



LIFE

Local Indicators For Excellence

SNAPSHOT

PORTAGE COUNTY

—— 2017 ——

John R. Hartman
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COMMUNITY STRENGTHS

Portage County is a great place to live, work, and play. Respondents to the 2017 LIFE in Portage County Community Survey told us what they liked best about living in Portage County. Below is a summary of what residents feel are the strengths of our community.

Recreation and Natural Resources

- An abundance of outdoor recreation opportunities
- Beautiful lakes, rivers, and streams
- Plentiful parks, trails, and green spaces
- Clean air and water

Health and Wellness

- Quality health care and wellness resources
- Unique dental health resources and intervention
- Community initiatives that focus on nutrition, physical activity, and worksite wellness

Size, Location, and Accessibility

- The size offers a small-town feel with some of the services and amenities of a bigger city
- Central location with easy access to the state
- Easy to get around in the community

Sense of Community

- Friendly, kind and generous people
- Safe area with low crime rate
- Quiet and peaceful atmosphere
- Cooperation among community partners

Education

- New efforts focused on children prenatal to age 5
- High quality K-12 school systems
- UW-Stevens Point and Mid-State Technical College offer many opportunities for residents

Business and Economy

- A diversified economy
- A skilled, productive, and dedicated workforce
- Lively downtown
- Variety of shopping, restaurants, and retail stores

Activities

- A variety of activities, events and festivals
- Strong arts and cultural activities
- A wide variety of youth and sporting activities

“Overall a great community with many cultural and social opportunities. Great place to raise a family.”

“It’s a diverse community that puts a high value on education and the environment.”

Support Services/Philanthropic Community

- Solid support system for residents in need
- A volunteer community that graciously gives of its time and talents
- Generous residents, businesses, and organizations that provide financial support for our community

Community Engagement

- Growing diversity of our community
- Concern for the environment
- Sustainable food options such as the Farmers Market and Food Co-Op
- Engaged and civic-minded community members



LIFE CALLS TO ACTION

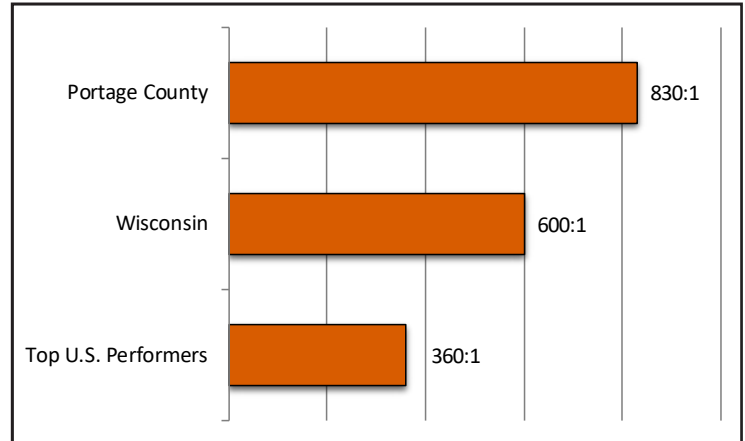
Mental Health



Why is this important in Portage County?

- Of U.S. adults, an estimated 18% (43.6 million) suffer from a mental illness. An estimated 1 in 7 children aged 2-8 has a mental, behavioral, or developmental disorder.
- There was an increase in adult suicides in Portage County from 2010-2016.
- Of the respondents to the LIFE in Portage County Community Survey, 17.4% said that they or someone in their family/household struggled with mental health concerns.

Ratio of Population to Mental Health Providers



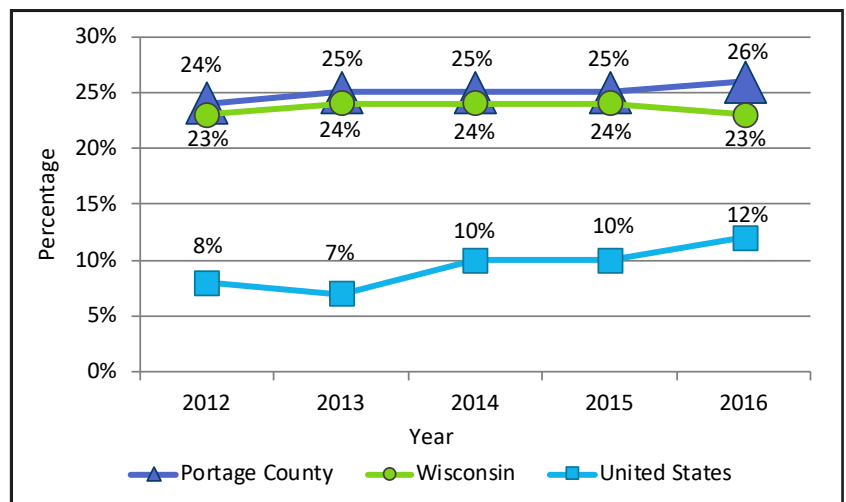
Alcohol & Other Drugs



Why is this important in Portage County?

- The abuse of illicit drugs, including the non-medical use of prescription drugs remains a problem. From 2012 to 2016 there was a 77% increase in the number of persons arrested for drug offenses in Portage County.
- Wisconsin has the highest rate of driving under the influence of alcohol and drugs. Nearly 71% of LIFE Community Survey respondents felt drinking and driving is a problem in Portage County.
- Portage County's drug-related school suspensions and expulsions rate was higher than surrounding counties.

Prevalence of Excessive Drinking



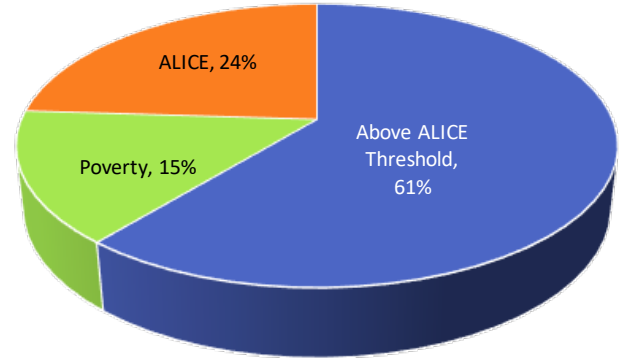
Financial Stability



Why is this important in Portage County?

- In Portage County, 39% of the households struggle to afford basic necessities.
- Of residents in Portage County, 8,510 (12.1%) are considered food insecure, meaning at times there was limited or uncertain availability of nutritionally adequate foods.
- In Wisconsin, 36% of the jobs pay less than the amount needed for two working parents to support their family.

Struggling Households in Portage County



ALICE, an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, are households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). Combined, the number of poverty and ALICE households equals the total population struggling to afford basic needs.

Affordable Housing



Why is this important in Portage County?

- The number of households spending more than 30% of their income on housing costs has increased significantly in recent years.
- From 2014-2016, there were more than 1,000 calls to 2-1-1 regarding rental/housing assistance.
- There has been a steady rise in rental rates in Portage County during the past ten years, with a sharper increase over the past few years.
- The demand in home sales outpaces the supply, particularly for lower to moderate priced houses.

Percentage of Income Spent on Housing in Portage County

LIFE in Portage County Community Survey Responses: Do you spend 30% or more of your total family/household income on housing?		
Response	Number of Responses	Percent of Responses
Yes	280	42.9%
No	291	44.6%
Do not know	48	7.4%
Prefer not to say	33	5.1%
*Includes rent or mortgage plus utilities, insurance, and property taxes		

LIFE CALLS TO ACTION

The LIFE (Local Indicators For Excellence) Report provides a comprehensive overview of the quality of life in Portage County. The LIFE Report of Portage County is conducted every five years. Since the last LIFE Report in 2012, progress has been made on many of the issues identified. In addition, the report has proven to be a valuable resource for groups in the community who use it for decision-making, priority setting, grant writing and recruitment purposes. The LIFE report is an excellent tool to empower local leaders and other citizens to collaborate in order to improve the quality of life in our communities.



Community input for the 2017 report was obtained through household surveys and listening sessions with key stakeholders in the community, as well as data on 70 indicators reflecting the quality of life in Portage County.

Based on report data, four Calls to Action were identified. The community is encouraged to engage around these issues with the goal of further improving the quality of life in Portage County.

- Mental Health
- Alcohol and Other Drugs
- Financial Stability
- Affordable Housing

This graphic demonstrates the interconnectedness between the Calls to Action. It is designed as a cog to reflect forward motion. Just like a cog in a wheel, these Calls to Action are intended to serve as catalysts to propel our community to move forward in addressing these issues.

Mental Health



Mental health issues impact daily living and functioning, and can lead to challenges including substance abuse, diminished physical health, poor performance at school/work, homelessness, and other issues.

Alcohol & Other Drugs



Substance abuse is harmful to individuals, families, and communities, and contributes to costly social, physical, mental and public health problems as well as increased crime.

Financial Stability



Many individuals in Portage County work full time but still cannot meet the basic needs of their families. These families are often forced to make difficult trade-offs, having to choose between child care, health care, transportation, and food.

Affordable Housing



The cost of renting and owning a home has increased in recent years. A growing number of owners and renters are allocating a larger share of income to housing, leaving less for other expenses.

Purpose of the LIFE in Portage County Project

- Identify community strengths, challenges, and priorities that help guide and mobilize action to improve life in Portage County.
- Be an effective tool in raising awareness in our community about quality of life issues as well as to monitor trends and underlying causes.
- Serve as a resource: a centralized, easily accessible source of data, for non-profit organizations, policy makers, government entities, faith based organizations, foundations, corporations, and others.

Portage County Community Demographics

	2000 Census	2010 Census	2015 Projections	% Change 2000-2015
Population	67,182	70,019	70,432	4.7%
Median Age (Years)	33.0	35.8	36.2	9.7%
Minority Population	4.3%	5.8%	6.0%	39.5%
Families in Poverty	4.4%	5.1%	7.2%	63.6%
Median Household Income	\$43,487	\$51,456	\$51,613	18.7%
Average Household Size	2.54	2.39	2.41	-5.1%
Speak Language Other Than English in Home	6.4%	6.4%	5.9%	-7.8%
In Labor Force (16 years and over)	71.4%	68.7%	67.7%	-5.2%

FULL REPORT AVAILABLE ON THE WEB AT: www.unitedwaypoco.org

Special Thanks to Our Sponsors

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Portage County Health & Human Services
United Way of Portage County

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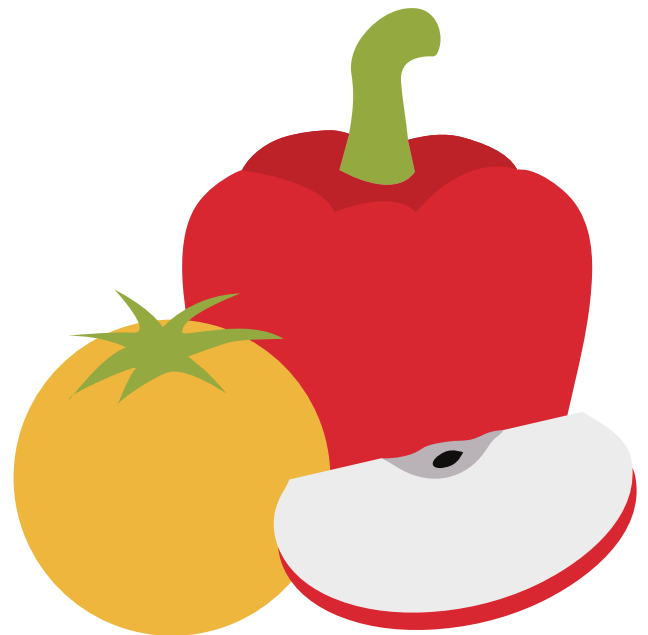
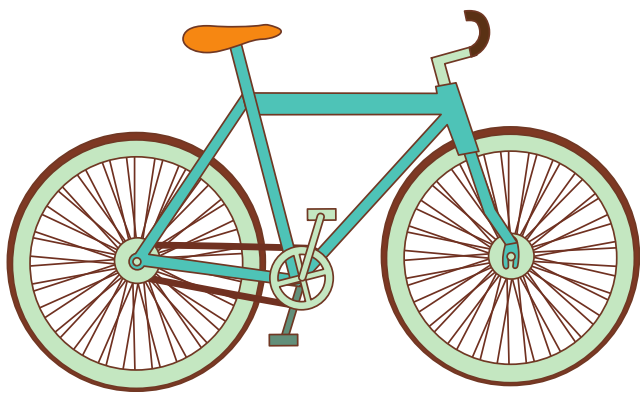
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COMMUNITY HEALTH IMPROVEMENT PROCESS & PLAN (CHIPP) 2021 ANNUAL REPORT



PORTAGE COUNTY
HEALTH AND HUMAN SERVICES
Division of Public Health

2021 EXECUTIVE SUMMARY

Healthy People Portage County continues to strive towards health equity and improvement for Portage County community members. The health priorities of Healthy Weight, Mental Health, and Alcohol and Other Drug Abuse continue to be of focus in the community. Health priorities, along with goals and objectives, were determined using the MAPP (Mobilizing for Action through Planning and Partnerships) framework.

Due to changing capacity with Portage County Division of Public Health, health priority action teams have evolved since 2020. The Healthy Weight workgroup combined with Portage County CAN's Fruit and Veggie Network to become the HEAL (Healthy Eating, Active Living) Coalition. The Mental Health Planning and Implementation Team formed and is being lead by the United Way of Portage County with other initiatives from the Suicide Prevention and Mental Health Awareness Coalition being supported. The Alcohol and Other Drug Abuse Prevention team has aligned most of their efforts with the Portage County Coalition for Alcohol and Drug Abuse Prevention. The Community Health Improvement Process and Plan is a living document, and fluctuations such as these are both expected and welcomed as Portage County continues to follow this process.

Although the COVID-19 pandemic has continued to pose challenges to much of this work, we have adapted and are continuing to move projects forward. Healthy People Portage County looks forward to continuing to make progress on the goals and objectives outlined in the CHIPP and is committed to helping communities thrive.

With gratitude and hope for 2022.

Elizabeth Beck, MPH, CHES
Healthy People Portage County



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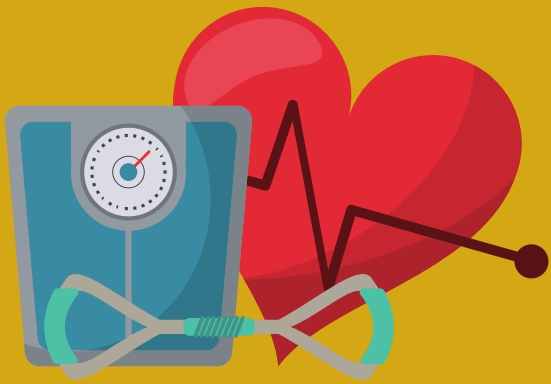
Saint Michael's Foundation

ALCOHOL & OTHER DRUG ABUSE

- Collaborate with partners to implement community-based policy and environmental changes to decrease accessibility of substances.
- Work collaboratively with community partners to increase awareness, education, and training regarding substance abuse.
- Support efforts to improve prevention within the culture of substance abuse in Portage County.



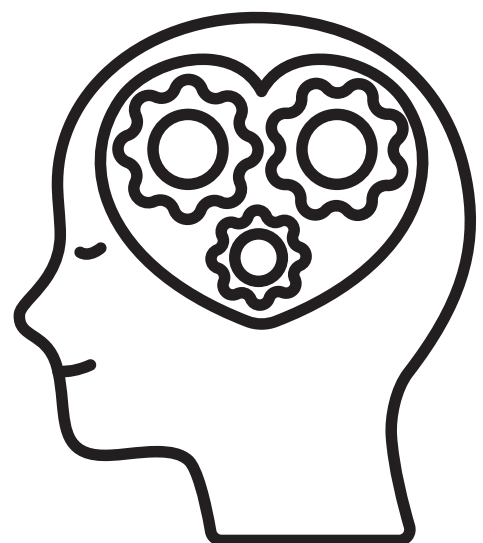
HEALTHY WEIGHT



- Build community collaboration through partnering and leadership to support collective impact.
- Identify motivating and detracting factors that impact healthy living of Portage County residents.
- Improve knowledge of and access (navigation) to healthy nutrition and physical activity resources in Portage County.

MENTAL HEALTH

- Support efforts to increase access to mental health services in Portage County.
- Decrease the number of suicides in Portage County.
- Support efforts that decrease stigma associated with mental health in Portage County.



ALCOHOL & OTHER DRUG ABUSE

BACKBONE AGENCY: PORTAGE COUNTY HEALTH AND HUMAN SERVICES

CHIPP Goals

1. Collaborate with partners to implement community-based policy and environmental changes to decrease accessibility of substances.
2. Work collaboratively with community partners to increase awareness, education, and training regarding substance abuse.
3. Support efforts to improve prevention within the culture of substance abuse in Portage County.

2021 Successes

- Implemented Satellite LifePoint Syringe Access Program at Portage County Health and Human Services.
 - Have given out 3,500 syringes, taken back 6,250, and served 15 Portage County community members since September 2021.
- Applied for grant funding through Wisconsin Department of Health Services to implement an Overdose Fatality Review Team, which was awarded in March 2021. The team completed their first review in December 2021.
- Supported a permanent medication disposal box installed on UW-Stevens Point campus.
- Completed Safe Bar Network training to form partnerships with Portage County taverns and train them in the program. The program is aimed at preventing interpersonal violence and dangerous drinking.
- Continued work on updating language in the Stevens Point Clean Indoor Air Act Policy regarding use of electronic nicotine delivery systems.
 - Presented to Stevens Point City Council in June 2021.
- Completed Delta 8 environmental scan in Portage County in June 2021.
- Hosted national speaker, the Tall Cop, in August 2021.

2022 Opportunities

- Continue work on supporting local policy change through work with the Portage County AODA Prevention Coalition and findings from the Overdose Fatality Review Team.
- Determine appropriate educational and prevention-focused campaigns to implement in the community.



CHIPP Goals

1. Build community collaboration through partnering and leadership to support collective impact.
2. Identify motivating and detracting factors that impact healthy living of Portage County residents.
3. Improve knowledge of and access (navigation) to healthy nutrition and physical activity resources in Portage County.

2021 Successes

- Combined Portage County CAN's Fruit and Veggie Network with the Healthy Weight Workgroup to form the HEAL (Healthy Eating, Active Living) Coalition.
 - Completed visioning for new group.
 - Continuing discussions on merging community health coalitions further.
- Participated in collaborative effort on regional EBT Farmer's Market program. Supported grant application for implementation planning. Grant funding was awarded in October 2021.
- Applied for grant funding to implement a county-wide walking campaign utilizing healthy parking spot designation.
- Continued Pop-Up Produce (PUP) Kit project by offering kits to Portage County community members at the Levitt Amp summer concert series.

2022 Opportunities

- Revisit relationships with prior establishments that agreed to host free indoor walking for community members.
 - Work on completing brochure which highlights free walking opportunities.
- Determine what further merging of health coalitions looks like in Portage County and how we can best serve community members.



CHIPP Goals

1. Support efforts to increase access to mental health services in Portage County.
2. Decrease the number of suicides in Portage County.
3. Support efforts that decrease stigma associated with mental health in Portage County.

2021 Successes

- Peace of Mind Portage County, mental health navigation and resource website, went live.
- Suicide Prevention and Mental Health Awareness Coalition sponsored school meditation training event at SPASH.
- Suicide Prevention and Mental Health Awareness Coalition gave stickers to local coffee shops that were placed on coffee sleeves. Stickers had crisis line information. Considering expanding the project in the future.
- Woodlands Church implemented teen support groups for mental health.
- Offered a feelings poster to Portage County schools to use with students and staff.
- Offered free, virtual, Mental Health Month Community Conversations through the Stevens Point School District in May that provided education to parents on various mental health topics.
- Portage County schools have shown the ANGST film to students to raise awareness about anxiety and mental health.
- Suicide Death Review Team completed six reviews in 2021 and provided recommendations.

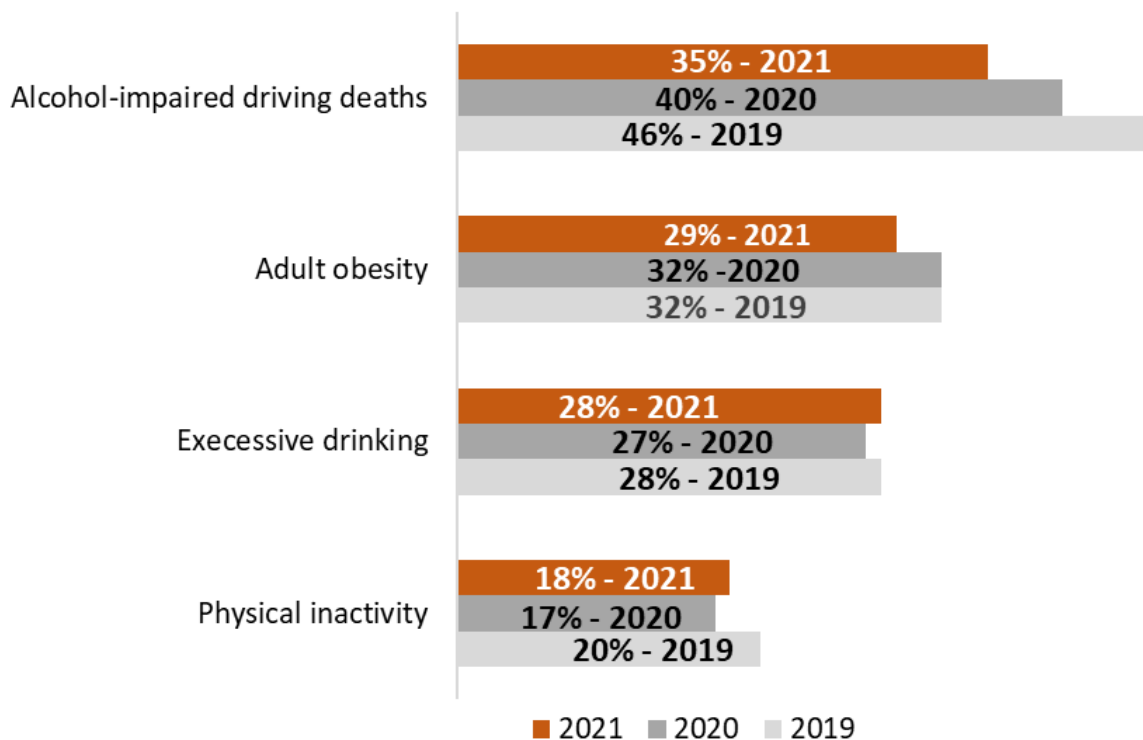
2022 Opportunities

- Explore implementing Public Service Announcements and a pharmacy campaign, reach out to veterans and people who are active duty, and expand collaboration in the county.
- Implementing Sources of Strength program in Portage County Schools.
- Offering the Make it Ok NAMI program to various community groups.
- Working on implementing Question, Persuade, Refer (QPR) training into school health curriculum for high school students.

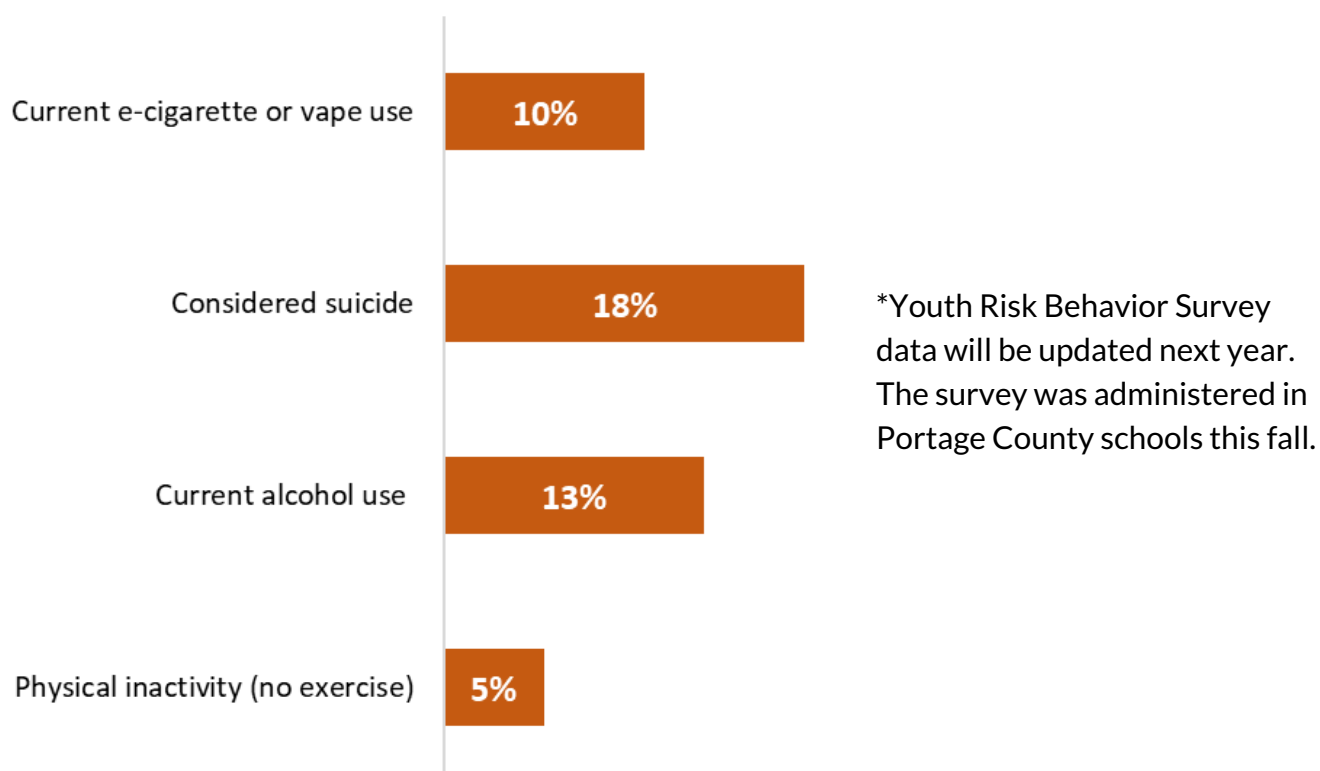


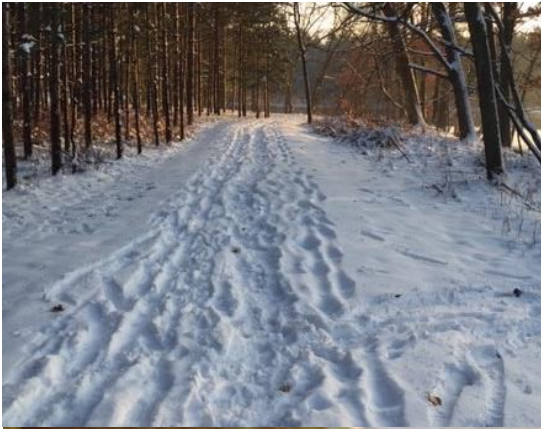
2021 DATA INSIGHTS

Portage County adult behavioral health data comparison of 2019, 2020 and 2021 - County Health Rankings.



Portage County middle school behavioral health data - 2019 Youth Risk Behavior Survey.





2019-2023

Healthy People Portage County



Portage County Community Health Improvement Process and Plan

Health across the lifespan ~
Everyone living longer, healthier, in
Portage County



PORTAGE COUNTY
HEALTH AND HUMAN SERVICES
Division of Public Health

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Executive Summary

This plan details the health improvement priorities for Portage County from 2019-2023 in addition to the specific goals and strategies that will be used to work to improve them. Based on state and national health priorities and assessments of data specific to Portage County, Alcohol and Other Drug Abuse (AODA), Healthy Weight: Nutrition and Physical Activity, and Mental Health are addressed.

Why is this needed?

- Since 1993, Wisconsin State Statutes have required communities throughout Wisconsin to develop and implement local health plans to address health conditions impacting their residents.
- Assessment is a core function of public health. Through evaluating health data and working with community partners, the Healthy People Portage County initiative is able to develop effective strategic plans to improve the overall health of the community.
- Successful partnerships with community members allow for an ongoing planning process with the ability to identify and address emerging health needs in Portage County.
- The IRS requires non-profit hospitals to complete community health needs assessments at least every three years, which will create national linkages for partnering on community health in Portage County.

What was the process?

- In May 2018, the Healthy People Portage County initiative re-convened with new community representatives to assess data from the LIFE Report and other sources to determine health priorities.
- In September 2018, members of the Healthy People Portage County initiative formed a partnership with representatives from Ascension St. Michael's Hospital to work on their respective Community Health Improvement Plans together. More about this partnership is detailed on the next page of this plan.

Where are things headed?

While working on this plan and forming stronger partnerships with community organizations, it became apparent that building a collective impact model was necessary in Portage County.

According to the article *Collective Insights on Collective Impact*, sponsored by *Stanford Social Innovation Review* for the Collective Impact Forum, "Collective impact has gained tremendous momentum as a disciplined, cross-sector approach to solving social and environmental problems on a large scale." To assist in building collective impact, each health priority has a backbone organization designated to support the goals and objectives that were created.

Through collective impact, wellbeing in Portage County will increase and better health across the lifespan will be attained.



Image from: *Collective Insights on Collective Impact*

Community Health Improvement Process & Plan - Foundations and Crosswalk

Below is an overview of how both the Portage County Community Health Improvement Process & Plan (CHIPP) and the Ascension St. Michael's Hospital Community Health Improvement Plan (CHIP) have aligned their goals and objectives. The four foundational pieces are detailed further on the following page.

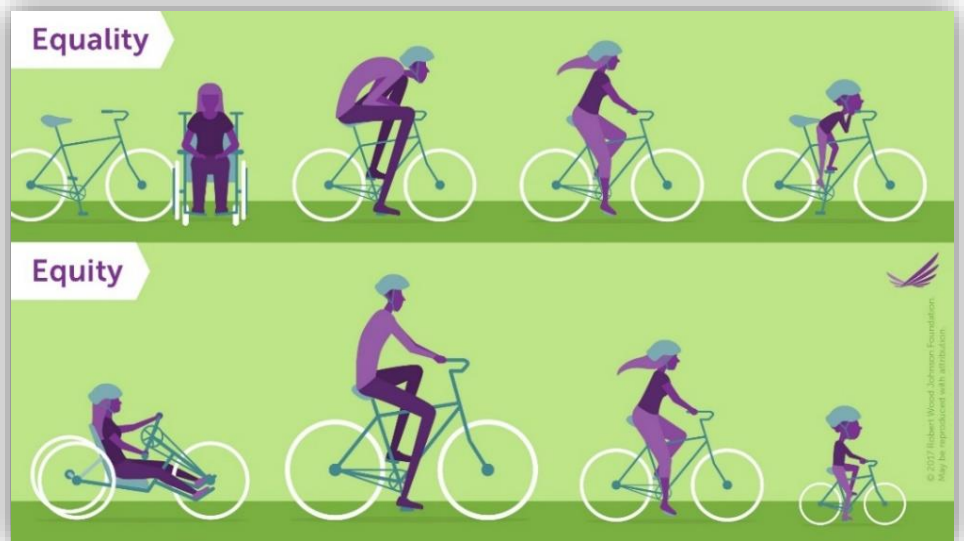
	Healthy Weight	Alcohol & Other Drug Abuse	Mental Health
Portage County CHIPP	<ol style="list-style-type: none"> 1. Support community collaboration through partnering and leadership to build collective impact. 2. Identify motivating and detracting factors that impact healthy living of Portage County residents. 3. Improve knowledge of and access (navigation) to healthy nutrition and physical activity resources in Portage County. 	<ol style="list-style-type: none"> 1. Collaborate with partners to implement community based policy and environmental changes to decrease accessibility of substances. 2. Working collaboratively with community partners, work to increase awareness, education, and training regarding substance abuse. 3. Support efforts that will improve the accepting culture of substance abuse in Portage County. 	<ol style="list-style-type: none"> 1. Support efforts to increase access to mental health services in Portage County. 2. Decrease the number of suicides in Portage County. 3. Support efforts that decrease stigma associated with mental health in Portage County.
Ascension St. Michael's Hospital CHIP	<ol style="list-style-type: none"> 1. Improve Portage County residents' knowledge of and access to healthy nutrition and physical activity. 2. Support after school programming for nutrition and fitness through the YMCA. 3. Increase initiation and duration of breastfeeding. 4. Work on enacting policy, system, and environmental changes while implementing standardized processes for measuring healthy weight/BMI. 	<ol style="list-style-type: none"> 1. Decrease misuse of alcohol and other drugs. 2. Implement standardized processes statewide to screen for alcohol misuse. 3. Pursue a number of interventions to strengthen local policies, systems, and/or environmental structures to help community members cope without substance abuse. 4. Ensure proper disposal of prescription drugs. 	<ol style="list-style-type: none"> 1. Build a mental health friendly community in Portage County. 2. Reduce suicide by expanding the availability of cable gun locks. 3. Implement standardized processes for depression screening and referrals. 4. Pursue interventions to strengthen policies, systems, and environmental structures to reduce stigma and improve access to services. 5. Expand telemental health services. 6. Implement awareness, education, and training efforts.
Addressing health equity through identifying social determinants of health			
Addressing stigma through trauma-informed care			
Ongoing data collection and analysis			
Building sustainability through collective impact			

Building a Strong Foundation

A main focus of this CHIPP plan is health across the lifespan and working to build a strong foundation to support sustainability. But, what does that mean? On the previous page, there are four foundational themes that run through the three health priorities. In this section, we define each foundation piece and explain what it means for the plan.

Addressing health equity through identifying social determinants of health

In this plan, social determinants of health are addressed through focusing on health equity. According to the Robert Wood Johnson Foundation (RWJF), “Health equity means that everyone has a fair and just opportunity to be healthier. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.” To assist in this understanding, consider the image from RWJF to the right. The top frame depicts equality and shows everyone having a bike. Equity depicts everyone having a bike that fits their age, body size, and needs.



In this plan, social determinants impacting health equity are identified through the calls to action of affordable housing and living wage from the 2017 Portage County LIFE Report, and also through the goals and objectives set for each health priority. While this is a complex issue, Portage County is working diligently to achieve health equity for its citizens. Whether working to increase the amount of mental health providers, to establishing shared-use agreements between schools and Portage County residents, this plan identifies ways to ensure each Portage County resident has the proper access to health care and resources to be well.

Addressing stigma through trauma-informed care

As each health priority action team met, the need to understand a person’s situation and background became abundantly clear with each discussion. It also became clear that stigma is associated with each health priority, and stigma has negative implications on health and wellbeing. In behavioral health, people who experience trauma are more likely to exhibit certain symptoms and consequences, such as substance misuse, mental illness, and other health problems. According to the Substance Abuse and Mental Health Services Administration (SAMHSA), “Trauma results from an event or a series of events that subsequently causes intense physical and psychological stress reactions.” Adopting a trauma-informed focus requires cultural shifts within organizations and communities.

According to the Wisconsin Department of Health Services, “Because trauma stems from violence, abuse, neglect, disaster, terrorism and war, nearly every family is impacted in some way. Trauma-Informed Care provides a new perspective where those providing the support shift from asking “What is wrong with you?” to “What has happened to you?” This change reduces the blame and shame that some people experience when being labeled.

5 Healthy People Portage County

It also builds an understanding of how the past impacts the present, which effectively makes the connections that progress toward healing and recovery. Trauma-informed care takes a collaborative approach, where healing is led by the individual and supported by the service provider. Together, in a true partnership, people learn from each other. There's greater respect, progress towards healing, and greater efficacy in services.”

Ongoing data collection and analysis

How does data influence health? By having continual collection and analysis of data from lived experience, factors can be determined that may improve the health of the Portage County community. It also makes it easier to understand what factors can help community members live healthier and longer lives, in addition to what may impact their health in the future.

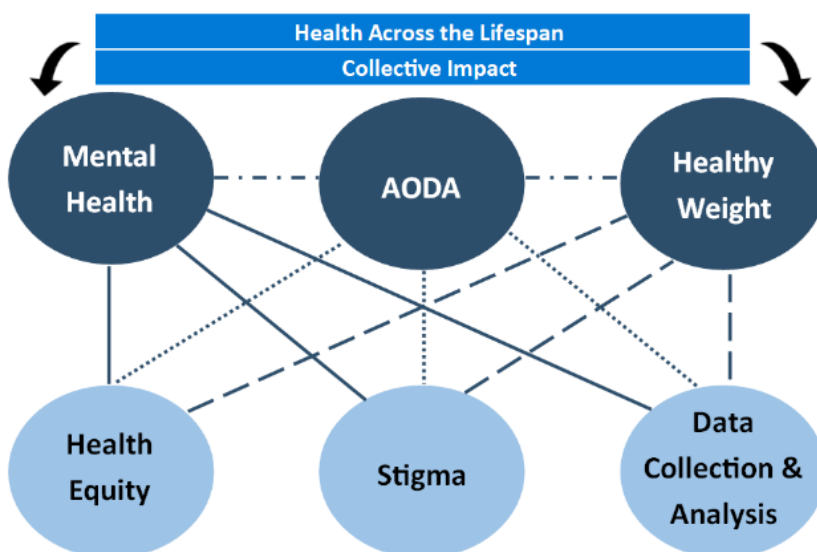
In essence, data helps monitor progress and determine whether the goals and objectives outlined in this plan are having a desired effect on the health priorities.

Building sustainability through collective impact

Finally, in order to achieve progress, having a sustainable model for community improvement efforts is needed. According to the Robert Wood Johnson Foundation (RWJF), health takes all of us and is for all of us. Improving community health takes partnerships, time, and commitment. In order for this plan to be successful, we must all work together towards a shared goal and build more collaborative partnerships in the community. This includes people from public health, government, health care, business, education, community members, people with lived experience, and more. Positive change in the Portage County community is possible, and through working together towards a shared goal, the chances of success will increase.

Currently, in order to support a collective impact model, each health priority has a backbone organization identified that is supporting it. Responsibilities of the backbone organizations include having dedicated staff, separate from the participating organizations who can plan, manage, and support this community initiative through facilitation, data collection, and other support as needed for the goals and objectives. Ultimately, collaboration within each health priority needs supporting infrastructure, so that positive change in the health priority can be achieved.

This diagram shows how various foundation pieces of this plan connect to the health priorities, in addition to how each health priority is connected to each other.



Community Health Assessment & Local Indicators for Excellence Report

A Community Health Assessment (CHA) is completed in Portage County through the Local Indicators for Excellence (LIFE) Report every five years and supports the community health planning process. This community assessment provides a comprehensive overview of the quality of life in Portage County and works to inform and empower community members and local leaders to work together to address challenges and build on opportunities in the community. According to the United Way of Portage County's website, the LIFE Report serves three main purposes:

- To identify community strengths, challenges and priorities that help guide and mobilize action to improve life in Portage County.
- To be an effective tool in raising awareness in the community on quality of life issues and to monitor trends and underlying causes.
- To serve as a resource: a centralized, easily accessible data source for non-profits, policy makers, government, faith-based organizations, foundations, corporations, residents, and others.

Members of the Healthy People Portage County initiative, Portage County Health and Human Services, and other community members are involved in the process and serve on the subcommittees for various indicators in the report. The 2017 Portage County LIFE Report was published on November 7, 2017.

Calls to Action

There are four calls to action identified in the 2017 LIFE Report. They are Mental Health, Alcohol & Other Drugs, Financial Stability, and Affordable Housing.

Each of the four calls to action has been addressed through an initiative called the Community Change Project, which has been coordinated and managed by the United Way of Portage County.

Each of these calls to action is addressed in this plan through work with the health priorities, with a special focus on health equity and social determinants of health. Working with various organizations and work groups in the community, these calls to action will be addressed.

Two of the calls to action, Mental Health and Alcohol & Other Drug Abuse, were also identified by Healthy People Portage County to be addressed as health priorities in this plan.

The full LIFE Report can be viewed online at:
<http://www.unitedwaypoco.org/2017LifeReport>.



The identified Calls to Action in the 2017 LIFE Report.

Mobilizing for Action through Planning and Partnerships (MAPP)

The Healthy People Portage County initiative followed a planning process called MAPP, which stands for Mobilizing for Action through Planning and Partnerships. According to the National Association of County and City Health Officials (NACCHO), MAPP is a community-driven strategic planning process for improving community health which is facilitated by public health leaders. This interactive process helps improve efficiency and effectiveness of local public health systems by guiding participants through different phases of the model.

Utilization of the MAPP model allowed for Healthy People Portage County to establish a process for working through the stages of collaboration needed for the Community Health Improvement Process & Plan (CHIPP). Additionally, utilizing the four MAPP assessments helped the Healthy People Portage County initiative determine what needs are most important to community members and what changes may be coming that will impact the future health of Portage County.



The MAPP model
Image from the Community Tool Box.

Pictured below: The Forces of Change Assessment that Healthy People Portage County completed in August 2018.

Group 1
Force:

Alcohol availability/acceptability

Threats:	Opportunities:
<ul style="list-style-type: none"> • New smoke shop • Community events w/ alcohol • Risky sexual beh. • ↑ IRV • Student drinking culture • ↑ MH diagnoses 	<ul style="list-style-type: none"> • Educational outreach • Collaboration w/ UWSP & LE (data on campus) • Fundraising • ↑ Sales tax

Group 2
Force:

Aging Population

Threats:	Opportunities:
<ul style="list-style-type: none"> • ↑ usage/lost medical care & access • ↑ sandwich families (elderly children & aging parents) • ↑ poverty w/ restricted income 	<ul style="list-style-type: none"> • Skilled folks volunteering in community • Better socialization • Foster grandparent program • Job opportunities for home health.

Group 3
Force:

Inadequate # of mental health providers for PC community.

Threats:	Opportunities:
<ul style="list-style-type: none"> • increased suicides • ↑ CPS referrals • ↑ Substance abuse • ↑ ALES • have to "treat one & not the other" • more use best implement • poorer health outcomes 	<ul style="list-style-type: none"> • peer-lead groups/ students • prof. group therapy • awareness/education on mental health issues

Healthy Wisconsin Priorities – State Health Improvement Plan (SHIP)

The Healthy People Portage County initiative aligned with the SHIP's priorities during the planning process. Specifically, Healthy Wisconsin, the Wisconsin State Health Improvement Plan 2018 Addendum was utilized. During the Portage County CHIPP process, the Healthy People Portage County initiative and the health priority action teams used SHIP to provide a framework for the goals and objectives in Portage County. The health priorities for the state health improvement plan are alcohol, nutrition and physical activity, opioids, suicide, and tobacco.

In 2018, the Healthy Wisconsin Addendum was released, which still kept the original health priority areas, but included changes to some of the objectives to increase achievability and effectiveness of the plan. Additionally, this plan contains an over-arching theme of Adverse Childhood Experiences (ACEs) and trauma-informed care. As was outlined previously, these themes are also included in the Portage County CHIPP to facilitate deeper discussions and greater possibilities of improving the health and wellbeing of Portage County residents.

County Health Rankings Take Action Cycle

Finally, the County Health Rankings Take Action Cycle was utilized throughout the CHIPP process to help determine steps to make Portage County healthier. According to the County Health Rankings and Roadmaps website, "Community transformation begins with the steps in the Take Action Cycle.

- Gather information to assess needs and resources.
- Set priorities, so you can focus on what's important.
- Find the most effective approaches to address your priorities, and then ...
- Get to work on acting on what's important.
- Evaluating throughout the cycle will help you improve your strategies and ensure that what you're doing is effective.

Communicate and Work Together wrap around the cycle because these activities are essential throughout the cycle. At the heart of the Take Action Cycle is people working together. We know that when people work together with a shared vision and commitment to improve health, it can yield better results than working alone."

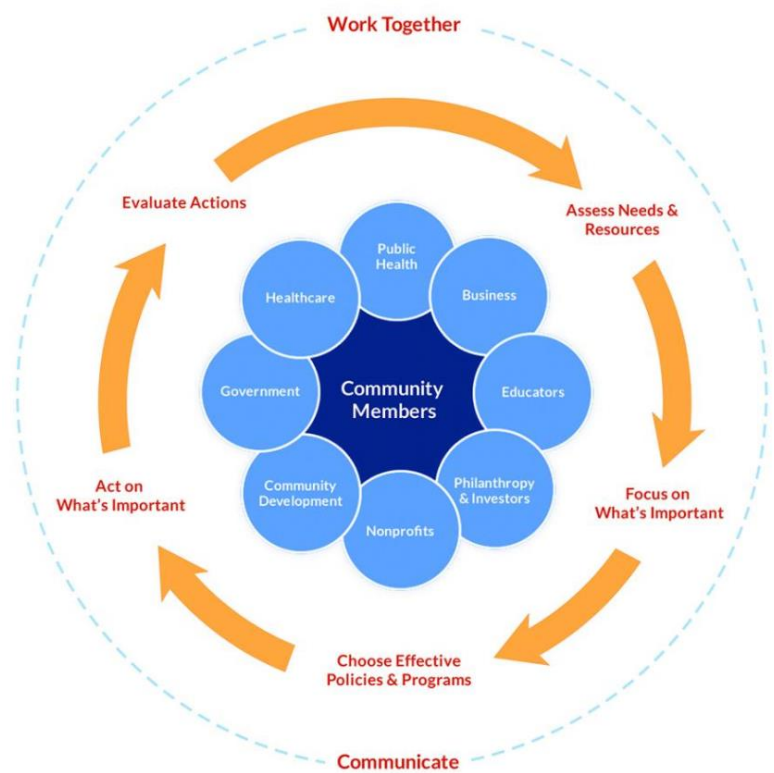


Image from: County Health Rankings and Roadmaps

2014-2018 Accomplishments and Opportunities

The following are recognized accomplishments from the 2014-2018 CHIPP in addition to future opportunities for consideration, which were realized through the health priority action teams.

Focus Area	Community Successes	Community Opportunities
Alcohol & Other Drug Abuse	<ul style="list-style-type: none"> • County-wide Social Host Ordinance. • Community Health In Action (CHIA) Project: Strategy Map and Dashboard for AODA. • Portage County Wake Up Call community event. • Portage County Prescription Drug Take Back programs and events. 	<ul style="list-style-type: none"> • Additional work and planning for community-wide events related to AODA prevention (Written Off community showing and Vaping Event) through the Portage County Coalition for Alcohol & Drug Abuse Prevention. • Developing partnerships with other community coalitions. • Seeking and applying for grants that are related to AODA prevention.
Mental Health	<ul style="list-style-type: none"> • Mental Health In-service for staff of all Portage County School Districts. • Additional Question, Persuade, and Refer (QPR) Gatekeepers available in the community. • Released the 2015-16 and 2018 Youth Risk Behavior Survey (YRBS) for Portage County – included four out of five school districts. • Supported dementia friendly communities (Purple Angel Dementia Awareness Campaign). 	<ul style="list-style-type: none"> • Opportunity to seek additional mental health resources for Portage County youth through DPI mental health grant. • Increase in the availability of providers who are in Stevens Point area and Portage County. • Work on creating educational campaigns to decrease stigma and refer community members to resources appropriately.
Obesity	<ul style="list-style-type: none"> • Development of the Portage County Wide Bicycle & Pedestrian Plan. • Support of Portage County CAN's Fruit & Vegetable Prescription Program. • Support in the development of the Holiday Inn Biking Map. • Increase in the initiation and duration of breastfeeding. • Support in accessing local farmer's markets through WIC and eWIC. 	<ul style="list-style-type: none"> • Stevens Point Complete Streets Ordinance passing. Opportunity to expand Complete Streets county-wide. • Opportunity to create shared-use agreements with school districts in each Portage County community to improve access to free/low-cost physical activity. • Improving partnerships in the community and working to understand root causes and developing community programming for community members.

Timeline of the Community Health Assessment and Community Health Improvement Process and Plan

The 2017 LIFE Report initiated the Community Health Assessment process and was organized by the United Way of Portage County. As illustrated in the timeline to the right, this process began in January 2017 through sending out community and targeted surveys across the County. These surveys were then collected and analyzed from March through August 2017. Concurrently, LIFE Report subcommittees met to assess the data and identify indicators for the report. The draft 2017 Portage County LIFE Report was completed in November 2017. Four calls to action were identified: Mental Health, Alcohol and Other Drug Abuse (AODA), Financial Stability, and Affordable Housing.

With the completion of the 2017 Portage County LIFE Report and the Community Health Assessment, the community health improvement planning process was able to start. Healthy People Portage County, an initiative which originally began in 1999, re-convened in May 2018 and started to assess data and selected health priorities based on what the biggest needs were in the County.

From August 2018 to February 2019, health priority action teams met and worked on creating goals and objectives for each priority. Mental Health and AODA were completed in the Community Change Project initiative, which was coordinated by the United Way of Portage County and facilitated by a company called Sort Sol, from Madison, WI. Healthy Weight was coordinated by Healthy People Portage County, and facilitated by Amy Murphy, a ToP Facilitator from Milwaukee, WI. Due to unforeseen circumstances within the Community Change Project, the timeline of the CHIPP was pushed back and this final plan was adopted in April 2019.

During the three-month break between the 2014-2018 CHIPP ending and the current plan starting, the 2014-2018 CHIPP goals continued on throughout the first quarter of 2019.

In addition to the health priority action teams, an Active Communities Task Force assisted the healthy weight priority team in developing goals and objectives in the CHIPP. A few of the members who served on the task force also participated on the healthy weight action team, which ensured a smooth process for both groups and more effective collaboration.

This plan worked to align with the Wisconsin State Health Improvement Plan and the Community Health Needs Assessment (CHNA), created by Ascension St. Michael's Hospital.



Plan Oversight - About Healthy People Portage County

The Healthy People Portage County initiative began in 1999 as a community wide initiative with the goal of establishing an ongoing process for identifying and addressing health needs in Portage County.

The intent of Healthy People Portage County's Community Health Improvement Process and Plan (CHIPP) is to foster successful partnerships in order to improve the health of our community. The Healthy People Portage County Steering Committee, which represents a broad spectrum of Portage County community stakeholders, reviewed county and state health data in relationship to the State of Wisconsin's health priorities and national health objectives for 2020 and beyond. The mission, vision, and values of the Healthy People Portage County initiative are as follows:

Mission: Promoting and working for community health and improvement through access to services and fostering healthier environments.

Vision: Optimal wellbeing through safe and healthy environments in the Portage County community.

Values: Wellbeing, Support, Community, and Collaboration.

The Structure & Process of Healthy People Portage County

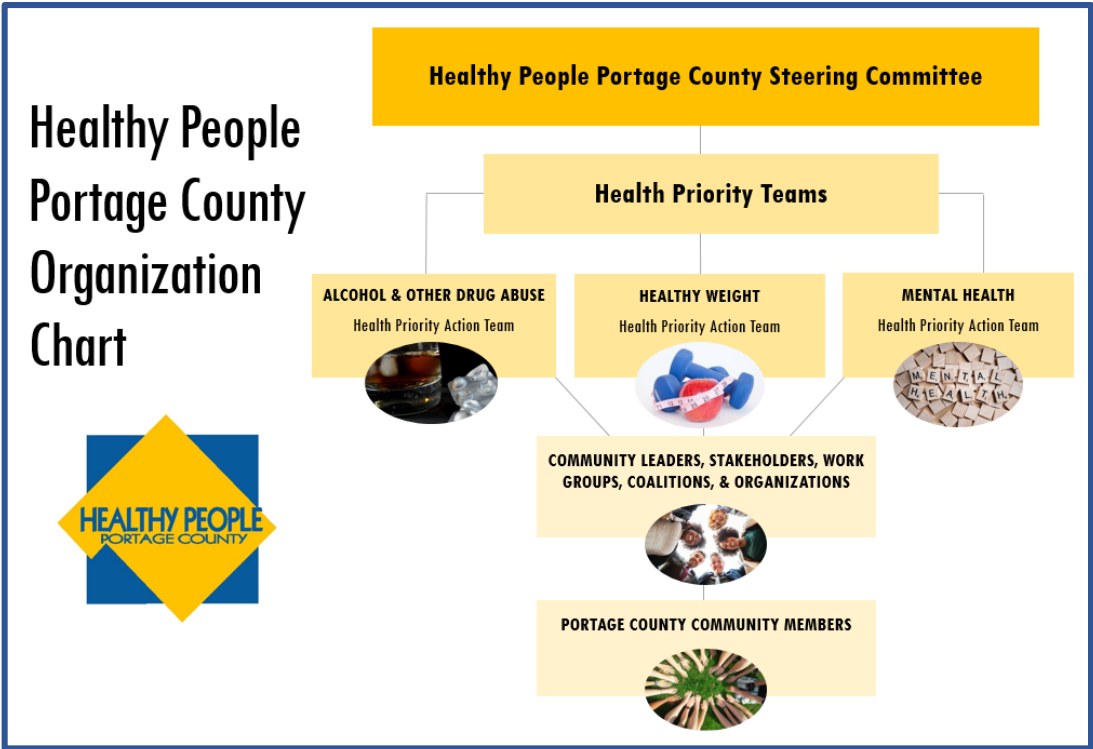
The Healthy People Portage County Steering Committee represents a broad array of constituencies from throughout Portage County who are responsible for reviewing health status data and selecting health priorities to be addressed in the CHIPP. Healthy People Portage County is comprised of members who represent Portage County Health and Human Services, Ascension St. Michael's Hospital, ADRC, UWSP, Tomorrow River School District, CAP Services, United Way of Portage County, Portage County CAN, AODA Coalition, Hunger Poverty Prevention Partnership, Health First, Marshfield Clinic Health System, Aspirus, Boys and Girls Clubs, and the Portage County Executive Office. The group is behind the scenes at each stage of the process helping to make the CHIPP a success and to ensure successful implementation.

The Health Priority Action Teams bring together community members with a specific interest in addressing the health indicator for an identified team. They analyze the causes of the health problem, assess the community's resources to address it, and develop specific implementation strategies through creating action plans. These action plans are reviewed and revised annually.

Community Leaders, Stakeholders, Coalitions, and Organizations will ultimately be responsible for implementing the CHIPP in whatever manner fits with their mission and resources.

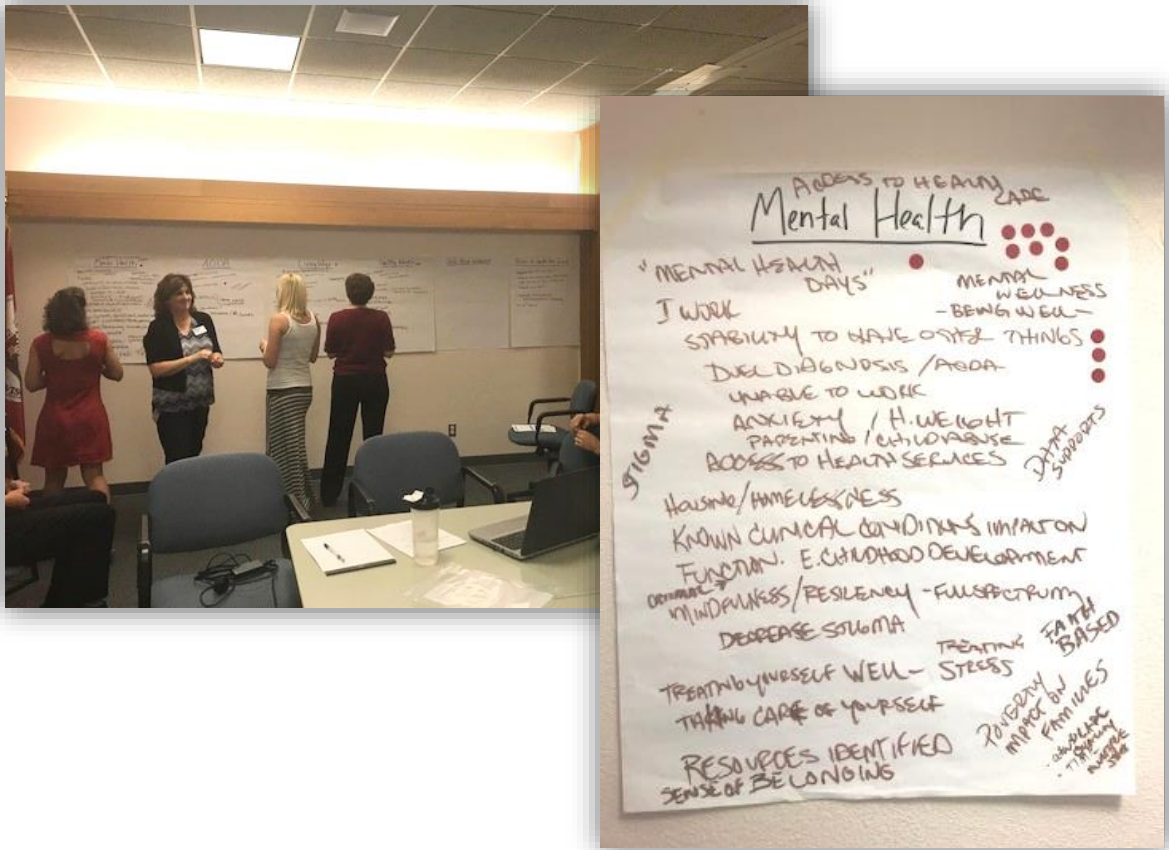
The Portage County Community is a participant in the process through the above efforts and serves as the beneficiaries of the strategies that are implemented.

Healthy People
Portage County
Organizational
Chart



Left: Healthy
People Portage
County Executive
Committee
members vote on
health priorities.

Right: Example of
the discussion
regarding mental
health with
committee
member votes.



Community Health Priority Issues & Strategies

About the goals and objectives: Although the goals and objectives are static in this document, each health priority has an action plan which is managed and reviewed annually by the health priority action teams and the Healthy People Portage County initiative. To view the full action plan documents, please visit

<https://www.co.portage.wi.us/departments/health-and-human-services/healthy-people-portage-county>.

Below is a sample of what each action plan looks like.

Alcohol & Other Drug Abuse Action Plan

Date last updated: April 2019

Goal 1: Collaborate with partners to implement community based policy and environmental changes to decrease accessibility of substances.

Data indicator: LIFE Report, YRBS, County Health Ranking & Roadmap, SHOW, BRFSS.

Action/activities	Start date	Progress	Date completed	Notes	Potential Partners	Indicators	Results	Evidence
Objective 1: By 2023, Healthy People Portage County will support at least one community-based policy and one environmental change to decrease the accessibility of alcohol.								
a. Working with community partners, conduct an environmental scan to identify the most successful policy, system, and environmental interventions.	Apr-19	Not met			HPPC, AMG, LIFT LIFE, AODA Coalition.	Completed environmental scan.		Scientifically supported.
						Identification of two policies-		Scientifically

Healthy Weight: Nutrition & Physical Activity Action Plan

Date last updated: April 2019

Goal 1: Support community collaboration through partnering and leadership to build collective impact.

Data indicator: LIFE Report, YRBS, County Health Ranking & Roadmap, SHOW, BRFSS.

Action/activities	Start date	Progress	Date completed	Notes	Potential Partners	Indicators	Results	Evidence
Objective 1: By 2023, Healthy People Portage County will have established at least three key partnerships across community sectors to identify approaches to supporting healthy weight.								
a. Identify resources, action teams, and champions that will assist in the efforts to increase partnerships and collaboration in Portage County.	Apr-19	Not met			HPPC, LIFT LIFE, Healthy Weight Action Team.	The # of community partners working with HPPC.		Scientifically supported.
								Scientifically

Mental Health Action Plan

Date last updated: April 2019

Goal 1: Support efforts to increase access to mental health services in Portage County.

Data indicator: LIFE Report, YRBS, County Health Ranking & Roadmap, SHOW, BRFSS.

Action/activities	Start date	Progress	Date completed	Notes	Potential Partners	Indicators	Results	Evidence
Objective 1: By 2023, Healthy People Portage County will have supported at least three different initiatives or programs that help increase access to mental health services.								
a. Identify resources, programs, or grant funding that could potentially increase access or services of mental health providers in Portage County.	Apr-19	Not met			HPPC, AMG, LIFT LIFE, Mental Health Action Team, Mental Health Awareness & Suicide Prevention Coalition.	Increased ratio of Portage County population to mental health providers.		Scientifically supported.
b. Educate and gain partner commitment through working with Ascension Medical Group and the Mental Health Awareness and Suicide Prevention Coalition.	Apr-19	Not met			HPPC, AMG, LIFT LIFE, Mental Health Action Team, Mental Health Awareness & Suicide Prevention Coalition.	Increased # of mental health services in Portage County.		Scientifically supported.

Alcohol & Other Drug Abuse (AODA)

Backbone organization: Portage County Health and Human Services

Background and data: Alcohol and Other Drug Abuse (AODA) is a health priority in Portage County due to an overwhelming change in perception of recreational drug use and a strong drinking culture. The following are recent AODA data for Portage County.

- In 2018, 26% of Portage County high school students reported regular use of an e-cigarette or vape product (2018 Youth Risk Behavior Survey).
- Twenty-eight percent of Portage County adults reported binge or heavy drinking (2018 County Health Rankings and Roadmaps).
- In 2017, 1,084 grams of methamphetamine was seized in Portage County, a large increase from 128 grams in 2016 (2016 & 2017 Portage County Sheriff's Office Annual Report).



Alcohol and other drug abuse has been a recurrent health priority in the past two plans since 2000.

Current initiatives: Current initiatives that are working well in Portage County include:

- Community-wide educational events hosted by the Portage County Coalition for Alcohol and Drug Abuse Prevention that are free and open to the public
- Portage County prescription drug take back events that are held twice per year
- The safe university community project, Safe Point, initiative
- Portage County Drug Court

Below are the goals and strategies that will assist in improving wellbeing in Portage County.

Goal 1: Collaborate with partners to implement community-based policy and environmental changes to decrease accessibility of substances.

Objective 1: By 2023, the Healthy People Portage County initiative will support at least one community-based policy and one environmental change to decrease the accessibility of alcohol.

Strategies:

- a. Working with community partners, conduct an environmental scan to identify the most successful policy, system, and environmental interventions.
- b. Identify at least two policy, system, or environmental change approaches to be pursued for the time of this plan.
- c. Working with Ascension Medical Group, work to secure funding for the interventions.
- d. Integrate awareness of the new interventions in the existing organizational infrastructure.

Objective 2: By 2023, work to support one new program in Portage County that will ensure proper and easier ways to dispose of prescription drugs.

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- a. Working with Ascension Medical Group and the Portage County AODA Prevention Coalition, assess the need for expanded drug take-back sites across Portage County.
- b. Working with the Portage County AODA Prevention Coalition, explore opportunities to offer a Syringe Service Program (SSP) for safe disposal and exchange of clean needles and for offering access to care.

Goal 2: Work collaboratively with community partners to increase awareness, education, and training regarding substance abuse.

Objective 1: By 2023, the Healthy People Portage County initiative, in partnership with the Portage County AODA Prevention Coalition will offer two annual community substance abuse education events that are free and open to the public.

Strategies:

- a. Work with Portage County AODA Prevention Coalition and Ascension Medical Group to assess substance abuse educational needs in Portage County.
- b. Support Portage County AODA Prevention Coalition in implementing various educational programs and materials in Portage County.

Objective 2: By 2023, support law enforcement and the Portage County AODA Prevention Coalition in compiling data that will assist in further outreach and education efforts such as Place of Last Drink (POLD) to reduce Operating While Intoxicated (OWI) citations and improve responsible beverage serving.

Strategies:

- a. Work with Portage County AODA Prevention Coalition and law enforcement to determine feasibilities of conducting a pilot program of POLD.
- b. Support Portage County AODA Prevention Coalition in educational efforts and outreach that will support data collection and responsible beverage serving.

Objective 3: By 2023, support the completion of asset mapping and community readiness evaluations in the Portage County community.

Strategies:

- a. Work with Portage County AODA Prevention Coalition to find a facilitator to complete asset mapping and invite diverse representation from different agencies to participate.
- b. Reach out to large employers in Portage County (Sentry, Skyward, AIG, etc.) to evaluate gaps in prevention and treatment.
- c. Find and administer a weighted survey to gauge community readiness for culture change and present results to the community.
- d. Use survey results to support programming and other initiatives.

Goal 3: Support efforts to improve prevention within the culture of substance abuse in Portage County.

Objective 1: By 2023, support the reduction of the prevalence of self-reported excessive drinking in Portage County from 27.2% to 23%.

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Strategies:

- a. Support Ascension Medical Group in implementing standardized processes according to the US Preventive Services Task Force Guidelines for alcohol misuse which will include routine screening, referral mechanism and sources for treatment, Electronic Medical Record (EMR) reminders, and creation of tools.
- b. Support the Portage County AODA Prevention Coalition in education efforts in the community.

Objective 2: By 2023, reduce the percentage of Portage County youth who self-reported having at least one drink of alcohol in their life from 56.1% to 52.5%.

Strategies:

- a. Work collaboratively with the Portage County AODA Prevention Coalition and Portage County Alliance for Youth (PCAY) in youth prevention initiatives such as MORP (after prom lock-in event at Rogers Cinema) and other educational efforts such as substance-free events.
- b. Support implementation efforts with PCAY in utilizing the developmental assets in Portage County schools.

Objective 3: By 2023, reduce gateways to drug abuse and associated harmful behaviors through the reduction of teen vaping from 26% to 20% (Portage County Youth Risk Behavior Survey).

Strategies:

- a. Work collaboratively with the Portage County AODA Prevention Coalition and the Central Wisconsin Tobacco-Free Coalition (CWTF) on educations and training to reduce teen vaping rates (such as community presentations and PSAs).
- b. Support the initiation of teen-focused tobacco and vaping prevention programs in Portage County schools.

Mental Health

Backbone organization: United Way of Portage County

Background and data: Mental health needs in Portage County have continued to grow over the course of the past five years. The goals and objectives for mental health have not shifted much from the 2014-2018 CHIPP. A stronger focus remains to decrease stigma, reduce the suicide rate, and apply different programming or grant opportunities to increase the amount of mental health providers in Portage County.



Additionally, bullying, as identified in the 2018 Portage County Youth Risk Behavior Survey (YRBS), is also a concern in Portage County. In the 2018 report, 30.8% of students reported that they were bullied on school property during the last 12 months since the survey was administered. This bullying rate was higher than both the state average of 24.2% and the national average of 19%.

Mental health has been a recurrent health priority in the past two plans since 2000.

Current initiatives: Current initiatives that are working well in Portage County include:

- Mental health in-service days for staff of all Portage County School districts
- Question, Persuade, Refer (QPR) training in the community
- Dementia-friendly communities
- Youth Risk Behavior Survey in Portage County administered in 2015 and 2018
- Work of the Mental Health Awareness & Suicide Prevention Coalition of Portage County

Below are the goals and strategies that will assist in improving wellbeing in Portage County.

Goal 1: Support efforts to increase access to mental health services in Portage County.

Objective 1: By 2023, the Healthy People Portage County initiative will have supported at least three different initiatives or programs that help increase access to mental health services.

Strategies:

- a. Identify resources, programs, or grant funding that could potentially increase access or services of mental health providers in Portage County.
- b. Educate and gain partner commitment through working with Ascension Medical Group and the Mental Health Awareness and Suicide Prevention Coalition.

Objective 2: By 2023, work to attain a Health Professional Shortage Area (HPSA) designation in Portage County from the National Health Services Corps (NHSC) to increase opportunities for mental health services for residents, such as the NHSC student loan repayment program.

Strategies:

- a. Working with Ascension Medical Group, contact Department of Health Services Primary Care Office to complete an application for Portage County.

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- b. Once application is approved by Health Resources & Services Administration (HRSA), explore benefits that Portage County would be eligible to receive and choose best option.

Goal 2: Decrease the number of suicides in Portage County.

Objective 1: By 2023, the Healthy People Portage County initiative, in partnership with Ascension Medical Group, will help support initiatives that prevent suicide such as gun lock education and increased screening for depression.

Strategies:

- a. Support Ascension Medical Group in provided cable gun locks for patients who have suicidal thoughts and behaviors within health care settings and the community.
- b. Support Ascension Medical Group in implementing a standardized procedure according to the US Preventative Services Task Force Guidelines for Depression.

Objective 2: By 2023, through guidance of the Wisconsin State Health Plan and the Zero in Wisconsin initiative, reduce suicide rates in Portage County from 6.7 per year to zero.

Strategies:

- a. Support community-wide Question, Persuade, Refer (QPR) suicide prevention training in partnership with the Mental Health Awareness and Suicide Prevention Coalition.
- b. Consider different evidence-informed practices for talking about and treating suicidal thoughts and behaviors within health care settings and the community.

Objective 3: By 2023, work to increase and enhance protective factors for suicide prevention in Portage County youth.

Strategies:

- a. Increase awareness of the link between ACEs and mental well-being through supporting trauma-informed care initiatives both in schools and healthcare.
- b. Enhance partnerships with schools in Portage County to improve student sense of belonging and suicide consideration among students.
- c. Support local programs and resources that help Portage County residents affected by suicide attempts and loss.

Goal 3: Support efforts that decrease stigma associated with mental health in Portage County.

Objective 1: By 2023, implement at least two stigma reduction efforts such as “Say it Out Loud” for teens, “Make it Ok” for adults, or Mental Health First Aid.

Strategies:

- a. Work collaboratively with Local Interventions for Transformation/Local Indicators for Excellence (LIFT LIFE), the mental health action team, and Ascension Medical Group to complete an environmental scan and pursue different strategies to implement in Portage County.
- b. Identify at least two policy, system, and environmental change approaches to pursue and work to secure funding.

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- c. Integrate awareness of the new interventions into the existing organizational infrastructure.

Objective 2: By 2023, support the adoption of a trauma-informed care model to implement in hospital systems and schools in Portage County.

Strategies:

- a. Work collaboratively with Local Interventions for Transformation/Local Indicators for Excellence (LIFT LIFE), the mental health action team, Ascension Medical Group, and school administrators to assess strategies of implementing trauma-informed care.
- b. Support implementation efforts as needed in health care systems and schools.



Healthy Weight: Nutrition & Physical Activity

Backbone organization: Stevens Point Area YMCA

Background and data: Healthy weight, with a focus on nutrition and physical activity, is a health priority in Portage County because rates of adult obesity have continued to rise since the previous CHIPP was released in 2014. According to County Health Rankings and Roadmaps, the prevalence of adult obesity in Portage County was at 29% in 2014 and 34% in 2018, indicating a five percent increase.



Additionally, in the 2017 LIFE Report, 72.1% of LIFE Community Survey respondents agreed that obesity is a concern in the community. Regular physical activity and healthy nutrition habits are important for good health and are also affected by social determinants of health. Healthiest Wisconsin 2020 goals also support healthy weight through improving nutrition and physical activity in Wisconsin residents, which promotes a healthier lifestyle and reduces chronic disease risk.

Healthy weight, although it had different focuses previously, has been a recurrent health priority in the past two plans since 2000.

Current initiatives: Current initiatives that are working well in Portage County include:

- Complete streets ordinances being enacted in Stevens Point
- Various townships incorporating the Portage County Wide Bicycle and Pedestrian Plan
- Portage County CAN's free Thanksgiving Day Turkey Trot 5k
- Walking and bicycle routes being mapped
- The Portage County Breastfeeding Coalition
- Improving access to Farmers Markets through WIC and eWIC

Below are the goals and strategies that will assist in improving wellbeing in Portage County.

Goal 1: Build community collaboration through partnering and leadership to support collective impact.

Objective 1: By 2023, members of Healthy People Portage County will have established at least three key partnerships across community sectors to identify approaches to supporting healthy weight.

Strategies:

- a. Identify resources, action teams, and champions that will assist in the efforts to increase partnerships and collaboration in Portage County.
- b. Educate and gain partner commitment through inviting stakeholders to HPPC meetings and sharing resources with them.

Objective 2: By 2023, members of Healthy People Portage County will establish an annual plan of community outreach and marketing efforts.

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Strategies:

- a. Establish a vision that supports nutrition and physical activity in Portage County. Will determine what this looks like with partners and how activities that support physical activity and nutrition are incorporated into their work.
- b. Continue community dialogue and conversations through reevaluating who is and is not at the table.
- c. Define and implement a marketing and communication plan for a county-wide campaign.

Objective 3: By 2023, members of Healthy People Portage County will identify three organizational policies and practices to support a cultural shift.

Strategies:

- a. Engage policy-makers at all levels (organizational, local, state).
- b. Endorse and/or support various objectives for schools and worksites in the development and use of programming that supports healthy weight.
- c. Leverage legislation that supports physical activity and nutrition.

Goal 2: Identify motivating and detracting factors that impact healthy living of Portage County residents.

Objective 1: By 2023, members of Healthy People Portage County will identify five existing local and accessible data points that can be used to measure healthy lifestyles in Portage County.

Strategies:

- a. Analyze public health data from Centers for Disease Control Behavioral Risk Factor Surveillance Survey (CDC BRFSS), Youth Risk Behavior Survey (YRBS), and County Health Rankings and Roadmaps. Educate and gain partner commitment through inviting stakeholders to HPPC meetings and sharing resources with them.
- b. Explore access to employer-based healthcare data through worksite wellness programming.
- c. Identify other community data sources such as the LIFE Report, school districts, electronic health records, etc.
- d. Conduct continual data analysis and gap identification.

Objective 2: By 2023, the Healthy People Portage County initiative will hold a minimum of two community conversations across Portage County annually to address healthy living and other needs.

Strategies:

- a. Identify champions from each community who can serve as liaisons to Healthy People Portage County and assist with efforts as needed.
- b. Determine the most appropriate community locations/districts to hold community conversations.

Goal 3: Improve knowledge of and access (navigation) to healthy nutrition and physical activity resources in Portage County.

Objective 1: By 2023, implement at least three promotion and communication strategies to increase awareness of healthy and economical ways of eating nutritiously.

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Strategies:

- a. Provide cross-sector information, resources, and tools for strengthening nutrition through community-wide promotional campaigns. Educate and gain partner commitment through inviting stakeholders to HPPC meetings and sharing resources with them.
- b. Continue to support existing nutrition programs and organizations in the County such as Food Wise, meals on wheels, ADRC, Farmshed, Breastfeeding Coalition, and Hunger Poverty Prevention Partnership.

Objective 2: By 2023, complete at least two collaborative meetings with the Portage County United Way to enhance the 2-1-1 platform to include nutrition and physical activity resources.

Strategies:

- a. Work to integrate 2-1-1 resources with area clinics.
- b. Facilitate cross-sector communications with the Portage County United Way and other community partners.
- c. Promote the platform to users in partnership with the Portage County United Way.

Objective 3: By 2023, implement at least two strategies to strengthen and promote existing physical activity opportunities for community members, especially youth, to reduce barriers to physical activity.

Strategies:

- a. Work with school districts to enhance school wellness plans that support physical education, active recess time, intramural activities, active classrooms, and open gym time.
- b. Explore re-initiating Safe Routes to Schools program so that Portage County youth have a healthy and safe means to get to school.
- c. Work on establishing shared-use agreements with schools so community members can walk and access fitness center equipment at reduced/free rates.
- d. Explore replicating "Girls and Boys on the Run" and University of Minnesota's program "New Moves".
- e. Enhance role modeling.

Acknowledgements

The Community Health Improvement Process and Plan is made possible through the contributions of the following individuals and organizations. We would like to thank everyone for their assistance in the development of the 2019-2023 CHIPP for Portage County.

The 2017 LIFE Report Steering Committee

Kathy Davies, Chair	Alzheimer's Association – Greater Wisconsin Chapter
Erin Andrews	Community Foundation of Central Wisconsin
Tara Draeger	Aspirus Wausau Hospital
Gary Garske	Portage County Health and Human Services – Division of Public Health
Angie Heuck	Ascension Saint Michael's Foundation
Todd Kuckkahn	Portage County Business Council
Patsy Mbughuni	CAP Services
Candise Miller	Ascension Saint Michael's Foundation
Mae Nachman	United Way of Portage County
Randy Neve	Marshfield Clinic Health System
Cindy Piotrowski	Aging and Disability Resource Center of Portage County
Nathan Sandwick	Portage County UW-Extension
Jeff Schuler	Portage County Planning and Zoning
Marty Skibba	Stevens Point Police Department
Steve Smith	Mid-State Technical College (Retired)
Sue Wilcox	United Way of Portage County
Angela Kellogg	LIFE Project Manager

Healthy People Portage County Steering Committee

Melanie Baehr	Portage County Health and Human Services – Division of Public Health
Elizabeth Beck	Portage County Health and Human Services – Division of Public Health
Danielle Belsky	Boys & Girls Club of Portage County
Trina Bierman	CAP Services
Trina Daniels	Ascension Saint Michael's Hospital
Tara Draeger	Aspirus Wausau Hospital
Stacey Duellman	UW-Stevens Point – Center for Prevention
Jenna Flynn	Marathon County Health Department – Central WI Tobacco-Free Coalition
Gary Garske	Portage County Health and Human Services – Division of Public Health
Kate Giblin	Aging and Disability Resource Center of Portage County
Jennifer Knecht	Stevens Point Schools
Mary Ann Krems	Portage County Coalition for Alcohol & Drug Abuse Prevention
Mindy McCord	Portage County Executive Office
Mae Nachman	United Way of Portage County
Nicole Natzke	Portage County Alliance for Youth
Michelle Nelson	Ascension Saint Michael's Hospital
Suzanne Oehlke	Portage County CAN
Ray Przybelski	Portage County Health and Human Services
Angela Roltgen	Portage County Health and Human Services – Division of Public Health
Jessica Scharfenberg	Healthfirst

Penny Schmitt	UW-Extension, Food Wise, Hunger & Poverty Prevention Partnership
Michael Toelle	Tomorrow River School District
Annie Wetter	UW-Stevens Point, Portage County CAN
Margo Willard	Ascension Saint Michael's Foundation
Laura Zelenak	Marshfield Clinic Health System

2018-2019 Portage County Community Change Project Participants

Kristi Ahrens	Stevens Point Police Department
Craig Aittama	Delta Dental of Wisconsin
Bobbie Joy Amann	Beloved Community Church-Stevens Point
Erin Andrews	Community Foundation of Central Wisconsin
Mary Ann Krems	Portage County Coalition for Alcohol and Drug Abuse Prevention
Melanie Baehr	Portage County Health and Human Services - Division of Public Health
Elizabeth Beck	Portage County Health and Human Services - Division of Public Health
Andrea Behnke	Portage County
Marlee Bokhoven	Community Foundation of Central Wisconsin
Dawn Cherek	Big Brothers Big Sisters of Central Wisconsin
Connie Creighton	University of Wisconsin-Extension
Sherry Daniels	University of Wisconsin-Extension
Kathy Davies	Alzheimer's Association – Greater Wisconsin Chapter
Deanna Deising	Portage County CAN
Micki Dirks-Luebke	Mid-State Technical College
Tara Draeger	Aspirus
Stacey Duellman	UW-Stevens Point – Center for Prevention
Robyn Dunahee	Midstate Independent Living Choices
Rev. David Ficken	Beautiful Savior Lutheran Church
Jenna Flynn	Marathon County Health Department – Central Wisconsin Tobacco-Free Coalition
Linda Froehlich	NAMI Portage Wood Counties
John Gardner	Community Volunteer
Gary Garske	Portage County Health and Human Services - Division of Public Health
Volker Gaul	Mid-State Technical College
Joe Gemza	Stevens Point Fire Department
Bob Gifford	Portage County Board
Jessica Hake	Portage County Health and Human Services
Gretchen Hintz	Portage County Health and Human Services
Chris Holman	Portage County Executive Office
Jane Johnson	Beloved Community of Intercession Episcopal and Redeemer Lutheran
Sharon Johnson	Stevens Point Area YMCA
Dana Kaminski	Salvation Army
Jamie Kiener	JusticeWorks, Ltd
Cliff King	Skyward
Todd Kuckkahn	Portage County Business Council, Inc.
Trina Laube	National Wellness Institute (+ United Way Board Member)
Amy Marcott	Portage County Health and Human Services - Division of Community Programs

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Maureen Miller	Aging and Disability Resource Center of Portage County
Mae Nachman	United Way of Portage County
Michelle Nelson	Ascension
Mary Patoka	CAP Services
Tina Peters	United Way of Portage County
Michelle Peterson	Compass Insurance
Cindy Piotrowski	Aging and Disability Resource Center of Portage County
Ray Przybelski	Portage County Health and Human Services
Kevin Quevillon	Boys & Girls Club of Portage County
Nathan Sandwick	University of Wisconsin-Extension
Jessica Scharfenberg	Healthfirst
Jeff Schuler	Portage County Planning and Zoning
Karissa Scott	Inclusa
Connie Sherd	Portage County Health and Human Services
Patrick Sinnott	Project Management Institute - NE WI
Marty Skibba	Stevens Point Police Department
Beth Smith	Community Volunteer - Retiree
Megan Tenpas	Delta Dental of Wisconsin
Michael Toelle	Tomorrow River School District
Sarah Totten	Stevens Point School District
Sherri Waid	Opportunity Development Centers
Sharon Waterson	Delta Dental of Wisconsin
Pat Wesenberg	Simplicity Credit Union
Sue Wilcox	United Way of Portage County
Margo Willard	Saint Michael's Hospital Foundation
Kelly Zagrzebski	WEC Energy Group
Laura Zelenak	Marshfield Clinic Health System

2018-2019 Healthy Weight Action Team Participants

Brigitta Austin	Stevens Point Schools
Melanie Baehr	Portage County Health and Human Services - Division of Public Health
Elizabeth Beck	Portage County Health and Human Services - Division of Public Health
Derek Bell	Ascension Employer Solutions – Central Wisconsin Worksite Wellness Network
Sarah Beversdorf	Ascension
Kelly Caughlan	Stevens Point Area YMCA
Scott Cole	Hostel Shoppe
Layne Cozzolino	Farmshed
Jack Defino	Boys & Girls Clubs of Portage County
Sherri Galle-Teske	National Wellness Institute
Jerry Gargulak	Stevens Point Schools
Gary Garske	Portage County Health and Human Services - Division of Public Health
Kate Giblin	Aging and Disability Resource Center of Portage County
Lora Harris	Ascension Saint Michael's Hospital & Portage County Breastfeeding Coalition

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Gretchen Hintz	Portage County Health and Human Services
Sharon Johnson	Stevens Point Area YMCA
John Jury	Active Portage County
Diane Kelbel	Ascension
Crystal Kirschling	Ascension Saint Michael's Hospital
Lindsay Kruzitski	Stevens Point Area YMCA
Kristen Lucas	Stevens Point Schools
Samantha Mallo	Aspirus Business Health
Mindy McCord	Portage County Executive Office
Matt Moore	Ascension
Mae Nachman	United Way of Portage County
Suzanne Oehlke	Portage County CAN
Trevor Roark	Bicycle and Pedestrian Street Safety Commission
Angela Roltgen	Portage County Health and Human Services - Division of Public Health
Jessica Scharfenberg	Healthfirst
Dr. Robyn Shertz	Ascension Saint Michael's Hospital
Ashley Schmidt	Adventure 212
Penny Schmitt	University of Wisconsin-Extension – Food Wise
Annie Wetter	UW-Stevens Point, Portage County CAN
Margo Willard	Ascension Saint Michael's Foundation
Laura Zelenak	Marshfield Clinic Health System

2018 Active Communities Task Force Participants

Taylor Christiansen	UW-Stevens Point
Gary Garske	Portage County Health and Human Services – Division of Public Health
Sharon Johnson	Stevens Point Area YMCA
John Jury	Green Circle Trail Association
Kyle Kearns	City Community Development Department
Bev Laska	Green Circle Trail Association
Trevor Roark	Bicycle and Pedestrian Street Safety Commission
Tom Schrader	Stevens Point Parks and Recreation
Laura Zelenak	Marshfield Clinic Health System

Resources

Alcohol and Other Drug Abuse

2015 Portage County Youth Risk Behavior Survey

<https://www.co.portage.wi.us/home/showdocument?id=12484>

2017 Annual Report – Portage County Sheriff’s Office

<https://www.co.portage.wi.us/home/showdocument?id=17865>

2017 Portage County LIFE Report

<http://www.unitedwaypoco.org/sites/unitedwaypoco.org/files/8.%20Health%20and%20Wellness.pdf>

2018 Portage County Youth Risk Behavior Survey

<https://www.co.portage.wi.us/home/showdocument?id=19953>

County Health Rankings and Roadmaps

<http://www.countyhealthrankings.org/app/wisconsin/2018/measure/factors/49/map>

Wisconsin Department of Health Services

<https://www.dhs.wisconsin.gov/stats/aoda.htm>

Healthy Weight

2015 Portage County Youth Risk Behavior Survey

<https://www.co.portage.wi.us/home/showdocument?id=12484>

2017 Portage County LIFE Report

<http://www.unitedwaypoco.org/sites/unitedwaypoco.org/files/8.%20Health%20and%20Wellness.pdf>

2018 Portage County Youth Risk Behavior Survey

<https://www.co.portage.wi.us/home/showdocument?id=19953>

County Health Rankings and Roadmaps

<http://www.countyhealthrankings.org/app/wisconsin/2018/measure/factors/11/map>

Portage County Health & Human Services – 2017 Annual Report

<https://www.co.portage.wi.us/home/showdocument?id=21921>

Wisconsin Department of Health Services

<https://www.dhs.wisconsin.gov/physical-activity/wisdata.htm>

Wisconsin Health Atlas

<https://www.wihealthatlas.org/obesity/place>

Wisconsin Interactive Statistics on Health (WISH) Query System

<https://www.dhs.wisconsin.gov/wish/index.htm>

Mental Health

2015 Portage County Youth Risk Behavior Survey

<https://www.co.portage.wi.us/home/showdocument?id=12484>

2017 Portage County LIFE Report

<http://www.unitedwaypoco.org/sites/unitedwaypoco.org/files/8.%20Health%20and%20Wellness.pdf>

2018 Portage County Youth Risk Behavior Survey

<https://www.co.portage.wi.us/home/showdocument?id=19953>

Centers for Disease Control and Prevention

<https://www.cdc.gov/mentalhealth/index.htm>

County Health Rankings and Roadmaps

<http://www.countyhealthrankings.org/app/wisconsin/2018/measure/outcomes/42/map>

Portage County Health & Human Services – 2017 Annual Report

<https://www.co.portage.wi.us/home/showdocument?id=21921>

Wisconsin Interactive Statistics on Health (WISH) Query System

<https://www.dhs.wisconsin.gov/wish/index.htm>

Other Resources

Wisconsin State Health Improvement Plan – 2018 Addendum

<https://www.dhs.wisconsin.gov/publications/p01791a.pdf>

Robert Wood Johnson Foundation – Health Equity

<https://www.rwjf.org/en/library/research/2017/05/what-is-health-equity-.html>

National Association of County and City Health Officials – Mobilizing for Action through Planning and Partnerships (MAPP)

<https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment/mapp>

Wisconsin Department of Health Services – Active Communities Toolkit

<https://www.dhs.wisconsin.gov/publications/p0/p00036.pdf>

Wisconsin Department of Health Services – Trauma-Informed Care Efforts in Wisconsin

<https://www.dhs.wisconsin.gov/regulations/trauma-care-efforts-wi.pdf>

Stanford Social Innovation Review for the Collective Impact Forum

<http://stanford.ebookhost.net/ssir/digital/29/ebook/1/download.pdf>

Substance Abuse and Mental Health Services Administration (SAMHSA) – Trauma-Informed Care

https://www.samhsa.gov/samhsaNewsletter/Volume_22_Number_2/trauma_tip/

Acronym Glossary

ACEs: Adverse Childhood Experiences

ADRC: Aging and Disability Resource Center

AODA: Alcohol and Other Drug Abuse

BRFSS: Behavioral Risk Factor Surveillance Survey

CDC: Centers for Disease Control and Prevention

CHA: Community Health Assessment

CHIP: Community Health Improvement Plan

CHIPP: Community Health Improvement Process and Plan

CWTF: Central Wisconsin Tobacco-Free Coalition

DPI: Department of Public Instruction

EMR: Electronic Medical Records

HPPC: Healthy People Portage County

IRS: International Revenue Service

LIFE Report: Local Indicators for Excellence Report

LIFT LIFE: Local Interventions for Transformation/Local Indicators for Excellence

MAPP: Mobilizing for Action through Planning and Partnerships

PCAY: Portage County Alliance for Youth

PSA: Public Service Announcement

QPR: Question, Persuade, Refer

RWJF: Robert Wood Johnson Foundation

SAMHSA: Substance Abuse and Mental Health Services Administration

SHIP: State Health Improvement Plan

UWSP: University of Wisconsin – Stevens Point

WIC: Women, Infants, and Children

YRBS: Youth Risk Behavior Survey