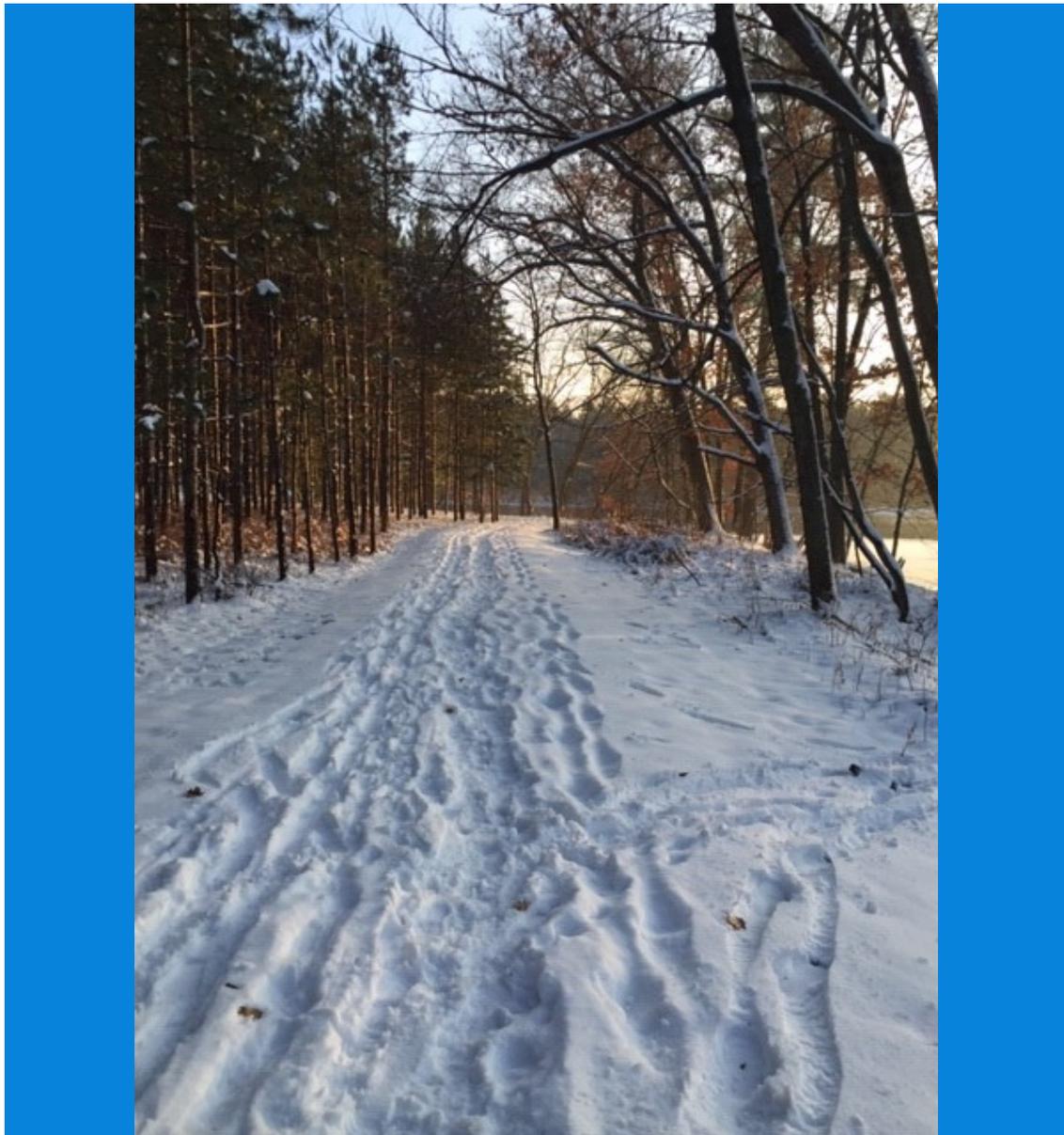




PORTAGE COUNTY  
HEALTH AND HUMAN SERVICES  
Division of Public Health

## COMMUNITY HEALTH IMPROVEMENT PROCESS AND PLAN (CHIPP)

# 2019 ANNUAL REPORT



December 11, 2019



# EXECUTIVE SUMMARY

In May 2018, Portage County Health & Human Services-Division of Public Health convened a group of community partners to serve on Healthy People Portage County to oversee the development of the Community Health Improvement Process & Plan (CHIPP). Mobilizing for Action through Planning and Partnerships (MAPP) was the process utilized to complete the CHIPP planning. MAPP is a community health assessment and improvement planning framework that includes comprehensively assessing the community's health and creating work plans to improve upon identified health priorities.

There are currently 24 community partners who participate on Healthy People Portage County and provided oversight for the development of the 2019-2023 CHIPP. The committee was tasked with providing insight to create a vision of a healthy community, contributing to the assessments, examining health data and utilizing their knowledge of the community to select health priorities. The CHIPP is a five-year plan that details the identified health priorities, and their associated goals, objectives, and action steps. It is used by the community to guide the development and implementation of projects, programs, and policies aimed at improving the health of Portage County community members. Health priorities selected by community partners include: Alcohol & Other Drug Abuse (AODA), Healthy Weight, and Mental Health.

Workgroups for each health priority were facilitated through the Community Change Project and Amy Murphy Facilitation. Each group created individual work plans to address each health priority. The work plans detail the specific goals, objectives, and measures that are used to address these priorities and track progress. The workgroups considered several overarching principles as they further refined the health priorities and created action plans. These include addressing health equity through identifying social determinants of health, addressing stigma through trauma-informed care, ongoing data collection and analysis, and building sustainability through collective impact.

The CHIPP was adopted in April 2019. Portage County is fortunate to have a large group of dedicated community members that assist in oversight, implementation and evaluation of the CHIPP.

# COMMUNITY PARTNERS

**Melanie Baehr**

Portage County Health and Human Services -  
Division of Public Health

**Elizabeth Beck**

Portage County Health and Human Services -  
Division of Public Health

**Danielle Belski**

Boys & Girls Club of Portage County

**Trina Bierman**

CAP Services

**Trina Daniels**

Ascension St. Michael's Hospital

**Tara Draeger**

Aspirus Wausau Hospital

**Stacey Duellman**

UW-Stevens Point, Center for Prevention

**Jenna Flynn**

Marathon County Health Department, Central  
Wisconsin Tobacco-Free Coalition

**Gary Garske**

Portage County Health and Human Services -  
Division of Public Health

**Kate Giblin**

Aging and Disability Resource Center of Portage  
County

**Kelly Hammond**

Extension Food Wise

**Jennifer Knecht**

Stevens Point Schools

**Mary Ann Krems**

Portage County Coalition for Alcohol & Drug Abuse  
Prevention

**Mindy McCord**

Portage County Executive Office

**Mae Nachman**

United Way of Portage County

**Michelle Nelson**

Ascension St. Michael's Hospital

**Suzanne Oehlke**

Portage County CAN

**Ray Przybelski**

Portage County Health and Human Services

**Angela Roltgen**

Portage County Health and Human Services -  
Division of Public Health

**Jessica Scharfenberg**

Healthfirst

**Penny Schmitt**

Extension Food Wise

**Ciara Schultz**

Marshfield Clinic Health System

**Annie Wetter**

UW-Stevens Point, Portage County CAN

**Margo Willard**

Ascension Saint Michael's Foundation

# COMMUNITY HEALTH IMPROVEMENT PROCESS & PLAN

---

## Health Priority Areas

---

### 01

#### Alcohol & Other Drug Abuse

1. Collaborate with partners to implement community-based policy and environmental changes to decrease accessibility of substances.
2. Work collaboratively with community partners to increase awareness, education, and training regarding substance abuse.
3. Support efforts to improve prevention within the culture of substance abuse in Portage County.

### 02

#### Healthy Weight

1. Build community collaboration through partnering and leadership to support 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.

### 03

#### Mental Health

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.

# 2019 ACTION STEPS: ALCOHOL & OTHER DRUG ABUSE (AODA)

## AODA Prevention Workgroup

**Lead:** Gary Garske, Portage County Health & Human Services - Division of Public Health

**Backbone agency:** Portage County Health & Human Services

## Goals

1. Collaborate with partners to implement community-based policy and environmental changes to decrease accessibility of substances.
2. Work collaboratively with community partners to increase awareness, education, and training regarding substance abuse.
3. Support efforts to improve prevention within the culture of substance abuse in Portage County.

## Successes

- Completed community assessment.
- Supporting AODA-related policy change by identifying four different policies to potentially support.
- Tobacco is Changing bus ad promotional campaign which makes 133,538 monthly impressions.
- 5,000 Crisis line bar coasters provided to tavern league to prevent suicide among substance users. Partnership between Tavern League and Suicide Prevention and Mental Health Coalition.
- Offering community educational events.

## Opportunities

- Expanded disposal of prescription drugs.
- Community readiness survey.
- Reduction of teen substance use (alcohol and vaping).
- Expand partnerships across community sectors (healthcare, non-profits, etc.)

**We Want You Here Tomorrow**

**Portage County Suicide Prevention Resources**

Portage County Crisis Line: 1-866-317-9362  
National Line: 1-800-273-TALK (8255)  
Veteran's Crisis Line: 1-800-273-8255, press 1  
Text "Hopeline" to 741741

In an emergency, call 911 or go to your local Emergency Room

All lines are 24/7, free, and confidential. Get help now by talking with a trained counselor.

Sponsored by the Suicide Prevention and Mental Health Awareness Coalition of Portage County and the Portage County Coalition for Alcohol & Drug Abuse Prevention.

Alcohol & Drug Abuse PREVENTION



Are you or someone you know having suicidal thoughts?

Get help now.

Portage County Crisis Line: 1-866-317-9362  
National Line: 1-800-273-TALK (8255)  
Veteran's Crisis Line: 1-800-273-8255, press 1  
Text "Hopeline" to 741741

# 2019 ACTION STEPS: HEALTHY WEIGHT

## Healthy Weight Action Team

**Lead:** Elizabeth Beck, Portage County Health & Human Services - Division of Public Health

**Backbone agency:** Stevens Point YMCA

## Goals

1. Build community collaboration through partnering and leadership to support 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.

## Successes

- Identified 18 community partners to assist in efforts and have held 5 meetings.
- Assisting in work on Community Weight Race and community exercise classes.
- Working on an initiative to bring EBT back to the Farmer's Market.
- Looking at bringing a support and educational program to Stevens Point.
- Exploring partnerships with big box retailers (such as Lowe's or Walmart) to place "healthy parking spots" and walking routes in their stores.

## Opportunities

- Establishing indoor, quality spaces for free or low-cost walking (shared-use agreements).
- Determining means to remove other barriers to healthy living.
- Holding community conversations across County to better understand residents' needs depending on where they live.



# 2019 ACTION STEPS: MENTAL HEALTH

## Mental Health Workgroup

**Lead:** Lisa Falduto, United Way of Portage County

**Backbone agency:** United Way of Portage County

## Goals

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.

## Successes

- Community Change Project Mental Health Team determined recruitment direction for Executive Team. Recruitment began in late March 2019.
- Executive Team formed representatives from all three healthcare organizations, business, Portage County Health & Human Services (PCHHS), Portage County Sheriff's Department, and the United Way (first meeting held in June 2019).
- Executive team attended Behavioral Health Summit.
- Data walk completed (Data collected from many sources, PCHHS, SAMSHA, NAMI, WI Office of Children's Mental Health, and many more).
- Developed selection criteria to guide group in determining the most impactful direction for the initiative.
- Working on an asset map with a gap analysis.
- In process of viewing other initiatives through online searches of what other organizations are engaged in.
- Working to finalize and determine direction.
- Attained Health Professional Shortage Area (HPSA) designation in Portage County.

## Opportunities

- Using determined direction, create a roadmap.
- Engage target population.
- Begin to build on concepts.
- Create supporting work groups, organization structure.



# LOCAL DATA INSIGHTS - YOUTH

## Alcohol & Other Drug Abuse

29%

The percentage of Portage County High School students who reported current alcohol use (2019 Portage County Youth Risk Behavior Survey (YRBS)).

43%

The percentage of Portage County High School students who have ever tried vaping (2019 Portage County YRBS).

11%

The percentage of Portage County High School students who reported current marijuana use (2019 Portage County YRBS).



## Healthy Weight

13%

The percentage of Portage County High School students who reported getting zero exercise (2019 Portage County YRBS).

33%

The percentage of Portage County High School students who reported eating breakfast every day (2019 Portage County YRBS).

81%

The percentage of Portage County High School students who reported drinking plain water every day (2019 Portage County YRBS).



## Mental Health

48%

The percentage of Portage County High School students who reported significant problems with anxiety (2019 Portage County YRBS).

17%

The percentage of Portage County High School students who seriously considered suicide (2019 Portage County YRBS).

87%

The percentage of Portage County High School students that reported any mental health concerns who felt they did not have a sense of belonging at school (2019 Portage County YRBS).



# LOCAL DATA INSIGHTS - ADULT

## Alcohol & Other Drug Abuse

**29%**

The percentage of Portage County residents that binge drink (2019 Burden of Binge Drinking Report, UW Population Health Institute).

**76%**

Binge drinking is responsible for 76% of the excessive alcohol consumption economic cost (2019 Burden of Binge Drinking Report, UW Population Health Institute).

**16%**

The current adult smoking rate in Portage County (2019 County Health Rankings, Robert Wood Johnson Foundation).



## Healthy Weight

**32%**

The current adult obesity rate in Portage County (2019 County Health Rankings, Robert Wood Johnson Foundation).

**20%**

The percentage of adults age 20 and over reporting no leisure-time physical activity (2019 County Health Rankings, Robert Wood Johnson Foundation).

**81%**

The percentage of residents with adequate access to locations for physical activity (2019 County Health Rankings, Robert Wood Johnson Foundation).



## Mental Health

**3.5**

The average number of poor mental health days experienced per month by residents (2019 County Health Rankings, Robert Wood Johnson Foundation).

**830:1**

The ratio of population to mental health providers in Portage County (2017 Local Indicators for Excellence (LIFE) Report, United Way).

**56**

The number of completed suicides in Portage County since 2014 as of October 2019 (Portage County Medical Examiner Report, 2019).





PORTAGE COUNTY  
HEALTH AND HUMAN SERVICES  
**Division of Public Health**