

# Healthiest

## CALUMET COUNTY

Everyone Living Better, Longer



# Calumet County Overview

The County of Calumet is a small, predominantly rural county, occupying 318 square miles in the east central region of Wisconsin. The geographic area covered by the Healthiest Calumet County community health improvement plan includes all of Calumet County *except for the portions of the cities of Appleton and Menasha that lie within the county's borders*. **THE POPULATION OF THIS AREA IS APPROXIMATELY 35,000.**

- **The county population is 98% Caucasian**, with Hispanics, Indians, Asians, and blacks or African Americans comprising the other 2%. The ethnic diversity in the county is influenced by a small number of Hmong refugees who settled in the area and by a small number of Mexican immigrants who have moved to the county to work in agriculture.
- The entire western border of the county is created by Lake Winnebago. Within the county, there are a few state highways but no interstate highways.
- **Over 65% of the land in Calumet County is used for agriculture.** Of Calumet County residents who are employed, 27% work in the manufacturing industry.
- According to 2012 estimates, **the median household income in Calumet County was \$64,982** with a per capita income of \$28,682. Of households with children under 18, 6.5% had household incomes below poverty level. An estimated 93% of Calumet County residents were high school graduates and over 97% of households had an available vehicle. Approximately 27% of the population is under age 18.
- Calumet County is generally considered to be politically, fiscally and socially conservative. Religious and ethnic influences in the county are predominantly Christian and Eastern European.
- **Many people living in the county are life-long residents who have many extended family members also living in the county.** There is generally a “small town” atmosphere in Calumet County. The five school districts in the county are the hub of activities in the communities where they are located.



## MISSION:

*To create and promote an environment that encourages healthy, safe and resilient individuals, families and communities.*





## What is a CHIPP?

A Community Health Improvement Planning Process (CHIPP) **identifies, prioritizes, and develops a plan to address identified health needs in a community.** In 2011, Calumet County Public Health, along with other local health departments and hospital systems in the Fox Cities area, gathered together to assess the health needs in our area. A Behavioral Risk Factor Surveillance Survey to assess health status, risks, and behaviors was completed. It included a representative survey sample of Calumet County residents.

In 2012, following the completion of the community health needs assessment, a steering committee of Calumet County community representatives was formed to share available data, discuss areas of need, determine priorities, and to help develop a plan to address local health priorities. The county's community health improvement initiative was named Healthiest Calumet County.

### **MEMBERS** of the Healthiest Calumet County Steering Committee:

**Faye Burg** Delta Publications

**Alice Connors** Calumet County Board

**Joann Dewhurst** Calumet County Aging and Disability Resource Center

**Anne Gasch** Heritage Orchard

**Jane Gehl** Community Volunteer; Business Owner

**Merlin Gentz** Calumet County Board of Health and Human Services;  
Retired Higher Education Administrator

**Rita Heraly** Holy Family Parish, Brillion

**Jenny Konen** Calumet Medical Center

**\*\* Dr. Tricia Lorenz, D.O.** Calumet County Board of Health and Human Services

**Barbara Miller** Miller Mfg, Inc.; Retired Teacher

**Tony Sweere** Hilbert School District Administrator

**\* Janet Kempf Vande Hey** JKV Research, LLC

**\*\* Steering committee chairperson**

**\* Steering committee vice-chairperson**

### **MEMBERS** of the Calumet County Public Health Team:

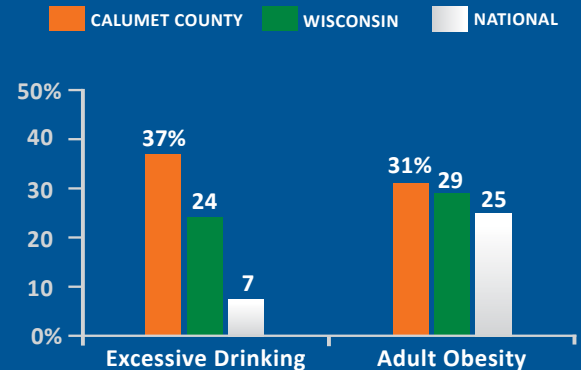
**Amber Bastian, Cathy Ellis, Bonnie Kolbe, Wanda Rieth,  
Connie Schaefer, Linda Schwobe, Deb Wagner**

# Calumet County Health Priorities

In 2012, community forums were held to discuss, tabulate, and select the top health improvement priorities in Calumet County. The top two priorities selected for improvement were:

- Excessive Alcohol Consumption
- Physical Activity and Nutrition

## 2013 COUNTY HEALTH RANKINGS



According to the **2013 County Health Rankings**, Calumet County has the highest rate of binge drinking among all counties in Wisconsin and Calumet County's rate of adult obesity is higher than the state rate.

## Taking Action

Members from many sectors of the community formed action teams that are working together to improve the health of Calumet County. There are two community action teams addressing two priority areas:



**U-CAN**



EAT SMART. MOVE MORE.

**REACH** (*Reducing Excessive Alcohol Consumption for Health*)  
**U-CAN** (*Calumet County Activity and Nutrition Coalition*)





## Goal

To reduce risky and unhealthy alcohol use to protect the health, safety, and quality of life for all, especially children.

## Strategies

- **Increase public awareness** efforts to inform the community about the issue of underage drinking
- **Implement prevention education** programs for parents, youth, and the general community
- **Promote** alcohol-related **policy change**
- **Involve youth in REACH activities**, including events that provide an alternative to underage drinking

### Why focus on excessive alcohol use in Calumet County?

- The annual cost of excessive alcohol use in Calumet County is over \$1900 per person, compared to the Wisconsin average cost per person of \$1200. *Data source: Burden of Excessive Alcohol Use in Wisconsin, a report from the University of Wisconsin Population Health Institute, March 2013*
- Participants in the Healthiest Calumet County Community Health Improvement Forums identified the reduction of excessive alcohol use as a health priority. *Data source: Calumet County Community Health Improvement Forum electronic voting, October 2012*
- Calumet County residents believe that underage drinking is a local concern. *Data source: Calumet County Community Readiness Assessment, interviews conducted April-May, 2013*
- During the past year, 40 percent of Calumet County high school seniors attended a party where parents were aware that alcohol was served to underage youth. *Data source: 2014 Calumet County High School Student Health Survey*

### What is the REACH Action Team doing to address excessive alcohol consumption in Calumet County?

- Representatives from key sectors of the community have joined the action team to provide perspective, input, and efforts to implement change:  
Schools | Youth-serving Organizations | Civic Organizations | Law Enforcement Agencies  
Health Care Professionals | Media | Substance Abuse Experts | Religious Organizations  
Businesses | Parents | Youth | Other Organizations Involved in Reducing Substance Abuse  
Other Organizations Involved in Supporting Families Affected by Substance Abuse
- Underage drinking has been selected as the initial focus for action
- The current status of alcohol-related policies and practices has been assessed, including those in school districts, in law enforcement agencies and for community festivals
- A strategic plan for action has been developed





# U-CAN

EAT SMART. MOVE MORE.



## Goal

To empower Calumet County residents to build and embrace healthy lifestyles through education and wellness opportunities.

## Strategies

- **Encourage local partners** to consider plans, action steps and policy changes that create healthier systems.
- **Increase physical activity** levels of Calumet County residents
- **Promote** education and opportunities related to healthy nutrition
- **Foster local networks** of partners and coalition members that support healthy lifestyle efforts

**Healthiest**  
**CALUMET COUNTY**  
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# Calumet County Activity & Nutrition Coalition

**Increase active living and healthy eating:  
Come support U-CAN partners and their activities.**

- U-CAN Coalition - ***Eat Right, Move More Campaign***
- Calumet Medical Center and Fox Valley Technical College, Chilton Regional Center - ***Healthy Living Cooking School***
- Harbor House Domestic Abuse Programs - ***Run T.A.L.L. 5K***
- Calumet County Aging and Disability Resource Center - ***Healthy Eating for Successful Living for Older Adults***
- Chilton Public Schools - ***Girls on the Run (GOTR)***
- Calumet County WIC - ***Farmer Markets***
- Brillion Nature Center - ***Events***
- Ledge View Nature Center - ***Events***
- Pacesetters of the Fox Cities - ***Cheese Head Run 5K, Half Marathon & Relay***
- Calumet Medical Center - ***Night for Women***
- Wisconsin Partnership for Physical Activity and Nutrition (***WIPAN***)
- Weight of the Fox Valley - ***Summit***



**REACH**

**U-CAN (Calumet County Activity  
and Nutrition Coalition)**



**@CalumetUCAN**



If you are interested in becoming involved in the Calumet County Community Health Improvement Process as a member of our steering committee or of one of our action teams:

**EMAIL:** [healthdept@co.calumet.wi.us](mailto:healthdept@co.calumet.wi.us)

**CALL:** Calumet County Health Division  
at 920-849-1432 or 920-989-2700, ext 432.





## FOR IMMEDIATE RELEASE

**Date:** February 14, 2019

**Contacts:** Fox Valley Community Health Improvement Coalition Co-chairs

Paula Morgen, Director, Community Health, Theda Care (920) 830-5848

Nancy McKenney, Public Health Director, City of Menasha (920) 967-3520

### TRI-COUNTY LOCAL HEALTH DEPARTMENTS AND HEALTH SYSTEMS IDENTIFY TOP HEALTH PRIORITIES

**(MENASHA, WI)** – The Fox Valley Community Health Improvement Coalition comprised of five area public health departments and five health care systems in the tri-county service area of Calumet, Outagamie, and Winnebago, announces the release of regional community health reports. Much like physicians review an individual's health status, the Coalition analyzes new and historical health data and interviews community stakeholders to determine the most pressing community health needs. These findings are used to help develop local community health improvement plans.

**Community Health Survey Reports:** Between December 2017 and April 2018, 1,124 random telephone interviews (cell and land line) were completed in the tri-county region. The respondents answered questions about behavioral and lifestyle habits, risk factors and disease conditions. Health data is compared to previous health studies, state and national measurements. In addition to the telephone surveys, the Coalition conducted over 100 interviews with community members and stakeholders from diverse backgrounds and sectors (businesses, law enforcement and community planners). The interviews complement the survey results and identify community strengths, gaps and opportunities. This project was completed by JKV Research, an independent research firm specializing in community assessments.

#### Top Tri County Health Priorities listed in alphabetical order:

- Access to affordable health care
- Behavioral health (stigma, navigation)
- Chronic diseases (heart disease, cancer, diabetes)
- Infectious diseases (vaccine preventable diseases, sexually transmitted infections, influenza)
- Overweight and obesity
- Substance use (alcohol, prescription and other drugs)

Results are available on the local public health department websites. For more information contact your local health department or hospital community outreach coordinator listed below.

#### **Calumet Co. Public Health**

Bonnie Kolbe  
920-849-1432

#### **Winnebago Co. Health Dept.**

Doug Gieryn  
920-232-3000

#### **Children's Hospital of Wisconsin**

Mary Kleman  
920-969-7955

#### **Appleton Health Dept.**

Kurt Eggebrecht  
920-832-6429

#### **Ascension**

Jenny Watts  
920-849-7521

#### **Partnership Community Health Center**

Ryan Smith  
920-882-6425

#### **Menasha Health Dept.**

Nancy McKenney  
920-967-3520

#### **Aurora Health Care**

David Zerbe  
920-456-7672

#### **ThedaCare**

Paula Morgen  
920-830-5848

#### **Outagamie Co. Public Health Div.**

Mary Dorn  
920-832-5100

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# REACH Substance Misuse Prevention Coalition Action Plan

## October 2021

**Problem Statement:** Youth in Calumet County are consuming ALCOHOL.

**Community Level Risk Factor(s) (Root Causes):** Retail and Social Access

**Local Behaviors:**

- IDs are not being checked
- Youth are taking alcohol from unmonitored supplies
- Youth are given alcohol by parents, siblings and others
- Bartenders at local establishments and community festivals are permitted to consume alcohol without limit while serving

Seven Strategies for Community Change	Activities	Timeline	Who is responsible*	Resources needed
1. Provide Information Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, and web-based communication).	1. Distribute quarterly e-newsletters with articles and contributions from youth and coalition members including teacher and parent education about underage consumption of alcohol and effects. 2. Weekly provide information on social media platform(s) 3. Sticker and/or billboard campaign	1. January, April, July, September,  2. Weekly  3. September 2020	1. PC, YC, members  2. YC, PC  3. YC, Youth members	1. Constant Contact, contributions from PC, YC and members  2. Maintain Facebook and Instagram account  3. Funding for materials and billboard
2. Enhance Skills- Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).	1. Provide “Mock Bedroom” at MS, HS and community events  2. Support members in attending AWY Regional Prevention Training/WI DHS Training, CADCA Forum/Prevention Day	1. Per request; bi-annually offer via brochure and social media  2. Spring of each year	1. PC, YC, members (to network)  2. PC, YC, Members	1. Mock Bedroom set-up, handouts, lock boxes, fridge locks  2. funding to support costs and match support regarding wages and transportation

<p>3. Provide Support—Creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).</p>	<p>1. Support Law Enforcement in attending Alcohol Policy webinars and trainings through scholarship funding</p> <p>2. Offer ID training and (“We ID” items to all local alcohol license holders)</p>	<p>1. As applicable</p> <p>2. As applicable</p>	<p>1. LEA members</p> <p>2. PC, members, Law Enforcement. local alcohol license holders</p>	<p>1. Funding to support costs and match support regarding wages and transportation</p> <p>2. Training course, attendance incentives, event venue/snacks</p>
<p><b>4. Enhance Access/Reduce Barriers</b>—Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity).</p>	<p>1. Provide Fridge Locks at local events including Mock Bedroom Display</p> <p>2. Alcohol Age Compliance Checks in all 5 municipalities</p>	<p>1. As applicable</p> <p>2. Bi-annually based on each LEA</p>	<p>1. PC, YC, members</p> <p>2. PC, Law Enforcement Agencies</p>	<p>1. Display table, banners, fridge locks, Mock Bedroom set up</p> <p>2. Funding, two underage buyers, buy money,</p>
<p><b>5. Change Consequences</b> (Incentives/Disincentives) – Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).</p>	TBD	TBD	TBD	TBD
<p><b>6. Physical Design</b>—Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).</p>	<p>1. “We ID” items to all local alcohol license holders (and REACH Supporter campaign)</p>	<p>1. January 2021</p>	<p>1. PC, members, LEAs, Chambers of Commerce, businesses</p>	<p>1. Funding for “campaign” items</p>



<b>7. Modify/Change Policy</b> – Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).	1. Assess and then provide evaluation along with best practice guidance to local festivals with alcohol.	TBD	TBD	TBD
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## **Problem Statement: Youth in Calumet County are using NICOTINE in the form of vaping.**

**Community Level Risk Factor(s) (Root Causes):** (Retail/Social) Access and Peer Norms Favorable to Use

### **Local Behaviors:**

- Older friends buy legally and then sell to underage youth,
- Youth are able to purchase vape products and nicotine without an ID or show their real ID and are still sold products even when ID shows they are underage
- Youth are passing vape devices back and forth in the bathrooms
- Youth are vaping and taking photos and sharing on social media

Seven Strategies for Community Change	Activities	Timeline	Who is responsible*	Resources needed
1. Provide Information Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, and web-based communication).	1. Distribute quarterly e-newsletters with articles and contributions from youth and coalition members including teacher and parent education about Vaping, what it is and effects.  2. Weekly provide information on social media platform(s).  3. Sticker and/or billboard campaign	1. January, April, July, September  2. Weekly  3. September 2020	1. PC, YC, Coalition Members  2. YC, PC  3. YC, Youth members	1. Constant Contact, contributions from PC, YC and members  2. Maintain Facebook (page from Calumet County) and Instagram  3. Funding for materials and billboard

2. Enhance Skills- Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).	<p>1. Provide “Mock Bedroom” at MS, HS and community events</p> <p>2. Support members in attending AWY Regional Prevention Training/WI DHS Training, CADCA Forum/Prevention Day</p>	<p>1. Per request; bi-annually offer via brochure and social media</p> <p>2. Spring of each year</p>	<p>1. PC, YC, Members (to network)</p> <p>2. PC, YC, Coalition Members</p>	<p>1. Mock Bedroom set-up, handouts, lock boxes, fridge locks</p> <p>2. funding to support costs</p>
3. Provide Support– Creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).	<p>1. Offer ID training and “We ID” items to all local tobacco license holders</p> <p>2. Provide cessation program(s) literature to youth caught vaping (Back to school packet)</p>	<p>1. As applicable</p> <p>2. September 2020</p>	<p>1. PC, Coalition Members, Law Enforcement. local alcohol license holders</p> <p>2. PC, YC</p>	<p>1. Training course, attendance incentives, event sponsor(s) venue/ snacks, support from CAHL</p> <p>2. Partner with CAHL</p>
<b>4. Enhance Access/ Reduce Barriers-</b> Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity).	<p>1. Limit access to bathrooms; vape detectors; supervise bathrooms; stagger bathroom breaks- resources for education professionals</p> <p>2. Tobacco Age Compliance Checks in all 5 municipalities</p>	<p>1. September 2020</p> <p>2. Bi-annually, based on each Law Enforcement Agency</p>	<p>1. PC, YC, Education Partners/SROs</p> <p>2. PC, YC, Law Enforcement Agencies</p>	<p>1. Funding opportunities, CAHL partnership</p> <p>2. Funding, underage buyers, buy money,</p>

<b>5. Change Consequences</b> (Incentives/ Disincentives) – Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).	1. Require alternative to suspension program .	1. September 2021	1. PC, YC, Coalition Members, Education Partners/SROs, School Boards	1. Partnership with CAHL and school boards
<b>6. Physical Design–</b> Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).	1. Limit access to bathrooms; signage in the bathrooms  2. “We ID” items to all local tobacco license holders (and REACH Supporter campaign)	1. August 2020  2. January 2021	1. PC, YC, Education Partners/SROs  2. PC, Coalition Members, LEAs, Chambers of Commerce/ Businesses	1. Posters  2. Funding for “campaign” items
<b>7. Modify/Change Policy–</b> Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).	1. Policy to implement the alternative to suspension; MOU with coalition to have them come in and do cessation program  2. Review policy to include vape products in school tobacco policy	1. September 2021  2. September 2021	1. PC, YC, Education Partners/SROs  2. PC, YC, Education Partners/SROs	TBD

**\*PC = Project Coordinator, YC = Youth Coordinator, LEA = Law Enforcement Agency, SRO = School Resource Officer**