HEALTHY Polk County 2020

COMMUNITY HEALTH IMPROVEMENT PLAN

VERSION 2014-2016

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Message from the CHIP Leadership Team

Dear Friends,

As members of the Polk County Community Health Improvement Plan (CHIP) Leadership Team, we are extremely proud to present Healthy Polk County 2020 (Version 2014-16) to the citizens of Polk County. This plan is the culmination of over 2 years of outstanding work from many organizations and partners committed to making Polk County a healthier community. Please note the multiple organizations represented in this process and highlighted in the *Acknowledgements Section* of this report. We truly thank them for their amazing support and commitment to this challenging and time consuming process. In addition, sincere appreciation goes to Mike Rust, ABC for Rural Health, and Kim Gearin, Polk County Board of Health member for their work in thoughtful analysis of countywide needs assessment data that was instrumental in driving the selection of the health priorities in this plan. In addition, gratitude is extended to PCHD Health Educators Mary Boe and Cortney Draxler for all their hard work in supporting the CHIP process from start to finish.

Partnerships are the underpinnings of successful Community Health Improvement Plans. It is those partnerships that create opportunities for health improvements through contributions of creative ideas, resources, strategy implementation and policy change to positively impact the health of our citizens. This plan builds on the assets of Polk County's vibrant collaborative environment and strives to creatively tackle the challenging problems of poor mental health, obesity and unhealthy alcohol use.

The ultimate goal of this plan is to improve the health of our citizens. We hope this plan stirs you to join a workgroup on a topic area or lend support to the goals and objectives articulated. To learn more, follow us online at www.healthypolkcounty.com

Sincerely,

Gretchen Sampson RN MPH
Polk County Health Department

Patty Willeman
Amery Regional Medical Center

Bob Wolf
Osceola Medical Center

Sandy Williams
St. Croix Regional Medical Center

Section 1
Acknowledgements

The Health Department acknowledges and extends sincere appreciation to the following community partners and Health Department staff for their contributions to the Polk County Community Health Improvement Plan (CHIP) process.

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Tanna Worrell
Dr. Joy Zasadny

Section 2
How Healthy is Polk County?

With a population of just under 44,000 (US Census, 2010) Polk County is located in rural northwest Wisconsin. The state of the county's health is attributed to many factors. In the 2012 County Health Rankings report, released by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation, Polk County ranked 33 of 72 in health outcomes – the measures of how long we live and how well we live.

The county health rankings model displayed below demonstrates that much of what affects health occurs outside of the clinical setting. Socioeconomic factors such as education, employment, income and social support matter greatly and contribute to 40% of our health outcomes. Health behaviors and environment also impact how healthy people are and how long they live.

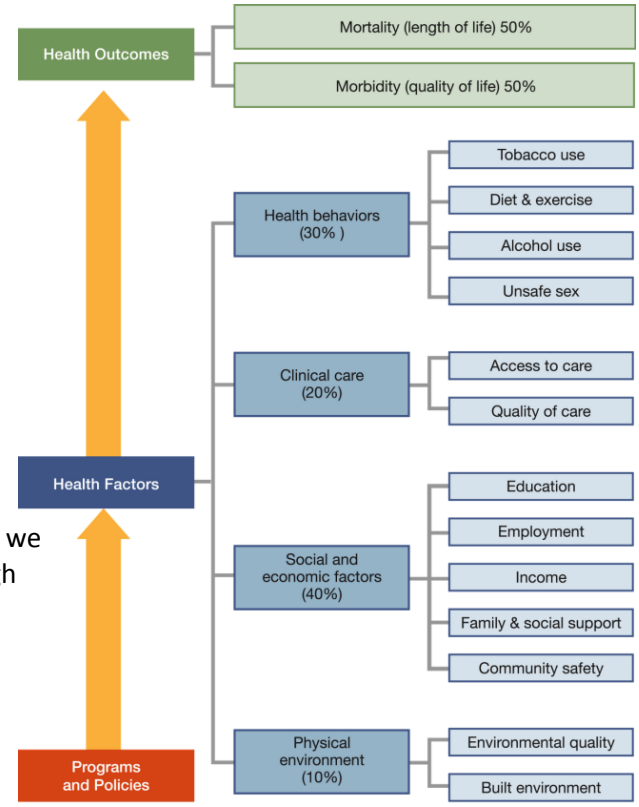
The rankings look at a variety of measures that affect health such as the rate of people dying before age 75, high school graduation rates, access to healthy foods, air pollution levels, income, rate of smoking, obesity and teen birth.

Polk County Health Rankings (of 72 counties in Wisconsin):

- Health outcomes =33 (how healthy we are)
- Health factors =36 (how healthy we can be)
- Health behaviors =19 (how healthy we live)
- Physical environment =53 (how healthy our environment is)
- Clinical care =64 (how good our healthcare is)
- Social and economic factors =33 (how strong our social fabric is)

The recent county health rankings demonstrate that Polk County has challenges with the health behaviors of adult obesity and excessive drinking. Our motor vehicle crash rate is much higher than the state rate. In addition, we continue to struggle with the socioeconomic issues of high unemployment and single parent households.

The measures of a community's health that have been analyzed in the county health rankings are available for inspection on the *Rankings* website: www.countyhealthrankings.org



County Health Rankings model ©2010 UWPHI

Section 3
Purpose of Healthy Polk County 2020

The purpose of the *Healthy Polk County 2020* is to mobilize people, organizations and stakeholders to collaboratively address issues that impact health. The ultimate goal of a Community Health Improvement Plan (CHIP) is to measurably improve the health of the population.

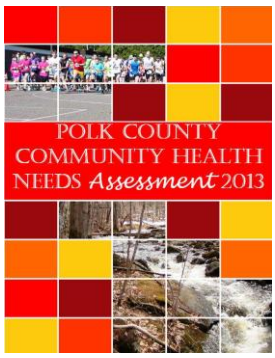
Every Wisconsin public health jurisdiction has a statutory responsibility to conduct a community health needs assessment (CHA) at least every 5 years and to create a CHIP based on that assessment. Community health needs assessments and implementation strategies are also newly required of tax-exempt hospitals as a result of the Patient Protection and Affordable Care Act. These requirements spur regular health assessments and creative strategies and create an important opportunity to improve the health of communities. They also provide an opportunity to improve coordination of hospital community benefits programs with other local efforts to improve community health. By statute, the CHA must take into account input from "persons who represent the broad interests of the community served by the hospital facility, including those with special knowledge of or expertise in public health." Polk County's last CHIP process was in 2009 and the Polk County Community Health Improvement Plan 2014-2016 builds upon the work of the previous plan.

Healthy Polk County 2020 strives to interface with the current state health plan, *Healthiest Wisconsin 2020 (HW2020),* by:

- Assuring that a diverse set of partners was involved in the CHIP process
- Assuring that the community needs assessment process was targeted on the *HW2020* selected health focus areas
- Aligning objectives (whenever possible) for *Healthy Polk County 2020* health focus areas with *HW 2020* objectives in selected health focus areas
- Utilizing the same vision of "Everyone Living Better, Longer"

Section 4
Background

The Polk County Health Department, in collaboration with Amery Regional Medical Center, Osceola Medical Center and St. Croix Regional Medical Center, began the process of conducting a new Community Health Needs Assessment in mid 2012. The ultimate goal of the assessment was to identify priority health issues and develop strategies to address the community's health needs. This effort included a comprehensive review of health data, an analysis of real time body mass index data from local clinic patient electronic medical records and health and lifestyle data from community surveys.



These surveys included:

- An ARMC sponsored assessment survey conducted over the phone (402 respondents).
- A countywide 2012 Community Health Assessment Survey (Community Health Survey) of the health of Polk County residents. This survey was available at all of the local medical centers and the health department, as well as advertised in the local newspapers and posted on all four of the partners organization's websites (1,214 respondents).
- A consumer health survey funded by the Community Transformation Grant, which was mailed to Polk County Residents (154 respondents).

The comprehensive data review, in combination with the three surveys resulted in determining the top 10 health focus areas for Polk County. The top 10 health focus areas identified were:

- Unhealthy Alcohol Use
- Injury Prevention
- Mental Health
- Nutrition
- Obesity
- Oral Health
- Physical Activity
- Reproductive Health
- Tobacco Use
- Violence Prevention

Four community forums were sponsored in Balsam Lake, St. Croix Falls, Amery and Osceola. The community members in attendance offered input and suggestions on the health focus areas. In addition, a partner meeting was held in Dresser targeting key organizations as well as local health-related coalitions. At each of these venues, attendees had the opportunity to provide input on the 10 health focus areas as well as vote for their top five.

On March 8, 2013, a group of approximately 20 community partners participated in a process focusing on review and discussion of compiled data on the current health status of Polk County citizens, as well as voting results from the community forums and partner meeting. During the meeting, this group completed a paper survey to cast their votes to determine the top three health focus areas for Polk County.

The top health focus areas selected were: 1) Mental Health, 2) Obesity, and 3) Unhealthy Alcohol Use

After the top health focus areas were identified, the process transitioned to the action planning phase by identifying and engaging community partners to join CHIP focus area workgroups. Throughout the CHA and CHIP process, the CHIP Leadership Team provided the overall direction and guidance to the workgroups. This team was a compilation of Health Department and Polk's three medical center staff that met monthly to assure the process was going smoothly. Once leads for each of the three focus areas were chosen, training was conducted by the Health Department. On July 15, 2013 the workgroup leaders met to discuss the process for developing the CHIP action plan templates. The process for creating the action plans began with each workgroup convening interested stakeholders for their particular health focus area. The work groups were tasked with:

- Conducting a root cause analysis of the health focus area
- Deciding on the root causes to be targeted for intervention
- Exploring best practices for interventions. Resources for this activity were:
    - http://www.countyhealthrankings.org/policies
    - http://ctb.ku.edu/en/promisingapproach/index.aspx
    - http://whatworksforhealth.wisc.edu
- Developing action plans for agreed upon interventions

The Community Health Improvement Plan (CHIP) Leadership Team reviewed draft action plans developed by the workgroups. Experts working in the targeted health focus areas also submitted feedback on the action plans. The goals, objectives and proposed actions/activities were then modified to reflect the comments and suggestions of these oversight groups. Finally, the draft CHIP, along with a survey tool was sent to over 130 key stakeholders requesting input and suggestions for improving the plan. Fifty six people (42%) responded with comments about the proposed CHIP.

The next step in the process is to start to take action on the health focus areas by implementing the plan and periodically measuring progress. A new coalition called *Polk United: Healthier Together* is a coalescence of numerous health related organizations interested in improving health in Polk County. This entity will work to assure that Polk County can achieve the vision of "Everyone Living Better, Longer".

Section 5
Polk County Health Focus Areas

Section 5 covers each of the Health Focus Areas in more detail. For each Health Focus area, a description of the health focus area is provided, why it is included in *Healthy Polk County 2020*, the overall goals and objectives of the health focus area, health indicators identified to measure progress and who are the key stakeholders.

- ***Mental Health***
- ***Obesity***
- **Unhealthy Alcohol Use**

Health Focus Area #1
Mental Health

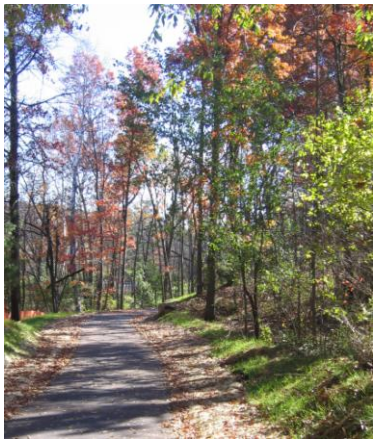
What is Mental Health?

Mental health is a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully and is able to make a contribution to his or her community (WHO, 2001).

Why is Mental Health included in *Healthy Polk County 2020*?

- Self-harm is the second leading cause of hospitalization in Polk County, though the county rate trails the state rate (58 vs. 98 per 100,000 population).
- The suicide rate in Polk County is nearly double that of the state (23 vs. 13 per 100,000). The actual number of suicides increased in a stair step pattern in 2009 (4), 2010 (7) and 2011 (11), before falling back in 2012 (7).
- Approximately 15% of Polk County youth have reported that they seriously considered suicide in the past year. This is higher than the rate reported by youth statewide (13%).
- In the three year period 2007-2009, 17 children were hospitalized in Polk County for self-harm.
- On the Community Health Survey, 16% of respondents indicated that they had been told they have depression or a mental health disorder and 18% indicated that they had felt sad or depressed on three or more days in the past two weeks. More than half (56%) said they had not felt sad or depressed on any days in the preceding two weeks.
- The 4% of respondents to the Community Health Survey who reported that they had considered suicide in the past year were asked what they are doing about it. Just over 1 in 5 (22%) reported that they are doing “nothing.” Similar percentages indicated that they are taking medication (20%), increasing healthy behaviors (20%), or talking to a counselor, trusted friend or health care provider (22%).

- The ratio of the population to mental health providers in Polk County is markedly higher than the state (15:1, compared to 8:1), suggesting that mental health providers are relatively scarce in Polk County, compared to the state as a whole.



What are our overall Mental Health goals?

Goal 1: To improve the mental health status of Polk County citizens
Goal 2: To reduce the suicide rate in Polk County
Goal 3: To reduce youth harassment and bullying

What are our Mental Health Objectives?

By December 31, 2016:
Objective 1: Polk County residents will have knowledge of and easy access to an annually updated countywide Mental Health Services Directory
Objective 2*:* An assessment, referral and follow up protocol will be developed for Polk County schools for students that are high risk for suicide
Objective 3*:* A public information campaign will be conducted to promote awareness of suicide as a preventable public health problem
Objective 4*:* The proportion of healthcare providers who screen patients for depression will increase
Objective 5*:* There will be increased awareness in schools and the community about the importance of protective behaviors to combat bullying

How will we know we are making progress? (Health Indicators)

Indicator 1*:* Percentage of students who seriously considered attempting suicide during the past 12 months will decrease by 2 percent (2013 Polk YRBS baseline =12.0%)
Indicator 2: Percentage of students who felt so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities will decrease by 5 percent (2013 YRBS baseline = 25.1%)
Indicator 3: Percentage of students who attempted suicide once in the past 12 months will decrease by 2 percent (2013 YRBS baseline = 6.0%)
Indicator 4: Average number of mentally unhealthy days reported in past 30 days (age-adjusted) will decrease to 2.0 (2012 County Health Rankings baseline = 2.7)
Indicator 5: The Polk County mortality rate from suicide will decrease (2011 baseline: 29.8/100,000)
Indicator 6: Percentage of students who agree that harassment and bullying is a problem at their school will decrease by 10 percent. (2013 YRBS baseline =43.4%)
Indicator 7: Percentage of students who have been bullied on school property in the past 12 months will decrease 10 percent (2013 YRBS baseline = 31.7)

Who are the key stakeholders?

- Mental Health Task Force of Polk County
- Polk United *Healthier Together*
- Polk County Schools
- Polk County Chapter of National Alliance on Mental Illness
- Polk County Faith Community
- Polk County Healthcare Providers
- Polk County Media
- Polk County Businesses
- Polk County Service Organizations
- Polk County Government

Health Focus Area #2
Obesity

What is Obesity?

Obesity is a medical condition in which excess body fat has accumulated to the extent that it may have an adverse effect on health, leading to reduced life expectancy and/or increased health problems. Obesity is a contributing factor for skyrocketing health care costs. Obesity is closely interconnected with poor nutrition and lack of physical activity.

Why is Obesity included in *Healthy Polk County 2020*?

- With an obesity rate of approximately 28%, Polk County and Wisconsin both exceed the national goal of 25%.
- The increase in annual health care costs for every obese adult exceeds $1,400.
- Obese youth are more likely to become obese adults, putting them at risk of having lifelong health consequences.
- When asked on the community health survey to describe their own weight, just over one-third of respondents described their weight as "healthy." Nearly half of respondents reported they were "slightly overweight" and 14% said they were "very overweight."
- Medical centers in Polk County screen patients for height and weight. For this health assessment, area medical centers shared information from their medical records on height and weight to help understand the scope of overweight and obese residents in Polk County. In the first six months of 2012, approximately 65% of patients were screened for height and weight. More than 40% of screened patients were obese and nearly 30 percent were overweight.

What are our overall obesity goals?

Goal 1: To improve the nutritional quality of meals and snacks in the schools and community
Goal 2: To create opportunities for active living
Goal 3: To strengthen worksite wellness policies

Goal 4: To strengthen best practice in healthcare settings around overweight and obesity prevention
Goal 5: To increase breastfeeding rates

What are our Obesity Objectives?

By December 31, 2016:
Objective 1: At least 50% of Polk County Schools Districts are implementing best practice school wellness programs
Objective 2: Two initiatives targeting increased fruit and vegetable consumption will be implemented
Objective 3: A promotional campaign to promote county wide recreational resources and clubs will be conducted

Objective 4: Support implementation of best practice programs to increase physical activity at school and in the community
Objective 5: Identify, support and pursue policies that will help worksites strengthen their wellness programs
Objective 6: Work with primary healthcare settings to increase the proportion of providers screening and intervening to address overweight and obesity
Objective 7: Assist worksites to be breastfeeding friendly, with at least 1 worksite establishing a breastfeeding policy
Objective 8: Assist Daycares to be breastfeeding friendly with at least 3 daycares earning the title of Breastfeeding Friendly by completing the 10 steps established by the Wisconsin Department of Health Services
Objective 9: Provide Baby Behaviors education to WIC mothers
Objective 10: Increase local breastfeeding support with establishment of Polk County Breastfeeding Coalition website and Facebook page

How will we know we are making progress? (Health Indicators)

Indicator 1: The percent of Polk County adults who are overweight or obese will decrease by 2%. (Baseline: 2012 SCRMC and ARMC BMI data collection was 40% obese and 30% overweight)
Indicator 2: Percent of adults reporting no leisure time physical activity on one or fewer days in a week will decrease by 2% (Baseline: 2012 Polk County Community Health Survey = 25%)
Indicator 3: Percent of students who are active on 5 or more of the 7 preceding days will increase by 5%. (Baseline: 2013 YRBS Polk County data = 53.5%)
Indicator 4: Percentage of WIC program infants ever breastfed will increase from 76.1% to 82%; percentage of exclusively breastfed at 3 months will increase from 33.3% to 35%; percentage of breastfeeding duration of at least 6 months will increase from 37% to 40%; and percentage of breastfeeding duration of at least 12 months will increase from 18% to 20%. (Baseline: 2013 Polk County WIC Data)
Indicator 5: Percent of Polk County adults who eat 5 or more servings of fruits and vegetables a day will increase by 3% (Baseline: 2012 Polk County Community Survey = 7%)
Indicator 6: Percent of Polk County high school students who eat 5 or more servings of fruits and vegetables will be ≥ 15% (New - no baseline; develop local survey)

Who are the key stakeholders?

- Polk United *Healthier Together*
- Polk County Worksites
- Polk County Fitness Centers
- Polk County Policymakers
- Polk County Healthcare Providers
- Polk County School Districts
- Polk County Childcare Providers
- Polk County Citizens
- Polk County Farmers
- Polk County Women of Reproductive Age
- Polk County Government

Health Focus Area #3
Unhealthy Alcohol Use

What is Unhealthy Alcohol Use?

Consumption of too much alcohol is a risk factor for a number of adverse health outcomes. These include alcohol poisoning, high blood pressure, heart attack and interpersonal violence. Approximately 88,000 deaths are attributed annually to excessive drinking. It is the third leading lifestyle-related cause of death for people in the United States each year.

Why is Unhealthy Alcohol Use included in *Healthy Polk County 2020*?

- An estimated 38 million people per year in the US drink too much which contributes to physical, mental and public health problems. Important indicators of high-risk alcohol use include binge drinking, heavy drinking and excessive drinking.
- Binge drinking is defined as consuming four or more alcoholic beverages for women and five or more alcoholic beverages for men on a single occasion in the past month. On the community health survey, approximately 30% of respondents (n=1,167)* reported binge drinking in the past month.
- Excessive drinking is defined as engaging in either binge or heavy drinking, with heavy drinking defined as having more than one (women) or two (men) drinks on a typical day. The prevalence of excessive drinking in Polk County (23%) and Wisconsin (24%) far exceeds the national goal of 8%.
- Approximately 24% of boys and 16% of girls in Polk County report having had their first drink of alcohol before age 13 (other than a few sips). This is higher than for boys statewide (21%).
- Motor vehicle crashes are the leading cause of death in Polk County, with a rate more than twice that of the state. Alcohol is far more likely to be a factor in those motor vehicle crashes in Polk County than in the state as a whole. Alcohol is involved in three times as many fatal car crashes than in the state overall.

What are our overall Unhealthy Alcohol Use goals?

***Goal 1*:** Decrease the number of alcohol impaired drivers
***Goal 2*:** Delay youth initiation of alcohol use
Goal 3: Reduce binge drinking

What are our Unhealthy Alcohol Use Objectives?
By December 31, 2016:

Objective 1*:* Increase community awareness around DWI
Objective 2*:* Promote initiatives to reduce underage alcohol use
Objective 3*:* Reduce access to alcohol by minors at a minimum of 2 community celebrations/events
Objective 4*:* Increase access to counseling services to adolescents with underage drinking violations and to adolescents whose parents are concerned about underage drinking behaviors
Objective 5*:* Expand Alateen presence in Polk County to at least one additional site
Objective 6*:* Increase community awareness around binge drinking
Objective 7*:* Increase screening for alcohol use in primary health care settings

How will we know we are making progress? (Health Indicators)

Indicator 1: Polk County Sheriff's Department DWI arrests will decrease by 5% (Baseline = 101 in 2012)
Indicator 2*:* Percentage of adults reporting excessive drinking will decrease by 3%. (Excessive drinking reflects the percent of adults that report either binge drinking, defined as consuming more than 4 (women) or 5 (men) alcoholic beverages on a single occasion in the past 30 days, or heavy drinking, defined as drinking more than one (women) or 2 (men) drinks per day on average. 2012 County Health Rankings baseline=23%)
Indicator 3*:* Percentage of High School students who have had 5 or more drinks of alcohol in a row (binge drinking) during the past 30 days will decrease by 3%. (Baseline YRBS 2013=13.3%)
Indicator 4*:* Percentage of High School students who got drunk one or more times in the past 30 days will decrease by 3%. (YRBS 2013 baseline = 13.8%)
Indicator 5*:* Percentage of High School students who drank alcohol (other than a few sips) for the first time before age 13 years will decrease by 3%. (YRBS 2013 baseline = 17.4%)
Indicator 6*:* Number of alcohol related motor vehicle crashes will decrease by 8(2011 WI Dept. of Transportation Traffic Data Baseline = 78)

Who are the key stakeholders?

- Polk County Policymakers
- Polk County Citizens
- Polk County Business Community
- Polk County Healthcare Providers
- Polk County School Districts
- Polk County Law Enforcement
- Polk County Faith Community
- State Legislators
- Polk County Government

Other Health Issues of Concern

Since the formal community needs assessment process of 2012, other health issues have gained community attention and concern. It is important to recognize that despite the results of this current Community Health Needs Assessment, it is critical for communities to be attentive to other ongoing and emerging health issues and to respond collaboratively to address them.

Drug Abuse

Illegal drug use (particularly prescription drugs, heroin and meth) is definitely gaining the attention of local law enforcement, the judicial system and school officials. The Polk County Sherriff's Dept recently convened a group of key stakeholders around the drug abuse issue and it is likely communities will work together to impact this problem in Polk County throughout the next 3 years.

Violence

Participants in the CHA process repeatedly acknowledged the direct relationship between mental health and alcohol abuse issues to violence. Domestic violence incidence in Polk County has risen in the past 3 years. Child abuse and neglect in Polk County is lower than the state rate but worse than in surrounding counties.

Electronic Cigarettes

An emerging health concern is the electronic cigarette (e-cigs) product which is now being marketed as a safe alternative to tobacco use. Science is still minimal about the safety of e-cigs and there is no regulation by the FDA. There is new data being published about accidental poisonings from the "juice" of the electronic cigarette as well as concern about clean air from the vapors emitted.

What can you do?
In this section a few ideas of what you and/or your organization can do to help improve the health of Polk County are listed.

Overall:

- Endorse Healthy Polk County 2020 (see last pages of this report)
- Visit www.healthypolkcounty.com to stay informed of CHIP initiatives
- Join Polk United - *Healthier Together*
- Participate in community coalitions or partnerships
- Participate in community wellness event

Mental Health:

- Support family and friends with mental health disorders
- Become informed about mental health issues and their association with physical health problems
- Prevent bullying behaviors through education and conflict resolution skill training
- Access screening, early intervention for mental health disorders

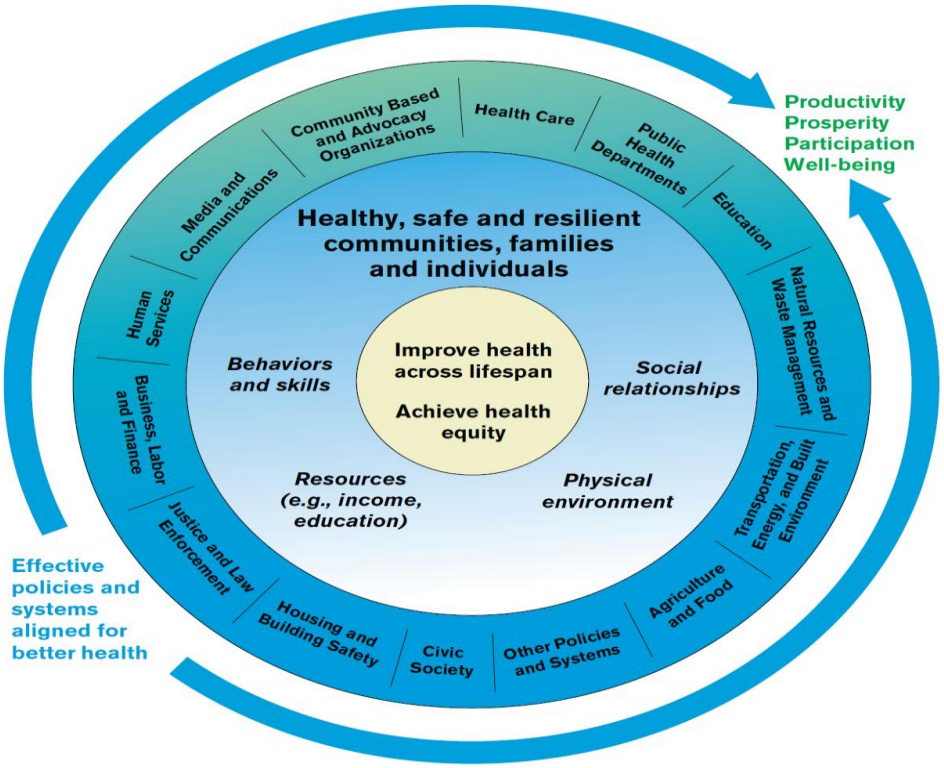
Obesity:

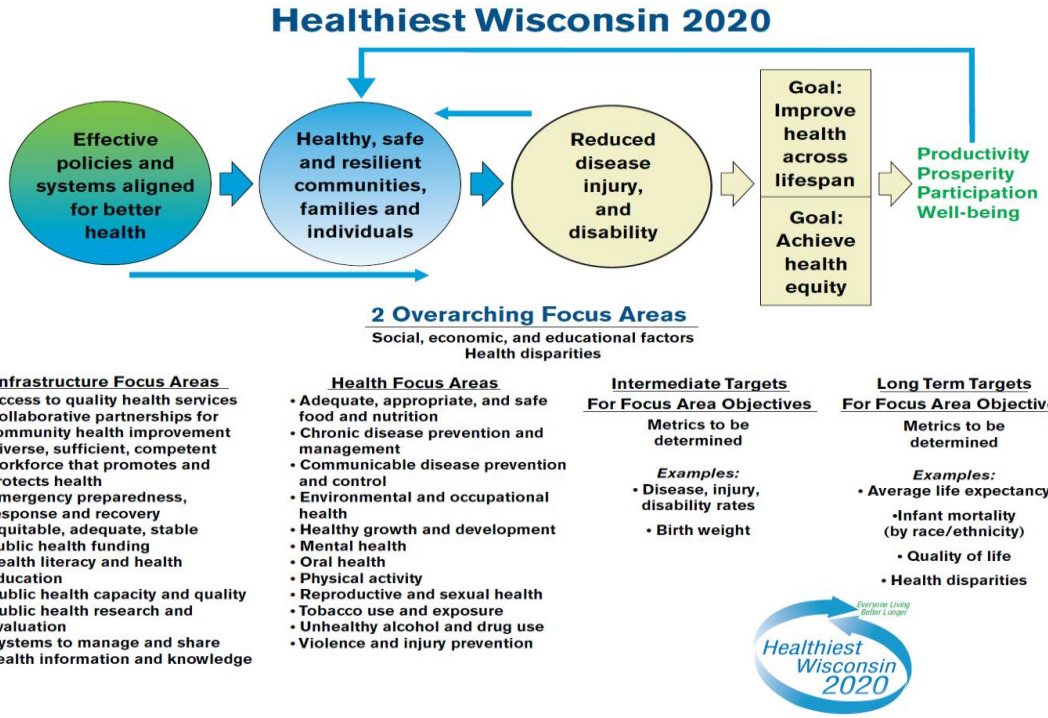
- Get your family moving and active at least one hour a day
- Decrease screen time (TV, cell phone, video games, computer) to no more than two hours per day
- Use Polk County's recreational resources
- Become informed and educated on healthy nutrition
- Develop and/or promote personal and family nutrition challenges related to:
    - Decreased consumption of sweetened beverages
    - Increased consumption of fruits and vegetables
    - Decreased food portion size
    - Increased mealtimes at the table with no TV
    - Increased preparation of meals with family and/or friends

Unhealthy Alcohol Use:

- Become informed and educated on low-risk drinking limits
- Promote national campaigns like *Parents who Host Lose the Most*
- Limit alcoholic beverages at social events with children present
- Use designated drivers when over consumption is likely
- Learn about the unhealthy effects of early initiation of alcohol with children

Healthy Wisconsin Health Plan 2020 Overview





Healthy Polk County 2020

Plan Endorsement

Purpose: By endorsing *Healthy Polk County 2020,* you become part of a network (system) of partners working together to achieve the mission, goals and vision of *Healthy Polk County 2020.* Network participants will be part of a two-way street: receive periodic updates and communications, and contribute ideas and report needs and progress. *Healthiest Polk County 2020* endorsements are non-binding.

Instructions: To endorse *Healthy Polk County 2020,* you have two options: (1) save this form as a WORD document, fill it out and email it as an attachment to **gretchens@co.polk.wi.us**, or (2) print out this form, fill it out and fax it to the Polk County Health Department at (715) 485-8501.

Note: Your endorsement may be publicly acknowledged on the *Healthy Polk County 2020* website (www.healthypolkcounty.com) and in plan-related materials.

1. I am endorsing the *Healthy Polk County 2020 as* an:

- ☐ Individual
- ☐ Organization

2. Your full name or name of organization / group:

_____

3. What type of sector(s) best describes your organization?

- ☐ Advocacy organization
- ☐ Agriculture and food
- ☐ American Indian Tribe
- ☐ Business, labor, finance, commerce
- ☐ Built environment
- ☐ Civic organization, civic society
- ☐ Community-based organization
- ☐ Education
- ☐ Elected official (state or local)
- ☐ Energy and climate
- ☐ Faith community
- ☐ Health care organizations and hospitals
- ☐ Health department (state or local)
- ☐ Housing / building safety
- ☐ Human services
- ☐ Justice and law enforcement
- ☐ Laboratory
- ☐ Natural resources
- ☐ Professional society and organization
- ☐ Transportation
- ☐ Urban / rural planning, land use
- ☐ Veterinary
- ☐ Waste management
- ☐ Other. Specify: _____

4. I will provide a link on my organization's website to the *Healthy Polk County 2020* website (located at www.healthypolkcounty.com)

- ☐ Yes
- ☐ No

5. Contact Information

Contact Name: _____Credentials (if applicable): _____

Organization (if applicable):
_____

Position/Title:
_____

Mailing Address:
_____

Telephone No. _____ Fax No. _____

E-mail:
_____

Website:
_____

6. Which focus areas will you and your organization work on to help accomplish the goals of *Healthy Polk County 2020*?

- ☐ **Mental Health**
- ☐ **Obesity**
- ☐ **Unhealthy Alcohol Use**

References:

1. County Health Rankings 2012
2. Healthy People 2020
3. Healthiest Wisconsin 2020
4. Polk County Community Health Survey 2012
5. Polk County Medical Center Electronic Medical Records 2012
6. Polk County Sheriff's Department
7. Polk County Youth Risk Behavior Survey 2013
8. Polk County Women, Infant, Children (WIC) data 2013
9. WI Department of Health Services, Burden of Injury in Wisconsin
10. WI Department of Transportation
11. World Health Organization