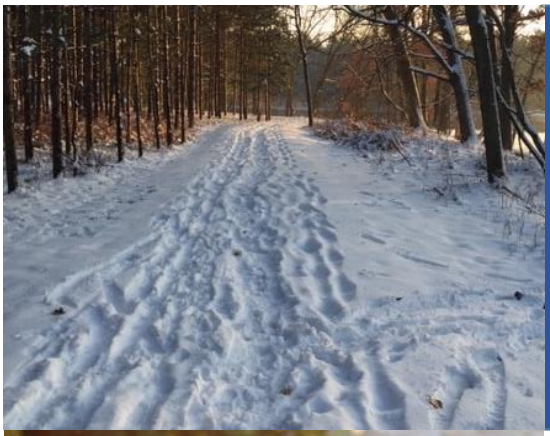

2019-2023

Healthy People Portage County

Portage County Community Health Improvement Process and Plan

Health across the lifespan ~
Everyone living longer, healthier, in Portage County

HEALTHY PEOPLE PORTAGE COUNTY

PORTAGE COUNTY HEALTH AND HUMAN SERVICES
Division of Public Health

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Executive Summary

This plan details the health improvement priorities for Portage County from 2019-2023 in addition to the specific goals and strategies that will be used to work to improve them. Based on state and national health priorities and assessments of data specific to Portage County, Alcohol and Other Drug Abuse (AODA), Healthy Weight: Nutrition and Physical Activity, and Mental Health are addressed.

Why is this needed?

- Since 1993, Wisconsin State Statues 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. Through evaluating health data and working with community partners, the Healthy People Portage County initiative is able to develop effective strategic plans to improve the overall health of the community.
- Successful partnerships with community members allow for an ongoing planning process with the ability to identify and address emerging health needs in Portage County.
- The IRS requires non-profit hospitals to complete community health needs assessments at least every three years, which will create national linkages for partnering on community health in Portage County.

What was the process?

- In May 2018, the Healthy People Portage County initiative re-convened with new community representatives to assess data from the LIFE Report and other sources to determine health priorities.
- In September 2018, members of the Healthy People Portage County initiative formed a partnership with representatives from Ascension St. Michael's Hospital to work on their respective Community Health Improvement Plans together. More about this partnership is detailed on the next page of this plan.

Where are things headed?

While working on this plan and forming stronger partnerships with community organizations, it became apparent that building a collective impact model was necessary in Portage County.

According to the article *Collective Insights on Collective Impact,* sponsored by *Stanford Social Innovation Review* for the Collective Impact Forum, "Collective impact has gained tremendous momentum as a disciplined, cross-sector approach to solving social and environmental problems on a large scale." To assist in building collective impact, each health priority has a backbone organization designated to support the goals and objectives that were created.

Through collective impact, wellbeing in Portage County will increase and better health across the lifespan will be attained.

Image from: *Collective Insights on Collective Impact*

Community Health Improvement Process & Plan - Foundations and Crosswalk

Below is an overview of how both the Portage County Community Health Improvement Process & Plan (CHIPP) and the Ascension St. Michael's Hospital Community Health Improvement Plan (CHIP) have aligned their goals and objectives. The four foundational pieces are detailed further on the following page.

	Healthy Weight	Alcohol & Other Drug Abuse	Mental Health
Portage County CHIPP	1. Support community collaboration through partnering and leadership to build collective impact. 2. Identify motivating and detracting factors that impact healthy living of Portage County residents. 3. Improve knowledge of and access (navigation) to healthy nutrition and physical activity resources in Portage County.	1. Collaborate with partners to implement community based policy and environmental changes to decrease accessibility of substances. 2. Working collaboratively with community partners, work to increase awareness, education, and training regarding substance abuse. 3. Support efforts that will improve the accepting culture of substance abuse in Portage County.	1. Support efforts to increase access to mental health services in Portage County. 2. Decrease the number of suicides in Portage County. 3. Support efforts that decrease stigma associated with mental health in Portage County.
Ascension St. Michael's Hospital CHIP	1. Improve Portage County residents' knowledge of and access to healthy nutrition and physical activity. 2. Support after school programming for nutrition and fitness through the YMCA. 3. Increase initiation and duration of breastfeeding. 4. Work on enacting policy, system, and environmental changes while implementing standardized processes for measuring healthy weight/BMI.	1. Decrease misuse of alcohol and other drugs. 2. Implement standardized processes statewide to screen for alcohol misuse. 3. Pursue a number of interventions to strengthen local policies, systems, and/or environmental structures to help community members cope without substance abuse. 4. Ensure proper disposal of prescription drugs.	1. Build a mental health friendly community in Portage County. 2. Reduce suicide by expanding the availability of cable gun locks. 3. Implement standardized processes for depression screening and referrals. 4. Pursue interventions to strengthen policies, systems, and environmental structures to reduce stigma and improve access to services. 5. Expand telemental health services. 6. Implement awareness, education, and training efforts.

Addressing health equity through identifying social determinants of health

Addressing stigma through trauma-informed care

Ongoing data collection and analysis

Building sustainability through collective impact

Building a Strong Foundation

A main focus of this CHIPP plan is health across the lifespan and working to build a strong foundation to support sustainability. But, what does that mean? On the previous page, there are four foundational themes that run through the three health priorities. In this section, we define each foundation piece and explain what it means for the plan.

Addressing health equity through identifying social determinants of health

In this plan, social determinants of health are addressed through focusing on health equity. According to the Robert Wood Johnson Foundation (RWJF), "Health equity means that everyone has a fair and just opportunity to be healthier. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care." To assist in this understanding, consider the image from RWJF to the right. The top frame depicts equality and shows everyone having a bike. Equity depicts everyone having a bike that fits their age, body size, and needs.

In this plan, social determinants impacting health equity are identified through the calls to action of affordable housing and living wage from the 2017 Portage County LIFE Report, and also through the goals and objectives set for each health priority. While this is a complex issue, Portage County is working diligently to achieve health equity for its citizens. Whether working to increase the amount of mental health providers, to establishing shared-use agreements between schools and Portage County residents, this plan identifies ways to ensure each Portage County resident has the proper access to health care and resources to be well.

Addressing stigma through trauma-informed care

As each health priority action team met, the need to understand a person's situation and background became abundantly clear with each discussion. It also became clear that stigma is associated with each health priority, and stigma has negative implications on health and wellbeing. In behavioral health, people who experience trauma are more likely to exhibit certain symptoms and consequences, such as substance misuse, mental illness, and other health problems. According to the Substance Abuse and Mental Health Services Administration (SAMHSA), "Trauma results from an event or a series of events that subsequently causes intense physical and psychological stress reactions." Adopting a trauma-informed focus requires cultural shifts within organizations and communities.

According to the Wisconsin Department of Health Services, "Because trauma stems from violence, abuse, neglect, disaster, terrorism and war, nearly every family is impacted in some way. Trauma-Informed Care provides a new perspective where those providing the support shift from asking "What is wrong with you?" to "What has happened to you?" This change reduces the blame and shame that some people experience when being labeled.

It also builds an understanding of how the past impacts the present, which effectively makes the connections that progress toward healing and recovery. Trauma-informed care takes a collaborative approach, where healing is led by the individual and supported by the service provider. Together, in a true partnership, people learn from each other. There's greater respect, progress towards healing, and greater efficacy in services."

Ongoing data collection and analysis

How does data influence health? By having continual collection and analysis of data from lived experience, factors can be determined that may improve the health of the Portage County community. It also makes it easier to understand what factors can help community members live healthier and longer lives, in addition to what may impact their health in the future.

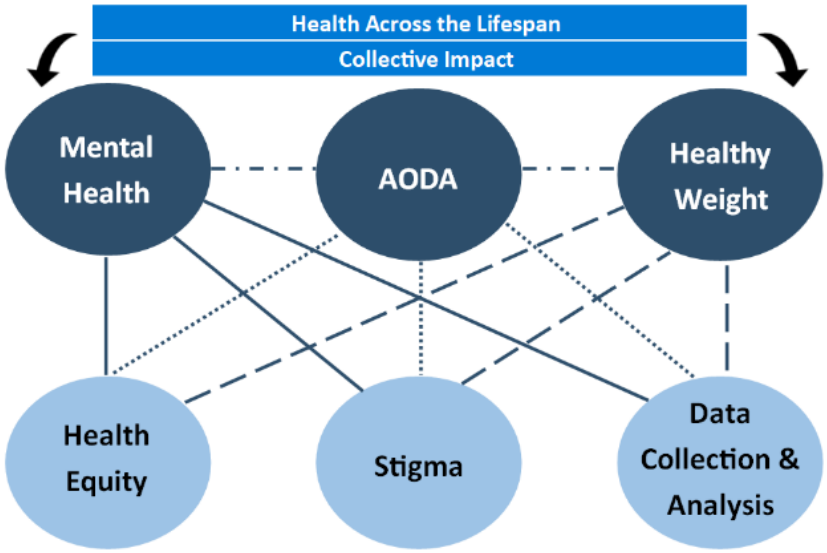
In essence, data helps monitor progress and determine whether the goals and objectives outlined in this plan are having a desired effect on the health priorities.

Building sustainability through collective impact

Finally, in order to achieve progress, having a sustainable model for community improvement efforts is needed. According to the Robert Wood Johnson Foundation (RWJF), health takes all of us and is for all of us. Improving community health takes partnerships, time, and commitment. In order for this plan to be successful, we must all work together towards a shared goal and build more collaborative partnerships in the community. This includes people from public health, government, health care, business, education, community members, people with lived experience, and more. Positive change in the Portage County community is possible, and through working together towards a shared goal, the chances of success will increase.

Currently, in order to support a collective impact model, each health priority has a backbone organization identified that is supporting it. Responsibilities of the backbone organizations include having dedicated staff, separate from the participating organizations who can plan, manage, and support this community initiative through facilitation, data collection, and other support as needed for the goals and objectives. Ultimately, collaboration within each health priority needs supporting infrastructure, so that positive change in the health priority can be achieved.

This diagram shows how various foundation pieces of this plan connect to the health priorities, in addition to how each health priority is connected to each other.



Community Health Assessment & Local Indicators for Excellence Report

A Community Health Assessment (CHA) is completed in Portage County through the Local Indicators for Excellence (LIFE) Report every five years and supports the community health planning process. This community assessment provides a comprehensive overview of the quality of life in Portage County and works to inform and empower community members and local leaders to work together to address challenges and build on opportunities in the community. According to the United Way of Portage County's website, the LIFE Report serves three main purposes:

- To identify community strengths, challenges and priorities that help guide and mobilize action to improve life in Portage County.
- To be an effective tool in raising awareness in the community on quality of life issues and to monitor trends and underlying causes.
- To serve as a resource: a centralized, easily accessible data source for non-profits, policy makers, government, faith-based organizations, foundations, corporations, residents, and others.

Members of the Healthy People Portage County initiative, Portage County Health and Human Services, and other community members are involved in the process and serve on the subcommittees for various indicators in the report. The 2017 Portage County LIFE Report was published on November 7, 2017.

Calls to Action

There are four calls to action identified in the 2017 LIFE Report. They are Mental Health, Alcohol & Other Drugs, Financial Stability, and Affordable Housing.

Each of the four calls to action has been addressed through an initiative called the Community Change Project, which has been coordinated and managed by the United Way of Portage County.

Each of these calls to action is addressed in this plan through work with the health priorities, with a special focus on health equity and social determinants of health. Working with various organizations and work groups in the community, these calls to action will be addressed.

Two of the calls to action, Mental Health and Alcohol & Other Drug Abuse, were also identified by Healthy People Portage County to be addressed as health priorities in this plan.

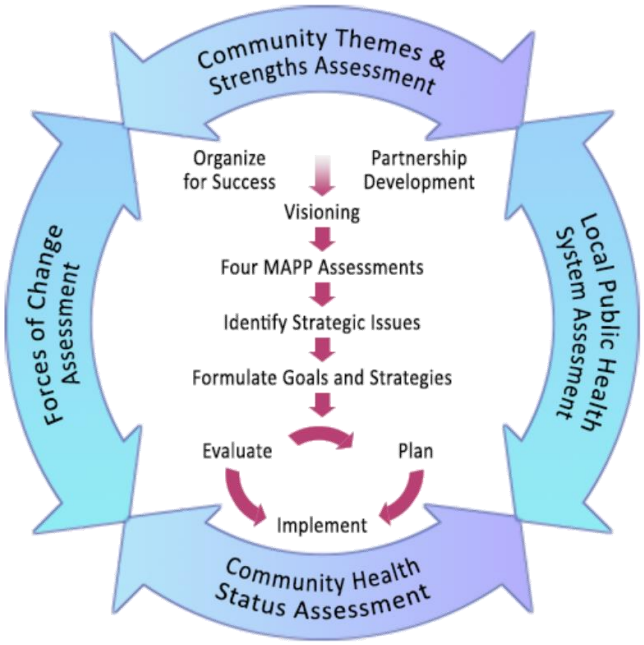
The full LIFE Report can be viewed online at: http://www.unitedwaypoco.org/2017LifeReport.

The identified Calls to Action in the 2017 LIFE Report.

Mobilizing for Action through Planning and Partnerships (MAPP)

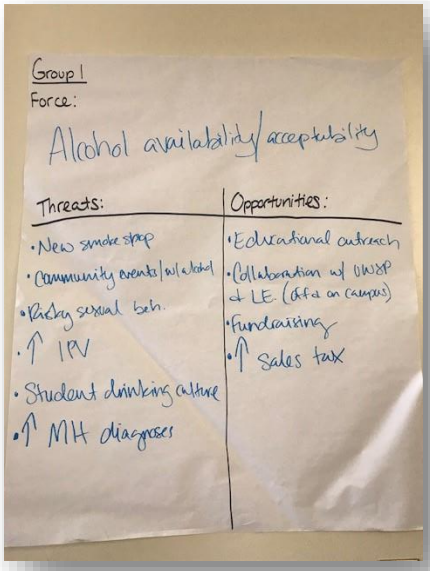
The Healthy People Portage County initiative followed a planning process called MAPP, which stands for Mobilizing for Action through Planning and Partnerships. According to the National Association of County and City Health Officials (NACCHO), MAPP is a community-driven strategic planning process for improving community health which is facilitated by public health leaders. This interactive process helps improve efficiency and effectiveness of local public health systems by guiding participants through different phases of the model.

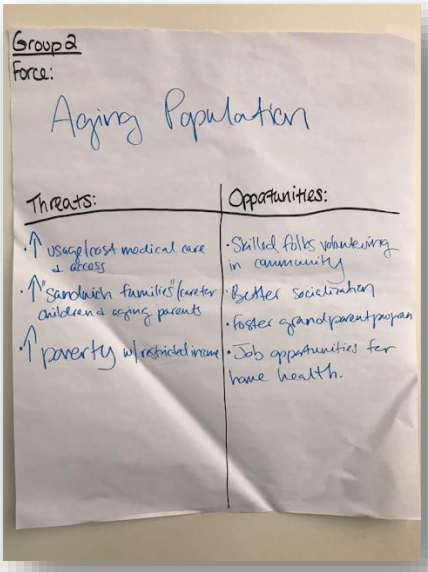
Utilization of the MAPP model allowed for Healthy People Portage County to establish a process for working through the stages of collaboration needed for the Community Health Improvement Process & Plan (CHIPP). Additionally, utilizing the four MAPP assessments helped the Healthy People Portage County initiative determine what needs are most important to community members and what changes may be coming that will impact the future health of Portage County.

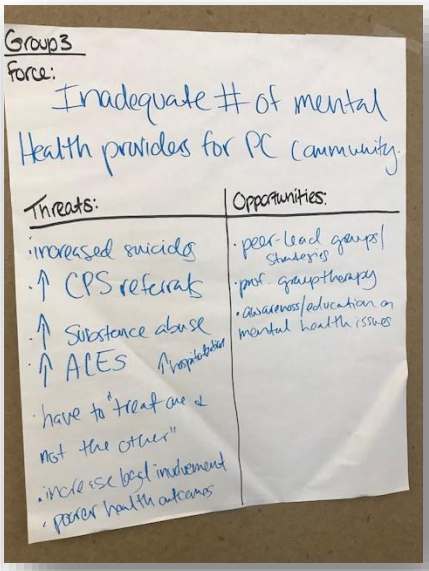


The MAPP model
Image from the Community Tool Box.

Pictured below: The Forces of Change Assessment that Healthy People Portage County completed in August 2018.







Healthy Wisconsin Priorities – State Health Improvement Plan (SHIP)

The Healthy People Portage County initiative aligned with the SHIP's priorities during the planning process. Specifically, Healthy Wisconsin, the Wisconsin State Health Improvement Plan 2018 Addendum was utilized. During the Portage County CHIPP process, the Healthy People Portage County initiative and the health priority action teams used SHIP to provide a framework for the goals and objectives in Portage County. The health priorities for the state health improvement plan are alcohol, nutrition and physical activity, opioids, suicide, and tobacco.

In 2018, the Healthy Wisconsin Addendum was released, which still kept the original health priority areas, but included changes to some of the objectives to increase achievability and effectiveness of the plan. Additionally, this plan contains an over-arching theme of Adverse Childhood Experiences (ACEs) and trauma-informed care. As was outlined previously, these themes are also included in the Portage County CHIPP to facilitate deeper discussions and greater possibilities of improving the health and wellbeing of Portage County residents.

County Health Rankings Take Action Cycle

Finally, the County Health Rankings Take Action Cycle was utilized throughout the CHIPP process to help determine steps to make Portage County healthier. According to the County Health Rankings and Roadmaps website, "Community transformation begins with the steps in the Take Action Cycle.

- Gather information to assess needs and resources.
- Set priorities, so you can focus on what's important.
- Find the most effective approaches to address your priorities, and then …
- Get to work on acting on what's important.
- Evaluating throughout the cycle will help you improve your strategies and ensure that what you're doing is effective.

Communicate and Work Together wrap around the cycle because these activities are essential throughout the cycle. At the heart of the Take Action Cycle is people working together. We know that when people work together with a shared vision and commitment to improve health, it can yield better results than working alone."

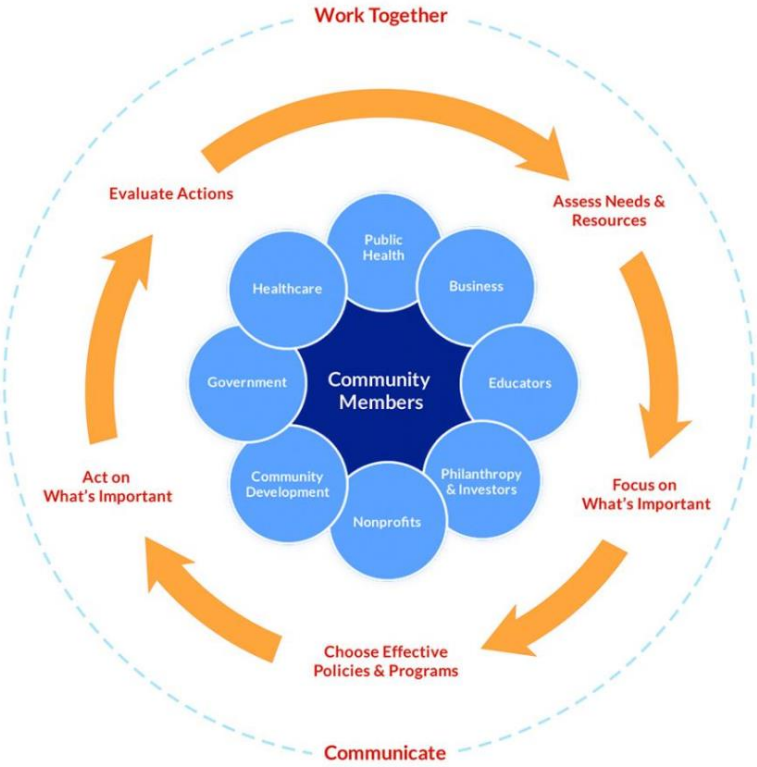


Image from: County Health Rankings and Roadmaps

2014-2018 Accomplishments and Opportunities

The following are recognized accomplishments from the 2014-2018 CHIPP in addition to future opportunities for consideration, which were realized through the health priority action teams.

Focus Area	Community Successes	Community Opportunities
Alcohol & Other Drug Abuse	• County-wide Social Host Ordinance. • Community Health In Action (CHIA) Project: Strategy Map and Dashboard for AODA. • Portage County Wake Up Call community event. • Portage County Prescription Drug Take Back programs and events.	• Additional work and planning for community-wide events related to AODA prevention (Written Off community showing and Vaping Event) through the Portage County Coalition for Alcohol & Drug Abuse Prevention. • Developing partnerships with other community coalitions. • Seeking and applying for grants that are related to AODA prevention.
Mental Health	• Mental Health In-service for staff of all Portage County School Districts. • Additional Question, Persuade, and Refer (QPR) Gatekeepers available in the community. • Released the 2015-16 and 2018 Youth Risk Behavior Survey (YRBS) for Portage County – included four out of five school districts. • Supported dementia friendly communities (Purple Angel Dementia Awareness Campaign).	• Opportunity to seek additional mental health resources for Portage County youth through DPI mental health grant. • Increase in the availability of providers who are in Stevens Point area and Portage County. • Work on creating educational campaigns to decrease stigma and refer community members to resources appropriately.
Obesity	• Development of the Portage County Wide Bicycle & Pedestrian Plan. • Support of Portage County CAN's Fruit & Vegetable Prescription Program. • Support in the development of the Holiday Inn Biking Map. • Increase in the initiation and duration of breastfeeding. • Support in accessing local farmer's markets through WIC and eWIC.	• Stevens Point Complete Streets Ordinance passing. Opportunity to expand Complete Streets county-wide. • Opportunity to create shared-use agreements with school districts in each Portage County community to improve access to free/low-cost physical activity. • Improving partnerships in the community and working to understand root causes and developing community programming for community members.

Timeline of the Community Health Assessment and Community Health Improvement Process and Plan

The 2017 LIFE Report initiated the Community Health Assessment process and was organized by the United Way of Portage County. As illustrated in the timeline to the right, this process began in January 2017 through sending out community and targeted surveys across the County. These surveys were then collected and analyzed from March through August 2017. Concurrently, LIFE Report subcommittees met to assess the data and identify indicators for the report. The draft 2017 Portage County LIFE Report was completed in November 2017. Four calls to action were identified: Mental Health, Alcohol and Other Drug Abuse (AODA), Financial Stability, and Affordable Housing.

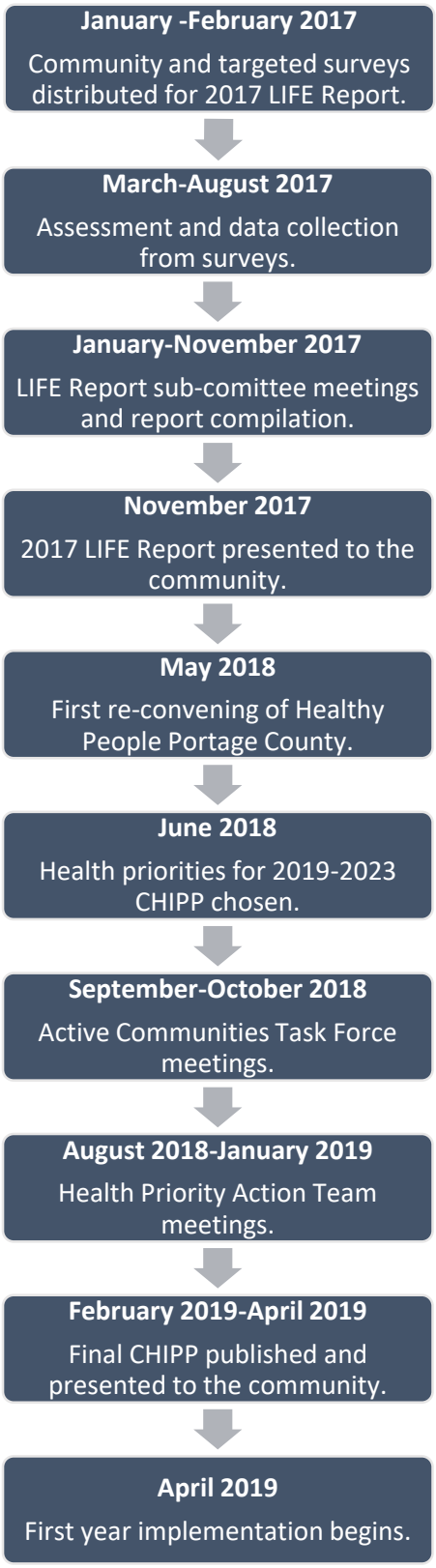
With the completion of the 2017 Portage County LIFE Report and the Community Health Assessment, the community health improvement planning process was able to start. Healthy People Portage County, an initiative which originally began in 1999, re-convened in May 2018 and started to assess data and selected health priorities based on what the biggest needs were in the County.

From August 2018 to February 2019, health priority action teams met and worked on creating goals and objectives for each priority. Mental Health and AODA were completed in the Community Change Project initiative, which was coordinated by the United Way of Portage County and facilitated by a company called Sort Sol, from Madison, WI. Healthy Weight was coordinated by Healthy People Portage County, and facilitated by Amy Murphy, a ToP Facilitator from Milwaukee, WI. Due to unforeseen circumstances within the Community Change Project, the timeline of the CHIPP was pushed back and this final plan was adopted in April 2019.

During the three-month break between the 2014-2018 CHIPP ending and the current plan starting, the 2014-2018 CHIPP goals continued on throughout the first quarter of 2019.

In addition to the health priority action teams, an Active Communities Task Force assisted the healthy weight priority team in developing goals and objectives in the CHIPP. A few of the members who served on the task force also participated on the healthy weight action team, which ensured a smooth process for both groups and more effective collaboration.

This plan worked to align with the Wisconsin State Health Improvement Plan and the Community Health Needs Assessment (CHNA), created by Ascension St. Michael's Hospital.



Plan Oversight - About Healthy People Portage County

The Healthy People Portage County initiative began in 1999 as a community wide initiative with the goal of establishing an ongoing process for identifying and addressing health needs in Portage County.

The intent of Healthy People Portage County's Community Health Improvement Process and Plan (CHIPP) is to foster successful partnerships in order to improve the health of our community. The Healthy People Portage County Steering Committee, which represents a broad spectrum of Portage County community stakeholders, reviewed county and state health data in relationship to the State of Wisconsin's health priorities and national health objectives for 2020 and beyond. The mission, vision, and values of the Healthy People Portage County initiative are as follows:

Mission: Promoting and working for community health and improvement through access to services and fostering healthier environments.

Vision: Optimal wellbeing through safe and healthy environments in the Portage County community.

Values: Wellbeing, Support, Community, and Collaboration.

The Structure & Process of Healthy People Portage County

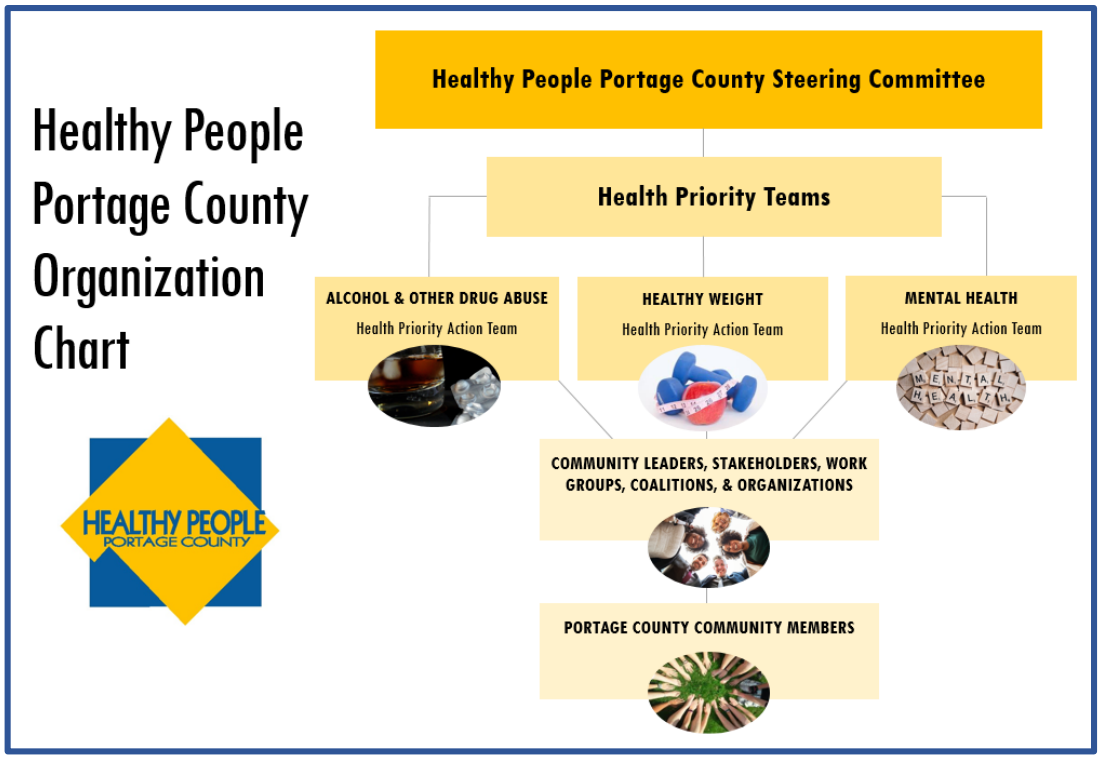
The Healthy People Portage County Steering Committee represents a broad array of constituencies from throughout Portage County who are responsible for reviewing health status data and selecting health priorities to be addressed in the CHIPP. Healthy People Portage County is comprised of members who represent Portage County Health and Human Services, Ascension St. Michael's Hospital, ADRC, UWSP, Tomorrow River School District, CAP Services, United Way of Portage County, Portage County CAN, AODA Coalition, Hunger Poverty Prevention Partnership, Health First, Marshfield Clinic Health System, Aspirus, Boys and Girls Clubs, and the Portage County Executive Office. The group is behind the scenes at each stage of the process helping to make the CHIPP a success and to ensure successful implementation.

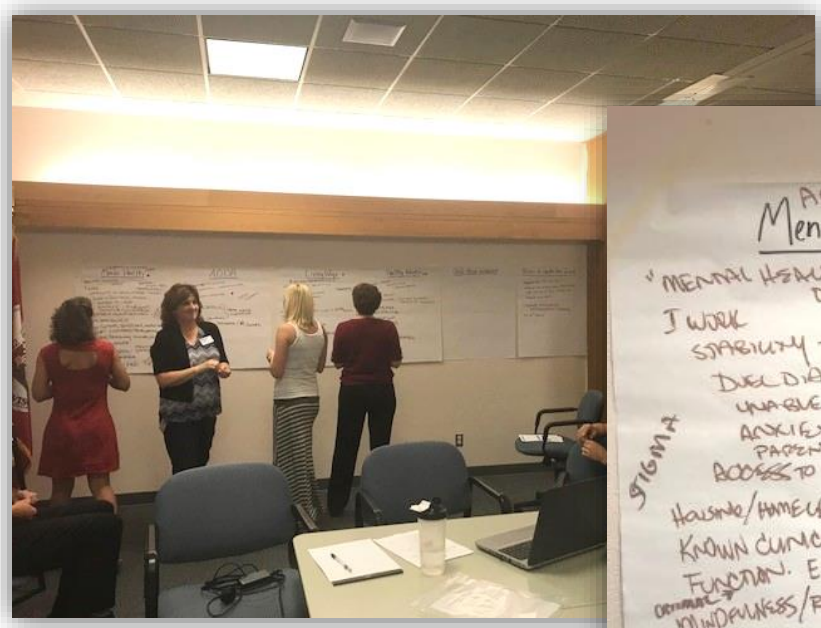
The Health Priority Action Teams bring together community members with a specific interest in addressing the health indicator for an identified team. They analyze the causes of the health problem, assess the community's resources to address it, and develop specific implementation strategies through creating action plans. These action plans are reviewed and revised annually.

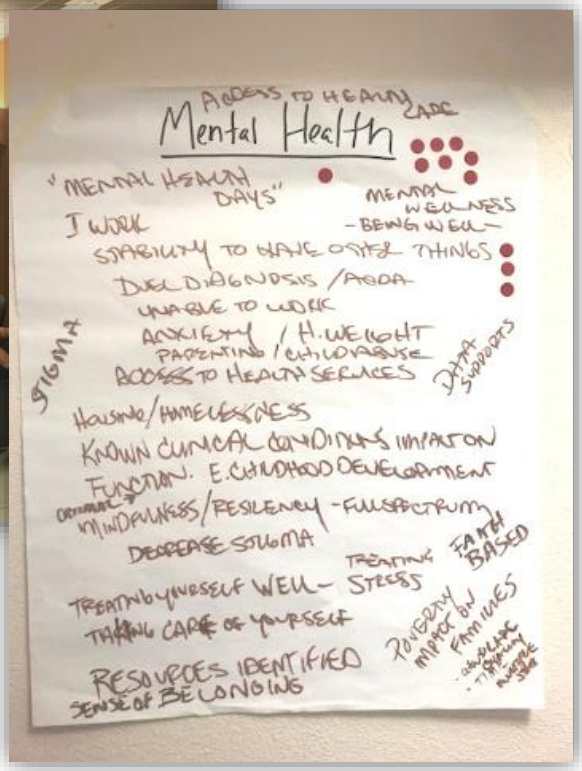
Community Leaders, Stakeholders, Coalitions, and Organizations will ultimately be responsible for implementing the CHIPP in whatever manner fits with their mission and resources.

The Portage County Community is a participant in the process through the above efforts and serves as the beneficiaries of the strategies that are implemented.

Healthy People Portage County Organizational Chart







Left: Healthy People Portage County Executive Committee members vote on health priorities.

Right: Example of the discussion regarding mental health with committee member votes.

Community Health Priority Issues & Strategies

About the goals and objectives: Although the goals and objectives are static in this document, each health priority has an action plan which is managed and reviewed annually by the health priority action teams and the Healthy People Portage County initiative. To view the full action plan documents, please visit https://www.co.portage.wi.us/department/health-and-human-services/healthy-people-portage-county.

Below is a sample of what each action plan looks like.

Alcohol & Other Drug Abuse Action Plan

Date last updated: April 2019

Goal 1: Collaborate with partners to implement community based policy and environmental changes to decrease accessibility of substances.

Data indicator: LIFE Report, YRBS, County Health Ranking & Roadmap, SHOW, BRFSS.

Action/activities	Start date	Progress	Date completed	Notes	Potential Partners	Indicators	Results	Evidence
Objective 1: By 2023, Healthy People Portage County will support at least one community-based policy and one environmental change to decrease the accessibility of alcohol.								
a. Working with community partners, conduct an environmental scan to identify the most successful policy, system, and environmental interventions.	Apr-19	Not met			HPPC, AMG, LIFT LIFE, AODA Coalition.	Completed environmental scan.		Scientifically supported.
						Identification of two policies-		Scientifically

Healthy Weight: Nutrition & Physical Activity Action Plan

Date last updated: April 2019

Goal 1: Support community collaboration through partnering and leadership to build collective impact.

Data indicator: LIFE Report, YRBS, County Health Ranking & Roadmap, SHOW, BRFSS.

Action/activities	Start date	Progress	Date completed	Notes	Potential Partners	Indicators	Results	Evidence
Objective 1: By 2023, Healthy People Portage County will have established at least three key partnerships across community sectors to identify approaches to supporting healthy weight.								
a. Identify resources, action teams, and champions that will assist in the efforts to increase partnerships and collaboration in Portage County.	Apr-19	Not met			HPPC, LIFT LIFE, Healthy Weight Action Team.	The # of community partners working with HPPC.		Scientifically supported.
								Scientifically

Mental Health Action Plan

Date last updated: April 2019

Goal 1: Support efforts to increase access to mental health services in Portage County.

Data indicator: LIFE Report, YRBS, County Health Ranking & Roadmap, SHOW, BRFSS.

Action/activities	Start date	Progress	Date completed	Notes	Potential Partners	Indicators	Results	Evidence
Objective 1: By 2023, Healthy People Portage County will have supported at least three different initiatives or programs that help increase access to mental health services.								
a. Identify resources, programs, or grant funding that could potentially increase access or services of mental health providers in Portage County.	Apr-19	Not met			HPPC, AMG, LIFT LIFE, Mental Health Action Team, Mental Health Awareness & Suicide Prevention Coalition.	Increased ratio of Portage County population to mental health providers.		Scientifically supported.
b. Educate and gain partner commitment through working with Ascension Medical Group and the Mental Health Awareness and Suicide Prevention Coalition.	Apr-19	Not met			HPPC, AMG, LIFT LIFE, Mental Health Action Team, Mental Health Awareness & Suicide Prevention Coalition.	Increased # of mental health services in Portage County.		Scientifically supported.

Alcohol & Other Drug Abuse (AODA)

Backbone organization: Portage County Health and Human Services

Background and data: Alcohol and Other Drug Abuse (AODA) is a health priority in Portage County due to an overwhelming change in perception of recreational drug use and a strong drinking culture. The following are recent AODA data for Portage County.

- In 2018, 26% of Portage County high school students reported regular use of an e-cigarette or vape product (2018 Youth Risk Behavior Survey).
- Twenty-eight percent of Portage County adults reported binge or heavy drinking (2018 County Health Rankings and Roadmaps).
- In 2017, 1,084 grams of methamphetamine was seized in Portage County, a large increase from 128 grams in 2016 (2016 & 2017 Portage County Sheriff's Office Annual Report).

Alcohol and other drug abuse has been a recurrent health priority in the past two plans since 2000.

Current initiatives: Current initiatives that are working well in Portage County include:

- Community-wide educational events hosted by the Portage County Coalition for Alcohol and Drug Abuse Prevention that are free and open to the public
- Portage County prescription drug take back events that are held twice per year
- The safe university community project, Safe Point, initiative
- Portage County Drug Court

Below are the goals and strategies that will assist in improving wellbeing in Portage County.

Goal 1: Collaborate with partners to implement community-based policy and environmental changes to decrease accessibility of substances.

Objective 1: By 2023, the Healthy People Portage County initiative will support at least one community-based policy and one environmental change to decrease the accessibility of alcohol.

Strategies:

a. Working with community partners, conduct an environmental scan to identify the most successful policy, system, and environmental interventions.
b. Identify at least two policy, system, or environmental change approaches to be pursued for the time of this plan.
c. Working with Ascension Medical Group, work to secure funding for the interventions.
d. Integrate awareness of the new interventions in the existing organizational infrastructure.

Objective 2: By 2023, work to support one new program in Portage County that will ensure proper and easier ways to dispose of prescription drugs.

a. Working with Ascension Medical Group and the Portage County AODA Prevention Coalition, assess the need for expanded drug take-back sites across Portage County.
b. Working with the Portage County AODA Prevention Coalition, explore opportunities to offer a Syringe Service Program (SSP) for safe disposal and exchange of clean needles and for offering access to care.

Goal 2: Work collaboratively with community partners to increase awareness, education, and training regarding substance abuse.

Objective 1: By 2023, the Healthy People Portage County initiative, in partnership with the Portage County AODA Prevention Coalition will offer two annual community substance abuse education events that are free and open to the public.

Strategies:

a. Work with Portage County AODA Prevention Coalition and Ascension Medical Group to assess substance abuse educational needs in Portage County.
b. Support Portage County AODA Prevention Coalition in implementing various educational programs and materials in Portage County.

Objective 2: By 2023, support law enforcement and the Portage County AODA Prevention Coalition in compiling data that will assist in further outreach and education efforts such as Place of Last Drink (POLD) to reduce Operating While Intoxicated (OWI) citations and improve responsible beverage serving.

Strategies:

a. Work with Portage County AODA Prevention Coalition and law enforcement to determine feasibilities of conducting a pilot program of POLD.
b. Support Portage County AODA Prevention Coalition in educational efforts and outreach that will support data collection and responsible beverage serving.

Objective 3: By 2023, support the completion of asset mapping and community readiness evaluations in the Portage County community.

Strategies:

a. Work with Portage County AODA Prevention Coalition to find a facilitator to complete asset mapping and invite diverse representation from different agencies to participate.
b. Reach out to large employers in Portage County (Sentry, Skyward, AIG, etc.) to evaluate gaps in prevention and treatment.
c. Find and administer a weighted survey to gauge community readiness for culture change and present results to the community.
d. Use survey results to support programming and other initiatives.

Goal 3: Support efforts to improve prevention within the culture of substance abuse in Portage County.

Objective 1: By 2023, support the reduction of the prevalence of self-reported excessive drinking in Portage County from 27.2% to 23%.

Strategies:

a. Support Ascension Medical Group in implementing standardized processes according to the US Preventive Services Task Force Guidelines for alcohol misuse which will include routine screening, referral mechanism and sources for treatment, Electronic Medical Record (EMR) reminders, and creation of tools.
b. Support the Portage County AODA Prevention Coalition in education efforts in the community.

Objective 2: By 2023, reduce the percentage of Portage County youth who self-reported having at least one drink of alcohol in their life from 56.1% to 52.5%.

Strategies:

a. Work collaboratively with the Portage County AODA Prevention Coalition and Portage County Alliance for Youth (PCAY) in youth prevention initiatives such as MORP (after prom lock-in event at Rogers Cinema) and other educational efforts such as substance-free events.
b. Support implementation efforts with PCAY in utilizing the developmental assets in Portage County schools.

Objective 3: By 2023, reduce gateways to drug abuse and associated harmful behaviors through the reduction of teen vaping from 26% to 20% (Portage County Youth Risk Behavior Survey).

Strategies:

a. Work collaboratively with the Portage County AODA Prevention Coalition and the Central Wisconsin Tobacco-Free Coalition (CWTFC) on educations and training to reduce teen vaping rates (such as community presentations and PSAs).
b. Support the initiation of teen-focused tobacco and vaping prevention programs in Portage County schools.

Mental Health

Backbone organization: United Way of Portage County

Background and data: Mental health needs in Portage County have continued to grow over the course of the past five years. The goals and objectives for mental health have not shifted much from the 2014-2018 CHIPP. A stronger focus remains to decrease stigma, reduce the suicide rate, and apply different programming or grant opportunities to increase the amount of mental health providers in Portage County.

Additionally, bullying, as identified in the 2018 Portage County Youth Risk Behavior Survey (YRBS), is also a concern in Portage County. In the 2018 report, 30.8% of students reported that they were bullied on school property during the last 12 months since the survey was administered. This bullying rate was higher than both the state average of 24.2% and the national average of 19%.

Mental health has been a recurrent health priority in the past two plans since 2000.

Current initiatives: Current initiatives that are working well in Portage County include:

- Mental health in-service days for staff of all Portage County School districts
- Question, Persuade, Refer (QPR) training in the community
- Dementia-friendly communities
- Youth Risk Behavior Survey in Portage County administered in 2015 and 2018
- Work of the Mental Health Awareness & Suicide Prevention Coalition of Portage County

Below are the goals and strategies that will assist in improving wellbeing in Portage County.

Goal 1: Support efforts to increase access to mental health services in Portage County.

Objective 1: By 2023, the Healthy People Portage County initiative will have supported at least three different initiatives or programs that help increase access to mental health services.

Strategies:

a. Identify resources, programs, or grant funding that could potentially increase access or services of mental health providers in Portage County.
b. Educate and gain partner commitment through working with Ascension Medical Group and the Mental Health Awareness and Suicide Prevention Coalition.

Objective 2: By 2023, work to attain a Health Professional Shortage Area (HPSA) designation in Portage County from the National Health Services Corps (NHSC) to increase opportunities for mental health services for residents, such as the NHSC student loan repayment program.

Strategies:

a. Working with Ascension Medical Group, contact Department of Health Services Primary Care Office to complete an application for Portage County.

b. Once application is approved by Health Resources & Services Administration (HRSA), explore benefits that Portage County would be eligible to receive and choose best option.

Goal 2: Decrease the number of suicides in Portage County.

Objective 1: By 2023, the Healthy People Portage County initiative, in partnership with Ascension Medical Group, will help support initiatives that prevent suicide such as gun lock education and increased screening for depression.

Strategies:

a. Support Ascension Medical Group in provided cable gun locks for patients who have suicidal thoughts and behaviors within health care settings and the community.
b. Support Ascension Medical Group in implementing a standardized procedure according to the US Preventative Services Task Force Guidelines for Depression.

Objective 2: By 2023, through guidance of the Wisconsin State Health Plan and the Zero in Wisconsin initiative, reduce suicide rates in Portage County from 6.7 per year to zero.

Strategies:

a. Support community-wide Question, Persuade, Refer (QPR) suicide prevention training in partnership with the Mental Health Awareness and Suicide Prevention Coalition.
b. Consider different evidence-informed practices for talking about and treating suicidal thoughts and behaviors within health care settings and the community.

Objective 3: By 2023, work to increase and enhance protective factors for suicide prevention in Portage County youth.

Strategies:

a. Increase awareness of the link between ACEs and mental well-being through supporting trauma-informed care initiatives both in schools and healthcare.
b. Enhance partnerships with schools in Portage County to improve student sense of belonging and suicide consideration among students.
c. Support local programs and resources that help Portage County residents affected by suicide attempts and loss.

Goal 3: Support efforts that decrease stigma associated with mental health in Portage County.

Objective 1: By 2023, implement at least two stigma reduction efforts such as "Say it Out Loud" for teens, "Make it Ok" for adults, or Mental Health First Aid.

Strategies:

a. Work collaboratively with Local Interventions for Transformation/Local Indicators for Excellence (LIFT LIFE), the mental health action team, and Ascension Medical Group to complete an environmental scan and pursue different strategies to implement in Portage County.
b. Identify at least two policy, system, and environmental change approaches to pursue and work to secure funding.

c. Integrate awareness of the new interventions into the existing organizational infrastructure.

Objective 2: By 2023, support the adoption of a trauma-informed care model to implement in hospital systems and schools in Portage County.

Strategies:

a. Work collaboratively with Local Interventions for Transformation/Local Indicators for Excellence (LIFT LIFE), the mental health action team, Ascension Medical Group, and school administrators to assess strategies of implementing trauma-informed care.
b. Support implementation efforts as needed in health care systems and schools.

Healthy Weight: Nutrition & Physical Activity

Backbone organization: Stevens Point Area YMCA

Background and data: Healthy weight, with a focus on nutrition and physical activity, is a health priority in Portage County because rates of adult obesity have continued to rise since the previous CHIPP was released in 2014. According to County Health Rankings and Roadmaps, the prevalence of adult obesity in Portage County was at 29% in 2014 and 34% in 2018, indicating a five percent increase.

Additionally, in the 2017 LIFE Report, 72.1% of LIFE Community Survey respondents agreed that obesity is a concern in the community. Regular physical activity and healthy nutrition habits are important for good health and are also affected by social determinants of health. Healthiest Wisconsin 2020 goals also support healthy weight through improving nutrition and physical activity in Wisconsin residents, which promotes a healthier lifestyle and reduces chronic disease risk.

Healthy weight, although it had different focuses previously, has been a recurrent health priority in the past two plans since 2000.

Current initiatives: Current initiatives that are working well in Portage County include:

- Complete streets ordinances being enacted in Stevens Point
- Various townships incorporating the Portage County Wide Bicycle and Pedestrian Plan
- Portage County CAN's free Thanksgiving Day Turkey Trot 5k
- Walking and bicycle routes being mapped
- The Portage County Breastfeeding Coalition
- Improving access to Farmers Markets through WIC and eWIC

Below are the goals and strategies that will assist in improving wellbeing in Portage County.

Goal 1: Build community collaboration through partnering and leadership to support collective impact.

Objective 1: By 2023, members of Healthy People Portage County will have established at least three key partnerships across community sectors to identify approaches to supporting healthy weight.

Strategies:

a. Identify resources, action teams, and champions that will assist in the efforts to increase partnerships and collaboration in Portage County.
b. Educate and gain partner commitment through inviting stakeholders to HPPC meetings and sharing resources with them.

Objective 2: By 2023, members of Healthy People Portage County will establish an annual plan of community outreach and marketing efforts.

Strategies:

a. Establish a vision that supports nutrition and physical activity in Portage County. Will determine what this looks like with partners and how activities that support physical activity and nutrition are incorporated into their work.
b. Continue community dialogue and conversations through reevaluating who is and is not at the table.
c. Define and implement a marketing and communication plan for a county-wide campaign.

Objective 3: By 2023, members of Healthy People Portage County will identify three organizational policies and practices to support a cultural shift.

Strategies:

a. Engage policy-makers at all levels (organizational, local, state).
b. Endorse and/or support various objectives for schools and worksites in the development and use of programming that supports healthy weight.
c. Leverage legislation that supports physical activity and nutrition.

Goal 2: Identify motivating and detracting factors that impact healthy living of Portage County residents.

Objective 1: By 2023, members of Healthy People Portage County will identify five existing local and accessible data points that can be used to measure healthy lifestyles in Portage County.

Strategies:

a. Analyze public health data from Centers for Disease Control Behavioral Risk Factor Surveillance Survey (CDC BRFSS), Youth Risk Behavior Survey (YRBS), and County Health Rankings and Roadmaps. Educate and gain partner commitment through inviting stakeholders to HPPC meetings and sharing resources with them.
b. Explore access to employer-based healthcare data through worksite wellness programming.
c. Identify other community data sources such as the LIFE Report, school districts, electronic health records, etc.
d. Conduct continual data analysis and gap identification.

Objective 2: By 2023, the Healthy People Portage County initiative will hold a minimum of two community conversations across Portage County annually to address healthy living and other needs.

Strategies:

a. Identify champions from each community who can serve as liaisons to Healthy People Portage County and assist with efforts as needed.
b. Determine the most appropriate community locations/districts to hold community conversations.

Goal 3: Improve knowledge of and access (navigation) to healthy nutrition and physical activity resources in Portage County.

Objective 1: By 2023, implement at least three promotion and communication strategies to increase awareness of healthy and economical ways of eating nutritiously.

Strategies:

a. Provide cross-sector information, resources, and tools for strengthening nutrition through community-wide promotional campaigns. Educate and gain partner commitment through inviting stakeholders to HPPC meetings and sharing resources with them.
b. Continue to support existing nutrition programs and organizations in the County such as Food WIse, meals on wheels, ADRC, Farmshed, Breastfeeding Coalition, and Hunger Poverty Prevention Partnership.

Objective 2: By 2023, complete at least two collaborative meetings with the Portage County United Way to enhance the 2-1-1 platform to include nutrition and physical activity resources.

Strategies:

a. Work to integrate 2-1-1 resources with area clinics.
b. Facilitate cross-sector communications with the Portage County United Way and other community partners.
c. Promote the platform to users in partnership with the Portage County United Way.

Objective 3: By 2023, implement at least two strategies to strengthen and promote existing physical activity opportunities for community members, especially youth, to reduce barriers to physical activity.

Strategies:

a. Work with school districts to enhance school wellness plans that support physical education, active recess time, intramural activities, active classrooms, and open gym time.
b. Explore re-initiating Safe Routes to Schools program so that Portage County youth have a healthy and safe means to get to school.
c. Work on establishing shared-use agreements with schools so community members can walk and access fitness center equipment at reduced/free rates.
d. Explore replicating "Girls and Boys on the Run" and University of Minnesota's program "New Moves".
e. Enhance role modeling.

Acknowledgements

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Laura Zelenak	Marshfield Clinic Health System

Resources

Alcohol and Other Drug Abuse

2015 Portage County Youth Risk Behavior Survey
https://www.co.portage.wi.us/home/showdocument?id=12484

2017 Annual Report – Portage County Sheriff's Office
https://www.co.portage.wi.us/home/showdocument?id=17865

2017 Portage County LIFE Report
http://www.unitedwaypoco.org/sites/unitedwaypoco.org/files/8.%20Health%20and%20Wellness.pdf

2018 Portage County Youth Risk Behavior Survey
https://www.co.portage.wi.us/home/showdocument?id=19953

County Health Rankings and Roadmaps
http://www.countyhealthrankings.org/app/wisconsin/2018/measure/factors/49/map

Wisconsin Department of Health Services
https://www.dhs.wisconsin.gov/stats/aoda.htm

Healthy Weight

2015 Portage County Youth Risk Behavior Survey
https://www.co.portage.wi.us/home/showdocument?id=12484

2017 Portage County LIFE Report
http://www.unitedwaypoco.org/sites/unitedwaypoco.org/files/8.%20Health%20and%20Wellness.pdf

2018 Portage County Youth Risk Behavior Survey
https://www.co.portage.wi.us/home/showdocument?id=19953

County Health Rankings and Roadmaps
http://www.countyhealthrankings.org/app/wisconsin/2018/measure/factors/11/map

Portage County Health & Human Services – 2017 Annual Report
https://www.co.portage.wi.us/home/showdocument?id=21921

Wisconsin Department of Health Services
https://www.dhs.wisconsin.gov/physical-activity/wisdata.htm

Wisconsin Health Atlas
https://www.wihealthatlas.org/obesity/place

Wisconsin Interactive Statistics on Health (WISH) Query System
https://www.dhs.wisconsin.gov/wish/index.htm

Mental Health

2015 Portage County Youth Risk Behavior Survey
https://www.co.portage.wi.us/home/showdocument?id=12484

2017 Portage County LIFE Report
http://www.unitedwaypoco.org/sites/unitedwaypoco.org/files/8.%20Health%20and%20Wellness.pdf

2018 Portage County Youth Risk Behavior Survey
https://www.co.portage.wi.us/home/showdocument?id=19953

Centers for Disease Control and Prevention
https://www.cdc.gov/mentalhealth/index.htm

County Health Rankings and Roadmaps
http://www.countyhealthrankings.org/app/wisconsin/2018/measure/outcomes/42/map

Portage County Health & Human Services – 2017 Annual Report
https://www.co.portage.wi.us/home/showdocument?id=21921

Wisconsin Interactive Statistics on Health (WISH) Query System
https://www.dhs.wisconsin.gov/wish/index.htm

Other Resources

Wisconsin State Health Improvement Plan – 2018 Addendum
https://www.dhs.wisconsin.gov/publications/p01791a.pdf

Robert Wood Johnson Foundation – Health Equity
https://www.rwjf.org/en/library/research/2017/05/what-is-health-equity-.html

National Association of County and City Health Officials – Mobilizing for Action through Planning and Partnerships (MAPP)
https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp

Wisconsin Department of Health Services – Active Communities Toolkit
https://www.dhs.wisconsin.gov/publications/p0/p00036.pdf

Wisconsin Department of Health Services – Trauma-Informed Care Efforts in Wisconsin
https://www.dhs.wisconsin.gov/regulations/trauma-care-efforts-wi.pdf

Stanford Social Innovation Review for the Collective Impact Forum
http://stanford.ebookhost.net/ssir/digital/29/ebook/1/download.pdf

Substance Abuse and Mental Health Services Administration (SAMHSA) – Trauma-Informed Care
https://www.samhsa.gov/samhsaNewsLetter/Volume_22_Number_2/trauma_tip/

Acronym Glossary

ACEs: Adverse Childhood Experiences

ADRC: Aging and Disability Resource Center

AODA: Alcohol and Other Drug Abuse

BRFSS: Behavioral Risk Factor Surveillance Survey

CDC: Centers for Disease Control and Prevention

CHA: Community Health Assessment

CHIP: Community Health Improvement Plan

CHIPP: Community Health Improvement Process and Plan

CWTFC: Central Wisconsin Tobacco-Free Coalition

DPI: Department of Public Instruction

EMR: Electronic Medical Records

HPPC: Healthy People Portage County

IRS: International Revenue Service

LIFE Report: Local Indicators for Excellence Report

LIFT LIFE: Local Interventions for Transformation/Local Indicators for Excellence

MAPP: Mobilizing for Action through Planning and Partnerships

PCAY: Portage County Alliance for Youth

PSA: Public Service Announcement

QPR: Question, Persuade, Refer

RWJF: Robert Wood Johnson Foundation

SAMHSA: Substance Abuse and Mental Health Services Administration

SHIP: State Health Improvement Plan

UWSP: University of Wisconsin – Stevens Point

WIC: Women, Infants, and Children

YRBS: Youth Risk Behavior Survey