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Message to the Community

Summer, 2017

Dear Friends,

The members of the Polk County Community Health Improvement Planning (CHIP) Leadership Team are pleased to present Healthy Polk County 2020 (Version 2017-20) to the citizens of Polk County. This plan is a combined effort of the Health Department and many community partners. Special thanks to the CHIP Leadership team for their excellent input and guidance.

Many organizations participated in the process and are highlighted in the *Acknowledgements Section* of this report. The Leadership Team wishes to thank them for their support and commitment to this work. In addition, staff in the PCHD provided many hours of support and guidance throughout the entire process. Many thanks go to Mary Boe, Coordinator of the CHIP Leadership Team, who provided guidance and support throughout the process and Laurie Whitehead, PCHD Fiscal Manager, for assuring all the technical assistance needs were met.

The Community Health Improvement Plan includes goals, measurable objectives and action steps for the priority health focus areas identified by the community and key stakeholders. These focus areas are Mental Health, Substance Abuse, and Obesity. Access to Care has also been identified as a barrier to achieving good health, and will be incorporated into each of the health focus priorities. This plan is intended to be a call to action and a guide for community stakeholders to improving the health of all residents in Polk County.

To learn more, follow us online at www.polkcountyhealthdept.org.

Sincerely,



A handwritten signature in black ink that reads "Gretchen Sampson".

Gretchen Sampson
Polk County Health Department



A handwritten signature in black ink that reads "Bob Wolf".

Bob Wolf
Osceola Medical Center



HealthPartners®

Amery Hospital & Clinic

A handwritten signature in black ink that reads "Kathy Ellefson".

Katy Ellefson
Amery Hospital and Clinic



A handwritten signature in black ink that reads "Deanna Nelson".

Deanna Nelson
St. Croix Regional Medical Center

Section 1 Acknowledgements

The CHIP Leadership Team acknowledges and extends sincere appreciation to the following community partners and Health Department staff for their contributions to the Polk County Community Health Improvement Planning Process.

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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 including health behaviors, clinical care, the physical environment and social and economic determinants. In the 2017 County Health Rankings report (, released by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation, Polk County ranked 28 of 72 in health outcomes – the measures of how long we live and how well we live. The County Health Rankings examine 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. The data highlighted below is compared to the

2016 Health Rankings report. To view the full 2016 and 2016 County Health Ranking reports visit: <http://www.countyhealthrankings.org/app/wisconsin/2017/rankings/polk/county/outcomes/overall/snAPSHOT>

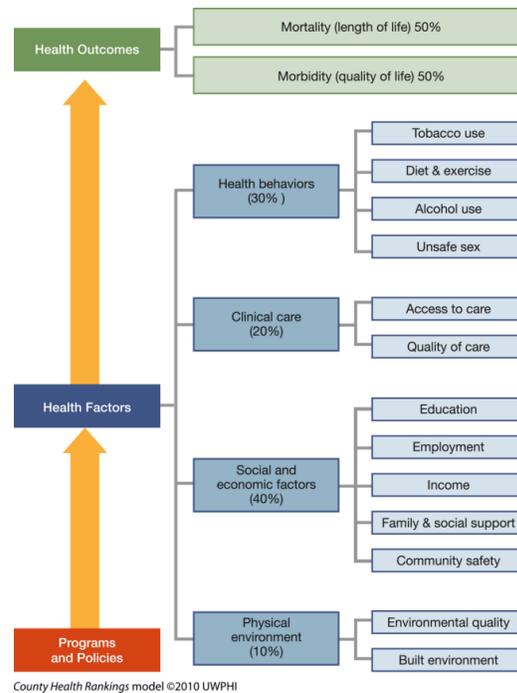
1. Polk's premature death rate (Years of Potential Life Lost) decreased from 6,600 to 6,300 to improve the health outcomes ranking from 50 to 44.
2. Three of the four factors under quality of life changed slightly to improve this ranking from 23 to nine (9). The areas that realized improvement were low birth weight, poor mental health days and poor physical health days.
3. Polk County improved in Health Factors decreasing from 31 to 28. Factors influencing this change were improved statistics in excessive drinking, food environment, teen births and physical inactivity. There were slight increases in alcohol impaired driving deaths and sexually transmitted infections. Although improvements have been demonstrated, many of Polk's statistics still trail the state of Wisconsin averages and continue to require attention. Under clinical care, Polk County improved in the number of uninsured and the ratio of mental health providers thus reflecting better citizen access to care.
4. Under social and economic factors, Polk County bettered its ranking of 31 to a ranking of 29 with reductions in unemployment, children in poverty and violent crime.
5. Results from the rankings on physical environment demonstrated an improvement from a ranking of 51 to 46. In the air pollution category, particulate matter (a mixture of extremely small particles and liquid droplets that get into the air) showed the biggest improvement by decreasing particulates from 11.8 to 9.3 micrograms per cubic meter.

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 health outcomes. Health behaviors and environment also impact how healthy people are and how long they live. The Polk County CHIP Leadership team and action plan workgroups strive to target root causes of health disparities to more effectively impact the social determinants of health. In addition, vulnerable populations and those groups demonstrating health inequities are given priority consideration in health improvement strategies.

Polk County Health Rankings 2017 (of 72 Counties in Wisconsin):

- Health outcomes = 28 (how healthy we are)
- Health factors = 28 (how healthy we can be)
- Health behaviors = 19 (how healthy we live)
- Physical environment = 46 (how healthy our environment is)
- Clinical care = 43 (how good our healthcare is)
- Social and economic factors = 29 (how strong our social fabric is)

The recent county health rankings demonstrate that Polk County has challenges with the health behaviors of adult obesity, excessive drinking, alcohol impaired deaths and adult smoking. Under clinical care, there is room for improvement in preventable hospital stays and mammography screening. The CHIP Leadership team and all partners involved in the collaborative process of community health improvement planning, continue to strive for better health for all Polk County citizens.



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

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 required of tax-exempt

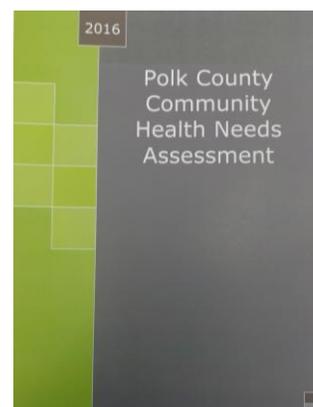


hospitals as a result of the Patient Protection and Affordable Care Act. These requirements spur regular health assessments and foster creative collaborative strategies to improve the health of communities. They also provide an opportunity to improve coordination of hospital community benefits programs to align with other local efforts to improve community health. The regulation applicable to hospitals requires that 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 cycle was in 2012 -2015 and the Polk County Community Health Improvement Plan 2017-2020 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)* and the national plan, *Healthy People 2020*, by:

- Assuring that a diverse set of partners was involved in the CHIP process
- Assuring that the community needs assessment process was aligned with the *HW2020* identified health focus areas
- Aligning objectives (whenever possible) for *Healthy Polk County 2020* health focus areas with *HW 2020* objectives in selected health focus areas
- Aligning objectives whenever possible with *Healthy People 2020*, the national health improvement plan.
- Utilizing the same vision of *HW2020* of “Everyone Living Better, Longer”.



Section 4

Background/Collaborative Process

The Polk County Health Department, in collaboration with Amery Hospital and Clinic, Osceola Medical Center and St. Croix Regional Medical Center, began the process of conducting a new Community Health Needs Assessment (CHA) in mid-2015. The ultimate goal of a Community Health Needs Assessment is to identify priority health issues in the community as well as to inventory community assets that will support strategies to impact the health priority areas. The needs assessment process is equally useful in identifying social determinants of health (the various social and economic factors affecting health outcomes) as well as preliminary recognition of partnerships and resources needed to develop and implement an action plan to approach these factors successfully in order to improve the health of the population.

This CHA effort included a comprehensive review of health and lifestyle data from secondary data sources including: US Census Data, County Health Rankings, Youth Risk Behavioral Survey (YRBS), WI Public Health Profiles for Polk County and Wisconsin Epidemiological Profile on Alcohol and Other Drug Use. Primary data sources included a Community Health Survey, Polk County WI Wins Data and Polk County WIC Data.

The Community Health Survey was administered at all of the local medical centers, the Health Department, the Polk County Fair, as well as advertised with a published web link in the four Polk County local newspapers in the winter of 2015. The web link was also posted on partner organization's websites. A total of 650 surveys were completed by county residents. The comprehensive data review, in combination with the community survey results culminated in the preliminary identification of the top 5 health focus areas for Polk County:

- Unhealthy Alcohol Use
- Mental Health
- Obesity
- Access to Care
- Drug Use

In order to elicit community feedback about these health focus areas, four community forums were sponsored in March of 2016 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 key stakeholder meeting was held in April targeting partner organizations as well as local health-related coalition representatives. At each of these venues, attendees received a presentation summarizing data analysis for each of the preliminary health focus areas and provided their perspective and recommendations. The final top health focus areas selected by participants in the CHA process were: 1) Mental Health, 2) Substance Abuse, 3) Access to Care, and 4) Obesity.

After the top health focus areas were identified, the process transitioned to the action planning phase by identifying and engaging community partners to join existing 2012-15 CHIP focus area workgroups. The groups decided to incorporate the access to care health focus area into each of the other three health focus areas. 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 staff and Polk's three medical center representatives that met monthly to assure the process was going smoothly. Leads for each of the three 2012-15 workgroups agreed to continue serving on the 2017-20

teams. 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:

- Reviewing the previous health focus area action plan from the 2012-15 CHIP
- Conducting an updated root cause analysis of the health focus area
- Deciding on any new 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>
 - <http://healthywi2020.com>
 - <https://www.thecommunityguide.org/>
- Developing updated action plans for agreed upon interventions

The CHIP Leadership Team reviewed draft action plans developed by the workgroups. Leadership team members brought the action plans back to their respective organizations for feedback. The goals, objectives and proposed actions/activities were then modified to reflect the comments and suggestions from these reference groups. The final step in the CHIP implementation process is to begin actualizing the health focus area action plans and regularly measuring progress. A coalition called *Polk United: Healthier Together* is an umbrella organization that includes membership from numerous health related organizations interested in improving health in Polk County. Through this coalition, CHIP workgroups share activities, updates and progress being made. This entity will work to assure that Polk County can achieve the Wisconsin State Health Plan 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 identification of the key stakeholders.

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”. (*World Health Organization, 2014*) "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". (*British Columbia, Ministry of Health, 2007*)

Importance of the Focus Area



When comparing all diseases, mental illnesses rank first in terms of causing disability in the United States, Canada, and Western Europe (World Health Organization Report 2014). One out of five people, or 20 percent of the population, will experience a mental health problem of some type during a one-year period. Mental health disorders are an enormous social and economic burden to society by themselves, but are also associated with increases in the risk of physical illness (World Health Organization, 2014).

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 is lower than the state rate: 58 vs. 98 per 100,000 population. (*Polk County Public Health Profiles 2014*)
- The suicide rate in Polk County (23 per 100,000) is nearly double that of the state rate (13 per 100,000). (*Polk County Public Health Profiles 2014*)
- The actual number of suicides had been going down: 2012 (7), 2013 (6) and 2014 (5), until 2015 when there were 14 suicides. In 2016, Polk had 7 suicides (*Polk County Sheriff's Department*)
- Approximately 15% of Polk County youth have reported that they seriously considered suicide in 2015 compared to the state rate of 13%. (*Youth Risk Behavioral Survey, 2015*)
- On the 2015 Community Health Survey, 23% of respondents indicated that they had been told they have depression or a mental health disorder and 15% 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 were doing about it. Just over 1 in 4 (26%)

reported that they are doing “nothing.” Others indicated that they are taking medication (26%), increasing healthy behaviors (8%), or talking to a counselor, trusted friend or health care provider (30%).

- 30% of Polk County high school students reported being bullied on school property in the last 12 months. (2015 YRBS)

What Is Our Overall Mental Health Goal?



Goal 1: To improve the mental health of residents in Polk County

What are our Mental Health Objectives?

By December 31, 2020:

Objective 1: To annually update and widely distribute the Mental Health Services Directory

Objective 2: To conduct an assessment of existing mental health programming and develop best practice

recommendations for Polk County schools

Objective 3: To conduct the Y Screen program annually in 4 Polk County schools.

Objective 4: To conduct Question, Persuade and Refer (QPR) trainings countywide to promote awareness of suicide as a preventable public health problem

Objective 5: To continue and enhance the Stop Abusive Messaging (SAM) project in Polk County schools

Objective 6: To conduct trainings in the community about the “Make it Ok Campaign” (mental health illness stigma reduction) and Zero Suicide. Zero Suicide is a key concept of the 2012 National Strategy for Suicide Prevention

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

Indicator 1: Percentage of students who seriously considered attempting suicide during the past 12 months will decrease by 2 percent (2015 Polk YRBS baseline =7.2%)

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 (2015 YRBS baseline = 22.6%)

Indicator 3: Percentage of students who attempted suicide once in the past 12 months will decrease by 2 percent (2015 YRBS baseline = 4.5%)

Indicator 4: Average number of mentally unhealthy days reported in past 30 days (age-adjusted) will decrease to 2.0 (2015 County Health Rankings baseline = 3.4)

Indicator 6: Percentage of students who agree that harassment and bullying is a problem at their school will decrease by 10 percent. (2015 YRBS baseline =41.8%)

Indicator 7: Percentage of students who have been bullied on school property in the past 12 months will decrease 5 percent (2015 YRBS baseline = 30.2)

Indicator 8: Number of Make It Ok events held and people trained as ambassadors in Polk County (establish new baseline)

Indicator 9: Number of QPR trainings and number of people in attendance (establish new baseline)

Indicator 10: Number of Zero Suicide trainings and number of people in attendance (establish new baseline)

Indicator 11: Number of Suicides in Polk County will decrease to 5 annually (Polk County Sheriff's Department baseline = 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 Community Services Division
- Polk County Law Enforcement

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. (*World Health Organization 2016*) Obesity is a contributing factor for excessive health care costs. Obesity is closely interconnected with poor nutrition and lack of physical activity.

Importance of the Focus Area

Good nutrition, physical activity, and a healthy body weight are essential parts of a person's overall health and well-being. Together, these can help decrease a person's risk of developing serious health conditions, such as high blood pressure, high cholesterol, diabetes, heart disease, stroke, and cancer. A healthful diet, regular physical activity, and achieving and maintaining a healthy weight also are paramount to managing health conditions so they do not worsen over time.

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

- With an obesity rate of 30%, Polk County exceeds the state rate of 28%. Wisconsin's goal is to decrease the percentage of adults who are obese from 28% to 25% by 2020. The national goal is to reduce the percentage of adults who are obese from 36% to 25% by 2020. (*County Health Rankings 2017*)
- When asked on the community health survey to describe their own weight, just over one-third of respondents described their weight as "healthy." 42% of respondents reported they were "slightly overweight" and 17% said they were "very overweight."
- Obese youth are more likely to become obese adults, putting them at risk of having lifelong health consequences. (*CDC, 2015*)
- Childhood obesity is an epidemic. In the US, one in five preschoolers is at least overweight, and half of these children are obese. Breastfeeding helps protect against childhood obesity. A baby's risk of becoming an overweight child goes down with each month being breastfed. (*CDC, 2015*)

- In Polk County, 64.6% of WIC (Women, Infants and Children) newborns are breastfed for 3 months, compared to 57.8% of WIC newborns statewide. The Wisconsin WIC goal is 65%. (*Polk County WIC data, 2016*)
- The community health survey compiled data from respondents on fruit and vegetable consumption. When asked to report on the typical number of fruits and vegetable servings (1/2 cup) consumed in a day, the most frequent response was two servings (27%). This is far short of the recommended five servings per day, which was reported by only 8% of respondents.
- Approximately one-third of the restaurants in Polk County are fast food restaurants, compared to 40% statewide, and a national goal of 25%. Although fast food restaurants provide some healthy options, a well-balanced selection is important for health outcomes.
- Approximately 20% of Polk County adults aged 20 and older report having no leisure time physical activity (*County Health Rankings 2017*)
- 29% of respondents to Polk County's community health survey reported leisure time physical activity on one or fewer days.
- In 2015, 56% of Polk County High School Students reported being physically active for a total of at least 60 minutes per day on 5 or more days out of the week. (*Polk County YRBS 2015*)

What Is Our Overall Obesity Goal?

Goal: To reduce the number of Polk County residents who are overweight and obese.

What are our Obesity Objectives?

By December 31, 2020:

Objective 1: Increase the percentage of youth and adults reporting physical activity by promoting the use of Polk County Parks and Trails

Objective 2: Implement a public information campaign designed to increase fruit and vegetable consumption

Objective 3: Increase consumption of fruits and vegetables by promoting use of local Farmer's Markets for WIC participants

Objective 4: Implement and align with Polk County hospitals strategies from the State WIC Collective Program about teaching best practice in breastfeeding



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

Indicator 1: Increase percentage of adults reporting 5 or more servings of fruits/vegetables from 8% to 10% (2015 Community Survey baseline = 8%)

Indicator 2: Increase percentage of Polk County WIC participants fully redeeming allotted Farmers Market vouchers from 26% to 30% (2016 Polk County WIC Data baseline = 26%)

Indicator 3: Increase percentage of students physically active at least 60 minutes/day from 56% to 60% (2015 YRBS baseline = 56%)

Indicator 4: Decrease percentage of adults reporting 0 hours of leisure physical activity from 20% to 17% (2017 County Health Rankings baseline = 20%)

Indicator 5: Decrease percentage of adults with BMI ≥ 30 from 30% to 25% (2017 County Health Rankings data baseline = 30%)

Indicator 6: Increase percentage of WIC participant babies breastfed at 3 months from 65% to 68% (2016 Polk County WIC data baseline = 65%)

Who are the key stakeholders?

1. Polk United *Healthier Together*
2. Nutrition and Physical Activity Committee
3. Polk County Breastfeeding Coalition
4. Polk County Health Department (WIC, Fit Families, Prenatal Care Coordination)
5. Polk County Worksites
6. Polk County Fitness Centers
7. Polk County Policymakers
8. Polk County Healthcare Providers
9. Polk County School Districts
10. Polk County Childcare Providers
11. Polk County Citizens
12. Polk County Farmers' Markets, Farm Stands and Apple Orchards
13. Polk County Women of Reproductive Age
14. Polk County Government

Health Focus Area #3 Substance Abuse

What is Substance Abuse?

Substance abuse is the use of a substance that results in negative consequences. (*National Institute on Drug Abuse 2016*) This includes a broad array of mood-altering substances that include, but are not limited to; alcohol, prescription substances and illegal mood-altering substances. Negative consequences or unhealthy uses include, but are not limited to; operating a motor vehicle while under



the influence of alcohol or drugs, drinking while pregnant, alcohol dependence, fetal alcohol spectrum disorder, alcohol-related hospitalizations, heavy drinking, alcohol-related liver cirrhosis deaths, motor vehicle injury or death, liquor law violations, other alcohol attributable deaths, underage drinking, non-medical or illicit drug use, drug-related deaths, drug-related hospitalizations, arrests for drug law violations, and alcohol or drug-related crimes (e.g., property crimes,

violent crimes).

Importance of the Focus Area

Alcohol-related deaths are the fourth leading cause of death in Wisconsin behind heart disease, cancer, and stroke. Wisconsin tops the nation in wasted lives, harm, and death associated with its drinking culture. (*Annual Wisconsin Death Report 2015*) “We find ourselves in a culture that in some ways is tolerant of excessive, dangerous, unhealthy, and illegal drinking, which results in a host of societal problems such as homelessness, child abuse, crime, unemployment, injury, health problems, hospitalization, suicide, fetal abnormalities and early death. We must achieve a culture free of harm from drinking”. (*Healthy Wisconsin 2020*)

The abuse of illicit drugs, including the non-medical use of mood-altering prescribed drugs, inflicts tremendous harm upon individuals, families, and communities. Other drug problems tend to vary by geographic area, but the abuse of powder and crack cocaine, heroin, marijuana, methamphetamine and opiate-based prescription drugs occurs across Wisconsin. According to the National Survey on Drug Use and Health 2015, 49 percent of Wisconsin residents age 12 and over used an illicit drug in their lifetime and 14 percent did so in the past year.

Why is Substance abuse included in *Healthy Polk County 2020*?

- 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. (*National Institute on Alcohol Abuse and Alcoholism 2017*)
- The prevalence of excessive drinking in Polk County (23%) and Wisconsin (24%) far exceeds the national goal of 8% (*County Health Rankings 2017*)
- 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%). (*Polk County Youth Risk Behavior Survey, 2015*)
- 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. According to the *2015 Polk County Public Health Profiles*, alcohol is involved in three times as many fatal car crashes than in the state overall.
- The percentage of High School (HS) students in Polk County who report trying marijuana in the last 30 days is 12.8%. (*Polk County Youth Risk Behavior Survey, 2015*)
- The percentage of High School students in Polk County who report using a prescription drug without a doctor's prescription is 14%. (*Polk County Youth Risk Behavior Survey, 2015*)
- According to the *Wisconsin Epidemiological Profile on Alcohol and Other Drugs 2017*, the annual economic cost of excessive alcohol use in Polk County is \$60.2 million dollars or \$1,361 per resident.

What is our overall Substance Abuse goal?

Goal: To decrease substance abuse in Polk County

What are our Substance Abuse Objectives?

By December 31, 2020:

Objective 1: Reduce Access to unused prescription drugs in the community

Objective 2: Delay youth initiation of alcohol use

Objective 3: Increase community awareness of the dangers of Marijuana Use

Objective 4: Increase community awareness of the health risks associated with the use and abuse of substances in Polk County

Objective 5: Advocate with legislators to improve access to care for substance abuse by funding prevention and treatment programming

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

Indicator 1: Number of prescription drug “take back” programs/events held annually in Polk County (establish new baseline)

Indicator 2: Percentage of youth who drink alcohol other than a few sips for the first time before the age of 13 years (2015 YRBS baseline = 18.2%)

Indicator 3: Number of community events, Public Service Announcement (PSAs), radio spots, social media postings, other media outreaches (establish new baseline)

Indicator 4: Number of meetings with legislators; funding received, programs implemented (establish new baseline)

Indicator 5: Percentage of High School youth who report trying marijuana in the last 30 days will decrease from 12.8% to less than 10%. (2015 YRBS baseline = 12.8%)

Indicator 6: Percentage of HS youth who report using prescription drugs without a doctor’s prescription will decrease from 14% to less than 10%. (2015 YRBS baseline = 14.0%)

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 Community Services Division

Community Health Improvement: Get Involved!

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.polkcountyhealthdept.org to stay informed of CHIP initiatives
- Join Polk United - *Healthier Together* <http://polkunited.org/>
- 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
- Attend Make it OK and QPR training in your community

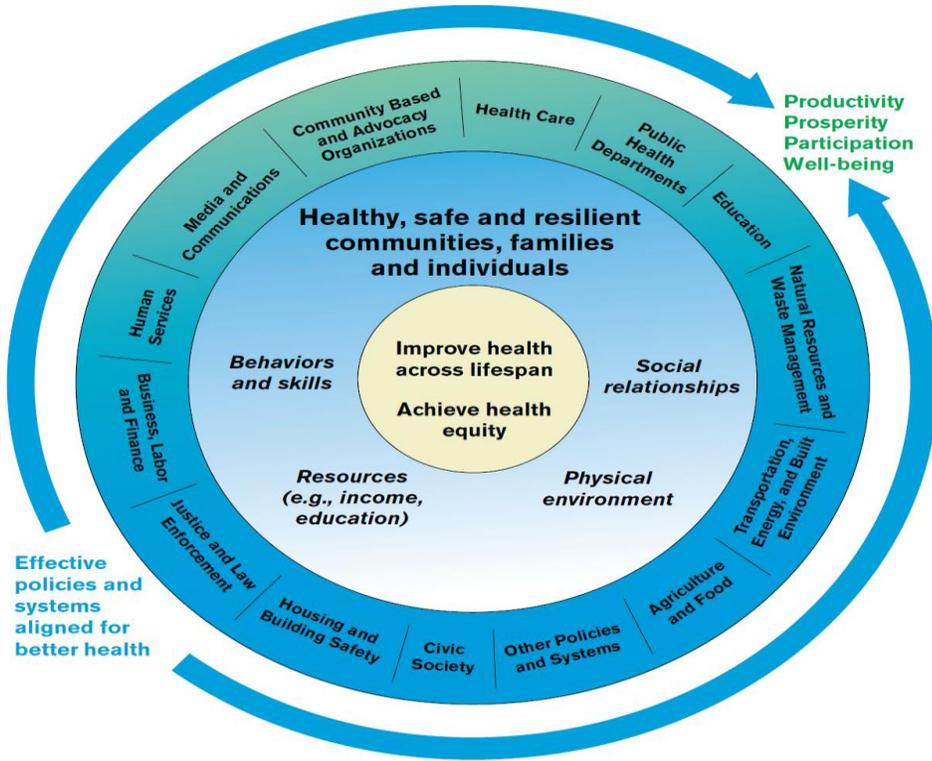
Obesity:

- 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 including parks and trails
- 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

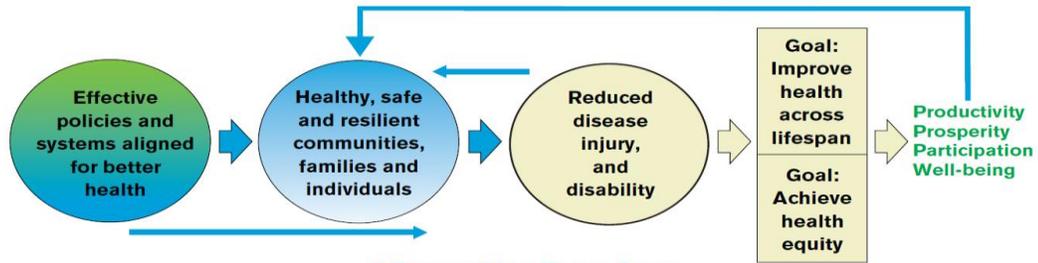
Substance Abuse:

- Become informed and educated on low-risk drinking limits
- Promote national campaigns like *Parents who Host Lose the Most*
- Talk to children about not abusing substances; monitor behaviors
- 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
- Participate in drug take back days
- Attend community forums on substance use
- Educate legislators about substance use prevention and treatment needs

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



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 mary.boe@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?

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

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**
- Substance Abuse**

References:

1. Center for Disease Control (2015)
2. County Health Rankings 2017
3. Healthy People 2020
4. Healthiest Wisconsin 2020
5. National Institute on Drug Abuse (2016)
6. National Institute on alcohol abuse and alcoholism (2017)
7. Polk County Community Health Survey 2012
8. Polk County Sheriff's Department
9. Polk County Youth Risk Behavior Survey 2015
10. Polk County Women, Infant, Children (WIC) data 2016
11. WI Department of Health Services, WI Epidemiological Profile on Alcohol and Other Drug Use, 2016
12. World Health Organization (2014)
13. Youth Risk Behavioral Survey (2015)