



# BARRON COUNTY

*Wisconsin*

  
**thrive**  
BARRON COUNTY  
*Growing Together in Health*

**2012**

**COMMUNITY HEALTH ASSESSMENT**

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COVER PHOTO CURTOSY OF KIM ROBEL PHOTOGRAPHY  
AND RUNNING FAR FOUNDATION/HALEY'S COMET RACE.

Good day!

Exciting partnerships are evolving in Barron County. Our *Thrive Barron County: Growing Together in Health*, initiative has health care organizations, community groups, and residents working together to combat Barron County's top health concerns:

- Alcohol, Tobacco, and Other Drugs
- Chronic Disease
- Mental Health

This community health assessment involved many people. More than 1,100 residents completed a community health survey and almost 100 people from more than 35 different organizations attended a day long community meeting on September 26, 2012. This input along with data gathered from community partners and the state helped Barron County determine its top health priorities for the next five years.

We would like to thank all the community members and organizations who took time to share their experiences, expertise and opinions. A special thanks to members of Barron County Department of Health and Human Services Board and the Barron County Board of Supervisors who attended the events and have joined our efforts. Thrive would also like to recognize the commitment of the Wisconsin Department of Health- Western Regional Office staff for their guidance, resources and creative solutions, St. Croix County Public Health for sharing their experiences, and special thanks the Department of Public Health NRO, especially Jim Lawrence, for their work on assembling the CHIPP data packet template.”

Northern Regional Office for sharing a data collection template.

The Community Health Improvement Plan is the sequel to this document, and can be found at:

Barron County's website under public health: [www.barroncountywi.gov](http://www.barroncountywi.gov)

Or

Thrive Barron County's website: [www.thrivebarroncounty.org](http://www.thrivebarroncounty.org)

Thrive Barron County is always looking for community members who are interested in making their community the best place to live. If you or someone you know is interested in any of the above topics please contact me at [kelli.engen@co.barron.wi.us](mailto:kelli.engen@co.barron.wi.us) or 715-537-6111.

X

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Kelli Engen, RN  
Health Officer

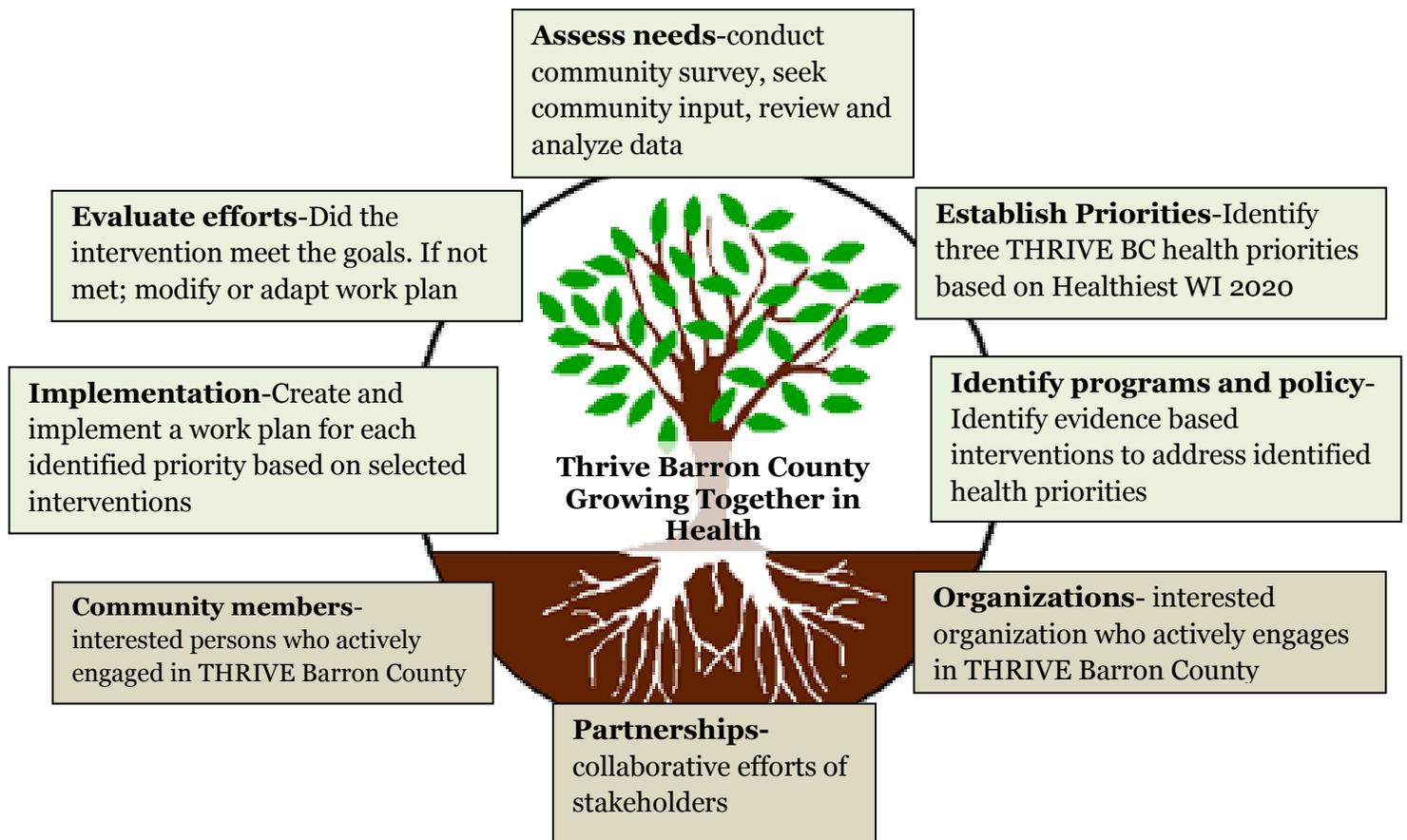
**Vision:**

Community members and organizations working together to improve the quality of life for everyone in Barron County.

**Mission:**

Thrive Barron County will work to engage community members and organizations to focus resources and develop and strengthen partnerships to establish sustainable, safe and healthy communities.

**Overarching Goals:**



## Community Health Assessment

### Background:

“Since 1993, Wisconsin State Statutes have required communities throughout Wisconsin to develop and implement local health plans to address health conditions impacting their residents. This process has been referred to as the "Community Health Improvement Process" (CHIP); named in part, due to the resulting health status changes in a community and the people who live there” (Wisconsin Department of Health Services, 2012). New in 2011, as part of the Affordable Care Act, all non-profit hospitals must also conduct a community health assessment.

### Steering Committee:

Jolene Anderson, Marshfield Clinic  
 Deb Dietrich, Mayo Clinic Health System  
 Kelli Engen, Barron County Health Officer  
 Laura Johnson, Be Well Barron County  
 Jenny Jorgenson, Mayo Clinic Health System  
 Lisa Laatsch, Lakeview Medical Center  
 Char Mlejnek, Lakeview Medical Center  
 Karen Morris, Department of Health Services  
 Danessa Sandmann, Lakeview Medical Center  
 Laura Sauve, Barron County Public Health  
 Sarah Turner, Safe and Stable Families Coalition  
 Anne Wagner, Marshfield Clinic Dental Center  
 Joe Willger, Marshfield Clinic  
 Bobbi Wyss, Cumberland Healthcare



*Steering Committee Meeting*

### How the assessment was conducted

#### *Assessment Plan Developed:*

The steering committee researched best practices on conducting community assessments by reviewing assessment frameworks, talking to the St. Croix County Health Department, and seeking the assistance of the Department of Health Services regional staff. The committee decided to base their assessment on the Healthiest Wisconsin 2020 framework. By using this framework, the Barron County Community Health Assessment and Community Health Improvement Plan will align with health priorities identified by the State of Wisconsin.

#### *Timeline:*

May 2011.....	Steering committee formed
May-August 2011.....	Assessment plan developed
August 2011 .....	Data collection begun
March 2012 .....	Electronic/paper survey conducted
June 2012 .....	Initiative gets its own logo and name: <i>Thrive Barron County, Growing Together in Health</i>
September 2012 .....	Community meeting to identify Health Priorities
October 2012.....	Community meeting to begin developing the health improvement plan

**Data Collection:**

Data was collected using a template the Department of Health Services Northern Regional Office developed. Data was compiled based on the 12 health focus areas identified in Healthiest Wisconsin 2020. Data sources included the Wisconsin Interactive Statistics for Health (WISH), state reports, census, local data which included the Youth Risk Behavior Surveillance Survey, law enforcement, public health, hospital and clinic, and subjective data from the community.

**Electronic/Paper Survey:**

In order to obtain input from a wide variety of Barron County residents, a survey was developed. A total of 1,113 people took the survey with 446 completing a paper survey and 667 completing the survey online. The survey was available in English, Spanish, and Somali. Of the 446 paper surveys, 12 were completed in Spanish and 13 were completed in Somali. The survey was publicised in local papers and through online means. Paper copies were distributed at the Rice Lake Area Free Clinic, area medical clinics and hospitals, the International Center, libraries, senior meal sites, public health, Aging & Disability Resource Center and through meals on wheels.

**BARRON COUNTY COMMUNITY HEALTH IMPROVEMENT PROCESS SURVEY**

Please complete survey between **March 1 and March 31, 2012.**

The goal of this survey is to improve community health through community action.

**Use your voice!** Tell us how you feel about health in Barron County. The results of this survey will be used by hospitals, clinics, public health and their partners to guide community health activities in Barron County.

**We're Listening to You.**

**Your Opinion Matters!**

**We need your help.** Please go to "What's New" on the Barron County Website: [www.barroncountywi.gov](http://www.barroncountywi.gov) to take the survey online. Paper surveys may be obtained at Barron County Libraries and at the Public Health Office. *Your responses to this survey are completely anonymous and confidential.*

If you have questions or concerns about this survey please contact Kelli Engen, Health Officer, at 715-537-5691 or [kelli.engen@co.barron.wi.us](mailto:kelli.engen@co.barron.wi.us)

**THANK YOU FOR YOUR TIME AND PARTICIPATION.**

*Above is the postcard used to advertise the survey.*

The survey asked residents 10 questions including how they seek medical care and information, what they would do to improve our community's health, their impression of our physical environment, and demographic information.

The results of the survey ranked the top community health concerns as:

- 1) Alcohol and Other Drug Abuse: 23.0%
- 2) Chronic Disease Prevention and Management: 12.0%
- 3) Adequate, Appropriate, and Safe Nutrition: 10.8%
- 3) Physical Activity: 10.8%

“In your opinion, please choose the <i>top three</i> health problems in Barron County.”	Paper survey		Online Survey		Total Overall	
<b>Alcohol /Drug</b>	306	22.9%	462	23.1%	768	<b>23.0%</b>
<b>Chronic Disease</b>	159	11.9%	243	12.1%	402	<b>12.0%</b>
<b>Nutrition</b>	122	9.1%	237	11.8%	359	<b>10.8%</b>
<b>Physical Activity</b>	108	8.1%	252	12.6%	360	<b>10.8%</b>
<b>Tobacco</b>	142	10.6%	145	7.2%	287	<b>8.6%</b>
<b>Mental Health</b>	65	4.9%	182	9.1%	247	<b>7.4%</b>
<b>Injury and Violence</b>	122	9.1%	96	4.8%	218	<b>6.5%</b>
<b>Oral Health</b>	56	4.2%	96	4.8%	152	<b>4.6%</b>
<b>Growth and Development</b>	35	2.6%	106	5.3%	141	<b>4.2%</b>
<b>Reproductive health</b>	41	3.1%	96	4.8%	137	<b>4.1%</b>
<b>Communicable Disease</b>	47	3.5%	60	3.0%	107	<b>3.2%</b>
<b>Environment</b>	40	3.0%	35	1.7%	75	<b>2.2%</b>
<b>No answer</b>	15	1.1%	0	0.0%	15	<b>0.4%</b>

### ***Community Meeting:***

An open community meeting was held to share information on the twelve health priorities, discuss resources and gaps for each, and to identify the top three Barron County health priorities.

The public was invited to the community meeting through multiple means including:

- Personal invitation
- Press releases and paid advertisements in all five area newspapers
- Online advertising through county and partner websites
- Area radio talk shows: the Amber Gonske Show on Sept. 18<sup>th</sup> and the Sally B Show on Sept. 19<sup>th</sup>



Please RSVP to Laura Sauve  
by September 5, 2012:  
laura.sauve@co.barron.wi.us  
715-537-6109

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## ***We need your help!***

Help shape the direction of Barron County health priorities to improve the wellness of all residents. Be a part of making Barron County healthier, happier and safer.

**Wednesday, September 26, 2012**  
**9 am – 4 pm**  
*Part 1: Prioritize top health concerns*  
*Snacks and lunch provided*

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**Wednesday, October 10, 2012**  
**10 am – 4 pm**  
*Part 2: Plan health improvement initiatives*  
*Snacks and lunch provided*

Both meetings to be held at:  
Barron County Government Center  
335 East Monroe Avenue, Barron, WI 54812

*In Partnership with:*



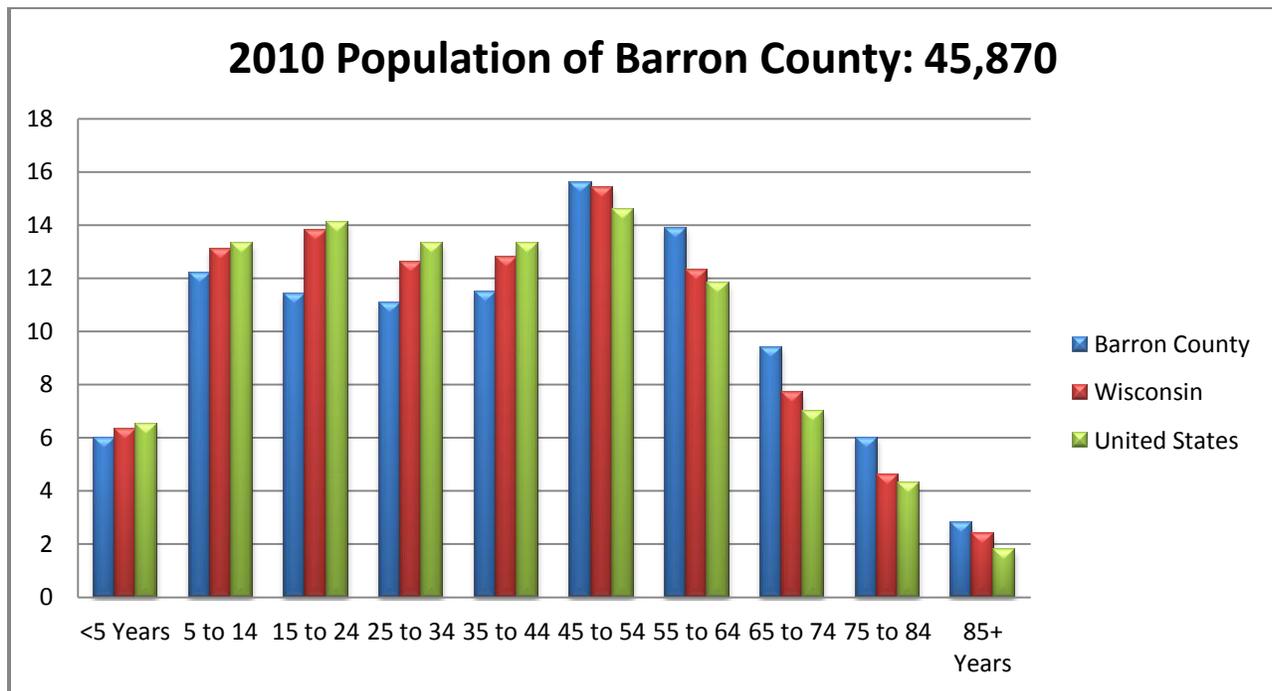

  




Almost 100 people attended the community meeting on September 26, 2012 to discuss data and survey results, identify resources and gaps for each health focus area and prioritize top health concerns.

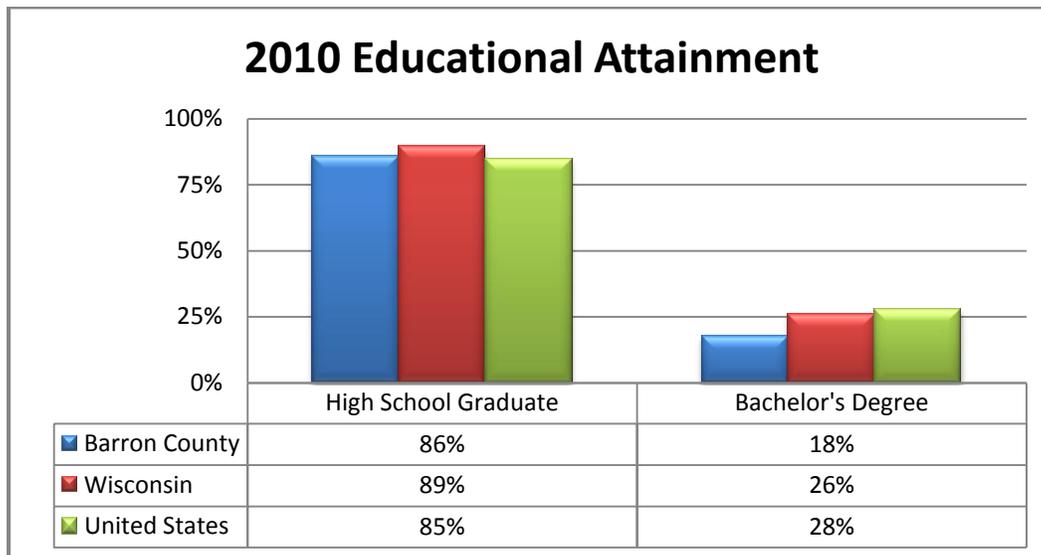
## Overview of Data Shared at the Community Meeting:

### *Barron County Demographics:*



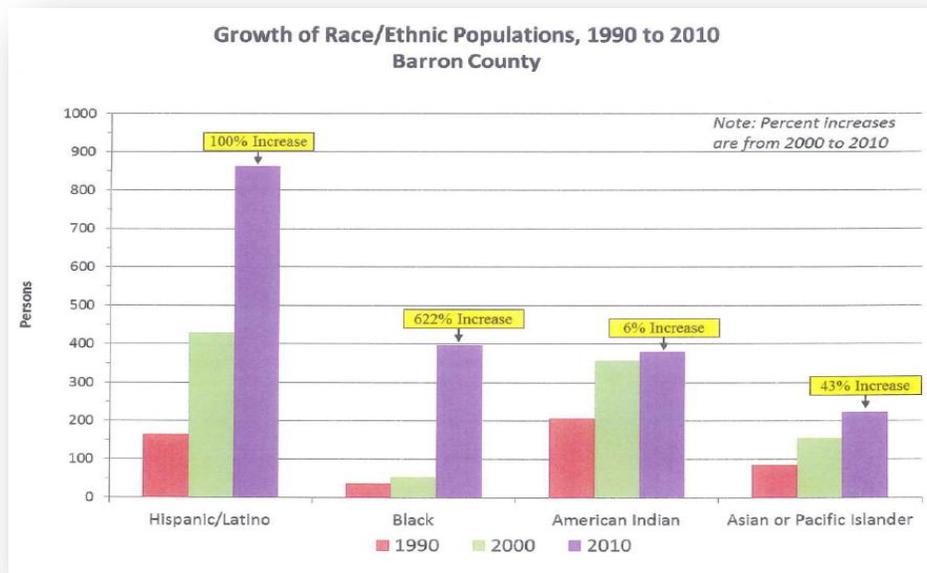
2010 Age by Percent of Population (U.S. Census Bureau, 2010).

- Our largest population falls in the range of 45-64 years old (Veroff, 2011).
- A large number of people will enter retirement ages in the next 10 years (Veroff, 2011).
- Barron County's population growth in from 2000-2010 was 2% and was equally divided between natural increase and net migration. Barron County's growth was less than the rest of Wisconsin and the Western Region. (Veroff, 2011).
- The estimated 2020 population of Barron County is predicted to increase in 60-74 year olds and decrease in 0-29 year olds (Veroff, 2011).
- Median age of Barron County is 43.1 compared to Wisconsin 38.5, United States 37.2 (Veroff, 2011).



(U.S. Census Bureau, 2010)

- Educational attainment is positively correlated with better health (Egarter, Braveman, Sadegh-Nobari, Grossman-Kahn, & Dekker, 2009).
- Barron County has fewer residents with higher education than the state and country.



(Veroff, 2011)

- Barron County has seen a large immigration of Somali refugees to the area over the past 10 years.
- Multiple Barron County businesses employ Hispanic migrant workers.

## ***Health Focus Areas Identified in Healthiest Wisconsin 2020:***

### ***Communicable Disease Prevention and Control in Barron County:***

#### Communicable Disease: What Is It?

“Communicable diseases (infectious diseases) are illnesses caused by bacteria, viruses, fungi or parasites. Organisms that are communicable may be transmitted from one infected person to another or from an animal to a human, directly or by modes such as airborne, waterborne, food borne, or vector borne transmission, or by contact with an inanimate object, such as a contaminated doorknob” (WI Department of Health Services, 2010).

#### Why should we care?

- Communicable diseases remain a major cause of illness, disability, and death.
- New infectious agents and diseases are being detected, and some diseases considered under control have reemerged in recent years.
- Communicable disease prevention and control protect both individuals and entire populations.
- Effective immunizations have drastically reduced many, once common communicable diseases.
- Prompt identification and control of communicable diseases reduce illness and premature deaths, health costs and absenteeism.

Confirmed Cases of Selected Communicable Disease Infecting Barron County 2007-2011	2007	2008	2009	2010	2011	Total
TB, Latent Infection	60	29	16	29	25	159
Hepatitis C	12	16	13	7	8	56
Pertussis	18	3	1	3	3	28
Pneumonia	0	5	1	3	9	18
Group A and B Strep	1	3	3	4	6	17
Mycobacterial Disease (Non-TB)	0	4	6	3	3	16
Varicella (chicken pox)	-	-	0	1	4	5
Hepatitis A	3	0	2	0	0	5
<i>Wisconsin Electronic Data Surveillance System</i>						

**Communicable Disease Participant Discussion Points:**Existing Resources:

Communicable Diseases- None known outside of state and public health networks

Strengths:

Relationship between infection control coordinators and public health  
WEDSS electronic reporting  
Automatic Reporting of infections from laboratories  
Vaccine for Children Program

Weaknesses/Gaps:

WEDSS electronic reporting  
Knowledge of services  
Are they testing? Are they reporting?

Priority Statement(s):

Myths and negative stigmas of vaccines can prevent families from having their children vaccinated and can contribute to communicable diseases in the community. This may hinder disease prevention.

***Chronic Disease in Barron County:***

Chronic Disease: What Is It?

“In general terms, chronic diseases are defined as illnesses that last a long time, do not go away on their own, are rarely cured, and often result in disability later in life” (WI Department of Health Services, 2010). Examples include: diabetes, arthritis, asthma, heart disease, and cancer.

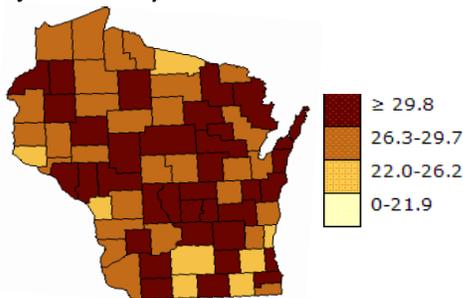


Why should I care?

- We like to think that everyone should be responsible for their own health, but, truth is, we, as taxpayers, often end up paying for the medical bills incurred due to chronic disease of others, especially those 65 years of age and older, where chronic disease is most common.
- Chronic disease also results in indirect costs such as decreased productivity at work, more absenteeism, and decreased quality of life.
- Chronic diseases are several of the leading causes of death in Barron County, Wisconsin and the nation as a whole. See table at right.

<b>Leading Causes of Death in Barron County (2009)</b>	
<b>Heart Disease</b>	24.1%
<b>Cancer</b>	23.6%
<b>Cerebrovascular Disease</b>	5.4%
<b>Lower Respiratory Disease</b>	4.8%
Accidents (includes Motor Vehicle Fatalities)	3.9%
<b>Diabetes</b>	2.2%
*Highlighted areas are chronic disease related	
(Wisconsin Department of Health Services, Division of Public Health, Office of Health Informatics, 2011)	

Age-Adjusted Obesity Rates in Wisconsin



Obesity Rate in Barron County 2009:  
31.1%

Diet and exercise are often contributing factors in chronic disease. Obesity rates are one way to measure a population’s diet and exercise habits.

**Chronic Disease Participant Discussion Points:**

Existing Resources:

Be Well Barron County, Healthier Cumberland Coalition, medical facilities, advocacy agencies, free clinic, support groups, living well with chronic conditions workshops, hospice, palliative care programs, Barron Today magazine lists support services, pain management programs.

Strengths:

- Knowledge for behavior change
- Evidence based programs
- Three major health care systems with accessible providers
- Electronic medical records
- There is a large group motivated with or caring for or impacted by chronic disease

Weaknesses/Gaps:

- Lifestyle changes are a challenge
- Cost of health care- includes lack of insurance
- Health literacy
- Awareness of resources
- Fear of knowing
- Stigma
- Access to health resources including transportation, cost
- “I don’t need it” – denial
- Perception of provider
- Perception of lack of “pay off” fear/soft cost
- Lack of support, isolation
- Access to information or don’t know how to get it

## Priority Statement(s):

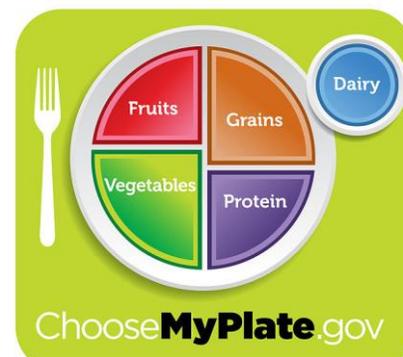
1. Our community will see an explosion of chronic conditions with our aging population. We need to prevent and to manage these conditions.
2. There is a large cost to chronic illness to our health care systems, families, businesses, and lost productivity.
3. Chronic disease impacts or is impacted by all of the other health priorities.

***Adequate, Appropriate & Safe Food & Nutrition in Barron County:***

## Adequate, Appropriate and Safe Nutrition: What is it?

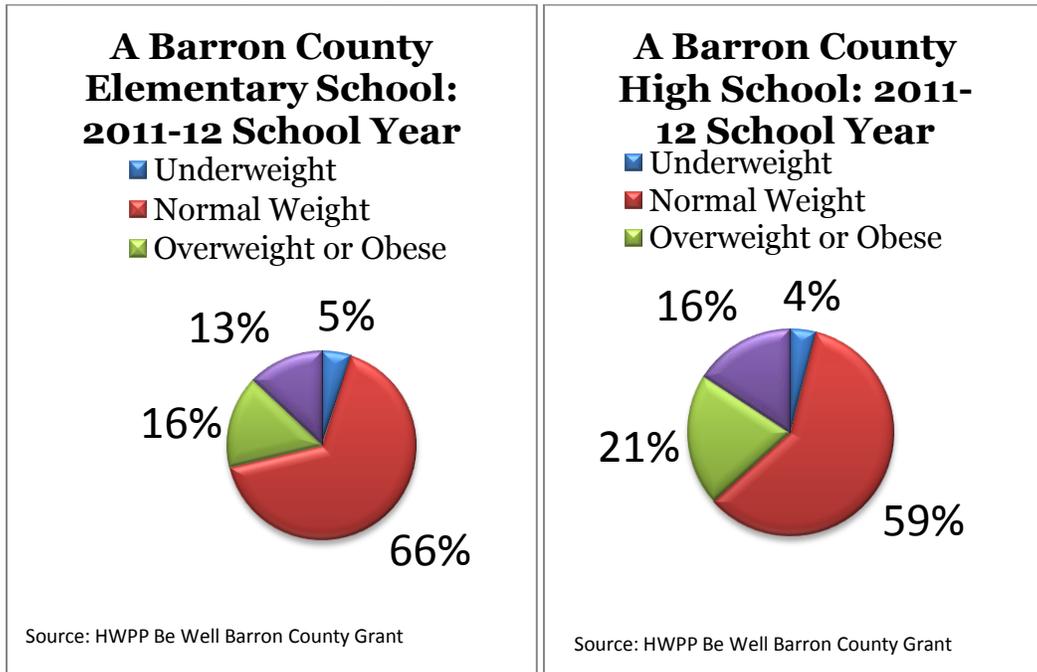
Adequate nutrition refers to food security. This means people have access at all times to nutritious and safe foods. Appropriate nutrition refers to foods that promote overall good health.

A healthy diet is one that permits individuals to meet accepted dietary requirements and standards, supports normal growth and development and reduces the risk of disease; includes breastfeeding promotion and support, as well as issues of food security and obesity prevention across the lifespan and addresses population-level disparities for these same issues (WI Department of Health Services, 2010).

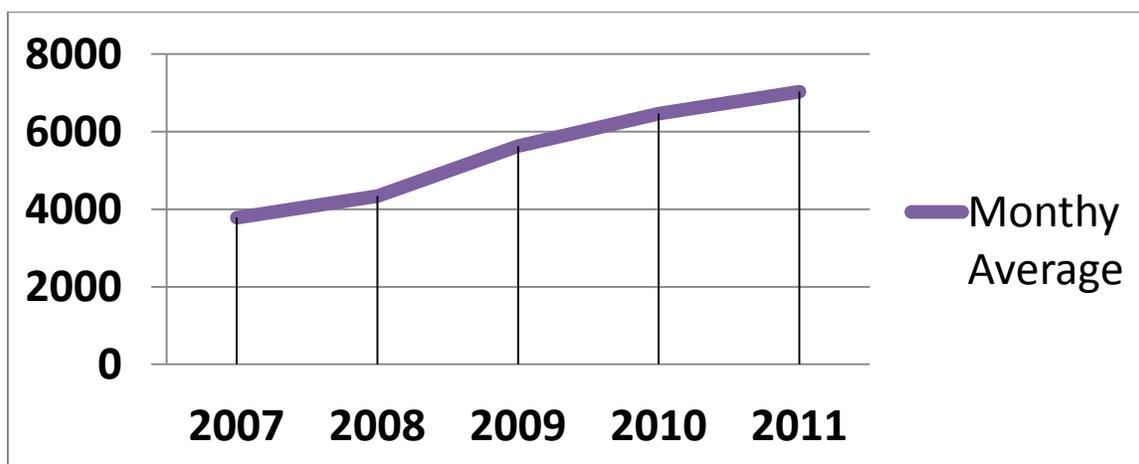


Why should I care?

- Nutritious foods contribute to the healthy birth outcome for pregnant women and the growth and development of infants and children.
- Nutritious foods, in appropriate amounts, help prevent many chronic conditions such as obesity, type 2 diabetes, cancer, and cardiovascular disease.
- Proper nutrition promotes physical, emotional, and social well-being.



Obesity beginning in childhood is a concern in Barron County. The childhood obesity levels in Barron County are similar to childhood obesity levels being seen in Wisconsin and the United States.



Barron County has seen a steady increase in the percent of residents receiving Food Share over the past five years, from 15% in 2008 to 22% in 2011 (Barron County Department of Health & Human Services, Economic Support Programs).

## **Adequate, Appropriate and Safe Nutrition Participant Discussion Points:**

### Existing Resources:

Meals on Wheels, Be Well Barron County, Healthier Cumberland Coalition, Ruby's Pantry, Registered Dietitians, Food Share, Women Infants and Children (WIC), Food Pantries, Community Meals, Meals on Weekend (MOW), UW Extension Programs, Farmer's Markets, Community Supported Agriculture, Food Co-Ops, Grocery Stores, Farmer's Market Voucher Program, Lactation Consultants, Head Start, Beneficial Bites

### Strengths:

- We are surrounded by local healthy food options.
- There are many educated community members.
- Area schools are improving guidelines.
- Funding for nutrition programs is improving.
- Local sanitarian program housed in Barron County.

### Weaknesses/Gaps:

- There is a lack of general knowledge on healthy eating, how to prepare meals, and how to utilize local produce effectively.
- There is a lack of discussion on obesity and the chronic diseases associated with obesity.
- We need additional funding for healthy foods.
- We need to utilize local produce and products effectively.
- There is a lack of an open discussion on obesity.

### Priority Statement(s):

1. Proper nutrition is the root cause of many presented topics today, including: chronic disease, healthy growth & development, oral health, physical activity, and mental health.
2. Obesity rates are increasing and trending at an all time high in Barron County. It is a multi-generational problem that requires education to break the trend.
3. We want to motivate the community to get knowledge on healthy preparing, shopping, eating and start to allocate the resources around them including local produce and community educators.

## ***Physical Activity in Barron County:***

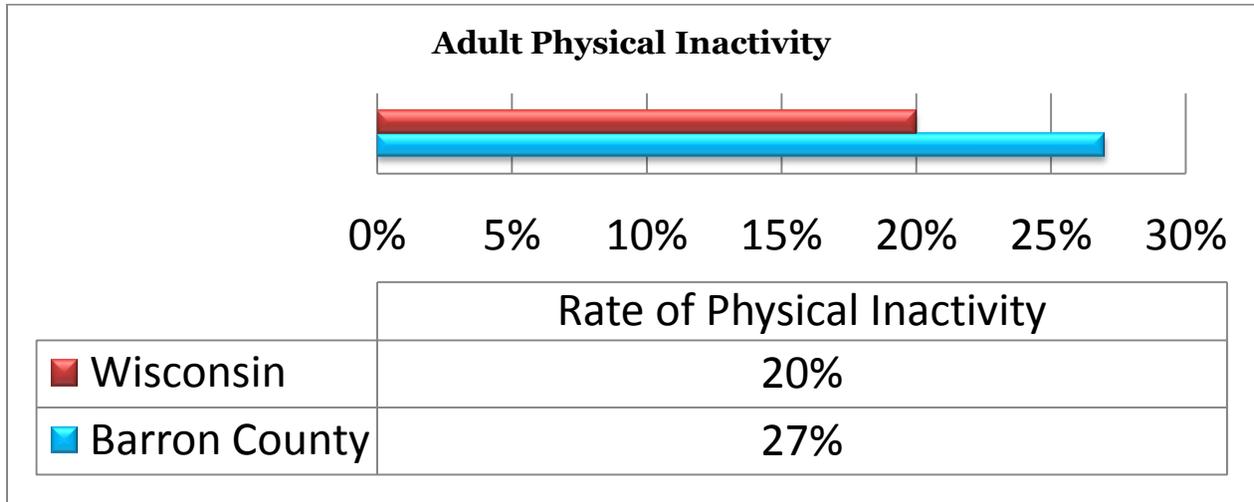
Physical Activity: What is it?

“Physical activity means any bodily activity that enhances or maintains physical fitness and overall health” (WI Department of Health Services, 2010).

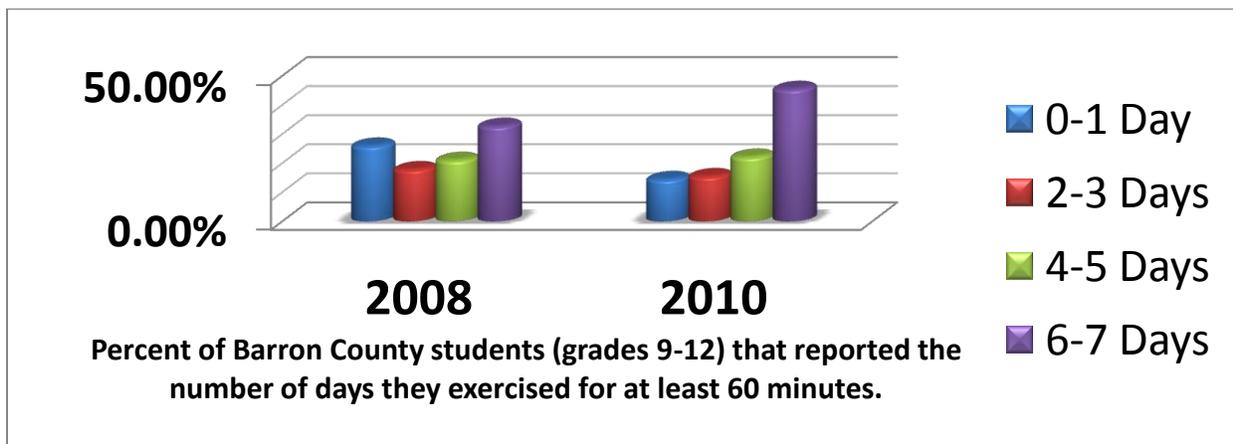


Why should I care?

- The health benefits of physical activity have been studied extensively. Physical activity is a preventive factor for premature death; diseases such as coronary artery disease, stroke, some cancers, type 2 diabetes, osteoporosis, and depression; risk factors for disease, such as high blood pressure and high blood cholesterol; lack of functional capacity (the ability to engage in activities needed for daily living); mental illnesses, such as depression and reduced cognitive function; and injuries or sudden heart attacks (WI Department of Health Services, 2010).



(Centers for Disease Control and Prevention (CDC), 2007-2009)



Three Barron County Schools (Cumberland, Chetek and Turtle Lake) have successfully applied for Carol M. White Physical Education Program Grants which fund three years of programming and infrastructure to improve the physical activity levels of students.

Be Well Barron County, a grant funded program of the Healthier Wisconsin Partnership Program, works to increase physical activity and healthy eating in all age groups in Barron County.

## Physical Activity Participant Discussion Points:

### Existing Resources:

Free walking in the mall, physical fitness facilities, Be Well Barron County, Healthier Cumberland Coalition, Schools

### Strengths:

- Boys & Girls Clubs
- Worksite Wellness
- BACC, 24 Hr Fitness, Health & Wellness Center, Etc.
- Good roads, trails
- Silver Sneakers
- Multiple fun runs/walks
- Variety of exercise classes
- Organized leagues through community, WITC, Bars, etc.
- Youth are included in adult events, i.e. local triathlon, runs

### Weaknesses/Gaps:

- Daycare facilities may not actively promote
- Communicating events throughout the county
- Transition from youth organized sports to adulthood with more individualized exercise
- We need to prioritize family time over organized sports
- We need more bike trails and walking trails
- Trainers for elderly fitness classes

### Priority Statement(s):

1. Lack of movement is a major contributor to chronic disease.
2. Exercise gives you the “feel good” to make you keep going on your journey of a healthy lifestyle.
3. Exercise is prevention and treatment.

## ***Reproductive and Sexual Health in Barron County:***

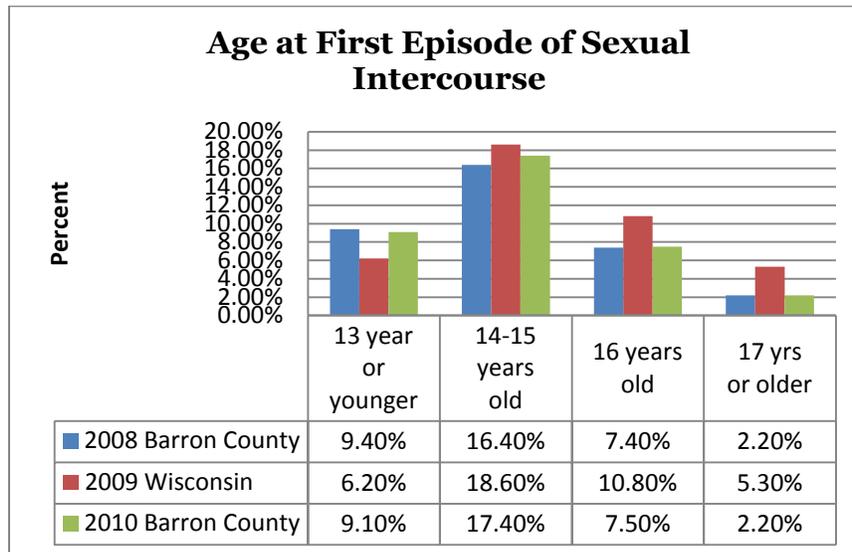
Reproductive and Sexual Health: What is it?

“Reproductive and sexual health includes the factors that affect the physical, emotional, mental, and social well-being related to reproduction and sexuality across the life span, including engaging in same-sex and/or heterosexual behaviors. Reproductive and sexual health is a core component of individual and community public health” (WI Department of Health Services, 2010).



Why should I care?

“Unintended pregnancies and sexually transmitted diseases, including HIV infections, result in tremendous health and economic consequences for individuals and society” (WI Department of Health Services, 2010).



2009 Wisconsin and 2008, 2010 Barron County Youth Risk Behavior Surveillance Surveys

**Sexually Transmitted Infections:**

In Barron County from 2007 to 2011 there were:

- 492 cases of Chlamydia
- 10 cases of Gonorrhea
- 3 cases of HIV

**Reproductive and Sexual Health Participant Discussion Points:**

Existing Resources:

Sex and reproductive health education requirements in the schools, Public Health, Infection control staff at medical systems

Strengths:

- Services available through public health: education, supplies, insurance, confidentiality

Weaknesses/Gaps:

- Knowledge of services and reproductive health
- Parenting and home environments

Priority Statement(s):

1. There is an alarming rate of sexual behavior in younger ages with increased risk of STI and pregnancy which impacts health and economics.

## ***Injury & Violence in Barron County:***

Injury and Violence: What is it?

“Injury and violence encompasses a broad array of topics.

- ***Unintentional injuries*** are often referred to as accidents despite being highly preventable. Examples include falls, drowning, motor vehicle crashes, suffocation and poisoning. Intentional injuries include those that were purposely inflicted, with the intent to injure or kill someone (including self).
- ***Intentional injuries*** often involve a violent act. Examples include homicide, child maltreatment, sexual assault, bullying and suicide. While not all violence results in physical injury, the use, and threat of use of force or power may result in injury, death, psychological harm, maldevelopment, or deprivation eroding communities by reducing productivity, decreasing property values, and disrupting social services, to name a few” (WI Department of Health Services, 2010).

Why Should I Care?

- “Injuries are the leading cause of death among Wisconsin people age 1-44 years and are a significant cause of morbidity and mortality at all ages” (WI Department of Health Services, 2010).
- Injuries and violence have a significant impact on individuals, families and communities.

Rank	Cause of Injury Mortality (Death) 2006-2011	Barron County Rate per 100,000	WI State Rate per 100,00
1	Motor Vehicle Traffic Crash	14.1	11.0
2	Falls	12.4	16.7
3	Firearms	7.7	8.1
4	Poisoning	5.5	12.3
5	Fire, Heat & Chemical Burns	2.6	1.0

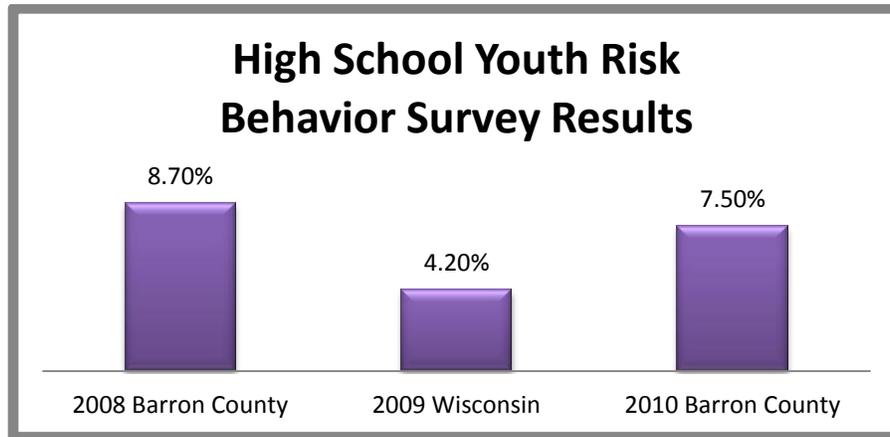
**2011 Barron County unduplicated cases of domestic violence:**

- **Women: 284**
- **Men: 68**
- **Children: 24**

*Barron County Department of Health & Human Services Data*

(Wisconsin Department of Health Services, 2006-2011)

Percent of high school students answering yes to the question: **“Have you ever been forced, either verbally or physically, to take part in a sexual activity?”**



Barron County and Wisconsin Youth Risk Behavior Surveys

### **Injury & Violence Participant Discussion Points:**

#### Existing Resources:

Barron County Domestic Abuse Project, Sexual Assault Response Team, Child Death Review Team, Trauma Informed Care Initiatives, Hope Squad, I-Team, Drug Court, Mental Health Crisis Line, Victim Advocates, Aging & Disability Resource Center, Office on Aging, Law Enforcement, Churches, Schools, Car Seat Programs, Safe Sleep Programs, Life Line, Department of Transportation

#### Strengths:

- Most modifiable area
- Office on Aging and the Aging & Disability Resource Center
- Stepping on Falls Prevention program has shown a 50% reduction in falls
- I-team

#### Weaknesses/Gaps:

- Not enough staff to do in home falls assessments
- Falls prevention needs to be expanded
- Healthy relationship education needed
- Not enough service providers for domestic violence and sexual assaults
- This is not a priority

#### Priority Statement(s):

1. Tragedies and traumas affect a community as a whole. Physically, economically, socially, psychologically, etc. Who wants to ever be told....you lost your daughter to a domestic violence incident or your parent to a fall.
2. Injury and violence prevention (unintentional and intentional injuries) has the greatest capacity for making positive change for safe outcomes.



### **Mental Health Participant Discussion Points:**

#### Existing Resources:

Omne, Marshfield, and Cumberland Clinics all provide care but have limited availability, one central crisis line

#### Strengths:

- Currently have an established department for mental health
- Have “Crisis Beds” available close to us

#### Weaknesses/Gaps:

- Low access to counselors
- Promote prevention & education for early detection- helping too late
- Not discussed with children or young adults- swept under the carpet
- Cost-unfunded, uncovered by insurance
- Limited providers in the area
- Lack of support groups
- Spans life cycle

#### Priority Statement(s):

1. Whatever area is being addressed there is a mental health component that needs to be addressed with it. Precursor to and consequence of mental health issues.
2. Just released this morning: suicide is the #1 cause of injury-related deaths, surpassing car accidents.
3. When Cumberland Health Care closes its inpatient and outpatient mental health departments we will lose a premier provider of mental health services in our community due to a lack of funding and resources.

### ***Tobacco Use & Exposure in Barron County:***

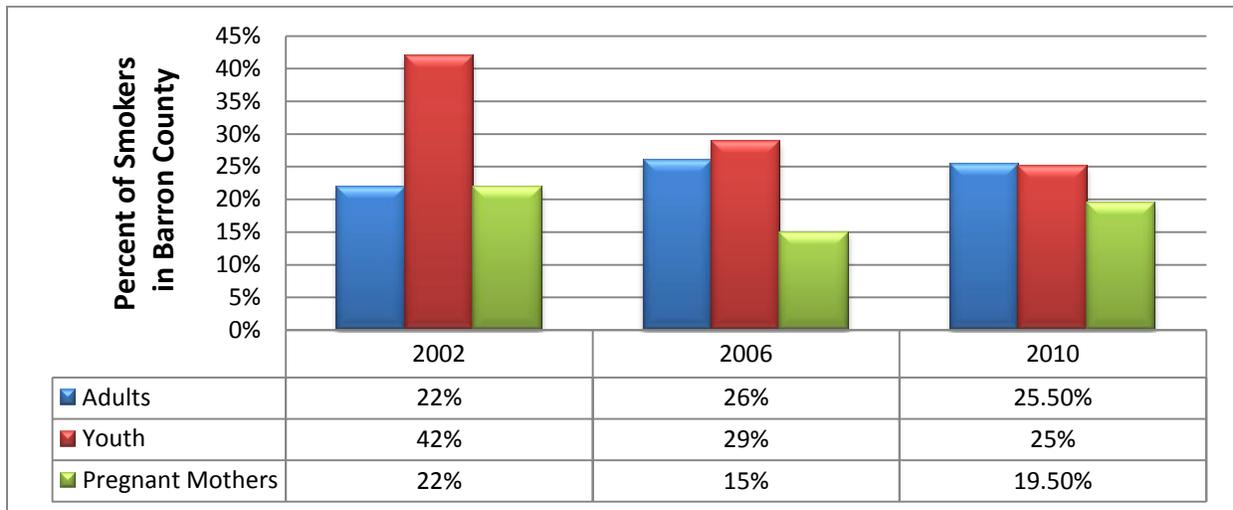
Tobacco Use and Exposure: What is it?

Tobacco use and exposure includes both the use of tobacco and the exposure to secondhand smoke.

Why Should I Care?

- Tobacco use and exposure is a primary factor in: breast cancer, heart disease, birth defects or infant mortality, respiratory disease, lung cancer, and stroke.
- Annually, 8,000 Wisconsin residents die from tobacco related illnesses (WI Department of Health Services, 2010).
- In 2009, 20% of deaths in Barron County were tobacco-related (Wisconsin Department of Health Services, 2009).



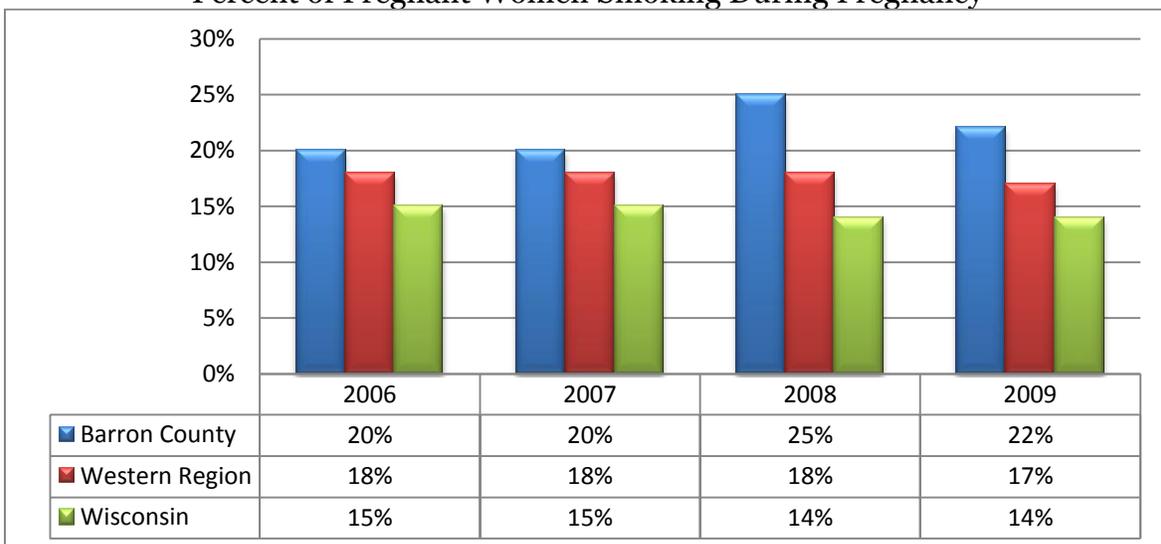


(Voskuil KR, 2010)



Smokeless tobacco is a great concern in Barron County; 18.2% of high school males in the county have used smokeless tobacco in the past 30 days, more than double the state rate of 8% (*Barron County YRBS 2010*).

Percent of Pregnant Women Smoking During Pregnancy



(Wisconsin Department of Health Services, 2006-2009)

### **Tobacco Use & Exposure Participant Discussion Points:**

#### Existing Resources:

Safe & Stable Families Coalition, Facin' It, Not on Tobacco, Wisconsin Quit Line, Hospital and Clinic sponsored programs

#### Strengths:

- Safe & Stable Families
- Dedicated, educated adults
- Compliance checks
- Partnerships with restorative justice, law enforcement, schools
- Athletic Code Changes

#### Weaknesses/Gaps:

- Youth services- therapy
- Promotion of services- recognition, community awareness
- Need more programs in the schools
- WI/Family culture to drink, smoke, do drugs
- Get information to the families/ Need to work with families
- Problem for adults not just kids



#### Priority Statement(s):

1. Alcohol, Tobacco & Drug use is responsible for the most negative health conditions.
2. Barron County has higher rates than other counties, state or nation: smokeless tobacco use double the state, smoking in pregnancy.

### ***Alcohol and Drug Use in Barron County:***

Alcohol and Drug Use: What is it?

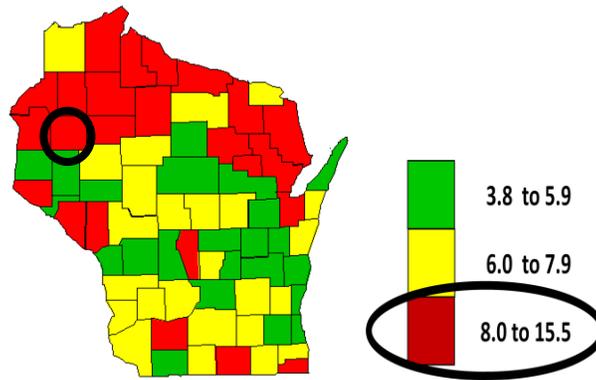
“Alcohol and other drug use is defined as any use of a substance, or uses of substances, that result in negative consequences. This includes a broad array of mood-altering substances that include, but are not limited to, alcohol, prescription substances, and illegal mood altering substances” (WI Department of Health Services, 2010).

Why should we care?

Alcohol and other drug use can result in a host of societal problems such as homelessness, child abuse, crime, unemployment, injury, health problems, hospitalization, suicide, fetal abnormalities and early death.

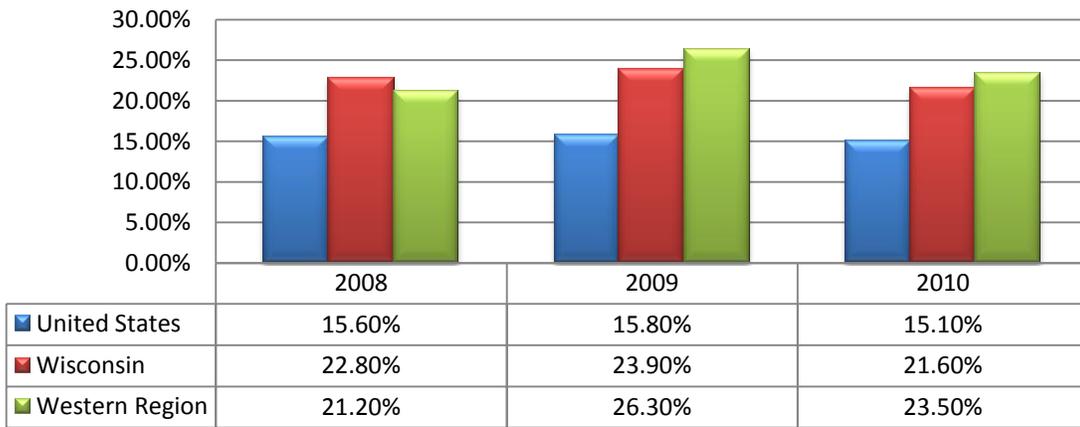
Alcohol and other drug use can have an immediate effect on the health and safety of the individual and the community.

2006-2010 Percent of Motor Vehicle Crashes in the County Related to Alcohol



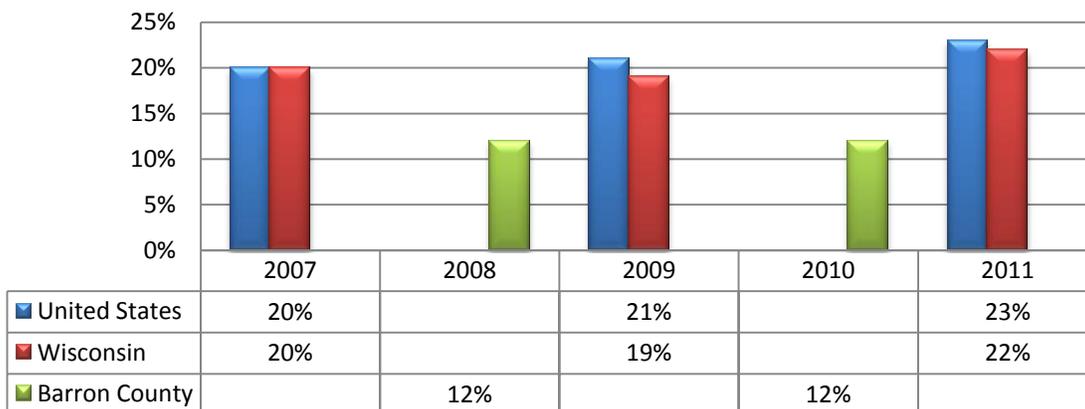
(Wisconsin Department of Transportation)

Percent of Adult Binge Drinkers



(Wisconsin Department of Health Services, 2008-2010)

Percent of students (grades 9-12) who used marijuana in the past 30 days.



Source: United States, Wisconsin, and Barron County Youth Risk Behavior Surveys.

**Alcohol & Drug Use Participant Discussion Points:**Existing Resources:

Safe & Stable Families Coalition, Facin' It, AA

Strengths:

- Safe & Stable Families Coalition
- Compliance checks
- Partnerships with restorative justice, law enforcement, schools
- Athletic Code Changes

Weaknesses/Gaps:

- Youth services- therapy
- Promotion of services- recognition, community awareness
- Need more programs in the schools
- WI/Family culture to drink, smoke, do drugs
- Get to the families
- Problem for adults not just kids
- Culture of Drinking
- Need to work with families
- Prescription drugs
- Drugs cycle through alcohol
- Alcohol continues to be #1 abuse
- Alcoholic is sick not criminal
- Environment!

Priority Statement(s):

1. Alcohol, Tobacco & Drug use is responsible for the most negative health conditions.
2. Data doesn't lie. Drugs come and go but alcohol consistently ill effects for all ages
3. Barron County has higher rates than other counties, state or nation: smokeless tobacco use double the state, smoking in pregnancy.

***Oral Health in Barron County:***

Oral Health: What is it?

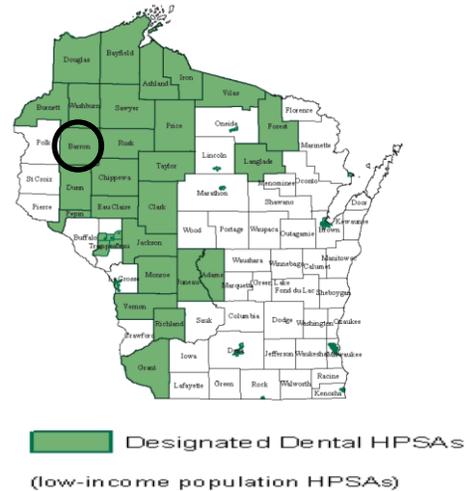
“Oral health means being free of mouth pain, tooth decay, tooth loss, oral and throat cancer, birth defects and other diseases that affect the mouth” (*Healthiest Wisconsin 2020*).

Why should we care?

“Oral health means much more than having healthy teeth. Good oral health also includes the ability to carry on the most basic human functions such as chewing, swallowing, speaking, smiling, kissing, and singing. Oral health is integral to general health, and people cannot be healthy without good oral health” (*Healthiest Wisconsin 2020*).



Rice Lake is the only municipality in Barron County with fluoridated water.

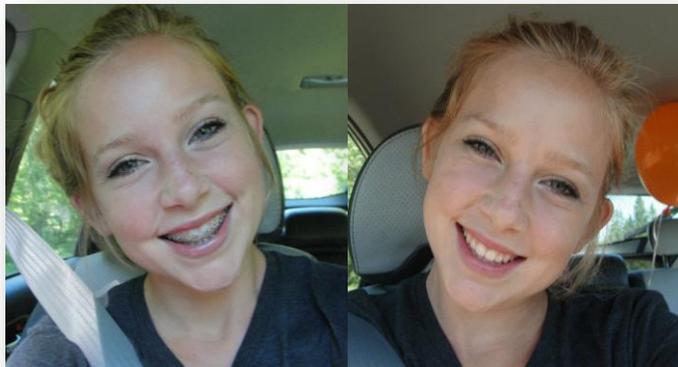


2010 Dental Health Professional Shortage Areas  
(Department of Health Services, 2010)

**Oral Health Participant Discussion Points:**

Existing Resources:

Cooperative Educational Service Agency/Head Start, Tele-health at Marshfield Clinic, United Migrant Opportunity Services/Migrant Head Start



Strengths:

- Access to care: Rural dental health clinics, Marshfield Clinic Dental both take patients on medical assistance.
- Fluoride varnish and sealants in schools

Weaknesses/Gaps:

- People don't utilize the access
- Transportation
- Doctor's don't get reimbursed
- Education
- Resources for elderly

Priority Statement(s):

1. There isn't awareness for dental health and the link to overall health.
2. Oral health problems are highly preventable through education.
3. Work on this priority can have a large impact on overall health.

### *Environmental and Occupational Health in Barron County:*

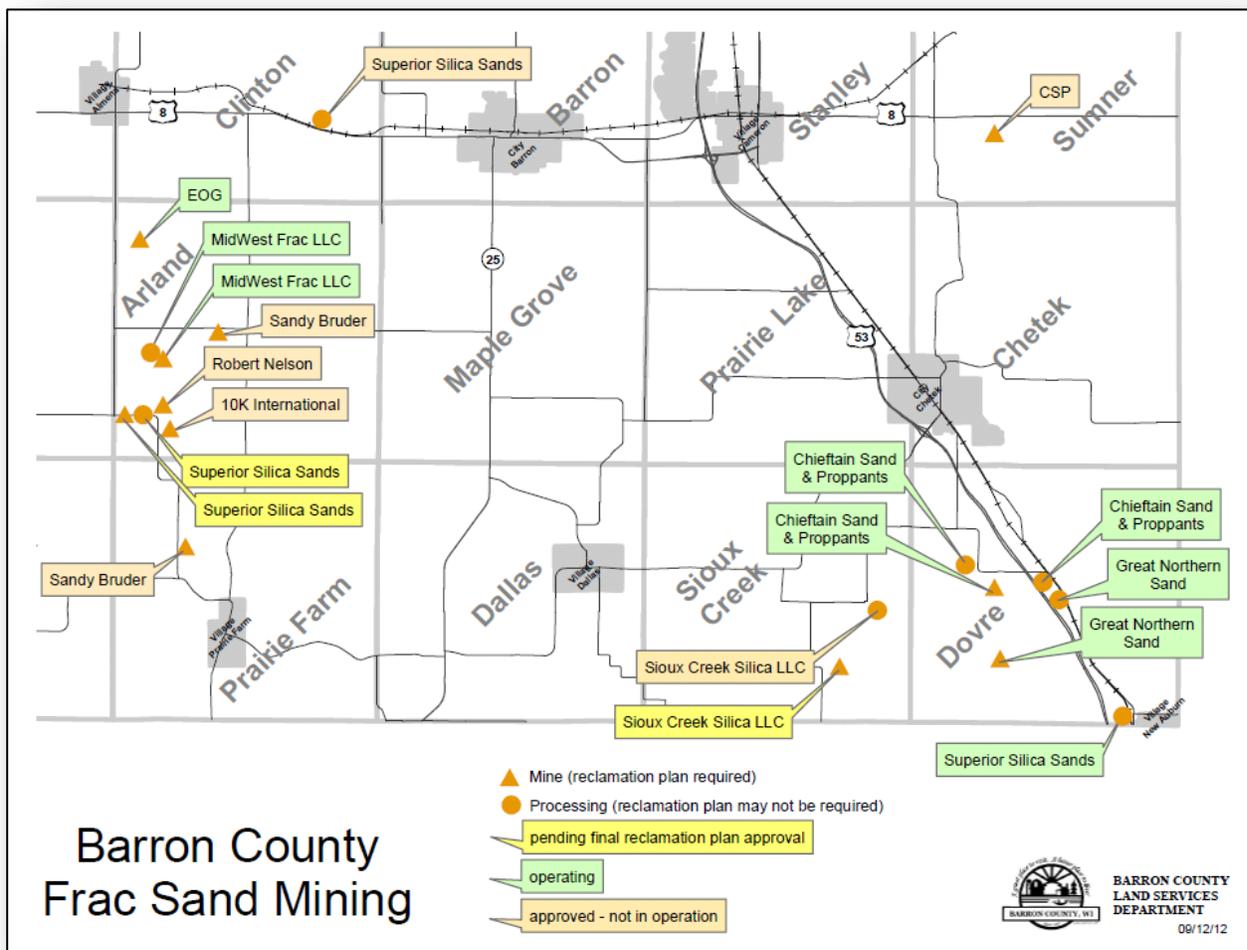
Environmental Health: What is it?

“Environmental and occupational health includes the broad and diverse suite of interrelated regulatory and educational programs and services needed in every Wisconsin community to prevent, identify, and mitigate illnesses and injuries resulting from hazards in the natural, built, and work environments” (WI Department of Health Services, 2010).

Why should we care?

The places and environments where we live, work, and play have a direct impact on our health. The air we breathe, the food we eat and the water we drink all affect our health (WI Department of Health Services, 2010).

- There are about 222 food facilities inspected in Barron County each year.
- Barron County has high nitrates in ground water, specifically in Barron, Dallas and Prairie Lake townships.
- 38% of Barron County radon results tested higher than 4 pCi/L.
- Five different mining companies are currently operating in Barron County.
- In August of 2012, a bird tested positive for West Nile Virus.
- From 2007 to 2011, nearly 400 cases of Lyme disease were diagnosed.





### Environmental and Occupational Health Participant Discussion Points:

#### Existing Resources:

Excel with Be Well worksite wellness program, local Department of Natural Resources office, and local sanitarian program

#### Strengths:

- Coordination between agencies

#### Weaknesses/Gaps:

- Lack of knowledge on the impacts of frac sand mining

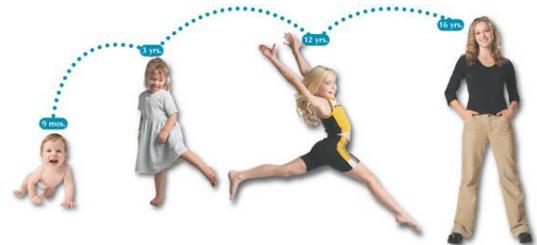
#### Priority Statement(s):

1. The increase in frac sand mine intensity has increased the need for ongoing data collection, research and education.
2. Due to limited and shrinking resources in employee wellness, we need to increase coordination of resources to ensure the health of the community and the aging population.

### *Healthy Growth & Development in Barron County:*

Healthy Growth and Development: What is it?

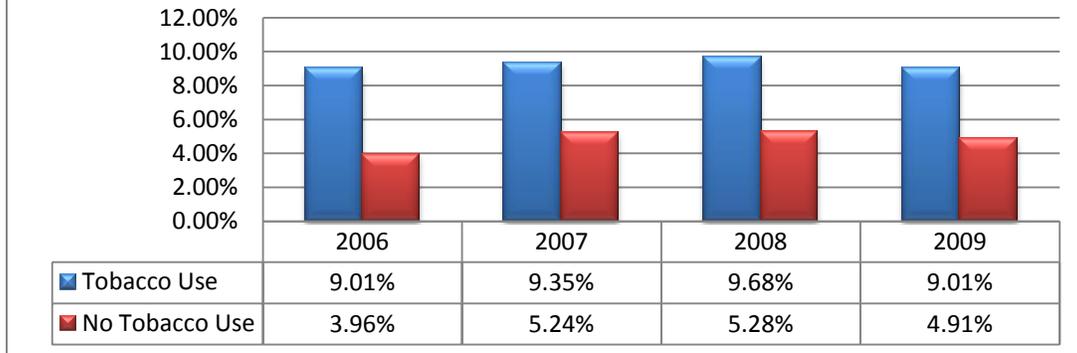
“Healthy growth and development requires family-centered, community-based, culturally competent, coordinated care and support throughout the life course during preconception and prenatal periods, infancy, childhood, adolescence, and adulthood” (WI Department of Health Services, 2010).



Why should we care?

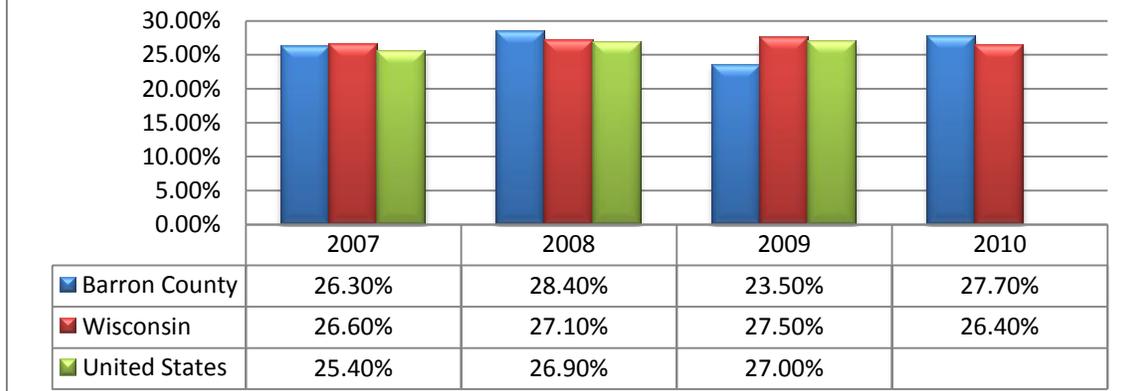
“Healthy growth and development in early life have a profound effect on health across the life span” (WI Department of Health Services, 2010).

### Low Birth Weight Infants Born in Barron County With Tobacco Use



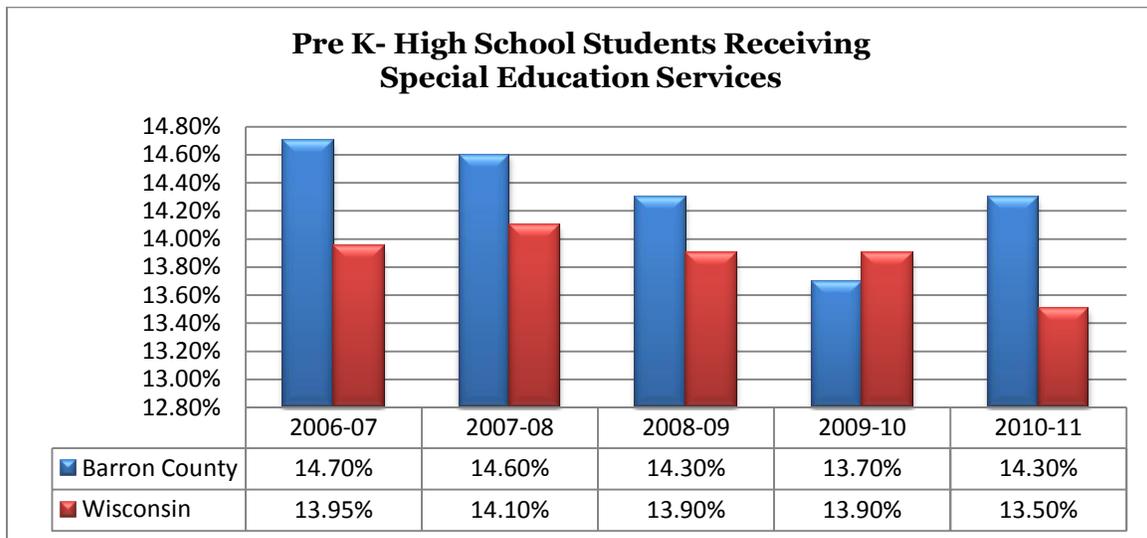
(Wisconsin Department of Health Services, 2006-2011)

### Percent of infants enrolled in WIC who have been breastfed at least 6 months.



(Wisconsin Department of Health Services, 2007-2010)





(Wisconsin Department of Public Instruction, 2006-2011)

### Healthy Growth and Development Participant Discussion Points:

#### Existing Resources:

Restorative Justice, Healthier Cumberland Coalition, Healthcare Systems, WIC, Birth to 3, hospital pre/post natal education, breastfeeding, parent aide, DHHS, Family Enrichment Center, Tribal/UMOS/CESA 11Head Start & Early Head Start Programs

#### Strengths:

- Services are more connected, existing network
- Early head start, 4K, schools, connected
- Birth to three, early childcare, schools
- Parent child bond
- Presence of greater dental care

#### Weaknesses/Gaps:

- Social development, addressing social environment issues (mental health)
- Daycares (young star)
- Largely underserved area
- Limited resources, professional
- Waiting list
- Need to qualify
- 3-6 years funneled into 1 size fits all

#### Priority Statement(s):

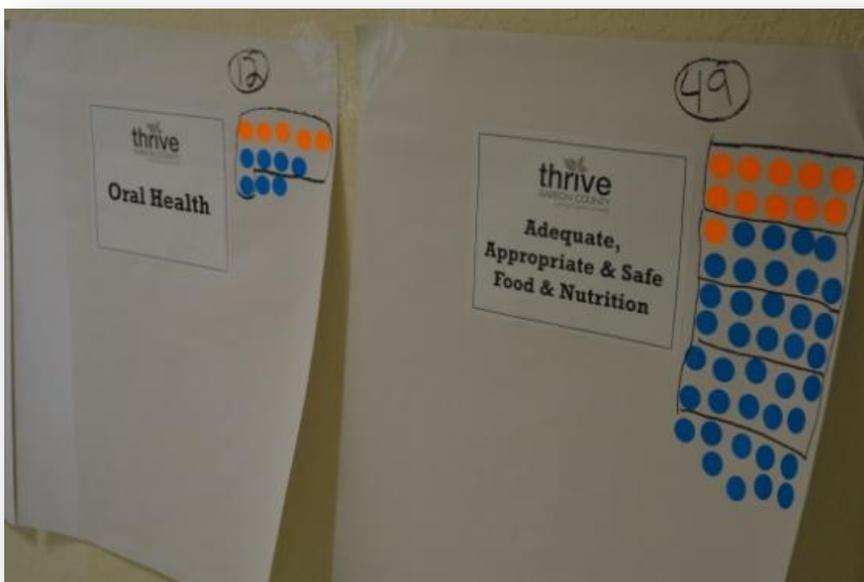
1. The more stable the environment, the better the outcome. We need earlier identification.
2. Our needs are outpacing the current service capacity.
3. Holistic dimension, parallel process of family- based. If we don't have healthy kids we have generations of domestic abuse, poor nutrition, poor choices. We need to look at the whole picture.

## Selection of Barron County's Health Priorities for 2013-2018

More than 100 Barron County community members gathered on September 26, 2012. At this meeting data on the twelve health focus areas identified in the Healthiest Wisconsin 2020 plan was shared. This information was given as data sheets in a packet of information and as a power point presentation.



Attendees then broke into groups based on their interest and expertise to discuss each health focus area. A facilitator led discussions on existing resources, strengths, and weaknesses/gaps. From this discussion the group created up to three priority statements explaining why they felt the focus area should be identified as one of the top three health priorities. Each group reported their findings and priority statements back to the large group.



After the community members reported back to the large group, each attendee was given three blue stickers to vote on the health focus area(s) they felt should be the priority of Thrive Barron County. The orange stickers represent the value the steering committee gave the survey results from March 2012.

## Health Priorities Identified:

Health Focus Area	Survey Votes, March 2012	Votes from Community Meeting 9/26/12	Total
<b>1. Alcohol &amp; Other Drug Use</b>	23	38	61
<b>2. Mental Health</b>	7	49	56
<b>3. Chronic Disease Prevention &amp; Management</b>	12	42	54
4. Adequate, Appropriate & Safe Nutrition	11	38	49
5. Physical Activity	11	25	36
6. Environmental & Occupational Health	2	23	25
7. Injury & Violence Prevention	7	11	18
8. Oral Health	5	7	12
9. Tobacco Use	9	3	12
10. Healthy Growth & Development	4	7	11
11. Communicable Disease	3	3	6
12. Reproductive & Sexual Health	4	1	5

This information will be used by Thrive Barron County which includes public health, all three nonprofit hospitals and clinic systems, as well as community organizations and volunteers to create a community health improvement plan which will span 2013 to 2018.

**Top Three Health Priorities Identified:**

 Alcohol & Other Drug Use

 Mental Health

 Chronic Disease Prevention & Management

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**Thrive Barron County welcomes concerns, comments, and input on this document from the community.**

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