

# Healthy Oconto County Community Health Implementation Plan 2021 – 2023

Healthy  
Oconto  
County



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

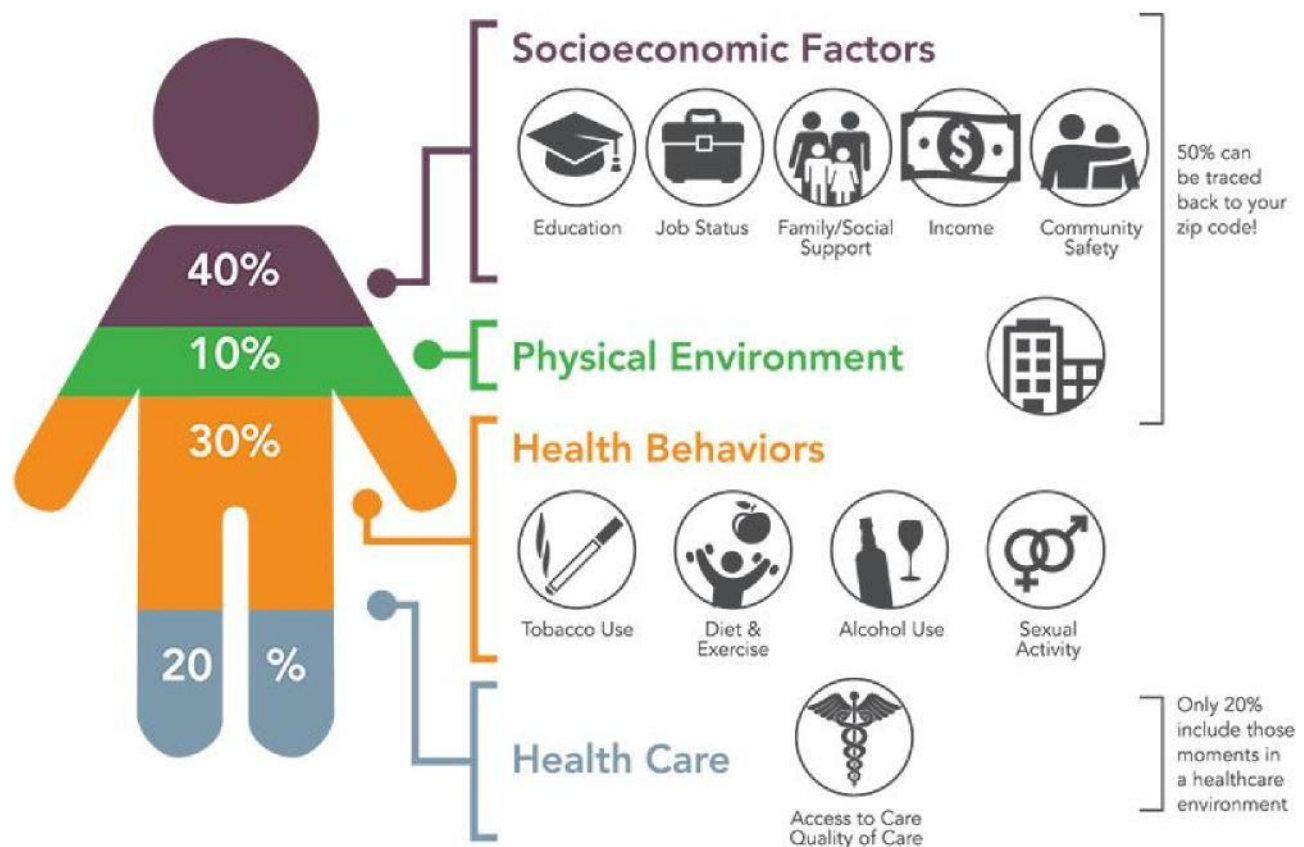
# Healthy Oconto County

## Community Health Assessment and Plan

### 2021 - 2023

**Community Health** refers to the focus of the **programs or activities** that provide treatment or **promote health and healing** as a response to **identified community health needs**.

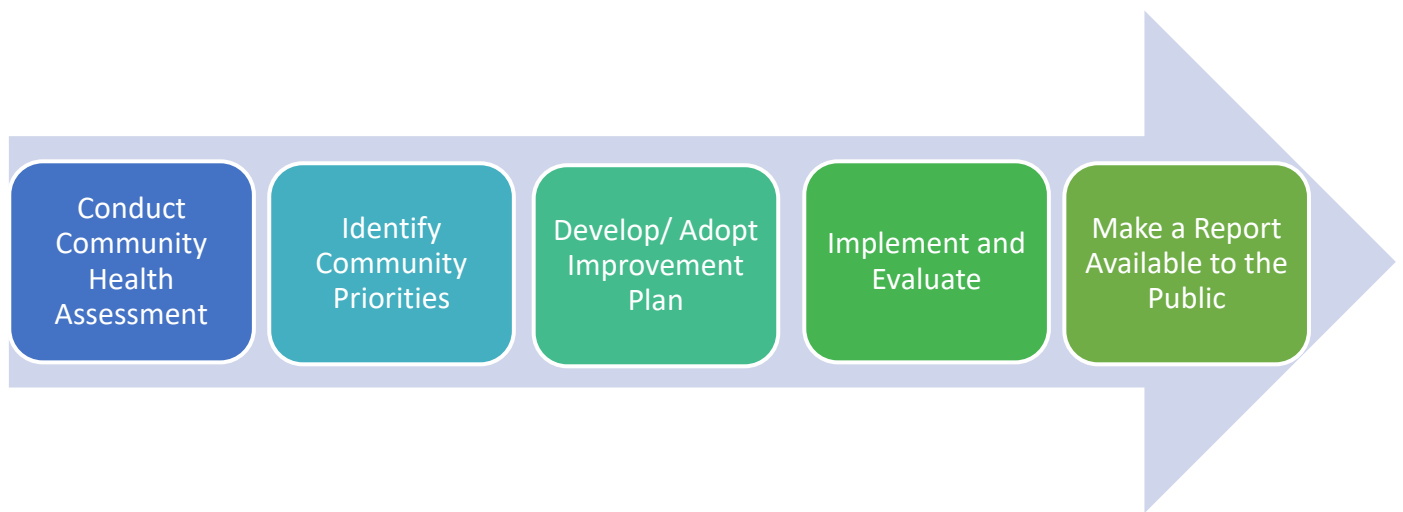
Community Health is consistent with work to address the Social Determinants of Health (SDoH).



# Community Health Identified Health Priorities for Oconto County

## Community Health Improvement Planning Process

The Community Health Improvement Planning process began by gaining input from a steering team of individuals representing diverse sectors of the community. These individuals met virtually and reviewed data to identify county specific health priorities. The Community Health Improvement Plan was then developed around these health priorities.



## Healthy Oconto County Health Priorities

- **Mental Health**
- **Healthy Nutrition & Physical Activity**
- **Alcohol & Other Drug Abuse (AODA)**



# Priority No. 1: Mental Health

# Healthy Oconto County

## Target Populations

- Residents of Oconto County
- Youth
- Adults

## Hospital Resources

- Colleague Time
- Grant Funding
- Marketing Materials
- Engaged Leaders time on task forces and community boards.

## Community Partners

- Healthy Oconto County
- Oconto County Public Health
- Prevea Clinics
- Bellin Health Oconto
- Oconto County Economic Development
- Schools

## Anticipated Impact

- Increase resiliency
- Decrease suicides and self-harm injuries by adolescents and adults

## Relevant Measures\*

- Reduce the Suicide Rate
- Reduce Emergency Department Visits for Nonfatal Intentional Self-Harm Injuries
- Reduce Suicide Attempts by Adolescents
- Increase the Proportion of Children and Adolescents Who Get Appropriate Treatment for Anxiety or Depression

\*From the national health plan:  
*Healthy People 2030*

## Current Situation

**Mental Health** and well-being consistently arose as the most prominent community health priority in Oconto counties during CHNA discussions. Specifically access to mental health providers in the county/especially in the northern areas as well as availability of support groups was discussed.

- **In 2019**, adults in Oconto County and Wisconsin reported not having good mental health (stress, depression, emotional problems) for 3.9 and 4.0 days, respectively, in the past 30 days. (Source: <http://www.countyhealthrankings.org>)

## OUR STRATEGIES

### For our Patients

- **Improve Access to Care**
  - HSHS St. Clare Memorial Hospital through collaboration with Bellin Health Oconto and other community stakeholders will identify community assets and services.
  - Working with the Executive Director of Behavioral Health, HSHS St. Clare Memorial Hospital will evaluate the current state of Mental Health services provided by HSHS and Prevea Health that can be accessible to all people.

### INDICATORS:

- Progress toward creating more access to services.
- Progress toward recruiting enough providers to meet the need for service.
- Reduce the average number of poor mental health days as reported by Oconto County residents.

### For our Community

- **Improve Access to Mental Health Support - Youth Action Team & Adult Action Team**
  - The initial work of the Mental health action team is divided into two main initiatives: Youth action team & Adult Action team.
  - Following the Collective Decision process the teams are focused on creating a Gap & Assets evaluation process. This will be the basis for the 2021-2023 action plan.
- **Improve Community Awareness of Mental Wellness - Youth Action Team & Adult Action Team**
  - Following the Collective Decision process the teams are focused on creating a Gap & Assets evaluation process. This will be the basis for the 2021-2023 action plan.
- **Identify Resources and Gaps to Mental Health - Youth Action Team & Adult Action Team**
  - Following the Collective Decision process the teams are focused on creating a Gap & Assets evaluation process. This will be the basis for the 2021-2023 action plan.
- **Engage in Unified Planning and Policy**
  - Work with state and local leaders to improve access to mental health services by addressing the regulatory & financial barriers, the need for services and the workforce challenges. Collective goal of supporting or creating new policy that positively impacts mental health.
- **Address Other Social Determinants of Health**
  - Provide funding & support for expansion of Broadband access specifically focused on the underserved. i.e. Starlink Pilot Project.

### INDICATORS:

- Increase awareness and utilization of available mental health services in Oconto County.
- Number of households (Max. 50) served with Broadband through Starlink Pilot Project. Increase utilization of telehealth services.

# Priority No. 2: Healthy Nutrition & Physical Activity

## Healthy Oconto County

### Target Populations

- Residents of Oconto County
  - o Adolescents
  - o Adults

### Hospital Resources

- Colleague Time
- Grant Funding
- Marketing Materials
- Engaged Leader time on task forces and community boards.

### Community Partners

- Healthy Oconto County
- Oconto County Public Health
- Prevea Clinics
- Bellin Health Oconto
- Oconto County Economic Development
- Schools

### Anticipated Impact

- Greater food security
- Lower rates of obesity

### Relevant Measures\*

- Proportion of Children and Adolescents with Obesity
- Proportion of Adults with Obesity
- Proportion of Health Care Visits by Adults with Obesity that Include Counseling on Weight Loss, Nutrition, or Physical Activity
- Household Food Insecurity

\*From the national health plan:  
*Healthy People 2030*

### Current Situation

**Nutrition & Physical Activity** consistently arose as significant opportunity to improve health behavior and therefore a health priority in Brown county during CHNA discussions. Healthy nutrition & physical activity frequently accompanied discussions around Chronic Disease Prevention and Management and Mental Health.

- **30%** of Oconto County adults are considered obese.
- **Physical Inactivity: 25%** of Oconto County adults do not exercise compared with **21%** in the state.
- **Just over half** of Oconto County residents have access to exercise facilities, while **4 out of 5** Wisconsin residents do.

### OUR STRATEGIES

#### For our Patients

- **Improve Access to Care**
  - o HSHS St. Vincent Hospital & HSHS St. Mary's Hospitals will lead by example with colleagues by promoting a work environment that encourages health food choices, and opportunities for physical activity. (Livewell program)
- **Improve Access to Prevention and Early Intervention Services**
  - o Work with providers to ensure regular screenings, patient education, and referral to community resources.

#### INDICATORS:

- Colleague participation & engagement in Livewell program.
- Number of patient screenings conducted, and community referrals made.

#### For our Community

- **Improve Access to Care, Access to Prevention and Early Intervention Services**
  - o Work with community partners to provide community education, health and benefit screenings, and service referrals.
  - o Continue the planning and financial support of Oconto County Farmers Market including the *Produce for Pantries* campaign.
- **Improve opportunities for social cohesion or connectedness**
  - o Identify Physical activity venues (Access to walking trails, fitness & pool areas.) in Oconto County where social connectedness is part of the physical activity being offered or promoted.
- **Engage in Unified Planning & Policy**
  - o Work with state and local leaders to factor food security and healthy weight implications into policy and budget decisions.

#### INDICATORS:

- Number of community-based screenings, education sessions, and referrals.
- Amount in weight of produce donated to local food pantries through *Produce for Pantries* campaign.
- Number of individuals utilizing community provided physical activity venues (walking trails, fitness & pool areas) to increase activity.
- Number of meetings with local leaders, policy impacts.



### Target Populations

- Residents of Oconto County
  - o Adolescents
  - o Adults

### Hospital Resources

- Colleague Time
- Grant Funding
- Marketing Materials
- Engaged Leader time on task forces and community boards.

### Community Partners

- Healthy Oconto County
- Oconto County Public Health
- HOPE Consortium
- Prevea Clinics
- Bellin Health Oconto
- Oconto County Economic Development
- Schools

### Anticipated Impact

- Improve Resiliency
- Reduce Drug & Alcohol Use
- Collect & dispose of unused prescription medications.

### Relevant Measures\*

- Proportion of Adolescents Who Used Drugs in the Past Month
- Proportion of People Who Get a Referral for Substance Use Treatment after an Emergency Department Visit
- Percentage of People with a Substance Use Disorder Who Get Treatment
- Drug Overdose Deaths Per 100,000 Population

\*From the national health plan: *Healthy People 2030*

### Current Situation

**Alcohol Consumption** - The reported incidence of binge drinking is significantly higher in Oconto County than the United States overall.

- **Nearly 1 in 4** Oconto County adults report excessive drinking in the last 30 days. (*Source: Wisconsin County Health Rankings*)
- More than **1 in 3 (35%)** of Oconto County high school students currently drink alcohol, a drop from 2017. (*Source: 2017 and 2019 Online Youth Risk Behavior Surveys*)

**Drug Use / Abuse** – frequently emerged as a major concern on the Community Health Surveys and in stakeholder discussions. This issue often was linked closely to mental health. Reasons commonly cited for the problem included ease of availability, lack of access to treatment, cost of treatment, and lack of understanding of the impact of drug use on overall health.

- Hospitalizations and emergency department visits for opioid overdoses more than doubled from **39 in 2005 to 83 in 2017**. (*Source: Wisconsin Interactive Statistics On Health*)

### OUR STRATEGIES

#### For our Patients

##### *Improve Access to Care*

- o Ensure consistent use of Screening, Brief Intervention, and Referral to Treatment (SBIRT) by providers.

#### INDICATORS:

- Percentage of providers utilizing SBIRT.
- Percentage of patients screened by providers.

#### For our Community

##### • *Improve Access to Prevention and Early Intervention Services*

- o Work with community partners to promote resilience in youth through trainings with youth workers (e.g., school staff) and implementation of programming in schools (e.g., mindfulness).
- o Coordinate regular Medication Take Back days to remove unused prescription from the community.

##### • *Identify Resources and Gaps to substance abuse resources*

- o Continue leading the newly formed HOPE Consortium, which will assess current resources available and determine what is needed for residents battling substance abuse in Oconto, Marinette, Menominee, Shawano, and Florence counties. The team will develop a strategic workforce plan to sustain long-term prevention and treatment resources in all five counties.

##### • *Engage in Unified Planning & Policy*

- o Work with state and local leaders to factor AODA implications into policy and budget decisions.

#### INDICATORS:

- Number of youth workers trained in adverse childhood experiences (ACEs) and resiliency, children receiving mindfulness opportunities in school.
- Amount in weight of unused prescription medication collected and disposed.
- Increase awareness of services available in Oconto County for residents battling substance abuse.