Oconto County Community Health Assessment

2023-2026

By Healthy Oconto County

Healthy
Oconto
County

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

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Executive Summary

The Community Health Assessment (CHA) is a tool used to identify and describe factors that impact the health of Oconto County residents. The CHA is also intended to serve as a guide for the Community Health Improvement Plan (CHIP). By engaging in this process, we are able to evaluate community needs to determine where we must focus our resources in order to improve the health and well-being of Oconto County residents.

The leaders who participate in the community health improvement process are known as Healthy Oconto County (HOC), a steering committee composed of diverse partnerships. All partners of this committee are dedicated to identifying health priorities to ensure that programs and resources are effectively targeting emerging local needs.

We are grateful to all members of HOC and members of the community who participated in this process to ensure that we have accurate data to strengthen existing programs and influence policies and procedures.

Our hope is that this assessment will serve as a tool for organizations within Oconto County to continue making progress in health and wellness sectors. We look forward to making Oconto County a healthier place!

Acknowledgements

We would like to extend our sincere appreciation to all Healthy Oconto County members and partners who have continued to support the health of our community!

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About Healthy Oconto County

Healthy Oconto County (HOC) is a steering team that oversees the community health assessment process, community health improvement plan, and monitors progress and outcomes. HOC is comprised of partners from diverse sectors of the community who are dedicated to making Oconto County a healthy place to live, learn, work, and play.

All members of HOC are service minded and are dedicated to keeping the work implemented in the community health assessment and improvement plan local. It is our mission to identify and meet priority health needs by leveraging collaborative resources and partnerships. It is our sincere hope that the work we do will have lasting impacts for the deserving residents of Oconto County.

Healthy Oconto County Vision and Mission

Mission: Assess and impact the priority health needs by facilitating community collaboration.

Vision: A community with accessible resources which support healthy lifestyle choices where people live, learn, work, and play.

Overview and Requirements

About the Community Health Assessment

A community health assessment (CHA) is a fundamental tool of public health practice and provides an opportunity for a community to identify and understand what health issues are most prominent on a local level. Community assets and partnerships can also be identified, forming a foundation for which strategies can be implemented to make local improvements.

Purpose of a CHA

A CHA is a process that exists to give power to the community by allowing them to have a voice in identifying and prioritizing community health needs. The CHA process provides an avenue for community members and partners to collaborate on local health issues and create lasting impacts.

Requirements

The completion of a community health assessment is a requirement for non-profit hospital systems every three years. The origin of the community health assessment stems from the Patient Protection and Affordable Care Act (ACA). The requirements for hospitals are outlined in IRS code, section 501(r)(3). Strategies and activities conducted within the assessment process are annually reported to the Internal Revenue Service (IRS) and must be posted to a public website for community access.

In Wisconsin, local health departments are required by Wisconsin State Statute 251.05 to complete a community health assessment and improvement plan every five years. Health Departments are required to complete this process to collect local data and respond to community health needs accordingly while involving community members and policymakers on the process.

Partnership

Because non-profit hospital systems and health departments are both required to complete a Community Health Assessment and Improvement Plan, it is often more powerful when collaboration occurs. Adopting a collaborative process allows hospital systems and health departments to better leverage local assets and prevent the unnecessary duplication of processes and programs while maximizing the use of resources.

About Oconto County

Located in the Northeast region of WI is Oconto County. Oconto County is a welcoming safe place for families and businesses to thrive. The approximate population of Oconto County is just under 40,000. Oconto County borders five other counties including; Marinette; Forest, Langlade, Menominee, Shawano, and Brown. The majority of Oconto residents live in rural areas and regular commuting is required to meet basic needs such as attending work, school, or medical appointments. Each municipality offers unique recreational activities and events throughout the year. The county is also home to several bodies of water, including the Oconto River, which provides ample opportunities for fishing, boating, and other water-based activities. Overall, Oconto County provides a peaceful and scenic environment for residents and visitors alike. Oconto County consists of the following municipalities:

Oconto County

Municipalities

Cities:
City of Gillett
City of Oconto
City of Oconto Falls

Townships:
Town of Abrams
Town of Bagley
Town of Brazeau
Town of Breed
Town of Chase
Town of Doty
Town of Gillett
Town of How
Town of Lakewood
Town of Lena
Town of Little River
Town of Little Suamico
Town of Maple Valley
Town of Morgan
Town of Mountain
Town of Oconto
Town of Oconto Falls
Town of Pensaukee
Town of Riverview
Town of Spruce
Town of Stiles
Town of Townsend
Town of Underhill

Villages:
Village of Lena
Village of Pulaski
Village of Suring
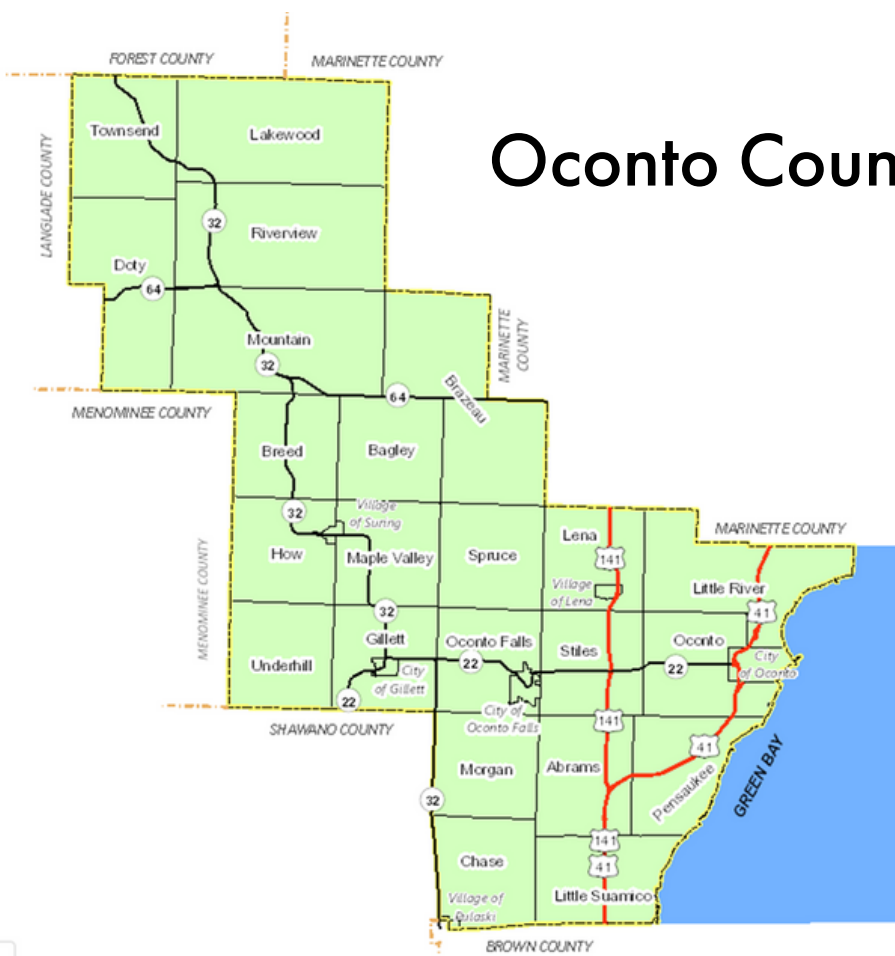
Oconto County at a Glance

Rural 81%

Total Population 39,633

Male 51.8%   **Female 48.2%**

Urban 19%

Median Age 47.2

Average Life Expectancy 79

Average Commute to Work 27.2 Minutes

Median Household Income $68,426

Persons in Poverty 8.3%

Community Health Assessment Timeline

February 2023
Partners began planning the CHA process

March 2023
Community health survey released to community members

April 2023
Key informant interviews conducted

May 2023
Partners reviewed data and planned the next steps

June 2023
Partners began planning stakeholder event and compiling data

July 2023
Stakeholder event was held to select priorities

August 2023
Partners held a meeting to formally adopt priorities

September 2023
CHA document reviewed by partners

December 2023
CHA released to the community; and begin planning next steps to develop strategies and goals to address priorities
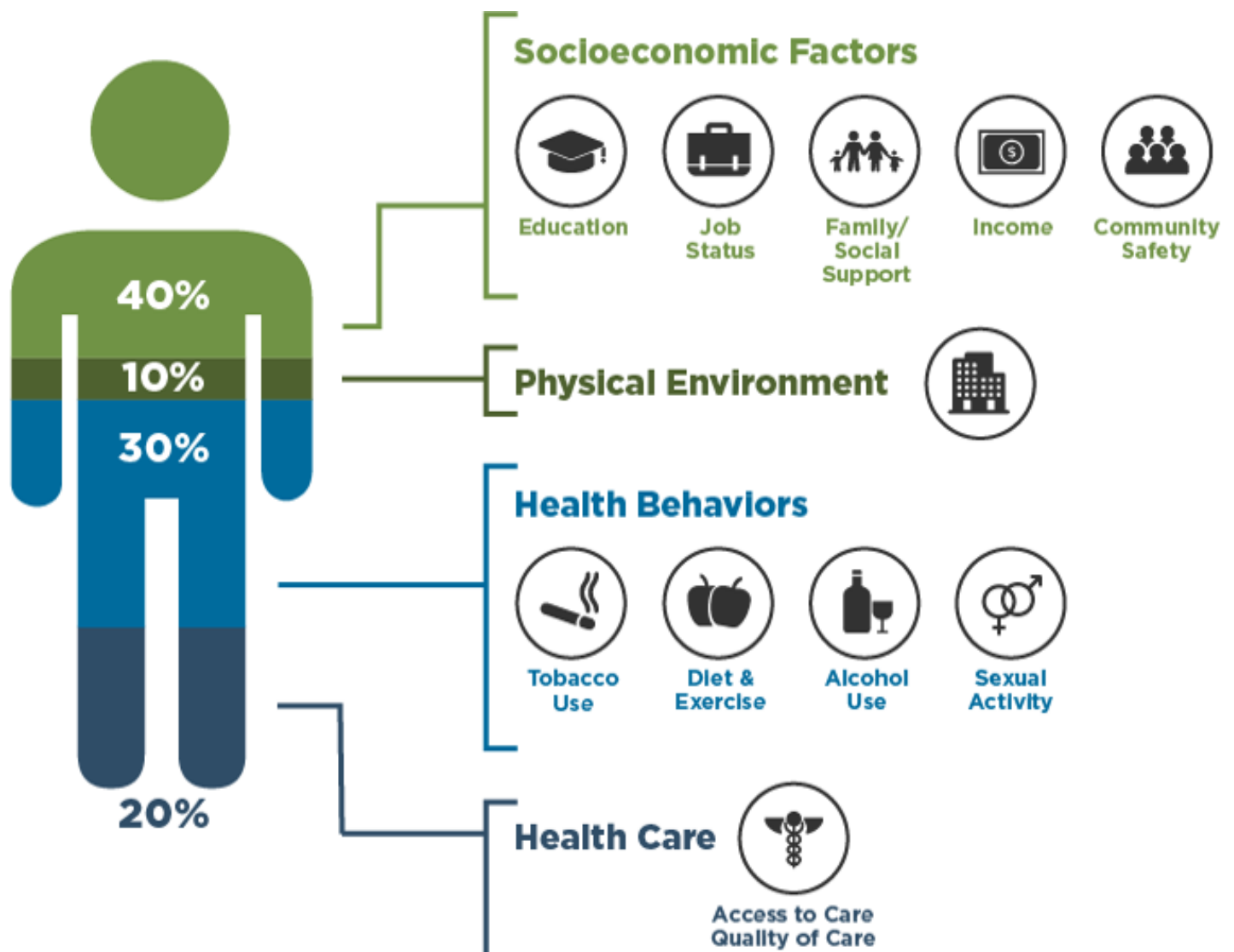
What Makes Us Healthy?

There are many factors that influence our overall health. Health behaviors, the choices that we make on a daily basis, make up only 30% of our overall health. The other 70% consists of factors outside of our individual health choices. Further, health is not always a product of individual choice but is sometimes the result of other influential factors such as policies, systems, and environments.

Socioeconomic Factors

- Education
- Job Status
- Family/Social Support
- Income
- Community Safety

Physical Environment

Health Behaviors

- Tobacco Use
- Diet & Exercise
- Alcohol Use
- Sexual Activity

Health Care

Access to Care
Quality of Care

40%
10%
30%
20%

Health Equity: Our Commitment

Health Equity is the state in which everyone has equal opportunities to reach their highest health potential. For a community to achieve health equity, systems and policies that have resulted in generational injustices must be acknowledged and changed. Healthy Oconto County is committed to leading efforts that will change policies and systems that are causing health inequities. It is our sincere hope that all Oconto County residents will have equitable opportunities to achieve their highest level of health.

EQUALITY

EQUITY

Social Determinants of Health

Social determinants of health (SDoH) are the non-medical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies, racism, climate change, and political systems.

SDoH can contribute to disparities and inequities. For example, a person who lacks access to a grocery store with healthy food options is less likely to have good nutrition. Lack of adequate nutrition increases the risk of other chronic conditions such as diabetes and obesity. These chronic conditions are proven to lower life expectancy. Thus, the environments in which people live need to be supportive of quality of life to ensure that all residents are given the opportunity to thrive.

Promoting healthy choices alone is not enough to improve environments and eliminate health disparities. It is critical for Public Health, Healthcare, community partners and stakeholders to collaborate and make changes at policy and systems level that will promote optimal outcomes for the community.

Examples of Social Determinants of Health

- Income and social protection
- Education
- Housing, basic amenities and the environment
- Food insecurity
- Early childhood development
- Unemployment and job insecurity
- Structural conflict
- Social inclusion and non-discrimination
- Working life conditions
- Access to affordable health services of decent quality

(Center: Social Determinants)

Core Data Set

Summary of Data Sources

The Community Health Assessment is comprised of three different data collection methods to include primary, secondary, qualitative, and quantitative data. Combined, this data helped the Healthy Oconto County Steering Team members paint a bigger picture about what health looks like in Oconto County.

Community Health Survey
The Community Health Survey was designed to collect primary data from Oconto County residents. The data provides us with an overview of how the community ranks health and social determinants of health priorities that impact their everyday lives. A total of 691 residents completed the survey. The top three health areas ranked were Mental Health; Alcohol and other Drug Abuse, and Tobacco Exposure and Vaping. The top three social determinants of health were Transportation, Mental Health Treatment Access, and Substance Abuse Treatment Access.

Key Informant Interviews
Key informant interviews were conducted to collect qualitative data from subject matter experts who were able to provide valuable insight about pressing health needs in Oconto County. A total of twelve key informant interviews were conducted and the top three issues identified were Alcohol and Other Drug Abuse, Mental Health, and Physical Activity & Nutrition.

Secondary Data
Secondary data was collected from local, state, and national health sources to supplement the primary data. This data helps build a community health profile for Oconto County and allows data comparisons to take place with other counties as well as state and national benchmarks. The secondary data collected is included throughout the report.

Community Health Survey

Below are the top six health areas that Oconto County residents selected as top issues in their community. For full survey results, see appendix A.

Question 1. For each health area listed below, please indicate if you feel it is a problem in Oconto County (691 Responses).

The # of residents who felt that the issues below were a moderate or major problem in Oconto County

AODA
577

Physical
Activity
428

Mental
Health
539

Oral Health
349

Vaping/Tobacco
486

Food Security
Nutrition
348

Community Health Survey

Residents were asked to rank the top three health issues that they felt were the most prominent in their communities.
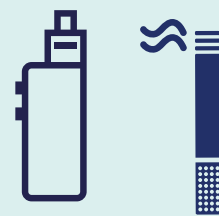
Question 2. From the health areas listed in question 1, please rank the 3 that you believe are the largest problem in Oconto County (681 responses).

1
AODA
400

2
Mental
Health
207

3
Vaping/Tobacco
Exposure
124

Community Health Survey

Below are the top six social determinants of health areas that Oconto County residents selected as top issues in their community.

Question 3. Social Determinants of Health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age. We know that SDOH affect a wide range of health, functioning, and quality-of-life outcomes and risks. For each factor listed below, please indicate its level of strength in Oconto County (687 responses).

Of responses that indicate limited, or not available in Oconto County.

Public Transportation
623

Mental Health Treatment Access
503

Substance Abuse Treatment Access
426

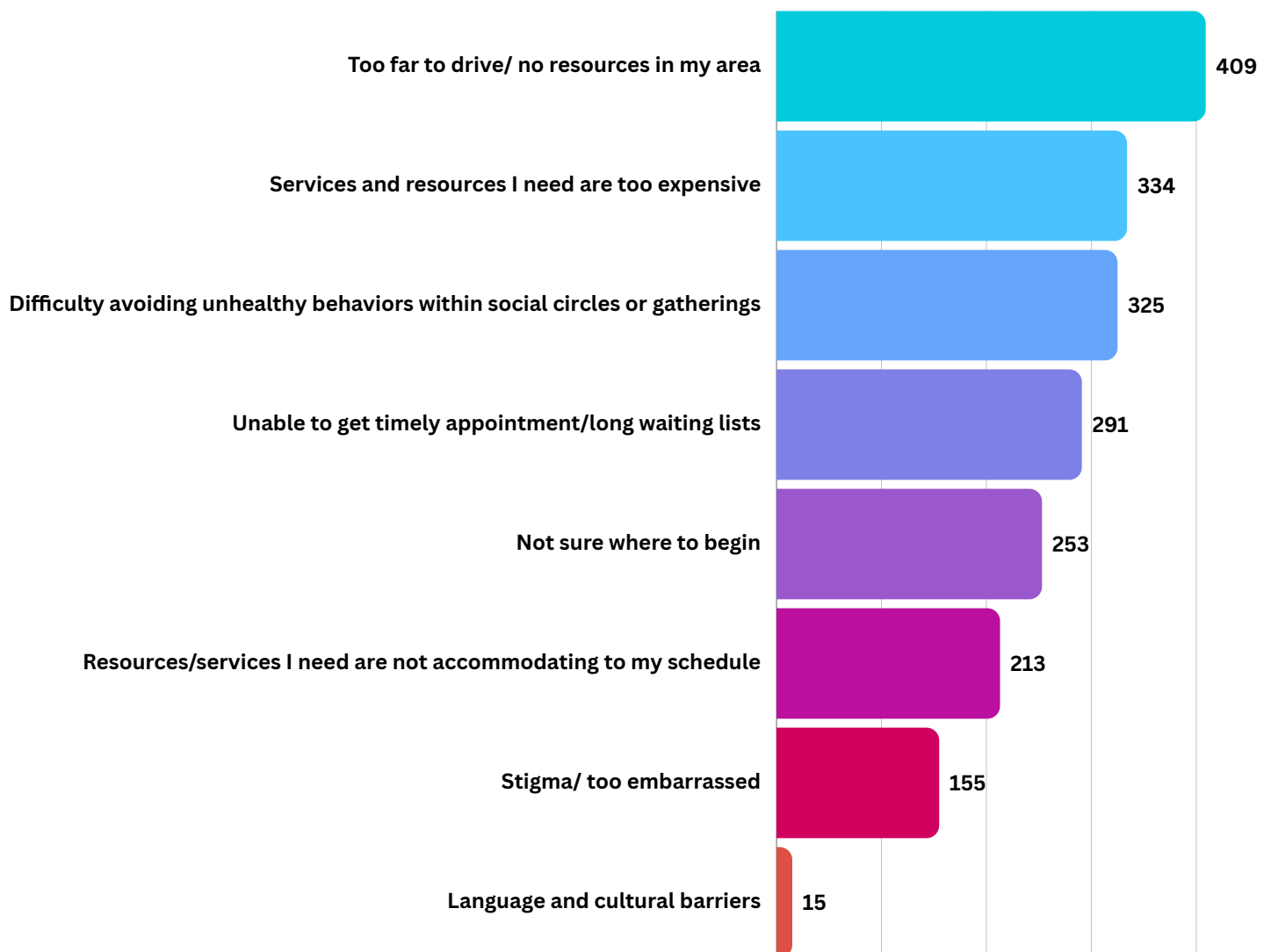Access to Healthy Eating Options
411

Affordable Housing
404

Employment and Job Security
328

Community Health Survey

Residents were asked to rate forces that they felt were barriers for themselves, and their communities not taking steps to improve health.

Question 4: What do you believe are the largest barriers for yourself and your community to taking steps to improve health? (please select your top 3) (682 responses).

Barrier	Count
Too far to drive/ no resources in my area	409
Services and resources I need are too expensive	334
Difficulty avoiding unhealthy behaviors within social circles or gatherings	325
Unable to get timely appointment/long waiting lists	291
Not sure where to begin	253
Resources/services I need are not accommodating to my schedule	213
Stigma/ too embarrassed	155
Language and cultural barriers	15

Community Health Survey

Question 5-8: Assess how residents feel about their mental and physical health, feelings of connectedness to their community, and social support networks. Responses ranked 1-10 with 1 indicating very poor, while 10 indicates very strong.

Question 5

How would you rate your overall physical health (690 responses)?

Average Response 7 out of 10

Question 6

How would you rate your overall mental health (684 responses)?

Average Response 7 out of 10

Question 7

How would you describe your sense of belonging to your local community?

Average Response 6 out of 10

Question 8

If you were in trouble, do you have relatives or friends you can count on to help you whenever you need them?

Average Response 8 out of 10

Key Informant Interviews

Key informant interviews are in-depth interviews with people who know what is going on in the community. The purpose of these interviews was to collect qualitative data from subject matter experts who were able to provide valuable insight about pressing health needs in Oconto County. A total of twelve key informant interviews were conducted where the top three issues identified were Alcohol and Other Drug Use, Mental Health, and Nutrition and Physical Activity. Not all interviews had complete responses and totals may differ accordingly. Listed below, are the results from the key informant interviews:
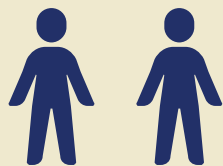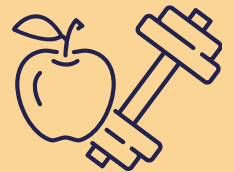
4 key informants said that AODA is a major issue in Oconto County
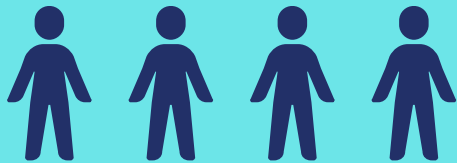
4 key informants said that Mental Health is a major issue in Oconto County

3 key informants said that Physical Activity & Nutrition is a major issue in Oconto County

2 key informants said that Aging & Chronic Disease is a major issue in Oconto County

1 key informants said that Access to Care is a major issue in Oconto County

1 key informants said that Maternal and Child Health is a major issue in Oconto County
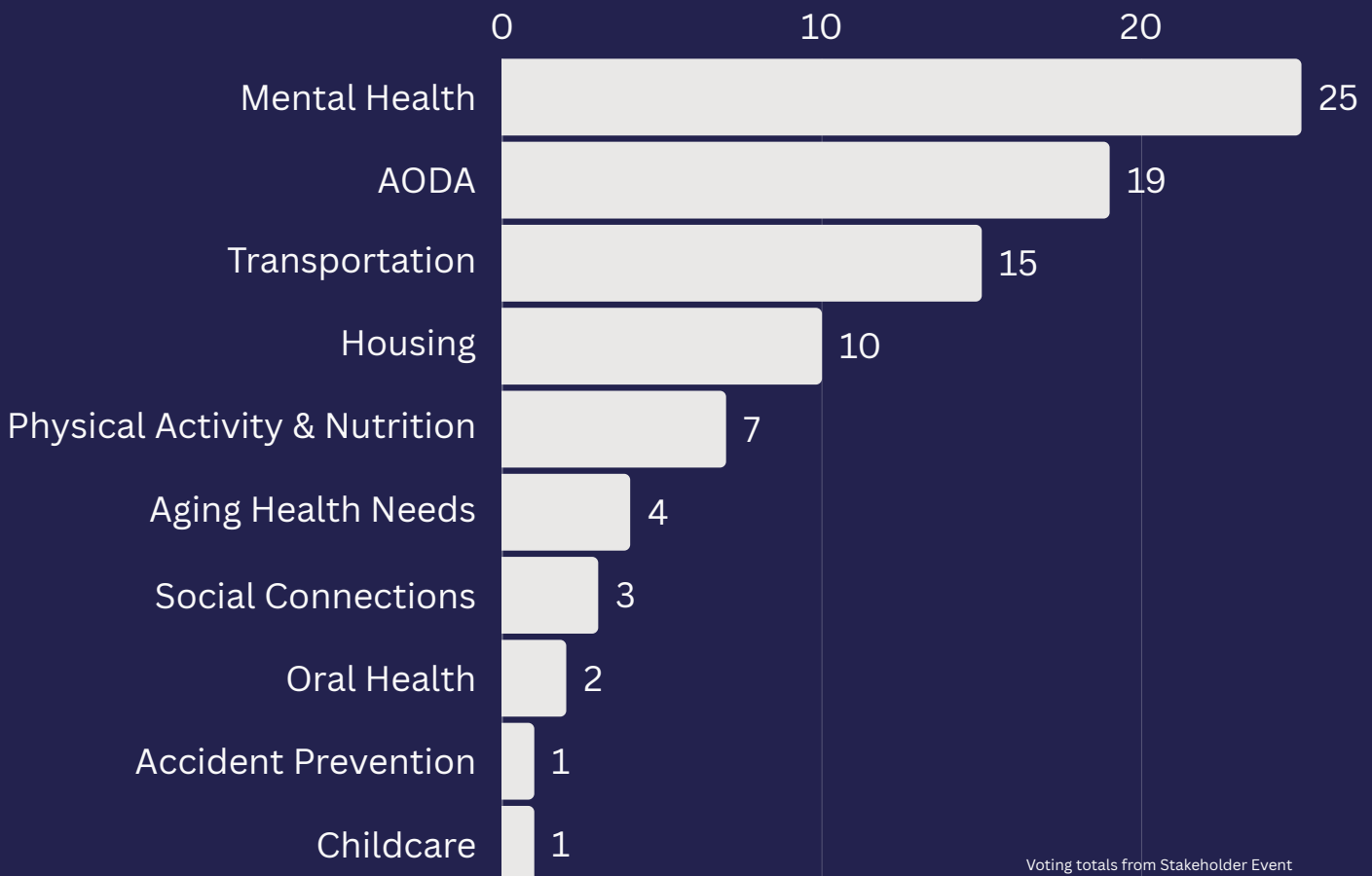
Stakeholder Meeting

On July 25th, 2023, Healthy Oconto County had a meeting with local stakeholders to gain input about local health and social determinant of health conditions. Stakeholders reviewed the data gathered from the community health assessment, key informant interviews, and secondary data. All attendees then voted in their own words, on the priorities that they felt were the most pressing in Oconto County according to the data. Results from the event are listed below:

Voting results from stakeholder event

Category	Votes
Mental Health	25
AODA	19
Transportation	15
Housing	10
Physical Activity & Nutrition	7
Aging Health Needs	4
Social Connections	3
Oral Health	2
Accident Prevention	1
Childcare	1

Voting totals from Stakeholder Event

Summary Of Core Data

	Top Health Conditions Identified by Core Data Set	Top Social Determinante of Health Issues Identified by Core Data Set
Community Health Survey	• AODA • Mental Health • Vaping and Tobacco Exposure	• Public Transportation • Mental Health Treatment Access • Substance Abuse Treatment Access
Key Informant Interviews	• AODA • Mental Health • Physical Activity and Nutrition	• Access to Care
Voting Results from Stakeholder Event	• Mental Health • AODA	• Transportation

Health Focus Area Summaries

AODA | Alcohol and Other Drug Abuse

Everyone who lives and works in Oconto County is affected by the health and economic costs of excessive alcohol misuse, including binge drinking. Consuming excessive amounts and misusing alcohol is associated with adverse health effects, poor social outcomes, lost productivity, and many other adverse outcomes. The image below provides context about the impacts that binge drinking has on the economic climate in Oconto County:

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.[2]

In Oconto County, the estimated annual economic cost of binge drinking is $25.9 million.

Lost Productivity $17.2 million

Criminal Justice $3.8 million

Healthcare $2.6 million

Total: $25.9 million

Other** $2.4 million

Cost per resident: $682

Cost to the government: $10.7 million

In addition to economic costs, residents who participate in binge drinking are also at higher risk for alcohol-related crashes, alcohol-related deaths, and alcohol-related hospitalizations. According to County Health Rankings, 37% of all motor vehicle crash deaths involved alcohol. The image below provides a comprehensive overview about the impacts that alcohol misuse and binge drinking can have on health and vehicular accidents and injuries in Oconto County:

Binge drinking is responsible for 76% of the excessive alcohol consumption economic cost.[3]

In Oconto County, excessive alcohol consumption contributes to an annual average of

14 alcohol-related deaths[4]

310 alcohol-related hospitalizations[5]

36 alcohol-related crashes[6]
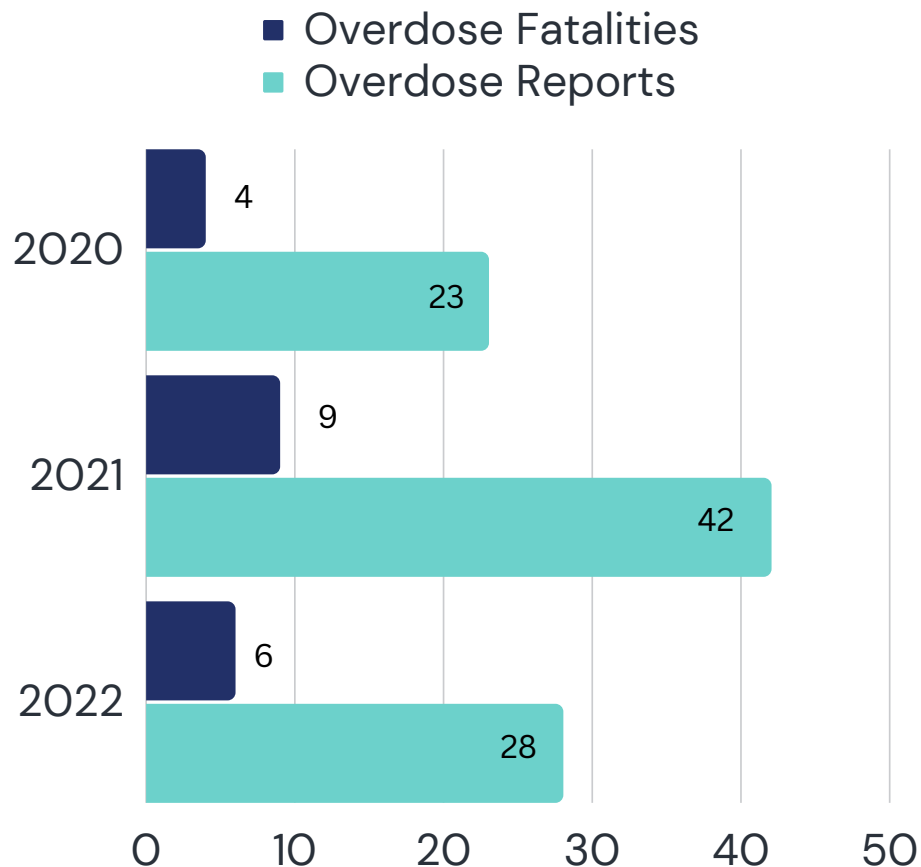
78 persons in an alcohol-related treatment service[7]

Excessive alcohol consumption includes:[2]
- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

AODA | Alcohol and Other Drug Abuse

Overdose Reports and Fatalities in Oconto County

See below the number of overdose reports to law enforcement, and fatalities that occurred in Oconto County between 2020–2022.

■ Overdose Fatalities
■ Overdose Reports

2020
- Overdose Fatalities: 4
- Overdose Reports: 23

2021
- Overdose Fatalities: 9
- Overdose Reports: 42

2022
- Overdose Fatalities: 6
- Overdose Reports: 28

(x-axis: 0, 10, 20, 30, 40, 50)

Oconto County Sheriffs Department
WI DHS- State Vital Records Office

3
3 Overdose fatalities between Jan 1 2023- July 13–2023

13
13 overdose reports to law enforcement between Jan 1 2023- July 13–2023

Between January 1-September 15, 2023, there were 14 ambulance runs in response to opioid overdoses in Oconto County.

Between January 1-September 15, 2023, Oconto County Emergency Medical Services administered 15 doses of Naloxone (Narcan).

Chronic Disease

Chronic diseases are defined as conditions that last longer than one year and require ongoing medical attention, or limit activities of daily living or both. Chronic diseases such as heart disease, cancer, and diabetes are the leading causes of death and disability in the United States.

In Oconto County, 8% of adults over the age of 20 are living with diabetes.
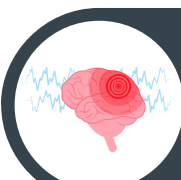
The average annual number of people living with cancer in Oconto County between 2016-2020 was 277.

It is estimated that 34.2% of Oconto County residents 18 and older, are living with high blood pressure (hypertension).

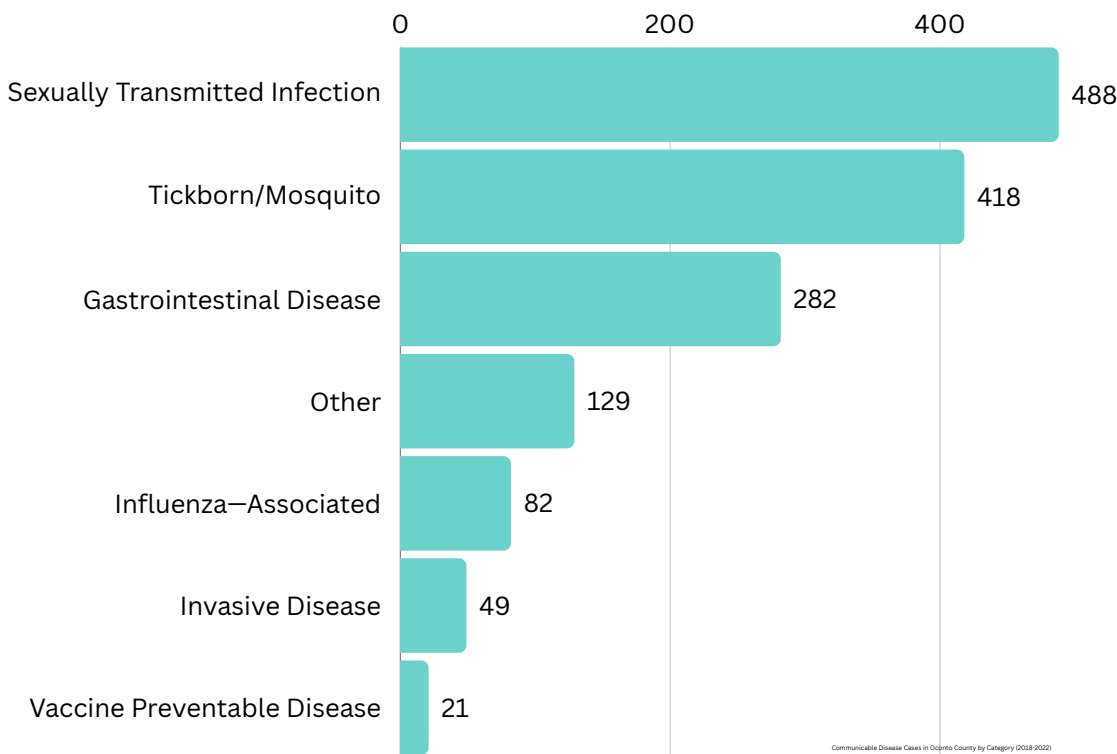Nearly 7.7% of Oconto County residents are suffering from coronary heart disease.

Nearly 3.5% of Oconto County residents have suffered from a stroke.

Communicable Disease

A communicable disease is one that is spread from one person to another through a variety of ways that include: contact with blood and bodily fluids; breathing in an airborne virus; or being bitten by an insect. The COVID-19 pandemic provided an example of how communicable diseases can impact a community. Between 2018- 2022, Oconto County Public Health reported 1,469 cases of communicable diseases.

Communicable Disease Cases in Oconto County by Category (2018-2022)

Category	Cases
Sexually Transmitted Infection	488
Tickborn/Mosquito	418
Gastrointestinal Disease	282
Other	129
Influenza—Associated	82
Invasive Disease	49
Vaccine Preventable Disease	21

Communicable Disease Cases in Oconto County by Category (2018-2022)

COVID-19 Cases in Oconto County	2020	2021	2022	2023 (Jan-Sep)
Confirmed, Suspect, and Probable	4155	4892	4176	489

Communicable Disease Categories:

Sexually Transmitted Infection
  Chlamydia
  Gonorrhea
  Pelvic Inflammatory Disease
  Syphilis

Vaccine Preventable Disease
  Hemophilus Influenza
  Mumps
  Measles
  Rubella
  Pertussis (Whooping Cough)
  Varicella (Chicken Pox)

Gastrointestinal Disease
  Campylobacteriosis
  Cyclosporiasis
  Cryptosporidiosis
  E-Coli
  Giardiasis
  Salmonellosis
  Shigellosis
  Yersiniosis

Tickborn/Mosquito
  Anaplasmosis
  Babesiosis
  Ehrlichiosis
  Lyme Disease

Influenza—Associated Hospitalizations
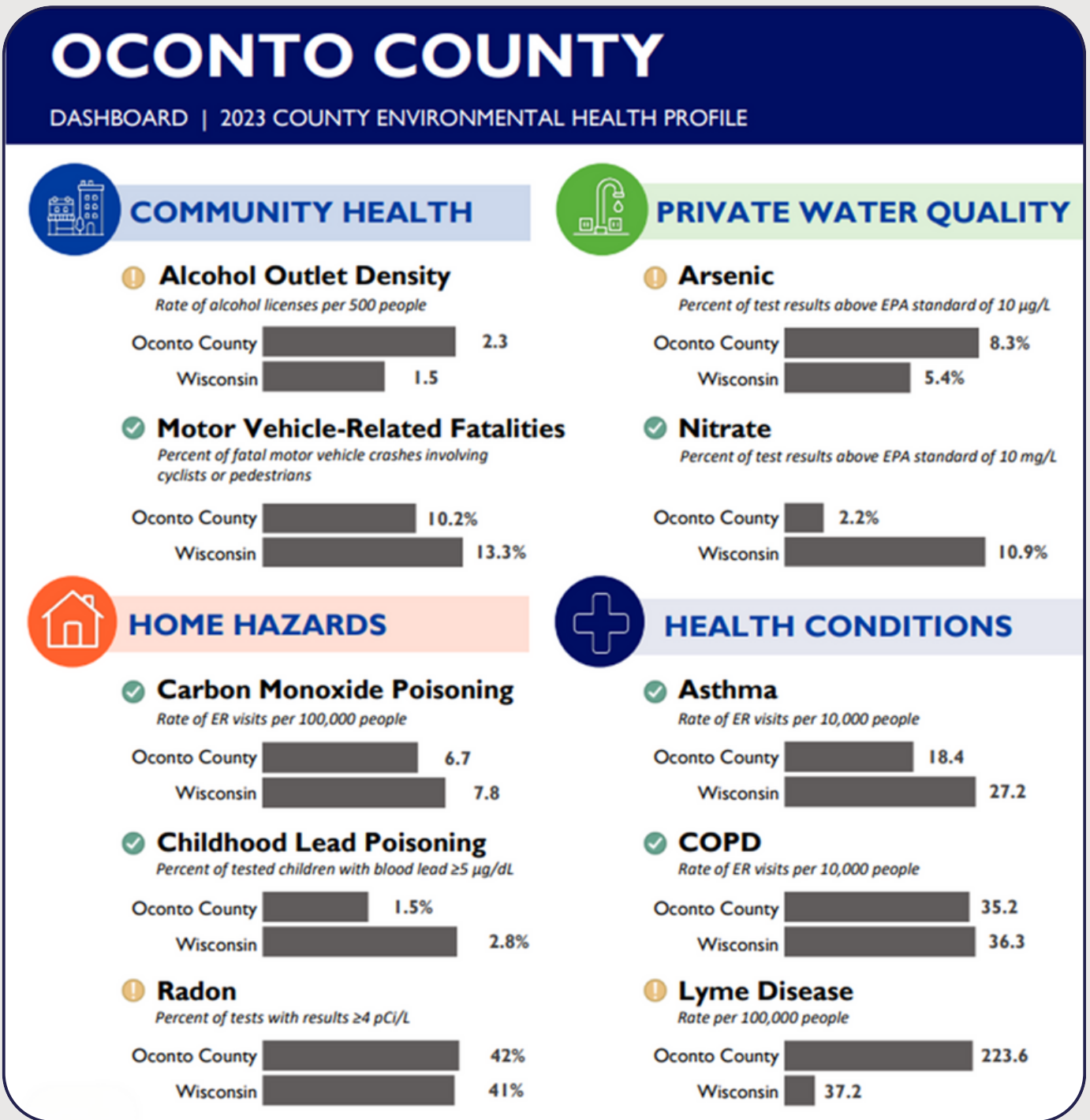 Influenza—Associated Hospitalizations

Invasive Disease
  Bacterial Meningitis
  Streptococcal Disease

Other
  Blastomycosis
  Carbon Monoxide
  Coccidioidomycosis
  Hepatitis A, B, C
  Histoplasmosis
  Latent Tuberculosis
  Legionellosis
  Mycobacterial Disease
  Toxoplasmosis
  Tularemia

Environmental Health

The quality of the environment has a large impact on the health and well being of people. The environment impacts life expectancy, quality of life, and wellbeing. Thus, it is important to take steps to preserve the areas in which we live to ensure that environmental conditions remain adequate in supporting optimal health outcomes. The image below provides an overview about how environmental conditions in Oconto County compare to the state of Wisconsin:

OCONTO COUNTY

DASHBOARD | 2023 COUNTY ENVIRONMENTAL HEALTH PROFILE

COMMUNITY HEALTH

⚠ Alcohol Outlet Density
Rate of alcohol licenses per 500 people

Oconto County	2.3
Wisconsin	1.5

✓ Motor Vehicle-Related Fatalities
Percent of fatal motor vehicle crashes involving cyclists or pedestrians

Oconto County	10.2%
Wisconsin	13.3%

PRIVATE WATER QUALITY

⚠ Arsenic
Percent of test results above EPA standard of 10 µg/L

Oconto County	8.3%
Wisconsin	5.4%

✓ Nitrate
Percent of test results above EPA standard of 10 mg/L

Oconto County	2.2%
Wisconsin	10.9%

HOME HAZARDS

✓ Carbon Monoxide Poisoning
Rate of ER visits per 100,000 people

Oconto County	6.7
Wisconsin	7.8

✓ Childhood Lead Poisoning
Percent of tested children with blood lead ≥5 µg/dL

Oconto County	1.5%
Wisconsin	2.8%

⚠ Radon
Percent of tests with results ≥4 pCi/L

Oconto County	42%
Wisconsin	41%

HEALTH CONDITIONS

✓ Asthma
Rate of ER visits per 10,000 people

Oconto County	18.4
Wisconsin	27.2

✓ COPD
Rate of ER visits per 10,000 people

Oconto County	35.2
Wisconsin	36.3

⚠ Lyme Disease
Rate per 100,000 people

Oconto County	223.6
Wisconsin	37.2

INJURY AND VIOLENCE

Injuries are a problem for many Oconto County residents. They can be caused by accidents, muscle overuse, or poor athletic training techniques. Injuries can range from minor cuts and bruises to more serious issues such as sprains, strains, and even fractures. These injuries not only cause physical pain but can also lead to emotional distress.
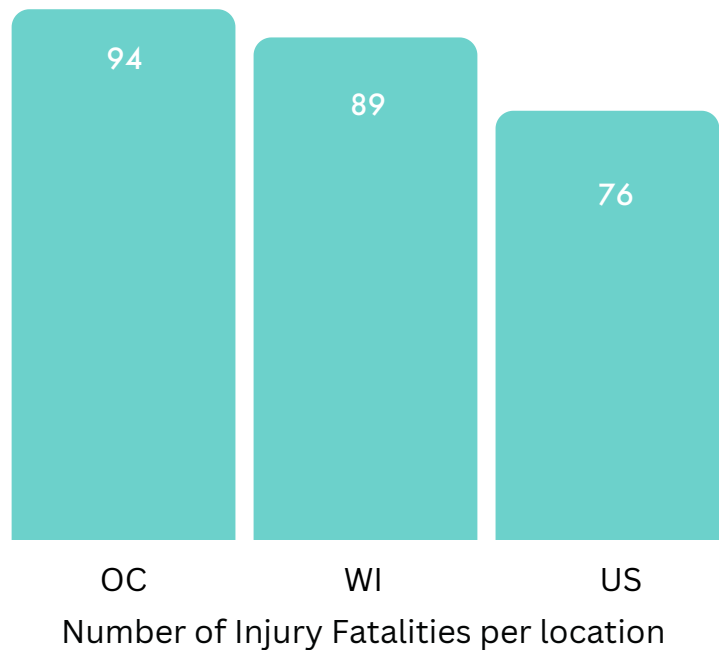
Injury Hospitalizations

167

Oconto County residents were hospitalized for injuries in 2020

Injury Fatalities

In Oconto County, Wisconsin, there were 94 deaths due to injury such as homicides, suicides, motor vehicle crashes and poisonings, per 100,000 people

Injury Fatalities per 100,000 residents

Location	Value
OC	94
WI	89
US	76

Number of Injury Fatalities per location

University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2023.
www.countyhealthrankings.org.

27

Mental Health

Mental health encompasses our emotional, psychological, and social well-being . It also impacts how we behave, think, feel, and cope with stress. Mental health is important at every stage of life and is a critical component of overall health. Mental and physical health are equally important components of overall health. For example, depression greatly increases the risk for many physical chronic conditions such as heart disease, and diabetes. Likewise, the presence of a chronic condition increases the risk for mental illness.

In Oconto County, Wisconsin, adults reported that their mental health was not good on 4.5 of the previous 30 days. Whereas Wisconsin, and the United States residents averaged at 4.4 meaning Oconto County residents had more poor mental health days than the Wisconsin and United States average.

S | M | T | W | T | F | S

I am doing well

I am not doing well

In Oconto County, there is a shortage of mental health providers to serve the population.

1 provider

to serve 2,810 people

Suicide

Suicide continues to grow as a concern for Oconto County residents. Suicide is a complex issue, as many factors can increase the risk of suicidal thoughts and behaviors. Risk factors include mental health and substance use issues, financial difficulties, physical illness, social isolation, childhood and historical trauma, and ease of access to the methods people use in suicide attempts. These risks can be decreased and suicide can be prevented. The chart below illustrates the number of Oconto County residents who lost their lives to suicide:

■ Number of Suicides in Oconto County 2020-2022

Bar chart data:
- 2020: 8
- 2021: 10
- 2022: 2

6

suicides occurred between Jan 1, 2023- July 13,2023
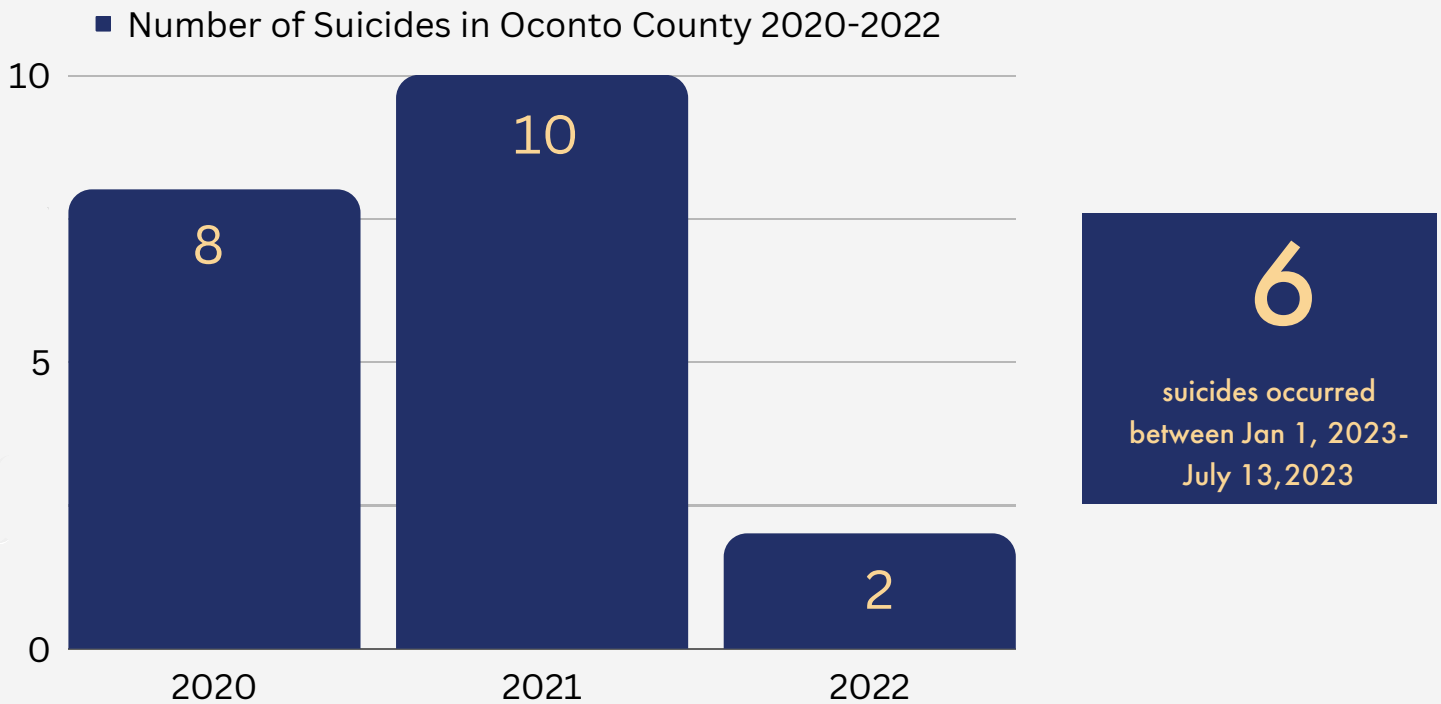
If you or someone you know is considering suicide, the 988 Suicide & Crisis Lifeline offers 24/7 call, text and chat access to trained crisis counselors who can help people experiencing suicidal, substance use, and/or mental health crisis, or any other kind of emotional distress. People can also dial 988 if they are worried about a loved one who may need crisis support.

NUTRITION AND OBESITY

Access to adequate nutrition is an important part of maintaining a healthy lifestyle. Residents without access to healthy food may suffer from various health issues such as obesity, high blood pressure, and diabetes. This problem is especially prevalent in areas known as food deserts, where there is a lack of grocery stores and fresh food markets. In addition to physical health benefits, having access to healthy food can also have positive effects on mental health. Eating a balanced diet can improve mood, cognitive function, and overall well-being.

2%

Of Oconto County residents with low income do not live close to a grocery store limiting their access to healthy food options .

Year of data used 2019

34%

Of Oconto County residents had a body mass index (BMI) of 30 or greater.

Year of data used 2019

21%

21% of Oconto County students experienced hunger at home in the past 30 days
YRBS 2021

3%

3% of students reported that they went hungry at home "most of the time" or "always" in the past 30 days
YRBS 2021

8%

8% of people in Oconto County lack regular access to adequate food
County Health Rankings

Oconto County 2021 High School YRBS Results
University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2023.
www.countyhealthrankings.org.

30

Physical Activity

Physical activity is an important part of a healthy lifestyle. Regular physical activity provides numerous health benefits for people of all ages. Engaging in physical activity helps to improve cardiovascular health, build strong muscles and bones, and reduce the risk of chronic diseases. Additionally, physical activity can also help to improve mental health by reducing stress and anxiety, improving mood, and promoting better sleep.

56%

of Oconto County residents live close to a park or recreation facility. Increasing access to opportunities for physical activity improves health outcomes.

Years of data used: 2022 & 2020

20%

of Oconto County adults reported participating in no physical activity outside of work.

Years of data used: 2022 & 2020

Oral Health

Maintaining good oral health is an important part of improving quality life improving the ability to speak, smile, smell, taste, touch, chew, swallow, and make facial expressions to show feelings and expressions. Unfortunately, many individuals are afflicted by oral health conditions such as cavities, gum disease, pain, and oral cancer.

Oconto County is classified as a Health Professional Shortage Area (HPSA) and would need one more dentist to reduce that shortage. Having a shortage is burdensome for residents because it can result in longer wait times for appointments and emergency dental care.

Tooth decay impacts the following:

Learning   Speaking   Sleeping   Eating   Self-esteem

#1

Tooth decay is the most common chronic disease of childhood.

In Oconto County, there is 1 dentist for every 2,620 residents
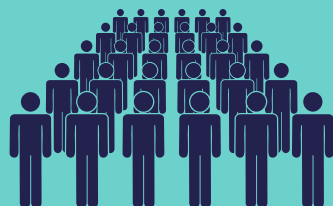
Between 2020-2022, 295 Oconto County residents went to the emergency room for dental concerns, instead of seeing a dentist.

EMERGENCY
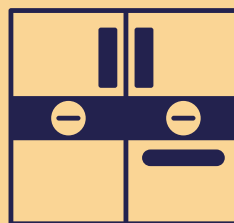
Vaping and Tobacco Use and Exposure

Cigarette smoking is identified as a cause of various cancers, cardiovascular disease, and respiratory conditions, as well as low birthweight and other adverse health and social outcomes. Smoking electronic cigarettes (or vaping) also has adverse health consequences as they are packed with many harmful chemicals. Youth are especially at risk for the dangers of vaping because the product flavors replicate their favorite sweets and desserts. Oconto County residents and youth are no exception as many have reported regular and chronic use of tobacco products and e-cigarettes.

19% Of Oconto County adults currently smoke cigarettes, which is higher than the Wisconsin average where 16% of adults are current smokers.
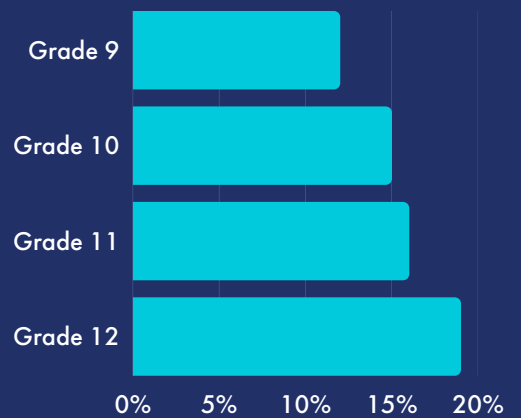
Years of data used (2020)

Percentage Oconto County youth who reported vaping in the past 30 days:
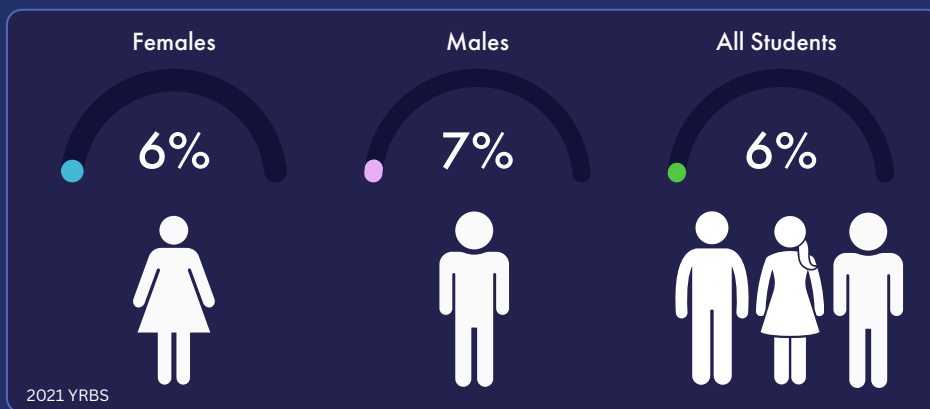
Females	Males	All Students
17%	14%	15%
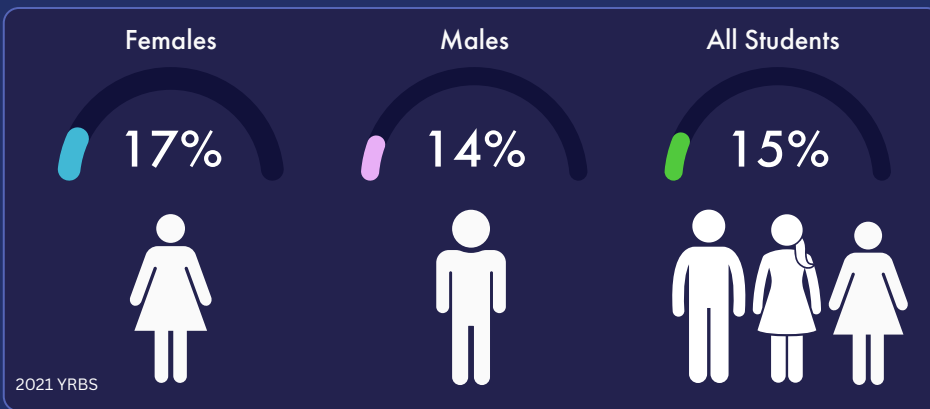
2021 YRBS

% of students who vape by grade
2021 YRBS

Grade	
Grade 9	
Grade 10	
Grade 11	
Grade 12	

0% 5% 10% 15% 20%

Percentage Oconto County youth who reported trying other tobacco products in the past 30 days:

Females	Males	All Students
6%	7%	6%

2021 YRBS

% of students who use tobacco products by grade 2021 YRBS

Grade	
Grade 9	
Grade 10	
Grade 11	
Grade 12	

0% 2.5% 5% 7.5% 10%

UNIVERSITY OF WISCONSIN POPULATION HEALTH INSTITUTE. COUNTY HEALTH RANKINGS & ROADMAPS 2023.
WWW.COUNTYHEALTHRANKINGS.ORG.
OCONTO COUNTY 2021 HIGH SCHOOL YRBS RESULTS

33
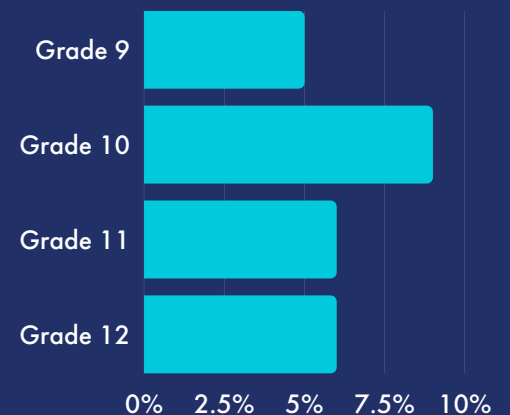
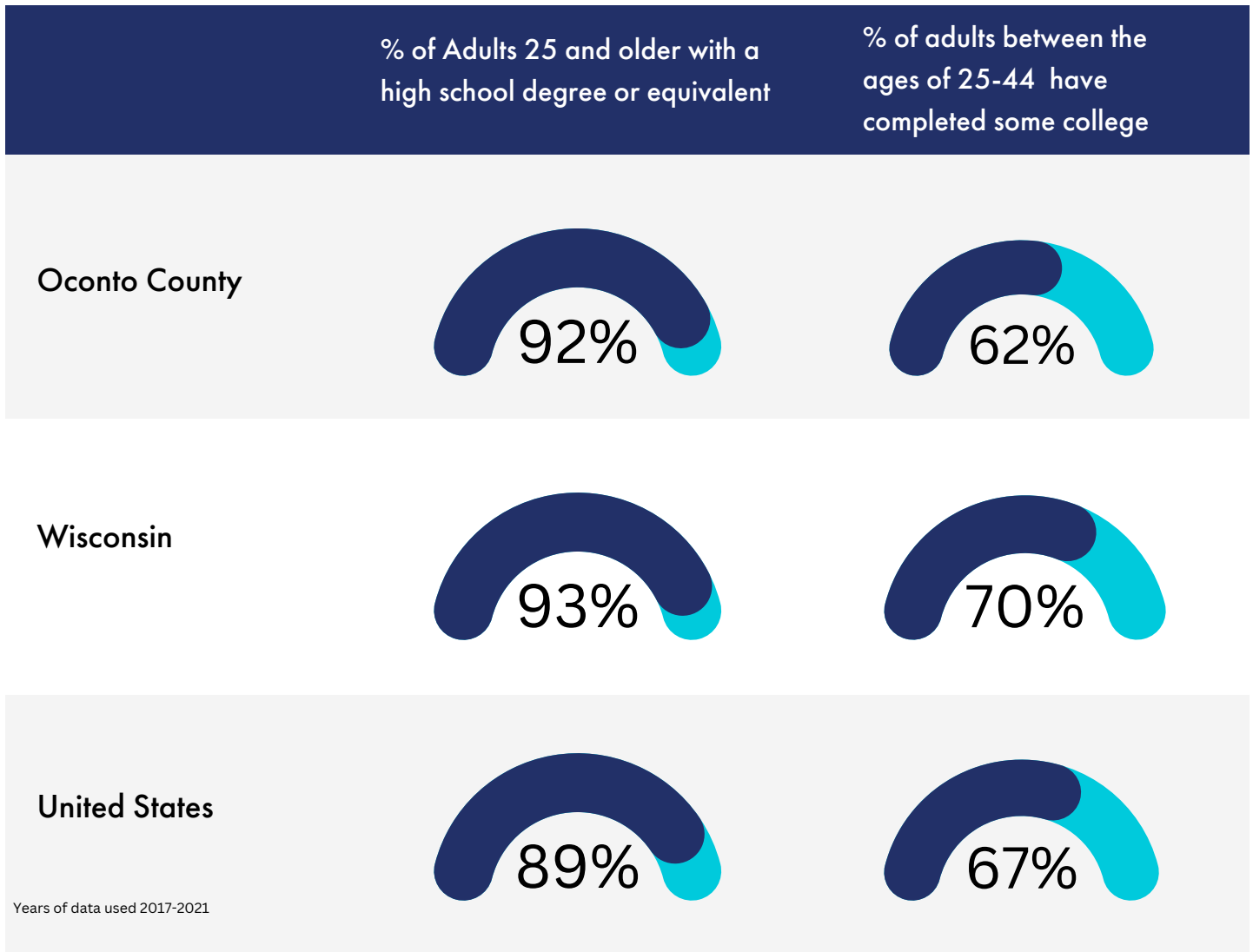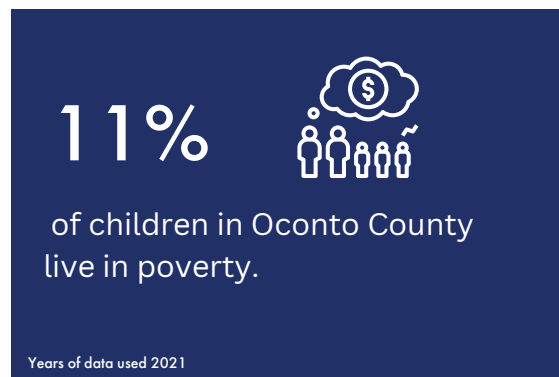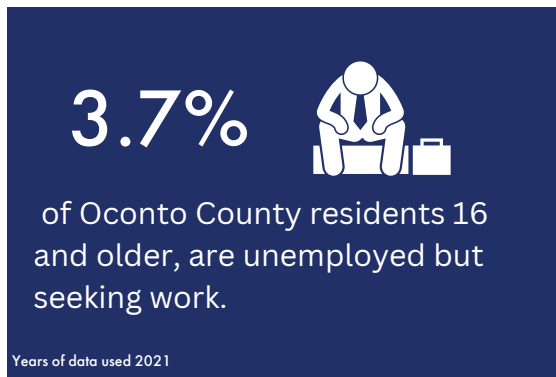# Social Determinants of Health

S D O H

Education

A high school diploma is a standard requirement for many jobs and for higher education opportunities. Not completing high school can have negative health consequences such as limited employment opportunities, low wages, and poverty. There are many factors that can influence a student's ability to graduate and obtain a college education. These factors can be related to the individual student or can be the result of larger systemic factors such as family, policy, and community circumstances. The chart below illustrates the percentage of Oconto County residents who have completed high school and some college:

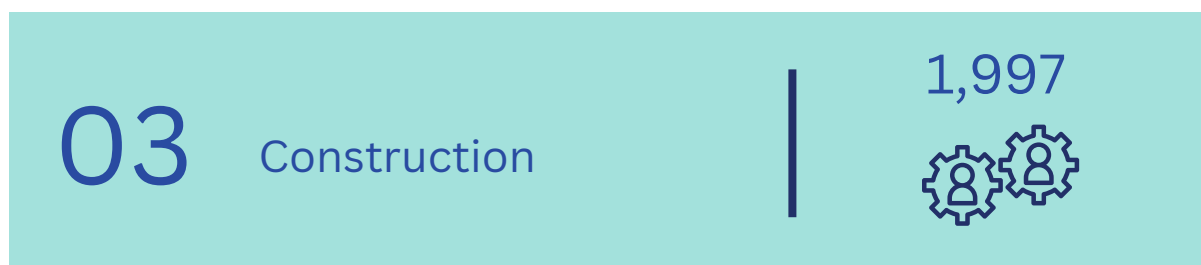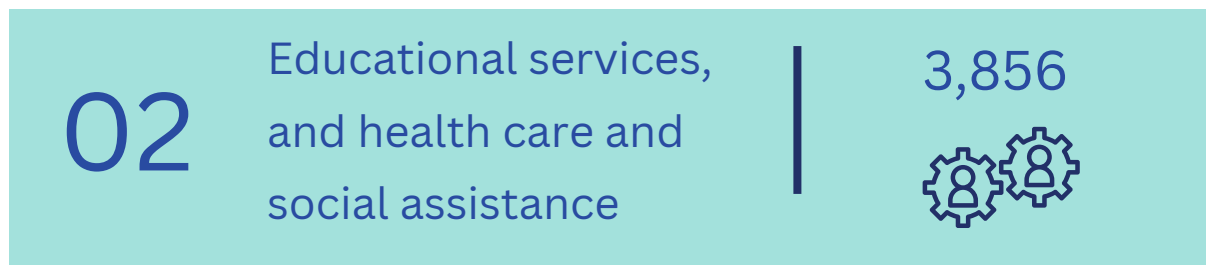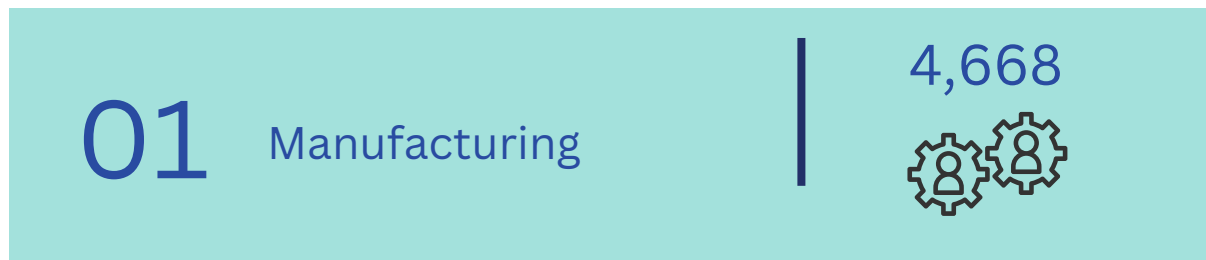|	% of Adults 25 and older with a high school degree or equivalent	% of adults between the ages of 25-44 have completed some college
Oconto County	92%	62%
Wisconsin	93%	70%
United States	89%	67%

Years of data used 2017-2021

EMPLOYMENT

Employment is a vital social determinant of health because residents with stable employment and income have better health outcomes. Residents with stable employment are more likely to have stronger social connections and a sense of belonging to their community. This, in turn, can lead to a stronger support network, healthier lifestyle behaviors, and better access to healthcare resources. However, unemployment or underemployment can lead to financial strain, social isolation, and increased stress, all of which can negatively impact an individual's physical and mental health.

3.7%
of Oconto County residents 16 and older, are unemployed but seeking work.

Years of data used 2021

11%
of children in Oconto County live in poverty.

Years of data used 2021

Top 3 Employment Industries in Oconto County (by # of Employees)

01	Manufacturing	4,668
02	Educational services, and health care and social assistance	3,856
03	Construction	1,997

UNIVERSITY OF WISCONSIN POPULATION HEALTH INSTITUTE. COUNTY HEALTH RANKINGS & ROADMAPS 2023.
WWW.COUNTYHEALTHRANKINGS.OURG.
OCONTO COUNTY HOUSING MARKET STUDY AND NEEDS ASSESSMENT | 2023

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Housing

Access to safe and stable housing is an important part of a healthy community. Without proper housing, individuals and families may face exposure to issues such as overcrowding, inadequate heating or cooling, and exposure to environmental hazards. These conditions can lead to physical and mental health problems, making it difficult for people to work, study, and participate in community life. Moreover, a lack of affordable housing can also contribute to homelessness, a problem that affects millions of people around the world. Homelessness is not only an individual crisis, but it can also strain human service providers and local economies.

Housing Availability

Home and renter vacancy rates in 2021 were 1.1% and 3.8% respectively. The percentage of vacant rental units and homes for sale have decreased since 2015, which means fewer open vacancies are available for Oconto County residents.

■ Home ■ Rental

Year	Home	Rental
2015	2.3%	4.7%
2020	1.5%	3.8%
2021	1.1%	3.8%
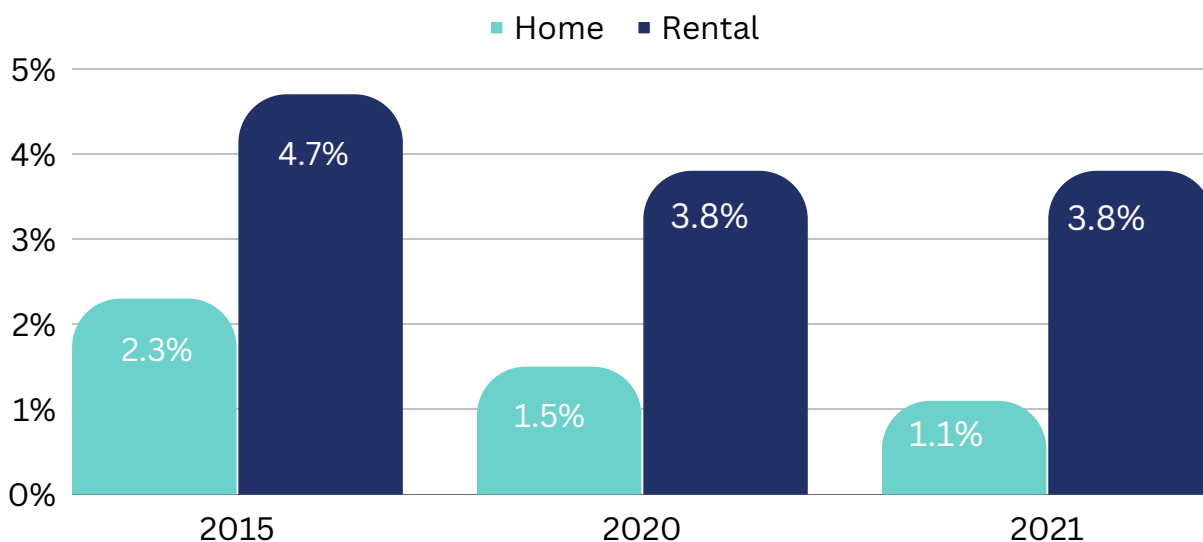
9% *of Oconto County households experience at least one of the following ; overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities.*

NIVERSITY OF WISCONSIN POPULATION HEALTH INSTITUTE. COUNTY HEALTH RANKINGS & ROADMAPS 2023.
WWW.COUNTYHEALTHRANKINGS.ORG.
OCONTO COUNTY HOUSING MARKET STUDY AND NEEDS ASSESSMENT | 2023

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Transportation

Access to safe and dependable transportation is an important part of health. This is especially true for rural communities like Oconto County where necessities are not always in walking distance. Without access to reliable transportation, individuals in rural areas may face a wide range of challenges that impact their overall health and wellbeing. For example, they may struggle to get to important medical appointments or access emergency care in a timely manner. Lack of transportation can also limit opportunities for education or employment, which can contribute to economic and social challenges.

53% — of Oconto County residents work outside of the County.

44% — of Oconto County residents commute 30 minutes or more each day for work

81% — Of Oconto County residents drive alone to work

How Oconto County residents commute to work

Drive Alone

81%

Carpool

8%

Walk

2%

Oconto County Housing Market Study and Needs Assessment | 2023
Data years: 2017-2021

38
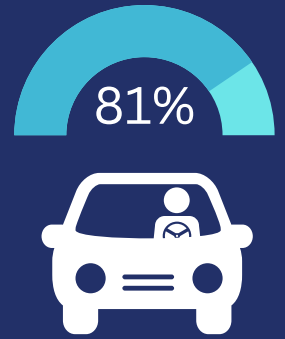
Final Priorities and Next Steps

Final Priorities

Many factors were considered during the prioritization process. Healthy Oconto County members considered and compared primary local data sources such as the community health survey and key informant interviews. Secondary sources of data were also compared to the voting results from the Stakeholder Meeting.

Selecting our priorities was a difficult task because there are many pressing health and social determinant of health needs that impact Oconto County residents. Healthy Oconto County truly feels that the selected priorities encompass the needs of the community.

2023-2026 (new) Priorities

| ALCOHOL AND OTHER DRUG ABUSE (AODA) | MENTAL HEALTH | TRANSPORTATION |

2020-2023 (previous) Priorities

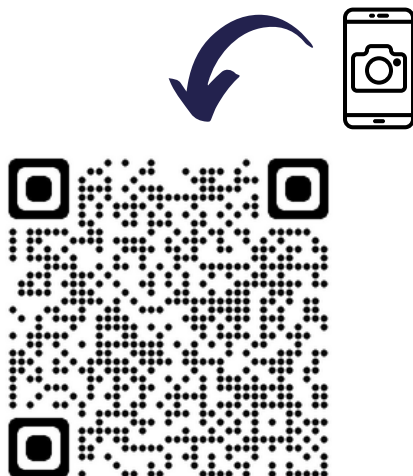| ALCOHOL AND OTHER DRUG ABUSE (AODA) | MENTAL HEALTH | NUTRITION AND PHYSICAL ACTIVITY |

Conclusion and Next Steps

The next steps of this process include the completion of our Community Health Improvement Plan (CHIP) to address the health priorities noted in this assessment. In our CHIP, we will also be implementing targeted interventions to address our health priorities. These interventions will be based on evidence-based practices and will be tailored to meet the unique needs of our community.

The CHIP will involve a collaborative effort from various stakeholders including healthcare providers, community leaders, and residents. By working together, we can identify the root causes of these health priorities and develop effective strategies to improve the overall health and well-being of our community.

We believe that through these efforts, we can make a significant impact on the health outcomes of our community. By working together and prioritizing the health and well-being of our residents, we can create a healthier and more vibrant community for years to come.

Follow Healthy Oconto County on Facebook!

Or visit this link!

Healthy Oconto County

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

Appendix A: Acronyms and Abbreviations Used in Report

ACA	Affordable Care Act
AODA	Alcohol and Other Drug Abuse
CDC	Center for Disease Control
CHA	Community Health Assessment
CHIP	Community Health Improvement Plan
CHR	County Health Rankings
DHS	Department of Health Services
DPH	Division of Public Health
HOC	Healthy Oconto County
IRS	Internal Revenue Service
OC	Oconto County
OPPA	Office of Policy and Practice Alignment
SHA	State Health Assessment
SHIP	State Health Improvement Plan
US	United States
UW	University of Wisconsin

Appendix B: Community Health Survey Results

The Community Health Survey was designed to collect primary data from Oconto County residents. The data provides us with an overview of how the community ranks health and social determinants of health priorities that impact their everyday lives. Responses were used in comparison with key informant interviews and secondary data to identify overall themes and issues and address health challenges.

Participation in this survey was voluntary and answers were anonymous. The survey was open to all Oconto County residents over the age of 18. The survey was promoted to community residents via social media and by paper flyers with the link and QR code. Respondents also had the option to call Oconto County Public Health to complete the survey over the phone. It was the goal of Healthy Oconto County to collect as many responses as possible and offer as many avenues to complete the survey as possible.

 A total of 691 residents completed the survey. The top three health areas ranked were Mental Health; Alcohol and other Drug Abuse, and Tobacco Exposure and Vaping. The top three social determinants of health were Transportation, Mental Health Treatment Access, and Substance Abuse Treatment Access.

Limitations: Healthy Oconto County acknowledges that results from the community health survey are dependent on the opinions of a limited number of Oconto County Residents who completed the survey. Results may have been different if other residents had completed the survey. Results should be interpreted while giving consideration to limitations.

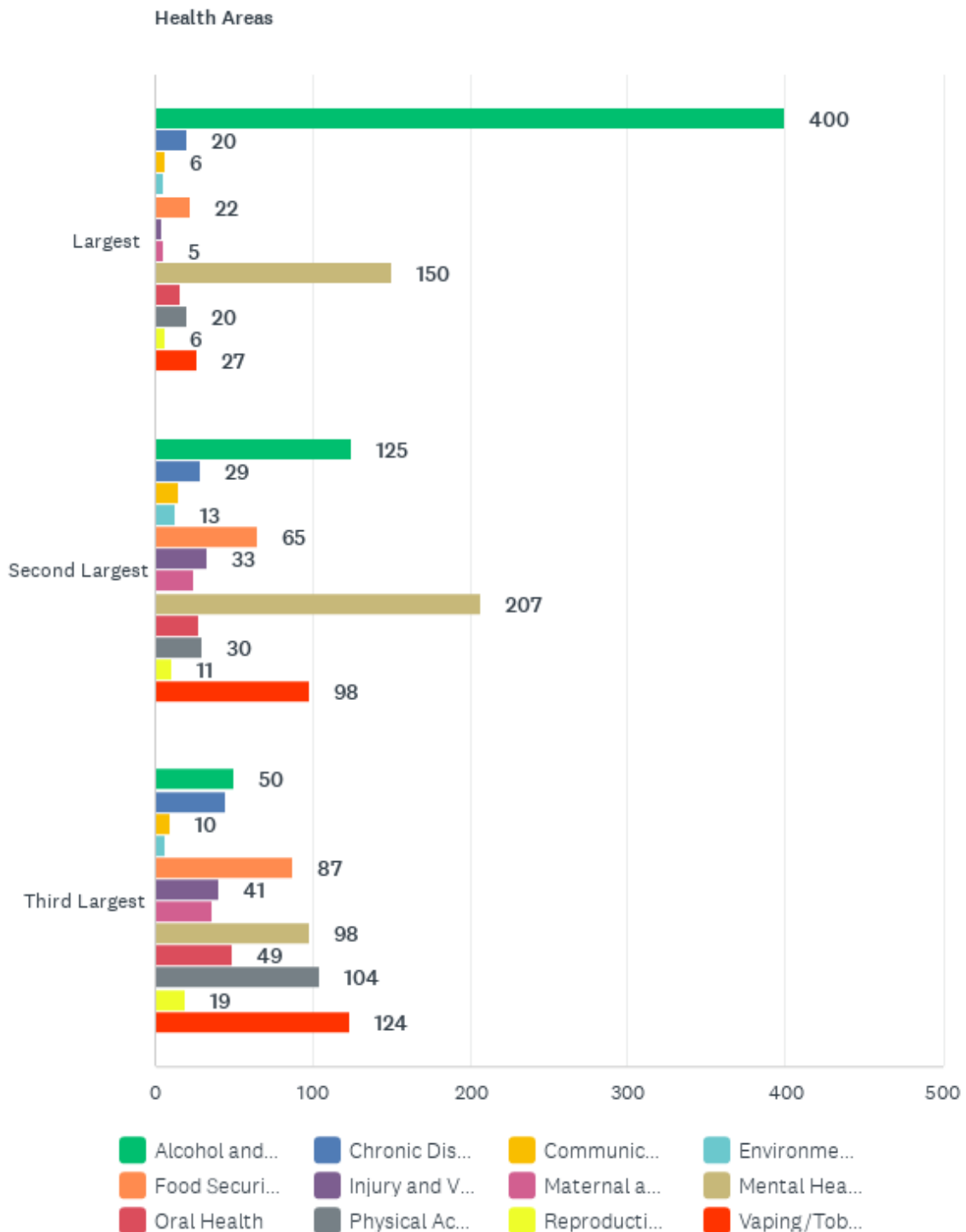# Appendix B: Community Health Survey Results

Questions 1-3 from the Community Health Survey asked community members to identify and rank the most pressing health, and social determinant of health areas that Oconto County is facing. This allowed Healthy Oconto County to better understand which areas took priority according in the eyes of community members.

Question 1: For each health area listed below, please indicate if you feel it is a problem in Oconto County (691 responses).
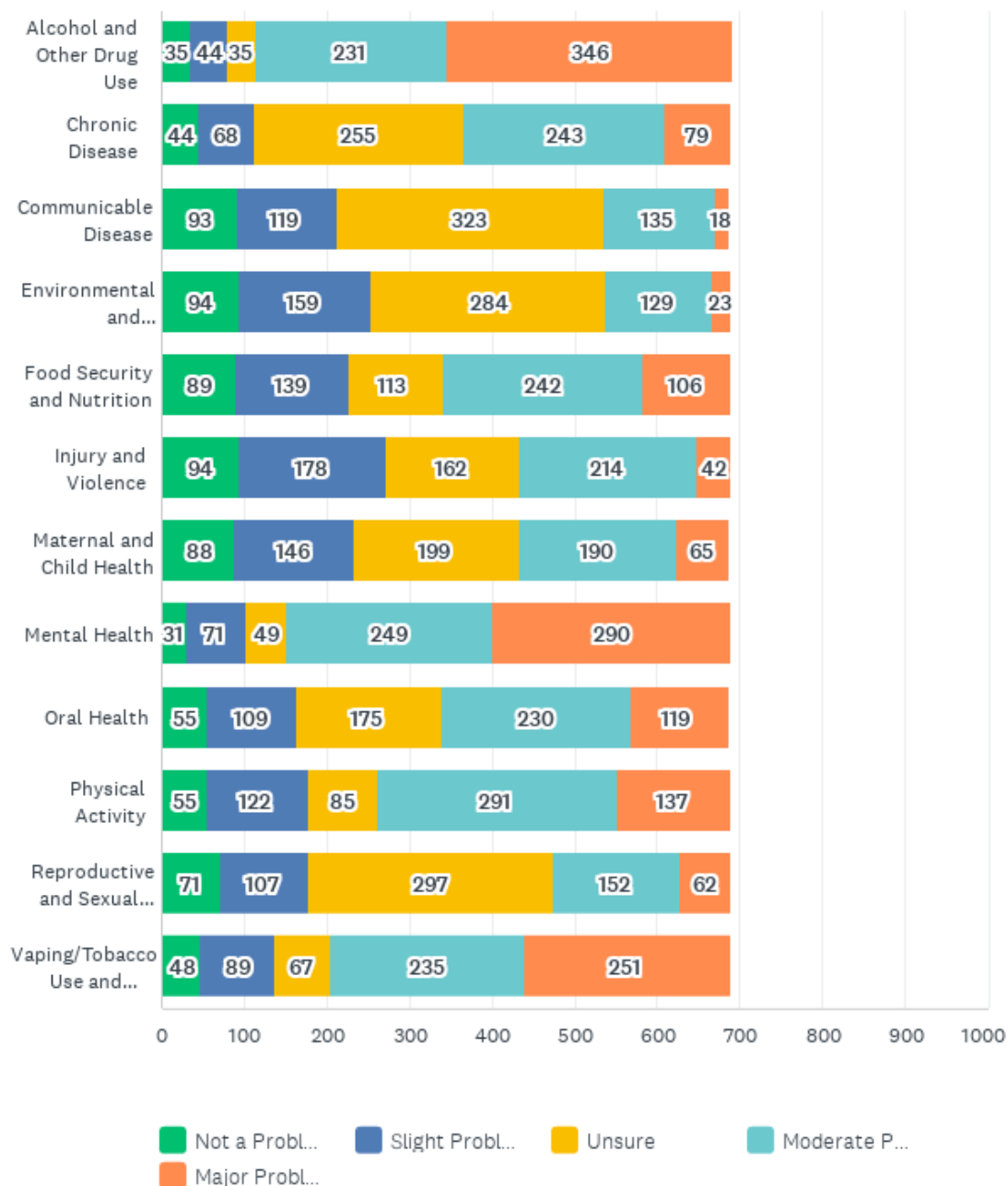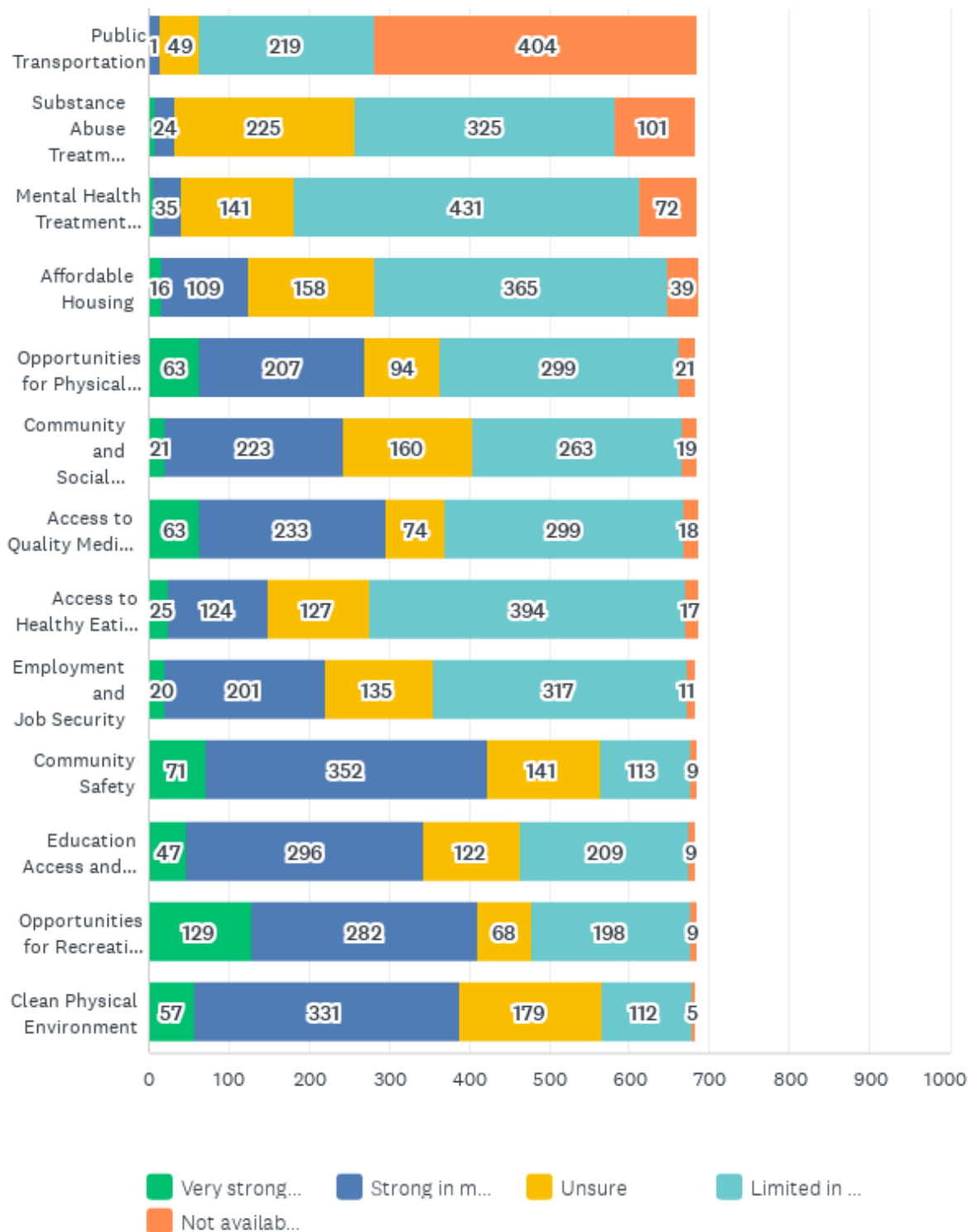
Appendix B: Community Health Survey Results

Question 2: From the health areas listed in question 1, please rank the 3 that you believe are the largest problem in Oconto County.

Health Areas

Largest
- Alcohol and... : 400
- Chronic Dis... : 20
- Communic... : 6
- Food Securi... : 22
- Injury and V... : 5
- Mental Hea... : 150
- Oral Health : 20
- Reproducti... : 6
- Vaping/Tob... : 27

Second Largest
- Alcohol and... : 125
- Chronic Dis... : 29
- Environme... : 13
- Food Securi... : 65
- Injury and V... : 33
- Mental Hea... : 207
- Physical Ac... : 30
- Reproducti... : 11
- Vaping/Tob... : 98

Third Largest
- Alcohol and... : 50
- Communic... : 10
- Food Securi... : 87
- Injury and V... : 41
- Mental Hea... : 98
- Oral Health : 49
- Physical Ac... : 104
- Reproducti... : 19
- Vaping/Tob... : 124

Legend: Alcohol and... | Chronic Dis... | Communic... | Environme... | Food Securi... | Injury and V... | Maternal a... | Mental Hea... | Oral Health | Physical Ac... | Reproducti... | Vaping/Tob...

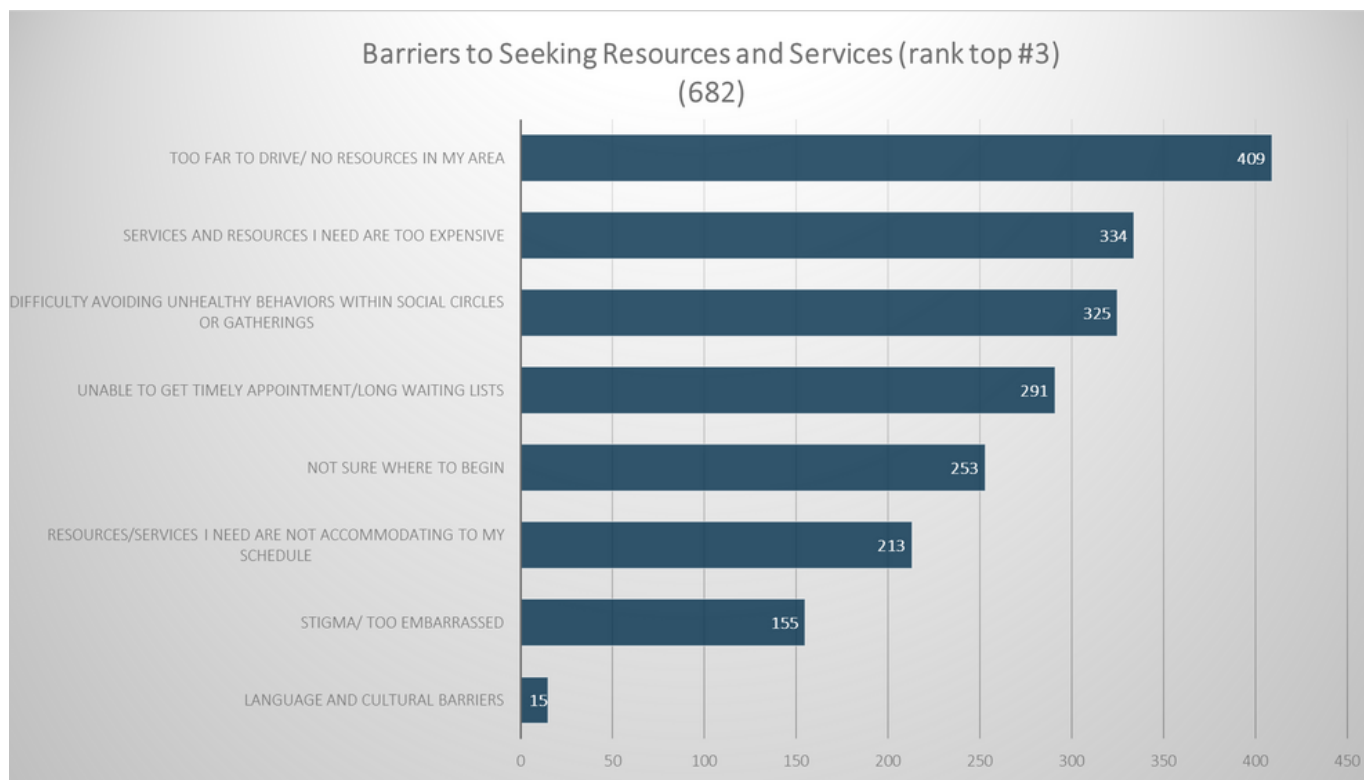# Appendix B: Community Health Survey Results

Question 3: Social Determinants of Health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age. We know that SDOH affect a wide range of health, functioning, and quality-of-life outcomes and risks. For each factor listed below, please indicate its level of strength in Oconto County (687 responses).

Appendix B: Community Health Survey Results

Question 4 was drafted to assess barriers that community members may be facing while trying to improve their overall health. Participants were asked to rank the top three barriers that they (or people they know) are facing while taking steps to improve health. There were 682 responses.

Question 4: What do you believe are the largest barriers for yourself and your community to taking steps to improve health? (please select your top 3).

Barriers to Seeking Resources and Services (rank top #3)
(682)

- TOO FAR TO DRIVE/ NO RESOURCES IN MY AREA: 409
- SERVICES AND RESOURCES I NEED ARE TOO EXPENSIVE: 334
- DIFFICULTY AVOIDING UNHEALTHY BEHAVIORS WITHIN SOCIAL CIRCLES OR GATHERINGS: 325
- UNABLE TO GET TIMELY APPOINTMENT/LONG WAITING LISTS: 291
- NOT SURE WHERE TO BEGIN: 253
- RESOURCES/SERVICES I NEED ARE NOT ACCOMMODATING TO MY SCHEDULE: 213
- STIGMA/ TOO EMBARRASSED: 155
- LANGUAGE AND CULTURAL BARRIERS: 15

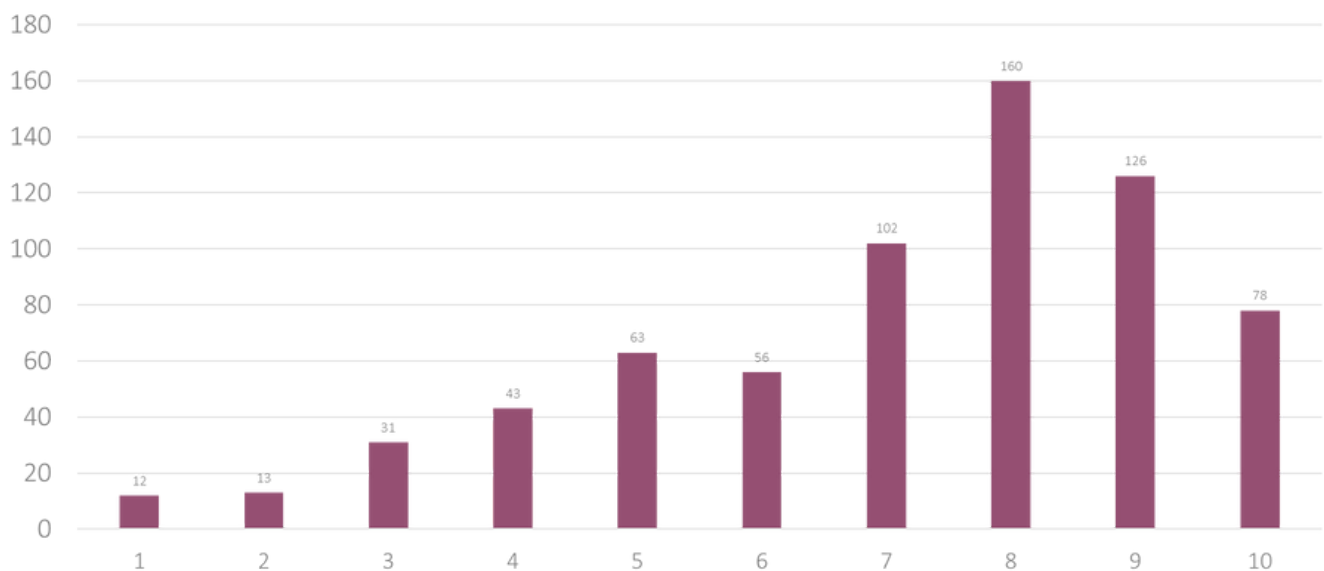# Appendix B: Community Health Survey Results

Question 5 and 6 asked respondents to rank their overall physical and mental health using a scale of 1-10 (1 being poor 10 being excellent).

Question 5: How would you rate your overall physical health?
(690 responses- average 7)
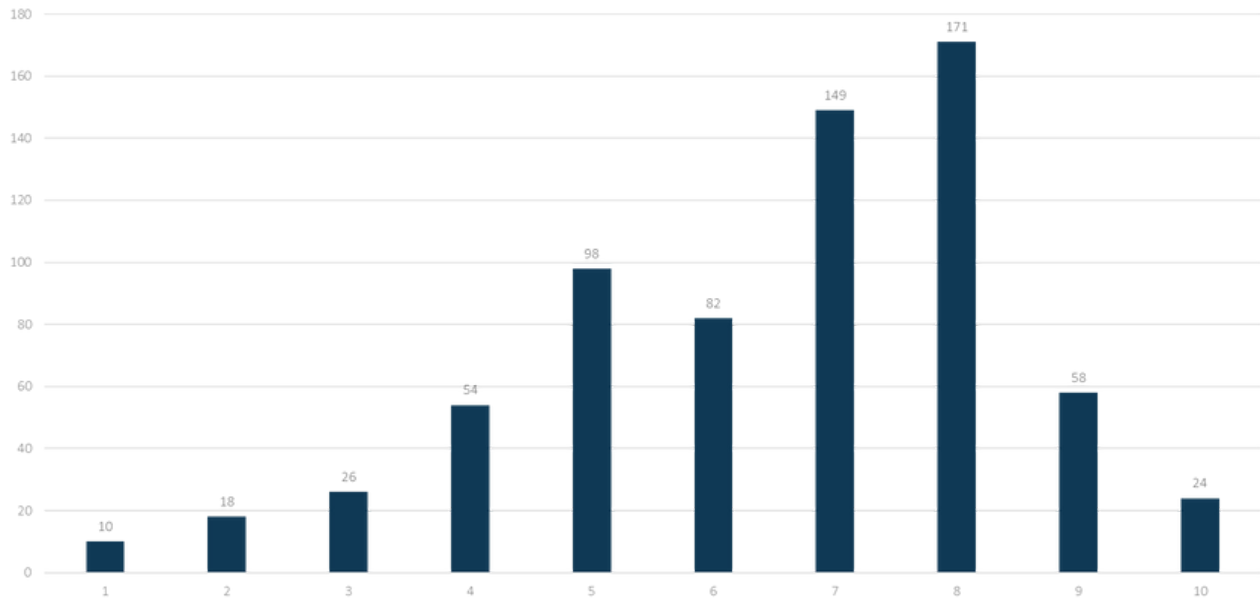
Question 6: How would you rate your overall mental health?
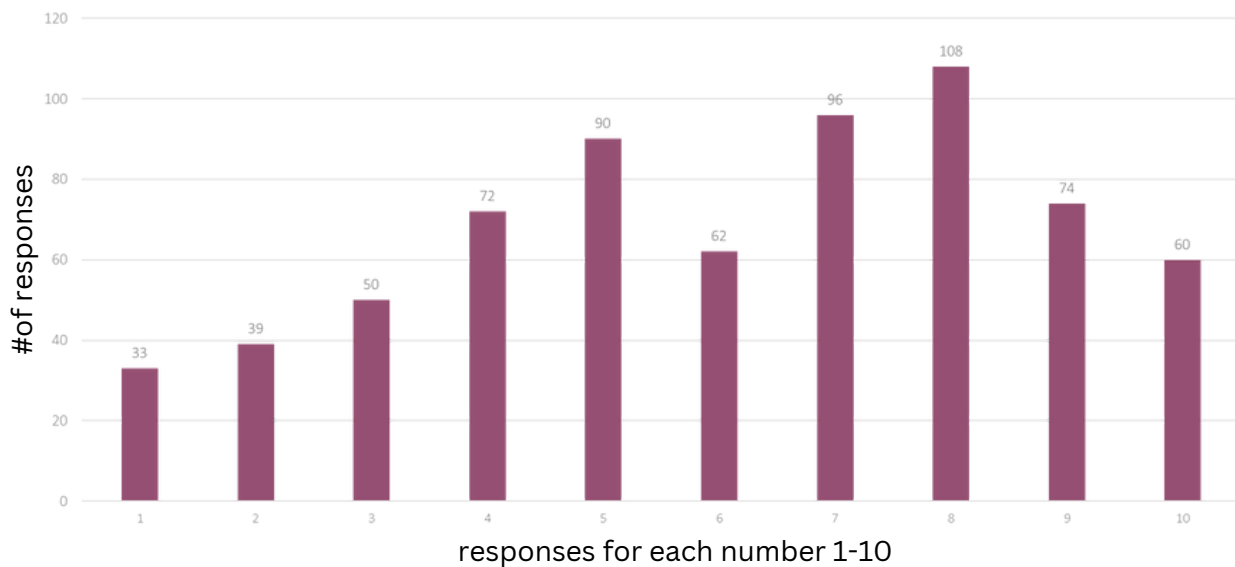
684 responses-average 7

Appendix B: Community Health Survey Results

Questions 7 and 8 assess whether respondents felt socially connected to their community, or had people that could help them during a time of need. A scale of 1-10 was used where 1 meant poor and 10 meant excellent).
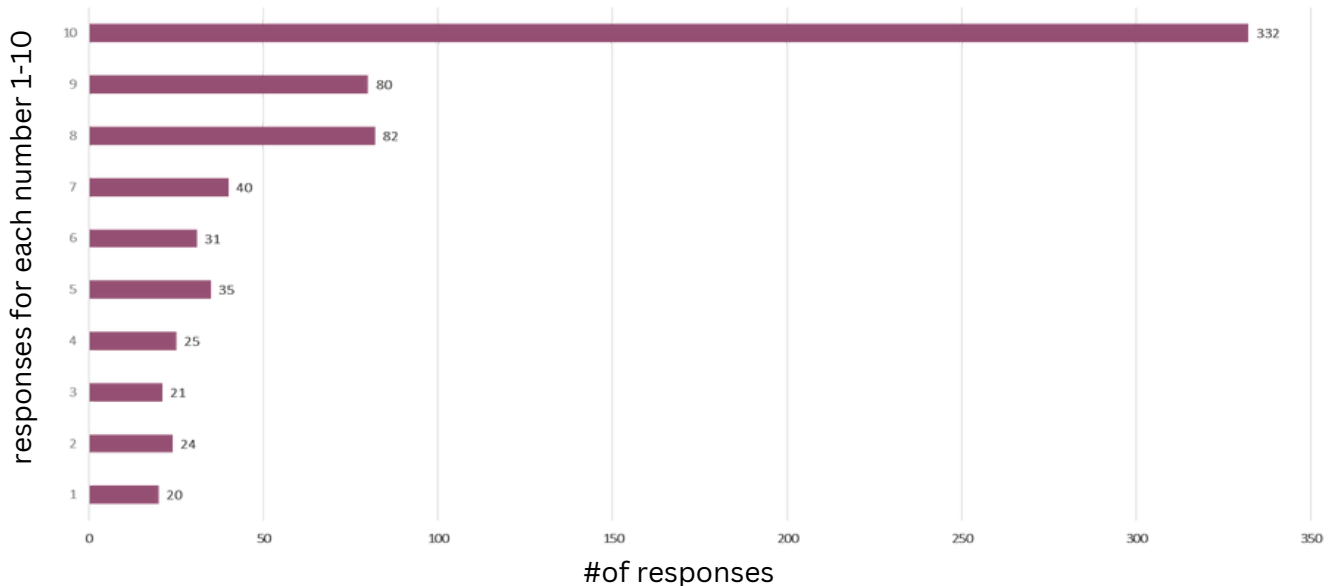
Question 7: How would you describe your sense of belonging to your local community?

684 Responses- average 6

responses for each number 1-10

Question 8: If you were in trouble, do you have relatives or friends you can count on to help you whenever you need them?
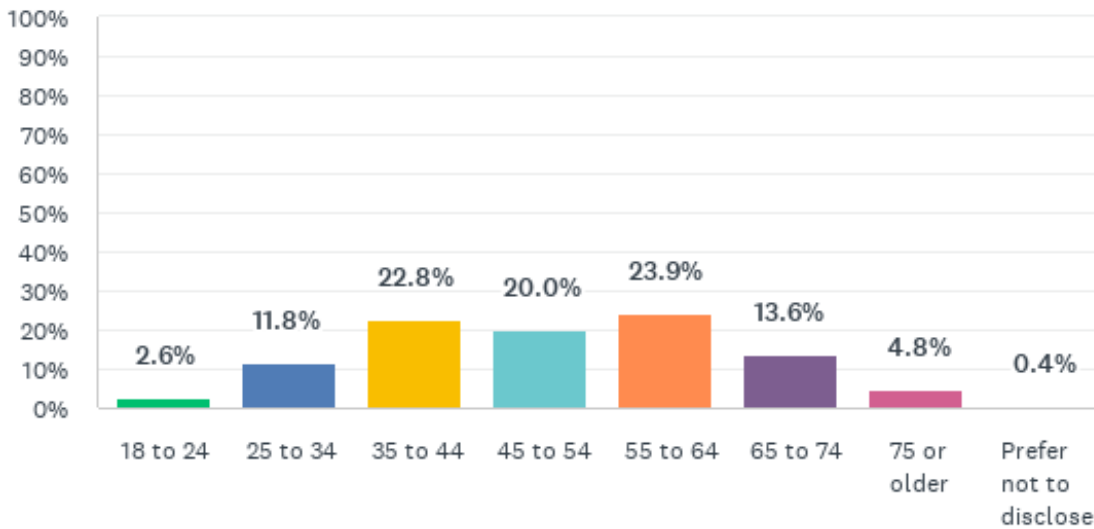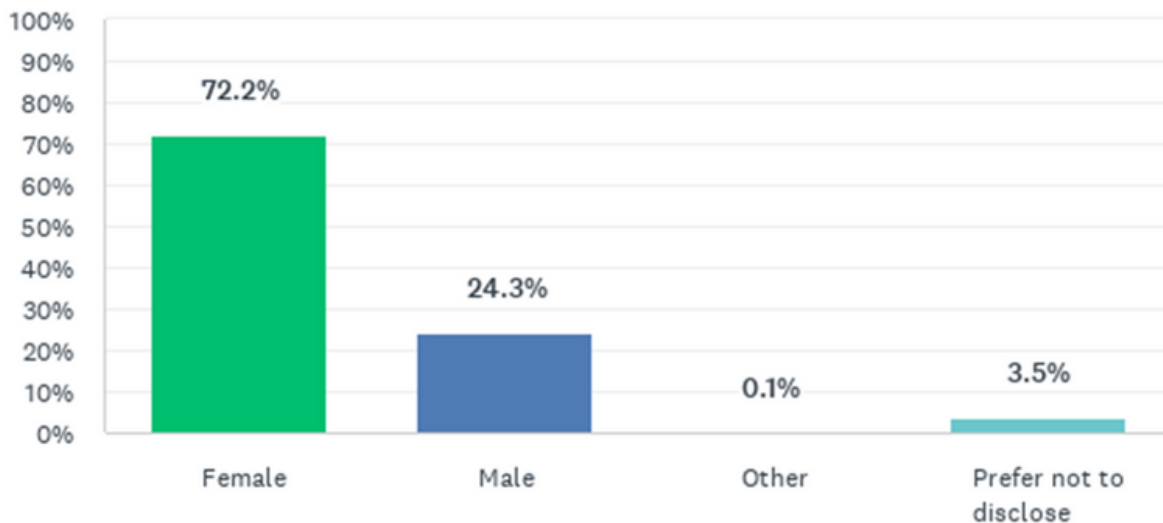(690 Responses- average 8)

#of responses

Appendix B: Community Health Survey Results

Questions 9-14 assess demographic information to allow us to better understand the background characteristics of our survey participants.
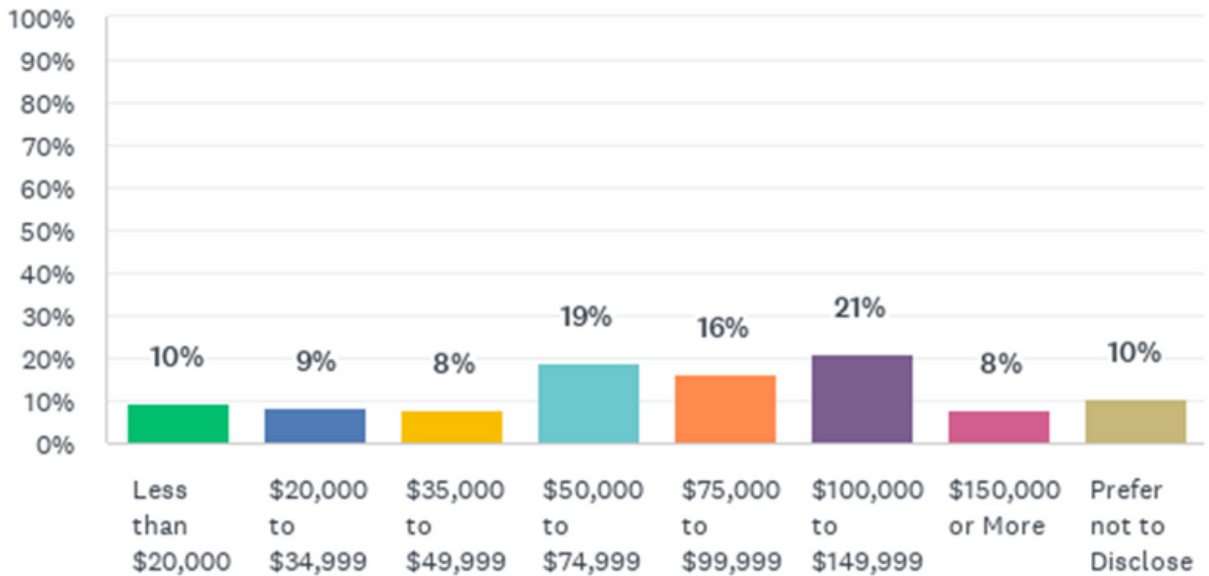
Q9 What is your age?
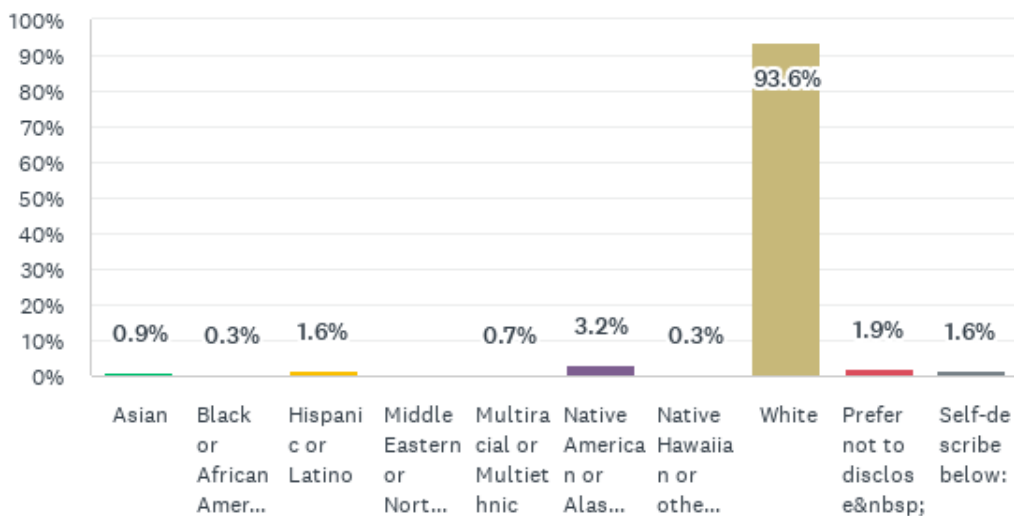

Q10 What is your gender?

Appendix B: Community Health Survey Results

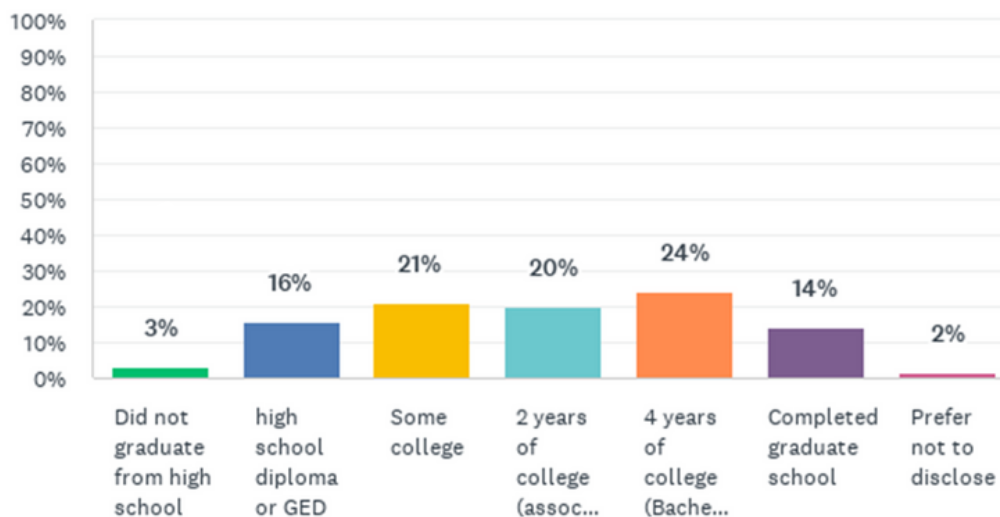## Q11 What is your total household income?

Q12 Which category describes you? Please select all that apply

Appendix B: Community Health Survey Results

Question 13 had residents provide their 5-digit zip code. Results were not included due to the size of the data. Results are being used internally to better understand the individualized needs of each community.

Q14 What is the highest level of education you have completed?

Did not graduate from high school	high school diploma or GED	Some college	2 years of college (assoc...	4 years of college (Bache...	Completed graduate school	Prefer not to disclose
3%	16%	21%	20%	24%	14%	2%

Appendix C: Key Informant Interview Tool and Results

Below is the tool that Healthy Oconto County used to interview key informants. The questions were drafted by Healthy Oconto County to better understand health and social determinants of health from the lens of subject matter experts.

1.What do you believe are the 2-3 most important characteristics of a thriving community?
- Why did you identify those characteristics?
- How would you rank our County on those characteristics you listed?

2.Identify the 3 most pressing health issues in Oconto County
Health Issue #1:
- Why is this an issue (root/local cause)? (i.e. poverty, transportation, stigma, environment, etc.)
- Is there a subgroup of the population that this health issue affects more than others? (i.e. disabled, elderly, low-income, neighborhoods, gender, race, etc).
- Who are the key groups in the community that could work together to improve this issue?
- What are existing strategies to address this health issue? What is working well?

Health Issue #2:
- Why is this an issue (root/local cause)?
- Is there a subgroup of the population that this health issue affects more than others?
- Who are the key groups in the community that could work together to improve this issue?
- What are existing strategies to address this health issue? What is working well?

Health Issue #3:
- Why is this an issue (root/local cause)?
- Is there a subgroup of the population that this health issue affects more than others?
- Who are the key groups in the community that could work together to improve this issue?
- What are existing strategies to address this health issue? What is working well?

3.   Is there anything else you would like to share today?

Appendix C: Key Informant Interview Tool and Results

This section summarizes the findings from key informant interviews according to each question that was asked, and by the top identified health areas. Interviews were conducted by members of Healthy Oconto County

Limitations: Our Community Health Assessment depends on the opinions and experiences of a limited number of community experts identified as being well-connected to the community. Healthy Oconto County recognizes that responses may not be representative of overall community conditions. Results should be interpreted while giving consideration to these limitations.
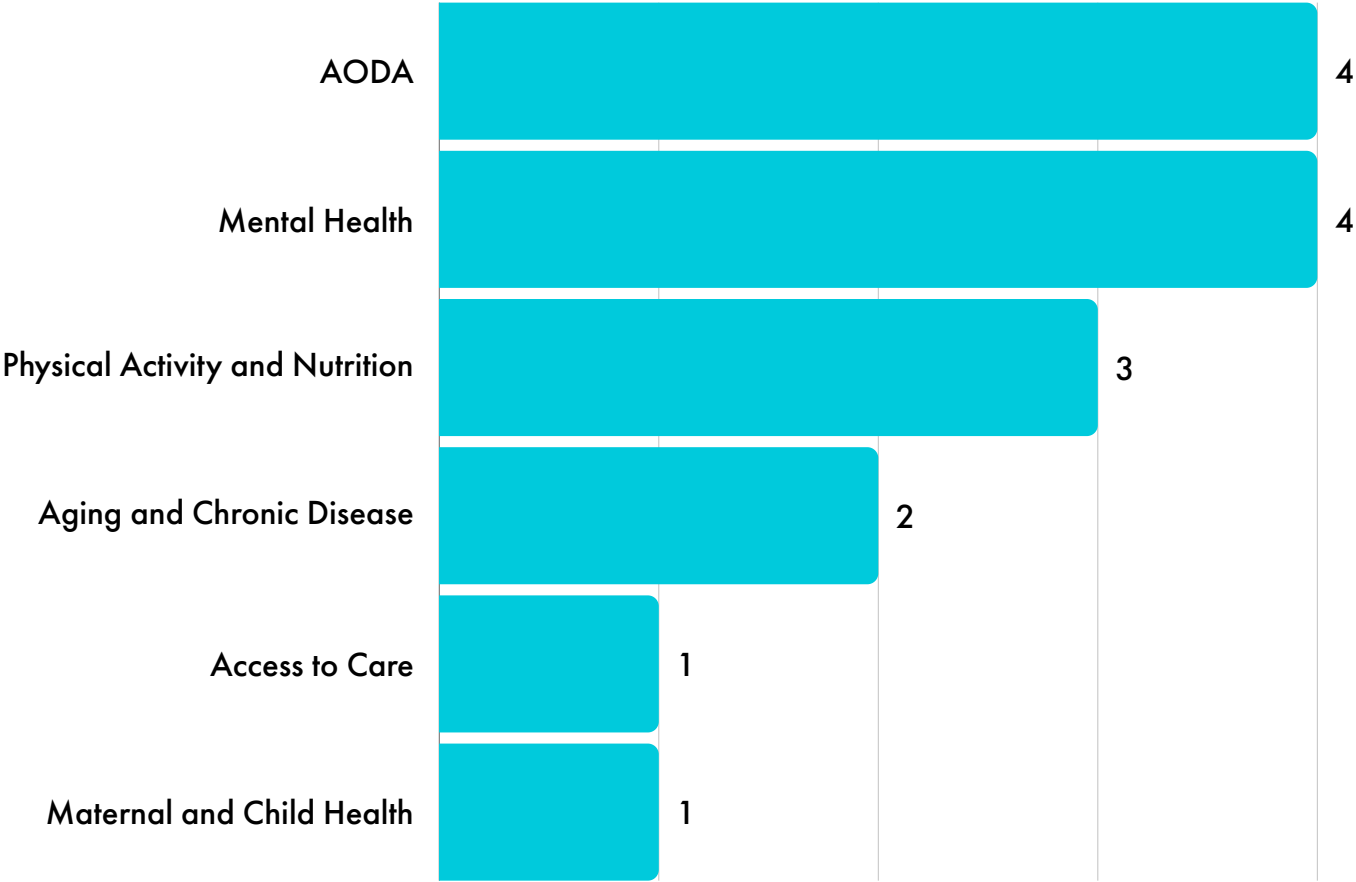
1. What do you believe are the 2-3 most important characteristics of a thriving community?

- Businesses thriving/ Strong economy (3 responses)
- Access to healthy food (2 responses)
- Community trust and respect
- Access to walking/biking trails
- Community communication and collaboration
- New and renovated buildings
- A clean physical environment
- Screenings and resources for children
- Low cost of living
- Shared vision and purpose
- Social connections
- Basic needs are met
- Good policies and ordinances
- Healthcare quality and access
- Public safety
- Schools quality and access
- High graduation rates

Appendix C: Key Informant Interview Tool and Results

Identify the 3 most pressing health issues in Oconto County

Number of responses for each health area

AODA — 4
Mental Health — 4
Physical Activity and Nutrition — 3
Aging and Chronic Disease — 2
Access to Care — 1
Maternal and Child Health — 1

Appendix C: Key Informant Interview Tool and Results

This section summarizes the findings from key informant interviews according to each question that was asked, and by the top health areas according to the key informants.

Why is this an issue (root/local cause)? (I.e. poverty, transportation, stigma, environment, etc.)

AODA	Mental Health	Physical Activity & Nutrition	Aging & Chronic Disease
Ingrained in our culture	Social Media	Lack of motivation	Struggling to cope with aging
Poverty/ unemployment	Conditions (anxiety and depression)	People looking for a "quick fix"	Treating symptoms over causes
Lack of access to healthcare	Social isolation	Lack of access to healthy food	Lack of planning for aging
Issues at home (youth)	Stigma around seeking help	High prices on healthy food	Lack of local resources for specialty aging services
Lack of parental involvement (youth)	Lack of access to treatment	Lack of transportation	Poor lifestyle choices
Fitting in with social circles	Untreated chronic physical pain or disease	Overeating	
Self-medicating	Low self-esteem	Lack of education	
Lack of border security	Lack of youth in leadership roles	Misinformation	
Lack of investment in alternatives	Lack of acceptance	Failing to stick with programs long-term	

Appendix C: Key Informant Interview Tool and Results

Is there a subgroup of the population that this health issue affects more than others? (I.e. disabled, elderly, low-income, neighborhoods, gender, race, etc.).

AODA	Mental Health	Physical Activity & Nutrition	Aging & Chronic Disease
Disabled	Rural areas	Rural areas	Elderly
Low-income	Teens	Office workers	Obese populations
Adults	Social media users	Lower education levels	Middle aged and baby boomers
Lower education levels	Men		Family history

Appendix C: Key Informant Interview Tool and Results

Who are the key groups in the community that could work together to improve this issue?

AODA	**Mental Health**	**Physical Activity & Nutrition**	**Aging & Chronic Disease**
Recovery communities	Healthcare systems	Healthcare providers	Healthcare systems
Local government	Local government	Local government	Local government
	Churches	Rec centers	
	Schools	Schools	

Appendix C: Key Informant Interview Results

What are existing strategies to address this health issue? What is working well?

AODA	Mental Health	Physical Activity & Nutrition	Aging & Chronic Disease
Sharing lived experiences	Educating youth and giving them leadership roles	Invest/advertise outdoor activities	Silver Sneakers
Peer support	Working on healthy family units	Community health promotion	Access to programming and classes like Silver Sneakers
NA/AA access	Increasing social engagement		Increasing the # of providers
Faith based programming	Decreasing stigma		
Root cause analyses and policy changes			

Appendix D: County Health Rankings Data

This section provides a comprehensive overview of Oconto County health data in comparison to Wisconsin and United States benchmarks. Overall, the County Health Rankings data provides valuable insights into the health status of the community. Healthy Oconto County is aware of the possible data limitations such as collection methods and time. All limitations were considered while building this report.

County Snapshot

☐ Show areas to explore   ☐ Show areas of strength   〰 Trends Available

Health Outcomes		Oconto (OC) County	Wisconsin	United States	—
Length of Life					—
Premature Death	〰	6,200	6,600	7,300	⌄
Quality of Life		Oconto (OC) County	Wisconsin	United States	—
Poor or Fair Health		12%	12%	12%	⌄
Poor Physical Health Days		3.1	3.2	3.0	⌄
Poor Mental Health Days		4.5	4.4	4.4	⌄
Low Birthweight		8%	8%	8%	⌄
Additional Health Outcomes (not included in overall ranking)		Oconto (OC) County	Wisconsin	United States	—
Life Expectancy		79.0	78.9	78.5	⌄
Premature Age-Adjusted Mortality		310	320	360	⌄
Child Mortality		40	50	50	⌄
Infant Mortality			6	6	⌄
Frequent Physical Distress		9%	10%	9%	⌄
Frequent Mental Distress		14%	13%	14%	⌄
Diabetes Prevalence		8%	8%	9%	⌄
HIV Prevalence		21	134	380	⌄

Appendix D: County Health Rankings Data

Health Factors

Health Behaviors		Oconto (OC) County	Wisconsin	United States	—
Adult Smoking		19%	16%	16%	⌄
Adult Obesity		34%	33%	32%	⌄
Food Environment Index		9.0	8.8	7.0	⌄
Physical Inactivity		20%	20%	22%	⌄
Access to Exercise Opportunities		56%	84%	84%	⌄
Excessive Drinking		28%	26%	19%	⌄
Alcohol-Impaired Driving Deaths	〰	37%	36%	27%	⌄
Sexually Transmitted Infections	〰	232.0	456.2	481.3	⌄
Teen Births		16	14	19	⌄

Additional Health Behaviors (not included in overall ranking)	Oconto (OC) County	Wisconsin	United States	—
Food Insecurity	8%	7%	12%	⌄
Limited Access to Healthy Foods	2%	5%	6%	⌄
Drug Overdose Deaths		22	23	⌄
Insufficient Sleep	32%	31%	33%	⌄

Clinical Care		Oconto (OC) County	Wisconsin	United States	—
Uninsured	〰	8%	7%	10%	⌄
Primary Care Physicians	〰	3,200:1	1,240:1	1,310:1	⌄
Dentists	〰	2,620:1	1,380:1	1,380:1	⌄
Mental Health Providers		2,810:1	420:1	340:1	⌄
Preventable Hospital Stays	〰	1,355	2,559	2,809	⌄
Mammography Screening	〰	45%	43%	37%	⌄
Flu Vaccinations	〰	39%	56%	51%	⌄

Appendix D: County Health Rankings Data

Additional Clinical Care (not included in overall ranking)		Oconto (OC) County	Wisconsin	United States	—
Uninsured Adults	⟋	9%	8%	12%	⌄
Uninsured Children	⟋	5%	4%	5%	⌄
Other Primary Care Providers		1,510:1	720:1	810:1	⌄

Social & Economic Factors		Oconto (OC) County	Wisconsin	United States	—
High School Completion		92%	93%	89%	⌄
Some College		62%	70%	67%	⌄
Unemployment	⟋	3.7%	3.8%	5.4%	⌄
Children in Poverty	⟋	11%	14%	17%	⌄
Income Inequality		3.7	4.2	4.9	⌄
Children in Single-Parent Households		16%	23%	25%	⌄
Social Associations		10.7	11.2	9.1	⌄
Injury Deaths		94	89	76	⌄

Additional Social & Economic Factors (not included in overall ranking)		Oconto (OC) County	Wisconsin	United States	—
High School Graduation		93%	90%	87%	⌄
Disconnected Youth		6%	5%	7%	⌄
Reading Scores		3.1	3.0	3.1	⌄
Math Scores		3.2	3.0	3.0	⌄
School Segregation		0.05	0.27	0.25	⌄
School Funding Adequacy	⟋	$1,268	$2,260	$1,062	⌄
Gender Pay Gap		0.77	0.80	0.81	⌄
Median Household Income		$68,500	$67,200	$69,700	⌄
Living Wage		$41.68	$46.29		⌄
Children Eligible for Free or Reduced Price Lunch		40%	43%	53%	⌄
Residential Segregation - Black/White			77	63	⌄
Child Care Cost Burden		25%	28%	27%	⌄
Child Care Centers		3	6	7	⌄
Homicides			4	6	⌄
Suicides		18	15	14	⌄
Firearm Fatalities		12	11	12	⌄
Motor Vehicle Crash Deaths		16	10	12	⌄
Juvenile Arrests		15		24	⌄
Voter Turnout		77.0%	75.1%	67.9%	⌄
Census Participation		59.4%		65.2%	⌄

Physical Environment		Oconto (OC) County	Wisconsin	United States	—
Air Pollution - Particulate Matter	⟋	7.2	7.8	7.4	⌄
Drinking Water Violations		Yes			⌄
Severe Housing Problems		9%	13%	17%	⌄
Driving Alone to Work		81%	78%	73%	⌄
Long Commute - Driving Alone		44%	28%	37%	⌄

Additional Physical Environment (not included in overall ranking)		Oconto (OC) County	Wisconsin	United States	—
Traffic Volume		16	527	505	⌄
Homeownership		84%	67%	65%	⌄
Severe Housing Cost Burden		7%	11%	14%	⌄
Broadband Access		85%	86%	87%	⌄

Note: Blank values reflect unreliable or missing data.

Thank you for reading!

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Healthy Oconto County

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