

# 2017 CRAWFORD COUNTY PUBLIC HEALTH

## Community Needs Assessment and Community Health Improvement Plan

### BACKGROUND

Since 1995, communities throughout Wisconsin have developed and implemented local health plans to address health conditions impacting their residents, as required by State Statutes. This process has been referred to as “*community health improvement process*” (*CHIP*), named in part, due to the resulting health status changes in a community and the people that live there.

The Purpose of the Community health improvement process for public health are to:

- Review health problems with preventable causes that impact County residents.
- Identify community strengths and resources that can be built upon to address given health problems.
- Select top health priorities to be focused on in the next five years.
- Develop goals, measurable outcomes and strategies to address the top health priorities.
- Incorporate health plan goals and strategies into day-to-day activities.

### PARTNERS

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## PROCESS

It is time again, to begin the next five-year cycle to determine where the community will focus its energy to improve the health of Crawford County and its residents. We began the process by working with our local hospital on their federally required community health needs assessment over the past year. This is an ongoing process for hospitals to evaluate the health needs of a community, which facilitates a prioritization of needs and strategies to address them. Similar to public health, hospitals are required to assess the community every 3 years.

In the fall of 2011 the community health needs assessment process started with a Crawford and Grant Counties consortium of partners that included public health, hospitals and UW-Extension. The following are the needs assessment goals:

- Providing quantitative and qualitative health data to identify, prioritize, and monitor the health needs of our community
- Developing coordinated and collaborative action plans to address health priorities areas.
- Engaging community leaders to commit resources towards health improvement based on this assessment.
- Helping Crawford County residents improve their health

## DEMOGRAPHIC PROFILE AND HEALTH DETERMINANTS

Crawford County is primarily (62%) rural with a population of 16,562. 2010 U.S. census data reports the percentage of our population under 18 years is less than the State of Wisconsin (21% vs. 23%) with our population 65 and over being higher than the State of Wisconsin (21% versus 15%).

Crawford County residents are older, predominately white, but becoming more diverse with growing Black and Hispanic populations.

### **Social economic indicators**

Adequate income and higher education is highly correlated with positive health outcomes.

- The median 2010-2014 Crawford County household income was lower than the State of Wisconsin (\$43,638 versus \$52,738).
- 2015 unemployment rates are higher for Crawford County than Wisconsin (6% versus 5%).
- Crawford County residents living in poverty is slightly higher than Wisconsin (15% versus 13%).
- Crawford County children living in poverty is higher than Wisconsin (22% versus 18%).
- Crawford County High School graduation rate is notable and is higher (95% versus 88%) than the State of Wisconsin.
- Crawford County residents are less likely to have some college (56% versus 67%) than the State of Wisconsin.

**Tobacco, Alcohol, Drug Use and Exposure** continues to be both a health and economic burden for the State of Wisconsin. While heroin use continues to remain a focus for Wisconsin's law enforcement, Methamphetamine use has surged in our rural area. Arrests have increased by 700% locally, leaving areas ill-equipped to handle the rising methamphetamine use as they do not have the necessary resources to effectively mitigate the threat.

- 20% of Crawford County mothers smoke during pregnancy compared to Wisconsin 14%
- Crawford County adults report smoking 16% versus 17% for the State of Wisconsin.
- The rate of cancer deaths for Lung cancer is 46% in Crawford County versus 45% for the State of WI
- In Crawford County, approximately 29 individuals die annually of illnesses directly related to smoking.
- Each year, approximately 17% of all deaths in Crawford County are attributable to smoking. Cigarette smoking causes 86% of all lung cancer deaths and 13% of deaths from cardiovascular disease in Crawford County.
- 0.8% of 6<sup>th</sup> through 8<sup>th</sup> grade and 10.4 % of 9<sup>th</sup> through 12<sup>th</sup> grade Crawford County students report smoking a whole or part of cigarette 1 or more times in the during the past 30 days.
- Crawford County male students report using chewing tobacco, dip or snuff on school property 1 or more times during the past 30 days at the following percentage; 9<sup>th</sup> grade 1.7%, 10<sup>th</sup> grade 3.6%, 11<sup>th</sup> grade 8.3% and 12<sup>th</sup> grade 9.7%.

**Alcohol and other drugs** consequences include motor vehicle and other injuries; fetal alcohol spectrum disorder, alcohol and drug-dependence; liver, brain, heart and other diseases; infections; family problems and both nonviolent and violent crimes.

- In 2011, excessive alcohol consumption in Crawford County contributed to at least:
  - 5 alcohol-related deaths
  - 115 alcohol-related hospitalizations
  - 131 alcohol-related arrests
- 72 Operating While Intoxicated (OWI) arrests occurred in 2011 according Wisconsin Traffic Crash Facts.
- In 2013, 24 vehicle crashes occurred due to excessive alcohol consumption.
- Binge Drinking Rates for Crawford County is 25% versus 23% for the State of Wisconsin.
- 14.9 % of 8<sup>th</sup>-11<sup>th</sup> grade Crawford County students report that they drank 5 or more drinks in a row in the last 30 days.
- 23.9 % of 8<sup>th</sup>-11<sup>th</sup> grade Crawford County students report they were a passenger in a vehicle when the driver drank.
- 2% of 9<sup>th</sup>-12<sup>th</sup> grade Crawford County students report using methamphetamines the past 30 days.
- 2016 Methamphetamine cases: Deputy Sprosty reports an increase of 700% in methamphetamine arrests since 2014; this includes City and County.

**Adequate, appropriate, and safe food and nutrition** is the cornerstone for preventing chronic disease and promoting good health. A key factor is access to enough healthy nutritious food to lead an active and healthy life.

- Food share recipients in Crawford County have decreased from 2,229 in 2012 to 1,940 in 2016.
- Limited access to healthy foods for Crawford County is 13% versus 5% for the State of Wisconsin.

- Children receiving free and reduced lunch has increased from 58% in 2012 to 60% in 2015 and remain higher than the State of Wisconsin 40% in 2015

#### *Overweight/Obesity Children*

- Obesity in Children in the WI WIC program (ages 2-4 years) was 12.1 % in 2010, 15.5 % in 2012 and 14.5% in December 2016.
- Nationwide, obesity in WIC is starting to decline.

#### *Adults*

- Crawford County Adult Obesity is equal to that of State of Wisconsin at 29%

**Oral Health** means being free of mouth pain, tooth decay, tooth loss and other diseases that affect the mouth. Poor dental health increases the risk of developing other physical health problems. Crawford County continues to have fewer dentist per capita than the State average. Access to dental care for individuals with Medicaid/BadgerCare, especially adults, is very limited in Crawford County.

- There is no Public Water Supply Fluoridation in any Crawford County Municipality.
- There are no schools in the county with a fluoride mouth rinse program.

### **What are the health priorities of Crawford County?**

The intent of the Community Health Improvement Plan is to foster successful partnerships of many components of our community in order to improve the health of our residents. The plan identifies the following health focus areas:

- Tobacco, alcohol and other drug use (methamphetamine abuse)
- Creating a culture of wellness to prevent chronic disease
  - Nutrition and Healthy Foods
  - Physical Activity
  - Mental wellness
  - Oral Health
- Maintaining healthy family environments

### **Health Focus Area: Tobacco, Alcohol and Drug Use**

Goal #1: Increase awareness of unhealthy and risky use of alcohol for Crawford County residents, including youth.

Goal #2: Increase awareness of the dangers and adverse effects of methamphetamine and other drug use in Crawford County communities.

#### Outcome:

By 2022, a minimum of four strategies will be implemented in Crawford County that indicates success at raising awareness of the dangers of abusing alcohol and drugs.

#### Suggested Strategies to Accomplish Outcome

- ✓ Partner with the Tavern League to increase awareness in local taverns about drinking and driving. This could include creating flyers to hang in restrooms of bars or just asking “Who is driving you home?”
- ✓ Offer evidence-based programs, including Parents who Host, Lose the Most, Family Matters, Strengthening Families Program, SADD, and DARE.

- ✓ Look for and seek grants to continue alcohol compliance checks and other campaigns.
- ✓ Develop educational materials to be distributed in the community that highlights the legal, social, physical, psychological, and financial consequences of alcohol abuse.
- ✓ Encourage education at an early age and for the entire family focusing on prevention.
- ✓ Support CARE, school and law enforcement initiatives to reduce drug access and use.
- ✓ Continue to expand education for youth on the dangers of alcohol and drugs.
- ✓ Promote alcohol free activities for youth and adults.
- ✓ Obtain and share with the community educational materials that promote open discussion about the consequences of alcohol abuse.
- ✓ Develop a countywide mass media campaign promoting responsible drinking. The campaign could also include the legal, social, and financial consequences of drinking and driving.
- ✓ Provide education to the public on prescription drug abuse.
- ✓ Provide education on proper disposal of prescription drugs, syringes and medical supplies.
- ✓ Promote countywide use of the collection program for unused prescription drugs.
- ✓ Educate youth on the dangers of illegal use of prescription drugs and “pill parties”.
- ✓ Provide education to youth, parents, and teachers about the drugs that are out there and what the dangers of those drugs are.
- ✓ Support having a relationship between the schools and the law enforcement through and of a liaison officer.
- ✓ Partner with Crawford County law enforcement to educate the community on the dangers and adverse effects of methamphetamine use.
- ✓ Partner with the State on initiatives to stop the drug overdose epidemic.
- ✓ Develop a presentation for parents on illegal street drugs, what the signs of use and abuse are, and what steps should be taken if they suspect their child is using.

Goal #3: Create awareness about the negative health consequences of tobacco use and exposure.

Outcome:

By 2022, four strategies will be utilized to make youth, adults, and pregnant women more aware of the negative health consequences of tobacco use and exposure.

Suggested Strategies to Accomplish Outcome

- ✓ Provide information for pregnant women on the consequences of tobacco use on their unborn child.
- ✓ Promote the First Breath Program provided by Crawford County Public Health for expectant mothers.
- ✓ Promote the use of the Quit Line.
- ✓ Provide information on tobacco cessation at WIC, the hospital, clinics, and schools.
- ✓ Provide information about the hazards of smokeless tobacco; especially targeting youth.
- ✓ Reach out to people living in poverty and make them aware of the negative health consequences of tobacco use.
- ✓ Encourage/look for grants that could continue the tobacco compliance check program locally.
- ✓ Offer and promote positive activities for youth and adults.
- ✓ Continue to utilize current tobacco education resources in the community.
- ✓ Educate the community on the hazards of E-cigarettes.
- ✓ Promote and encourage policies banning the use of E-cigarettes in all public establishments.

**Health Focus Area: Creating a Culture of Wellness**

(Nutrition and Healthy Foods, Physical Activity and Oral Health)

Goal #1: Promote knowledge of physical activity opportunities and benefits.

### Outcome:

By 2022, four strategies will be used to help increase physical activity for all residents through an increased access to indoor and outdoor community activities and facilities.

### Suggested Strategies to Accomplish Outcome

- ✓ Partner with local initiatives (*Healthy Roots, Wellness Network, Safe Routes to School, etc.*) in designing physical activities or develop incentives or challenges to increase usage.
- ✓ Partner with area community organizations to implement family physical activity events.
- ✓ Partner with community groups and businesses to promote activity challenges among groups.
- ✓ Increase awareness of physical activity opportunities for Crawford County residents and visitors.
- ✓ Assure safe environments for physical activity.
- ✓ Support physical activity in the school and the physical education program for students by certified physical education teachers.
- ✓ Increase access to physical activity in Crawford County by increasing access and/ or providing additional information about existing resources. (schools, worksites, shopping centers, etc.)
- ✓ Provide education on the benefits of physical activity.
- ✓ Continue school facility access to community members.
- ✓ Coordinate with the Aging and Disability Resource Center to increase physical activity to reduce falls and injury.
- ✓ Partner with the Aging and Disability Resource Center to provide physical activity education to seniors through such programs as "Stepping On".
- ✓ Promote opportunities in the workplace to increase physical activity.
- ✓ Promote importance of "Know Your Numbers".

Goal #2: Promote knowledge of reliable, nutritional information and local resources to improve nutritional health.

### Outcome:

By 2022, Crawford County residents will eat more nutritious foods and drink more nutritious beverages.

### Suggested Strategies to Accomplish Outcome

- ✓ Encourage and promote local worksites, schools, and public places to make nutritious foods and beverages available.
- ✓ Support local growers and their markets.
- ✓ Work with community retailers including restaurants to have available and to promote healthy choices.
- ✓ Provide education to the public on current nutrition and serving size recommendations for fruit, vegetables, meats, and dairy.
- ✓ Work with schools on their Wellness Policies especially in the area of nutrition.
- ✓ Support and promote Farm to School Programs in Crawford County Schools.
- ✓ Support and promote Wisconsin Nutrition Education Program.
- ✓ Partner with community agencies in hosting health and wellness fairs and expositions to promote nutrition, healthy recipes and physical activity in the community.

- ✓ Support, promote and partner with local Transform Wisconsin Grant - Healthy Eating Initiative.
- ✓ Support, promote and partner with UW Extension's Communities Preventing Childhood Obesity Grant initiatives.

Goal #3: Increase awareness of the importance of optimal oral health practices and access to oral health care.

Outcome:

By 2022, Crawford County residents will practice good oral health and have access to oral care.

Suggested Strategies to Accomplish Outcome

- ✓ Increase the knowledge among community stakeholders on the oral health needs of Crawford County and why it is a priority.
- ✓ Provide education related to prevention and control of early childhood tooth decay.
- ✓ Provide oral health and hygiene education at WIC, Head Start, schools and community health and wellness fairs and expositions.
- ✓ Continue to provide fluoride varnish at multiple sites such as public health office, WIC clinics, Head Start.
- ✓ Assess Crawford County school districts to determine appropriateness and viability of a school based fluoride either Swish or Varnish program and next steps initiated for those interested.
- ✓ Support and promote the SEAL-a- Smile program in all Crawford County Schools.
- ✓ Coordinate with school districts to implement daily tooth brushing program at school.
- ✓ Explore dental sealant program for pregnant women enrolled in WIC/Healthy Beginnings Plus.
- ✓ Screen prenatal and postpartum clients for mental health wellness, including depression.

**Health Focus Area: Maintaining Healthy Family Environments**

Goal #1: Increase recognition and awareness of the effects of mental health issues on the family unit and resources available.

Outcome:

By 2020, Crawford County residents will have a better understanding of resources available or needed to improve mental health wellness.

Suggested Strategies to Accomplish Outcome

- ✓ Work with hospitals, clinics and schools to improve identification of individuals who could benefit from formal mental health services.
- ✓ Support the referral process for individuals and families in need of mental health services.
- ✓ Monitor and/or screen prenatal and postpartum clients for depression.
- ✓ Monitor cliental using public health services for mental health wellness.
- ✓ Promote activities that include family participation.
- ✓ Partner with ADRC to build Dementia-Friendly Communities.
- ✓ Educate businesses on becoming Dementia-Friendly.
- ✓ Provide educational sessions at blood pressure clinics, immunization clinics and community board meetings.