

PRICE COUNTY *Community*

Health Improvement Plan



2012-2016

Price County Health and Human Service Department
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Mission Statement

Leaders in promoting, protecting, and preserving the health and well being of Price County citizens through partnerships with people and communities.



WHAT IS A *Community* Health Needs Assessment?

It is a systemic process involving the community, to identify and analyze community health needs and assets in order to prioritize those needs, and to plan and act upon unmet community health needs.



PRICE COUNTY STATISTICS

- Located in the Northwood's of Wisconsin
- Price County is the 5th largest county in land area
- Comprised of:
 - 2 cities
 - 3 villages
 - 17 townships
 - 11 unincorporated communities
- Population: 14,159
- Caucasian: 97%, Other: 3%
- Female: 49.3%
- Male: 50.7%
- 65 years and older
 - Price: 21.4%
 - Wisconsin: 13.9%
- Leading cause of death (2010 Profile for Price County) is 1. Cancer 2. Heart disease 3. Lower Respiratory Disease 4. Stroke
- Major industries are wood and paper products, tourism and manufacturing. Additional industries include farming, transportation and health care
- Abundance of woods and water provide endless outdoor activities



OVERVIEW OF THE *Community*

Health Needs Assessment *in Collaboration with Flambeau Hospital*

Price County Public Health chaired several meetings with community members over an 8-month period to discuss, tabulate and form our top priority of needs in our Community. Our top priorities that ranked the highest in our survey were:

#1 Mental Health/Alcohol and Drug Use

#2 Chronic Disease, Physical Activity and Nutrition

How we came to the above priorities?

Price County Public Health and Flambeau Hospital sent an invitation to numerous groups with attendance from:

- Local Businesses
- Government Agencies
- Faith Community
- Clinics (3)
- Hospitals (2)
- School Districts (3)
- Counseling Centers (3)
- Advocacy Groups
- Public citizens
- City and County Law Enforcement

Our invitation was WELL RECEIVED with OVER 40 PARTICIPANTS in our work group.

We started out using the Healthiest Wisconsin 2020 State Health Plan to be used as a guide for our health focus areas. (www.dhs.wisconsin.gov/hw2020) Price County statistics, from various sources, related to the focus areas were presented to the group.

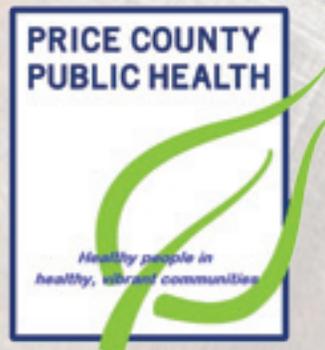
We asked participants about the data, the “good” things we do in Price County and the “bad” that makes our county rankings high and low in some areas. Over the course of this fact-finding we then introduced an “Introductory Opinion Survey.” We asked participants to rank the top 5 most concerning areas in Price County. Results are following.



PRICE COUNTY *Prioritizing*

Results [October 5, 2011]

Healthiest Wisconsin 2020 Focus Areas	Weighted Score	Rank
Adequate, appropriate, safe food and nutrition	56	4
Alcohol and other drug use	145	1
Chronic disease prevention and management	54	5
Communicable disease prevention and control	16	10
Environmental and occupational health	12	11
Healthy growth and development	32	8
Injury and Violence	42	6
Mental Health	74	2
Oral Health	18	9
Physical Activity	66	3
Reproductive and Sexual Health	6	12
Tobacco Use and Exposure	38	7



MENTAL HEALTH / ALCOHOL AND OTHER DRUG USE

Goal

There will be a coordinated and strengthened mental health system in Price County.

Objective 1:

By 2012 a Mental Health and Substance Abuse Prevention Coalition will be formed with citizens, counselors, pharmacists, law enforcement, health professionals, physicians and other pertinent members.

Objective 2:

By 2013 the Mental Health and Substance Abuse Prevention Coalition will assess services, recognize strengths and identify gaps in the availability of care.

Strategies may include assessing for:

- Access to psychiatric service for children
- Financial access to care
- Local access to psychiatrists
- Coordination among provider agencies
- Resources and support for primary care providers to optimally manage needs of patients
- Development of a booklet of available services in Price County for both providers and community members with name, special interest, hours of operation, insurance etc.

Objective 3:

By 2014 the Coalition will develop a plan to address identified gaps and support recognized strengths in availability of care.

Objective 4:

By 2015 the Coalition will develop and implement a plan to increase awareness of sexual assault in the community, of the impact of sexual assault by substance abusers and reduce community acceptance of sexual assault.

Objective 5:

A yearly report of activities and outcomes will be maintained.



Youth SUBSTANCE ABUSE

The committee felt that they would like to focus on the youth and young adult population.

Goal:

There will be increased community involvement to reduce abuse of prescription drugs and youth use of alcohol and illegal drugs.

Objective 1:

By 2012 a coalition will be formed under the same umbrella as mental health.

Objective 2:

By 2013 the Coalition will develop and implement evidence based strategies to reduce youth substance abuse.

Areas looking to impact are:

- Increase positive peer pressure
- Improve personal coping skills
- Support existing groups addressing these issues
- Increase adult involvement

Objective 3:

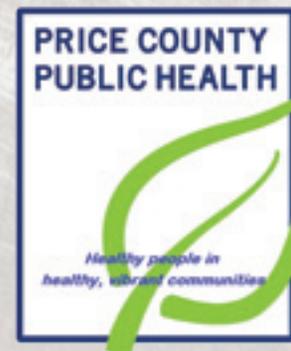
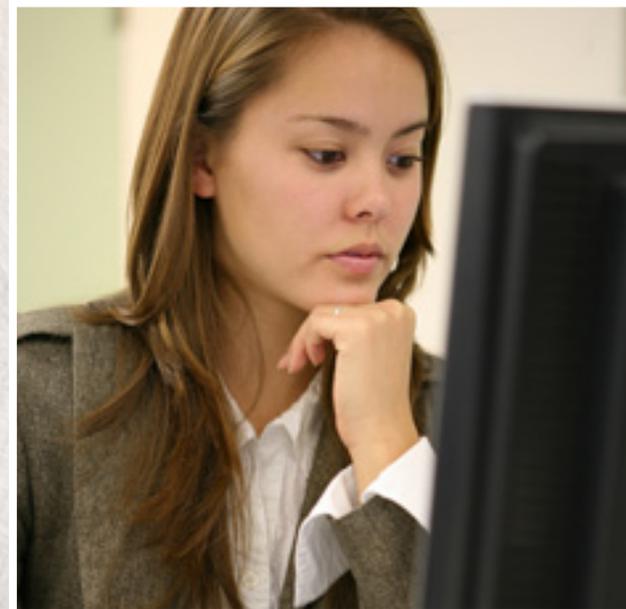
By 2014 the Coalition will increase media, enforcement, and community pressure on legal consequences of use of illegal alcohol and drug use and of providing substances to youth.

Strategies may include:

- Increasing positive peer pressure
- Sponsored evidence based initiatives such as “Parents Who Host Lose the Most” and “Safe Ride Home”

Objective 4:

A yearly report of activities and outcome will be maintained.



CHRONIC DISEASE, NUTRITION AND PHYSICAL ACTIVITY

THE *Plan*

We have an established Health and Wellness Coalition in Price County with members from the Hospital, Public Health, and other health related areas along with interested citizens.

Goal:

Create a culture of healthy eating and active living in Price County in order to reduce the impact of chronic disease. Connect people with resources and opportunities for high quality nutritious foods and physical activity.

Objective 1:

By 2013 the Price County Health and Wellness Coalition will identify and address nutrition and physical activity needs specific to Price County.

Strategies may include:

- Coalition creating a realistic and focused strategic plan

Objective 2:

By 2016 Price County residents will increase their physical activity levels.

Strategies may include:

- Coalition will implement at least two evidence-based programs that address physical activity

Objective 3:

By 2016 Price County residents will increase their healthy eating habits.

Strategies may include:

- Coalition will implement at least two evidence-based programs that address healthy eating habits

Objective 4:

A yearly report of activities and outcomes will be maintained.

