

2019-2021

Barron County

Community Health Improvement Plan

November, 2019



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***This report adapted from Eau Claire Healthy Communities Community Health Improvement Plan*

An Invitation to the Community

Making Barron County a healthy place to live, work, learn, and play is a responsibility we all share as a community.



We want to thank the many individuals, agencies and organizations dedicated to improving the health of Barron County community members through their participation in this project. Many of you have helped ensure the success of the 2018 Community Health Assessment and the creation of this 2019-2021 Community Health Improvement Plan.

We would like to invite you to join us and become involved in promoting the health and well-being of individuals, families and the communities of Barron County. For more information on Thrive, or to learn how to help make Barron County healthier, contact us at health@co.barron.wi.us or 715-537-6442.

Sincerely,

Thrive Barron County Steering Committee



2019-2021 Barron County CHIP

Executive Summary



The 2019-2021 Barron County Community Health Improvement Plan details the recent comprehensive community health planning efforts for Thrive Barron County. Thrive Barron County is a collaboration of various healthcare organizations and community members and agencies working together to assess and positively impact the health of Barron County.

The community health planning effort includes two major phases: a community health assessment (CHA) and a community health improvement plan (CHIP).

- Included is a summary of the community engagement methods and prioritization process for the *2018 Barron County Community Health Assessment*. Through this process, residents identified substance use, mental health, and chronic disease as top priorities. Existing Community Health Action Teams (CHAT) adopted these priorities.
- The CHIP provides the community with a plan and goals for improving the health in the health priority areas identified over the next three years. It reflects the collective work of many individuals and organizations working to improve health in our county-for groups facing health disparities and the population as a whole.

Over the next 3 years, the CHATs will continue to implement and evaluate evidence-based practices in order to reach our goals. Efforts will be updated to align with community resources and needs as necessary. The CHA and CHIP are available at www.barroncountywi.gov.

Community Health Improvement Plan Overview

Thrive Barron County utilized the *County Health Ranking and Roadmaps Take Action Cycle* to guide the community health improvement process. This included:

- Review of key findings from the *2018 CHA*-qualitative data from surveys, focus groups, key informant interviews and community health improvement events, as well as quantitative data from local, state and national indicators.
- Review of evidence-based practices through “What Works for Health” and additional resources.
- Identification of strategies based on evidence, community input, and community assets. Strategies were also chosen to align with state and national health plans.
- Consideration of populations with disparate health outcomes.



Source: County Health Rankings & Roadmaps

Summary of 2019-2021 Community Health Improvement Plan Goals



Alcohol Tobacco and Other Drug (Substance Abuse) Action Team

Works to create a positive change and community support around the culture of alcohol and addiction in our community with a focus on youth substance use prevention.

Goals:

- Implement Family Treatment Court
- Increase protective factors in youth to build resiliency
- Increase access/remove barriers to alcohol, tobacco and other drug treatment services in Barron County



Mental Health Action Team

Works to improve access to mental health services and reduce rates of suicide.

Goals:

- Increase primary care provider's ability to access mental health expertise, resources, and information
- Increase access to mental health care; Barron County is currently a mental health care shortage area
- Reduce Barron County suicide rates



Chronic Disease Prevention Action Team

Works to prevent the onset of chronic disease by making the easy choice the healthy choice where people live, work and play.

Goals:

- Increase healthy food consumption in families who use Barron County food pantries
- Increase access to evidence based programs to prevent and/or manage chronic diseases
- Reduce obesity rates and increase physical activity in 2 to 5 year old children participating in WIC

About Thrive Barron County

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.

Since 2012, Thrive Barron County has provided a “table” where stakeholders collaborate to understand current and future health needs of Barron County through a process of assessing, prioritizing and addressing health needs. Many diverse partners from across the county participate. Together they work to better align efforts among community partners and create a strategic framework for collaborative local health improvement activities.



Overarching Goals

Assess needs-Conduct community survey, seek community input, review and analyze data.

Evaluate efforts-Did the intervention meet the goals. If not met; modify or adapt work plan.

Establish Priorities-Identify three THRIVE health priorities based on Healthiest WI 2020.

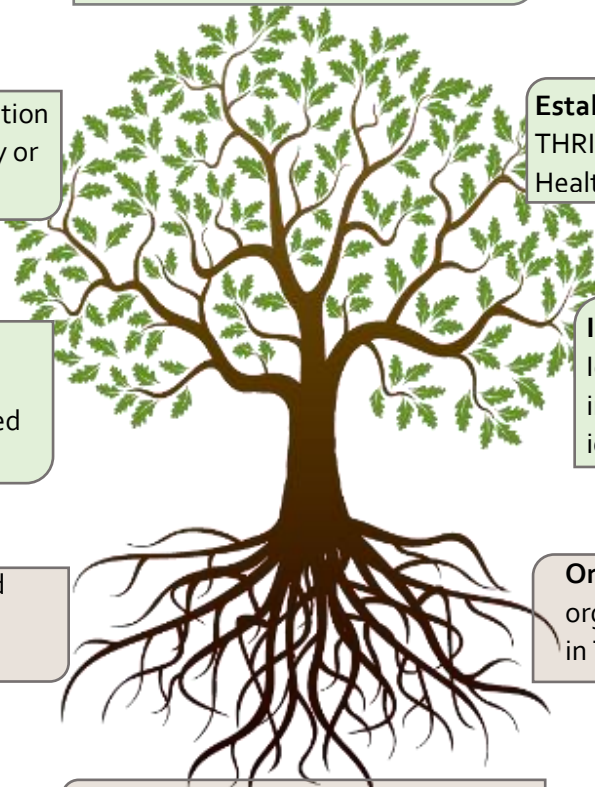
Implementation-Create and implement a work plan for each identified priority based on selected interventions.

Identify programs and policy-Identify evidence based interventions to address identified health priorities.

Community members- Interested persons who actively engage in THRIVE.

Organizations- Interested organizations who actively engage in THRIVE.

Partnerships- Collaborative efforts of stakeholders.



About CHA/CHIP

The community health improvement process includes two major phases: a community health assessment and a community health improvement plan. Assessing needs and planning collaboratively helps solve complex health issues. The goals of a Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) are to engage the community in addressing priority health issues.

Community Health Assessment (CHA) is a process that engages community members and partners to collect and analyze data and information from a variety of sources to assess the health needs and strengths of the community. Together, the community identifies top health concerns. The findings of a CHA can inform community decision-making, the prioritization of health concerns, and the development and implementation of the community health improvement plan. It is known that health is greatly influenced by where people live, how they work, the safety of their surroundings and the strength and connectivity of families and communities. The assessment provides a greater understanding of these *social determinants of health*, which is critical when developing best strategies to improve identified health priorities and is a first step to eliminating health disparities.



As a result of the *2018 Community Health Assessment*, Thrive Barron County committed to continuing work on the health priorities of Substance Use, Mental Health, and Chronic Disease, all of which were identified by the community as priority issues for 2013-2018.

Community Health Improvement Plan (CHIP) is a roadmap that will guide the work on health priorities for community health improvement. It is an action-oriented plan that guides community partners in implementing evidence-based strategies to produce better health outcomes. The CHIP provides overarching goals, specific objectives, and evidence-based strategies that will mobilize the community to collaborate toward policy, system and environmental strategies related to the areas of concern identified in the CHA. Thrive Barron County's plan addresses the three identified health priorities.



Thrive Barron County utilized the *County Health Rankings and Roadmaps Take Action Cycle* to guide their CHIP process. Improving community health requires people from multiple sectors to work collaboratively on a variety of activities and the Take Action Cycle guides communities on how to move diverse stakeholders forward to action.

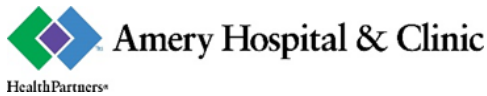
Source: County Health Rankings & Roadmaps

2018 Community Health Assessment Process

To combine efforts and resources, and better serve the community, Thrive Barron County brought together the healthcare systems and County Health Department to conduct a county wide community health assessment in 2018. The prior CHA and CHIP process for Barron County took place in 2015. The health priorities from the 2015 Community Health Assessment and Community Health Improvement Plan (Alcohol, Tobacco and other drug abuse, Mental Health and Chronic Disease Prevention) were similar to those identified in 2018 (Substance Use, Mental Health and Chronic Disease).

The 2018 Community Health Assessment was completed through a collaborative partnership between partner organizations in Barron County to jointly assess the health needs and assets of the community, as well as identify the top health concerns and mobilize the community in working toward prevention for these areas of concern.

Partners included:



Existing Thrive Barron County Community Action Teams adopted the identified health priorities and continue to work towards their goals. The action teams understand that though they may focus on a single priority, each of these health needs are related and interconnected. For example, poor mental health can lead to substance use and/or chronic diseases.

Thrive Barron County Community Action Teams



Substance Abuse Prevention



Mental Health



Chronic Disease

2019-2021 Community Health Improvement Plan

The process for developing the Community Health Improvement Plan follows the *County Health Ranking & Roadmaps Take Action Cycle*. Each step of the action cycle is a critical piece toward improving community health for all.

Work Together

Everyone has a role to play in improving the health of communities. To move from data to action, Thrive engaged diverse stakeholders from multiple sectors.

- Thrive Barron County includes diverse stakeholders to collaboratively work on identified health issues to improve the health of our community members.
- Quarterly, the Steering Committee meets to review all action team progress as well as to continue to support broad collaborative action.
- Community Health Action Teams meet regularly and work together to plan, implement and evaluate their goals/objectives.



Assess Needs & Resources

Thrive Barron County explored the community's needs, resources, strengths, and assets.

- After the *Community Health Assessment* was completed in 2018, action teams reviewed and discussed the health assessment data along with health priority areas and themes identified by community members during the community health assessment.
- Steering Committee and Action Team members also reviewed existing assets and resources from the *2018 Community Health Assessment*.

Focus on What's Important

Thrive Barron County determined the most important issues to address in order to achieve the greatest impact on the identified health priorities.

- Existing Action Teams adopted the *2018 Community Health Assessment* health priorities.
- Action Teams reviewed goals and objectives from the *2015 Barron County CHIP* and discussed successes/challenges to guide the future focus and direction of the Action Teams.
- Action Teams met in November and December 2018, to participate in a Mad Tea Party. Mad Tea is a facilitation model that quickly provokes a deeper set of reflections and strategic insights among group members. The questions focus attention and produce shared understanding of strategic options and next steps. This process helped in the development of goals, objectives and action plans for each team.
- Action Teams reviewed the root cause analysis created by community members at the

community health improvement event held in September 2018. Root cause analysis provides an understanding of the causes of a health issue in order to identify effective solutions.

Choose Effective Policies & Programs

Thrive Barron County chose effective strategies to align with goals and objectives based on evidence, community input, community assets and resources, health disparities and community readiness. Strategies were also chosen to align with state and national health plan goals.

- Action Teams reviewed 2018 CHA data, root cause analysis, community assets and resources.
- Action Teams worked to identify evidence-based or best practice interventions and strategies at all levels to effectively address health priorities. Evidence-based strategies were gathered from “What Works for Health” and additional resources about evidence-based practice resources from the state and national health plans.
- Additional evidence-based policies and programs were explored based on feedback from Action Team members. Action Teams focused on policy, systems and environmental change, as a way to modify the environment to make healthy choices practical and available to all community members. By changing policies, systems and/or environments, Barron County will be able to better tackle the complex health issues identified by the community.
- Action Teams explored interventions that would affect disparate populations in our community: Somali, Hispanic, Native American, Amish, rural, and low-resource residents. Using health data, assessment survey results and community partner input, Action Teams had discussions around additional populations affected unequally by identified health priorities.
- Action Teams assessed the community’s level of readiness and capacity through discussion of local efforts and their effectiveness, the extent to which appointed leaders and influential community members are supportive of the issue, community climate toward the issue, community knowledge about the issue, cultural relevancy and resources available to support efforts.
- Action Teams brainstormed draft goals and objectives and accepted responsibility for implementing strategies outlined in the CHIP.

Act on What’s Important

Thrive Barron County Community Action Teams defined what they want to achieve with each program or policy, and how they will achieve it.

- A work plan template was created to track progress on goals and objectives. The Steering Committee reviewed and provided feedback on this work plan. Each Action Team used the finalized work plan template to delineate how they will achieve their goals and objectives through clearly identified activities and action steps.
- Action Team work plan includes community health priority goals, measureable objectives, improvement strategies and activities, time frame, person(s) responsible, and indicators. These work plans will be used throughout the community health improvement plan timeline to track and share progress with the Steering Committee and community at-large.

Evaluate Actions

Thrive Action Teams identified measures available to monitor Action Teams' progress over time.

- As action teams continue to work together, they will use evaluation tools to assess community readiness for implementation of policies/program, monitor results of implemented policies/programs, and evaluate policy/program outcomes.
- Thrive will review at least quarterly and update work plans to monitor the Action Teams' progress toward achieving the goals and objectives that they have identified in the CHIP. The information from the work plan will be shared in an annual report on the progress Thrive has made in implementing strategies in the CHIP.

Communicate

Communication is an ongoing step in the Take Action Cycle. In addition to regular meetings, Thrive Barron County strives to have high levels of communication with members and partners.

- In spring and summer 2019, a work plan template to track progress of goals and objectives was shared with Action Team members and the Steering Committee. Members provided feedback to make the document more useful for them. Revisions were made based on this feedback.
- On November 25th, 2019, the Department of Health Humans Services Board voted to approve and adopt the 2019-2021 Community Health Improvement Plan. The CHIP is available online at www.barroncountywi.gov and has been shared with community partners and the community-at-large.
- On November 27th, 2019 the CHIP was shared with the Steering Committee, all action team members and Thrive partner's networks.

Community Health Initiatives

Thrive Barron County and the Department of Health and Human Services have been a part of a number of other community health initiatives not directly tied to action team work plans. These initiatives include:

Community Connections to Prosperity (CCP) - This coalition focuses on addressing the social determinants of health to move people from poverty to prosperity. Projects within this group include.

- **Mental Health Action Team**- CCP also has an action team working on mental health. In 2017, CCP's mental health action team and Thrive's community health action team working on mental health combined.
- **Homes of Hope**- a tiny home project starting in Barron County partnering, the homeless shelter, churches and worksites to help transition individuals and families out of

homelessness.

- **Community Hub Model-** this project seeks to find a better way to serve our neighbors through collaboration and coordination of resources among agencies and groups that provide assistance to those in need. This project involves partners from CCP, Thrive, the Barron County Community Coalition and the Department of Health and Human Services.
- **Bridge to Self-Sufficiency-** This is a tool to chart a path to economic self-sufficiency. The Bridge helps families and individuals plan, reach, and sustain their personal goals in six essential areas: family stability, well-being, education and training, financial management, employment and career management and mobility.

Community Collaboration

In order to achieve the best outcomes, Thrive understands the need to collaborate on a higher level. In September 2019, Thrive Barron County joined with 4 other community organizations; the Barron County Community Coalition, Community Connections to Prosperity (a coalition addressing poverty and the social determinants of health, End Domestic Abuse Barron County and the Barron County Sexual Assault Response Team to participate in a facilitated strategic planning meeting. The meeting helped to identify potential areas of collaboration and brainstorm ways to make a larger impact. This group, is working with Thrive and its Action Teams to develop a community hub model to better serve Barron County residents. The community hub model was identified by all three action teams as a way to overcome many of the barriers of a rural community and help people achieve better health outcomes. The group is currently working to recruit board members from the St. Croix Tribe, the Somali and Hispanic Communities. The group has an emphasis on the social determinants of health and equity with a vision of helping everyone in Barron County live their best life.

Health Priority Areas

The following sections summarize the impact each health area has to the community, as well as 2019-2021 goals for each of these three areas prioritized by Thrive Barron County.



Substance Abuse
Prevention



Mental Health



Chronic Disease

Substance Use

Alcohol, tobacco and other drug use is a health priority in Barron County because the Burden of Excessive Alcohol Use in Wisconsin report show that the state has some of the highest rates of problem drinking in the U.S. including; underage alcohol consumption, consumption during pregnancy, binge drinking (4+ drinks per occasion for women, 5+ drinks per occasion for men). In addition to alcohol, Wisconsin and Barron County have seen recent spikes in methamphetamine and opioid use.

Preventing unhealthy alcohol, tobacco and other drug use is important to Barron County. Over 85% of residents who participated in the community survey feel alcohol and drug misuse is a moderate to major problem in the community.

Substance Use Action Team Goals

Members of the alcohol, tobacco, and other drug use community health action team identified the following goals and objectives based on root cause, evidence, community input, assets (located CHA) and community readiness and capacity. The action team will achieve these goals through increased awareness, education, and policy change related to substance use. The evidence-informed/based practices and programs listed below were identified through the CHIP process as potential strategies to discourage unhealthy use of alcohol, tobacco and other drugs. The action team considered these strategies as they developed the following goals and objectives.

Goal 1: Implement a Family Treatment Court

Objective 1: By 12/31/19 seek out and apply for funding to develop a Family Treatment Court in Barron County.

Objective 2: By 12/31/2021 develop and implement a Family Treatment Court in Barron County.

Goal 2: Increase developmental assets in youth to build protective factors/resiliency.

Objective 1: By 1/31/2020 screen 4th grade students in Barron County on development assets.

Objective 2: By 12/31/2021 implement at least one evidence based program to build protective factors and/or build resiliency in youth in Barron County.

Goal 3: Increase access and remove barriers to alcohol tobacco, and other drug services in Barron County.

Objective 1: By 12/31/2021 develop a user friendly step by step guide of accessing ATODA services in Barron County.

Current work to accomplish goal

- Funding for development of Family Treatment Court applied for.
- 4 of 7 schools currently on board to screen all 4th grade students on developmental assets.
- Botvin Life Skills program running in 3 schools and the Boys & Girls Club.
- Strengthening Families classes currently running in 2 communities.
- Working with the St. Croix Tribe to expand jail transition programming.

Mental Health

Mental Health is a health priority in Barron County because we are a mental health professional shortage area. According to the 2019 County Health Rankings, Barron County has a ratio of population to mental health providers of 1.370:1. The Wisconsin Average is 530:1. The Youth Risk Behavior Surveillance Survey shows that Barron County also ranks above the state in rates of youth suicide.

Prevention of mental health issues is important to Barron County. Mental illnesses affect all ages and influence many areas of one's well-being. Mental health issues are commonly associated with physical health problems and increased risk factors like substance abuse, smoking, physical inactivity, and obesity. These risk factors can lead to chronic disease, injury, and disability, which decrease overall quality of life.

Mental Health Action Team Goals

Members of the Mental Health community health action team identified the following goals and objectives based on root cause, evidence, community input, assets (located in the appendix of the CHA) and community readiness and capacity. The action team will achieve these goals through increased awareness, education, and policy change related to mental health. The evidence-based practices/programs listed below were identified through the CHIP process as potential strategies to increase access to mental health care. The action team considered these strategies as they developed the following goals and objectives.

Goal 1: Increase primary care provider's ability to access mental health expertise, resources and information

Objective 1: By 12/31/2021 incorporate the Periscope Project into at least one health system in Barron County. *(The Periscope Project is provider to provider perinatal psychiatry teleconsultations for health care providers treating perinatal women struggling with mental health and/or substance use disorders.)*

Goal 2: Increase access to mental health care

Objective 1: By 12/31/2021 complete county wide mental health services assessment to help health systems decrease provider shortages.

Goal 3: Reduce Barron County suicide rates

Objective 1: By 12/31/2021 provide Question, Persuade, Refer (QPR) training to at least 1,500 community members.

Objective 2: By 12/31/2021 promote/provide National Alliance on Mental Illness (NAMI) evidence based trainings annually, to include at least one each of; Family to Family, Basics, and Ending the Silence.

Current work to accomplish goal

- Over 600 community members in Barron County have been trained in QPR.
- NAMI is current holding Family to Family and Peer to Peer classes as well as peer and family support groups.

Chronic Disease

Chronic Disease is a health priority in Barron County because the 2019 County Health rankings show that we have a higher rate of adulthood obesity than the state of Wisconsin. The Youth Risk Behavior Surveillance Survey shows our percentage of overweight students is also higher than the State. The presence of an excessive amount of body fat can increase the risk for heart disease, high blood pressure, diabetes, or other chronic diseases.

Prevention of Chronic Disease issues is important to Barron County. According to the Wisconsin Partnership for Nutrition and Activity, Chronic diseases such as heart disease, stroke, cancer, and diabetes can all be linked to obesity. These chronic conditions are some of the leading causes of preventable death, according to the CDC. Maintaining a healthy weight is important for reducing the risk of developing these chronic conditions.

Chronic Disease Action Team Goals

Members of the Chronic Disease Prevention Action Team identified the following goals and objectives based on root cause, evidence, community input, assets (located in the appendix of the CHA) and community readiness and capacity. This action team will work to; increase awareness and education of evidence-based programs; strengthen relationships with our community and clinical partners; and collaborate with food pantry partners to increase the percentage of healthy food options. The evidence-based practices and policies listed below were identified through the CHIP process as potential strategies to encourage obesity prevention. The action team considered these strategies as they developed the following goals and objectives.

Goal 1: Increase healthy food consumption in families who use Barron County food pantries

Objective 1: By 12/31/2021 implement an evidence based program to increase access to healthy foods in at least one Barron County food pantry.

Goal 2: Increase access to evidence based programs to prevent and/or manage chronic disease

Objective 1: By 12/31/2021, work with all partners to promote and expand current evidence based programs in Barron County.

Objective 2: By 12/31/2021 Increase the number participants in current evidence based programming in Barron County.

Goal 3: Reduce obesity rates and increase physical activity in 2 to 5 years children participating in the WIC program.

Objective 1: By 12/31/2019, educate at least 75% of families who participate in WIC on the negative effects of screen time for children.

Current work to accomplish goal

- Met with food pantries in Barron County to review evidence based program, FoodWise.
- Currently running Living Well and the Diabetes Prevention Program

Acknowledgements

Thanks to all the individuals and organizations involved in Thrive Barron County for providing input and feedback in the development of the CHIP and dedicating their time and expertise to implement goals and objectives listed in the plans.

- Aging and Disability Resource Center of Barron, Rusk & Washburn Counties
- Amery Hospital and Clinic
- Barron County Department of Health and Human Services
- Barron County Sheriff's Department
- Benjamin's House Emergency Shelter
- CESA #11
- Community Connections to Prosperity
- Cumberland Healthcare
- Disability Rights Wisconsin
- Marshfield Clinic Health System
- Mayo Clinic Health System- Northland
- Rice Lake Area Free Clinic
- NAMI Barron County
- Northlakes Community Clinic
- Prevea Health
- University of Wisconsin Eau Claire
- UW- Extension
- Wisconsin Indianhead Technical College
- Many individual community members

Appendix I: Sample Work Plan

Visit www.barroncountywi.gov for work plans.

Mental Health Team Action Plan

Goal Three: Reduce Barron County suicide rates

Objective 1: By 12/31/2021 provide Question Persuade Refer (QPR) trainings to at least 1,500 community members.

| Activity | Who is responsible? | By when? |
|---|--|---|
| A list of QPR trained facilitators willing to provide QPR to Barron County groups will be developed. | Community Connections to Prosperity – Mental Health Workgroup (CCP-MH) | March 2019 |
| Promote QPR training to community entities. | Public Health CCP-MH Group | Ongoing Annually during Suicide Prevention Month (September) |
| Connect entities wanting QPR with trained facilitators. | Public Health CCP-MH Group | Ongoing |

