

Polk County
Community

Health Improvement Plan:

**Healthiest
Polk County
2015**

Capturing the health of Polk County, Wisconsin, *Healthiest Polk County 2015* is a call to action for individuals, families, organizations, communities, health advocates and policy makers to address the following health focus areas:

- **Physical Activity**
- **Adequate, Appropriate, and Safe Food and Nutrition**
- **Tobacco Use and Exposure**
- **Mental Health**

Learn more at www.healthypolkcounty.com

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Message from the Polk County Health Officer



Dear Friends,

I am excited to present the 2015 Polk County Community Health Improvement Plan (CHIP) to the citizens of Polk County. This plan is the culmination of two years of hard work from many organizations and partners and I extend sincere appreciation to all who have contributed to the production of this plan. I would especially like to recognize Mike Rust, ABC for Health, for the enormous amount of time and energy spent on facilitating the community needs assessment process as well as months spent in the thoughtful analysis of data that was instrumental in driving the selection of health priorities. In addition, sincere gratitude is extended to the CHIP Leadership team that guided the process and oversight of the plan development.

Partnerships are critical for the success of this plan. It is those partnerships that create opportunities for health improvements by creating policies and environments that make healthy choices the easiest choice for families, institutions and communities. This plan builds on the strengths of Polk County's vibrant communities and strives to creatively and collaboratively tackle the persistent problems of inadequate nutrition, lack of physical activity, alcohol and tobacco use and compromised mental health.

The ultimate goal of this plan is to improve the health of our citizens. I hope this plan provides the necessary tools and guidance that will help us impact that goal! To learn more, follow us on-line at www.healthypolkcounty.com

Sincerely,

A handwritten signature in cursive script that reads "Gretchen Sampson".

Gretchen Sampson, RN MPH
Director/Health Officer



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 Assessment process and development of the Community Health Improvement plan:

Mike Rust, ABC for Rural Health
Joanne Jackson, Amery Regional Medical Center
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Heather Gaylord, PCHD Birth to 3 Program
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Kim Henningsgard, Polk County Family Preservation
Kari Flom, Polk County Aging Programs
Jessica Rabe, Amery Dental Arts
Marg Erickson
John Harvieux
Brittani Schmidt, AHEC Intern



Section 2

How Healthy is Polk County?

With a population of just over 44,000 (US Census, 2000) Polk County is located in rural northwest Wisconsin. The state of the county's health is attributed to many factors. In the 2011 County Health Rankings report, released by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation, Polk County ranked 31 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.

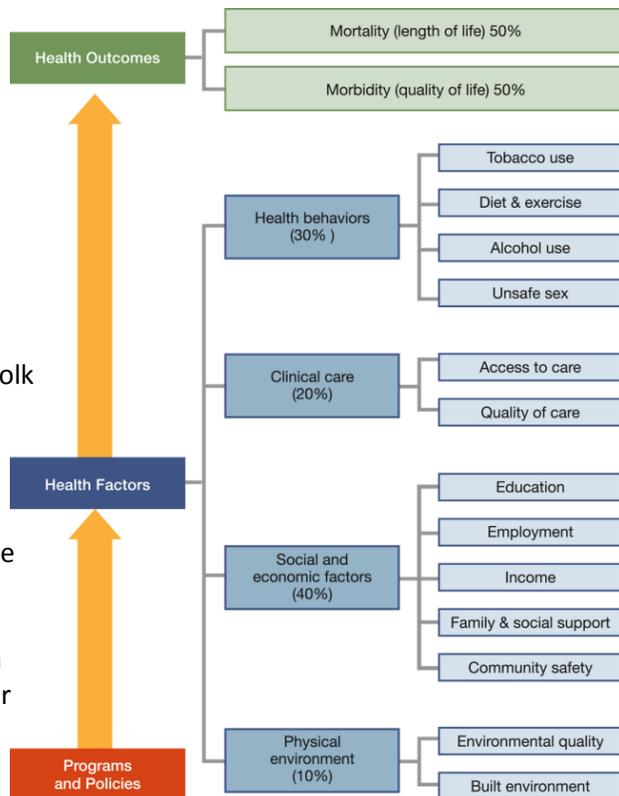
Polk County Rankings (of 72 counties in Wisconsin):

- Health outcomes =31 (how healthy we are)
- Health factors =18 (how healthy we can be)
- Health behaviors =11 (how healthy we live)
- Physical environment =18 (how healthy our environment is)
- Clinical care =37 (how good our healthcare is)
- Social and economic factors =32 (how strong our social fabric is)

The recent county health rankings demonstrate that Polk County has challenges with the health behaviors of smoking 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



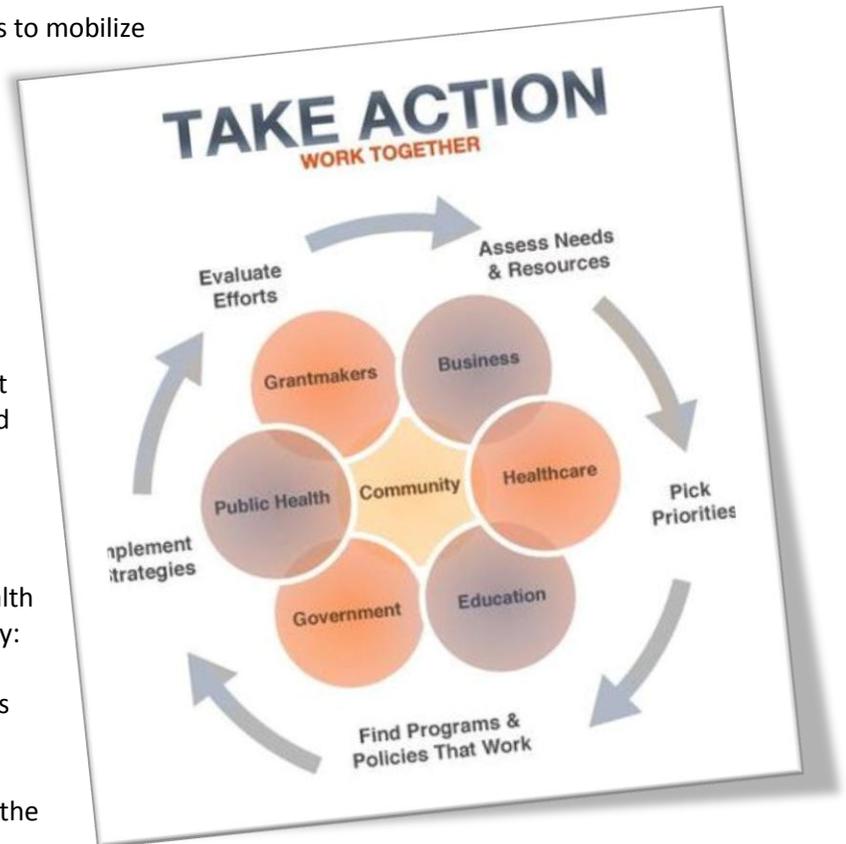
County Health Rankings model ©2010 UWPHI

Purpose of Healthiest Polk County 2015

The purpose of *Healthiest Polk County 2015* 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. Polk County's last CHIP process was in 2005 and *Healthiest Polk County 2015* builds upon the work of the previous plan. *Healthiest Polk County 2015* 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 *Healthiest Polk County 2015* health focus areas with *HW 2020* objectives in selected health focus areas
- Utilizing the same vision of "Everyone Living Better, Longer"



Section 4 Background

In 2009, the PCHD began its new Community Health Improvement Planning (CHIP) five year cycle by convening a small team of diverse community partners to serve in a Leadership Team capacity to the process. This team met several times between March and June to design a process for the community health assessment. The foundation of the process would include Health Department compilation and analysis of comprehensive health data grouped by the twelve health focus areas identified in the new state health plan under development. On June 19, 2009, a larger group of community partners met in Amery to review and discuss the data on the current health status of Polk county citizens. Following that meeting, an electronic survey was developed for participants to cast their votes to determine the top 3 health priorities for Polk County. Participants were instructed to consider the size and prevalence of the issue in Polk County, the effectiveness of known interventions and the community capacity to address the health issue.



After the vote, the top health focus areas determined were: 1) Physical Activity, 2) Adequate, Appropriate, and Safe Food and Nutrition, 3) Tobacco Use and Exposure, 4) Mental Health, and 5) Unhealthy Alcohol and Drug Use. The CHIP Leadership Committee decided to target the top four areas due to existing coalitions already in place working on those health issues. Those groups were: The Polk County Nutrition and Physical Activity Coalition (NPA), Western Wisconsin Working for Tobacco Free Living (W3TFL) and the Mental Health Task Force (MHTF) of Polk County. After the vote, these groups worked through a root cause analysis process to develop objectives and strategies for community health improvement in each focus area. Indicators that align with existing local and statewide data collection and measurement have been selected to assist with progress assessment.

It is important to note that there were other focus areas that were deemed very important in our county by the CHIP process participants. Included in this list were: Oral Health, Healthy Growth and Development and Chronic Disease Prevention and Control. These focus areas require continued attention in our community and many partners have implemented existing activities that address them.

The CHIP Leadership Team will be convened annually by the Health Department to monitor and evaluate progress on the Community Health Improvement Plan.

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 *Healthiest Polk County 2015*, the overall goal of the health focus area, who are the key stakeholders, and most importantly, what you can do to get involved.

- Physical Activity
- Adequate, Appropriate, and Safe Food and Nutrition
- Tobacco Use and Exposure
- Mental Health



Health Focus Area #1 Physical Activity

What is Physical Activity?

Physical activity means any bodily activity that enhances or maintains physical fitness and overall health. Community strategies focus on environmental and policy changes (e.g., active community environment initiatives, urban planning, safety enforcement, trails and sidewalks) to reach large sections of the population.

Why is physical activity included in *Healthiest Polk County 2015*?

- Regular physical activity has been shown to reduce the morbidity and mortality from many chronic diseases. Polk County residents suffer from chronic illnesses that can be prevented or improved through regular physical activity (HHS)
- About 43% of Polk County adults report levels of activity that do not meet the recommended levels of moderate physical activity (30 minutes per day of moderate physical activity for five or more days per week) or vigorous physical activity (20 minutes per day of vigorous physical activity for three or more days of the week).
- 18% of Polk County children, ages 3 to 5, who participate in the county's Women, Infant, and Children (WIC) program watch more than 2 hours of television per day. The amount of time spent watching television is associated with obesity in both children and adults (Surgeon General Vision for a Healthy and Fit Nation)



What is our overall physical activity goal?

By December 2015, increase physical activity for all through changes in facilities, community design and policies.

How will we know we are making progress?

- Indicator 1: Percentage of Polk County adults (age 18 or older) who are physically inactive or not meeting federal guidelines for physical activity will decrease from 43% to 38%. (Source: UW Population Health Institute, County Health Rankings measured by BRFSS)
- Indicator 2: Percentage of Polk County students (9th-12th grade) will increase physical activity to at least 60 minutes/day on 5 or more of the last 7 days from 39.4% to 50%. (Source: CESA 11 report measured by YRBS)
- Indicator 3: Number of Polk County cities/villages that have adopted local *Complete Street* ordinances will increase from 0 to 3. (Source: Polk County Nutrition and Physical Activity Coalition - measured by local audit using 2010 CHANGE data)

Who are the key stakeholders?

- Polk County Nutrition and Physical Activity Coalition (NPA)
- Polk County Policymakers
- Polk County Citizens

What can you do?

This section is intended to reach out to individuals and families within the communities we serve with simple tips.

Individuals & Families

- Develop and/or promote physical activity challenges related to increased physical activity and decreased TV and “other” screen time
- Use local resources that increase opportunities to be active
- Encourage families and individuals to take their TVs out of the bedroom
- Participate in community coalitions or partnerships



Organizations & Institutions

- Implement physical activity in after-school/club programs
- Develop physical activity programs that provide access to accurate information through physical activity experts:
 - presentations at worksites and schools
 - health fairs/screens at worksites and medical centers
 - Establish on-site physical activity classes at worksites
- Track physical activity-related data and distribute among partners to better measure and evaluate progress of physical activity programs
- Encourage worksites and schools to utilize existing community trails as part of their wellness programs
- Encourage schools and licensed day cares to adopt policies that exceed national/state requirements regarding their physical education programs and promote lifetime physical activity
- Include youth leadership opportunities within physical activity/ wellness programs
- Participate in community coalitions or partnerships

Community & Systems

- Provide physical activity education/classes via community TV networks (i.e. Strong Women)
- Educate the public on advocacy opportunities that impact physical activity
- Conduct a community-wide campaign to raise physical activity awareness
- Establish safe biking/walking routes within communities and enhance traffic safety in areas where people are or could be physically active
- Ensure access to recreational opportunities in underserved areas
- Participate in community coalitions or partnerships
- Enact community zoning regulations that require all new subdivisions to include pedestrian/bicycle friendly facilities

Health Focus Area #2 Adequate, Appropriate, and Safe Food and Nutrition

What is Adequate, Appropriate, and Safe Food and Nutrition?

Adequate, appropriate and safe food and nutrition means the regular and sufficient consumption of nutritious foods across the life span, including breastfeeding, to support normal growth and development of children and promote physical, emotional and social well-being for all people.

Why is Adequate, Appropriate, and Safe Food and Nutrition activity included in Healthiest Polk County 2015?

- Poor nutrition can lead to overweight and obesity, putting people at risk for chronic health conditions including diabetes, cardiac disease and joint problems.
- In most recent measures, 36.4% of Polk County adults are overweight compared to 37% statewide and 22.6% of Polk's population is obese.
- According to CDC, one measure of nutrition is fruit and vegetable intake. Polk County adults report below average intake of fruits and vegetables with only 20% reporting sufficient intake, compared with 23% statewide.
- Polk County's rate of low food security (quantity and/or quality of food due to limited budgets) rose from 34% in 2002 to 54% in 2007 compared to the state increase from 44% to 51%. Very low food security (food insecurity with hunger) rose from 13% to 15%.



What are our overall nutrition goals?

1. By December, 2015, people in Polk County will eat more nutritious foods and drink more nutritious beverages through increased access to fruits and vegetables, decreased access to sugar sweetened beverages and other less nutritious foods, and supported, sustained breastfeeding.
2. By December, 2015, all people in Polk County will have ready access to sufficient nutritious, high-quality, affordable foods and beverages.
3. By December, 2015, Polk County will reduce rates of overweight and obesity.

How will we know we are making progress?

- Indicator 1 – Percentage of Polk County adults (age 18 or older) eating less than 5 servings of fruits and vegetables/day will decrease from 80.5% to 75% (Source: UW Population Health Institute County Health Rankings as measured by BRFSS)
- Indicator 2 – Percentage of WIC program infants ever breastfed will increase from 76.1% to 82%; percentage of exclusively breastfed at 3 months will increase from 28.8% to 32%; percentage of breastfeeding duration of at least 6 months will increase from 36.4% to 40%; and percentage of breastfeeding duration of at least 12 months will increase from 10% to 15%. (Source: WI Department of Health Services as measured by PedNSS)
- Indicator 3 – Number of Polk County Farmer's Markets that accepts payment from Electronic Benefit Transfer will increase from 2 to 3 (Source: Polk County Nutrition and Physical Activity Coalition measured by local fresh fruit and vegetable audit)

- Indicator 4 – Percentage of WIC Farmer’s Market program vouchers redemption will increase from 36% to 45% (Source: Polk County WIC Project 69 – ROSIE Reports)
- Indicator 5 – Percentage of Polk County households reporting low food security will decrease from 54% to 50% and percentage of very low food security will decrease from 15% to 13% (Source: WI Department of Health Services, Report on Food Security in the Wisconsin WIC Population)
- Indicator 6 – Percentage of Polk County adults who are obese will decrease from 22.6% to 20% and overweight/obese from 59% to 55% (Source: UW Population Health Institute, County Health Ranking as measured by BRFSS)
- Indicator 7 – Proportion of Polk County children aged 2-4 years old in the WIC program who are obese will decrease from 10% to 9% and overweight from 13.3% to 11% (Source: WI Department of Health Services as measured by PedNSS)



Who are the key stakeholders?

- Polk County Nutrition & Physical Activity Coalition
- 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

What can you do?

Individuals & Families

- 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
- Participate in community coalitions or partnerships

Organizations & Institutions

- Teach food preparation skills in multiple settings such as farmer’s markets, grocery stores, worksites, schools, food shelves, family table program , with an emphasis on low-income and local foods when appropriate
- Provide in-store grocery presentations on a variety of topics such as “Shopping on a Budget”
- Provide social support to breastfeeding women/families
- Train food service staff regarding nutrition, taste, and presentation of foods
- Educate parents of school-age children regarding school breakfast and lunch requirements
- Provide breastfeeding information to healthcare providers and worksites to better support breastfeeding families

- Develop nutrition programs that provide access to accurate information through nutrition experts such as personal counseling and worksite/school presentations
- Sponsor nutrition information at health fairs/screens at worksites and medical centers
- Use local foods in the menus at medical centers, nursing homes, senior dining sites, schools, child care centers and restaurants
- Encourage local business leaders to develop a culture of healthy eating for employees through an incentive-based wellness program
- Create appropriate lactation rooms in worksites
- Participate in community coalitions or partnerships
- Track nutrition-related data and distribute among partners to better measure and evaluate progress of nutrition programs
- Encourage schools and licensed day cares to adopt policies that exceed national/state requirements regarding their breakfast and lunch programs
- Include youth leadership opportunities within nutrition/ wellness programs
- Encourage employers to include coverage of breast pumps in their health insurance plans
- Encourage worksites, day cares, and medical centers to enact breastfeeding friendly policies

Community & Systems

- Collaborate to create and/or distribute a quarterly nutrition newsletter available for use in multiple settings such as worksites, schools, medical centers, health department, community organizations and media
- Provide nutrition education via community TV networks
- Develop a resource toolkit for groups establishing community/ school gardens
- Educate communities on becoming “Breastfeeding Friendly”
- Educate the public on advocacy opportunities that impact nutrition policy
- Support community/school gardens and other programs that promote local foods, such as Share the Bounty
- Participate in community coalitions or partnerships
- Track nutrition-related data and distribute amongst partners to better measure and evaluate progress of nutrition programs
- Encourage food shelves to adopt policies that will:
 - Decrease barriers to food program participation
 - Increase access to healthy foods
 - Limit access to unhealthy foods
- Accept SNAP and WIC coupons and EBT cards at farmer’s markets



Health Focus Area #3: Tobacco Use and Exposure

What is 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.



Why is tobacco use and exposure included in *Healthiest Polk County 2015*?

- Tobacco continues to be a devastating health and economic burden on Wisconsin. Each year, 8,000 people in Wisconsin die from tobacco-related illness. Approximately 60 Polk County residents die each year from tobacco-related illness. Cigarette smoking causes 83% of all lung cancer deaths and 14% of deaths from cardiovascular disease in Polk County.
- Almost 21% of Polk's pregnant women smoke resulting in risk for low birth weight babies.
- In 2007, an estimated \$2.8 billion in health care costs were paid in Wisconsin as a result of diseases caused by smoking, with 22 million paid in Polk County.
- In 2008, there were more than 374 million packs of cigarettes sold in Wisconsin. Residents of Polk County spent approximately \$10.3 million on 2.5 million packs of cigarettes in 2008.

What are our overall Tobacco use and Exposure Goals?

1. By December 2015, reduce tobacco use and exposure among Polk County Youth by 25%.
2. By December 2015, reduce tobacco use and exposure among Polk County's adult population by 10%.
3. By December 2015, reduce the number of pregnant women smoking in Polk County by 25%.

How will we know we are making progress?

- Indicator 1: Polk County tobacco sales rate to minors will decrease from 13.5% (2009) to under 10% (Source: Wisconsin Wins Compliance Check Data)
- Indicator 2: Percentage of Polk County High School Youth who use tobacco will decrease from 20.7% to 15.5% (Source: Burden of Tobacco 2010 measured by YRBS)
- Indicator 3: Percentage of Polk County Middle School Youth who use tobacco will decrease from 4.3% to 3.2% (Source: Burden of Tobacco 2010 measured by YRBS)
- Indicator 4: Percentage of tobacco use among adults in Polk County will decrease from 16.7% to 15% (Source: Burden of Tobacco 2010 measured by BRFSS)
- Number of packs of cigarettes sold in Polk County will decrease from 2,520,000 to 2,268,000. (Source: Burden of Tobacco 2010 measured by The Tax Burden on Tobacco)
- Indicator 6: Percentage of all cause tobacco-related deaths in Polk County will decrease from 15% to 13.5% (Source: Burden of Tobacco 2010 from the Center for Disease Control and Prevention: Smoking attributable Morbidity, Mortality, and Economic Costs)

- Indicator 7: The percentage of pregnant women smoking in Polk County will decrease from 20.9% to 15.7% (Source: Burden of Tobacco 2010 measured by Wisconsin Interactive Statistics on Health – WISH)

Who are the key stakeholders?

- Western Wisconsin Working for Tobacco-Free Living
- 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



What can you do?

Individuals & Families

- Support of school based tobacco use prevention programs (i.e.: TATU, FACT)
- Create individual plans for behavioral change which include goal-setting, problem solving and prevention of relapse into tobacco use
- Encourage family members that smoke to set a “stop smoking date”
- Encourage families to look at the cost of smoking and create a list of things they could do with the money they save if they quit smoking
- Engage parents and youth in activities supportive of outreach and education to local and state leaders
- Encourage families and individuals to educate local policymakers on tobacco use and exposure
- Distribute educational information to families about Other Tobacco Products (OTP’s) and encourage families interested in tobacco prevention to educate others
- Have displays of OTP’s at appropriate venues, so others are familiar with what they are and what they look like (these products are not a safe tobacco alternative)

Organizations & Institutions

- Provide access to smoking cessation resources and programs
- Health Care: Assess patients smoking habits in all routine office visits
- Educate and encourage local businesses to offer tobacco cessation programs with incentives
- Encourage local businesses to offer lunchtime cessation support groups
- Encourage retailers to place all tobacco products behind the counter
- Regulate/ decrease tobacco advertising
- Have school curriculum that addresses OTP’s

Community & Systems

- Conduct community - wide media campaign to raise awareness about tobacco use/exposure
- Educate the public on the Smoke-Free WI law that became effective July 5, 2010
- Increase access to cessation resources and support
- Regulate/decrease tobacco advertising

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). “Mental health is the foundation for well-being and effective functioning for an individual and community. It is more than the absence of mental illness; it is a resource vital to individuals, families and societies (BC Ministry of Health, 2007)”

Why is Mental Health included in *Healthiest Polk County 2015*?

The 2007 Wisconsin Youth Behavior Risk Survey (YBRS) and the aggregate score of Polk County schools 2008 YBRS data revealed that in comparison to Wisconsin statewide percentages, Polk’s high school students:

- are 22% more likely to feel so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities during the past 12 months
- are 30% more likely to have made a plan about how they would attempt suicide during the past 12 months
- are 34% more likely to have long-term emotional or mental health problems like depression, anxiety, ADD/ADHD, eating disorders, or cutting
- are 23% more likely to never or rarely feel safe from physical harm when they are at school
- The Polk County rate of suicide tripled from the 2006 rate and was double the statewide and regional rates.



What is our overall Mental Health Goal?

By December 2015, reduce disparities in suicide and mental health disorders for disproportionately affected populations, including those of differing races, ethnicities, sexual identities and orientations, gender identities, educational or economic status.

How will we know we are making progress?

- Indicator 1: The Wisconsin Youth Risk Behavior Survey data for Polk County will show a 5% improvement from 2008 data in each mental health indicator (Source: Wisconsin YBRS)
- Indicator 2: The *Wisconsin Suicide Prevention Strategy* will be fully implemented in Polk County (Source: Polk County Mental Health Task Force)
- Indicator 3: the Polk County mortality rate from suicide will decrease from 22.6/100,000 to 18/100,000 (Source: Wisconsin Deaths 2009, Division of Public Health, Wisconsin DHS)

Who are the key stakeholders?

- Mental Health Task Force of Polk County
- Polk County Schools
- Polk County Faith Community
- Polk County Healthcare Providers

- Polk County Media
- Polk County Businesses
- Polk County Service Organizations

What can you do?

Individuals & Families

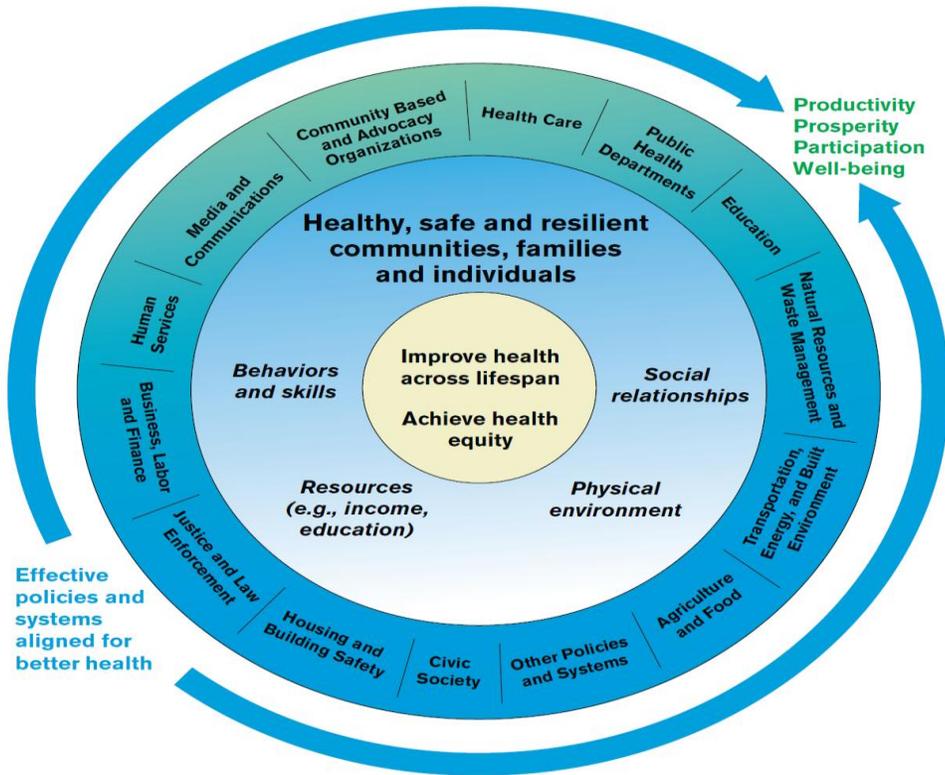
- Become informed about mental health issues and their association with physical health problems
- Prevent bullying behaviors through education and conflict resolution skill training
- Access screening, early intervention for mental health disorders
- Advocate for mental health parity with policy makers

Organizations & Institutions

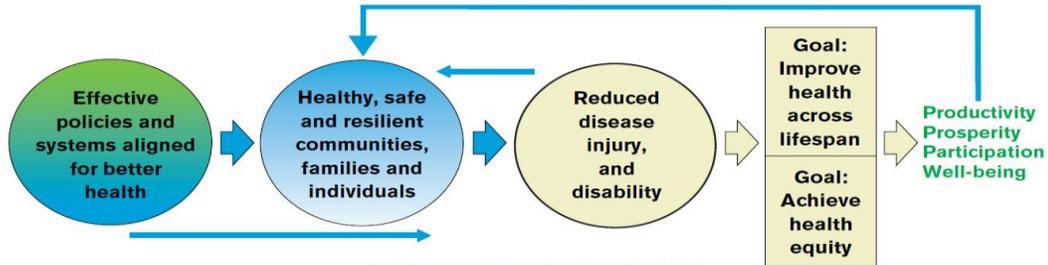
- Increase employers education and awareness of mental health issues
- Maintain accurate and up to date county wide directory of local mental health resources
- Increase treatment rates for those with both mental health and addictive disorders
- Increase the proportion of juvenile justice systems that screen new admissions for mental health disorder
- Implement zero tolerance policies for bullying
- Assure health insurance benefits include mental health diagnosis and treatment provisions
- Join and participate in the activities of the Mental Health Task Force of Polk County
- Expand membership of the Mental Health Task Force of Polk County. Current members include representation from the following organizations: Community Referral Agency, United Way, St. Croix Regional Medical Center, Amery Regional Medical Center, Osceola Medical Center, Polk County Schools, CESA 11 – Head Start, Law Enforcement, Media, Polk County Health Department, Polk County Human Services -Juvenile Justice, and Local Mental Health Providers.
- Develop a resource toolkit for groups to target stigma reduction (Back- of- the- Door- Campaign)
- Maintain a website for the Mental Health Task Force with links to local resources as well as links to other websites that offer education on mental health disorders
- Increase cooperation and coordination between primary care and mental health care systems
- Support legislation that brings about equity and parity for mental health services.
- Implement Wisconsin’s Suicide Prevention Strategy



Healthy Wisconsin Health Plan 2020 Overview



Healthiest Wisconsin 2020



2 Overarching Focus Areas

Social, economic, and educational factors
Health disparities

Infrastructure Focus Areas

- Access to quality health services
- Collaborative partnerships for community health improvement
- Diverse, sufficient, competent workforce that promotes and protects health
- Emergency preparedness, response and recovery
- Equitable, adequate, stable public health funding
- health literacy and health education
- Public health capacity and quality
- Public health research and evaluation
- Systems to manage and share health information and knowledge

Health Focus Areas

- Adequate, appropriate, and safe food and nutrition
- Chronic disease prevention and management
- Communicable disease prevention and control
- Environmental and occupational health
- Healthy growth and development
- Mental health
- Oral health
- Physical activity
- Reproductive and sexual health
- Tobacco use and exposure
- Unhealthy alcohol and drug use
- Violence and injury prevention

Intermediate Targets For Focus Area Objectives

Metrics to be determined

- Examples:
- Disease, injury, disability rates
 - Birth weight

Long Term Targets For Focus Area Objectives

Metrics to be determined

- Examples:
- Average life expectancy
 - Infant mortality (by race/ethnicity)
 - Quality of life
 - Health disparities



Healthiest Polk County 2015

Plan Endorsement

Purpose: By endorsing *Healthiest Polk County 2015*, you become part of a network (system) of partners working together to achieve the mission, goals and vision of *Healthiest Polk County 2015*. 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 the *Healthiest Polk County 2015*, 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 *Healthiest Polk County 2015* website (www.healthypolkcounty.com) and in plan-related materials.

1. I am endorsing the *Healthiest Polk County 2015* as an:

- Individual
- Organization

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

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

- | | |
|---|--|
| <input type="checkbox"/> Advocacy organization | <input type="checkbox"/> Health care organizations and hospitals |
| <input type="checkbox"/> Agriculture and food | <input type="checkbox"/> Health department (state or local) |
| <input type="checkbox"/> American Indian Tribe | <input type="checkbox"/> Housing / building safety |
| <input type="checkbox"/> Business, labor, finance, commerce | <input type="checkbox"/> Human services |
| <input type="checkbox"/> Built environment | <input type="checkbox"/> Justice and law enforcement |
| <input type="checkbox"/> Civic organization, civic society | <input type="checkbox"/> Laboratory |
| <input type="checkbox"/> Community-based organization | <input type="checkbox"/> Natural resources |
| <input type="checkbox"/> Education | <input type="checkbox"/> Professional society and organization |
| <input type="checkbox"/> Elected official (state or local) | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Energy and climate | <input type="checkbox"/> Urban / rural planning, land use |
| <input type="checkbox"/> Faith community | <input type="checkbox"/> Veterinary |

Waste management

Other. Specify:

4. I will provide a link on my organization's website to the *Healthiest Polk County 2015* 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 *Healthiest Polk County 2015*?

Physical Activity

Adequate, Appropriate, and Safe Food and Nutrition

Tobacco Use and Exposure

Mental Health