyone you can get to listen about the possibilities outlined in this plan.

Take action!

Whether you hold a neighborhood meeting about starting a community garden, or present the idea of a increasing oral health education to the parent organization— remember, every effort makes a difference toward the collective good of our community.

What can you do as an Agency or Partner?

Listen!

Review this plan and see how much of your strategic planning reflects the desires of the community you are serving.

Innovate and Partner!

Maybe you can address some of the interventions discussed in the plan; maybe you already are working on some of the pieces, but need a partner to help complete or enhance the program? Contact community partners to help identify what other agencies you can get involved in successfully implementing some of these interventions.

Contributors and Partners

We would like to thank the following agencies that assisted in writing the Community Health Improvement Plan.

Shelley Hersil, Lincoln County Health Department
Tammi Boers, Lincoln County Health Department
Brigid Flood, Lincoln County Health Department
Wendy Hilmershausen, Lincoln County Health Dept.
Brenda Jones, Ministry Good Samaritan Health Center
Paula Gebauer, Ministry Sacred Heart Hospital
Terri Adams, Ministry Sacred Heart Hospital
Andrea Stefonek, Ministry St. Mary's Hospital
Julie LaCrosse, Ministry Sacred Heart Hospital
Bob Odegard, Merrill Fire Department
Dee Olsen, Merrill Area United Way
Erin, Zastrow, Aging & Disability Resource Center
Evelyn Lee, Anderson Associates
Jane Deau, Merrill Area Community Enrichment Center
Jesse Borchardt, Community Care of Central Wisconsin
Kathy Graham, Lincoln County Resident

Trina Knospe, Merrill Area Public Schools
Tracy Ravn, Merrill Area Public Schools
Corey Bennett, City of Merrill Police Department
Debbie Moellendorf, UW Extension - Lincoln County
Amanda Kostman, UW Extension - Lincoln County
Art Lersch, UW Extension - Lincoln County
Sue Weith, Lincoln County Board of Health
Bill Zeitz, Lincoln County Board of Health
Shannon Mulder, First Impressions Dental
Georgia Fischer, Bridge Community Dental
Sheila Lemke, Reilly Family Dental
Ross Nelson, Northwoods Vineyard Church
Dora Gorski, Children's Health Alliance of WI
Debbie McGregor, Children's Hospital Of WI Services
Jennifer Smith, Bridge Community Health Clinic
Nathan Walrath, Lincoln County Sheriff's Department

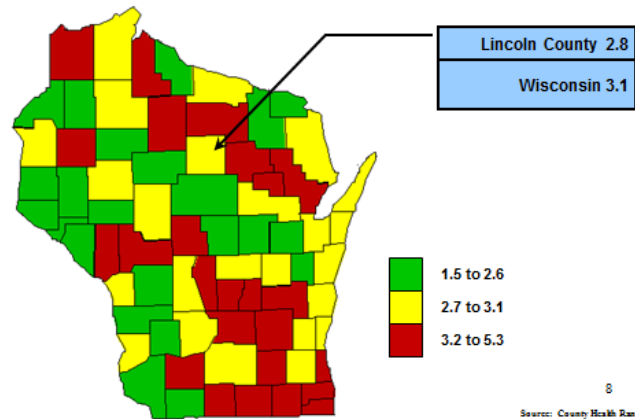
Health Focus Area: Mental Health

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 and can work productively and fruitfully and is able to make a contribution to his or her community- Source World Health Association. Mental Health affects how people cope with everyday demands of life. It is not discriminatory and can affect anyone regardless of their age, race, religion, or income.

Statistics and Facts

- 33% of Lincoln County adults reported feeling down, depressed, or hopeless, 2011.
- 82% report they get resources and support from family or friends, 67% self-help and 37% a faith-based organization, 2011.
- 35% reported the biggest barrier for them and their family in getting services for mental health is costs and 8% said lack of providers; 8% stated lack of time, 2011.
- 30% reported being prescribed medication to improve mental health and 87% take their medication on a regular basis, 2011.
- The suicide rate in Lincoln County for all years was higher than the state rate for all years (16.0 versus 11.8).
- The greatest number of suicides occurred in individuals aged 45-54, while the greatest number of hospitalizations and emergency department visits occurred in younger individuals, aged 15-24. This finding is the same at the state level.
- Firearms were the most frequently used method in Lincoln County suicides (52%) followed by hanging, strangulation, or suffocation (21%) and poisoning (17%).

2002-2008 Average Number of Reported Mentally Unhealthy Days per Month



What we know works

- Signs of Suicide (SOS) Program in secondary schools
- Screening of adolescents (12 – 18 years of age) for depression in the healthcare setting.
- Gatekeeping programs, like Question, Persuade and Refer (QPR)
- Culturally tailor messages and implement comprehensive multi-component interventions in partnerships with statewide and community-based coalitions.

Data Sources

Burden of Suicide 2010
Lincoln County Community Health Survey, 2012
Healthiest Wisconsin 2020, Mental Health Focus Area, Wisconsin Division of Public Health, 2010

Health Focus Area: Mental Health

Goal 1: By 2017, people in Lincoln County will increase their awareness and education of mental health disorders.

Social-ecological Model: Individual, Interpersonal, and Organizational

<p>Objective: By December 31, 2017, increase the public's awareness, education and support of mental health disorders and addictions by 10%.</p>	<p>Suggested Outcomes and Strategies:</p> <ul style="list-style-type: none"> • Form a Mental Health Council • Host a Mental Health Summit for community partners and the public (elderly, moms, families, men, ethnic minorities) • Promote awareness and education of mental health with current events • Provide research based community education on mental health issues to increase knowledge among community partners and the public on how social connectedness and community engagement across a lifespan increases one's mental health. Include youth and those with a mental health disorder and or addiction • Develop an evaluation tool to measure increase in the public's awareness, education and support of mental health disorders and addictions
---	--

Goal 2: By 2017, people in Lincoln County will increase their access to Mental Health Services

Social-ecological Model: Organizational and Community

<p>Objective: By December 31, 2017, access and utilization of mental health services will increase by 10%, decreasing the rate counties' suicide rate.</p>	<p>Suggested Outcomes and Strategies:</p> <ul style="list-style-type: none"> • Assess at least 15 community agencies, organizations, worksites, providers, faith-based organizations, schools and or worksites on what mental health and addiction resources, education and referral that is provided to the public (including curriculum, and trainings such as Question, Persuade and Refer). • Identifying what are the barriers on education and support of mental health disorders and addictions (focus groups). • Promote additional resources on mental health and addiction on 2-1-1. • Develop and promote community tools to increase resources that are available to community partners and the public. • Develop a template referral protocol for partners. • Develop an evaluation tool to measure effectiveness.
---	--

Health Focus Area: Nutrition and Healthy Foods

Why is this focus area so important?

- Adequate and appropriate nutrition is a cornerstone for preventing chronic disease and promoting vibrant health.
- Diet in childhood, including breastfeeding, is especially important to maintaining appropriate weight.
- Overweight youth are at risk for elevated cholesterol & triglycerides, diabetes, high BP, which are all the risk factors for heart attack and stroke.
- *Today's children may be the first generation to NOT outlive their parents!*

Statistics and Facts

- Nationally, over 2/3 of the adult population is overweight or obese.
- Wisconsin ranks 12th in overall prevalence of national obesity (2008)
- The rate of Wisconsin adult obesity increased from 20 percent to 26 percent from 2000 to 2008 (Wisconsin Department of Health Services, Track 2010).
- Approximately one in five children are overweight or obese by the time they reach their 6th birthday, and over half of obese children become overweight around age 2.
- Statistics for Lincoln County children: (2008-2009)
 - ✓ 18% students K-12 were overweight or obese
 - ✓ 25% of male students, ages 7,11, and 14 were overweight or obese
 - ✓ 29% female students, age 13 were overweight or obese

Concerns

- Overweight results from an energy imbalance: eating too many calories and not getting enough physical activity
- In 2009, <23% of adults and 19% of adolescents eat 5 or more fruits and vegetables/day
- 63% of adults and 84% of adolescents consume at least one sugar-sweetened beverage each day

What we know that works

- Increase Fruit and Vegetable Consumption
- Decrease Sweetened Beverage Consumption
- Increase Physical Activity
- Decrease TV and Other "Screen" Time
- Increase Breastfeeding

Source: Centers for Disease Control and Prevention

Health Focus Area: Nutrition and Healthy Foods

Goal 1: By 2017, people in Lincoln County will have access to healthy foods.

Social-ecological Model: Individual, Interpersonal, Organizational, Community, and Public Policy

<p>Objective: By December 31st 2017, 10 agencies will increase policies and environmental changes with regards to access of quality, affordable foods.</p>	<p>Suggested Outcomes and Strategies:</p> <ul style="list-style-type: none"> • Determine a baseline of current policies and environmental standards in place with regards to access of quality foods in schools, health care, community organizations, community at large and worksites. • Community stakeholders will understand the best practices for policies and environmental standards regarding access to quality foods. • Agencies will offer healthy vending machine options. • Daycares and schools will adopt a healthy snack policy. • Community stakeholders will develop, implement, and promote community gardens. • Lincoln County residents will increase their understanding on what are nutritious foods and how to process fresh foods through cooking and/or preserving.
--	---

Social-ecological Model: Organization and Community

<p>Objective: By December 31st 2017, at least 2 grocery stores, convenience stores, and restaurants will provide and promote healthy choices of quality foods available to Lincoln County residents.</p>	<p>Suggested Outcomes and Strategies:</p> <ul style="list-style-type: none"> • Coalition members will complete training on grant writing to promote opportunities to acquire available grants targeting improved nutrition. • Point of Purchase campaign will be developed and implemented to increase knowledge and skills on purchasing healthier food options (restaurants, grocery stores, convenience stores).
--	--

Goal 2: By 2017, more youth in Lincoln County will have a healthy weight.

Social-ecological Model: Individual, Interpersonal, Organization, Community, and Public Policy

<p>Objective: By December 31st, 2017, the percentage of school-age youth in Lincoln County who are overweight or obese will be reduced.</p>	<p>Suggested Outcomes and Strategies:</p> <ul style="list-style-type: none"> • Promote formation of a multidisciplinary school health council in Merrill and Tomahawk school districts, to examine and promote best practices for schools, including promoting healthy weights. • Screen annually for overweight/obesity in the schools. • Develop a protocol for school response to unhealthy BMIs, collaborating with area medical providers and school nurses. • Develop educational tools and resources for families regarding healthy weights and appropriate nutrition and physical activity. • Implementation of evidence-based programs to promote healthier lifestyles in families.
---	--

Health Priority: Oral Health

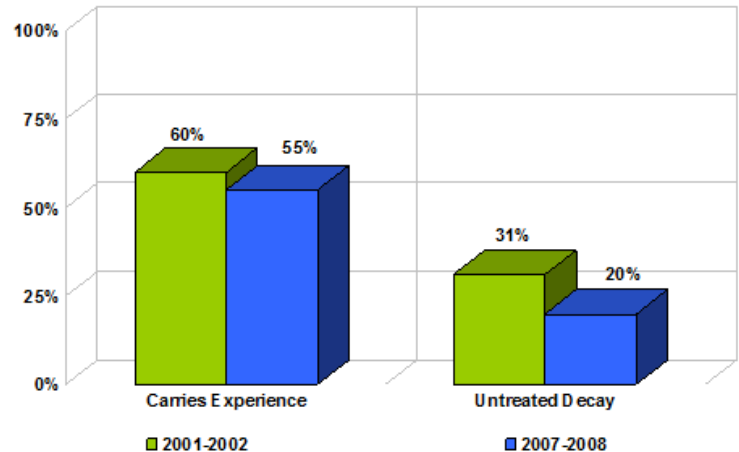
Oral health means being free of mouth pain, tooth decay, tooth loss, oral and throat cancer, birth defects and other diseases that affect the mouth. Many diseases can start with oral symptoms, and many diseases beginning in the mouth can affect health in other parts of the body.

Statistics and Facts

- In 2011, 359 Medicaid/BadgerCare children (ages 0-8) received at least one fluoride varnish application applied by a dental provider.
- In 2010, there is 1 dental clinic in Lincoln County who will treat Medicaid/BadgerCare patients.
- In 2006, 2008, and 2010, 66% of adults had a dental visit in the past year.
- In 2006, 2008, and 2010, 53% of adults reported a tooth loss due to decay or gum disease.
- In 2010, 152 people visited the hospital emergency department for non-traumatic dental complaints.

Source: Wisconsin Department of Health Services

Percentage of Wisconsin's Third Grade Children with Carries Experience and Untreated Decay 2001-2002 and 2007-2008



Source: 2010 Wisconsin Burden of Oral Disease in Wisconsin

What we know works

- Coordinated School Health Programs
- Fluoride Supplements
- School-based Sealants
- Services for Children, adolescents and Adults with Special Health Care Needs
- Use of Sport specific protective equipment
- Community water fluoridation
- Access to oral health services
- Prevention and Control of early Childhood tooth Decay
- Increase Medicaid Reimbursement rates for dentists
- Expand Dental Hygienists scope of Practice

Source: www.astdd.org/best-practices

Health Priority: Oral Health

Goal 1: By 2017, people in Lincoln County will practice good oral health.

Social-ecological Model: Organizational and Community

Objective: By December 31 st 2017, there will be an increase in health care providers/ agencies/schools that have implemented oral health practices into their education programs or practices.	Suggested Outcomes and Strategies: <ul style="list-style-type: none">• Develop a baseline on what oral health education is available to the community by surveying agencies, clinics, hospitals, and schools.• Develop education tools ready for implementation for community agencies, clinics, hospitals and schools.
--	---

Focus: Individual and Interpersonal

Objective: By December 31 st 2017, there will be an increase in the number of caregivers reporting that children have improved their oral health hygiene.	Suggested Outcomes and Strategies: <ul style="list-style-type: none">• Increase in education for caregivers on what is a dental home and why it is important.• Implementation of an oral hygiene social norms campaign for agencies serving children 0 – 5 years of age.
--	--

Goal 2: By 2017, people in Lincoln County will have access to oral health

Social-ecological Model: Organizational and Community

Objective: By December 31 st , 2017, there will be an increase in the number of providers receiving referrals for oral health issues.	Suggested Outcomes and Strategies: <ul style="list-style-type: none">• Agencies, clinics, hospitals and schools will be surveyed to determine a baseline on what referral protocols are in place including resources available.
--	--

Focus: Organizational and Community

Objective: By 2017, there will be an increase in access to oral health services in Lincoln County.	Suggested Outcomes and Strategies: <ul style="list-style-type: none">• There will be an increase in knowledge among community stakeholders on the oral health needs of Lincoln County and why it is a priority.• The Tooth Fairy Fund (local program to assist residents with oral health medical assistance) will expand to Tomahawk.• There will be an increase in participation in the Tooth Fairy Fund.• The Seal-a-Smile program (sealants for 2nd and 6th grade) will be expanded to parochial schools.• There will be additional fluoride varnishing sites.• There will be a dental sealant program in place for pregnant women enrolled in WIC/PNCC.
--	--

Resources

Mental Health

Centers for Disease Control and Prevention: <http://www.cdc.gov/mentalhealth/>

WI Department of Health Services:

<http://www.dhs.wisconsin.gov/hw2020/health/mentalhealth/index.htm>

Mental Health America of Wisconsin: <http://www.mhawisconsin.org/>

Nutrition

Centers for Disease Control and Prevention: <http://www.cdc.gov/nutrition/>

Healthy People 2020: Improving the Health of Americans: <http://www.healthypeople.gov/2020>

Youth Risk Behavior Survey: http://www.sspw.dpi.wi.gov/sspw_yrbsindx

Wisconsin Nutrition, Obesity and Physical Activity State Plan:

<http://www.dhs.wisconsin.gov/physical-activity/>

Wisconsin State Health Plan - Healthiest Wisconsin 2020:

www.dhs.wisconsin.gov/hw2020/index.htm

Oral Health

Association of State and Territorial Dental Directors

www.astdd.org

Children's Health Alliance of Wisconsin

<http://chawisconsin.org/oral-health-resources.htm>

Wisconsin Dental Association

<http://www.wda.org/>

Wisconsin Department of Health

http://www.dhs.wisconsin.gov/health/Oral_Health/

Mission

To promote partnerships within the community to improve health through advocacy, prevention and implementation of best practices.

www.healthypeoplelincolncounty.com

