

Green Lake County Community Health Improvement Plan (CHIP)

**Five Year Plan
2010-2015**



The Green Lake County Public Health Department is committed to preventing disease and promoting health for all citizens in Green Lake County. The core functions of public health are to assess and monitor the health status of the county, develop public health policy, and assure access to quality health care.

Introduction

In 2007 the Green Lake County Health Department conducted a needs assessment of the county's overall health conditions and residents' health behaviors. The assessment was conducted with assistance from the following:

Masters in Public Health Program in the School of Medicine and Public Health at University of Wisconsin Madison

2007 Green Lake County Community Health Survey Report prepared by Aurora Health Care

Green Lake Area Health and Wellness Coalition

Wisconsin County Health Rankings from the UW Population Health Leadership Institute

Other sources of information used in the needs assessment were the *2005 Burden of Diabetes in Wisconsin*, *2005 Burden of Cardiovascular Disease in Green Lake County*, *2006 Burden of Tobacco in Green Lake County*, Behavior Risk Factor Survey, US Census Bureau, WI Department of Health and Family Services, and miscellaneous other sources.

The findings of the 2007 Needs Assessment form the basis of this document, the Green Lake County Community Health Improvement Plan (CHIP). Additional input received from a survey of 209 women attending the annual Women's Night Out event held in September 2008 is also included in the CHIP.

The 2007 Needs Assessment is available in printed copy from the Green Lake County Health Department, 500 Lake Steel Street, PO Box 588, Green Lake, WI 54941 or online at www.co.green-lake.wi.us. Information from the assessment is referenced, but not reproduced, in this improvement plan as part of the recommended health strategies.

Wisconsin State Health Plan

Healthiest Wisconsin 2010 Health Priorities provides a set of guidelines for achieving increased quality and years of healthy life as well as the elimination of health disparities. A science-based program for promoting health and preventing disease, it focuses on the following 11 areas:

- Access to Primary and Preventive Health Services
- Adequate and Appropriate Nutrition
- Alcohol and Other Substance Use and Addiction
- Environmental and Occupational Health Hazards
- Existing, Emerging, and Re-emerging Communicable Diseases
- High-Risk Sexual Behavior
- Intentional and Unintentional Injuries and Violence
- Mental Health and Mental Disorders
- Overweight, Obesity and Lack of Physical Activity
- Social and Economic Factors that Influence Health
- Tobacco Use and Exposure

The following Health Priorities are of top concern for Green Lake County:

- Access to Primary & Preventive Health Services
- Adequate and Appropriate Nutrition
- Alcohol and Other Substance Use and Abuse
- Mental Health & Mental Disorders
- Overweight, Obesity, Lack of Physical Activity

The Green Lake County Community Health Improvement Plan presents recommendations and best practices for these five areas based on Healthiest Wisconsin 2010 Health Priorities, Healthy People 2010, and CDC guidelines.

Access to Primary and Preventive Health Services

Chronic Disease Prevention and Management

Chronic disease prevention refers to health promotion which focuses on maintaining health and preventing diseases from occurring. Chronic disease management is a pro-active, population-based approach that addresses chronic disease early in the disease cycle to prevent disease progression and reduce potential health complications.

Healthy Growth and Development

Enhancing factors which contribute to maternal, infant, and child health.

This area is especially challenging for a number of reasons, some of which are beyond our control. Although this area received top priority in the 2008 Needs Assessment, it is difficult to determine on what basis it came to the forefront. There may have been several contributing factors. First, because Green Lake County is primarily rural, some residents may feel it is difficult to access health services that are readily available in more metropolitan areas. Another contributing factor may be that the county has a higher than average population of residents 65 years old and over. (Wisconsin average is 13%; US average is 12.4%; Green Lake County is 18.1%.) Although senior services are available in parts of the county, some older residents may consider transportation a barrier to accessing health care. The fact that some clinics are not scheduled on a regular basis may be another issue. Obviously one factor affecting access to preventive care is financial—the downturn in the economy impacts, to some extent, on individual ability to afford health services. For many residents, regardless of age, lack of health insurance may be the underlying reason. Other challenges facing access to care may be lack of knowledge regarding specific health services available for county residents or perhaps a lack of providers in all areas. Finally, residents may need better education regarding preventive steps they themselves should take to stay healthy.

Primary Goals:

- Increase the number of Green Lake County children who receive regular dental care.
- Increase the number of Green Lake County residents who undergo routine health screenings.
- Increase resident awareness about the availability of medical services and programs in Green Lake County and promote personal responsibility for accessing them.

Objective #1: Increase the number of Green Lake County residents receiving adequate and appropriate dental services.

- Collaborate with dental providers and develop strategies to remove barriers to providing care for residents with limited access.
- Identify, develop, implement and promote specific strategies that target children and prenatal care clients.
- Identify opportunities and develop strategies to increase the number of dental students providing services in Green Lake County.
- Explore funding opportunities for helping defray dental care costs for uninsured, underinsured and Medicare recipients.

Objective #2: Increase the number of Green Lake County residents who undergo health screenings.

- Collaborate with community partners to develop awareness campaigns regarding the importance of getting regular breast, cervical and colorectal cancer screenings.
- Target parents, elementary children, teenagers and personnel working in outdoor recreation settings to increase protection from the sun and increase awareness about skin cancer.
- Continue to provide and expand outreach for the Wisconsin Well Woman Program (WWWP).
- Educate residents about eligibility for public health assistance programs such as Badger Care and Badger Care Core Plan for adults without dependant children.

Objective #3: Increase the number of residents who take personal responsibility for accessing primary and preventive health services.

- Determine barriers that prevent Green Lake County residents from accessing primary and preventive health services.
- Collaborate with community partners to overcome barriers that prevent residents from accessing primary and preventive health services.
- Conduct community campaigns to educate residents about the importance of proactive responsibility for preventive health care.



Adequate and Appropriate Nutrition

Adequate, Appropriate, and Safe Nutrition

Adequate and appropriate nutrition has two dimensions:

- 1. Adequate nutrition means food security. This means Wisconsin residents have access at all times to nutritious and safe foods. They can obtain these foods in socially acceptable ways--that is, through regular sources and not through emergency coping strategies such as food pantries.*
 - 2. Appropriate nutrition refers to foods that promote overall good health. Nutritious foods contribute to the healthy birth outcome for pregnant women and the growth and development of growing infants and children. Nutritious foods, in appropriate amounts, help prevent many chronic diseases related to diet and weight.*
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In recent years much has been said and written about the importance of good nutrition. Probably the key issue is the need for a clear understanding of the components of good nutrition and how to incorporate them in one's daily diet. Diet, of course, is directly related to another high priority issue facing our county--overweight and obesity. Although many resources are available to help individuals better understand the need for good nutrition and how to achieve it, the challenge is to change individual behaviors in an environment saturated with double cheeseburgers, super sized fries and high calorie snacks.

Primary Goals:

- Work with county school personnel to promote healthy nutritional attitudes, knowledge, and behavior regarding food policy, environmental factors and/or nutrition education.
- Work with local employers to promote healthy nutritional attitudes, knowledge and behavior regarding food policy, environmental factors and/or nutrition education.
- Promote and support exclusive and sustained breastfeeding as the norm in infant feeding.
- Encourage improved nutrition for all community members regardless of age.

Objective #1: Actively work with school personnel to promote activities that will increase student knowledge regarding good nutrition and enable students to make healthy dietary choices.

- Establish a continuous surveillance system to monitor student body mass index.
- Encourage participation in existing programs (such as the WI Nutrition Education Network and the Wisconsin Partnership for Activity & Nutrition) that work toward improving student knowledge and behavior regarding good nutrition.
- Identify community groups willing to work with the schools in providing nutrition education, develop and implement programs and/or activities.
- Seek funding options for educational programs.

Objective #2: Increase number of worksite wellness programs.

- Work with county employers to develop worksite wellness programs that pinpoint good nutrition. (See “Obesity, Overweight and Lack of Physical Activity, Objective # 1.)

Objective #3: Promote breastfeeding.

- Increase public awareness about the benefits of breastfeeding via a community education campaign
- Work with local employers to establish breastfeeding policies and create breastfeeding-friendly workplaces.
- Increase sustained breastfeeding rates among WIC and PNCC clients.
- Work with public places such as libraries to provide a breastfeeding-friendly policy and environment.

Objective #4: Encourage improved nutrition for all residents.

- Identify existing programs and resources that can help increase community awareness of the importance of good nutritional habits and ways to improve one’s daily diet.
- Work with community groups such as senior centers, day care providers, and Boys & Girls Club to increase awareness of the importance of good nutritional habits and ways to improve daily diet.
- Identify areas where consistent nutrition information can be distributed, such as grocery stores, libraries, community centers, county fair, cooking classes.



Alcohol and Other Substance Use and Abuse

Tobacco Use and Exposure

Tobacco use and exposure is the active or passive introduction into the human body of toxins found in tobacco products. Tobacco use and exposure is a complex web of social influences, physiological addiction, and marketing and promotion of tobacco products. Effective tobacco prevention and control efforts reduce youth initiation, promote cessation, eliminate environmental tobacco smoke, and address the disparate impact of tobacco on various populations. Comprehensive efforts include counter-marketing, community interventions, legislation and policy change, and evaluation and monitoring.

Unhealthy Alcohol and Drug Use

Unhealthy use is the use of a substance in a manner that exceeds the safe or prescribed amount and frequency, or poses a health or safety risk to the user or others. Examples of inappropriate use include use during pregnancy, intoxicated driving, drinking to incapacitation, underage drinking, or heavy or immoderate drinking. It also includes the infrequent or experimental use of illegal street drugs.

Whether it be on college campuses, at community festivals and events, at home, or in the local tavern, Wisconsin is well known for its drinking culture. For many residents drinking is a socially acceptable pastime, and, although a serious health concern, it is especially difficult to change behaviors. Health issues, family problems and vehicle accidents are just some of the problems associated with alcohol as well as drug use and abuse. And, despite the fact that Wisconsin will be a smoke-free state in July 2010, the fact remains that tobacco use is still a problem associated with costly chronic diseases. This priority area requires the cooperation of community partners, law enforcement, educational institutions, and health providers.

Primary goals:

- Decrease the use of alcohol and other drugs by Green Lake County youth and adults.
- Change social acceptance of tobacco, alcohol and drug use.
- Decrease the number of injuries and deaths to Green Lake County residents from drinking and driving.
- Reduce use of all types of tobacco products among adolescents and adults.
- Implement and encourage appropriate methods for disposal of prescription drugs.

Objective #1: Decrease the use of alcohol and other drugs by Green Lake County residents.

- Work with schools and other community partners to identify and implement evidence-based alcohol and drug prevention programs for youth and parents.
- Seek out sources that provide funding for alcohol and drug education.
- Identify and promote organizations that offer treatment options for alcohol and drug abusers.
- Implement and promote programs to help parents and caregivers identify drugs their children use.
- Implement and promote programs on the proper use and the hazards of abuse of prescription drugs for the elderly population.

Objective #2: Decrease social acceptance of tobacco, drug and alcohol use.

- Increase community awareness regarding the signs of alcohol and drug abuse.
- Decrease community tolerance for binge drinking. (Binge Drinking: 5 or more drinks in a row by men; 4 or more drinks in a row by women at least once in the previous 2 weeks. Heavy binge drinking is 3 or more such episodes in 2 weeks.)
- Work with community organizations to eliminate availability of alcohol at community events.
- Conduct alcohol compliance checks to monitor sales of alcohol to underage youth.
- Advocate for increased alcohol excise taxes.

Objective #3: Decrease the number of Green Lake County residents arrested for operating while intoxicated (OWI), and illicit drug use.

- Identify, implement and promote programs designed for parents about the consequences of underage drinking and operating while intoxicated.
- Identify and develop designated driver programs, “Safe-Ride-Home” options, and encourage taverns to offer free soda to designated drivers.

Objective #4: Decrease use of all forms of tobacco products.

- Promote tobacco cessation services.
- Continue to support state programs: First Breath, QuitLine, and WI Wins.
- Educate youth and parents about the risks of smoking and using smokeless tobacco products.

Objective #5: Increase the number of prescription and other pharmaceutical drug disposal options.

- Establish a baseline of the number of current pharmaceutical drug disposal options.
- Collaborate with community partners (such as health care providers, assisted living and nursing homes and pharmacies) to increase the number of pharmaceutical drug disposal options.
- Develop educational programs for community residents on the importance of the proper disposal of prescription drugs and provide information on disposal options.



Mental Health and Mental Disorders

Mental Health

Mental health is inextricably linked with physical health and is fundamental to good health and human functioning. Mental health is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with adversity. Mental health is indispensable to personal well being, family and interpersonal relationships, and meaningful contribution to community and society.

Although this has been identified as a high priority area, it is one that is challenging, primarily because availability and affordability of resources are factors that can not be easily remedied. Existing community and county resources are already highly utilized, and schools are limited by budget constraints and availability of personnel. In addition, the recruitment of mental health providers and the establishment of more clinical services are, in all practicality, beyond the scope of this plan. Probably the most feasible ways to effect change are to increase awareness of mental health issues (such as stress, anxiety disorders, depression, eating disorders, bipolar disorder and others) that impact on individual well-being, educate residents about existing resources, and promote self-help and self-referral behaviors.

Primary Goals:

- Decrease stigma associated with mental health issues.
- Increase detection of mental health conditions.
- Improve coping skills.
- Increase awareness of available services.

Objective #1: Decrease stigma associated with mental health issues.

- Research existing programs (National Alliance on Mental Health; National Institute of Mental Health) for information on resources to develop and implement community mental health education and awareness programs.
- Identify and collaborate with community partners (medical providers, schools, senior citizen groups) to develop awareness campaigns.

Objective #2: Increase detection of mental health conditions.

- Research and promote available resources for identifying mental health conditions.
- Increase self-recognition of mental health conditions through online screening tools.
- Work with area medical personnel to conduct regular screenings to increase detection of mental health conditions.
- Increase education of the public about mental health issues.
- Work with daycare providers and schools to increase awareness of early detection of mental health issues.

Objective #3: Improve coping skills

- Work with schools and guidance counselors to implement programs that teach young people how to recognize and cope with mental issues.
- Seek out funding sources to make mental health resources available for all community members.

Objective #4: Increase awareness of availability of services.

- Take inventory of available community resources, create a directory and distribute throughout the county.
- Collaborate with community partners to promote available services.



Obesity, Overweight and Lack of Physical Activity

Physical Activity

People are considered overweight or obese based on their Body Mass Index (BMI). BMI is a mathematical formula that is a ratio of weight and height correlated with body fat (kg/mP). BMI is a better predictor of disease risk than body weight alone. Risk of mortality from many chronic conditions increase with a BMI over 25.0 (National Institutes of Health, 1998). Definitions from the NIH National Health, Lung and Blood Institute (1998) show the following: a BMI between 18.5 and 24.9 is considered "normal weight;" overweight is having a BMI of 25.0 to 29.9. Three separate classes of obesity range from BMIs of 30.0 to 40.0. Level of activity, like obesity, occurs along a continuum. As a guideline, the 1996 Surgeon General's Report on Physical Activity and Health (U.S. Department of Health and Human Services, 1996) recommends each person accumulate 30 minutes of moderately intensive physical activity for five or more days of the week, minimally 150 minutes a week of activity.

In addition to promoting healthy aging, decreasing the rates of obesity, overweight and lack of physical activity will significantly impact health conditions related to heart disease, diabetes, stroke, and cancer. All residents, regardless of age, need to understand the relationship that diet and physical activity have on life-long health and well-being. Fortunately there is a national awareness of this issue, and a variety of resources are available for local use. The challenge is to educate residents of all ages of the seriousness of this problem and motivate individuals, businesses and institutions to make changes that will effectively lower the rates of chronic disease related to obesity, overweight and lack of physical activity.

Primary Goals:

- Worksites in Green Lake County will provide an environment that fosters healthy lifestyles including promoting healthy food choices and encouraging regular exercise.
- Restaurants in Green Lake County will provide healthy options on their menus; sponsors of community events (fairs, festivals, service club outing, sports venues) will offer healthy eating options; and retail food stores will promote and provide information on healthy menu planning.
- Green Lake County residents will participate in community gardens and patronize local farmers' markets.
- Residents of all ages will increase time spent on physical activity.

Objective #1: Actively work to encourage Green Lake County worksites to implement one or more initiatives from the Wisconsin Nutrition and Physical Activity Worksite Wellness Resource Kit.

- Survey Green Lake County worksites to determine what is in place and identify worksites that will participate in piloting wellness initiatives.
- Identify and pilot strategies that Green Lake County employers can implement to promote nutrition, physical activity and healthy lifestyles.
- Identify local employers and/or organizations that can help promote and implement Wisconsin Nutrition and Physical Activity strategies for Green Lake County worksites.
- Collaborate with Chambers of Commerce and other Green Lake County organizations to develop a recognition award for worksites that implement Wisconsin Nutrition and Physical Activity strategies.
- Develop a networking system or on-line newsletter that highlights worksites that have implemented healthy lifestyles and the types of strategies they offer to their employees.
- Publicize worksite wellness activities in the local media.

Objective #2: Encourage Green Lake County venues to offer healthy selections and to provide nutritional information.

- Contact county restaurants and encourage them to offer healthy dining alternatives and to provide nutrition information.
- Develop a brochure that will encourage sponsors of community events to offer healthy eating choices.
- Contact and assess retail food stores for willingness to promote and distribute nutrition information on site.

Objective #3: Promote community gardens and local farmers' markets.

- Promote the benefits of utilizing community gardens and farmers' markets.
- Find ways to assist residents in establishing community gardens.
- Identify the location of community gardens and farmers' markets in Green Lake County, and make that information available to the general public.
- Identify, develop and promote programs on how to properly store, freeze or can produce for future use.

Objective #4: Encourage residents of all ages to become more physically active.

- Annually update local physical activities promoted in the "Get Moving, Get Fit" brochure.
- Identify, develop and implement strategies for family centered activities.
- Identify and develop strategies to implement "Walk and Bike to Work" programs.
- Promote the development of additional biking, cross-country ski, snowshoe, and walking trails in Green Lake County.
- Publicize existing trail information and distribute throughout the county.
- Develop and conduct community and media campaigns to promote physical exercise.
- Work with specific populations, such as senior centers, nursing homes, day care centers, etc. to promote increased participation in physical activity.
- Work with parents and school personnel to reduce the amount of time youth spend watching TV, videos or DVDs, playing video or computer games or surfing the internet.



Conclusion

This Community Health Plan for improving the health of Green Lake County residents requires the efforts of more than just the Public Health Department. It also requires the efforts of everyone regardless of age or occupation.

As individuals we are responsible for our own health. We need to schedule the recommended age-appropriate health screenings and adopt daily habits that promote a healthy life. We need to educate ourselves and our children about the importance of good nutrition, the value of exercise and the need to avoid misuse of alcohol, tobacco and other substances.

Organizations, too, can take the lead. If your local club or civic organization is looking for a program or policy to work on, consider focusing on one of our county health priorities. Working together as community partners we can bring about changes that will benefit everyone.

If you have questions or want to learn more about the health of Green Lake County residents, please go to our website at www.co.green-lake.wi.us or call us at 1-920-294-4070.



Green Lake County Public Health Department
