

Price County
Community
Health Improvement Plan



2022 - 2024



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Executive Summary



Our Price County Community

Price County is geographically the sixth largest county in the state. It includes two cities, three villages and 17 townships. The major industries are manufacturing and engineering, farming and forestry and construction. Additional industries include tourism, government services and health care.



Price County Public Health Department Overview

When Ernestine Kandell became the first nurse hired by Price County in 1919, she instigated a long tradition of caring for the community. Today, Price County Public Health professionals monitor and assess the health concerns of the community and promote healthy practices and behaviors to ensure that populations stay healthy. Their efforts have been front and center during the emergency response of the COVID-19 pandemic, while also administering a variety of programs such as communicable disease prevention, environmental health, and maternal and child health.

With a mission of being “leaders in promoting, protecting, and preserving the health and well-being of Price County citizens through partnerships with people and community,” Price County Public Health aims to understand the social determinants of health and eliminate barriers to healthy living. These determinants underscore our daily activities, often influence or even predispose our choices, and as a result, shape our health outcomes.

Price County Public Health Datapoints

- ▶ Public Health, as a unit of Health and Human Services, has a primary office in Phillips, accessible Monday thru Friday, with satellite offices in Park Falls and Prentice.
- ▶ The Public Health unit employs approximately 10 people, including a Health Officer, nurses, a dietician, program coordinator and administrative support.

Introduction

Community Health Improvement Plan - Implementation Strategy

On a three-year cycle, Price County Public Health participates in community health improvement planning and processes (CHIPP). Embedded in the CHIPP is a community health needs assessment (CHNA) which involves comprehensively analyzing current local, state and regional data for health trends, and using this knowledge to prioritize health issues that most closely affect our community. The document can be found at www.price.co.wi.us.

Once priorities are identified, strategies meant to meet these needs are written into an implementation or improvement plan (CHIP). This improvement plan is part of a broad community effort to address the priority health needs in this community. Price County Public Health will take an active leadership role in the strategies but cannot affect substantial community change alone.

CHIPP

CHIPP is a collaborative effort including the voices of many community organizations and individuals who share a vision to improve community health.

Prioritized Significant Health Needs

The assessment and prioritization process was conducted between March and August 2021. Based on the data reviewed, community input and the prioritization process, the following priorities were selected.

- ▶ Behavioral Health
- ▶ Alcohol and Other Drug Abuse (AODA)
- ▶ Chronic Disease

Public Health also identified that health equity and a lens inclusive of the social determinants of health underpins each of these priorities.

Health Needs Not Selected for this Plan

Each health need acknowledged during the prioritization process is important and deserves attention. Given limited time and resources the following issues were not selected at this time:

- ▶ Communicable Disease Prevention and Control: COVID-19 has greatly affected our community; hospital and public health staff continue to address this pandemic.
- ▶ Oral Health: Public Health provides related dental health services and leans on other providers such as Family Health Center Dental Clinic, NorthLakes Community Clinic as well as private providers for opportunities in oral health.



BEHAVIORAL HEALTH

Goal: *Strengthen the behavioral health of individuals in Price County*

Performance Indicators:

- ▶ By December 31, 2024, decrease the average number of poor mental health days in the last 30 days for Price County adults from 4 in 2021 to 3. (Source: County Health Rankings).
- ▶ By December 31, 2024, increase the proportion of middle school students attending Price County school districts who report having at least one teacher or adult in their school that they can talk to if they have a problem, to 90%. (Baseline 81% in the 2021 Youth Risk Behavior Survey).
- ▶ By December 31, 2024, decrease to 50% the proportion of Price County middle school students reporting they have experienced significant problems with anxiety in the past year. (Baseline: 60% in the 2021 Youth Risk Behavior Survey).

The Price County AODA/Mental Health Coalition will be instrumental in facilitating the following strategies. This coalition includes representatives from, but not limited to, health care, public health, library, clergy/religious, law enforcement, and education sectors.

Strategy 1:

STRENGTHEN SUPPORT AND SOCIAL CONNECTION FOR PARENTS

The Price County AODA/Mental Health Coalition will support programs and initiatives that offer educational guidance and social support to strengthen effective parenting.

Social support contributes to good mental health. Not only does social support matter in times of crisis, but poor social support and/or loneliness is linked to a higher risk of depression, suicide, alcohol use and other physical health issues. (1)

Group-based parenting initiatives assist parents and grandparents in strengthening how they address challenging behaviors and support youth mental health needs.

Activities involved in this strategy include:

- ▶ Identify evidence-based parenting support opportunities including Love and Logic, Botvin Lifeskills, Parent Cafe and others that exist via collaborative partners
- ▶ Reach out to existing organizations and agencies to learn more about what kinds of support would be most beneficial
- ▶ Implement or support at least one family-friendly social event in at least three Price County communities annually (e.g., park clean up, music events)
- ▶ Promote the parenting support opportunities in Price County
- ▶ Establish evaluation mechanisms

Identified and Potential Community Resources:

- ▶ Three school districts
- ▶ Local libraries
- ▶ Music in the Park Price County
- ▶ Event/program coordinators
- ▶ YMCA of the Northwoods

1. Cherry, K. (20218, November 16), How Social Support Contributes to Psychological Health.



Strategy 2:

IMPROVE YOUTH ACCESS TO MENTAL HEALTH CARE

The Price County AODA/Mental Health Coalition will facilitate access to financial assistance for behavioral health services for students within the public school systems.

The Children and Adolescence Reaching Emotional Success (CARES) model was developed in partnership by Aspirus Medical Hospital and Clinics and Memorial Member Association for the Medford School District and Phillips School District. It increases opportunities for universal, targeted and intensive mental health counseling on location at area schools.

Activities involved in this strategy include:

- ▶ Support the development and implementation of the CARES model or similar model in all three Price County schools
- ▶ Identify possible behavioral health partners and support funding
- ▶ Facilitate communication between mental health providers and the school districts

Identified and Potential Community Resources:

- ▶ Three area school districts
- ▶ Local behavioral health providers
- ▶ Aspirus Medical Hospital and Clinics



Strategy 3:

SUPPORT MENTAL HEALTH TRAINING

This strategy aims to facilitate collaboration among area school districts in order to develop a unified approach to suicide awareness and other resiliency curriculums.

In the summer of 2018 area school districts and collaborative partners participated in Lifelines training, developing a shared vocabulary and cooperative strategic plan to reduce youth suicide and improve student mental health. Following the training, the districts committed to collectively implement a resiliency curriculum (e.g., Sources of Strength) brought to schools in an extended service area.

Complementing the school efforts, the Price County AODA/Mental Health Coalition will assess the capacity for a community-focused effort that augments the student resiliency program. By consistently reinforcing resiliency efforts in both the school and the community, the likelihood of success is increased. Adult-oriented programs (e.g. Question, Persuade, Refer or Mental Health First Aid) will be considered. The aim of these efforts is to increase resiliency and reduce suicides.

Activities involved in this strategy include:

- ▶ Coordinate with the school districts on resiliency programming
- ▶ Assess the capacity to conduct suicide prevention or mental health trainings in the community (and pursue if capacity exists)
- ▶ Evaluate the trainings

Identified and Potential Community Resources:

- ▶ Three area school districts
- ▶ Park Falls and Price County Chambers of Commerce
- ▶ YMCA of the Northwoods
- ▶ Local libraries





ALCOHOL AND SUBSTANCE ABUSE

*Goal: To prevent the misuse and abuse
of drugs and alcohol in Price County*

Performance Indicators:

- ▶ By December 31, 2024, decrease the proportion of drug related out-of-home placements initiated in Price County to 50%. (Baseline: Price County Child Protective Services reported 63% of placements were drug related in 2021).
- ▶ By December 31, 2024, decrease the number of opioid-related overdoses in Price County from two (2021) to zero. (Source: Wisconsin Department of Health Services, Opioid Overdose Report).
- ▶ By December 31, 2024, decrease the number of drug crime related arrests in Price County from 32 (2020) to fewer arrests. (Source: Wisconsin Uniform Crime Reporting Program Data Dashboard).
- ▶ By December 31, 2024, decrease the self-reported use of alcohol in the past 30 days by Price County middle school students. (Baseline: 21% in the 2021 Youth Risk Behavior Survey).

The Price County AODA/Mental Health Coalition will be instrumental in facilitating the following strategies. This coalition includes representatives from, but not limited to, health care, public health, library, clergy/religious, law enforcement, and education sectors.

Strategy 1:

ENSURE PROPER DISPOSAL OF PRESCRIPTION MEDICATIONS

The risk of opioid prescription misuse increases when unused medications are in a home. Removing unused medication limits possible overdose mishaps by children or adults (especially those juggling multiple prescriptions) and helps reduce illicit use.

Activities involved in this strategy include:

- ▶ Offer multiple opportunities to dispose of unused prescription drugs (e.g. permanent drop-off sites, Drug Take-Back events, and/or at-home alternatives for the destruction of unused medications)
- ▶ Promote drug disposal opportunities utilizing media and local pharmacies

Identified and Potential Community Resources:

- ▶ Local pharmacies
- ▶ Local law enforcement

Strategy 2:

COMMUNITY AWARENESS OF AODA ISSUES

Building community awareness of current substance abuse issues contributes to community readiness to address the issue. This strategy will focus on any number of substance abuse topics. Examples include: current substance abuse trends, methamphetamines, the correlation between trauma and adverse childhood experiences and opioid use disorder, and local resources.

The intended results of the information sharing may include reduced stigma, increased understanding, increased awareness of resources, and/or increased confidence in one's ability to help in a crisis situation.

Activities involved in this strategy include:

- ▶ Conduct town halls / events / trainings
- ▶ Distribute a resource guide
- ▶ Provide schools with educational inserts for athletic events
- ▶ Support a poster contest for middle school students enrolled in public schools
- ▶ Engage the media and use social media to share information

Identified and Potential Community Resources:

- ▶ Local law enforcement
- ▶ Three area school districts
- ▶ Price County and Park Falls Chambers of Commerce



CHRONIC DISEASE

Goal: *Create a culture of healthy eating and active living in Price County across the lifespan*

Performance Indicators:

- ▶ By December 31, 2024, decrease the proportion of adults in Price County diagnosed with diabetes by 2%. (Baseline: 8% in 2019. Source: Centers for Disease Control and Prevention Diabetes Data and Statistics).
- ▶ By December 31, 2024, decrease the proportion of Price County's adults reporting diagnosed hypertension to below 26%. (Baseline: 28.8% Source: Center for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion).
- ▶ By December 31, 2024, decrease the proportion of Price County adults who are obese from 31% (2021) to 29%. (Source: County Health Rankings).
- ▶ By December 31, 2024, increase the proportion of Price County high school students who report consuming vegetables every day for 7 days by 4%. (Baseline: 41% in the 2021 Youth Risk Behavior Survey).
- ▶ By December 31, 2024, decrease the proportion of Price County adults reporting themselves in "poor or fair health" from 17% (2021) to 13%. (Source: County Health Rankings).

The Price County Health and Wellness Coalition will be instrumental in facilitating the following strategies. The Coalition includes representatives from, but not limited to, public health, health care, educational sectors inclusive of higher education (Extension Price County), and other community partners.

Strategy 1:

BUILDING AN ACTIVE PRICE COUNTY

Regular physical activity can contribute to stronger bones and muscles, lower weight, and reduced risk for chronic disease.

Activities in this strategy will offer increased options for being active in and out of the workplace. These could include:

- ▶ Strong Bodies
- ▶ Girls on the Run (Park Falls)
- ▶ 5210
- ▶ Other workplace wellness policy initiatives
- ▶ Local walk/run races
- ▶ Additional adult programs which includes seniors

Identified and Potential Community Resources:

- ▶ Volunteer trainers
- ▶ Extension Price County

Strategy 2:

SUPPORTING A HEALTHY FOOD CULTURE

Good nutrition can contribute to the reduction of risks of some diseases including heart disease, diabetes, stroke, some cancers, and osteoporosis. Proper nutrition also aids in recovery from illness or injury.

Activities in this strategy will facilitate increased opportunities for access to healthier food choices. These could include:

- ▶ Expansion of farmers markets
- ▶ Investigating the feasibility of nutritional policy tip sheets and workplace wellness newsletters
- ▶ Backpack programs

Identified and Potential Community Resources:

- ▶ Park Falls Farmers Market
- ▶ Extension Price County
- ▶ Price County Women, Infants and Children (WIC) Program
- ▶ Price County and Park Falls Chambers of Commerce
- ▶ Local radio and print media services
- ▶ Senior meal sites/ Senior Services



Next Steps

This implementation plan communicates a three year community health improvement process. Annually within this timeframe, Price County Public Health will work with the current and potential partners identified in this report to ascertain specific action steps toward the goals outlined.

With the aid of the Price County AODA/Mental Health and Price County Health and Wellness Coalitions, Price County Public Health will track and report progress annually to membership of those groups and to county board members.



Approval and Input

The Community Health Improvement Plan will be shared with the Price County Public Health's governing board at a public meeting

If you would like to serve on a coalition that meets the aims of this report, or have another comment on this plan, please contact:

Price County Public Health

715-339-3054



References

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