



Crawford County

COMMUNITY HEALTH IMPROVEMENT PLAN 2019-2022

Crawford County Health Department
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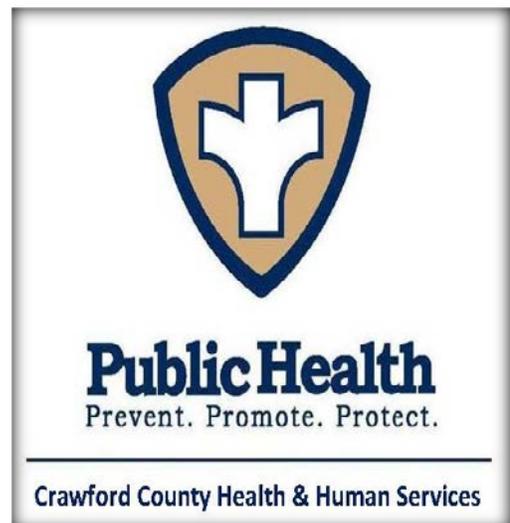


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Message to Crawford County

I am pleased to present the 2019-2022 Crawford County Community Health Improvement Plan. This plan is the result of a combined effort of the Public Health Department of Crawford County Health and Human Services and our many community partners. The input received from our residents, community partners, stakeholders, and current county, state, and national data, all helped to guide our focus on community services in the attempt to improve our rankings in Health Outcomes and Health Factors as published by the County Health Rankings.

Crawford County ranks 56th out of the 72 Wisconsin counties in Health Outcomes. Healthy Outcomes represents how healthy a county is by looking at length of life and quality of life.

Crawford County ranks 50th in Health Factors. Health factors represent what influences the health of the county, such as health behaviors, clinical care, social & economic factors, and the physical environment in which we live.

The Strategic Prevention Framework process was used during the development of this plan. Steps in this process include the collection and analysis of data, prioritization of issues, identification of resources to address priorities, development of goals and strategies, implementation of strategies, and the evaluation of outcomes.



The Community Health Improvement Plan was written with considerations for health equity. Healthy People 2020 defines health equity as the “attainment of the highest level of health for all people.” No one should be denied the opportunity to lead a healthy life because of who they are or their socio-economic status. This plan includes goals, measureable objectives, and action steps for the three priority areas that were identified during the 2019 Community Health Needs Assessment. They are:

- Access to Mental Health
- Substance Abuse Prevention
- Disease Prevention

Thank you to everyone who helped contribute to the creation of this plan and we look forward to working with you on implementing this plan.

Cindy Riniker, Crawford County Health Officer
Crawford County Health and Human Services

Crawford County Community Health Improvement Process Implementation Plan

Date Created: 2019

Date Reviewed/Updated:

PRIORITY AREA: Access to Mental Health
GOAL: Crawford County will implement strategies which support residents in achieving access to mental health by building capacity.

PERFORMANCE MEASURES How We Will Know We are Making a Difference	
Short Term Indicators	Source
By 12/31/2021, Decrease attempted suicides in youth by 1% in 2021.	County Health Rankings
By 12/31/2020, increase by 1% Crawford county residents that have been trained in evidenced based mental health strategies.	Crawford County Public Health surveillance
Long Term Indicators	Source
By 12/31/2022, Increase number of people served by mental health professionals by 10%.	Human Services, Crossing Rivers, Mayo Clinic, Gundersen Clinic
By 12/31/2022, Decrease poor mental health days from 3.6 to 3.4 for every 30 days.	County Health Rankings

OBJECTIVE #1:

Increase and strengthen social supports that improve resiliency of community members.

BACKGROUND ON STRATEGY**Source:****Evidence Base:**

School Based Suicide Awareness: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/universal-school-based-suicide-awareness-education-programs>

Trauma Informed Schools: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/trauma-informed-schools>

Family & Social Supports: <http://www.countyhealthrankings.org/explore-health-rankings/measures-data-sources/county-health-rankings-model/health-factors/social-and-economic-factors/family-and-social-support>

Community Social Support PA: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/community-based-social-support-for-physical-activity>

WI Suicide Prevention Strategy: <https://www.dhs.wisconsin.gov/publications/p00968.pdf>

ACTION PLAN

Activity	Target Date	Organization	Organizations Involved	Progress Notes – Will update monthly at staff meetings
Support, enhance and promote education offered by other agencies through interagency collaboration.	Annually	Crawford County Public Health	Human Services, ADRC, Crossing Rivers	Refer to Crawford County Public Health tracking log
Research and identify evidenced based mental health training and develop a plan.	12/31/2020	Crawford County Public Health	Human Services, DHS	
Provide 15 mental health educational opportunities.	12/31/2020	Crawford County Public Health	Human Services, Crawford County Schools, Crossing Rivers	
Do two media releases per year on mental health awareness.	Annually	Crawford County Public Health	Human Services, DHS	
Do 1 community outreach event each year to strengthen social supports.	Annually	Crawford County Public Health	Human Services, UW Extension	
Educate and support people with dementia and their caregivers.	Annually	Alzheimer's & Dementia Alliance of Wisconsin	Crawford County Health and Human Services, ADRC	

OBJECTIVE #2:

Increase access to mental health services.

BACKGROUND ON STRATEGY**Source:** <https://www.ruralhealthinfo.org/topics/mental-health>**Evidence Base:****Telemedicine:** <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/telemedicine>**Community-School Connection:**<https://www.air.org/sites/default/files/downloads/report/Systems%20of%20Care%20Communities%20in%20School%20Mental%20Health%20Systems.pdf>**ACTION PLAN**

Activity	Target Date	Lead Organization	Other Organizations Involved	Progress Notes
Bring providers and community organizations together to strengthen and expand a mental health coalition.	12/31/2020	Crawford County Health and Human Services	Healthcare Providers, Crawford County Schools	Refer to Crawford County Public Health tracking log
Complete a thorough assessment of mental health services available for our adolescent population and add this to the County Resource Guide, specifically identified as Adolescent Mental Health.	12/31/2019	Crawford County Public Health		
Increase availability of mental health providers and services including telehealth.	12/31/2022	Crawford County Mental Health Coalition	CCHHS, Healthcare Providers, Northwest Connections	
Educate on pathways of how to access mental health services for Crawford County residents.	12/31/2021	Crawford County Public Health		
Encourage proper utilization of mental health crisis line.	12/31/2022	Human Services	Law Enforcement, Crawford County Schools, Northwest Connection, Healthcare Providers	

ALIGNMENT WITH STATE/NATIONAL PRIORITIES – Mental Health

Healthiest Wisconsin 2020	Healthy People 2020	National Prevention Strategy
<p><u>Objective 1</u> By 2020, reduce smoking and obesity (which lead to chronic disease and premature death) among people with mental health disorders.</p> <p><u>Objective 2</u> By 2020, 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.</p> <p><u>Objective 3</u> By 2020, reduce the rate of depression, anxiety and emotional problems among children with special health care needs.</p>	<p>Goal - Improve mental health through prevention and by ensuring access to appropriate, quality mental health services.</p> <p>Objectives</p> <ul style="list-style-type: none"> *Mental Health Status Improvement *Treatment Expansion 	<p><u>Mental and Emotional Well-being</u></p> <p>Mental and emotional well-being is essential to overall health</p> <p>Promote positive early childhood development, including positive parenting and violence-free homes.</p> <p>Facilitate social connectedness and community engagement across the lifespan.</p> <p>Provide individuals and families with the support necessary to maintain positive mental well-being.</p> <p>Promote early identification of mental health needs and access to quality services.</p>

Crawford County Community Health Improvement Process Implementation Plan

Date Created: 2019

Date Reviewed/Updated:

PRIORITY AREA: Substance Abuse Prevention

GOAL: Crawford County will implement strategies to address the misuse of harmful substances.

PERFORMANCE MEASURES How We Will Know We are Making a Difference	
Short Term Indicators	Source
By 12/31/2020, Increase participation in tobacco cessation programs by 10%	County Health Rankings
By 12/31/2020 increase poundage of drugs deposited in drug take back program.	Crawford County Sheriff's Office
By 12/31/2020, increase use of Safe Ride	Crawford County Tavern League
Long Term Indicators	Source
By 12/31/2022, Reduce incidents of smoking in Crawford County high school students from 10% to 8%.	Youth Risk Behavior Survey
By 12/31/2022, Decrease opiod related hospital visits from rate of 253 to 250.	County Health Rankings
By 12/31/2022, Decrease or maintain percent of excessive drinking of Crawford County residents from 23% to 22%.	County Health Rankings

OBJECTIVE #1: Raise awareness by educating on tobacco and other tobacco products

BACKGROUND ON STRATEGY

Source:

- WI Women’s Health – First Breath
- UW-CTRI – Quit Line, Fax to Quit
- WI Wins Program
- 7 C’s Health Initiative

Evidence Base:

- Promotion, Education & Compliance of Tobacco Retailers:
<http://wiwins.org/>
- Mass Media Campaigns:
<http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/mass-media-campaigns-against-tobacco-use>
- Smoke Free Policies:
<http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/smoke-free-policies-for-indoor-areas>
- Tobacco Quit Lines:
<http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/tobacco-quitlines>

ACTION PLAN

Activity	Target Date	Organization	Organizations Involved	Progress Notes – Will update monthly at staff meetings
Expand tobacco cessation through annual campaign.	Annually	Crawford County Public Health	Quit Line, First Breath, WIC, Human Services	Refer to Crawford County Public Health tracking log
Follow and implement Seven C’s Health Initiative objectives.	Annually	Crawford County Public Health	Sheriff’s Dept., Crawford County Schools, Children’s Advisory Board, Retailers	
Provide education to youth at Crawford County schools.	Annually	Crawford County Public Health	Crawford County Schools, Seven C’s Health Initiative, DHS, UW-CTRI	

OBJECTIVE #2:

Prevent harmful opiod and other drug use and reduce drug related consequences.

BACKGROUND ON STRATEGY**Source:**

- County Health Rankings

Evidence Base:

- Proper Drug Disposal Program:
<http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/proper-drug-disposal-programs>
- Drug Court
<http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/drug-courts>

ACTION PLAN

Activity	Target Date	Organization	Organizations Involved	Progress Notes
Media campaign to raise awareness.	12/31/2019	LaCrosse County Health Department	Crawford County Health and Human Services, Law Enforcement, Children's Advisory Board	Refer to Crawford County Public Health tracking log
Increase community awareness and substance abuse prevention messaging in order to reduce opiod misuse and the stigma of addiction.	12/31/2020	Crawford County Public Health	Law Enforcement, Crawford County Health and Human Services, Children's Advisory Board	
Provide and support proper disposal of prescription drugs.	Annually	Sheriff's Dept.	Crawford County Health and Human Services, Prairie du Chien Police Dept., Gundersen Clinic, ADRC	
Provide treatment court for adults and teen court for adolescents.	Annually	Court System	Law Enforcement, Children's Advisory Board	
Offer AODA Prevention Services.	Annually	Human Services	Schmidt Consulting	
Educate on safety measures surrounding drug use (safe needles, roadside cleanup)	Annually	Crawford County Public Health	Sheriff's Office, County Highway Department, Community Groups, AIDS Resource Center	
Provide support systems for recovering addicts and community members (<i>Drug Court</i>)	Annually	Court System	Crawford County Health and Human Services	

OBJECTIVE #3:

Promote responsible use of alcohol.

BACKGROUND ON STRATEGY**Source:**

- County Health Rankings

Evidence Base:

- Mass Media Campaigns on Underage and Binge Drinking:
<http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/mass-media-campaigns-against-underage-binge-drinking>
- Mass Media Campaigns Against Impaired Driving:
<http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/mass-media-campaigns-against-alcohol-impaired-driving>
- Safe Ride Programs:
<http://tirf.ca/wp-content/uploads/2017/08/Safe-rides-A-literature-review-6.pdf>
<http://www.minnesotazd.org/topics/impaired/saferide/documents/report.pdf>

ACTION PLAN

Activity	Target Date	Lead Person/ Organization	Organizations Involved	Progress Notes
Promote use of Safe Ride.	Annually	Tavern League	Crawford County Health and Human Services, Sheriff's Department	Refer to Crawford County Public Health tracking log
Identify and promote National Campaign.	Annually	Crawford County Public Health	DHS, CDC	
AODA Prevention Services.	Annually	Crawford County Human Services	Schmidt Consulting	

ALIGNMENT WITH STATE/NATIONAL PRIORITIES – Substance Abuse Prevention

Healthiest Wisconsin 2020	Healthy People 2020	National Prevention Strategy
<p><u>Alcohol and Other Drug Uses</u> Objective 1 -By 2020, reduce unhealthy and risky alcohol and other drug use by changing attitudes, knowledge, and policies, and by supporting services for prevention, screening, intervention, treatment and recovery.</p> <p>Objective 2-By 2020, assure access to culturally appropriate and comprehensive prevention, intervention, treatment, recovery support and ancillary services for underserved and socially disadvantaged populations who are at higher risk for unhealthy and risky alcohol and other drug use.</p> <p>Objective 3 - By 2020, reduce the disparities in unhealthy and risky alcohol and other drug use among populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.</p> <p><u>Tobacco Use and Exposure</u> Objective 1 By 2020, reduce tobacco use and exposure among youth and young adults by 50 percent. Objective 2 By 2020, reduce tobacco use and exposure among the adult population by 25 percent. Objective 3 By 2020, decrease the disparity ratio by 50 percent in tobacco use and exposure among populations of differing races, ethnicities, sexual identities and orientations, gender identities, educational or economic status, and high-risk populations.</p>	<p>Goal Reduce substance abuse to protect the health, safety, and quality of life for all, especially children.</p> <p>Objectives – *Policy and Prevention *Screening and Treatment *Epidemiology and Surveillance</p>	<ul style="list-style-type: none"> • <u>Tobacco Free Living</u> Tobacco use is the leading cause of premature and preventable death in the United States *Support comprehensive tobacco free and other evidence-based tobacco control policies. *Support full implementation of the 2009 Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act) *Expand use of tobacco cessation services. *Use media to educate and encourage people to live tobacco free. <p><u>Preventing Drug Abuse and Excessive Alcohol Use</u> Preventing drug abuse and excessive alcohol use increases people’s chances of living long, healthy, and productive lives *Support state, tribal, local, and territorial implementation and enforcement of alcohol control policies. *Create environments that empower young people not to drink or use other drugs. *Identify alcohol and other drug abuse disorders early and provide brief intervention, referral and treatment. *Reduce inappropriate access to and use of prescription drugs.</p>

Crawford County Community Health Improvement Process Implementation Plan

Date Created: 2019

Date Reviewed/Updated:

PRIORITY AREA: Disease Prevention
GOAL: Crawford County will implement strategies to improve health related quality of life and well-being for all Crawford County residents.

PERFORMANCE MEASURES How We Will Know We are Making a Difference	
Short Term Indicators	Source
By 12/31/2020, Increase nutrition and physical activity programs offered in the county by 3.	Crawford County Public Health, UW Extension, ADRC, PDC Parks and Rec, Healthy Roots
By 12/31/2020, Increase fluoride varnishes by 10%,	Crawford County Public Health
By 12/31/2020, Provide 1 education outreach to community for disease prevention.	Crawford County Public Health
Long Term Indicators	Source
BY 12/31/2022, Decrease by 1% rates of communicable disease, STD's, vaccine preventable diseases and incidents of chronic disease in 5 years.	County Health Rankings, Crawford County Public Health surveillance
By 12/31/2022, Decrease or maintain adult obesity and physical inactivity by 1% in five years.	County Health Rankings

OBJECTIVE #1: Increase access to healthy foods and physical activities.

BACKGROUND ON STRATEGY

Source: County Health Rankings

Evidence Base:

Activity Programs for Older Adults: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/activity-programs-for-older-adults>

Community-based Social Support for Physical Activity: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/community-based-social-support-for-physical-activity>

Farm to School Programs: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/farm-to-school-programs>

Healthy School Lunch: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/healthy-school-lunch-initiatives>

Mult-component Obesity Prevention: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/multi-component-obesity-prevention-interventions>

WIC: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/wic-senior-farmers-market-nutrition-programs>

Worksite Obesity Prevention Interventions: <http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health/policies/worksite-obesity-prevention-interventions>

ACTION PLAN

Activity	Target Date	Organization	Organizations Involved	Progress Notes – Will update monthly at staff meetings
Offer Crawford County on the Move.	Annually	Crawford County Public Health	Crossing Rivers Health	Refer to Crawford County Public Health tracking log
Support worksite wellness programs.	Annually	Healthy Roots	Crawford County Public Health	
Support and promote food programs.	Annually	Crawford County Health and Human Services	UW Extension, Food Wise, Food Pantries, Crawford County Schools, WIC	
Maintain Healthy Roots mission and goals.	Annually	Crawford County Public Health	UW-Extension, Prairie du Chien School District, Crossing Rivers Health, PDC Parks and Rec, Gundersen Clinic, Farm to School, Health & Human Services, ADRC	
Support Strong Bones.	Annually	UW Extension	Crawford County Public Health	
Support ADRC nutrition and physical activities.	Annually	ADRC	Crawford County Public Health	
Support and collaborate with City of Prairie du Chien Parks and Rec Programs.	Annually	City of Prairie du Chien Parks and Rec Department	Crawford County Public Health	

OBJECTIVE #2: Increase access to disease prevention screenings and services.

BACKGROUND ON STRATEGY

Source:
 Well Women: <https://www.dhs.wisconsin.gov/wwwp/index.htm>
 Advisory Committee on Immunization practices: <https://www.cdc.gov/vaccines/acip/index.html>
 Communicable Diseases: <https://www.dhs.wisconsin.gov/disease/communicable.htm> and <https://www.cdc.gov/STI's>: <https://www.cdc.gov/std/tg2015/default.htm>
 Chronic Disease Prevention Program: <https://www.dhs.wisconsin.gov/disease/chronic-disease.htm>
Evidence Base:
 Oral Health: <http://www.astho.org/Programs/Evidence-Based-Public-Health/Policy-Planning-Tools/Action-Sheet--Evidence-Based-Approaches-for-Promoting-Oral-Health/>

ACTION PLAN

Activity	Target Date	Organization	Organizations Involved	Progress Notes
Promote Wisconsin Well Woman Program for Crawford County residents.	Annually	La Crosse County Health Department	Crawford County Public Health, Healthcare Providers	Refer to Crawford County Public Health tracking log
Increase vaccination rates to protect our community against disease outbreaks.	12/31/2020	Crawford County Public Health	Healthcare Providers, DHS, CDC	
Promote and increase services and prevention education on STD's.	12/31/2022	Crawford County Public Health	Healthcare Providers, Essential Services, Neighborhood Health Partners	
Promote and support chronic disease screenings.	Annually	Healthcare Facilities	Crawford County Public Health	
Promote surveillance of communicable disease to prevent and control spread of illness.	Annually	Crawford County Public Health	Driftless Region Vector Control LLC (Joey Writz), Healthcare Providers, DHS, CDC	
Promote and increase services and prevention education on oral health.	12/31/2022	Crawford County Public Health	Independent Dental Hygienist, ADRC, Crawford County Schools, WIC	
Promote and educate public on available health care services (example – Boscobel Free Clinic).	Annually	Crawford County Public Health	Healthcare Providers	

ALIGNMENT WITH STATE/NATIONAL PRIORITIES – Disease Prevention

Healthiest Wisconsin 2020	Healthy People 2020	National Prevention Strategy
<p><u>Chronic Disease Prevention and Management</u> Objective 1 By 2020, increase sustainable funding and capacity for chronic disease prevention and management programs that reduce morbidity and mortality.</p> <p>Objective 2 By 2020, increase access to high-quality, culturally competent, individualized chronic disease management among disparately affected populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.</p> <p>Objective 3 By 2020, reduce the disparities in chronic disease experienced among populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.</p>	<p><u>Health-Related Quality of Life and Well-Being</u> *Improve health-related quality of life and well-being for all individuals. *Self-rated physical and mental health. *Overall well-being *Participation in society</p>	<p><u>Healthy Eating</u> Eating healthy can help reduce people’s risk for heart disease, high blood pressure, diabetes, osteoporosis, and several types of cancer, as well as help them maintain a healthy body weight *Increase access to healthy and affordable foods in communities. *Implement organizational and programmatic nutrition standards and policies. *Improve nutritional quality of the food supply. *Help people recognize and make healthy food and beverage choices. *Support policies and programs that promote breastfeeding. *Enhance food safety.</p> <p><u>Active Living</u> Engaging in regular physical activity is one of the most important things that people of all ages can do to improve their health *Encourage community design and development that supports physical activity. *Promote and strengthen school and early learning policies and programs that increase physical activity. *Facilitate access to safe, accessible, and affordable places for physical activity. *Support workplace policies and programs that increase physical activity. *Assess physical activity levels and provide education, counseling, and referrals.</p>

Acknowledgement

CHIP Development Team

Crawford County Health Department:

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Kyle Teynor – PDC Police Chief
Amy Graber – SWCAP WIC
Devan Toberman, RDH
Jane Schaaf – Healthy Roots
Roby Fuller - ADRC
Mike Ulrich – Parks & Recreation
Deanna Kahler – Prairie Maison
Lynn Rider – CC Judge
Nancy Dowling – CC Teen & Drug Court
Ashley Burns – PDC School Nurse
Angela Starkey – North Crawford School
Joe Gates – Soldiers Grove Health
Hetti Brown – Couleecap
Dave Troester – CC Land Conservation
Bridget Nichols – Tavern League
CC Board of Health Members

