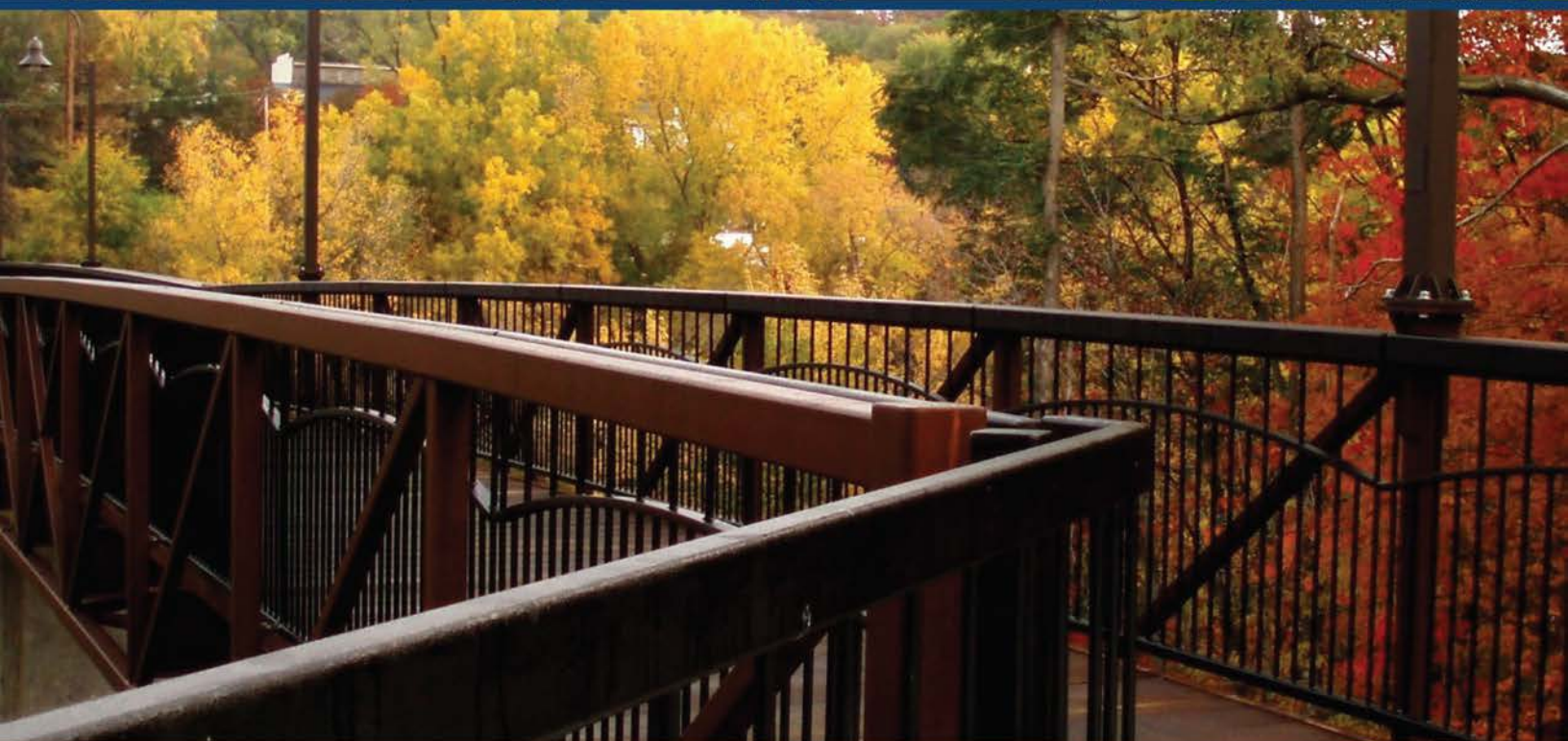




Eau Claire  
**Healthy Communities**  
*Everyone Living Better, Longer*



## **2018–2021 Eau Claire County Community Health Improvement Plan**

Chronic Disease Prevention • Healthy Relationship Promotion • High-Risk Drinking Prevention  
Mental Health • Oral Health • Substance Abuse Prevention

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# An Invitation to the Community

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Eau Claire Healthy Communities strives to make Eau Claire County a healthy place to live, work, learn, and play. We know that a single person or organization cannot do this on its own and that is why we are thankful for the collaboration of individuals, agencies, and organizations dedicated to the improvement of the health of Eau Claire County. Many of you have helped ensure the success of the *2018 Community Health Assessment* and the creation of this *2018–2021 Community Health Improvement Plan*.



This Community Health Improvement Plan highlights the past accomplishments of and the new goals and objectives for our five Action Teams. The work of Eau Claire Healthy Communities is made possible by partnerships and shared community assets. Each partner strongly believes in improving the health of all people in the community with a focus on identifying health disparities, gaps, and barriers. Health disparities are population-based differences in health outcomes that are linked with social, economic, and/or environmental disadvantage. Eau Claire Healthy Communities strives to work toward high quality of health for all. We look forward to the continued work we do together to achieve our vision for Eau Claire – “Everyone Living Better, Longer.”

Please join us in promoting the health and well-being of individuals, families and the communities of Eau Claire County. What can you do to help create a healthier Eau Claire County? There are many ways to get involved! Learn more at [www.echealthycommunities.org](http://www.echealthycommunities.org).

Sincerely,

*Sarah Driever and Mark Gideonsen*

Eau Claire Healthy Communities Council Co-Chairs

# 2018–2021 Eau Claire County CHIP Executive Summary

The *2018-2021 Eau Claire County Community Health Improvement Plan* details the recent comprehensive community health planning effort by Eau Claire Healthy Communities. Eau Claire Healthy Communities is a coalition that promotes the health of individuals, families, and communities.

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



- A variety of community engagement methods were used to collect quantitative and qualitative data for the *2018 Eau Claire County Community Health Assessment (CHA)*. This data was used to identify the top health priorities for our community. Through this extensive CHA process, residents prioritized mental health, substance use, and alcohol misuse as the top three health issues. Eau Claire Healthy Communities, a long-standing coalition, has been working on the identified CHA priorities over the past few years. The coalition is committed to continue efforts through existing Action Teams that address chronic disease, mental health, alcohol misuse, healthy relationships and oral health. To increase capacity and avoid duplication around the priority of substance abuse, Eau Claire Healthy Communities is strengthening its partnership with the Alliance for Substance Abuse Prevention.
- The CHIP provides the community with a plan and goals for improving the health of Eau Claire County over the next three years in the priority health issues identified by Eau Claire Healthy Communities. It reflects the collective work of many dedicated individuals and organizations who are working to improve health in our county for groups facing health disparities as well as the population as a whole.
- Over the next three years, Eau Claire Healthy Communities' Action Teams will continue evaluation and implementation of evidence-based practices and policies in order to reach their goals. Efforts will be updated to align with community resources and needs as necessary. The CHA, CHIP and Action Team work plans are available at [www.echealthycommunities.org](http://www.echealthycommunities.org).

## Community Health Improvement Plan Overview

Eau Claire Healthy Communities utilized the *County Health Ranking and Roadmaps Take Action Cycle* to guide the community health improvement process. This included:

- Review of key findings from the *2018 CHA*, including qualitative data from surveys, listening sessions and community health improvement events, as well as quantitative data from local, state, and national indicators.
- Review of evidence-based practices through "What Works for Health," state and national plan strategies, and additional resources.
- Identification of strategies based on evidence, community input, and community assets. Strategies were also chosen to align with state and national health plans.
- Consideration of populations with disparate health outcomes when selecting strategies.
- Development of a detailed work plan to track progress and share outcomes with community.



## Summary of 2018–2021 Community Health Improvement Plan Goals



### Chronic Disease Prevention Action Team

*Work addresses chronic disease prevention, obesity, nutrition & physical activity*

#### Goals:

- To increase Eau Claire County residents' access to healthy foods and beverages through education, outreach, collaboration and policy.
- To increase physical activity of Eau Claire County residents through education, outreach, collaboration, and policy.



### Healthy Relationship Promotion Action Team

*Work addresses healthy growth & development, reproductive & sexual health, injury & violence prevention*

#### Goals:

- To promote healthy relationships in Eau Claire County by educating community members about protective factors and risk factors.
- To promote a culture of healthy social connections among Eau Claire County residents through increased messaging, outreach, and programming.



### High-Risk Drinking Prevention Action Team

*Work addresses alcohol misuse*

#### Goals:

- To increase Eau Claire County residents' knowledge through messaging, education, and outreach on low-risk alcohol consumption.
- To decrease high-risk drinking behaviors in Eau Claire County through awareness, education, collaboration, and policy.



### Mental Health Action Team

*Work addresses mental health*

#### Goal:

- To increase strong, healthy social connections among Eau Claire County residents across all life stages to promote mental wellness through education, programming, outreach, and policies.



### Oral Health Promotion Action Team

*Work addresses oral health*

#### Goals:

- To improve oral health outcomes for the prenatal and early childhood populations in Eau Claire County through education and outreach.
- To increase community awareness and knowledge of the connection of oral health behaviors on overall health through increased education and outreach.



### Alliance for Substance Abuse Prevention

*Work addresses substance use, tobacco products use & underage alcohol use*

#### Goals:

- To reduce youth substance use (alcohol, marijuana, and prescription drug misuse) in Eau Claire County.
- To increase collaboration and capacity of partners working to prevent youth substance use in Eau Claire County.

# About Eau Claire Healthy Communities



**VISION:** Everyone Living Better, Longer

**MISSION:** Promote the health and well-being of individuals, families and communities of Eau Claire County through collaborative and focused action.

Eau Claire Healthy Communities provides a “table” where stakeholders collaborate to understand current and future health needs of Eau Claire County through a process of assessing, prioritizing, and addressing health needs. Our coalition is committed to using health data and best practices to inform our decision-making process. Over the past **20+** years, Eau Claire Healthy Communities has been vital to bringing several successful programs to our community. See page 31 for highlights of the coalition’s accomplishments over the past years.

**PARTNERS:** Over **250** diverse partners from across the county participate in Eau Claire Healthy Communities, a community-based coalition developed to create and maintain healthy communities. Together they work to better align efforts among community partners and create a strategic framework for collaborative local health improvement activities.

**STRUCTURE:** Eau Claire Healthy Communities consists of a broad-based Council and Action Teams that are all working to promote the health and well-being of individuals, families, and communities of Eau Claire County.



## Chronic Disease Prevention Action Team

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



## Healthy Relationship Promotion Action Team

works to promote a culture of healthy social connections in order to create safer and healthier relationships for all.



## Oral Health Promotion Action Team

works to increase community awareness about the importance of oral health care and the effects on “whole body” health.



## High Risk Drinking Prevention Action Team

works to create a positive change around the culture of drinking in our community.



## Mental Health Action Team

works to increase strong, healthy social connections across all life stages to promote mental wellness.



## Healthy Eau Claire Legislative Task Force

works with the Eau Claire City-County Board of Health to strengthen relationships with legislators to improve community health.



## Assessment/Planning Task Force

observes health data in order to identify, prioritize, and decide how best to assess health problems in the community.

VISIT US ONLINE AT [WWW.ECHEALTHYCOMMUNITIES.ORG](http://WWW.ECHEALTHYCOMMUNITIES.ORG)

# About CHA/CHIP

The comprehensive community health improvement process includes two major phases: a community health assessment (CHA) and a community health improvement plan (CHIP). Assessing needs and planning collaboratively helps solve complex health issues. The goals of a CHA and a CHIP are to work with the community to address priority health issues.

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

Eau Claire Healthy Communities recently adopted the 2018 CHA and has committed to working on the health priorities of mental health, substance use, alcohol misuse, chronic disease, healthy relationship promotion, and oral health promotion.

**Community Health Improvement Plan (CHIP)** is a roadmap developed by community stakeholders that will guide the work on health priorities for community health improvement. The CHIP provides overarching goals, specific objectives, and evidence-based strategies. As an action-oriented plan, it guides partner collaboration toward policy, system and environmental strategies to produce better health outcomes in the areas of concern identified in the CHA and by Eau Claire Healthy Communities. Specific activities will be developed over time with input from community.

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



Source: County Health Rankings & Roadmaps



# 2018 Community Health Assessment Process

To combine efforts and resources and better serve the community, Eau Claire Healthy Communities collaborated with local non-profits, healthcare systems, and health departments to conduct a two-county community health assessment in 2018. The prior Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) process for Eau Claire Healthy Communities took place in 2015. The health priorities from the 2015 CHA and CHIP (obesity, mental health, and alcohol misuse) were like those identified in 2018 (mental health, substance use, and alcohol misuse).

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

The following partners engaged a broad cross section of the community to develop the [2018 Community Health Assessment](#):

- Chippewa County Department of Public Health
- Chippewa Health Improvement Partnership
- Eau Claire City-County Health Department
- Eau Claire Healthy Communities
- HSHS Sacred Heart Hospital
- HSHS St. Joseph's Hospital
- Marshfield Clinic Health System
- Mayo Clinic Health System
- United Way of the Greater Chippewa Valley



## Timeline for Community Health Assessment Process

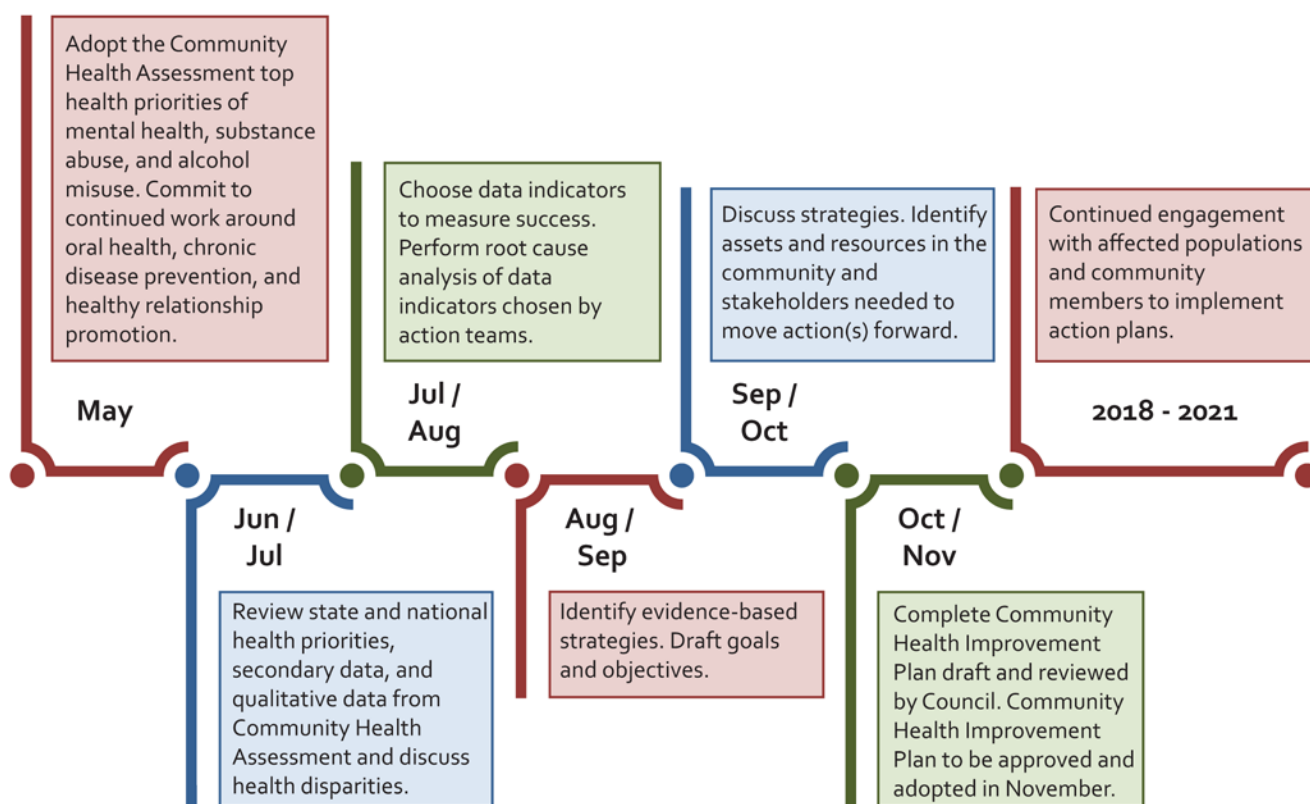
<b>Jun 2017</b>	<ul style="list-style-type: none"><li>• Collaborative partners decided the "frame" for the community health assessment would use the health improvement priorities from both national and state health improvement priorities.</li><li>• The 14 identified health focus areas to be assessed were: alcohol misuse, chronic disease prevention &amp; management, communicable disease prevention &amp; control, environmental &amp; occupational health, healthy growth &amp; development, healthy nutrition, injury &amp; violence, mental health, obesity, oral health, physical activity, reproductive &amp; sexual health, substance use, and tobacco use &amp; exposure.</li><li>• Collaborative partners decided the assessment process would include a survey, community conversations and looking at existing data for the county, state, and nation.</li></ul>
<b>Nov 2017</b>	<ul style="list-style-type: none"><li>• Distribution of the community health survey to residents throughout Eau Claire County in November and December. The objective of the survey was to better understand the community's perception of the top health concerns in the county.</li><li>• Targeted health survey sessions were held throughout the county to increase survey response rate from populations with the likelihood to suffer from disparate health outcomes.</li></ul>
<b>Dec 2017</b>	<ul style="list-style-type: none"><li>• An abbreviated hardcopy survey was created for residents with limited health literacy. A translator was present during survey outreach sessions to provide assistance to community residents facing a language barrier.</li><li>• 1,876 Eau Claire County residents completed the community health survey that was distributed widely throughout the community. Survey respondents were asked to rate each of the health focus areas on a four-point scale indicating how much of a problem they felt each area was for the community (1=not a problem, 4= major problem) and identify reasons they felt the area was a problem.</li></ul>
<b>Jan 2018</b>	<ul style="list-style-type: none"><li>• Available county and state population health data related to each of the 14 health priority areas were compiled to develop a secondary data summary.</li></ul>
<b>Feb 2018</b>	<ul style="list-style-type: none"><li>• Partners hosted Community Conversations in Eau Claire and Augusta to engage the community and receive input during facilitated group discussions on how to prioritize the 14 health focus areas. Mental health, substance use, and alcohol misuse were identified as top health priorities.</li></ul>
<b>Mar 2018</b>	<ul style="list-style-type: none"><li>• Partners hosted a coalition meeting to obtain feedback on the preliminary CHA results and to enhance the focus and understanding of the top five priority areas of <b>mental health, substance use, obesity, alcohol misuse, and healthy nutrition</b>. Council attendees participated in facilitated small-group discussion on the preliminary results and to enhance focus and understanding of the top priorities.</li></ul>
<b>May 2018</b>	<ul style="list-style-type: none"><li>• Eau Claire Healthy Communities approved and adopted the 2018 Community Health Assessment.</li></ul>

# 2018–2021 Community Health Improvement Plan

**PROCESS FOR DEVELOPING THE COMMUNITY HEALTH IMPROVEMENT PLAN:** Eau Claire Healthy Communities follows the *County Health Ranking & Roadmaps Take Action Cycle*. Each step of the action cycle is a critical piece toward improving community health for all. The steps are detailed in the following pages according to the steps in the *Take Action Cycle*.

Within the structure of Action Teams and the Council, Eau Claire Healthy Communities has over 250 diverse stakeholders that collaboratively work on identified health issues. Each month, Healthy Communities' Action Teams meet and work together to plan, implement and evaluate its goals/objectives/strategies. Every other month, the Healthy Communities Council meets to review all action team progress as well as to continue to support broad collaborative action.

**TIMELINE FOR THE COMMUNITY HEALTH IMPROVEMENT PLANNING PROCESS:** Over the course of four meetings from June–November 2018, each action team followed the same process to assess needs and resources, help them focus on what's important, and to choose effective policies and programs that fit the needs of Eau Claire County. Timeline and details are provided below.











## Take Action Cycle:

### Assess Needs & Resources

*Eau Claire Healthy Communities explored the community's needs, resources, strengths, gaps, and assets.*

*May 2018:* After approval of the 2018 Community Health Assessment, Eau Claire Healthy Communities adopted the following health priorities for its 2018–2021 Community Health Improvement Plan:

<i>Existing Eau Claire Healthy Communities Action Teams adopted the identified health priorities of mental health, alcohol misuse and chronic disease/obesity.</i>		<i>Eau Claire Healthy Communities committed to continue work through existing Action Teams that address healthy relationship promotion and oral health promotion.</i>		<i>Eau Claire Healthy Communities is strengthening its partnership with the Alliance to increase capacity and avoid duplication around the priority of substance abuse.</i>	
					
Mental Health Action Team	High-Risk Drinking Prevention Action Team	Chronic Disease Prevention Action Team	Healthy Relationship Promotion Action Team	Oral Health Promotion Action Team	Alliance for Substance Abuse Prevention (Alliance) <i>*Local coalition in partnership with Eau Claire Healthy Communities</i>

**INTERCONNECTEDNESS BETWEEN HEALTH PRIORITIES:** The Action Teams understand that even though they may focus on a single priority, each of the health priorities are related and interconnected. See page 15 for more information.

#### *June/July 2018 Action Team Meetings*

- **Review 2015–2018 Goals:** Action Teams reviewed their respective goals and objectives from the 2015 *CHIP* and discussed successes/challenges to guide the future focus and direction of the Action Teams.
- **Discuss State & National Health Plan Alignment:** Action Teams reviewed Healthy People 2020, Healthy Wisconsin 2020, and Healthiest Wisconsin 2020 plans and discuss goals, objectives, and data indicators selected at the state and national levels to address our health priorities. Healthiest Wisconsin (HW2020) provides a broad overview of Wisconsin health issues and focus areas for improvement over the next ten years. Healthy Wisconsin 2020 provides a way to “dig deeper” into the HW2020 focus areas by prioritizing the top health areas of improvement by identifying goals and objectives to work towards. All the plans helped provide a strong framework for discussion around data indicators, goals and objectives to address locally.
- **Identify Assets/Resources:** Members of the Chronic Disease Prevention, Mental Health, and High-Risk Drinking Prevention Action Teams utilized the existing assets and resources page from the 2018 *Community Health Assessment* to identify local assets and resources. The Healthy Relationship Promotion Action Team and Oral Health Promotion Action Team went through brainstorming activities throughout the summer of 2018 to identify existing assets and resources in the community.
- **Determine Guiding Questions:** Members discussed the questions: *What is the “low-hanging” fruit? Where we can have the greatest impact on health in the long term? What is the change community members most want to see? How can we most efficiently use our resources? How can disparate outcomes impact certain populations?* These questions helped Action Teams move towards selecting priorities.

- **Review & Analyze Data/Health Equity:** Using secondary data and qualitative survey data from the CHA, Action Teams discussed the implications for the community and any themes or trends that emerged. Action Teams were particularly attentive to the issue of health disparities and health equity in the community.

### **Eau Claire Healthy Communities Works towards Advancing Health Equity in our Community**

#### **Training:**

- Additional health equity training was provided to members at the annual Eau Claire Healthy Communities celebration in April 2018.
- At the July 2018 Council meeting, a speaker from the local Hmong Mutual Association agency engaged the Council in a discussion about cultural competency.

#### **Data Discussion:**

- Council and Action Teams had deliberate conversations around health equity when the annual County Health Rankings report was released ([www.countyhealthrankings.org](http://www.countyhealthrankings.org)) in April 2018 with more specific health equity data for our community.
- Using the secondary data and qualitative survey data from the Community Health Assessment, Action Teams identified themes and trends in our community. To ensure that equity is considered in the Community Health Improvement Plan, Action Teams gave special consideration to groups in the community who are disproportionately burdened by health issues and made a plan to engage these populations as we move toward selecting and implementing strategies.

#### **CHIP strategies:**

- Action Teams identified specific strategies for prioritized populations. For example, Oral Health Promotion Action Team identified a need in the Amish community for oral health information and services. As a new objective, they will collaborate with community partners to implement a system and/or environmental change to encourage positive oral health behaviors. One strategy may be to work with a traveling dental clinic to provide on-site dental clinics within the Amish community. Another example is the Chronic Disease Prevention focusing on strategies within the rural community to increase physical activity and access to healthy foods and beverages, as obesity rates are found to be up to 10% higher in zip codes located outside the City of Eau Claire limits.<sup>1</sup>

### **Focus on What's Important**

*Eau Claire Healthy Communities determined the most important issues to address to achieve the greatest impact on the identified health priorities.*

#### *July/August 2018 Action Team Meetings*

- **Vote on data indicators:** Based on the data and discussions at the June/July 2018 Action Team meetings, members voted on health data indicators to narrow the focus for the 2018–2021 CHIP. These data indicators were used as the basis for the root cause analysis and will be used to show how strategies are making a difference. Each action team chose 3–6 data indicators to guide its work.
- **Analyze root causes:** In this meeting, action team members participated in a root cause analysis process using the selected data indicators as the basis for the process. Root cause analysis provides an understanding of the causes of a health issue to identify effective solutions. Groups discussed many factors (social, cultural, economic) that contribute to making the health priority an issue.

## Root Cause Analysis Themes from July-August Action Team Meetings

Chronic Disease Prevention	<p><b>Root Causes:</b></p> <ul style="list-style-type: none"> <li>• Culture of a fast pace life, no family meal times</li> <li>• Sedentary lifestyles</li> <li>• Limited self-care (not enough sleep, limited down time, high stress with limited coping skills)</li> <li>• Food marketing and affordability of unhealthy foods</li> <li>• Lack of skill and/or knowledge in preparing healthier foods</li> <li>• Insufficient physical activity</li> <li>• Poverty</li> <li>• Lack of knowledge, interest, motivation, access to preventative behaviors</li> <li>• Availability of food sources (locations of markets, transportation to stores)</li> <li>• Too much screen time for kids and adults (adult modeling for children/cultural norm)</li> </ul>	<p><b>Linked to:</b></p> <ul style="list-style-type: none"> <li>• Increased physical activity boosts mental health/social connectedness</li> <li>• Sugar-sweetened beverages correlate with obesity, chronic diseases, and oral health issues</li> <li>• Increased screen time impacts mental health/ability to relate face-to-face with others</li> </ul> <p><b>Gaps in Services or Understanding:</b></p> <ul style="list-style-type: none"> <li>• Built environment is not conducive to routine exercise</li> <li>• High access to fast food and sugar-sweetened beverages</li> <li>• High cost of healthy foods</li> <li>• Lack of knowledge (what are healthy foods, how to prep, community resources and programs)</li> <li>• Knowledge of activities to stay fit in winter</li> </ul>
Healthy Relationship Promotion	<p><b>Root Causes:</b></p> <ul style="list-style-type: none"> <li>• Healthy relationships are not considered a public issue</li> <li>• Adverse childhood experiences (ACEs)</li> <li>• Lack of resiliency</li> <li>• How relationships are portrayed in media/social media</li> <li>• Relational bullying, normalized violence, screen time</li> <li>• Teen dating culture, peer pressure, and social media</li> <li>• Lack of skills to build healthy relationships, or awareness that it takes intentional effort</li> <li>• Stigma of recognizing problem and seeking assistance</li> <li>• Negative family dynamics or relationship modeling</li> </ul>	<p><b>Linked to:</b></p> <ul style="list-style-type: none"> <li>• Mental health and alcohol and other drug use (AODA) impacts</li> <li>• Domestic violence / relational violence/ neglect</li> </ul> <p><b>Gaps in Services or Understanding</b></p> <ul style="list-style-type: none"> <li>• Need to shift the conversation from treatment of issues to prevention</li> <li>• Lack of community mental health, and AODA resources</li> <li>• Lack of integration of systems</li> <li>• Unhealthy behaviors are difficult to recognize</li> </ul>
High-Risk Drinking Prevention	<p><b>Root Causes:</b></p> <ul style="list-style-type: none"> <li>• Social norm/drinking culture—perception that alcohol misuse is accepted in community</li> <li>• Laws are permissive of drinking culture</li> <li>• High alcohol outlet density</li> <li>• Higher accessibility to alcohol at many community events, sporting events, and benefits</li> <li>• Lack of knowledge of typical drink size</li> <li>• Stigma associated with no drinking</li> <li>• Family history or relationship modeling</li> </ul>	<p><b>Linked to:</b></p> <ul style="list-style-type: none"> <li>• Mental health</li> <li>• Social connectedness – culture of alcohol use</li> <li>• Oral Health</li> <li>• Results in younger people coming in with permanent liver damage due to heavy/chronic drinking</li> </ul> <p><b>Gaps in Services or Understanding:</b></p> <ul style="list-style-type: none"> <li>• Alcohol-free activities</li> <li>• Other: Lack of consistent definition for designated driver, lack of late-night transportation, and overnight parking</li> </ul>



Mental Health	<p><b>Root Causes:</b></p> <ul style="list-style-type: none"> <li>• Loss of social connections due to social media/technology (too much screen time)</li> <li>• Limited strong community/social connections</li> <li>• Stigma associated with mental afflictions and asking for/getting help</li> <li>• Peer/societal pressures, bullying</li> <li>• Lack of positive family involvement/connection</li> <li>• Financial stress and/or anxiety and limited down time</li> <li>• Adverse childhood experiences (ACEs)</li> <li>• Lack of coping strategies for those who are struggling</li> <li>• Limited access to mental health services</li> <li>• Lack of experience navigating the mental health system</li> <li>• Knowledge of how to handle emotions, especially males</li> </ul> <p><b>Linked to:</b></p> <ul style="list-style-type: none"> <li>• Poor mental health can be linked to poor nutrition</li> <li>• Culture of drinking/Alcohol and drug use</li> <li>• Increased screen time interferes with sleep, physical activity, connectedness to others</li> </ul> <p><b>Gaps in Services or Understanding:</b></p> <ul style="list-style-type: none"> <li>• Lack of services/providers/support (especially for adolescents), or finances to receive services</li> <li>• Lack of parent/peer modeling of healthy screen time</li> <li>• Lack of knowledge of mental health services</li> <li>• More promotion of mental wellness</li> <li>• Shortage of psych beds/services and long waits</li> <li>• Focus on reactive treatment (with medications) rather than prevention</li> </ul>
Oral Health	<p><b>Root Causes:</b></p> <ul style="list-style-type: none"> <li>• Cost of dental care</li> <li>• Parents lack of education on importance of baby teeth or on products that impact tooth decay, like sugar</li> <li>• Transportation (bigger issues to consider, such as homelessness)</li> <li>• Time (off from work, long waiting times/periods)</li> <li>• Lack of insurance</li> <li>• Little medical assistance (MA) acceptance</li> <li>• Language barriers/Culture around oral health care</li> <li>• Parent fear of dentist (cost/past experiences)</li> <li>• Misinformation of [young] child dental care, no referral, not many dental providers that see children</li> <li>• Marketing of sugar-sweetened beverages</li> </ul> <p><b>Linked to:</b></p> <ul style="list-style-type: none"> <li>• Diet/nutrition linked to chronic disease</li> <li>• Alcohol and other drugs have an impact on oral health (don't see/know about oral health impacts of meth use until after recovery)</li> </ul> <p><b>Gaps in Services or Understanding:</b></p> <ul style="list-style-type: none"> <li>• Lack of education</li> <li>• Referrals and providers that see children/accept MA, reimbursement for MA patients is low</li> <li>• Lack of dental insurance</li> <li>• Sugar sweetened beverages are widely available and affordable</li> <li>• Referral system between dental and medical providers</li> <li>• Knowledge of how beverages impact teeth</li> <li>• Knowledge that a dental visit can happen prior to age 2</li> </ul>

## Choose Effective Policies & Programs

*Eau Claire Healthy Communities chose effective strategies to align with goals and objectives based on evidence, community input, community assets and resources, health disparities, and community readiness. Strategies were also chosen to align with state and national health plan goals.*

- **Explore evidence-based strategies:** Health Department provided support to research evidence-based interventions at all levels to effectively address root causes of the identified health priorities utilizing information from the root cause analysis.
  - Evidence-based strategies were gathered from “What Works for Health” and additional resources about evidence-based practice resources from the state and national health plans.
  - Strategies were placed in an intervention planning matrix to help teams visualize strategies from several approaches (programs, systems change, environmental change, policy) that can influence different spheres of influence (individuals, families, and social networks; organizations & institutions; and community). Action Teams’ strategies are more heavily focusing on policy, systems and environmental change to modify the environment to make healthy choices practical and available to all community members. By changing policies, systems and/or environments, teams can better tackle the complex health issues identified by the community.
  - They also researched strategies used in other communities. Learning what worked in other communities helped Action Teams prioritize the most effective approach for Eau Claire Healthy Communities. Community health problems are complex and require a systems perspective as well as multi-faceted approaches.
  - Additional policies and programs were discussed at meetings based on member feedback.

### *August/September 2018 Action Team Meetings*

- **Review goals:** Members reviewed draft goals and objectives and provided feedback for finalization.
- **Consider the impact:** Action Teams discussed how interventions would affect disparate populations in our community: Hmong, elderly, rural, underinsured or uninsured, low-income residents and additional populations affected unequally by identified health priorities. Action teams will continue to engage with affected populations and those who serve these populations as strategies are selected and implemented through the three-year plan.
- **Consider the community:** Action Teams assessed the community’s level of readiness through discussion of local efforts and their effectiveness, the extent to which appointed leaders and influential community members are supportive of the issue, community climate toward the issue, community knowledge about the issue, and resources available to support prevention efforts.
- **Consider the stakeholders:** Action Teams continued to discuss assets/gaps and how they could partner with organizations to either fill a gap or add additional capacity to community efforts.
- **Select the best strategy:** Action Team members identified evidence-based strategies based on the 2018 CHA secondary and community survey data, root cause analysis themes, and community assets and resources discussions had in previous meetings.

## Act on What's Important

*Eau Claire Healthy Communities' Action Teams defined what they want to achieve with each program or policy, and how they will achieve it.*

### September/October Action Team 2018 Meetings

- **Develop work plan:** A work plan template was created to track progress on goals and objectives and show responsibility for implementing strategies outlined in the CHIP. Each Eau Claire Healthy Communities Action Team used the finalized work plan template to show how they will achieve its goals and objectives through clearly identified activities and action steps.
  - Each Action Team work plan includes community health priority goals, measurable objectives, improvement strategies and activities, time frame, status of the effort, person(s) responsible, indicators, strength of evidence, and a place for results/notes. These work plans will be used throughout the CHIP timeline to track and share progress with the Council and community at-large. Progress will be reflected on these work plans as strategies are completed or new strategies are added over the three-year period.

## Work Together

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

- **Build relationships:** After strategies had been selected in September/October 2018 meetings, action teams used the *County Health Ranking & Roadmaps Take Action Cycle* to identify stakeholder groups that could be at the "table" for each Action Team to help carry out their new goals in their identified health priorities. Action Teams review their membership list regularly to ensure that a diverse set of stakeholders are invited to join the team and help them accomplish their goals and objectives. As strategies are chosen and implemented throughout the three-year plan, efforts will be made to gain input from and engage affected populations and/or those that serve affected populations.



## Communicate

*Communication is an ongoing step in the Take Action Cycle. In addition to regular meetings, Eau Claire Healthy Communities strives to have high levels of communication with members and partners.*

### October 2018:

- The draft CHIP was shared at the Steering Committee meeting. Revisions were made to the CHIP based on Action Team Co-Chair feedback.

### November 2018:

- The updated CHIP was shared at the Eau Claire Healthy Communities Council meeting. The Council voted to approve and adopt the *2018-2021 Community Health Improvement Plan*. The CHIP is available online at [www.echealthycommunities.org](http://www.echealthycommunities.org) and has been shared with community partners and the community-at-large through social media, emails, and a press release.



## Evaluate Actions

*Eau Claire Healthy Communities Action Teams identified measures available to monitor Action Teams' progress over time.*

- **Prepare to evaluate:** As Action Teams continue to work together, they will use evaluation tools to assess community readiness for implementation of policies/program, monitor results of implemented policies/programs, and evaluate policy/program outcomes.
- **Share evaluation results:** The work plans are evolving documents and will be publicly accessible through the [Eau Claire Healthy Communities](http://www.echealthcommunities.org) website so that partners, community organizations, and community members can track progress and provide input into areas of improvement. Eau Claire Healthy Communities will document when the work plan has been reviewed and revised. The information from the work plan will be shared in an annual report on the progress Eau Claire Healthy Communities has made in implementing strategies in the CHIP.
- **Review evaluation results:** Eau Claire Healthy Communities will review, and update work plans online at least quarterly to help the community monitor the Action Teams' progress toward achieving the goals and objectives that they have identified in the CHIP.

### Sample Action Team Work Plan

Chronic Disease Prevention Action Team Action Plan

Date last updated: December 2016

Goal 2: To increase education and awareness of how the worksite wellness setting can be used to impact health behaviors that may contribute to obesity and chronic disease

Data indicator(s): % of adults that report having been diagnosed as having diabetes and % of adults 18 years and over that report BMI  $\geq 30$  (Behavioral Risk Factor Surveillance System (BRFSS))

Subteam	Action/activities	Start date	Progress	Date completed	Note	Person responsible	Indicators	Results	Evidence
	Objective 1: By 2018, continue to assist and support Eau Claire Area Chamber of Commerce Health & Wellness Committee by providing evidence-based research and helping initiate at least 3 worksite wellness programs in Eau Claire County.								
	a. Develop Worksite wellness Learning Circle Network to provide education and networking for local employers with wellness programs.	Jan-16	Mostly met	Ongoing	Topics for learning circles are based on an evidence-based criteria for worksite wellness, developed by WELCOA. This is an ongoing project.	Chamber Health & Wellness Committee/ Worksite Wellness Committee		circles; 2017: 4 learning circles; 2018: 4 learning circles planned- 32 attended session in	
	b. Build process for recognition for those that attend worksite wellness circles.	Jan-16	Mostly met	Ongoing	Topic is discussed at monthly chamber meetings.	Chamber Health & Wellness Committee/ Worksite Wellness Committee		Process is put into place. Developed new ideas for current	Some Evidence

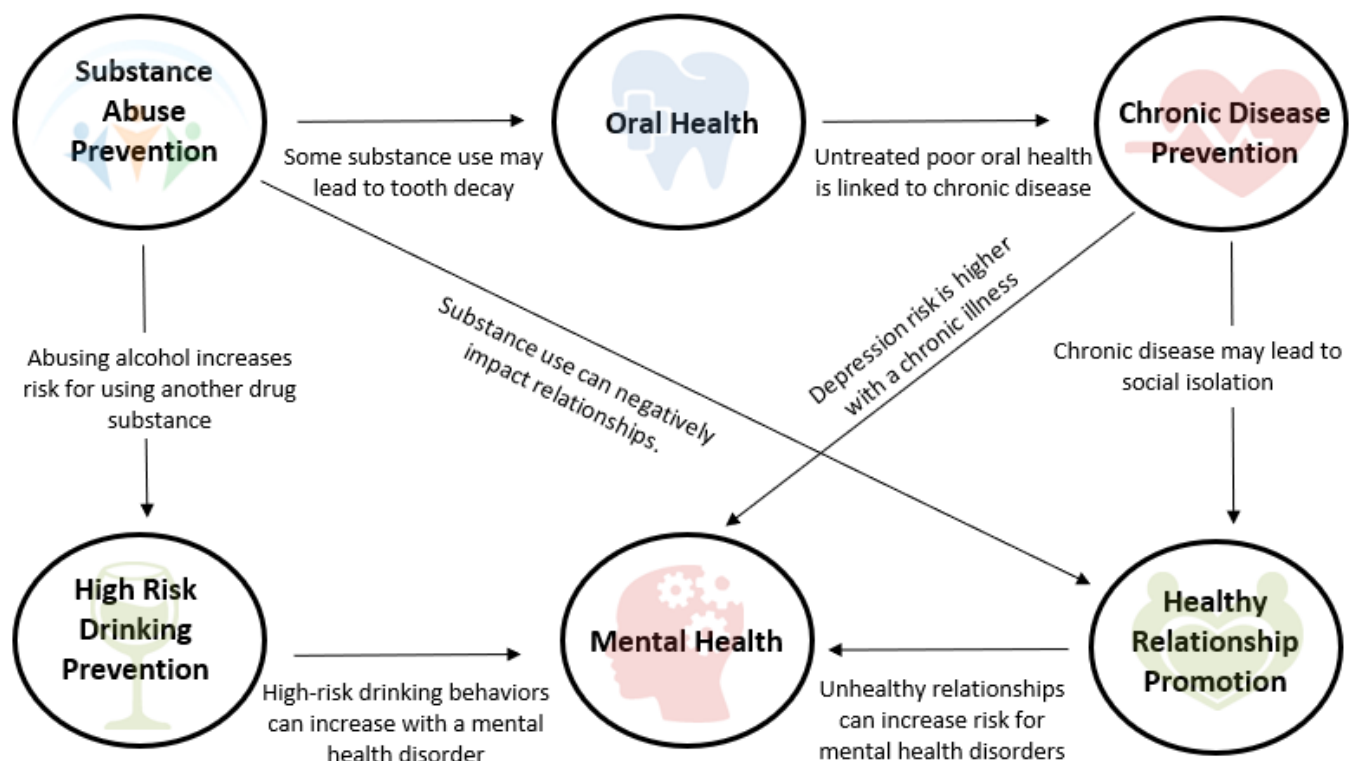
Visit us online at [www.echealthcommunities.org](http://www.echealthcommunities.org) to see current action plans and stay up-to-date with our progress!

# Health Priority Areas

In the 2018–2021 Community Health Improvement Plan, Action Teams address the following health areas: high-risk drinking prevention, mental health, chronic disease prevention, healthy relationship promotion, oral health promotion and substance misuse. For each of these areas prioritized by Eau Claire Healthy Communities and the Alliance for Substance Abuse Prevention, the following pages summarize: the impact each health area has on the community, the importance of prevention, 2018–2021 Action Team goals, measures for Action Team success, current stakeholders, and strategies considered by Action Teams.

All these issues are complex to solve, as each health priority is interconnected with other priorities. The strategies selected by Action Teams in the following pages show the collaborative approach being taken to help make an impact in our community. Below is a graphic that shows a few examples of the many ways the health priority areas are interconnected.

## Interconnectedness Between Health Priorities



# Chronic Disease Prevention

**Chronic Disease Prevention is a health priority in Eau Claire County because** 7 out of 10 leading causes of death in Wisconsin are due to chronic diseases, accounting for two out of every three deaths annually.<sup>2</sup> (And 80% of chronic diseases are preventable!<sup>3</sup>) Obesity is also linked to chronic diseases. Between 40% –53% of Eau Claire County residents who visited a healthcare provider in 2015/2016 are obese.<sup>4</sup> Obesity rates in rural zip codes were found to be up to 10% higher than rates in zip codes located within the city of Eau Claire.<sup>5</sup>



**Prevention of chronic disease is important to Eau Claire County.** People need to eat healthy foods, be active, and limit screen time to stay healthy throughout their life. Healthy eating and physical activity can reduce the risk for several chronic diseases such as type 2 diabetes, cancer, heart disease, stroke, and obesity. Maintaining a healthy weight is important for reducing the risk of developing these chronic conditions. If the obesity rate continues to rise at its current rate, more than half of Wisconsin adults will be obese by 2030.<sup>6</sup> Multiple studies have also found a positive relationship between the amount of television viewed and obesity in children and adults.<sup>7</sup> Chronic diseases are among the most common and costly of health problems, are rarely cured, and often get worse over time, resulting in disability later in life.



**Action Team Goals:** Members of the Chronic Disease Prevention Action Team identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.

## Goal 1:

Increase Eau Claire County residents' access to healthy foods and beverages through education, outreach, collaboration, and policy.

- **Objective 1:** By 2021, implement at least three strategies to increase community *access to healthy foods and beverages*.
- **Objective 2:** By 2021, complete at least two collaborative efforts with Eau Claire Healthy Communities Action Teams and other organization to increase education, outreach, and/or policies that provide *access to healthy foods and beverages*.

## Goal 2:

Increase physical activity of Eau Claire County residents through education, outreach, collaboration, and policy.

- **Objective 1:** By 2021, support, expand, or implement three initiatives or policies designed to engage, improve, and *strengthen community connectedness*, and/or *improve physical environments*.
- **Objective 2:** By 2021, complete at least two collaborative efforts with Eau Claire Healthy Communities Action Teams and other organizations to increase education, outreach, and/or policies that encourage *screen time reduction* and *increase physical activity*.



**How we know we are making a difference:** Action Team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National

DATA INDICATOR	County	Wisconsin	National
Food environment index <sup>8</sup>	7.9	8.8 ✗	—
Percent of adults (20+) with body mass index of 30 or greater <sup>9</sup>	28%	31% ✓	—
Obesity occurrence in WIC-enrolled children 2 to 5 years old <sup>10</sup>	13%	15% ✓	15% ✓
Percent of high school students who played video games or used a computer for non-school purposes for 3 or more hours per day <sup>11</sup>	39%	40% ✓	43% ✓



**Current stakeholders:** Stakeholders involved in Action Team work.

- Aging and Disability Resource Center of Eau Claire County
- City of Eau Claire
- Chippewa Valley Pickleball Association
- Community Representatives
- Eau Claire City-County Health Department
- Eau Claire City Council
- Eau Claire Parks, Forestry, & Recreation Department
- Eau Claire YMCA
- Group Health Cooperative of Eau Claire
- HSHS Sacred Heart Hospital
- Marshfield Clinic Health System
- Mayo Clinic Health System
- Spectrum Insurance Group
- University of Wisconsin-Eau Claire
- University of Wisconsin-Extension (Chippewa, Dunn, and Eau Claire Counties)
- West Central Wisconsin Regional Planning



**Strategies:** Practices and policies considered by Action Team to encourage obesity prevention. (\*=evidence-informed strategies)

- Environmental and policy approaches designed to provide opportunities, support, and cues to help people develop healthier behaviors\*: make water available/promote consumption\*; increase availability of fruits and vegetables\*; set nutritional standards in schools\*
- Provide point of decision prompts\* for physical activity; community directory of free/low-cost activities
- Walkability-Safe routes to school\* and other strategies
- Healthy kids' meals in restaurants
- Screen time interventions for children\*
- Built environment approaches combining transportation system interventions with land use and environmental design\*



# Healthy Relationship Promotion

**Healthy Relationship Promotion is a health priority in Eau Claire County because** a lifetime of healthy, positive relationships leads to more engaged citizens and safer communities. Top reasons why Eau Claire County residents feel injury and violence prevention is a problem are because people are not aware how to prevent violence in relationships (59%), not aware of resources available for victims of violence (56%), and not aware of how to prevent injury or violence in the home or workplace (42%).<sup>12</sup>



**Healthy Relationship Promotion is important to Eau Claire County.** Healthy parent-child relationships, positive family dynamics, and supportive communities provide a strong foundation for children. A growing number of studies suggest that enhancing protective factors, like positive engagement with school or good peer relationships, helps children and adolescents avoid multiple behaviors that place them at risk for adverse health outcomes. Additionally, a strong sense of belonging and social connections is associated with physical and mental well-being. Enhancing protective factors also might buffer children and adolescents from the potentially harmful effects of negative situations and events, such as exposure to violence.<sup>13</sup> Among Eau Claire County middle school students, 83% agree teachers care about them and give a lot of encouragement and 94% agree their family loves them and gives them help and support when they need it.<sup>14</sup> Meanwhile, people in unhealthy relationships are at a higher risk for substance abuse, eating disorders, risky sexual behavior that can lead to pregnancy or sexually transmitted infections, and dating violence. Positive, healthy teen dating and peer relationships have many benefits for youth; and healthy adult relationships benefit entire communities. Healthy relationships positively impact everyone.



**Action Team Goals:** Members of the Healthy Relationship Promotion Action Team identified the following goals and objectives based on root cause, evidence, community input, assets, alignment with [state](#) and [national](#) plans, and community readiness.

## Goal 1:

To promote healthy relationships in Eau Claire County by educating community members about protective factors and risk factors.

- **Objective 1:** By 2020, distribute resource toolkit to at least 10 agencies to increase knowledge of community resources.
- **Objective 2:** By 2021, implement and/or support at least two evidence-based youth programming that teach skills to *build safe and healthy relationships*.

## Goal 2:

To promote a culture of healthy social connections among Eau Claire County residents through increased messaging, outreach and programming

- **Objective 1:** By 2021, develop at least four media messages annually around health awareness observances that relate to healthy relationships.
- **Objective 2:** By 2021, incorporate youth voice into at least three strategies to increase *social connectedness*.



**How we know we are making a difference:** Action Team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of high school students who have had sexual intercourse <sup>15</sup>	29%	34% ✓	40% ✓
Percent of sexually active students who used condoms the last time they had intercourse <sup>16</sup>	61%	63% ✓	54% ✗
Percent of students who have been electronically bullied in the past 12 months <sup>17</sup>	19%	18%	15% ✗
Percent of high school students who agree that they feel like they belong at school <sup>18</sup>	62% HS	71% HS ✗	—



**Current stakeholders:** Stakeholders involved in Action Team work.

- Anu Family Services
- Bolton Refuge House
- Community Representatives
- Eau Claire Area Hmong Mutual Assistance Association
- Eau Claire City-County Health Department
- Eau Claire County Restorative Justice
- Family Support Center
- Lutheran Social Services
- Marshfield Clinic Health System
- United Way of the Greater Chippewa Valley



**Strategies:** Practices and policies considered by Action Team to encourage a culture of healthy social connections. (\*=evidence-informed strategies)

- Extracurricular activities for social engagement\*
- Resource toolkit for youth and youth-serving professionals
- Community awareness campaigns related to promotion of healthy relationships
- Youth activism around healthy relationships
- Intergenerational mentoring\*
- Youth leadership programs\*
- Safe Dates program and other evidence-based healthy relationship promotion programs\*
- Screen time interventions\*

# High-Risk Drinking Prevention

High-risk drinking is a health priority in Eau Claire County because Wisconsin and Eau Claire County have some of the highest rates of binge drinking in the nation. Underage alcohol consumption, consumption during pregnancy, and binge drinking (4+ drinks per occasion for women, 5+ drinks per occasion for men) are all examples of high-risk alcohol use. Consequences of high-risk drinking include, but are not limited to, motor vehicle and other injuries, fetal and childhood disorders, alcohol/drug dependence, a variety of diseases, and both violent and nonviolent crimes.<sup>19</sup>



**Prevention of high-risk drinking is important to Eau Claire County.** 75% of surveyed Eau Claire County residents feel alcohol misuse is a moderate to major problem in the community.<sup>20</sup> High-risk drinking results in significant consequences and costs. Incidents, injuries, and deaths related to high-risk drinking are daily occurrences in Eau Claire County and cost every county resident \$1,624 each year.<sup>21</sup> Binge drinking, heavy drinking, underage drinking, and drinking during pregnancy are all considered high-risk uses of alcohol. In 2015, high-risk drinking contributed to at least 18 alcohol-related deaths and 322 alcohol-related hospitalizations with an average medical charge of \$10,244 between diagnostic and discharge.<sup>22</sup>



**Action Team Goals:** Members of the High-Risk Drinking Prevention Action Team identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.

## Goal 1:

To increase Eau Claire County Residents' knowledge through messaging, education, and outreach on low-risk consumption.

- **Objective 1:** By 2021, incorporate at least two *media campaigns* annually around health observances that relate to alcohol use.
- **Objective 2:** By 2021, collaborate with at least two local organizations to collect *high-risk drinking behavior data*.

## Goal 2:

To decrease high-risk drinking behaviors in Eau Claire County through awareness, education, collaboration, and policy.

- **Objective 1:** By 2021, complete at least two collaborative efforts with other local organizations and Eau Claire Healthy Communities Action Teams to increase *awareness of the connection between alcohol use, chronic disease and mental health*.
- **Objective 2:** By 2021, implement at least two best practices in the community that promote *safe alcohol use*.



**How we know we are making a difference:** Action Team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of adults (18+) engaging in binge or heavy drinking in the past 30 days <sup>23</sup>	25% <sup>1</sup>	26% <sup>1</sup> ✓	17% <sup>2</sup> ✗
Percent of individuals reporting there are too few alcohol-free activities <sup>24</sup>	37% <sup>3</sup>	—	—



**Current stakeholders:** Stakeholders involved in Action Team work.

- Alliance for Substance Abuse Prevention
- Community Representatives
- Eau Claire City-County Health Department
- Eau Claire Department of Human Services
- Eau Claire Police Department
- HSHS Sacred Heart Hospital
- Lutheran Social Services
- Marshfield Clinic Health System
- University of Wisconsin-Eau Claire



**Strategies:** Practices and policies considered by Action Team to discourage unhealthy use of alcohol.  
(\*=*evidence-informed strategies*)

- Responsible beverage service\*
- Sober server policies
- Alcohol tax increase\*
- Drink special (e.g., all-you-can-drink) restrictions
- Temporary alcohol license requirements to include conditions such as sober servers, fenced areas, etc.\*



# Mental Health

**Mental health is a health priority in Eau Claire County because** it is essential to personal well-being, family and interpersonal relationships, and the ability to contribute to community or society. Mental well-being is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with challenges. Even though mental health was the top identified community need<sup>6</sup>, there is still a stigma around addressing mental health. 83% of community health survey respondents identified the top reason why mental health is a problem in Eau Claire County is because people don't feel comfortable seeking services.<sup>25</sup> Over the past 10 years, the average number of mentally unhealthy days have increased 1.5 days for Eau Claire County residents.<sup>26</sup> Self-inflicted injury rate has continued to decrease for Eau Claire County. However, the county still has reported on average 60 more hospitalizations per year than the state average since 2010.<sup>27</sup> In 2016, there were 21 suicides in Eau Claire County.<sup>28</sup>

## **Prevention of mental health issues is important to Eau Claire County.**

Mental illnesses affect all ages and influence many areas of one's well-being. Mental health plays a major role in people's ability to maintain good physical health. Mental health issues are commonly associated with physical health problems and increased risk factors like substance abuse, smoking, physical inactivity, and obesity. These risk factors can lead to chronic disease, injury, and disability, which can decrease overall quality of life. Increasing protective factors, such as nurturing and positive relationships, social connections and resiliency, will provide support and coping strategies.



**Action Team Goals:** Members of the Mental Health Action Team identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.

**Goal 1:**  
**To increase strong, healthy social connections among Eau Claire County residents across all life stages to promote mental wellness through education, programming, outreach, and policies.**

- **Objective 1:** By 2021, implement at least three strategies to *build resilience* and expand mental health support for youth and adults.
- **Objective 2:** By 2021, at least three new or existing strategies around *stigma* will be implemented, strengthened, or expanded to *improve mental well-being*.
- **Objective 3:** By 2021, complete at least three collaborative efforts with Eau Claire Healthy Communities Action Teams and other organizations to strengthen partnerships.



**How we know we are making a difference:** Action Team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of high school students in the past year feeling sad and/or hopeless almost every day for two weeks or more <sup>29</sup>	29%	27% ✗	32% ✓
Percent of high school students in the past year with significant problems feeling very anxious, nervous, tense, scared, or like "something bad was going to happen" <sup>30</sup>	48%	40% ✗	—
Suicide deaths (rate per 100,000) <sup>31</sup>	20.7	14.9 ✗	13 ✗



**Current stakeholders:** Stakeholders involved in Action Team work.

- Anthem Blue Cross Blue Shield
- Aging and Disability Resource Center of Eau Claire County
- Children's Hospital of Wisconsin
- Community Members
- Chippewa Valley Technical College
- Eau Claire Area School District
- Eau Claire City- County Health Department
- Eau Claire County Department of Human Services
- Group Health Cooperative
- HSHS Sacred Heart Hospital
- Lutheran Social Services
- Marshfield Clinic Health System
- Mayo Clinic Health System
- Mosaic Counseling Group
- National Alliance on Mental Illness (NAMI) – Chippewa Valley
- United Healthcare
- United Way of The Greater Chippewa Valley
- University of Wisconsin-Eau Claire
- University of Wisconsin-Extension
- Wellness Shack



**Strategies:** Practices and policies considered by Action Team to increase awareness of mental health and encourage coordination of mental health care. (\*=*evidence-informed strategies*)

- Question, Persuade, Refer (QPR) Suicide Prevention Training for youth and adults\*
- Screen time interventions for children\*
- Increase awareness of link between adverse childhood experiences (ACEs) and mental well-being
- Promote mental health policies and programs that reduce obesity, increase physical activity and nutrition, promote water consumption\*
- Promote activities that increase connectedness between individuals, family, and organizations

# Oral Health Promotion

**Oral Health Promotion is a health priority in Eau Claire County because** oral health is essential to the general health and well-being of people and can be achieved by everyone. Oral health is integral to general health, and people cannot be healthy without good oral health. Many systemic diseases may initially start with and be identified through oral symptoms. Top reasons why Eau Claire County residents feel oral health is a problem are because people are not aware of the importance of quality dental care (50%), that dental services are not easily accessible (54%), dental clinics accepting BadgerCare are limited (67%), and good dental care or personal dental practices are not affordable (78%).<sup>32</sup> In Eau Claire County, 28% of residents (age 2+) have not had a dental visit in the past year.<sup>33</sup> This is slightly higher than the state percentage.



**Oral Health Promotion is important to Eau Claire County.** Early intervention with primary preventive measures (tooth brushing, flossing, good nutritional and infant feeding practices) begins during the preconception and prenatal periods. Research suggests an association between gum and tissue disease and diabetes, heart disease, stroke and adverse pregnancy outcomes.<sup>34</sup> Tooth decay can also develop any time after the first tooth comes in, starting around six months old. Good oral health habits should begin even earlier. Tooth decay, if left untreated even in the earliest stages of life, can have a serious impact on a child's health causing problems that often last into adulthood. In Western Wisconsin, 17% of 3<sup>rd</sup> graders have untreated dental decay.<sup>35</sup> Eating a healthier diet and limiting sugar-sweetened beverages will positively impact oral health.



**Action Team Goals:** Members of the Oral Health Action Team identified the following goals and objectives based on root cause, evidence, community input, assets, alignment with [state](#) and [national](#) plans, and community readiness.

## Goal 1:

To improve oral health outcomes for the prenatal and early childhood populations in Eau Claire County through education and outreach.

- **Objective 1:** By 2021, Implement at least three strategies to increase community awareness and knowledge of the importance of *early dental visits for children*.
- **Objective 2:** By 2021, implement at least two strategies to increase awareness, knowledge and perception about the importance of *accessing dental services throughout pregnancy*.
- **Objective 3:** By 2021, coordinate with local organizations to develop at least two policies and/or practices to *provide children and women better access to oral health services*.

## Goal 2:

To increase community awareness and knowledge of the connection of oral health behaviors on overall health through increased education and outreach.

- **Objective # 1:** By 2021, implement at least two community awareness campaigns to increase the awareness of *oral health's impact on overall health* throughout the lifespan.
- **Objective 2:** By 2021, collaborate with community partners to implement at least one system and/or environmental change to encourage *positive oral health behaviors*.



**How we know we are making a difference:** Action team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of 3 <sup>rd</sup> graders with untreated dental decay <sup>36</sup>	17% Western Region	18% ✓	—
Percent of residents (age 2+) that did not have a dental visit in the past year <sup>37</sup>	28%	26% ✗	—



**Current stakeholders:** Stakeholders involved in Action Team work.

- Bright Smiles WI
- Children's Health Alliance of Wisconsin
- Chippewa Valley Technical College Dental Hygiene Program
- Eau Claire City-County Health Department
- Marshfield Clinic Health System
- Northlakes Community Clinic
- Northwest District Dental Health Society
- Smiles for Eau Claire County



**Strategies:** Practices & policies considered by Action Team to increase community awareness of the importance of oral health and the effects on "whole body" health. (\*=*evidence-informed strategies*)

- Dental caries (cavities): school-based dental sealant delivery programs\*
- Dental caries (cavities): community water fluoridation\*
- Improve access to care: passage of the Dental Hygiene Practice Act allows dental hygienists to practice in many more settings independent of a dentist\*
- Promote dental-home-by-age-one campaign
- Promote healthy smiles for mom and baby campaign
- Promote programs and policies that limit sugar-sweetened beverages and encourage water consumption\*



# Substance Use

Substance use is a health priority in Eau Claire County because of the devastating effects that substances like methamphetamine (“meth”) or heroin and the misuse of prescription drugs have on the lives of individuals and their families. 78% of county residents surveyed in the community health assessment believe that substance use is a major or moderate problem, and many (65%) reported concern that substances are easily available in the community.<sup>38</sup>



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## Prevention of substance use is important to Eau Claire County.

Substance use is a disorder that is among the top conditions that cause disability and carry a high burden of disease in the United States. This results in significant costs to families, employers, and publicly funded health systems. According to the Substance Abuse Mental Health Services Administration, by 2020, mental and substance use disorders will surpass all physical diseases as a major cause of disability worldwide.<sup>39</sup> In addition, drug and alcohol use can lead to other chronic diseases such as diabetes and heart disease.

Preventing mental and/or substance use disorders and related problems in children, adolescents, and young adults is critical to Americans’ behavioral and physical health. Thus, it is important to look at the impact of substance use at the local level and identify prevention efforts to effect change towards a healthier community.



**Alliance Goals:** Members of the Alliance for Substance Abuse Prevention identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.

See [www.getinvolved.asap.com](http://www.getinvolved.asap.com) for more information.

### Goal 1:

To reduce youth substance use (alcohol, marijuana, and prescription misuse) through strategies that increase awareness and address access, acceptance and low-perceived risk.

- **Objective 1:** By 9/29/2019, provide knowledge and skill building opportunities for student leaders and staff advisors to raise awareness about drug and alcohol abuse with their peers.
- **Objective 2:** By 9/29/2019, support youth campaigns/activisms that focus on the risks and harm of substance abuse.
- **Objective 3:** By 9/29/2019, increase proper disposal of unused and expired prescription drugs and awareness of risk or prescription drug use by promoting use of permanent disposal sites and implementing a county-wide Prescription Drug Take-Back event.

### Goal 2:

To increase collaboration and capacity of partners working to prevent youth substance use in the county.

- **Objective 1:** By 9/29/2019, implement at least two strategies to increase collaboration and communication with other community coalitions in Eau Claire County that address substance abuse.
- **Objective 2:** By 9/29/2019, participation of Alliance members and other community partners in at least two trainings on substance abuse prevention topics.



**How we know we are making a difference:** The Alliance chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of high school students who used prescription drugs in the past 30 days <sup>40</sup>	6%	11% ✓	14% ✓
Percent of high school students who used marijuana in the past 30 days <sup>41</sup>	14%	16% ✓	20% ✓
Percent of high school students who believe there is moderate or great risk to using marijuana <sup>42</sup>	53%	—	53%
Percent of high school students who believe there is moderate or great risk: prescription drug without a doctor's prescription <sup>43</sup>	88%	—	83% ✓



**Current stakeholders:** Stakeholders involved in Alliance work.

- REALTORS® Association of Northwestern WI
- Eau Claire Morning Rotary Club
- UW Health
- Marshfield Clinic Health System
- Eau Claire County Sheriff's Office
- Eau Claire Police Department
- Lutheran Social Services
- Eau Claire Healthy Communities
- Cohen Law Office
- Eau Claire Area School District
- Eau Claire Board of Education
- WI Department of Health Services
- Eau Claire City-County Health Department
- Eau Claire City-County Human Services
- Youth Advisory Board
- Students Against Destructive Decisions
- Big Brothers and Big Sisters
- Boys and Girls Club
- Eau Claire YMCA



**Strategies:** Policies & practices considered by the Alliance to increase awareness and reduce substance use in the community. (*\*evidence-informed strategies*)

- Implement effective school- and community-based prevention programs\*
- Increase access to culturally competent services \*
- What Works for Health\*
- Improve access for medication disposal\*

## Alignment with State & National Plans

Eau Claire Healthy Communities Action Teams and the Alliance for Substance Abuse Prevention reviewed our state and national plans throughout the planning process for data on health priorities, to help form goals and objectives, and for ideas of strategies that align with the vision of the state and nation and consider disparate populations. Listed below are the specific goals/objectives that align with the action team scope of work for the 2018–2021 community health improvement plan.

Healthiest Wisconsin 2020: <https://www.dhs.wisconsin.gov/hw2020>

Healthy Wisconsin 2020: <https://healthy.wisconsin.gov/>

Healthy People 2020: <https://www.healthypeople.gov/>



\*Note: National and State Health Plans will be updated in 2020 thus goals and objectives might change.

Chronic Disease	<p><b>Healthiest Wisconsin 2020:</b></p> <ul style="list-style-type: none"> <li>• Increase access to high-quality, culturally competent, individualized chronic disease management among disparity affected populations of differing races, ethnicities, sexual identities &amp; orientations, gender identities, educational or economic status.</li> <li>• People in Wisconsin will eat more nutritious foods and drink more nutritious beverages through increased access to fruits and vegetables, decreased access to sugar-sweetened beverages and other less nutritious foods, and supported, sustained breastfeeding.</li> <li>• All people in Wisconsin will have ready access to sufficient nutritious, high-quality, affordable foods and beverages.</li> <li>• Increase physical activity for all through changes in facilities, community design, and policies.</li> <li>• Every Wisconsin community will provide safe, affordable and culturally appropriate environments to promote increased physical activity.</li> </ul>
	<p><b>Healthy WI 2020 Goal: Eat healthier and move more.</b></p> <ul style="list-style-type: none"> <li>• <i>Objective:</i> Increase consumption of healthy foods and beverages and increase physical activity.</li> </ul>
Healthy Relationships	<p><b>Healthy People 2020:</b></p> <ul style="list-style-type: none"> <li>• <i>Healthier food access:</i> (NWS-2) Increase the proportion of schools that offer nutritious foods and beverages outside of school meals.</li> <li>• <i>Weight Status:</i> (NWS-8) Increase the proportion of adults who are at a healthy weight, (NWS-9) Reduce the proportion of adults who are obese, (NWS-10) Reduce the proportion of children and adolescents who are considered obese, (NWS-11) Prevent inappropriate weight gain in youth and adults.</li> <li>• <i>Food insecurity:</i> (NWS-12) Eliminate very low food security among children, (NWS-13) Reduce household food insecurity and in doing so reduce hunger.</li> <li>• <i>Food &amp; Nutrient consumption:</i> (NWS-14) Increase the contribution of fruits to the diets of the population aged 2 years &amp; older; (NWS-15) Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older. (NWS-17) Reduce consumption of calories from solid fats and added sugars in the population aged 2 years and older.</li> <li>• <i>Physical Activity:</i> (PA-1) Reduce the proportion of adults who engage in no leisure-time physical activity, (PA-8) Increase the proportion of children and adolescents who do not exceed recommended limits for screen time (A-15) Increase legislative policies for the built environment that enhance access to &amp; availability of physical activity opportunities.</li> </ul>
	<p><b>Healthiest Wisconsin 2020:</b></p> <ul style="list-style-type: none"> <li>• Reduce disparities in injury &amp; violence among populations of differing races, ethnicities, sexual identities &amp; orientations, gender identities, educational or economic status.</li> <li>• Establish a norm of sexual health &amp; reproductive justice across the life span as fundamental to the health of the public.</li> <li>• Establish social, economic and health policies that improve equity in sexual health &amp; reproductive justice.</li> </ul>
	<p><b>Healthy People 2020:</b></p> <ul style="list-style-type: none"> <li>(AH-3) Increase the proportion of adolescents who are connected to a parent or other positive adult caregiver.</li> <li>(PA-8) Increase the proportion of children and adolescents who do not exceed recommended limits for screen time.</li> </ul>

High-Risk Drinking	<p><b>Healthiest Wisconsin 2020 Objectives:</b></p> <ul style="list-style-type: none"> <li>• Reduce unhealthy and risky alcohol and other drug use by changing attitudes, knowledge, and policies, and by supporting services for prevention, screening, intervention, treatment &amp; recovery.</li> <li>• Assure access to culturally appropriate and comprehensive prevention, intervention, treatment, recovery support and ancillary services for underserved and socially disadvantaged populations who are at higher risk for unhealthy and risky alcohol and other drug use.</li> </ul> <p><b>Healthy WI 2020 Goal: Prevent and reduce underage and excessive alcohol consumption.</b></p> <ul style="list-style-type: none"> <li>• <i>Objectives:</i> Reduce heavy and binge drinking among adults 18 years and older and reduce alcohol-related deaths.</li> </ul> <p><b>Healthy People 2020 Objectives:</b></p> <p>(SA-1) Reduce the proportion of adolescents who report they rode, during the past 30 days, with a driver who had been drinking alcohol.</p> <p>(SA-14) Reduce the proportion of persons engaging in binge drinking of alcoholic beverages.</p> <p>(SA-15) Reduce the proportion of adults who drank excessively in the previous 30 days.</p> <p>(SA-16) Reduce average annual alcohol consumption.</p> <p>(SA-17) Decrease the rate of alcohol-impaired driving (.08+ blood alcohol content [BAC]) fatalities.</p>
Mental Health	<p><b>Healthiest Wisconsin 2020 Objectives:</b></p> <ul style="list-style-type: none"> <li>• Reduce disparities in suicide and mental health disorders for disproportionately affected populations, including those of differing races, ethnicities, sexual identities &amp; orientations, gender identities, educational or economic status.</li> <li>• Reduce the rate of depression, anxiety &amp; emotional problems among children with special health care needs.</li> </ul> <p><b>Healthy WI 2020 Goal: Prevent suicide.</b></p> <ul style="list-style-type: none"> <li>• <i>Objectives:</i> Reduce suicide rate, reduce suicide attempts, and increase and enhance protective factors.</li> </ul> <p><b>Healthy People 2020 Objectives:</b></p> <p>(MHMD-1) Reduce the suicide rate.</p> <p>(MHMD-2) Reduce suicide attempts by adolescents.</p>
Oral Health	<p><b>Healthiest Wisconsin 2020 Objectives:</b></p> <ul style="list-style-type: none"> <li>• Assure access to ongoing oral health education and comprehensive prevention, screening and early intervention, and treatment of dental disease in order to promote healthy behaviors and improve and maintain oral health.</li> <li>• Assure appropriate access to effective and adequate oral health delivery systems, utilizing a diverse and adequate workforce, for populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status and those with disabilities.</li> </ul> <p><b>Healthy People 2020 Objectives:</b></p> <p><i>Oral Health of Children &amp; Adolescents:</i></p> <p>(OH-1) Reduce the proportion of children and adolescents who have dental caries experience in their primary or permanent teeth.</p> <p>(OH-2) Reduce the proportion of children and adolescents with untreated dental decay.</p> <p><i>Access to preventable services:</i></p> <p>(OH-7) Increase the proportion of children, adolescents, and adults who used the oral health care system in the past year.</p>
Substance Abuse	<p><b>Healthiest Wisconsin 2020 Objectives:</b></p> <ul style="list-style-type: none"> <li>• Reduce unhealthy and risky alcohol and other drug use by changing attitudes, knowledge, and policies, and by supporting services for prevention, screening, intervention, treatment and recovery.</li> <li>• Assure access to culturally appropriate and comprehensive prevention, intervention, treatment, recovery support and ancillary services for underserved and socially disadvantaged populations who are at higher risk for unhealthy and risky alcohol and other drug use.</li> <li>• Reduce tobacco use and exposure among youth and young adults by 50 percent.</li> </ul> <p><b>Healthy WI 2020 Goal: Prevent and reduce smoking and use of other tobacco products.</b></p> <ul style="list-style-type: none"> <li>• <i>Objective:</i> Reduce use of other tobacco products by youth.</li> </ul> <p><b>Healthy People 2020 Objectives:</b></p> <p>(SA-1) Reduce the proportion of adolescents who report they rode, during the previous 30 days, with a driver who had been drinking alcohol.</p> <p>(SA-2) Increase the proportion of adolescents never using substances.</p> <p>(SA-3) Increase the proportion of adolescents who disapprove of substance abuse.</p> <p>(SA-4) Increase the proportion of adolescents who perceive great risk associated with substance abuse.</p> <p>(SA-14) Reduce the proportion of persons engaging in binge drinking of alcoholic beverages.</p> <p>(SA-19) Reduce the past-year nonmedical use of prescription drugs.</p>

# Acknowledgements

**Thanks to all the individuals & organizations for help developing and approving the CHIP and for their dedication of time & expertise to implement goals and objectives listed in the plan!**

- AIDS Resource Center of WI- Eau Claire
- Aging & Disability Resource Center of Eau Claire Co
- Alliance for Substance Abuse Prevention
- Anu Family Services
- Altoona School District
- Anthem Blue Cross Blue Shield
- Augusta School District
- Bicycle/Pedestrian Advisory Committee
- Bolton Refuge House
- Boys & Girls Club of the Greater Chippewa Valley
- Bright Smiles of Wisconsin
- Children's Health Alliance of Wisconsin
- Children's Hospital of Wisconsin
- Children's Mental Health Alliance
- Chippewa County
- Chippewa County Department of Public Health
- Chippewa Valley Free Clinic
- Chippewa Valley Pickleball Association
- Chippewa Valley Technical College
- City of Altoona
- City of Eau Claire
- City of Eau Claire Police Department
- Clear Vision-Poverty Summit
- Community Members
- Department of Human Services
- Eau Claire Area Hmong Mutual Assistance Assoc.
- Eau Claire Area School District, School Board and Early Learning Programs
- Eau Claire City Council
- Eau Claire City-County Health Department
- Eau Claire City-County Board of Health
- Eau Claire Chamber
- Eau Claire Coalition for Youth
- Eau Claire County Board
- Eau Claire County Department of Human Services
- Eau Claire County District Attorney
- Eau Claire County Juvenile Detention Center
- Eau Claire County Planning & Development
- Eau Claire County Restorative Justice
- Eau Claire County Sheriff's Department
- Eau Claire Parks, Recreation & Forestry Dept.
- Eau Claire Police Department
- Eau Claire YMCA
- Fall Creek School District
- Family Resource Center for Eau Claire County
- Family Support Center
- Group Health Cooperative of Eau Claire
- Historic Randall Park Neighborhood Assoc.
- Hunger Prevention Coalition
- HSHS Sacred Heart & St. Joseph's Hospital
- Joining our Neighbors Advancing Hope (JONAH)
- Juvenile Detention Center
- Lake Street Methodist Church
- LE Phillips Senior Center
- Lutheran Social Services
- Marshfield Clinic Health System
- Mayo Clinic Health System
- Mosaic Counseling Group
- NAMI Chippewa Valley
- Northlakes Clinic
- Northwest Wisconsin Dental Hygienists Assoc.
- Family Health Center of Marshfield
- Prevea Health
- Security Health Plan
- Smiles for Eau Claire County LLC
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- The Community Table
- United Healthcare
- United Way of the Greater Chippewa Valley
- University of Wisconsin-Eau Claire
- University of Wisconsin-Extension
- University of Wisconsin-Stout
- Wisconsin Department of Natural Resources
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- West Central Wisconsin Regional Planning Commission
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- Western Region Division of Public Health
- Youth Advocates
- **And Many More!!**

**Special thanks to the Co-Chairs of the Eau Claire Healthy Communities Council and Action Teams who helped create our community health improvement plan.**

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## Accomplishments (2015–2018)

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Eau Claire Healthy Communities has contributed to the state vision of *everyone living better, longer*. Since the *2015 Community Health Improvement Plan*, it has implemented many diverse initiatives that have impacted policies, systems, and the environment. Listed below are a few accomplishments of the *2015–2018 Community Health Improvement Plan (CHIP)* that Eau Claire Healthy Communities has successfully achieved. Successes and lessons learned from the *2015–2018 CHIP* influenced the goal, objectives and strategies selected by the Action Teams for the *2018–2021 CHIP*.

### Chronic Disease Prevention

- Participated in the FNV (Fruits and Veggies) campaign with Chippewa and Dunn County coalitions and implemented a Healthy Corner Stores Project at nine convenience or small grocery stores across the 3 counties.
- Partnered with Chamber of Commerce to offer four Workplace Wellness Learning Circles each year to Eau Claire Chamber members with over 100 participants.
- Assisted in completion of the Cannery District Health Impact Assessment to understand how to best incorporate health into the process for developing and planning the spaces where we live, work, and play.
- Hosted the annual BE (Built Environment) Fit Forum in 2014 and 2015 to build awareness on how places can positively influence healthy choices and health outcomes.
- Hosted the Chippewa Valley Wavemaker Rally, an event supported by the statewide coalition, HealthTIDE, to build relationships and accelerate action around food environment. Over 60 attendees from Chippewa, Dunn and Eau Claire counties attended.



## Healthy Relationship Promotion

- Developed a resource toolkit for youth-serving professionals and parents that directs them to reputable information about healthy relationships for teens, and to local resources in the Chippewa Valley.
- Launched *Safe Dates* program in Eau Claire County in 2016. *Safe Dates* is an evidence-based program that teaches teens how to prevent or intervene in teen dating abuse. Since fall of 2016, over 244 youth have received at least one session of Safe Dates. Over 75% of youth stated they learned about positive, healthy relationships from the program.
- Participated in the Healthy Wisconsin Leadership Institute's Community Teams Program to increase and develop collaborative leadership skills, which led to the development of a video to increase awareness of healthy relationship promotion.



## High-Risk Drinking Prevention

- Organized a campaign, "The Cost of Alcohol," to raise awareness about how personal behaviors affect individual and community health.
- Hosted an event in partnership with local Kubb leagues to promote use of the "Hello Sunday Morning" app, an initiative to encourage people to evaluate their relationship with alcohol by taking a break from drinking or simply cutting back.
- Reviewed social host, sober server, alcohol licensing, and public impairment policies/ordinances to assess the capacity, the need for, and the community's readiness for implementation of one of these policies/ordinances.
- Provided presentations on what high-risk drinking is, as well as costs and consequences, to **12** groups, reaching **343** people in 2014 and 2015.
- **Over 915 people** completed a confidential self-assessment about their alcohol use. After taking the assessment, they received feedback tailored to their assessment. This team also held focus groups with **45 high-risk drinkers**. Data collected provided evidence to utilize *Hello Sunday Morning*, a motivational app and social media website that allows people to reflect on their personal relationship with alcohol.



## Mental Health

- Participated in #BeThe1To campaign with a YouTube video that featured people within in the community of differing backgrounds telling how they will #BeThe1To start conversations to help someone who may be contemplating suicide. On Facebook the video reached over 5,000 people, had nearly 2,000 views, 85 “likes”, 34 “loves”, 15 comments, and 43 shares. Watch at <https://www.youtube.com/watch?v=EHDjSNtGY8Y&feature=youtu.be>
- Partnered with the Eau Claire County BRAIN Team and Eau Claire Coalition for Youth to host the Spotlight on Children & Adolescents Mental Health Summit in Fall 2016. This summit focused on children’s mental health and gave many community partners the opportunity to discuss how they can work together to set up our children for a lifetime of mental wellness. Over 150 participants attended the summit from a variety of sectors.
- Collaborated with multiple organizations to offer QPR (Question, Persuade, Refer) suicide prevention trainings to **over 700 community members** (since May 2015) to reduce stigma around mental health and to increase knowledge of suicide warning signs.
- Developed a [mental health guide](#) to help people looking to access mental health services in the community as well as an [English-Hmong Mental Health glossary](#) to develop a uniform translation of mental health terminology in the Hmong language.



## Oral Health Promotion

- Discussed standards of oral healthcare during pregnancy with local dentists and dental hygiene students, which led to an increase in knowledge of oral healthcare during pregnancy as well as the creation of a referral list of dental clinics that accept and treat pregnant women according to standards and of clinics that accept medical assistance (MA).
- Hosted two interprofessional events with primary care providers, pediatricians, and dentists.
- Partnered with the Alliance for Substance Abuse Prevention to host a *Dose of Reality* event at Chippewa Valley Technical College.
- Partnered with WIC and local Amish community to develop and distribute an educational packet and books that provide information about the importance of oral healthcare for young children. Since 2017, we have distributed books and information to over 140 families and around 20 Amish families.



# Get Involved!

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- Fill out a "Get Involved" form on our website ([www.echealthycommunities.org](http://www.echealthycommunities.org)) to join an Action Team or the Council.
- Action Teams meet monthly to move forward with health priorities.
- Council meets bi-monthly to provide Action Team support, networking, leadership/training opportunities, community updates and much more!
- Many community organizations & individuals serve on an Action Team and/or serve on the Council.



View the calendar on our [website](#) to find more details about a meeting or event.



Read our Council and Action Team meeting minutes to see what's going on. Find them on our [website](#).



- Take action to improve health!
- Write a letter to the editor.
- Contact your policy maker.
- Think about how your organization could be involved with Eau Claire Healthy Communities.



Not sure how to be involved?

Contact us at [healthy.communities@co.eau-claire.wi.us](mailto:healthy.communities@co.eau-claire.wi.us) or 715-839-2869!

## Data Sources

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- <sup>3</sup> *Wisconsin Nutrition, Physical Activity, & Obesity State Plan*, [www.dhs.wisconsin.gov/publications/po/p00507a.pdf](http://www.dhs.wisconsin.gov/publications/po/p00507a.pdf).
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- <sup>25</sup> 2018 Eau Claire Community Health Assessment. <http://www.ci.eau-claire.wi.us/departments/health-department/about-us/eau-claire-city-county-community-health-assessments/>
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- <sup>27</sup> 2017 County Health Rankings (DHS-Wisconsin Interactive Statistics on Health, 2012-2014)
- <sup>28</sup> Eau Claire City-County Department of Public Health (2017)
- <sup>29</sup> Eau Claire County Youth Behavior Risk Factor Survey (2017)
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- <sup>33</sup> 2017 County Health Rankings (DHS-Wisconsin Family Health Survey 2015)

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- <sup>38</sup> 2018 Eau Claire Community Health Assessment. <http://www.ci.eau-claire.wi.us/departments/health-department/about-us/eau-claire-city-county-community-health-assessments/>
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- <sup>43</sup> Eau Claire County Youth Behavior Risk Factor Survey (2017)



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Adopted: 11/20/2018  
Date updated/revised: 11/20/2018

An aerial photograph of Eau Claire County, Wisconsin, showing a mix of urban and suburban areas with various buildings, streets, and green spaces. A large, semi-transparent green circle is overlaid on the right side of the image, serving as a background for the text.

**2021**

# **Eau Claire County**

**COMMUNITY HEALTH  
ASSESSMENT**

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Cover Image by Think Eau Claire.

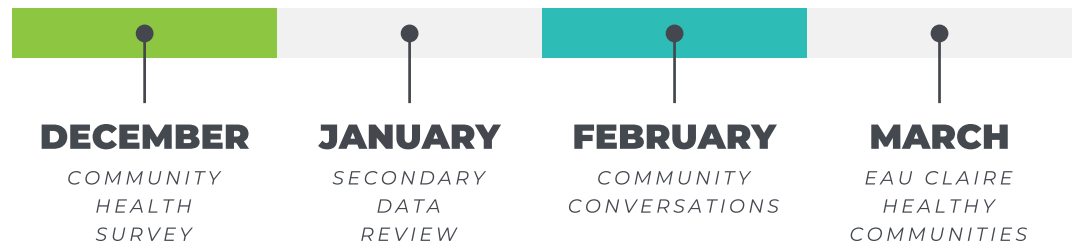
# EXECUTIVE SUMMARY

The World Health Organization has defined health as “a state of complete physical, social, and mental well-being, and not merely the absence of disease or infirmity” (WHO, 1948). As a condition of their tax-exempt status, non-profit hospital systems are required to conduct a Community Health Needs Assessment every three years and adopt implementation strategies to meet the health needs identified through the assessment process. Likewise, both state regulations and federal accreditation standards require public health departments to conduct a Community Health Assessment every five years. In conducting local health evaluations, organizations must gather information from various sectors of the community, summarize the input received, and describe the community resources that may be available to help address the health needs identified.

The 2021 Eau Claire County Community Health Assessment (CHA) was conducted collaboratively by the Community Health Assessment Planning Partnership Committee (also referred to in this report as the CHA partners). This partnership, which includes county health departments, local healthcare facilities, and community organizations, was established to optimize the coordination and use of resources while reducing duplicative efforts. Although this report is specific to Eau Claire County, the CHA partners used a parallel process to assess health needs in Chippewa County as well. The shared process in Chippewa and Eau Claire counties recognizes overlapping service areas and resources in these communities.

The purpose of the assessment process is to identify and prioritize significant community health needs, as well as to identify potential resources to address those needs. The CHA partners factored data from several sources into a prioritization matrix to identify those health areas on which to focus local health improvement efforts. Those sources included a Community Health Survey; secondary health data involving local and national comparisons; a series of virtual Community Conversations with county residents and stakeholders; and Eau Claire Healthy Communities, a local coalition that promotes the health and well-being of individuals, families, and communities in Eau Claire County. Each of these sources examined 14 health areas based on the state health plan ([Healthiest Wisconsin 2020](#)). This process involving the four primary inputs in conjunction with the weighted matrix identified the following top priorities: **Drug Use, Mental Health, Alcohol Misuse, Obesity, and Healthy Nutrition.**

## TIMELINE



The Community Health Assessment in turn serves as an input to the three-year, county-wide Community Health Improvement Plan (CHIP), which includes goals, measurable objectives, and implementation strategies that address the county's top health priorities. Data from this report will be used by Eau Claire Healthy Communities to create the plan. While the assessment itself involves county residents in identifying which health areas most need improvement, the CHIP process provides an opportunity for community members to determine how to make those improvements in Eau Claire County. In addition, each of the CHA partners will use information gathered during the assessment process to inform the work of their organizations. The results of this assessment thus will be used individually and jointly by the partner organizations to develop and implement plans for improving community health in the identified priority areas.

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# ACKNOWLEDGEMENTS

The Community Health Assessment (CHA) Planning Partnership Committee consisted of representatives from nine community organizations in Eau Claire and Chippewa counties. These organizations signed a Memorandum of Understanding (MOU) that outlined agreed upon goals, activities, and contributions from each of the partner organizations. The Eau Claire City-County Health Department served as the fiscal agent for the partnership and contracted for a part-time, limited-term project manager to facilitate and coordinate the assessment process.

Members of the Community Health Assessment Planning Partnership Committee included:

<b>Laura Baalrud</b>	Outreach Facilitator, HSHS Sacred Heart Hospital and St. Joseph's Hospital; Director of Chippewa Health Improvement Partnership
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<b>Andy Neborak</b>	Executive Director, United Way of the Greater Chippewa Valley
<b>Maria Seibel</b>	Community Engagement and Wellness Specialist, Mayo Clinic Health System

Several individuals also supported this process by providing technical assistance behind the scenes and/or during meetings. These included Peggy O'Halloran, Evaluator, Eau Claire City-County Health Department; Gina Schemenauer, Public Health Specialist, Eau Claire City-County Health Department; Ashley Hahn, Intern, Eau Claire City-County Health Department; Cortney Nicholson, Community Health Educator, Eau Claire City-County Health Department; and Nikki Hoernke, Community Health Planning Promotion Specialist, Chippewa County Department of Public Health.

In addition, we benefited from the assistance of several other organizations and individuals who helped publicize, distribute, and collect the Community Health Survey and share information about the Community Conversations with county residents and stakeholders.

Finally, we could not have completed the assessment process without the active involvement of numerous professionals and members from the community at large – including those who completed the Community Health Survey, engaged in Community Conversations, and/or participated in the Eau Claire Healthy Communities discussion and prioritization exercise.



## COMMUNITY PROFILE

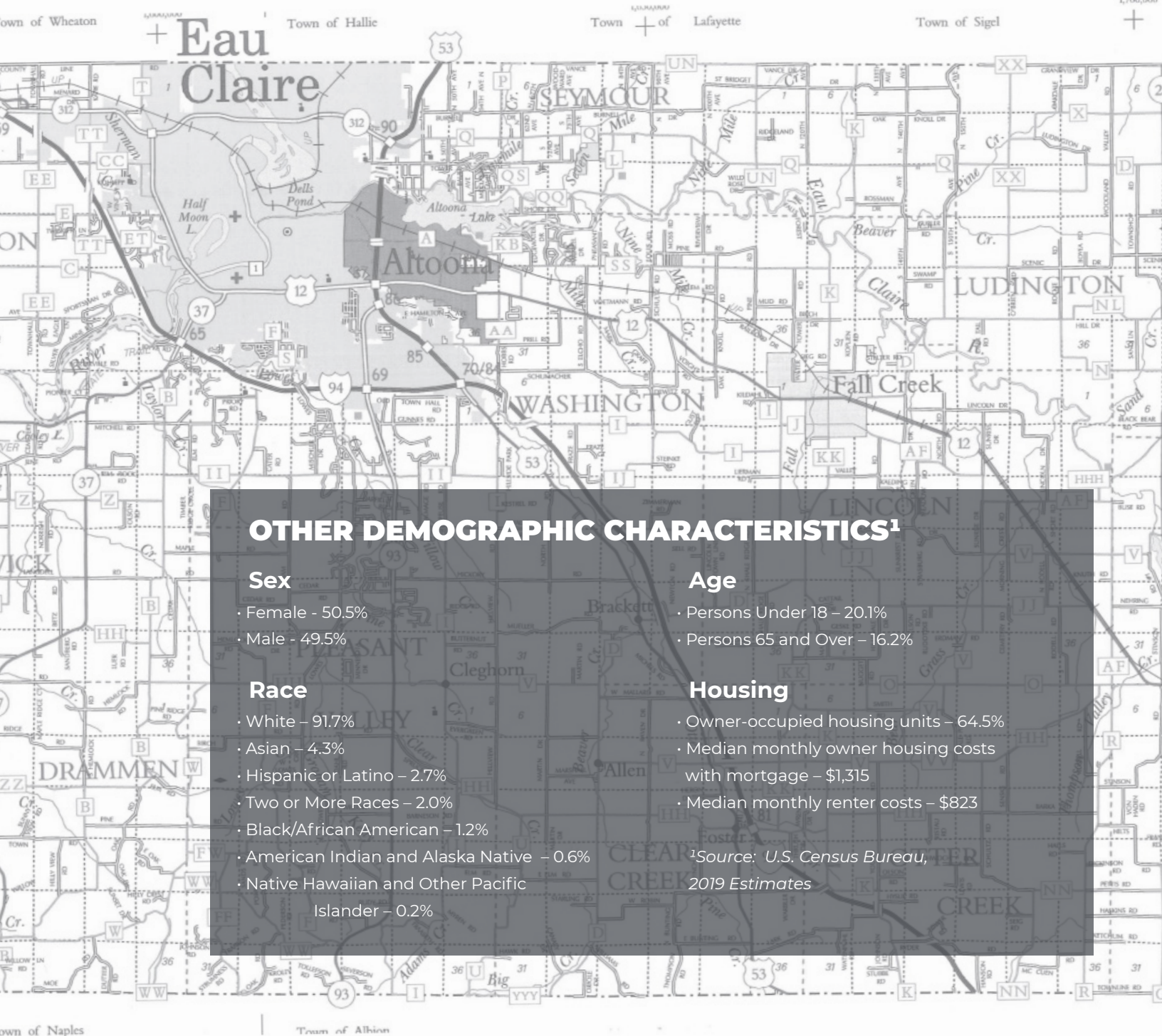
### EAU CLAIRE COUNTY

Named after the “clear water” of the Eau Claire River, Eau Claire County covers 638 square miles of land in the Chippewa Valley of west-central Wisconsin. The county is comprised of three cities (Altoona, Augusta, and Eau Claire), two villages (Fairchild and Fall Creek), and 13 townships. Bordering counties include Chippewa to the north; Dunn and Pepin to the west; Buffalo, Trempealeau, and Jackson to the south; and Clark to the east. As of 2019, the U.S. Census Bureau estimated the county’s population to be 104,646.<sup>1</sup>

Eau Claire, the county seat, is home to nearly two-thirds (68,802) of the county population and encompasses 32 square miles.<sup>1</sup> The city lies approximately 90 miles east of the Minneapolis/St. Paul (MN), 200 miles west of Green Bay, and 90 miles north of La Crosse (WI). Major transportation corridors through the area include Interstate 94 and U.S. Highway 53.

Major industries include health care, social services, retail trade, manufacturing, and education. The health care sector alone employs thousands of area residents through the Mayo Clinic Health System, Marshfield Clinic Health System, HSHS Sacred Heart Hospital, Prevea Health, OakLeaf Medical Network, and smaller medical facilities. Median household income within the county is \$59,476, with 10.6% of the population estimated to live in poverty.<sup>1</sup> According to United Way’s ALICE (Asset Limited, Income Constrained, Employed) Report, 25% of Eau Claire County households in 2018 earned more than the federal poverty level but less than the basic cost of living.

The University of Wisconsin-Eau Claire and Chippewa Valley Technical College serve as significant hubs of higher education within the county. Nearly one-third of residents aged 25 and older have earned at least a bachelor’s degree, while approximately 94 percent of the 25+ population have received a high school diploma (or its equivalent).<sup>1</sup>



## OVERVIEW

This Community Health Assessment represents the combined efforts of CHA partners in Chippewa and Eau Claire counties. Since both public health departments and non-profit hospital systems are required to conduct such assessments, collaborating on this process reduces duplication of effort, avoids overwhelming the public with numerous, similar surveys and meetings, produces a common understanding of community needs, and fosters synergy in addressing those needs.

As referenced in the **Acknowledgements** section of this report, partners in this effort included:

- **Chippewa County Department of Public Health**
- **Chippewa Health Improvement Partnership**
- **Eau Claire City-County Health Department**
- **Eau Claire Healthy Communities**
- **HSHS Sacred Heart Hospital**
- **HSHS St. Joseph's Hospital**
- **Marshfield Clinic Health System**
- **Mayo Clinic Health System**
- **United Way of the Greater Chippewa Valley**

The 2021 report represents the third consecutive three-year cycle these organizations have worked together on the CHA. These partners also produced joint reports in 2015 and 2018. Each of the public health departments and hospitals, as well as United Way, signed the MOU outlining the purpose of the collaboration and the commitment of each organization. Specifically, each of these organizations provided both a financial contribution and in-kind resources in the form of organizational support (personnel and expertise) to this effort. The two coalitions – Chippewa Health Improvement Partnership and Eau Claire Healthy Communities – provided direct support through participation in the prioritization process; these coalitions also were represented indirectly in the planning partnership by members who also work for one of the other partner organizations.

The Eau Claire City-County Health Department (ECCCHD) served as the fiscal agent for this initiative. In this role, ECCCHD hired a part-time project manager to guide the CHA process, including survey development and distribution, data collection, public meeting facilitation, media contacts, and report writing. Other project expenses included office supplies, advertising, graphic design, and printing.

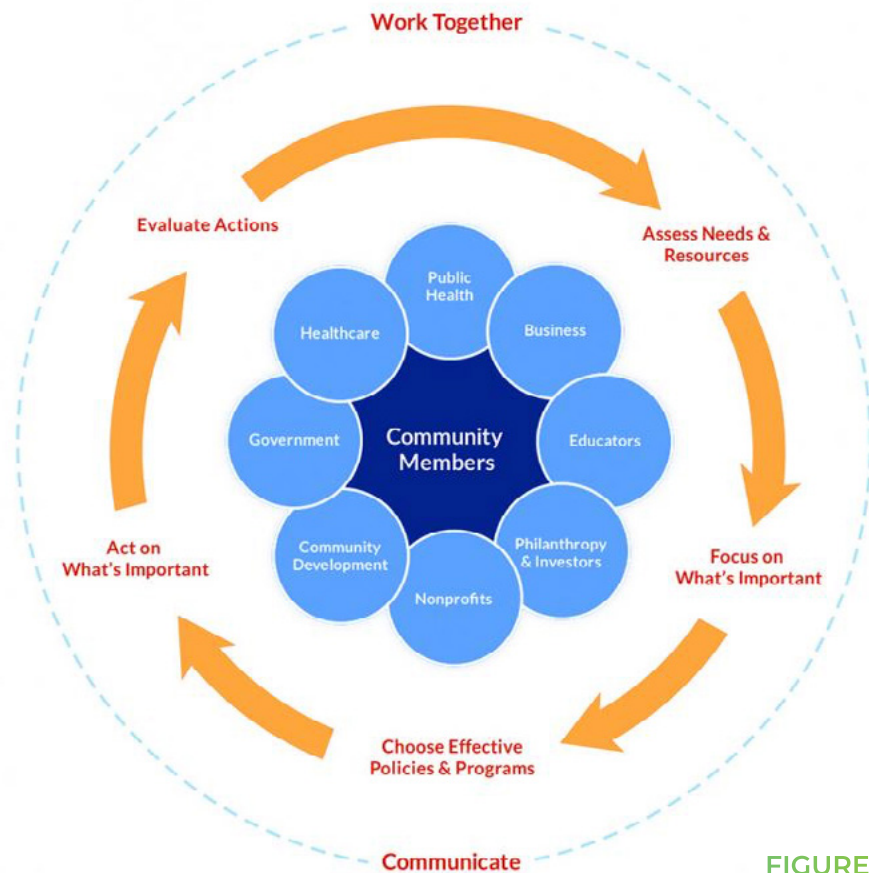
The CHA partners convened in September 2020 and met bi-monthly until May 2021 to plan and implement the assessment. Due to COVID-19, all planning and public meetings were held virtually – the first time this process has been conducted almost entirely online.

The purpose of the CHA was to engage the public systematically in the identification of health needs and priorities in each county, as well as to encourage participation in positive change through involvement in one of the local health coalitions (Chippewa Health Improvement Partnership or Eau Claire Healthy Communities) or another organization working to address these issues. The results of the CHA serve as the foundation for selecting projects and strategies to improve community health overall, as well as to advance outcomes for specific populations. In particular, coalitions will use data collected through this process to identify and address health disparities and inequities within the county.

The CHA partners modeled their work after the [County Health Rankings and Roadmaps](#) Take Action Cycle. As illustrated in FIGURE 1, this cycle depicts a series of steps for transforming community health. This continuous sequence begins with working together to assess community needs and resources and establish points of focus (i.e., set priorities). Communication with and among diverse stakeholders is essential to effective transformation.



For this assessment, the process involved identifying top health priorities through the public evaluation of 14 different health areas based on the state health plan ([Healthiest Wisconsin 2020](#), Wisconsin Department of Health Services). Due to longstanding concerns about both drug use and alcohol misuse and the recognition that community members may hold different perceptions about these issues, the CHA process in Chippewa and Eau Claire counties broke these into separate health areas (versus combining them, as in the state health plan). For similar reasons, the local process also separated out obesity from chronic disease. The 14 health areas evaluated through the CHA process were:



**FIGURE 1 -  
Take Action Cycle**

*Source: County Health Rankings*

- **Alcohol Misuse**
- **Chronic Disease Prevention and Management**
- **Communicable Disease Prevention and Control**
- **Drug Use**
- **Environmental and Occupational Health**
- **Healthy Growth and Development**
- **Healthy Nutrition**
- **Injury and Violence Prevention**
- **Mental Health**
- **Obesity**
- **Oral Health**
- **Physical Activity**
- **Reproductive and Sexual Health**
- **Vaping/Tobacco Use and Exposure**

The CHA partners used several methods to collect both qualitative and quantitative information through the assessment process. The four primary strategies utilized for gathering the data needed to complete this report involved distributing a Community Health Survey, compiling secondary data (health comparisons), holding Community Conversations, and meeting with health coalitions (Chippewa Health Improvement Partnership and Eau Claire Healthy Communities). These sequential steps essentially built on each other, as participants in the Community Conversations reviewed both survey results and secondary (local, state, and national) health data, while the coalition meetings also incorporated discussion about themes and priorities emerging from the Community Conversations.

# COMMUNITY HEALTH ASSESSEMENT (CHA) TIMELINE

September 2020	Planning partnership convened to plan the CHA
December 2020	Community Health Surveys distributed online for each county
December 2020	Survey status reviewed, additional outreach conducted
January 2021	Secondary (quantitative) health care data compiled
February 2021	Community Conversations held to identify top health priorities
March 2021	Coalition meetings held to determine top health priorities
March 2021	Priority rankings finalized
May 2021	CHA report completed and publicized

## DATA COLLECTION METHODS

### COMMUNITY HEALTH SURVEY

The CHA partners began their work by developing a Community Health Survey that asked residents about their perceptions of the degree to which each health area poses a problem in their community and the reasons why they considered these areas to be problematic. “Unsure” was added to the list of possible responses this year (see sample question on next page). Respondents also were offered an opportunity on the survey to provide additional comments about each health area. Finally, the survey asked respondents to identify the top three health areas they thought were in need of improvement in their county.

While the survey largely mirrored past versions, two questions added during this cycle sought to inquire about social determinants of health (i.e., social and economic factors that may influence health outcomes). First, individuals were asked about county strengths that support community health. Next, respondents were asked about factors that contribute to community health concerns. In Eau Claire County, residents pointed to *parks, health care, and education* as the greatest community strengths and cited the *availability of resources to meet daily needs, socioeconomic conditions and poverty, and access to health care* as the greatest concerns.

The survey also asked several demographic questions to identify basic characteristics of respondents. These questions centered around age, gender, race, ethnicity, income, education, employment, housing, and household composition. While these questions were optional, approximately 75% of



respondents chose to answer these questions. Responses indicated survey takers were most likely to be White, non-Hispanic females in their 30s, 40s, or 50s residing in or near the City of Eau Claire. Residents who completed the survey also tended to have at least a bachelor's degree; be employed full-time; report a higher household income; and own a home. Sixty percent of respondents came from one- or two-person households, and nearly two-thirds reported no children under 18 in the household. This information provided insight into which sectors of the population did – and did not – complete the survey. [Appendix I](#) compares the demographic profile of survey respondents with that of the county as a whole.

Several versions of the survey were developed, including full-length, online versions in both English and Spanish on SurveyMonkey and both full-length and “short” paper versions in English and Spanish. The alternate versions were developed as a strategy to solicit greater feedback from non-English speakers and individuals with limited computer access or proficiency. Descriptions of the health areas were simplified per the recommendations of Wisconsin Health Literacy to aid in reading comprehension. [Appendix II](#) provides the short English version of the survey.

The CHA partners conducted survey outreach through a variety of methods. These included sharing the SurveyMonkey site through partner distribution lists (including dozens of community organizations), websites, and social media; purchasing ads through Volume One and Facebook; distributing flyers through community organizations such as Feed My People; conducting specific outreach to vulnerable populations through groups such as JONAH (Joining Our Neighbors Advancing Hope), El Centro and the Eau Claire Area Hmong Mutual Assistance Association; and distributing paper surveys through the Aging and Disability Resource Center (via Meals on Wheels) and Eau Claire County Jail. A press release to local media outlets also accompanied release of the survey. Precautions around COVID-19 prevented the more targeted, in-person outreach efforts conducted during past assessment cycles, and the heavy reliance on virtual communication appeared to pose a significant obstacle to more comprehensive community outreach and survey completion.

A total of 976 Eau Claire County residents – slightly more than half of the number from 2018 – completed the survey. Another 128 individuals answered only the first two questions of the survey

## sample question

### HOW BIG OF A PROBLEM IS HEALTHY NUTRITION IN YOUR COMMUNITY?

Not a problem ☐

Slight problem ☐

Moderate problem ☐

Major problem ☐

Unsure ☐

(pertaining to residency), and these surveys were excluded from the total count, as were another 97 responses that indicated residency in neither Chippewa or Eau Claire counties (non-residents were not allowed to complete the survey).

Those health areas identified most frequently as a “major” concern by survey takers included *Mental Health, Drug Use, and Alcohol Misuse*, followed by *Obesity* and *Communicable Disease Prevention and Control*. As shown in FIGURE 2, *Mental Health, Drug Use, Alcohol Misuse*, and *Obesity* topped the list of health areas most in need of improvement (followed by *Healthy Nutrition*).

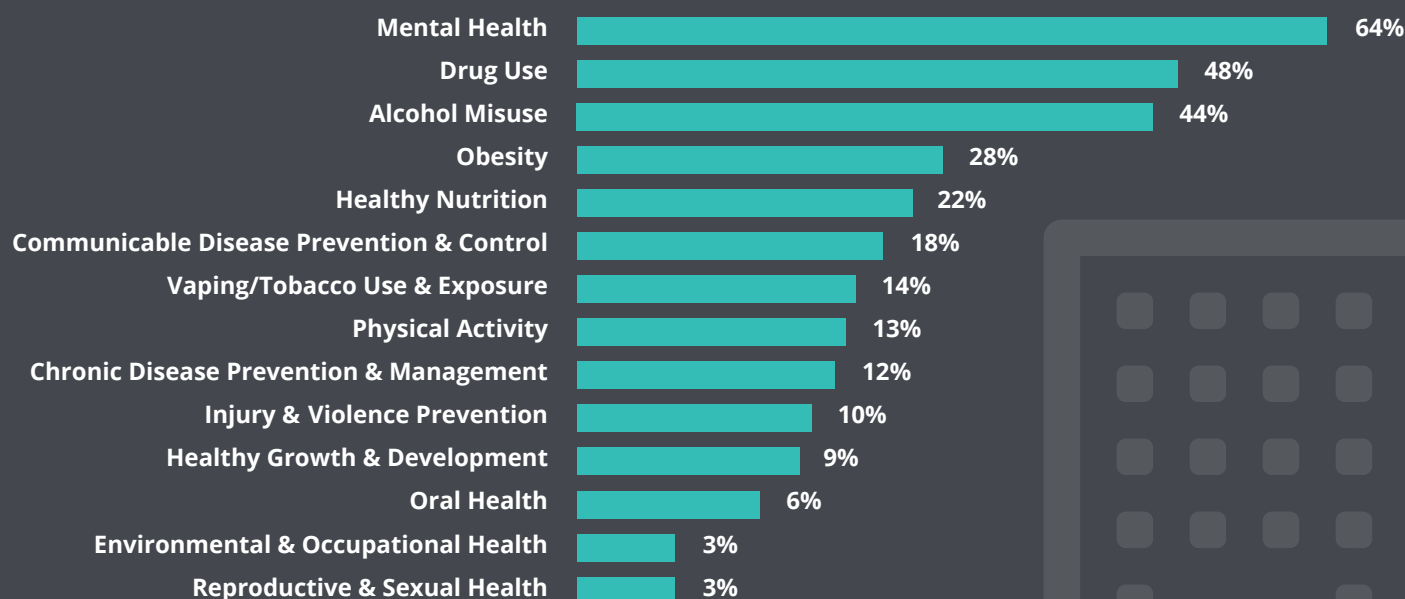


FIGURE 2 - Community Health Survey Prioritization

## SECONDARY DATA

The next step in the assessment process involved the collection and review of local, state, and national data comparisons in each of the 14 health areas. Although most of these performance indicators followed the recommendations of the Wisconsin Association of Local Health Departments and Boards, the core set of measures was modified based on recent data availability and comparability (based on sources and timeframes). Data sources included the [2020 County Health Rankings](#), Centers for Disease Control and Prevention ([Behavioral Risk Factor Surveillance System](#), [Youth Risk Behavior Surveillance System](#), etc.), Wisconsin Department of Health Services, and other public resources.

The information collected through this process provided an objective manner in which to measure overall county health in each of the focus areas. This data, in combination with the survey results,

formed the basis for discussion during the subsequent Community Conversations. Comparisons between county and national data also were factored into the final health area prioritization.

[Appendix III](#) lists the entire core dataset. Since time limitations prohibited review of every measure during the Community Conversations and coalition meeting, those discussions referenced just a snapshot of the data available for each health focus area. The more comprehensive data compilation remains available for use by Eau Claire Healthy Communities and other organizations and coalitions as they seek to target their efforts and measure progress in community health over time.

NOTE: The Community Health Survey results reveal local perceptions about each of the 14 health areas, while county, state, and national health data comparisons provide some context for understanding the extent to which these areas are problematic in Eau Claire County. The **Health Focus Area Summaries** section of this report provides an overview of both resident perceptions and key secondary data.

## COMMUNITY CONVERSATIONS

The survey results and secondary data points were presented during a series of three online public Community Conversations in February. Sessions were held at different times – morning, afternoon, and evening – over the course of two days (Feb. 9 and 10) to provide multiple opportunities for participation. Once again, these events were publicized widely through e-mail, websites, social media, and other means. The CHA partners conducted outreach to and through health care and other service providers, local government, libraries, senior centers, educational institutions, churches, and the Chamber of Commerce, among other community organizations. A press release to local media outlets also preceded the conversations.

These sessions provided an opportunity to dig deeper into local health impacts and prioritization criteria through focused breakout room discussions. The CHA partners facilitated these small groups to help participants work through a series of questions intended to pinpoint community health needs. These groups then reconvened in the large group and reported out major discussion points. Each session culminated in an online health focus area prioritization poll.

Once again, participants indicated the top three health areas they would like to target for improvement in Eau Claire County. *Mental Health, Drug Use, Alcohol Misuse, Healthy Nutrition, and Chronic Disease*

### discussion questions

#### **WHICH HEALTH AREAS HAVE THE LARGEST COMMUNITY IMPACT?**

*Consider which areas have a high number of people affected, which areas affect certain groups more than others, and how big the problem is in our community.*

#### **WHICH HEALTH AREAS HAVE THE MOST SERIOUS IMPACT?**

*Which areas result in disability, death, have long-term effects, or need action right now? Is the problem getting worse? Will the problem get worse if no action is taken?*

#### **WHICH AREAS ARE OUR COMMUNITY READY TO CHANGE?**

*Will the community accept new or added programs? Are new programs wanted in certain areas? Is change on a local level reasonable?*

*Prevention and Control* topped this list (see FIGURE 3). Forty-four individuals, representing many different sectors of the community (health care, education, hunger relief, aging, etc.), participated in the prioritization exercise.

An evaluation conducted following the Community Conversations provided participants with an opportunity to indicate interest in joining Eau Claire Healthy Communities to work on addressing priority health needs. Nearly half of respondents indicated they were or may be interested in joining this coalition, which uses health data and best practices to promote the well-being of individuals, families, and communities in the county.

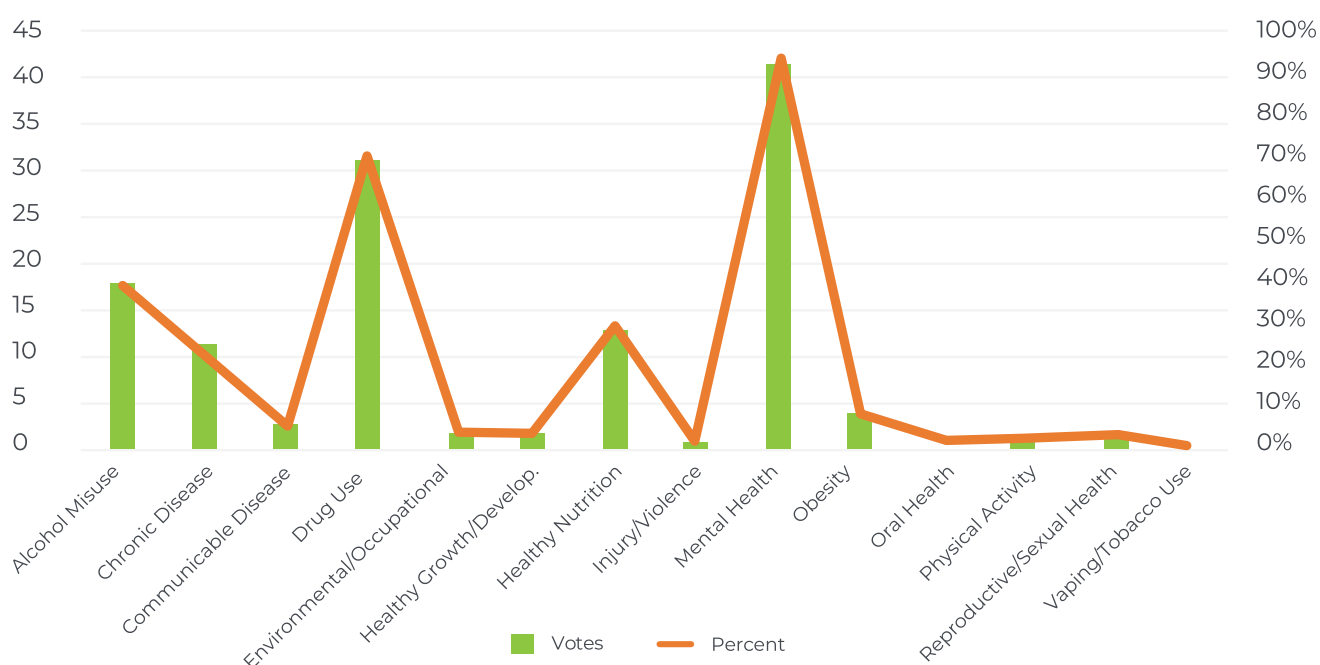


FIGURE 3 - Community Conversations Prioritization

## COALITION MEETING

Meeting with members of Eau Claire Healthy Communities served as the final major step of the assessment process. The CHA project manager provided an overview of the previous three components to more than a dozen coalition members on March 11. This background provided context for additional small group discussions. Those present represented a wide range of community backgrounds and health interests, lending broad expertise to this exercise. The CHA partners facilitated virtual breakout room discussions around the same set of questions posed during the Community Conversations and then summarized key takeaways upon reconvening the full group. Prior to adjourning, participants indicated their top three health priorities via an online poll.

Once again, *Mental Health* dominated both the online discussion and voting landscape, and consensus around the importance of addressing this issue was near unanimous. *Alcohol Misuse* also received a significant majority of votes, while nearly half of participants selected *Drug Use* and *Chronic Disease* as health priorities. The interconnectedness of many health areas also emerged as a common theme within group conversations.

# FINAL PRIORITIES

As noted previously, the CHA partners used a weighted matrix to determine a priority order for each of the 14 health focus areas. This part of the process involved scoring each of the areas based on the results of the prioritization question in the survey, comparison of local and national data, and voting by participants in the Community Conversations and coalition meeting. The secondary data comparison involved an examination of comparable performance indicators using like sources and timeframes. This calculation excluded measures that lacked a direct comparison of local and national data (e.g., in some cases, only local and state or state and national data were available from the same source). A ratio system then was used to determine the degree to which Eau Claire County exceeds or falls below national averages for each of the measures. The four components were weighted as follows: Community Health Survey – 35%, secondary data – 35%, Community Conversations – 20%, and coalition (Eau Claire Healthy Communities) meeting – 10%.

Final scoring via the prioritization matrix ranked ***Drug Use, Mental Health, and Alcohol Misuse*** as the county's top health priorities. Indeed, these topics rose to the forefront of nearly every small group discussion. *Mental Health*, in particular, was noted not just for its individual impact but for its bearing on nearly every other health issue as well. Meeting participants often noted a link between *Mental Health, Drug Use, Alcohol Misuse, Physical Activity, Healthy Nutrition, Obesity, and Chronic Disease*, for example. While participants expressed a strong belief that the community is ready to make the changes needed to improve *Mental Health* and perhaps *Drug Use*, questions arose about readiness to change a long-standing culture that supports – and sometimes prides itself in – *Alcohol Misuse*. Nonetheless, these health areas easily outdistanced all others in the final ranking.



**Obesity** and **Healthy Nutrition** rounded out the top five health areas. It is important to note again that much discussion took place regarding the inter-relatedness of these issues with other health areas, including *Physical Activity* and *Chronic Disease*. Consequently, many discussion groups noted the importance of attacking “root causes” to improve health in a more comprehensive manner.

While *Communicable Disease* received more attention during this assessment cycle due to COVID-19, concern about this area was not significant enough to elevate it into the top tier of health priorities. Nonetheless, many discussion groups reported the negative impact of the pandemic on virtually every other health area.

The top five health priorities over the past three cycles are listed on the previous page, along with the 2021 ranking of the other health focus areas. These rankings reflect consistent perceptions about the highest-ranking priorities over an extended period of time.

## DATA USE

Eau Claire County has several collaborative partnerships that benefit from a wealth of community support and sustainable resources to improve programs and policies around community health. The CHA report will be used by these coalitions, as well as individual organizations, to prioritize funding applications, build on existing strengths, support continuous quality improvement, address health needs and disparities, and engage stakeholders and policy makers in system-level change to improve community health in Eau Claire County. This CHA and supporting documentation will be shared among partner organizations and made available publicly on partner and coalition websites.

Eau Claire Healthy Communities, in particular, will use this information to identify collaborative goals and evidence-based strategies that address complex health issues through development of a Community Health Improvement Plan. This plan in turn provides a framework for guiding the work of the ECHC action teams during the three-year period between health assessments.

## SOCIAL DETERMINANTS OF HEALTH

The CHA partners feel strongly about referencing Social Determinants of Health (SDOH) as a framework for understanding and improving community health. As defined by the U.S. Department of Health and Human Services, SDOH are “the conditions where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.” The national health plan, [Healthy People 2030](#), divides these factors into five separate domains as described below.

*Economic Stability* underscores the connection between financial resources and health. Consequently, issues like employment, food security, housing stability, and poverty fall under this domain.



*Education Access and Quality* links education to health and well-being. Early childhood education, literacy, high school graduation, and higher education all fall into this realm.

*Health Care Access and Quality* involves the connection between understanding health services, accessing those services, and personal health. Issues like health literacy and insurance access fall under this category.

*Neighborhood and Built Environment* involves the association between where a person lives (housing, neighborhood, and environment) to health and well-being. Examples of issues under this domain include air and water quality, transportation, and crime.

*Social and Community Context* relates health and well-being to the context within which people live, learn, work, and play. Community cohesion, discrimination, workplace conditions, and incarceration all serve as important indicators within this category.

FIGURE 4 depicts these five domains as working together to support community health.

This model recognizes that not all people receive the same opportunities to thrive and that inequity in these life conditions contributes to disparities in well-being. Consequently, improving health requires addressing the root causes that influence health outcomes. In other words, socioeconomic conditions and the physical environment, in addition to health behaviors and clinical care, must be addressed to provide all members of society with the opportunity to achieve optimal health.



**FIGURE 4**  
Social Determinants of Health - 5 Key Areas | Source: Healthy People 2020

This CHA cycle began to incorporate consideration of SDOH by asking survey respondents to identify those community factors that support health and those issues that serve as barriers to well-being.

As noted earlier in the report, *parks, health care, and education* were named most often as community strengths. Conversely, issues like *mental health* and *substance use treatment access* and *affordable housing* received relatively few mentions as strengths. Meanwhile, issues like the *availability of resources to meet daily needs, socioeconomic conditions and poverty, and access to health care* topped the list of conditions that pose health concerns.

There was some evidence that discussion group participants factored these issues into their conversations. For example, some groups asked how parks could be leveraged more as a strength to support community health.

Organizations can work together to impact social determinants (i.e., root causes) through unified planning and policy. This approach requires community partners across public and private sectors to incorporate health considerations into all policy decisions in order to improve health outcomes and quality of life for every segment of society.

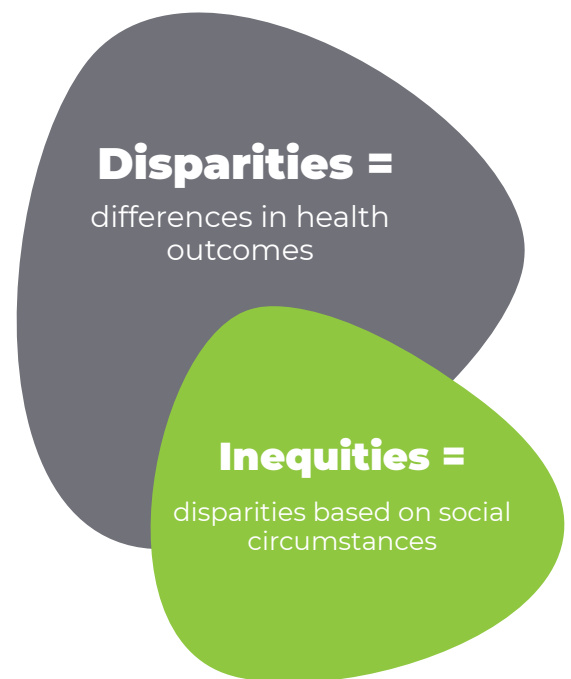
## HEALTH DISPARITIES AND INEQUITIES

Improving the health of all people in the community by nature mandates a focus on identifying health disparities and addressing inequities. Health disparities are population-based differences in health outcomes linked to social, economic, and/or environmental disadvantages. Under this premise, equal outcomes cannot be realized until individuals receive the same opportunities to achieve health and wellness. Consequently, more resources may need to be directed toward certain sectors of the community in order to produce the same results found elsewhere.

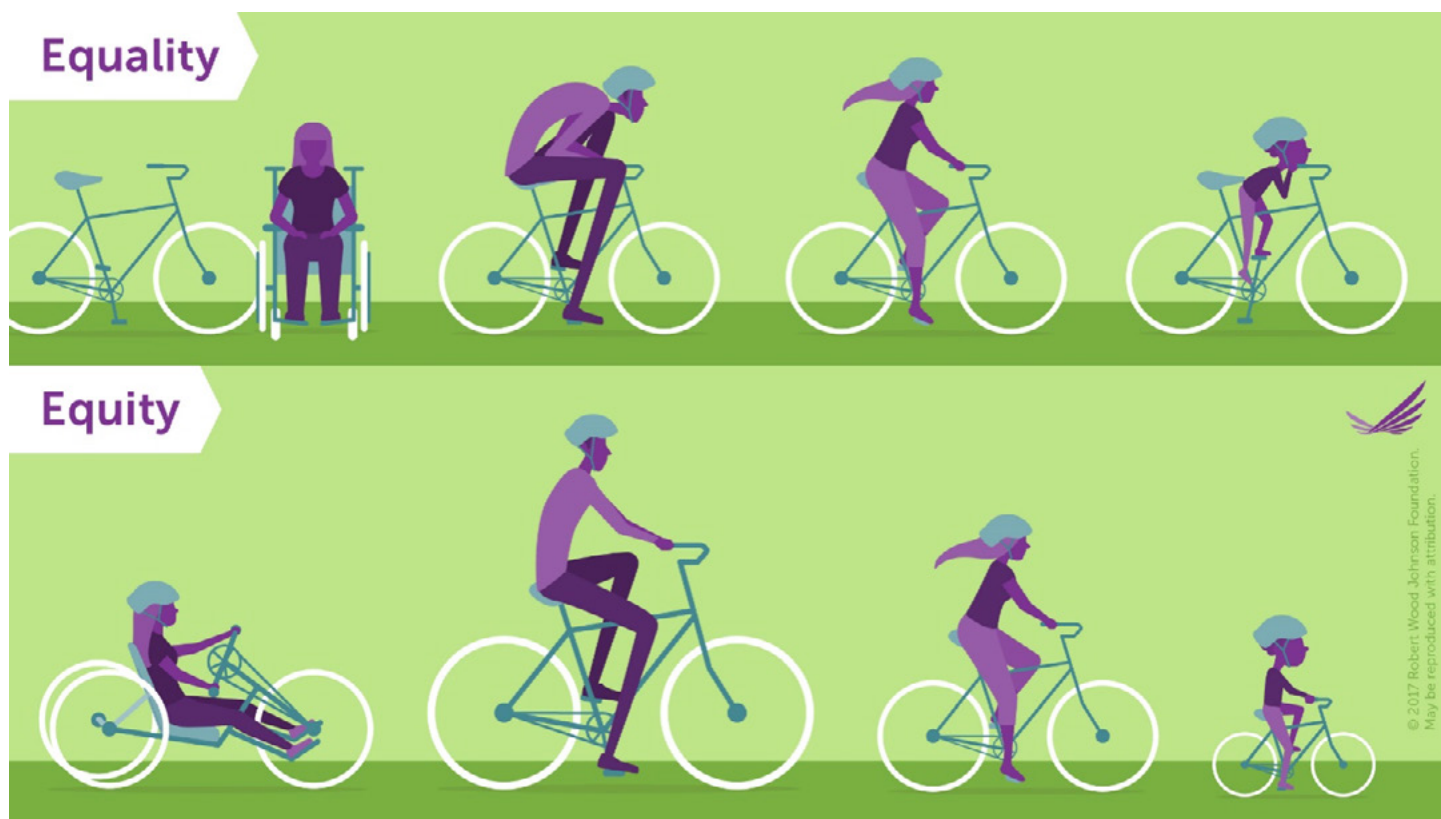
## survey questions

**What are the greatest strengths in your county in relation to community health?**

**Which of the factors contribute most to your top community health concerns?**



In other words, equity must precede equality. While equality assumes that similar inputs will produce the same outcomes, equity recognizes that people start from dissimilar places and thus benefit differently from those same inputs. FIGURE (5) illustrates the difference between a one-size-fits-all approach (equality) and a targeted approach that meets the needs of specific populations (equity).



**FIGURE 5** Equality Vs. Equity | Source: Robert Wood Johnson Foundation (2017)

While county-level data on health disparities is limited, the assessment process provided at least some insight into existing inequities. Examples of these societal disadvantages as they relate to the Social Determinants of Health are described below.

The issue of *Economic Stability* is referenced in the [2018 United Way ALICE Report for Eau Claire County](#), which estimates the number and percentage of households with income below the poverty level or above the poverty level but below the basic cost of living for the area. The report indicates that individuals aged 65 and older comprise about 1/4 of households within the county – and the largest percentage of households (38%) that fall within the ALICE income threshold. The report also provides a revealing glimpse into the locations within the county most affected by lower incomes. For example, nearly 3/4 of households in the Village of Fairchild report income at the poverty or ALICE level. Meanwhile, 43 percent – or more than 26,600 households – in the City of Eau Claire fall into one of these income categories. This indicates many older adults and families in the county may struggle to pay for everyday expenses such as food, healthcare, technology, and transportation.

Additionally, the [County Health Rankings](#) indicate that 13% of households in Eau Claire County face a severe housing cost burden – that is, housing costs account for at least 50% of household income for these individuals and families. This burden leaves even fewer resources to meet other basic needs, resulting in further financial stress.

It may not be surprising then that survey respondents reported affordability concerns in many health focus areas, including *Mental Health, Drug Use, Healthy Nutrition, and Chronic Disease* or that these individuals indicated the *availability of resources to meet daily needs* and *socioeconomic conditions* pose significant obstacles to community health.

The [County Health Rankings](#) also report the county's income equality ratio at 4.4. – that is, households with income at the 80th percentile make more than four times the income of households at the 20th percentile. CHR notes that income inequality serves as a social stressor by highlighting differences in social class and status and decreasing social connectedness, a concern highlighted in the *Social and Community Context* domain of the SDOH.

A new Community Health Needs Assessment tool developed by the Wisconsin Hospital Association may help pinpoint the actual health disparities influenced by these inequities by hospital service areas and zip codes in the future. Greater clarity around these issues will aid development of effective plans and strategies to address local community health needs.

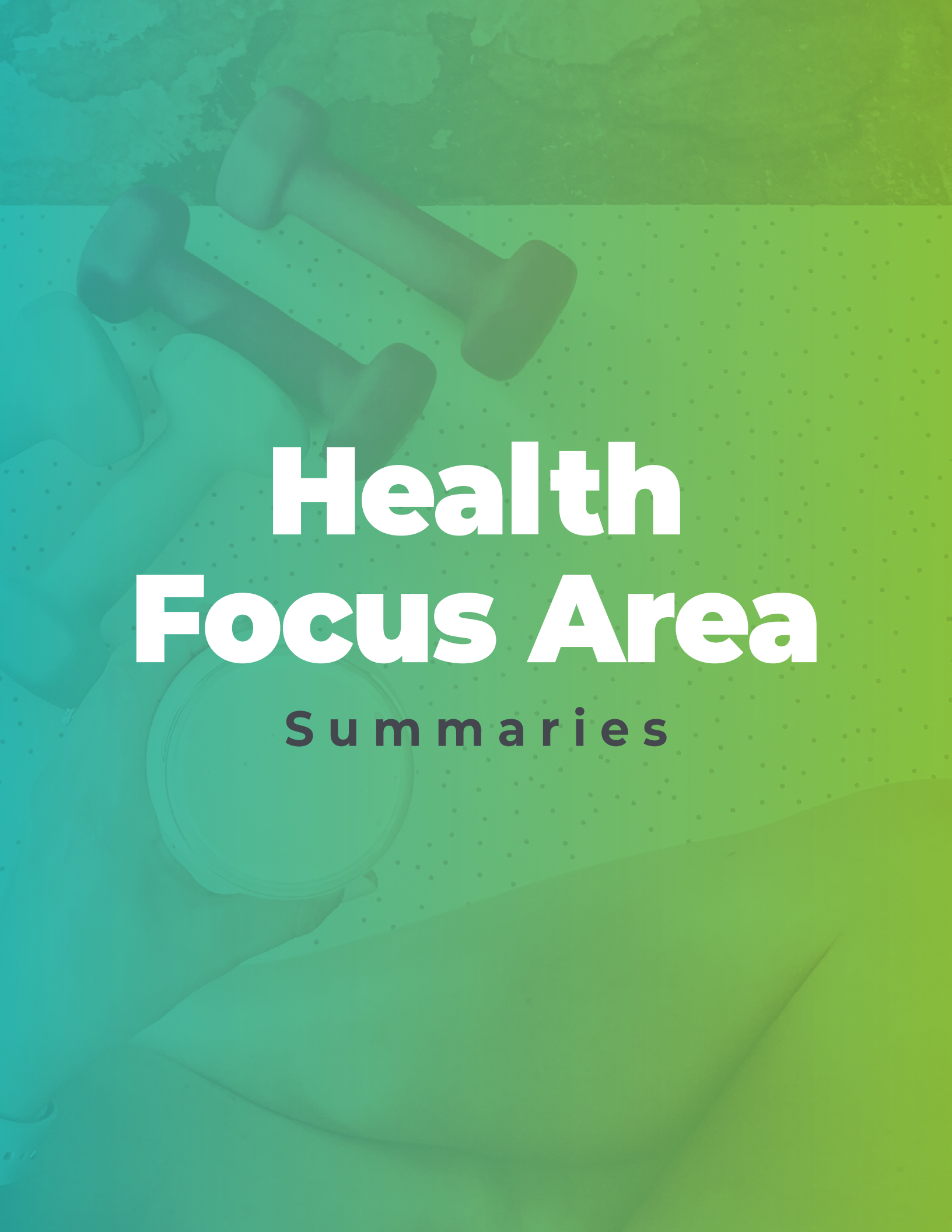
The assessment process did seek to incorporate the input of populations that may face health disparities and inequities by reaching out to a variety of community organizations and agencies – from meal sites to jails to senior centers to churches – to distribute flyers and surveys, as well as to publicize the Community Conversations. While professionals within the community lent a great deal of expertise to this exercise, the CHA partners recognize more participation from individuals within vulnerable population groups would have contributed valuable input to the assessment process.

## COMMUNITY ASSETS INVENTORY

Finally, Eau Claire County is home to many service providers and other organizations committed to improving community health and well-being. Many of these entities are actively involved in collaborative and individual efforts to address health needs within the county. These organizations serve as community strengths that support well-being in Eau Claire County. In conjunction with the assessment process, the CHA partners collected and shared information to develop the resource inventory provided in [Appendix IV](#) of this document. While not exhaustive, this list offers a glimpse into local assets that may be leveraged to improve community health.

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# **Health Focus Area**

## **S u m m a r i e s**

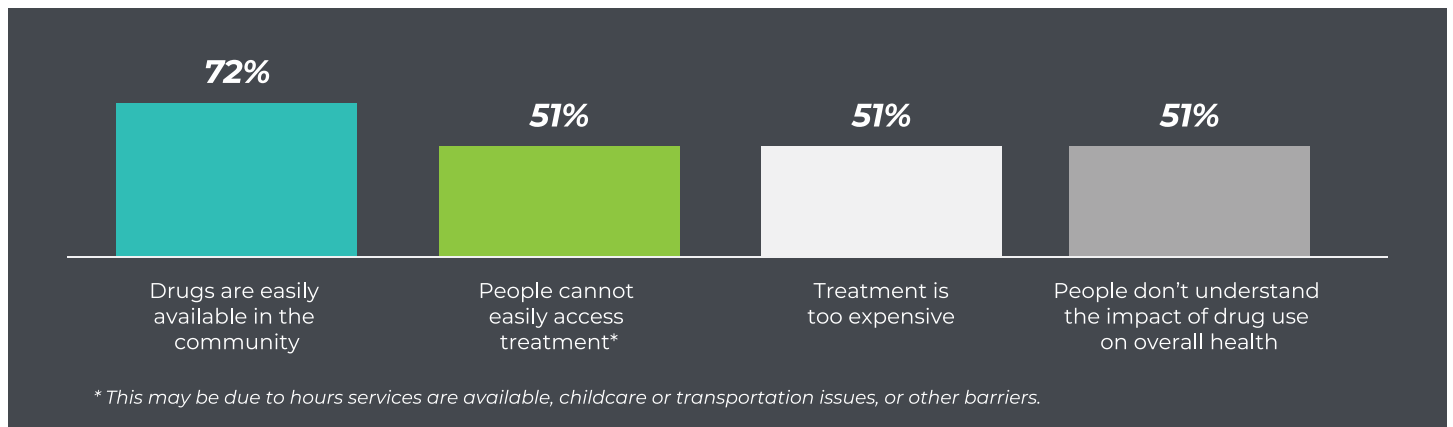


Misuse of prescription drugs and use of illegal drugs (marijuana, heroin, methamphetamine, and others) can affect the community and cause:

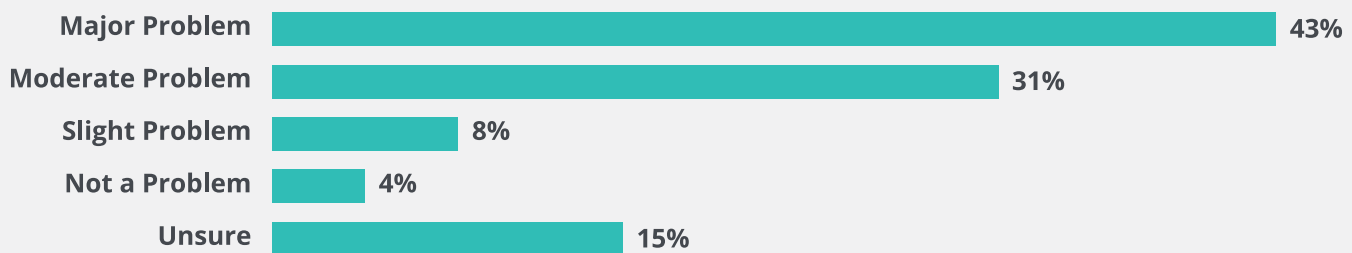
- Car crashes
- Crimes and violence
- Injury or death
- Drug addiction and dependence

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Drug Use a problem in our county?



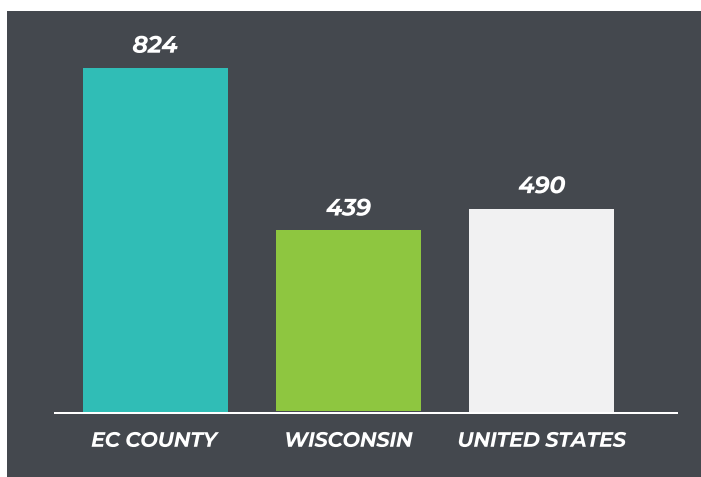
### How serious is this health area in Eau Claire County?



## did you know?

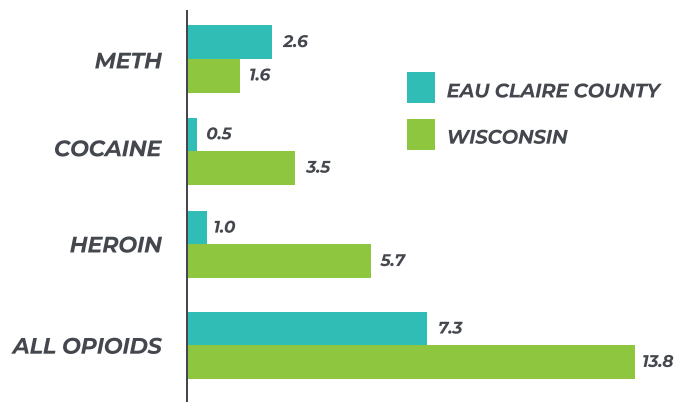
- According to the federal Substance Abuse and Mental Health Services Administration (SAMHSA), methamphetamine is not only highly addictive but but poses extreme health risks.
- *Short-term effects* can include: higher blood pressure and body temperature; rapid or irregular heartbeat; disturbed sleep patterns; and bizarre, aggressive, or violent behavior.
- *Long-term effects* can include: permanent heart and brain damage; paranoia, delusions, or violent behavior; skin sores from intense itching and scratching; and severe dental problems.

## Drug Arrests per 100,000 People<sup>1</sup>



<sup>1</sup>2016 Wisconsin Epidemiological Profile on Alcohol and Other Drug Use (2014)

## Rate of Drug Overdose Deaths per 100,000 People<sup>2</sup>



<sup>2</sup>WI Department of Health Services (Substance Use: Drug Overdose Deaths Dashboard, 2014-2019)

## Rate of Emergency Room Visits for Opioid Overdoses per 100,000 People<sup>3</sup>

**31.1** Eau Claire County  
**42.0** Wisconsin

<sup>3</sup>WI Department of Health Services (Data Direct, Opioid Hospitalization Module, 2018)

## Overall Rate of Drug Poisoning Deaths per 100,000 People<sup>5</sup>

**10** Eau Claire County  
**19** Wisconsin

<sup>5</sup>2020 County Health Rankings (National Center for Health Statistics – Mortality Files, 2016-2018)

## High School Student Drug Use<sup>4</sup>

Measure	EC County	WI	U.S.
% who used Marijuana in the past month	14%	20%	22%
% who used Meth one or more times	2%	2%	2%
% who used ever misused Prescription Pain Medication	9%	11%	14%

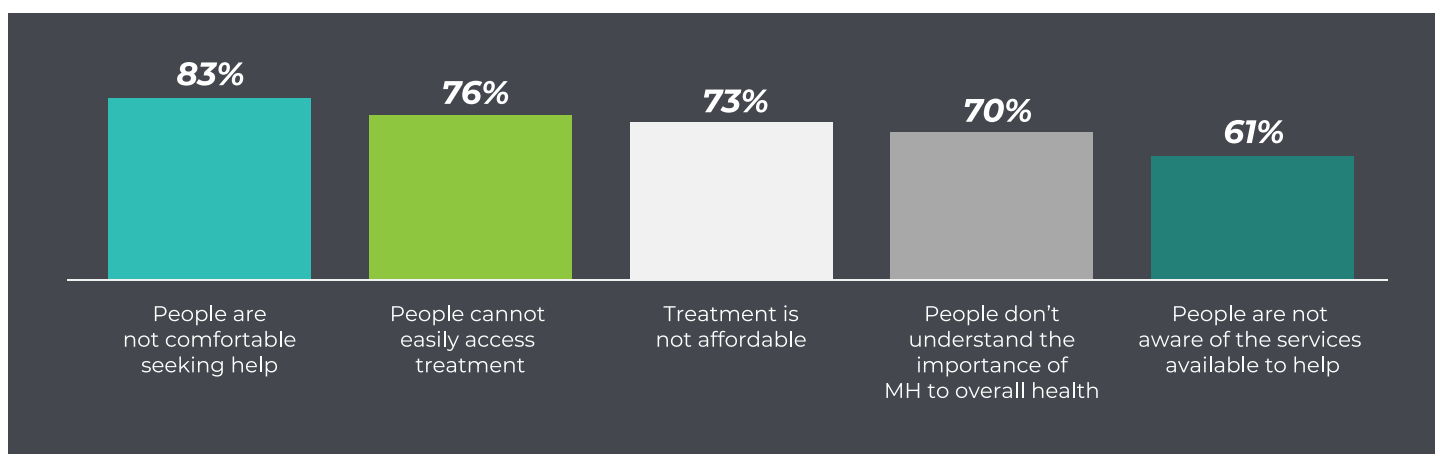
<sup>4</sup>Youth Risk Behavioral Surveillance System (2019)

Communities are healthier when all people can get help with mental health conditions like:

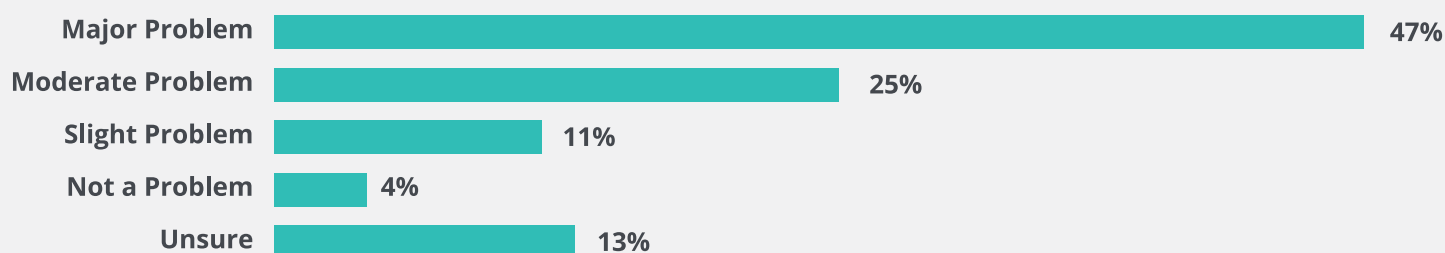
- Depression
- Post-Traumatic Stress Disorder (PTSD)
- Suicidal Thoughts
- Anxiety
- Bi-Polar Disorder

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### *Why is Mental Health a problem in our county?*



### *How serious is this health area in Eau Claire County?*

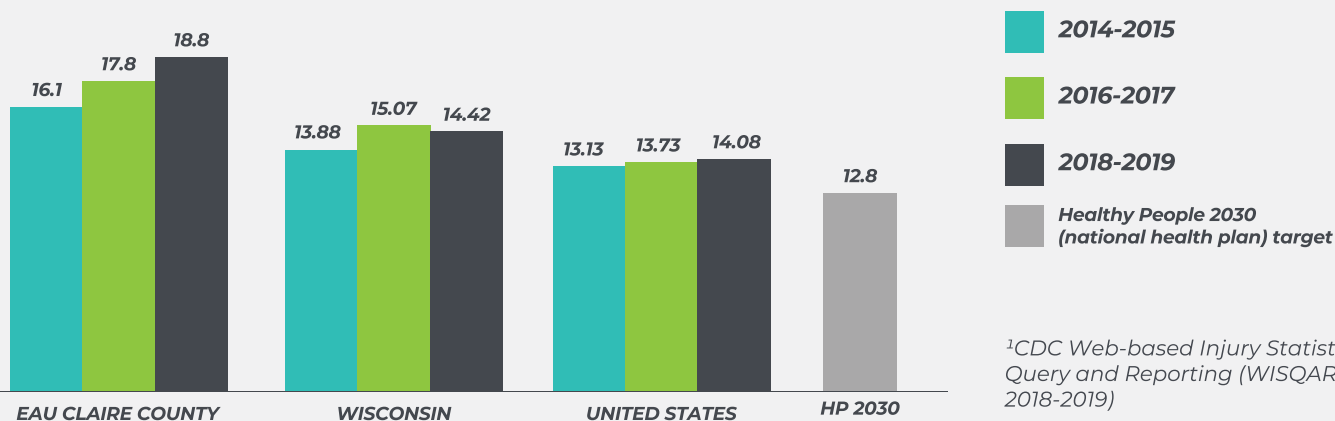


## did you know?

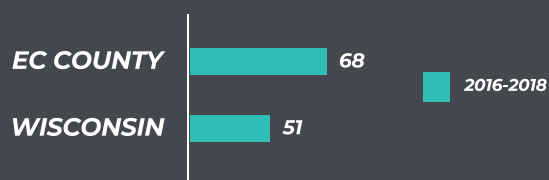
According to Prevent Suicide Wisconsin, the state's suicide rate increased by 40% between 2000-2017.

- The majority of suicide deaths were male (2013-2017).
- Suicide rates were highest among American Indians/Alaskan Natives and Whites (2013-2017).
- Suicide rates were highest among ages 45-54 (2013-2017).

### Suicide Rate per 100,000 People (age-adjusted)<sup>1</sup>

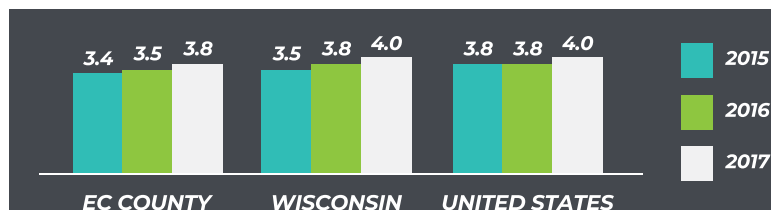


### Self-inflicted Injury Hospitalizations per 100,000 People<sup>2</sup>



<sup>2</sup>County Health Rankings (Wisconsin Interactive Statistics on Health)

### Average Number of Mentally Unhealthy Days Reported in the Past 30 Days (age-adjusted)<sup>3</sup>



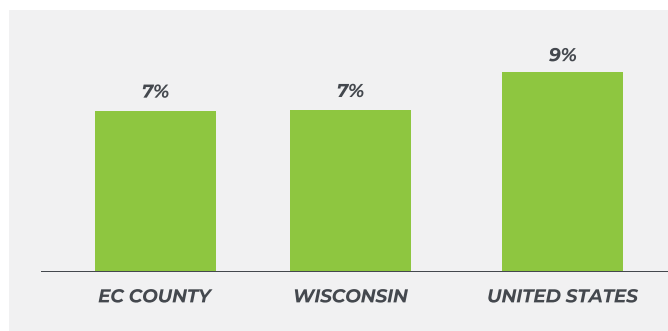
<sup>3</sup>County Health Rankings (Behavioral Risk Factor Surveillance System)

The Ratio of Population to Mental Health Providers<sup>4</sup> in Eau Claire County is below that of both the state and nation. A lower ratio generally indicates greater service availability.

**320 to 1** Eau Claire County  
**490 to 1** Wisconsin  
**400 to 1** United States

<sup>4</sup>2020 County Health Rankings (CMS, National Provider Identification file, 2019)

### Percent of High School Students Who Attempted Suicide in the Past 12 Months<sup>5</sup>



<sup>5</sup>Youth Risk Behavior Surveillance System (2019)

Alcohol misuse is when using alcohol can cause problems. It can affect the community and cause:

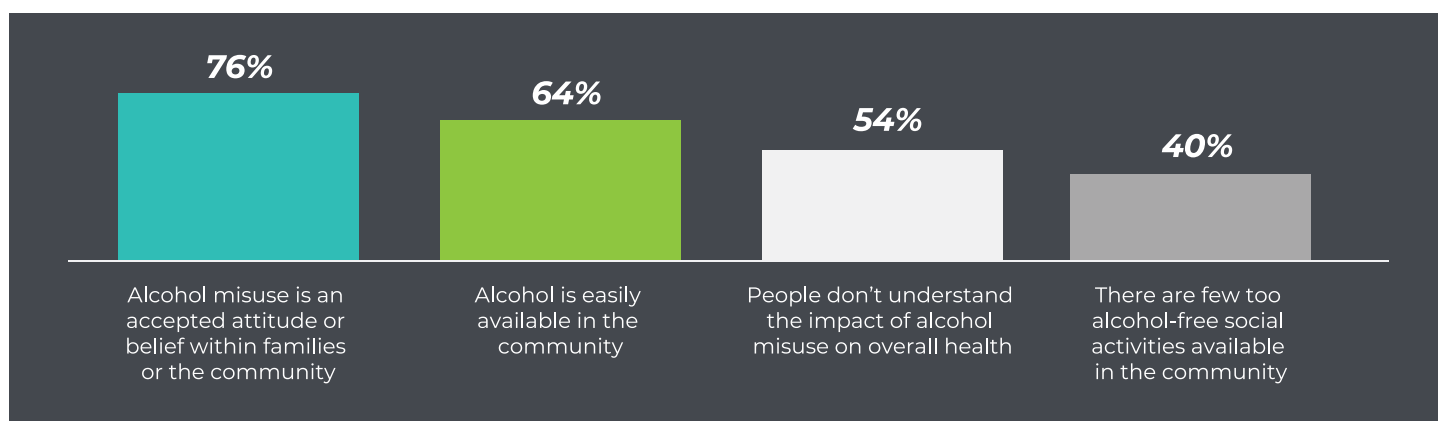
- Car Crashes
- Crimes and Violence
- Injuries or Death
- Alcohol Addiction and Dependence

Alcohol misuse is when:

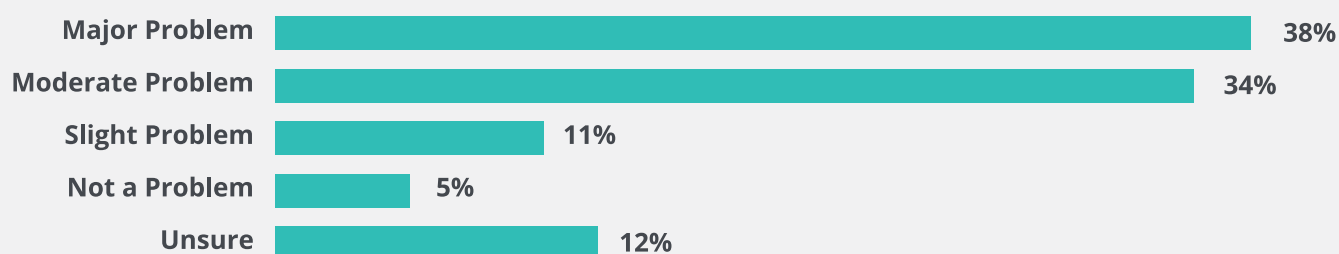
- People under 21 years old drink alcohol
- Any person binge drinks (4+ drinks a day for women, 5+ drinks a day for men)
- Pregnant women drink alcohol

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

*Why is Alcohol Misuse a problem in our county?*



*How serious is this health area in Eau Claire County?*



## did you know?

**Binge Drinking** - When women consume more than 4 alcoholic beverages or men consume more than 5 alcoholic beverages over about a 2-hour period of time.

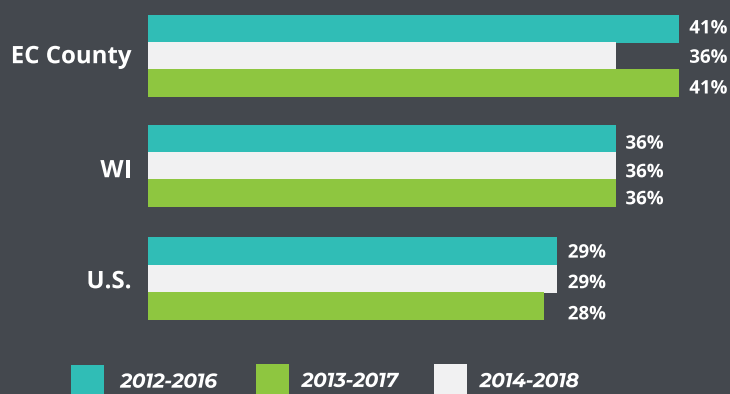
**Heavy Drinking** - When women drink more than 1 alcoholic beverage per day on average or men consume more than 2 alcoholic beverages per day on average.

# ALCOHOL MISUSE

#3  
HEALTH PRIORITY

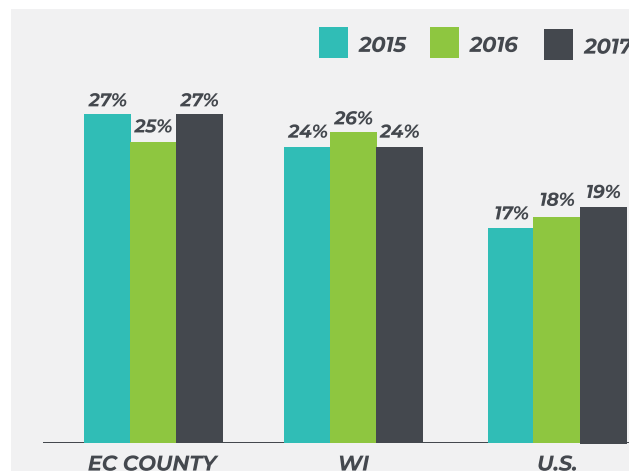
CONTINUED

## Percent of Motor Vehicle Deaths Involving Alcohol<sup>1</sup>



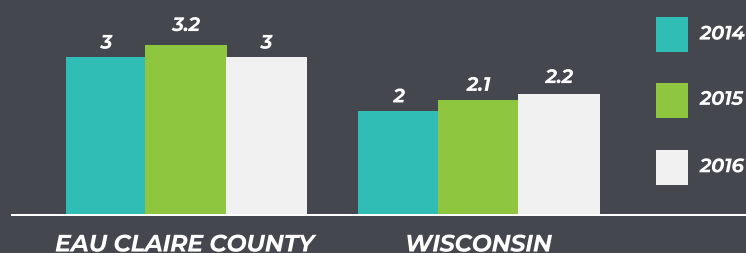
<sup>1</sup>County Health Rankings (Fatality Analysis Reporting System)

## Percent of Adults Who Engage in Excessive Drinking (binge drinking or heavy drinking)<sup>2</sup>



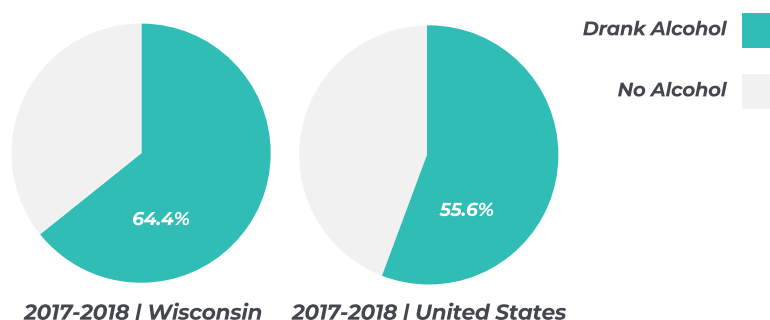
<sup>2</sup>County Health Rankings (Behavioral Risk Factor Surveillance System)

## Alcohol-related Hospitalizations per 1,000 People<sup>3</sup>



<sup>3</sup>County Health Rankings (WI Public Health Profiles)

## Percent of Adults (18+) Drinking Alcohol in the Past 30 Days<sup>4</sup>



<sup>4</sup>National Survey on Drug Use and Health

## Percent of High School Students Drinking Alcohol in the Past 30 Days<sup>5</sup>

**25%** Eau Claire County

**30%** Wisconsin

**29%** United States

**6.3%** Healthy People 2030 target (for ages 12-17)

<sup>5</sup>Youth Risk Behavior Surveillance System (2019)

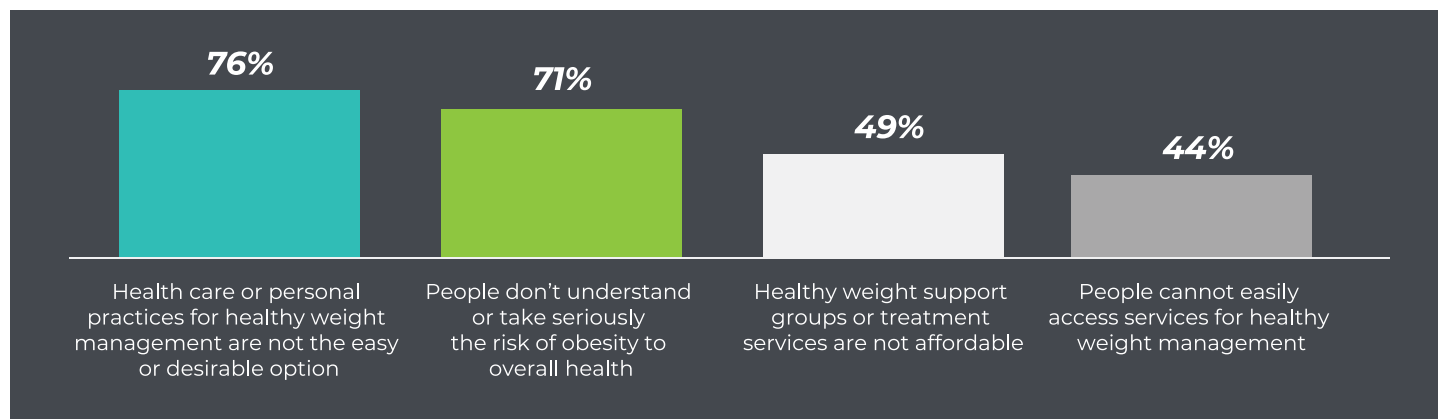


People who are obese, or have too much body fat, have more risk for:

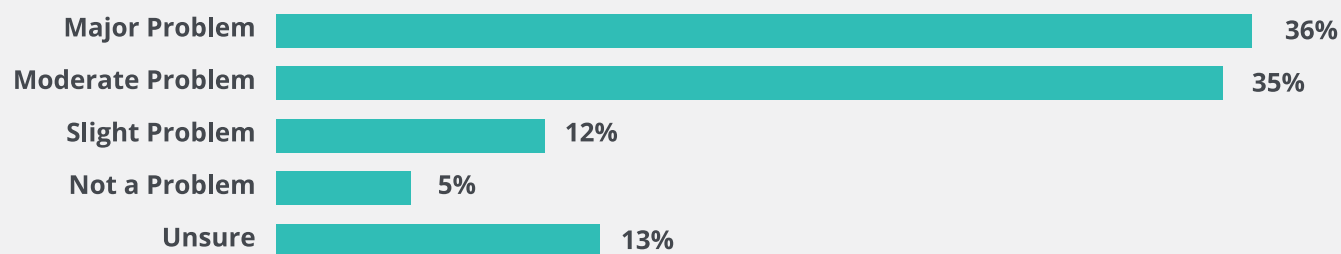
- Heart Disease
- Type 2 Diabetes
- Stroke
- Certain Types of Cancer

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Obesity a problem in our county?



### How serious is this health area in Eau Claire County?

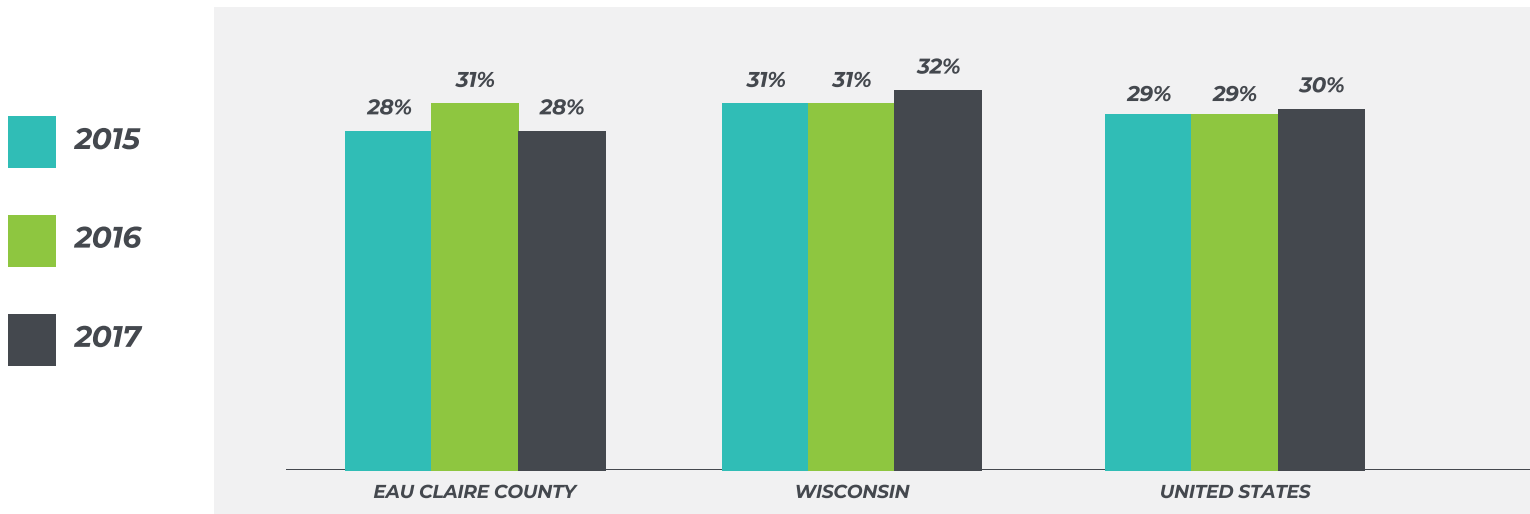


## did you know?

- The prevalence of obesity among adults in the United States increased from 30.5% to 42.4% between 1999-2000 and 2017-2018.
- Both obesity and severe obesity were most common in non-Hispanic Black adults (49.6%), followed by Hispanic adults (44.8%) and non-Hispanic White adults (42.2%).
- Obesity-related conditions are some of the leading causes of preventable, premature death.

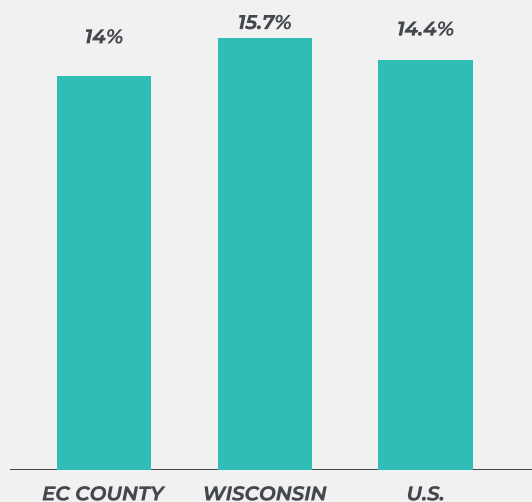
Source: Centers for Disease Control and Prevention

### Percent of Adults (Age 20 +) with BMI > 30 (Obese)<sup>1</sup>



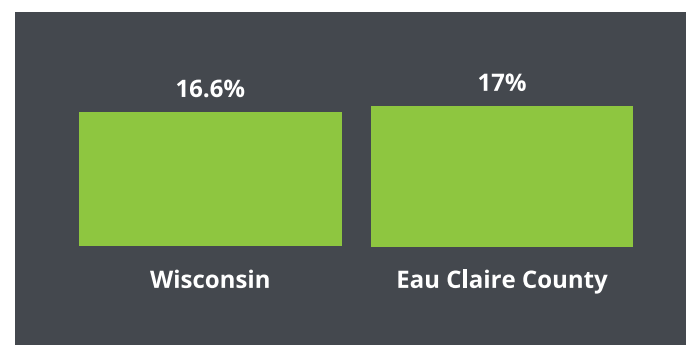
<sup>1</sup>County Health Rankings (CDC Diabetes Interactive Atlas)

### Percent of Children Ages 2-5 Enrolled in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Considered Obese<sup>2</sup>



<sup>2</sup>Eau Claire City-County Health Department (2019), Wisconsin Department of Health Services/Division of Public Health (2019), CDC/Division of Nutrition, Physical Activity, and Obesity (2018)

### Percent of Children Ages 2-5 Enrolled in WIC Considered Overweight<sup>3</sup>



<sup>3</sup>Eau Claire City-County Health Department (2019), Wisconsin Department of Health Services/Division of Public Health (2019)

### Percent of High School Students Who Are Overweight or Obese (BMI is ≥85 percentile based on CDC growth chart)<sup>4</sup>

**29.1%** Wisconsin  
**31.6%** United States

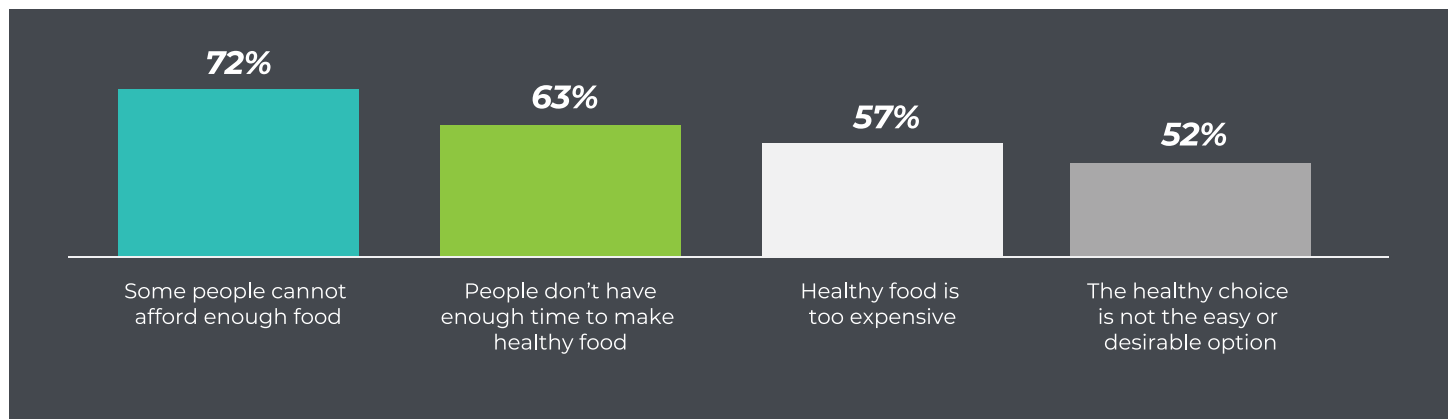
<sup>4</sup>Youth Risk Behavior Surveillance Survey (2019)

Communities are healthier when all people (babies, children, adults, and seniors) can always eat healthy food and have enough:

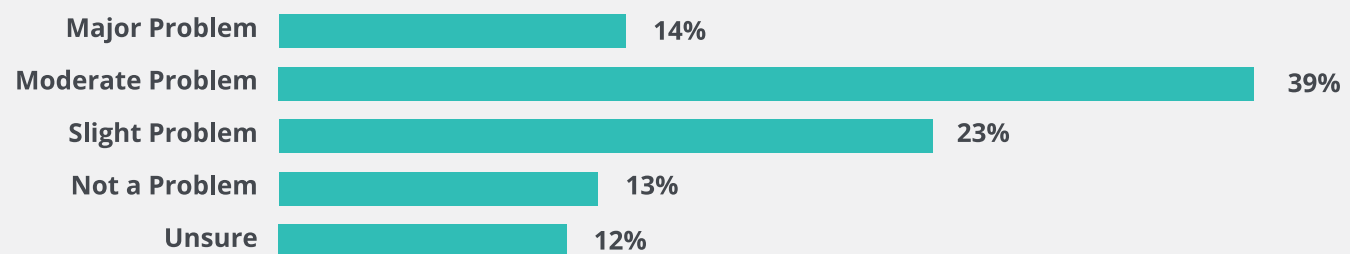
- Fruits and vegetables
- Fresh foods properly stored, prepared, and refrigerated
- Meals with a good balance of protein, carbohydrates, vegetables, and fat
- Drinks and foods with low sugar and low fat
- Breastfeeding support

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

*Why is Healthy Nutrition a problem in our county?*



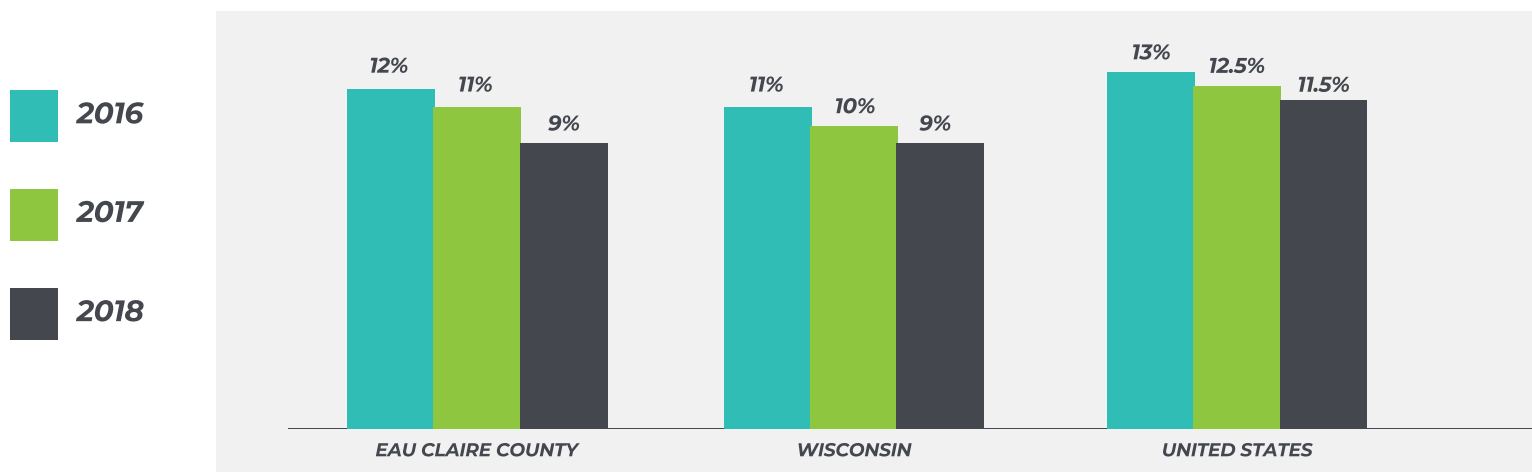
*How serious is this health area in Eau Claire County?*



## did you know?

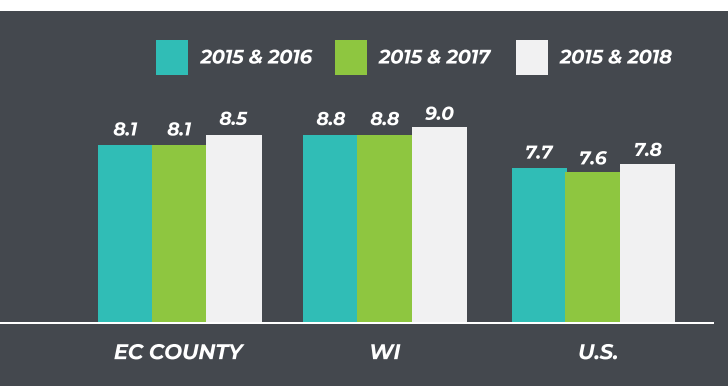
- For *infants*, breastfeeding reduces the risk of many health conditions, including asthma, obesity, Type 1 diabetes, ear infections, and gastrointestinal infections.
- For *mothers*, breastfeeding can help lower the risk for high blood pressure, Type 2 diabetes, ovarian cancer, and breast cancer.

### Percent of Population Lacking Adequate Access to Food (i.e., food insecure)<sup>1</sup>



<sup>1</sup>County Health Rankings (Map the Meal Gap)

### Food Environment Index (factors that contribute to a healthy food environment, 0 [worst] to 10 [best])<sup>2</sup>



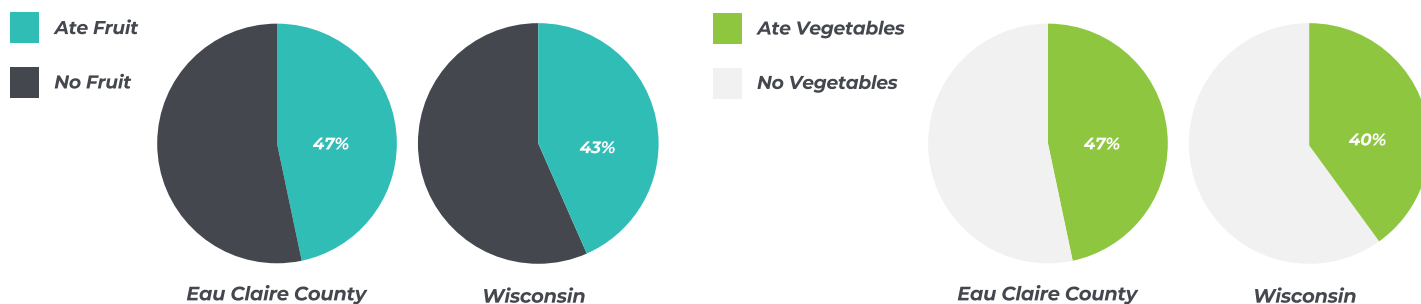
<sup>2</sup>County Health Rankings (USDA, 2015 & 2017)

### Percent of Infants in WIC Breastfed Exclusively Through Three Months<sup>4</sup>



<sup>4</sup>Eau Claire City-County Health Dept. Composite Report (2020), CDC/Division of Nutrition, Physical Activity, and Obesity (2017)

### Percent of High School Students Who Ate Fruits/Vegetables Every Day During the Past Week<sup>3</sup>



<sup>3</sup>Eau Claire County Youth Risk Behavior Survey (2019)

# CHRONIC DISEASE PREVENTION & MANAGEMENT



Healthier communities help people prevent and manage chronic diseases like:

- Heart Disease
- Diabetes
- Arthritis
- Cancer
- Asthma
- Alzheimer's Disease and/or Related Dementia

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Chronic Disease Prevention & Management a problem in our county?

Healthy lifestyle choices and managing risk factors are not the easy or desirable option

**76%**

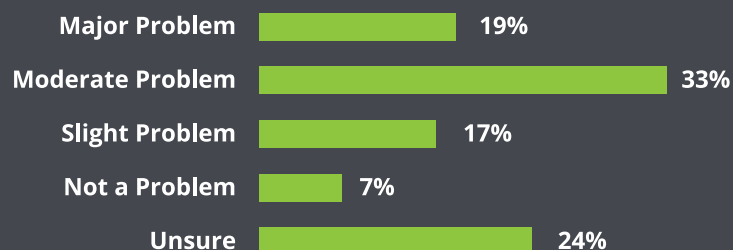
People don't understand importance of chronic disease prevention and management

**64%**

People lack insurance coverage or the ability to pay for managing chronic conditions

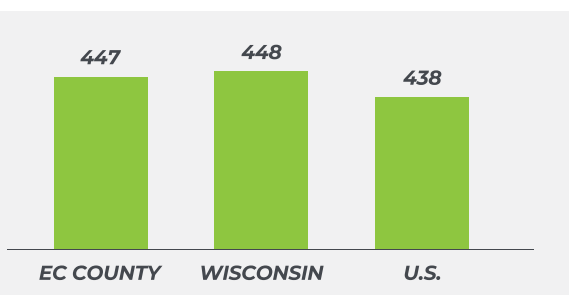
**63%**

### How serious is this health area in Eau Claire County?



## WHAT THE DATA SAYS...

### Rate of New Cancer Diagnoses per 100,000 People (age-adjusted)<sup>1</sup>



<sup>1</sup> Centers for Disease Control and Prevention (United States Cancer Statistics: Data Visualizations, 2017)

### Coronary Heart Disease Hospitalizations per 1,000 Medicare Beneficiaries 65+<sup>2</sup>

**9.5** Eau Claire County  
**10.5** Wisconsin  
**12.0** United States

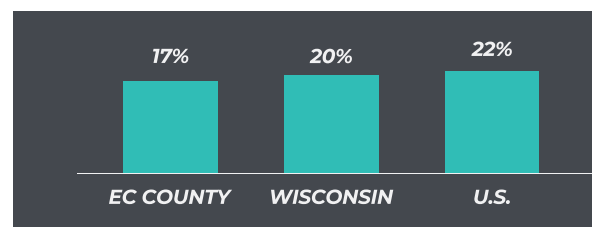
<sup>2</sup> CDC (Interactive Atlas of Heart Disease and Stroke, 2015-2017)

### Percent of Diabetic Medicare Enrollees Ages 65-75 Who Received HbA1c Screening in Past Year<sup>3</sup>

Eau Claire County **92.6%**  
Wisconsin **91.0%**  
United States **85.7%**

<sup>3</sup> Dartmouth Atlas of Health Care (2015)

### Percent of High School Students Ever Diagnosed with Asthma<sup>4</sup>



<sup>4</sup> Youth Risk Behavior Surveillance System (2019)

# COMMUNICABLE DISEASE PREVENTION & CONTROL



Healthier communities prevent diseases that are caused by bacteria, viruses, fungi, or parasites and can pass from person to person or animal to person. Examples include:

- Influenza
- COVID-19
- Salmonella
- Measles
- West Nile Virus
- Lyme Disease

Healthier communities control the spread of these diseases with:

- Immunizations (like vaccines)
- Formal health care (like yearly check-ups)
- Personal health habits (like washing hands)

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Communicable Disease Prevention & Control a problem in our county?

People don't understand importance of communicable disease prevention and control

**75%**

Control practices are not the easy or desirable option

**69%**

Prevention methods are not the easy or desirable option

**44%**

### How serious is this health area in Eau Claire County?

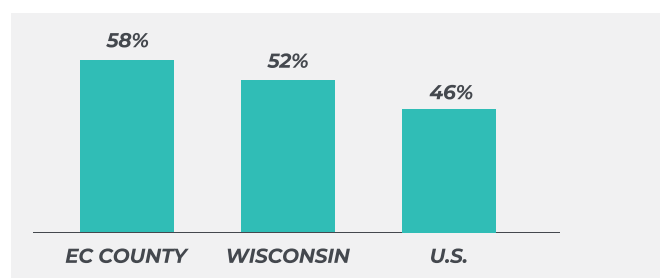


### Percent of Children Ages 19 to 35 Months Who Received the Recommended Doses of DTaP, polio, MMR, Hib, Hepatitis B, Varicella, and PCV<sup>1</sup>

**72.0%** Eau Claire County  
**72.0%** Wisconsin  
**70.4%** United States

<sup>1</sup> 2020 County Health Rankings (WI Immunization Registry, 2018), CDC (National Immunization Survey, 2017)

### Percent of Fee-for-Service (FFS) Medicare Enrollees Who Received an Annual Flu Vaccination<sup>2</sup>



<sup>2</sup> 2020 County Health Rankings (CMS Mapping Medicare Disparities Tool, 2017)

### Rate of New Cases of Reportable Communicable Diseases per 100,000 People<sup>3</sup>

Location	2016	2017	2018
EC County	793	998	1,050
Wisconsin	882	1,033	923

<sup>3</sup>County Health Rankings (WI Public Health Information Network Analysis, Visualization, and Reporting)

### Rate of Confirmed Lyme Disease Cases per 100,000 People<sup>4</sup>

Eau Claire County **65.0**  
 Wisconsin **37.7**  
 United States **7.2**

<sup>4</sup> WI Department of Health Services (Environmental Public Health Data Tracker, 2019), CDC (Lyme Disease Data Tables, 2018)



# PHYSICAL ACTIVITY

#8  
HEALTH PRIORITY

People are healthier when they are active. Healthier communities have programs to help people:

- Walk
- Swim
- Participate in Team Sports
- Bike
- Lift Weights

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Physical Activity a problem in our county?

Being physically active is not the easy or desirable choice

**76%**

Physical activity choices (gyms, equipment, organized sports, etc.) are not affordable

**60%**

People suffer from health problems that prevent physical activity

**55%**

### How serious is this health area in Eau Claire County?



## WHAT THE DATA SAYS...

### Percent of Population with Adequate Access to a Location for Physical Activity<sup>1</sup>

**81.0%** Eau Claire County  
**85.0%** Wisconsin  
**84.0%** United States

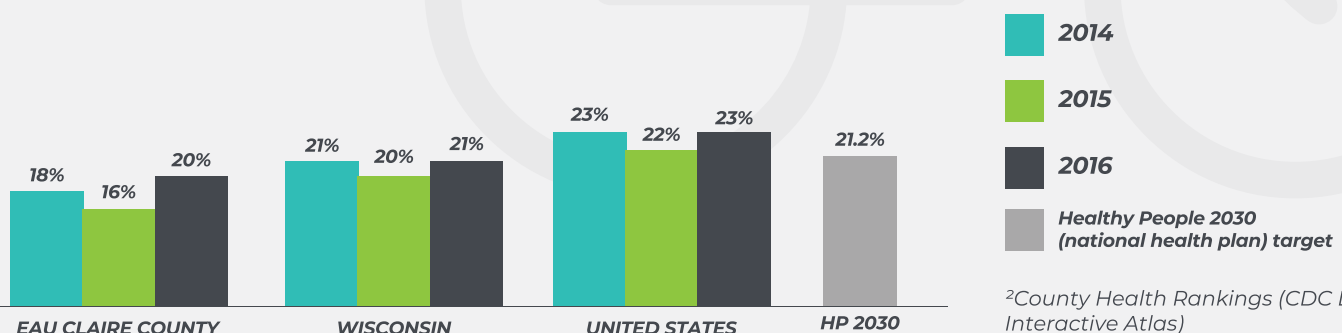
<sup>1</sup> 2020 County Health Rankings (ArcGIS, 2010 & 2019)

### Percent of High School Students Physically Active at Least 60 Minutes per Day 5+ Days (during the past week)<sup>3</sup>

Eau Claire County **56%**  
 Wisconsin **57%**  
 United States **44%**

<sup>3</sup> Youth Risk Behavior Surveillance System (2019)

### Percent of Adults Age 20+ Who Report No Leisure Time Physical Activity<sup>2</sup>



<sup>2</sup>County Health Rankings (CDC Diabetes Interactive Atlas)

# HEALTHY GROWTH & DEVELOPMENT

Communities are healthier when children/adults can improve their physical, social, and emotional health with:

- Prenatal care
- Positive, caring relationships
- Regular health check-ups
- Early learning opportunities for infants and children
- Quality child and elder care

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Healthy Growth & Development a problem in our county?

People cannot afford health care for themselves or children

**73%**

People don't understand its impact on overall health

**68%**

People cannot easily access services

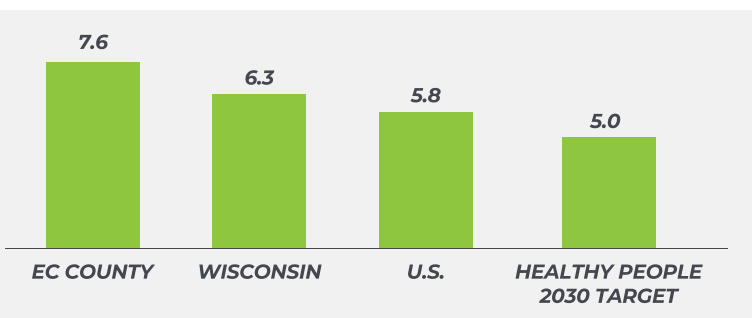
**53%**

### How serious is this health area in Eau Claire County?



## WHAT THE DATA SAYS...

### Rate of Deaths for Children Under 1 Year per 1,000 Live Births<sup>1</sup>



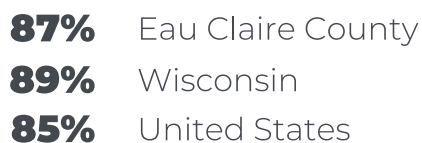
<sup>1</sup> WI Department of Health Services, Wisconsin Interactive Statistics on Health (2017)

### Percent of Live Births with Low Birth Weights<sup>2</sup>



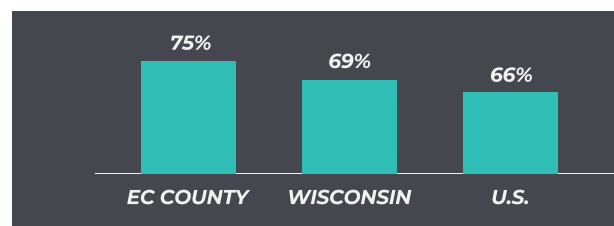
<sup>2</sup> 2020 County Health Rankings (National Vital Statistics System, 2012-2018)

### Percent of 9th Grade Cohort Who Graduate in Four Years<sup>3</sup>



<sup>3</sup> 2020 County Health Rankings (WI Department of Public Instruction, 2016-2017)

### Percent of Adults Ages 25-44 with Some Post-secondary Education<sup>4</sup>



<sup>4</sup> 2020 County Health Rankings (American Community Survey, 2014-2018)

# VAPING/TOBACCO USE & EXPOSURE

#10  
HEALTH PRIORITY

All communities are healthier when communities offer programs to:

- Prevent tobacco use (stop people before they start vaping, smoking, or chewing)
- Provide treatment to help people who want to stop vaping, smoking, or chewing
- Protect people from second-hand smoke

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Vaping/Tobacco Use & Exposure a problem in our county?

Products are easily available in the community

63%

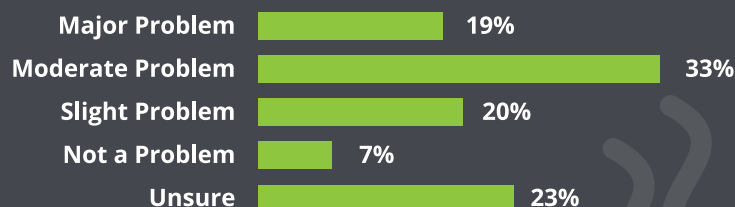
Tobacco use is an accepted practice within families or the community

60%

People don't understand the impact of vaping/tobacco use and exposure on overall health or take those risks seriously

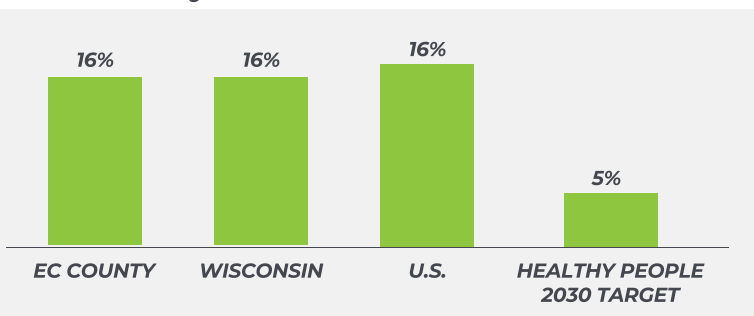
59%

### How serious is this health area in Eau Claire County?



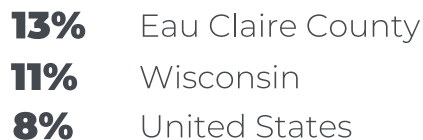
## WHAT THE DATA SAYS...

### Percent of Adults Who Smoke Every Day or Most Days<sup>1</sup>



<sup>1</sup> 2020 County Health Rankings (BRFSS, 2017)

### Percent of Births Where Mother Reports Smoking During Pregnancy<sup>2</sup>



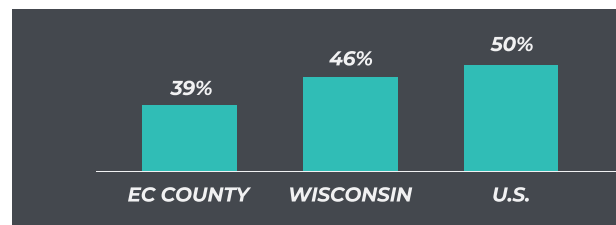
<sup>2</sup> 2020 County Health Rankings (Wisconsin Interactive Statistics on Health, 2015-2018), CDC (Pregnancy Risk Assessment and Monitoring System, 2017)

### Percent of High School Students Who Smoked Cigarettes in the Past 30 Days<sup>3</sup>



<sup>3</sup> Youth Risk Behavioral Surveillance System (2019)

### Percent of High School Students Who Ever Tried E-cigarettes/Vaping/Juul<sup>4</sup>



<sup>4</sup> Youth Risk Behavioral Surveillance System (2019)

# ENVIRONMENTAL & OCCUPATIONAL HEALTH

#11  
HEALTH PRIORITY

Healthier communities prevent sickness and injury from indoor and outdoor dangers like:

- Chemicals
- Polluted air
- Contaminated food or water
- Diseases that can pass from animals to human
- Work hazards (e.g., unsafe work practices/tools or exposure to chemicals or radiation)

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Environmental & Occupational Health a problem in our county?

People don't understand or take seriously the impact of environmental and occupational health

67%

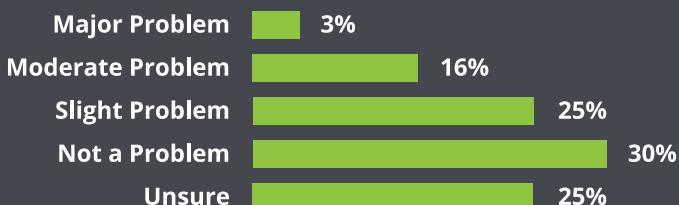
Home improvement measures are not affordable

63%

People are not aware of common house hazards or how to decrease them

60%

### How serious is this health area in Eau Claire County?



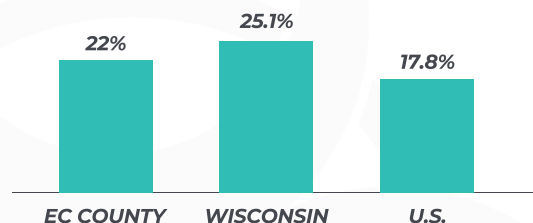
## WHAT THE DATA SAYS...

### Average Daily Measure of Fine Particulate Matter in Micrograms per Cubic Meter (PM2.5) <sup>1</sup>

8.0	Eau Claire County
8.6	Wisconsin
8.6	United States

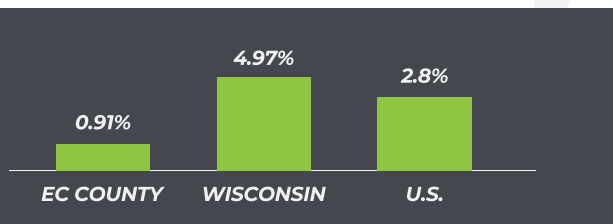
<sup>1</sup> 2020 County Health Rankings (Environmental Public Health Tracking Network, 2014)

### Percent of Housing Units Built Prior to 1950<sup>3</sup>



<sup>3</sup> 2020 County Health Ranking (American Community Survey, 2014-2018)

### Percent of Children ages Birth<6 with Blood Lead Level of $\geq 5\mu\text{g/dL}$ <sup>2</sup>



<sup>2</sup> WI Department of Health Services (Wisconsin Environmental Public Health Tracking, 2016)

## did you know?

Older housing units can pose a health hazard due to the presence of toxic substances like lead and asbestos.

# INJURY & VIOLENCE PREVENTION

#12  
HEALTH PRIORITY

All people are safer and healthier when communities have programs to prevent:

- Falls
- Car Crashes
- Child Abuse
- Accidental Poisoning
- Gun Violence
- Sexual Assault

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

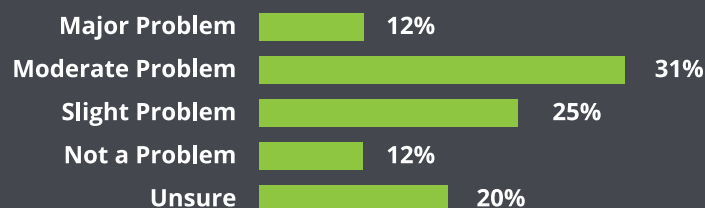
*Why is Injury & Violence Prevention a problem in our county?*

People don't take the risk of injury or violence seriously **70%**

People are unaware of resources available for victims of violence **60%**

People don't know how to prevent violence in relationships **57%**

*How serious is this health area in Eau Claire County?*



## WHAT THE DATA SAYS...

*Injury Deaths per 100,000 People<sup>1</sup>*

Location	2013-2017	2014-2018	2015-2019
EC County	69	72	77
Wisconsin	77	80	84
United States	65	70	72

<sup>1</sup> County Health Rankings (CDC WONDER Mortality Data)

*Number of Reported Violent Crime Offenses per 100,000 People<sup>2</sup>*

Eau Claire County	<b>142</b>
Wisconsin	<b>298</b>
United States	<b>386</b>

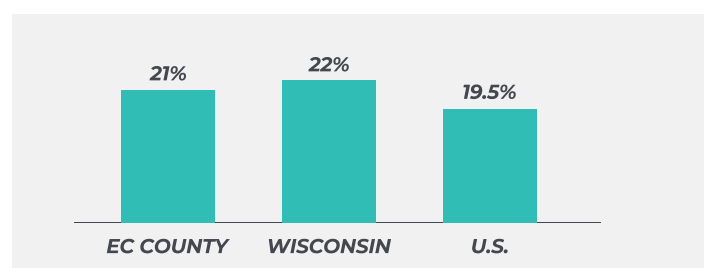
<sup>2</sup> 2020 County Health Rankings (Uniform Crime Reporting- FBI, 2014 & 2016)

*Number of Motor Vehicle Crash Occupants per 1,000 People<sup>3</sup>*

**59** Eau Claire County  
**53** Wisconsin

<sup>3</sup> 2020 County Health Rankings (Crash Outcome Data Evaluation System, 2015-2017)

*Percent of High School Students Bullied on School Property in the Past Year<sup>4</sup>*



<sup>4</sup> Youth Risk Behavior Surveillance System (2019)

# REPRODUCTIVE & SEXUAL HEALTH

#13  
HEALTH PRIORITY

Healthier communities have education and healthcare services to:

- Help people of all ages have good sexual health
- Prevent accidental pregnancy
- Prevent sexually transmitted infections (STIs) like chlamydia and gonorrhea

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Reproductive & Sexual Health a problem in our county?

People do not feel comfortable seeking services (due to taboos or stigma attached to seeking sexual health care)

**75%**

People don't understand or take seriously the importance of reproductive or sexual health care

**71%**

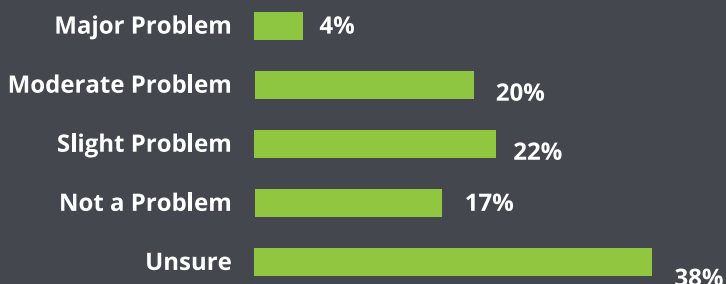
People don't know where to go to receive sexual health supplies or care

**52%**

Sexual health care or personal practices are not the easy or desirable choice

**52%**

### How serious is this health area in Eau Claire County?



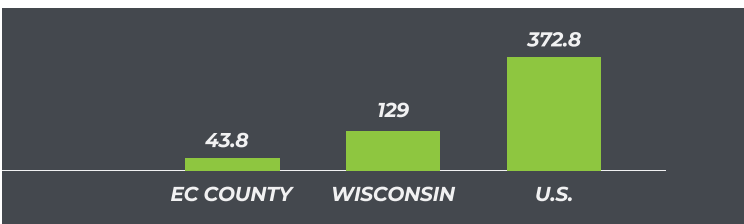
## WHAT THE DATA SAYS...

### Rate of Newly Diagnosed Chlamydia Cases per 100,000 People<sup>1</sup>

<b>483.3</b>	Eau Claire County
<b>478.6</b>	Wisconsin
<b>524.6</b>	United States

<sup>1</sup> 2020 County Health Rankings (NCHHSTP, 2017)

### Rate of Human Immunodeficiency Virus (HIV) Infections per 100,000 People Age 13+<sup>2</sup>



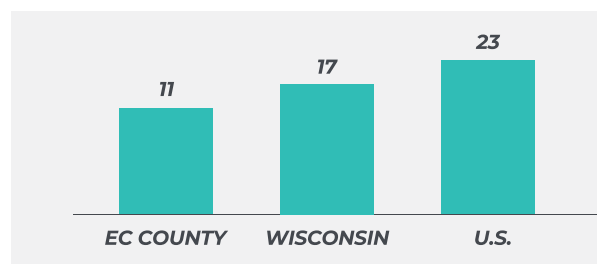
<sup>2</sup> CDC National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (Atlas Plus, 2018)

### Percentage of Births to Mothers Who Received 1st Trimester Prenatal Care<sup>3</sup>

Eau Claire County	<b>74.4%</b>
Wisconsin	<b>75.8%</b>
United States	<b>77.3%</b>

<sup>3</sup> WI Department of Health Services (Wisconsin Interactive Statistics on Health, 2017)

### Birth Rate per 1,000 Females Ages 15-19<sup>4</sup>



<sup>4</sup> 2020 County Health Rankings (National Vital Statistics System, 2012-2018)

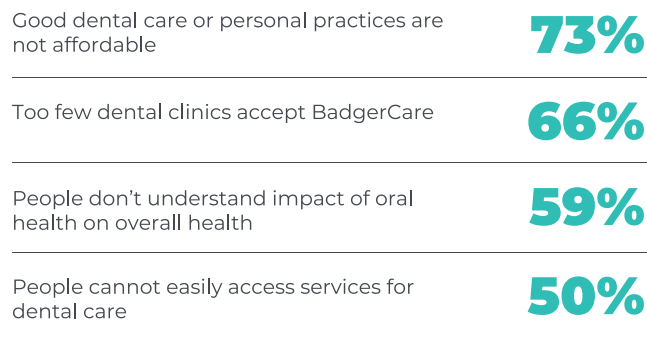


Communities are healthier when all people can keep their teeth, gums, and mouth healthy and can get care for:

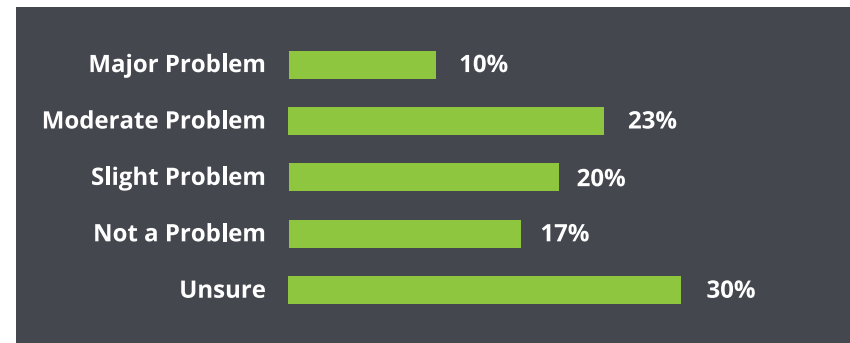
- Mouth Pain • Tooth Loss
- Tooth Decay • Mouth Sores

## WHAT PEOPLE SAID ON THE COMMUNITY HEALTH SURVEY

### Why is Oral Health a problem in our county?



### How serious is this health area in Eau Claire County?



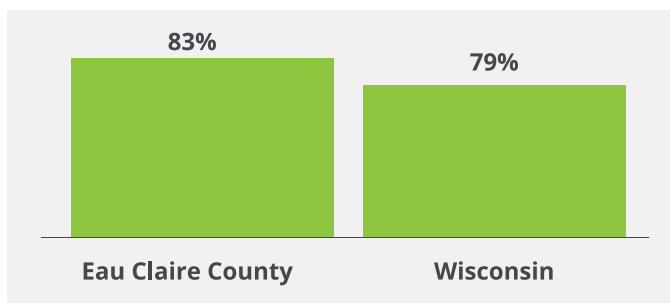
## WHAT THE DATA SAYS...

### Ratio of Population to Dentists<sup>1</sup>

<b>1,010 to 1</b>	Eau Claire County
<b>1,460 to 1</b>	Wisconsin
<b>1,450 to 1</b>	United States

<sup>1</sup> 2020 County Health Rankings (Area Health Resource File/ National Provider Identification file, 2018)

### Percent of High School Students Who Saw Dentist in the Past 12 Months<sup>2</sup>



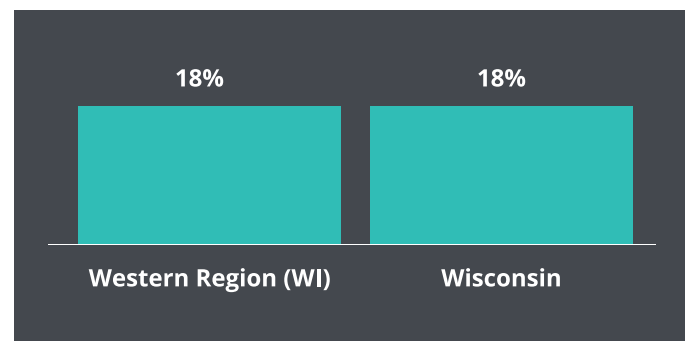
<sup>2</sup> Youth Risk Behavior Surveillance System (2019)

### Percent of Population with Fluoridated Public Water System<sup>3</sup>

Eau Claire County	<b>83.7%</b>
Wisconsin	<b>88.4%</b>
United States	<b>73.0%</b>
Healthy People 2030 target	<b>77.1%</b>

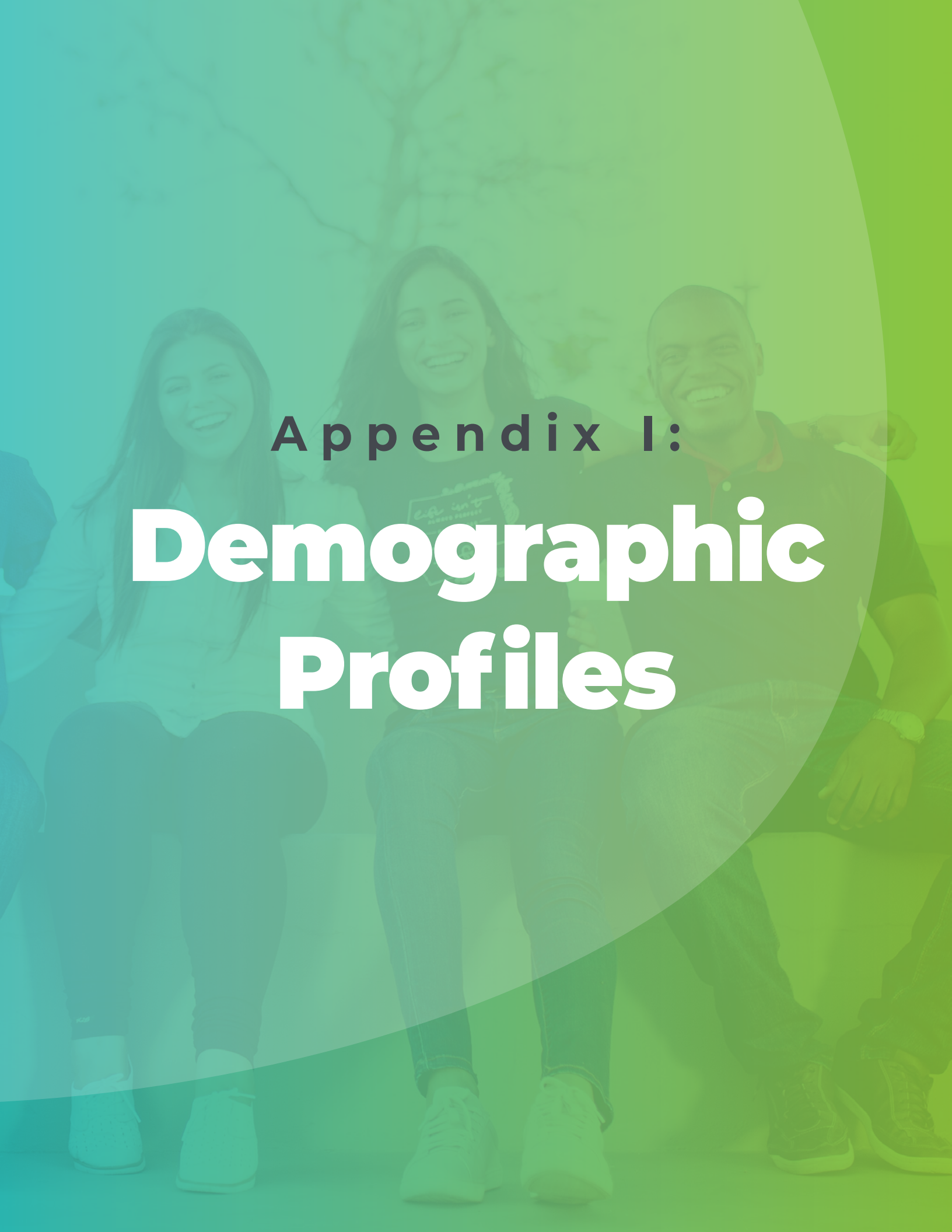
<sup>3</sup> Wisconsin Environmental Public Health Tracking Program (2017), CDC (Water Fluoridation Reporting System, 2018)

### Percent of Third Graders with Untreated Tooth Decay<sup>4</sup>



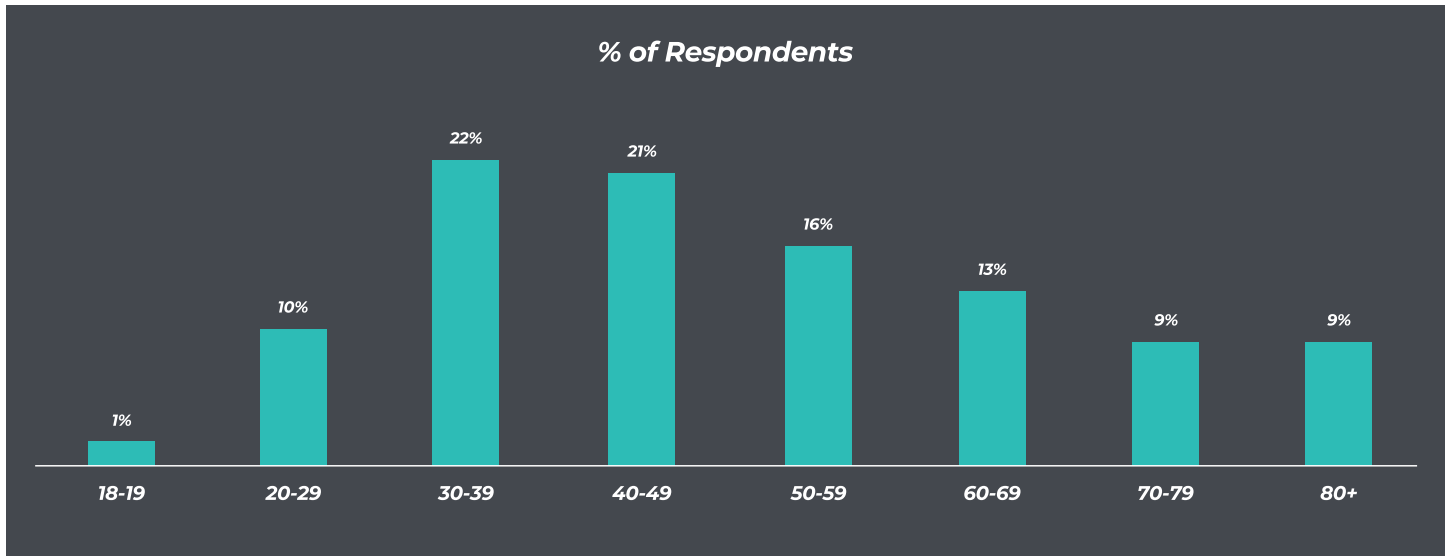
<sup>4</sup> WI DHS (Healthy Smiles/Healthy Growth, 2017-2018)

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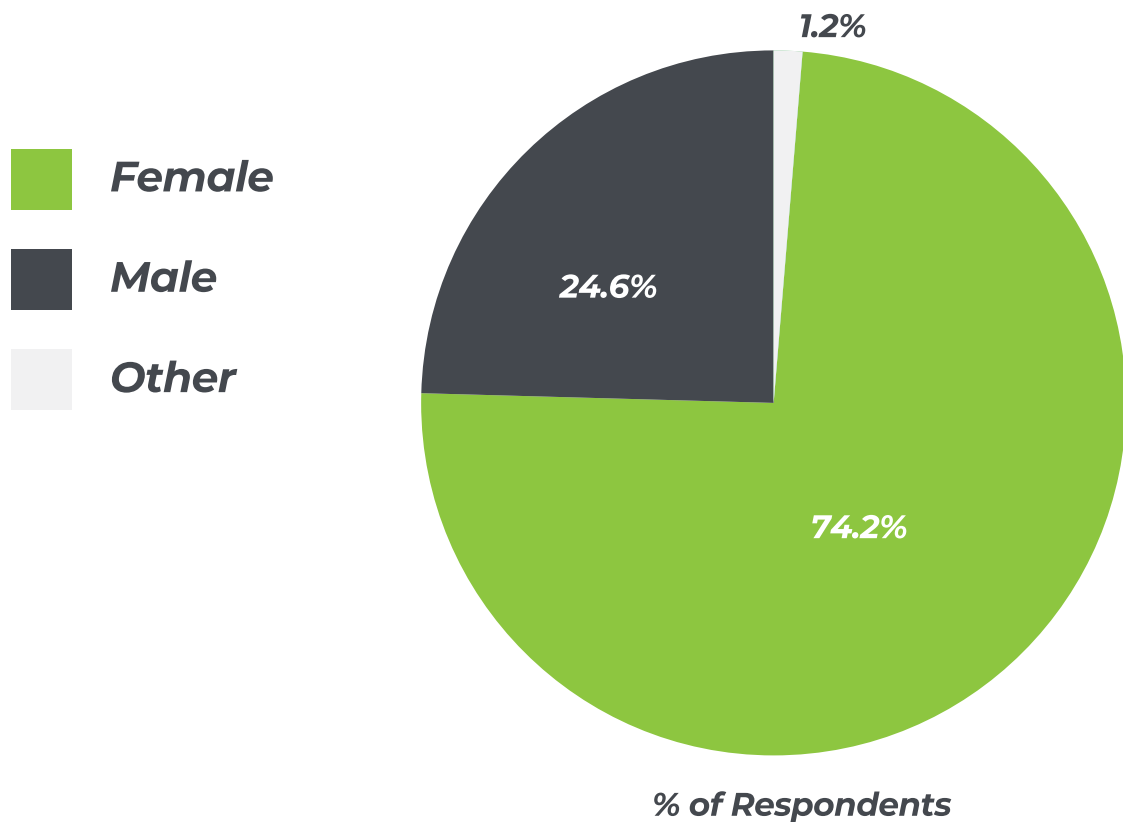


# Appendix I: **Demographic Profiles**

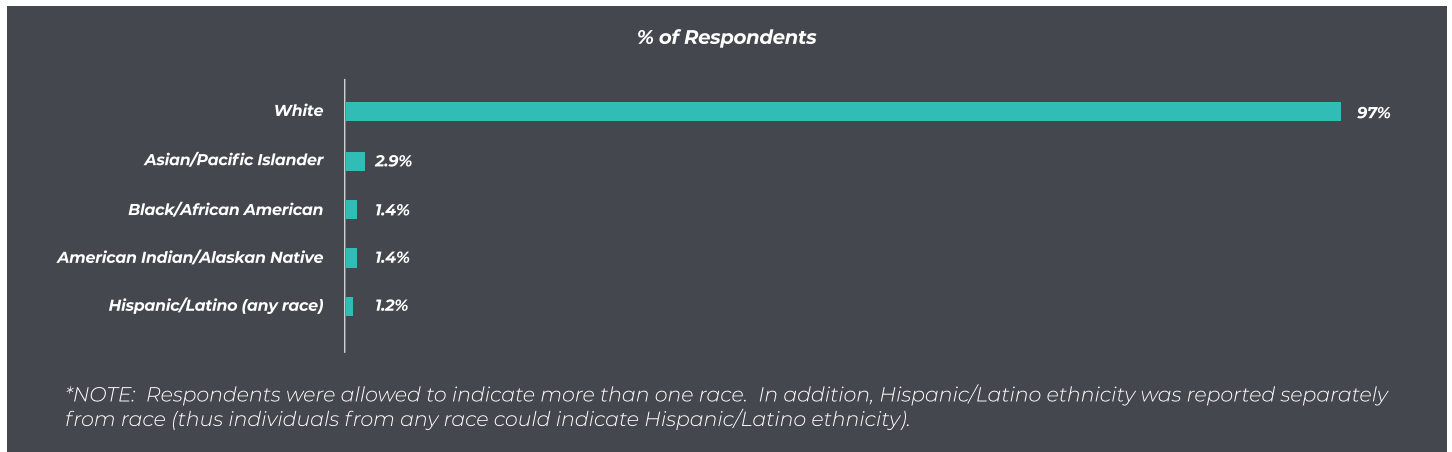
## AGE DISTRIBUTION OF COMMUNITY HEALTH SURVEY RESPONDENTS



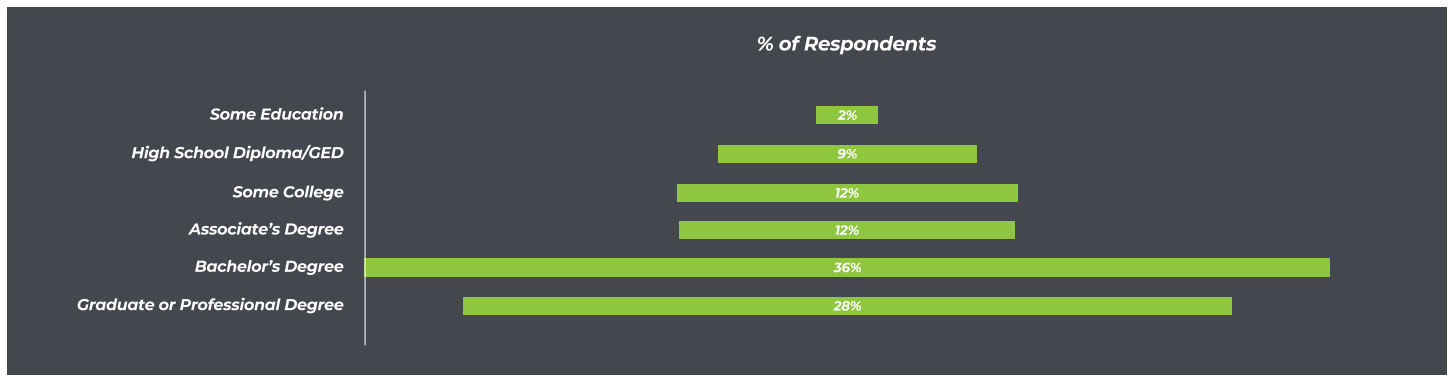
## GENDER DISTRIBUTION OF COMMUNITY HEALTH SURVEY RESPONDENTS



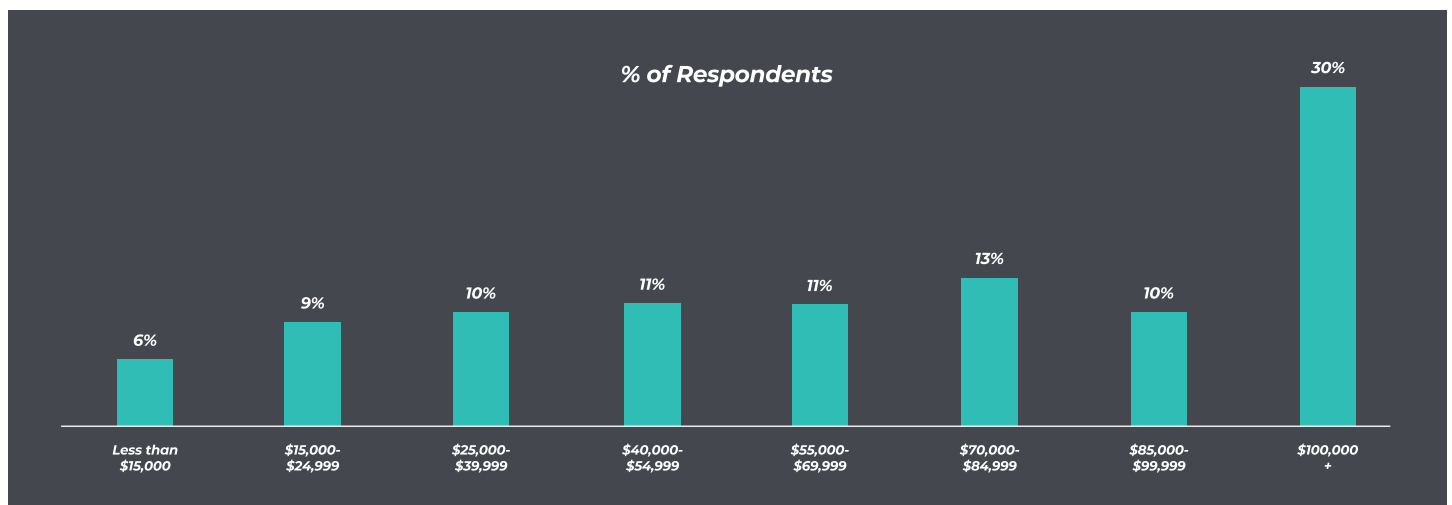
## RACIAL DISTRIBUTION OF COMMUNITY HEALTH SURVEY RESPONDENTS\*



## HIGHEST EDUCATIONAL ATTAINMENT OF COMMUNITY HEALTH SURVEY RESPONDENTS

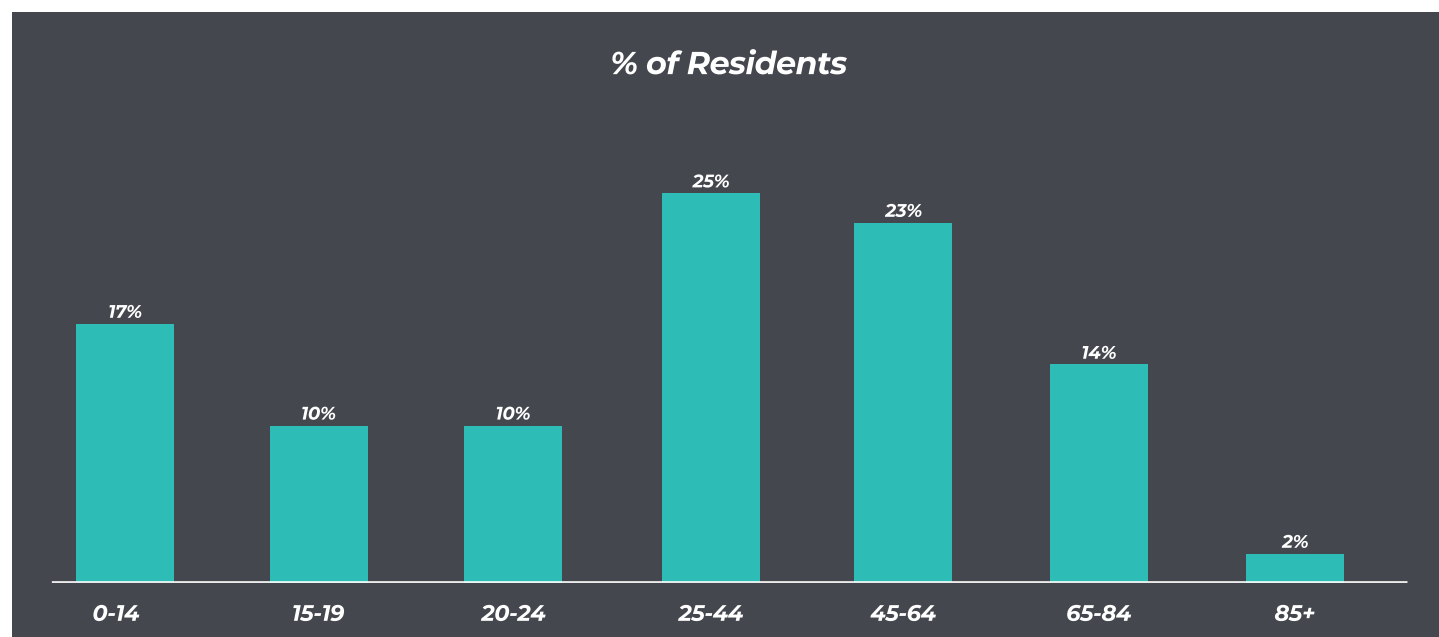


## HOUSEHOLD INCOME OF COMMUNITY HEALTH SURVEY RESPONDENTS



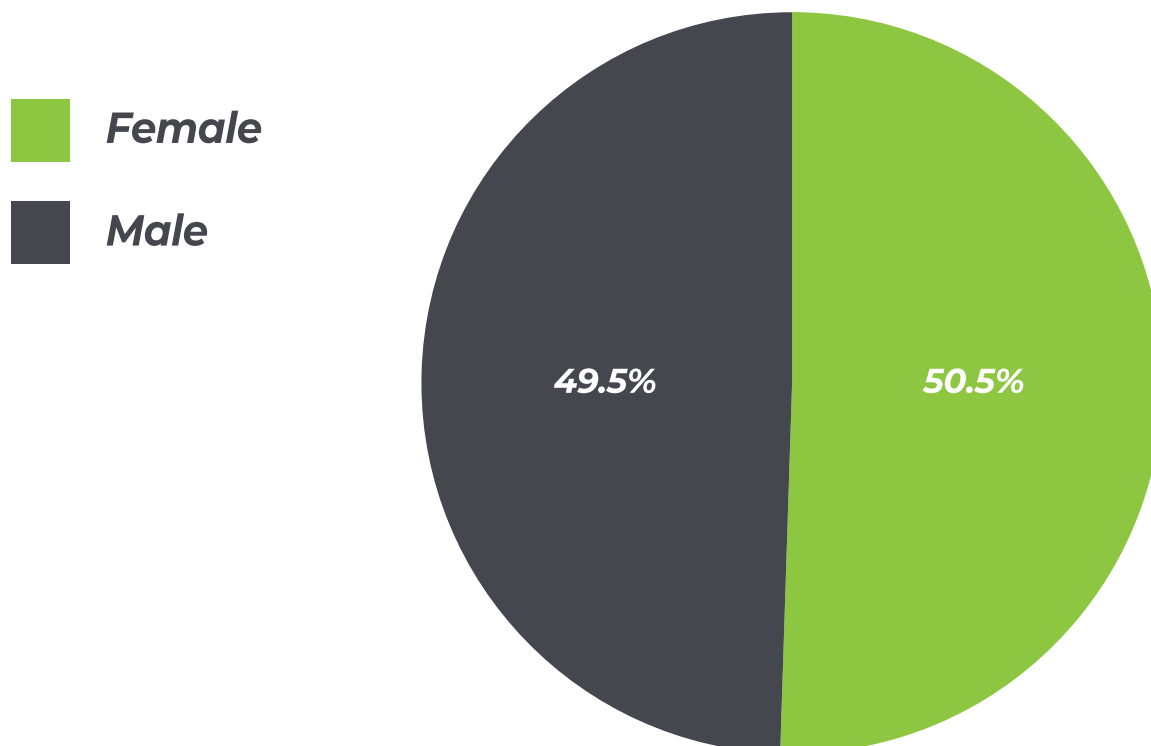
## AGE DISTRIBUTION OF EAU CLAIRE COUNTY RESIDENTS

(U.S. CENSUS BUREAU, 2019 ESTIMATES)



## GENDER DISTRIBUTION OF EAU CLAIRE COUNTY RESIDENTS

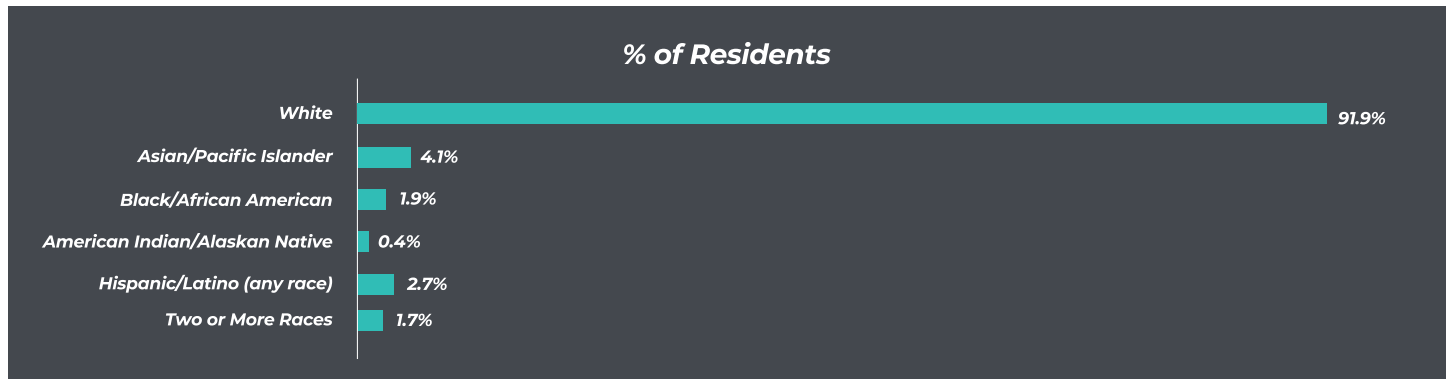
(U.S. CENSUS BUREAU, 2019 ESTIMATES)





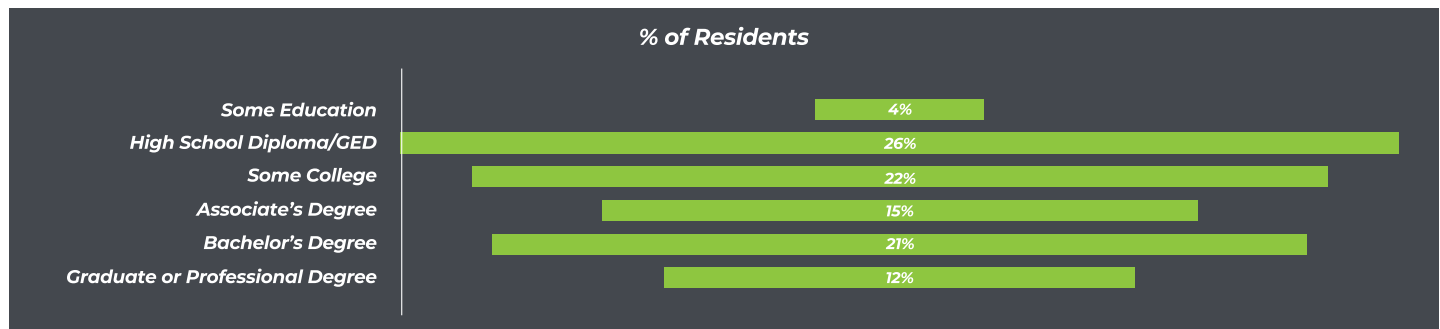
## RACIAL DISTRIBUTION OF EAU CLAIRE COUNTY RESIDENTS

(U.S. CENSUS BUREAU, 2019 ESTIMATES)



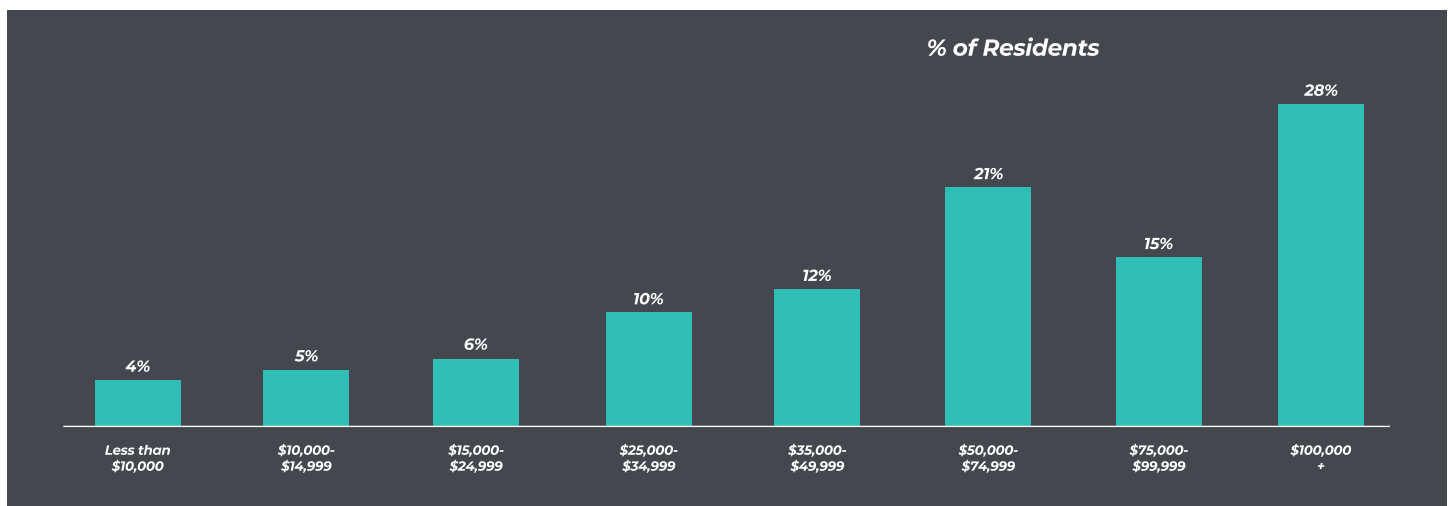
## HIGHEST EDUCATIONAL ATTAINMENT BY EAU CLAIRE COUNTY RESIDENTS

(U.S. CENSUS BUREAU, 2019 ESTIMATES)



## HOUSEHOLD INCOME DISTRIBUTION OF EAU CLAIRE COUNTY RESIDENTS

(U.S. CENSUS BUREAU, 2019 ESTIMATES)



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**A p p e n d i x I I :**

# **Community Health Survey**

# COMMUNITY HEALTH SURVEY FOR CHIPPEWA AND EAU CLAIRE COUNTIES

This survey is being conducted to better understand the health issues in Chippewa and Eau Claire counties and how to address them.

Participation in this survey is voluntary. Your answers will be anonymous, confidential, and combined with those of all other survey respondents. The results will be shared with community members who are interested in improving the health of our community. Estimated time to complete this survey is 5-10 minutes.

The questions in this survey are based on the Health Areas of the Wisconsin State Health Plan. For each health area, please indicate whether you feel the area is a problem in the Chippewa and Eau Claire County community and share your ideas about services and programs that would help improve community health.

Please note that this survey is intended to be completed by residents of Chippewa and Eau Claire counties only. The deadline for submission is January 10, 2021. Completed surveys may be put in an envelope marked "Attention to PH" and placed in the drop box outside Door 5 of the Chippewa County Courthouse, dropped off at the Eau Claire City-County Health Department, or mailed to the Eau Claire City-County Health Department at 720 2nd Ave., Eau Claire, WI 54703.

## 1. DO YOU LIVE WITHIN CHIPPEWA OR EAU CLAIRE COUNTY?

- ☐ Yes- Chippewa County
- ☐ Yes- Eau Claire County
- ☐ No

## 2. FOR EACH HEALTH AREA LISTED BELOW, PLEASE INDICATE IF YOU FEEL IT IS A PROBLEM IN YOUR COMMUNITY (CHIPPEWA OR EAU CLAIRE COUNTY).

	Not a Problem	Slight Problem	Moderate Problem	Major Problem	Unsure
Healthy Nutrition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alcohol Misuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vaping/Tobacco Use & Exposure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Substance Use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chronic Disease Prevention & Control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicable Disease Prevention & Control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental & Occupational Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Healthy Growth & Development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Injury & Violence Prevention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mental Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oral Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical Activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reproductive & Sexual Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Obesity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3. CHOOSE 3 AREAS FROM THE LIST ON THE PREVIOUS PAGE THAT YOU THINK ARE THE BIGGEST PROBLEM IN YOUR COMMUNITY AND PLEASE COMMENT WHY.**

Health Area 1: \_\_\_\_\_ is a problem in your community because....

Health Area 2: \_\_\_\_\_ is a problem in your community because....

Health Area 3: \_\_\_\_\_ is a problem in your community because....

**What are the greatest strengths in your county in relation to community health?**

*(Check all that apply)*

- |                                                 |                                                           |
|-------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Education              | <input type="checkbox"/> Community Safety                 |
| <input type="checkbox"/> Employment             | <input type="checkbox"/> Public Transportation            |
| <input type="checkbox"/> Medical Care           | <input type="checkbox"/> Community Connectedness          |
| <input type="checkbox"/> Healthy Eating Options | <input type="checkbox"/> Substance Abuse Treatment Access |
| <input type="checkbox"/> Parks                  | <input type="checkbox"/> Mental Health Treatment Access   |
| <input type="checkbox"/> Affordable Housing     | <input type="checkbox"/> Other <i>(Please specify):</i>   |

We know that many important issues in other areas of our lives also impact our health. Which of the factors below contribute most to your top community health concerns?

*(Check all that apply)*

- ☐ Availability of resources to meet daily needs (e.g., safe housing and local food markets)
- ☐ Access to mass media and emerging technologies (e.g., cell phones, Internet, and social media)
- ☐ Resources provided for multiple languages and literacy levels
- ☐ Socioeconomic conditions (e.g., concentrated poverty and stressful conditions that accompany it)
- ☐ Racism and discrimination
- ☐ Social support
- ☐ Transportation options
- ☐ Public safety
- ☐ Opportunities for recreation and leisure
- ☐ Access to educational, economic, and job opportunities
- ☐ Access to health care services
- ☐ Quality of education and job training
- ☐ Other *(Please specify)*:

Age: \_\_\_\_\_ years

Gender: \_\_\_\_\_

Race *(Check all that apply)*:

- ☐ American Indian or Alaskan Native
- ☐ Asian or Pacific Islander
- ☐ Black/African American
- ☐ White

Ethnicity:

- ☐ Hispanic Origin
- ☐ Not of Hispanic Origin

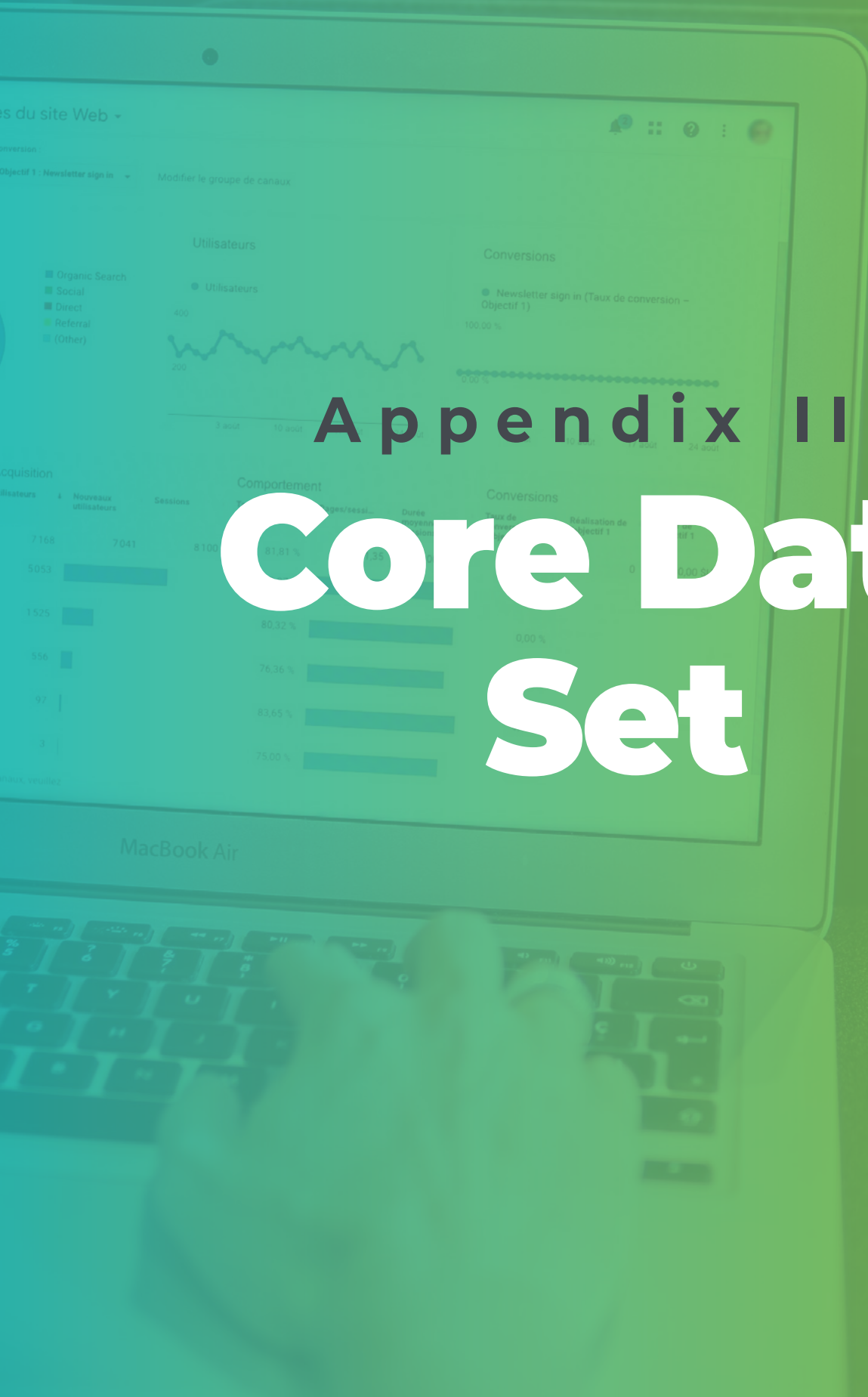
### THANK YOU FOR COMPLETING THIS SURVEY!

Completed surveys may be put in an envelope marked "Attention to PH" and placed in the drop box outside Door 5 of the Chippewa County Courthouse, dropped off at the Eau Claire City-County Health Department, or mailed to the Eau Claire City-County Health Department at 720 2nd Ave., Eau Claire, WI 54703.



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# Appendix III: Core Data Set



Measure	Definition	Eau Claire County	Source (year of Data)	Wisconsin	Source (year of Data)	Healthy People 2030 Target	National Rate	Source (year of Data)
<b>Alcohol Misuse Focus Area</b>								
<b>Alcohol Outlet Density</b>	Alcohol outlet density per 500 people	1.19	<a href="#">Wisconsin Environmental Public Health Tracking Program (2017-2018)</a>	1.47	<a href="#">Wisconsin Environmental Public Health Tracking Program (2017-2018)</a>	n/a		
<b>Alcohol Use</b>	Alcohol use among adults 18+ during past 30 days			64.4%	<a href="#">National Survey on Drug Use and Health (2017-2018)</a>	n/a	55.6%	<a href="#">National Survey on Drug Use and Health (2017-2018)</a>
<b>Alcohol-related Hospitalizations</b>	Rate of alcohol-related hospitalizations per 1,000 population	2.9	<a href="#">2020 County Health Rankings (WI Public Health Profiles; 2016)</a>	2.2	<a href="#">2020 County Health Rankings (WI Public Health Profiles; 2016)</a>	n/a		
<b>Alcohol-related Vehicle Deaths</b>	Percentage of driving deaths with alcohol involvement	41%	<a href="#">2020 County Health Rankings (Fatality Analysis Reporting System; 2014-2018)</a>	36%	<a href="#">2020 County Health Rankings (Fatality Analysis Reporting System; 2014-2018)</a>	n/a	28%	<a href="#">2020 County Health Rankings (Fatality Analysis Reporting System; 2014-2018)</a>
<b>Binge Drinking</b>	Engagement in binge drinking among adults 18+ years old in past month	25.5%	<a href="#">WI Department of Health Services (Adult Alcohol Use Dashboard, 2014-2019)</a>	22.9%	<a href="#">WI Department of Health Services (Adult Alcohol Use Dashboard, 2014-2019)</a>	25.4% (Ages 21+)	16.1%	<a href="#">WI Department of Health Services (Adult Alcohol Use Dashboard, 2019)</a>
<b>Excessive Drinking (Binge + Heavy Drinking)</b>	Percentage of the adult population that reports either binge drinking, defined as consuming more than 4 (women) or 5 (men) alcoholic beverages on a single occasion in the past 30 days, or heavy drinking, defined as drinking more than 1 (women) or 2 (men) drinks per day on average	27%	<a href="#">2020 County Health Rankings (Behavioral Risk Factor Surveillance System; 2017)</a>	24%	<a href="#">2020 County Health Rankings (Behavioral Risk Factor Surveillance System; 2017)</a>	n/a (HP2020=25%)	19%	<a href="#">2020 County Health Rankings (Behavioral Risk Factor Surveillance System; 2017)</a>
<b>Liquor Law Arrests</b>	Violations of state or local laws or ordinances	939	<a href="#">Wisconsin Epidemiological Profile on Alcohol and Other Drugs, 2016 (2014)</a>	300	<a href="#">Wisconsin Epidemiological Profile on Alcohol and Other Drugs, 2016 (2014)</a>	n/a	101	<a href="#">Wisconsin Epidemiological Profile on Alcohol and Other Drugs, 2016 (2014)</a>
<b>Student Alcohol Use</b>	Percentage of high school students who had at least one drink of alcohol on one or more of the past 30 days	25%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	30%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>	6.3% (adolescents - 12-17)	29%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>
<b>Student Alcohol Use</b>	Percentage of high school students who had their first drink of alcohol other than a few sips before age 13	11%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	16.5%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>	n/a	15%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>

<b>Chronic Disease Prevention &amp; Management Focus Area</b>								
<b>Alzheimer's</b>	Alzheimer's Disease deaths per 100,000 (age-adjusted)	39.3	<a href="#">WI DHS WISH (2018)</a>	31.8	<a href="#">WI DHS WISH (2018)</a>	n/a	37.3	<a href="#">Alzheimer's Association (Alzheimer's Disease Facts and Figures; 2018)</a>
<b>Cancer Incidence</b>	Number of new cancer diagnoses per 100,000 population (age-adjusted)	447	<a href="#">Centers for Disease Control and Prevention (2013-2017)</a>	465	<a href="#">Centers for Disease Control and Prevention (2013-2017)</a>	n/a	449	<a href="#">Centers for Disease Control and Prevention (2013-2017)</a>
<b>Cancer Mortality</b>	Cancer Mortality Rate per 100,000 population (age-adjusted)	160	<a href="#">Centers for Disease Control and Prevention (2013-2017)</a>	160	<a href="#">Centers for Disease Control and Prevention (2013-2017)</a>	122.7	158	<a href="#">Centers for Disease Control and Prevention (2013-2017)</a>
<b>Cerebrovascular Disease Hospitalizations</b>	Cerebrovascular disease hospitalization rate per 1,000 people	2.1	<a href="#">2017 Wisconsin Public Health Profiles</a>	2	<a href="#">2017 Wisconsin Public Health Profiles</a>	n/a		
<b>Cervical Cancer Screening</b>	Percentage of women (21-65) who had a pap test in last 3 years			83.8%	<a href="#">CDC (BRFSS; 2018)</a>	84.3%	80.2% (median)	<a href="#">CDC (BRFSS; 2018)</a>
<b>Cholesterol Screening</b>	Percentage of adults had cholesterol checked in past 5 years			83.9%	<a href="#">CDC (BRFSS; 2019)</a>	n/a	86.6% (median)	<a href="#">CDC (BRFSS; 2019)</a>
<b>Colorectal Cancer Screening</b>	Percentage of adults (50-75) received screening based on most recent guidelines (FOBT, CT, sigmoidoscopy or colonoscopy)			75.2%	<a href="#">CDC (BRFSS; 2018)</a>	74.4%	69.7%	<a href="#">CDC (BRFSS; 2018)</a>
<b>Coronary Heart Disease Hospitalizations</b>	Coronary heart disease hospitalization rate per 1,000 Medicare Beneficiaries, 65+	9.5	<a href="#">CDC (Interactive Atlas of Heart Disease and Stroke; 2015-2017)</a>	10.5	<a href="#">CDC (Interactive Atlas of Heart Disease and Stroke; 2015-2017)</a>	n/a	12	<a href="#">CDC (Interactive Atlas of Heart Disease and Stroke; 2015-2017)</a>
<b>Diabetes</b>	Percentage of adults age 20+ with diagnosed diabetes	9%	<a href="#">2020 County Health Rankings (United States Diabetes Surveillance System; 2016)</a>	9%	<a href="#">2020 County Health Rankings (United States Diabetes Surveillance System; 2016)</a>	n/a	8.5% (ages 18+)	<a href="#">United States Diabetes Surveillance System (2016)</a>
<b>Diabetic Screening</b>	Percentage of diabetic Medicare enrollees (ages 65-75) that received HbA1c screening in past year	92.6%	<a href="#">Dartmouth Atlas of Health Care (2015)</a>	91.0%	<a href="#">Dartmouth Atlas of Health Care (2015)</a>	n/a	85.7%	<a href="#">Dartmouth Atlas of Health Care (2015)</a>
<b>Mammography Screening</b>	Percentage of female Medicare enrollees ages 65-74 that received an annual mammography screening.	54%	<a href="#">2020 County Health Rankings (Centers for Medicare &amp; Medicaid Services Office of Minority Health; 2017)</a>	50%	<a href="#">2020 County Health Rankings (Centers for Medicare &amp; Medicaid Services Office of Minority Health; 2017)</a>	n/a	42%	<a href="#">2020 County Health Rankings (Centers for Medicare &amp; Medicaid Services Office of Minority Health; 2017)</a>
<b>Stroke Hospitalizations</b>	Stroke hospitalization rate per 1,000 Medicare Beneficiaries, 65+	10.0	<a href="#">CDC (Interactive Atlas of Heart Disease and Stroke; 2015-2017)</a>	10.3	<a href="#">CDC (Interactive Atlas of Heart Disease and Stroke; 2015-2017)</a>	n/a	11.6	<a href="#">CDC (Interactive Atlas of Heart Disease and Stroke; 2015-2017)</a>



Measure	Definition	Eau Claire County	Source (year of Data)	Wisconsin	Source (year of Data)	Healthy People 2030 Target	National Rate	Source (year of Data)
<b>Chronic Disease Prevention &amp; Management Focus Area</b> <i>CONTINUED</i>								
<b>Stroke Hospitalizations</b>	Stroke hospitalization rate per 1,000 Medicare Beneficiaries, 65+	10.0	<a href="#">CDC (Interactive Atlas of Heart Disease and Stroke; 2015-2017)</a>	10.3	<a href="#">CDC (Interactive Atlas of Heart Disease and Stroke; 2015-2017)</a>	n/a	11.6	<a href="#">CDC (Interactive Atlas of Heart Disease and Stroke; 2015-2017)</a>
<b>Youth Asthma</b>	Percentage of high school students ever diagnosed with asthma	17%	Eau Claire County Youth Risk Behavior Survey (2019)	20%	Wisconsin Youth Risk Behavior Survey (2019)	n/a	22%	Youth Risk Behavior Surveillance System (2019)
<b>Communicable Disease &amp; Prevention Focus Area</b>								
<b>Childhood Immunizations</b>	35 months who received the recommended doses of DTaP, polio, MMR, Hib, hepatitis B, varicella, and PCV	72.0%	<a href="#">2020 County Health Rankings (WI Immunization Registry; 2018)</a>	72.0%	<a href="#">2020 County Health Rankings (WI Immunization Registry; 2018)</a>	n/a	70.4%	<a href="#">CDC (National Immunization Survey; 2017)</a>
<b>Communicable Diseases</b>	Number of new cases of reportable communicable diseases per 100,000 population	1,050	<a href="#">2020 County Health Rankings (WI Public Health Information Network Analysis, Visualization, and Reporting; 2018)</a>	923	<a href="#">2020 County Health Rankings (WI Public Health Information Network Analysis, Visualization, and Reporting; 2018)</a>	n/a		
<b>Influenza Immunization 65+</b>	Percentage of fee-for-service (FFS) Medicare enrollees that had an annual flu vaccination.	58%	<a href="#">2020 County Health Rankings (CMS Mapping Medicare Disparities Tool; 2017)</a>	52%	<a href="#">2020 County Health Rankings (CMS Mapping Medicare Disparities Tool; 2017)</a>	n/a	46%	<a href="#">2020 County Health Rankings (CMS Mapping Medicare Disparities Tool; 2017)</a>
<b>Lyme Disease</b>	Rate per 100,000 population of confirmed Lyme disease cases	65.0	<a href="#">DHS (Environmental Public Health Data Tracker; 2019)</a>	37.7	<a href="#">DHS (Environmental Public Health Data Tracker; 2019)</a>	n/a	7.2	<a href="#">CDC (Lyme Disease Data Tables; 2018)</a>
<b>Environmental &amp; Occupational Health Focus Area</b>								
<b>Air Pollution -- Particulate Matter</b>	The average daily measure of fine particulate matter in micrograms per cubic meter (PM2.5) in a county	8.0	<a href="#">2020 County Health Rankings (Environmental Public Health Tracking Network; 2014)</a>	8.6	<a href="#">2020 County Health Rankings (Environmental Public Health Tracking Network; 2014)</a>	n/a	8.6	<a href="#">2020 County Health Rankings (Environmental Public Health Tracking Network; 2014)</a>
<b>Contaminants in Municipal Water</b>	Average concentration of Aresenic in public water (µg/L)	0.4	<a href="#">2017 Environmental Health Profile (Wisconsin Environmental Public Health Tracking; 2013-2015)</a>	1.4	<a href="#">2017 Environmental Health Profile (Wisconsin Environmental Public Health Tracking; 2013-2015)</a>	n/a	2.2	<a href="#">CDC (National Environmental Public Health Tracking Network; 2016)</a>
<b>Contaminants in Municipal Water</b>	Average concentration of Nitrate in public water (mg/L)	2.3	<a href="#">2017 Environmental Health Profile (Wisconsin Environmental Public Health Tracking; 2013-2015)</a>	1.5	<a href="#">2017 Environmental Health Profile (Wisconsin Environmental Public Health Tracking; 2013-2015)</a>	n/a	1.2	<a href="#">CDC (National Environmental Public Health Tracking Network; 2016)</a>
<b>'Good' or 'Moderate' Air Quality Days</b>	Percentage of measured days in given year (not every day was measured) that were 'good' or 'moderate' (Air quality index from 0-100)	100%	<a href="#">U.S. Environmental Protection Agency (Air Quality Index Report; 2017)</a>	99.3%	<a href="#">U.S. Environmental Protection Agency (Air Data Reporting QuerySystem; 2017)</a>	n/a	98.3%	<a href="#">U.S. Environmental Protection Agency (Air Data Reporting QuerySystem; 2017)</a>
<b>Lead Poisoned Children</b>	Percentage of children birth<6 with blood lead level of >=5µg/dL	0.91%	<a href="#">DHS (Wisconsin Environmental Public Health Tracking; 2016)</a>	4.97%	<a href="#">DHS (Wisconsin Environmental Public Health Tracking; 2016)</a>	n/a	2.0%	<a href="#">CDC (National Surveillance Data; 2015)</a>
<b>Carbon Monoxide Poisoning</b>	Rate of emergency room visits related to Carbon Monoxide poisoning per 100,000 people (age-adjusted)	5.36	<a href="#">DHS (Wisconsin Environmental Public Health Tracking; 2010-2014)</a>	8.43	<a href="#">DHS Wisconsin Environmental Public Health Tracking; 2014)</a>	n/a	6.6%	<a href="#">CDC (National Environmental Public Health Tracking Network; 2014)</a>
<b>Radon Levels</b>	Percentage of radon tests that exceeded the recommended level of 4 picocuries per liter	34%	Eau Claire City-County Health Department (2017-2020)			n/a		
<b>Severe Housing Problems</b>	Percentage of households with at least 1 of 4 housing problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities.	14%	<a href="#">2020 County Health Rankings (U.S. HUD Comprehensive Housing Affordability Strategy; 2012-2016)</a>	14%	<a href="#">2020 County Health Rankings (U.S. HUD Comprehensive Housing Affordability Strategy; 2012-2016)</a>	n/a	18%	<a href="#">2020 County Health Rankings (U.S. HUD Comprehensive Housing Affordability Strategy; 2012-2016)</a>
<b>Unhealthy Air Quality Days</b>	Number of measured days in given year (not every day was measured in both counties) that were "unhealthy" (Air quality index above 101)	0	<a href="#">U.S. Environmental Protection Agency (Air Quality Index Report; 2017)</a>	0	<a href="#">U.S. Environmental Protection Agency (Air Data Reporting Query System; 2017)</a>	n/a	0.4	<a href="#">U.S. Environmental Protection Agency (Air Data Reporting Query System; 2017)</a>
<b>Year Structure Built</b>	Percentage of housing units built prior to 1950	22.4%	<a href="#">2020 County Health Ranking (American Community Survey; 2014-2018)</a>	25.1%	<a href="#">2020 County Health Ranking (American Community Survey; 2014-2018)</a>	n/a	17.8%	<a href="#">American Community Survey (2014-2018)</a>
<b>Healthy Growth &amp; Development Focus Area</b>								
<b>Infant Mortality</b>	Rate (<365 days) per 1,000 live births	7.6	<a href="#">Wisconsin Dept. of Health Services, Wisconsin Interactive Statistics on Health (2017)</a>	6.3	<a href="#">Wisconsin Dept. of Health Services, Wisconsin Interactive Statistics on Health (2017)</a>	5.0	5.8	<a href="#">Wisconsin Dept. of Health Services, Wisconsin Interactive Statistics on Health (2017)</a>
<b>Reading Proficiency</b>	Percentage of fourth grade students proficient or advanced in reading	51%	<a href="#">2020 County Health Rankings (Department of Education; 2017-2018)</a>	45%	<a href="#">2020 County Health Rankings (Department of Education; 2017-2018)</a>	n/a		
<b>High School Graduation</b>	Percentage of 9th grade cohort that graduates in four years	87%	<a href="#">2020 County Health Rankings (WI DPI; 2016-2017)</a>	89%	<a href="#">2020 County Health Rankings (WI DPI; 2016-2017)</a>	90.7%	85%	<a href="#">2020 County Health Rankings (WI DPI; 2016-2017)</a>
<b>Low Birth Weight</b>	Percentage of live birth weights <2,500 grams	6%	<a href="#">2020 County Health Rankings (National Vital Statistics System; 2012-2018)</a>	7%	<a href="#">2020 County Health Rankings (National Vital Statistics System; 2012-2018)</a>	n/a	8%	<a href="#">2020 County Health Rankings (National Vital Statistics System; 2012-2018)</a>
<b>Single-parent Households</b>	Percentage of children that live in a household headed by a single parent	24%	<a href="#">2020 County Health Rankings (American Community Survey; 2014-2018)</a>	32%	<a href="#">2020 County Health Rankings (American Community Survey; 2014-2018)</a>	n/a	33%	<a href="#">2020 County Health Rankings (American Community Survey; 2014-2018)</a>



Measure	Definition	Eau Claire County	Source (year of Data)	Wisconsin	Source (year of Data)	Healthy People 2030 Target	National Rate	Source (year of Data)
Healthy Growth & Development Focus Area <i>CONTINUED</i>								
<b>Some College</b>	Percentage of adults age 25-44 with some post-secondary education	75%	2020 County Health Rankings (American Community Survey; 2014-2018)	69%	2020 County Health Rankings (American Community Survey; 2014-2018)	n/a	66%	2020 County Health Rankings (American Community Survey; 2014-2018)
Healthy Nutrition Focus Area								
<b>Adult Dietary Behavior</b>	Percentage of adults who consumed 1 or more fruits per day			61.1%	State Cancer Profiles (2019)	n/a	60.7	State Cancer Profiles (2019)
<b>Adult Dietary Behavior</b>	Percentage of adults who consumed 1 or more vegetables per day			77.2%	State Cancer Profiles (2019)	n/a	79.7	State Cancer Profiles (2019)
<b>Breastfeeding</b>	Percentage of infants in WIC breastfed exclusively through three months	33.0%	Eau Claire City-County Health Dept. Composite Report (2020)	26.0%	Eau Claire City-County Health Dept. Composite Report (2020)	n/a	46.9%	CDC Division of Nutrition, Physical Activity, and Obesity (2017)
<b>Food Environment Index</b>	Index of factors that contribute to a healthy food environment, 0 (worst) to 10 (best)	8.1	2020 County Health Rankings (USDA; 2015 & 2017)	8.8	2020 County Health Rankings (USDA; 2015 & 2017)	n/a	7.6	2020 County Health Rankings (USDA; 2015 & 2017)
<b>Food Insecurity</b>	Percentage population who lack adequate access to food	11.0%	2020 County Health Rankings (Map the Meal Gap; 2017)	10.0%	2020 County Health Rankings (Map the Meal Gap; 2017)	6.0%	12.5%	Map the Meal Gap (2017)
Injury & Violence Focus Area								
<b>Child Abuse</b>	Substantiated cases of child abuse per 1,000 population	5	2020 County Health Rankings (Wisconsin Department of Children and Families; 2018)	4	2020 County Health Rankings (Wisconsin Department of Children and Families; 2018)	n/a	9.1	National Child Abuse and Neglect Data System (2015)
<b>Falls Fatalities 65+</b>	Injury deaths due to falls for age 65 and older (per 100,000 population)	156	2020 County Health Rankings (Wisconsin Interactive Statistics on Health; 2015-2017)	143	2020 County Health Rankings (Wisconsin Interactive Statistics on Health; 2015-2017)	63.4	61	National Vital Statistics System-Mortality (2015)
<b>Hate Crimes</b>	Hate crime rate per 100,000 population	2	2017 County Health Rankings (Uniform Crime Reporting; 2014)	1	2017 County Health Rankings (Uniform Crime Reporting; 2014)	n/a	1.9	Uniform Crime Report (2016)
<b>Injury Deaths</b>	Number of deaths due to injury per 100,000 population	72	2020 County Health Rankings (CDC, Wonder Mortality data; 2014-2018)	80	2020 County Health Rankings (CDC, Wonder Mortality data; 2014-2018)	63.1	70	2020 County Health Rankings (CDC, Wonder Mortality data; 2014-2018)
<b>Injury Hospitalizations</b>	Hospitalizations for injuries (age-adjusted per 100,000 population)	397	2020 County Health Rankings (Wisconsin Interactive Statistics on Health; 2018)	421	2020 County Health Rankings (Wisconsin Interactive Statistics on Health; 2018)	n/a	596.6	National Hospital Discharge Survey (2010)
<b>Motor Vehicle Crash Deaths</b>	Number of motor vehicle crash deaths per 100,000 population	8	2020 County Health Rankings (National Center for Health Statistics; 2012-2018)	10	2020 County Health Rankings (National Center for Health Statistics; 2012-2018)	10.1	10.9	National Vital Statistics System-Mortality (2015)
<b>Motor Vehicle Crash Occupancy Rate</b>	Number of motor vehicle crash occupants per 1,000 population.	59	2020 County Health Rankings (Crash Outcome Data Evaluation System; 2015-2017)	53	2020 County Health Rankings (Crash Outcome Data Evaluation System; 2015-2017)	n/a		
<b>Violent Crime</b>	Number of reported violent crime offenses per 100,000 population (includes offenses that involve face-to-face confrontation between the victim and the perpetrator, including homicide, forcible rape, robbery, and aggravated assault)	142	2020 County Health Rankings (Uniform Crime Reporting- FBI; 2014 & 2016)	298	2020 County Health Rankings (Uniform Crime Reporting- FBI; 2014 & 2016)	n/a	386	2020 County Health Rankings (Uniform Crime Reporting- FBI; 2014 & 2016)
<b>Youth Injury</b>	Percentage of high school students who wore a seat belt most of the time or always during the past 30 days	92%	Eau Claire County Youth Risk Behavior Survey (2019)	88%	Youth Risk Behavior Surveillance System (2019)	n/a	94%	Youth Risk Behavior Surveillance System (2019)
<b>Youth Violence</b>	Percentage of high school students who have been bullied on school property during the past 12 months	21%	Eau Claire County Youth Risk Behavior Survey (2019)	22%	Youth Risk Behavior Surveillance System (2019)	n/a	19.5%	Youth Risk Behavior Surveillance System (2019)
Mental Health Focus Area								
<b>Disconnected Youth</b>	Percentage of teens and young adults (16-19) who are neither working nor in school	4%	2020 County Health Rankings (American Community Survey; 2014-2018)	5%	2020 County Health Rankings (American Community Survey; 2014-2018)	n/a		
<b>Intentional Injury Hospitalizations</b>	Self-inflicted injury hospitalization rate per 100,000 population	68	2020 County Health Rankings (Wisconsin Interactive Statistics on Health; 2016-2018)	51	2020 County Health Rankings (Wisconsin Interactive Statistics on Health; 2016-2018)	n/a	62.2	CDC WISQARS (2018)
<b>Mental Health Providers</b>	Ratio of population to mental health providers	320 to 1	2020 County Health Rankings (CMS, National Provider Identification file, 2019)	490 to 1	2020 County Health Rankings (CMS, National Provider Identification file, 2019)	n/a	400 to 1	2020 County Health Rankings (CMS, National Provider Identification file, 2019)
<b>Poor Mental Health Days</b>	Average number of mentally unhealthy days reported in past 30 days (age-adjusted)	3.8	2020 County Health Rankings (BRFSS; 2017)	4.0	2020 County Health Rankings (BRFSS; 2017)	n/a	4.0	2020 County Health Rankings (BRFSS; 2017)
<b>Suicide</b>	Number of deaths due to suicide per 100,000 population (age-adjusted)	17	2020 County Health Rankings (National Center for Health Statistics; 2014-2018)	15	2020 County Health Rankings (National Center for Health Statistics; 2014-2018)	12.8	13.6	CDC WISQARS (2014-2018)



Measure	Definition	Eau Claire County	Source (year of Data)	Wisconsin	Source (year of Data)	Healthy People 2030 Target	National Rate	Source (year of Data)
<b>Mental Health Focus Area</b> <i>CONTINUED</i>								
<b>Suicide</b>	Number of deaths due to suicide per 100,000 population (age-adjusted)	18.8	<a href="#">CDC WISQARS (2018-19)</a>	14.42	<a href="#">CDC WISQARS (2018-2019)</a>	12.8	14.08	<a href="#">CDC WISQARS (2018-2019)</a>
<b>Youth Suicide Attempt</b>	Percentage of high school students who attempted suicide in the past 12 months	7%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	7%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>	1.8%	9%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>
<b>Youth Suicide Attempt - Injury</b>	Percentage of high school students with a suicide attempt that resulted in an injury, poisoning, or overdose that had to be treated by a doctor or nurse during the past 12 months			2.0%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>	n/a	2.5%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>
<b>Youth Suicide Attempt - Medical Attention</b>	Of high school students who attempted suicide in past 12 months, percentage who received medical attention	35%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	27%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	n/a		
<b>Obesity Focus Area</b>								
<b>Adult Obesity</b>	Percentage adults (age 20 +) with BMI > 30 (obese)	31%	<a href="#">2020 County Health Rankings (CDC Diabetes Interactive Atlas; 2016)</a>	31%	<a href="#">2020 County Health Rankings (CDC Diabetes Interactive Atlas; 2016)</a>	36.0%	29%	<a href="#">2020 County Health Rankings (CDC Diabetes Interactive Atlas; 2016)</a>
<b>WIC Obesity</b>	Obesity occurrence in children 2-5 yr. enrolled in WIC	14.0%	<a href="#">Eau Claire City-County Health Dept. WIC program (2019)</a>	15.7%	<a href="#">WI Dept. of Health Services/Division of Public Health (2019)</a>	15.5% (children 2-19)	14.4%	<a href="#">CDC (Division of Nutrition, Physical Activity, and Obesity; 2018)</a>
<b>WIC Overweight</b>	Overweight occurrence in children 2-5 yr. enrolled in WIC	17.0%	<a href="#">Eau Claire City-County Health Dept. WIC program (2019)</a>	16.6%	<a href="#">WI Dept. of Health Services/Division of Public Health (2019)</a>	n/a		
<b>Youth Obesity</b>	Percentage of high school students who are overweight or obese (BMI is ≥85 percentile based on CDC growth chart)			29.1%	<a href="#">Youth Risk Behavior Surveillance Survey (2019)</a>	15.5% (obese)	31.6%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>
<b>Oral Health Focus Area</b>								
<b>Dental Visits</b>	Percentage of high school students who saw dentist in the past 12 months	83%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	79%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	n/a		
<b>Dentists</b>	Ratio of population to dentists	1,010 to 1	<a href="#">2020 County Health Rankings (Area Health Resource File/National Provider Identification file; 2018)</a>	1,460 to 1	<a href="#">2020 County Health Rankings (Area Health Resource File/National Provider Identification file; 2018)</a>	n/a	1,450 to 1	<a href="#">2020 County Health Rankings (Area Health Resource File/National Provider Identification file; 2018)</a>
<b>Fluoride in Public Water Supply</b>	Percentage of population on fluoridated public water system	83.7%	<a href="#">Wisconsin Environmental Public Health Tracking Program (2017)</a>	88.4%	<a href="#">Wisconsin Environmental Public Health Tracking Program (2017)</a>	77.1%	73.0%	<a href="#">CDC (Water Fluoridation Reporting System; 2018)</a>
<b>No Recent Dental Visit</b>	Percentage of population age 2+ that did not have a dental visit in the past year	28%	<a href="#">2017 County Health Rankings (Wisconsin Family Health Survey; 2002, 2014 &amp; 2015)</a>	26%	<a href="#">2017 County Health Rankings (Wisconsin Family Health Survey; 2002, 2014 &amp; 2015)</a>	51%	56.8%	<a href="#">Office of Disease Prevention and Health Promotion (Medical Expenditure Panel Survey; 2014)</a>
<b>Untreated Tooth Decay</b>	Percentage of third graders with untreated tooth decay	18% (Western Region)	<a href="#">WI DHS (Healthy Smiles/Healthy Growth; 2017-2018)</a>	18%	<a href="#">WI DHS (Healthy Smiles/Healthy Growth; 2017-2018)</a>	10.2% (ages 3-19)	16.2%	<a href="#">Office of Disease Prevention and Health Promotion (NHANES; 2013-2014)</a>
<b>Physical Activity Focus Area</b>								
<b>Access to Exercise Opportunities</b>	Percentage of population with adequate access to location for physical activity	81%	<a href="#">2020 County Health Rankings (ArcGIS; 2010 &amp; 2019)</a>	85%	<a href="#">2020 County Health Rankings (ArcGIS; 2010 &amp; 2019)</a>	n/a	84%	<a href="#">2020 County Health Rankings (ArcGIS; 2010 &amp; 2019)</a>
<b>Device Usage</b>	Percentage of high school students who spent 3+ hours per day on a phone, Xbox, or other device on an average school day	44%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	49%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>	n/a	46%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>
<b>Physical Education</b>	Percentage of students not attending physical education class on 1 or more days during the school week					n/a	48%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>
<b>Physical Inactivity</b>	Percentage of adults aged 20 and over reporting no leisure time physical activity	20%	<a href="#">2020 County Health Rankings (CDC Diabetes Interactive Atlas; 2016)</a>	21%	<a href="#">2020 County Health Rankings (CDC Diabetes Interactive Atlas; 2016)</a>	21.2%	23%	<a href="#">2020 County Health Rankings (CDC Diabetes Interactive Atlas; 2016)</a>
<b>Television</b>	Percentage of students who watched TV 3+ hours on an average school day	20%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	18%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>	n/a	20%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>
<b>Youth Physical Activity</b>	Percentage of high school students physically active at least 60 minutes per day 5+ days (during past week)	56%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	57%	<a href="#">Eau Claire County Youth Risk Behavior Survey (2019)</a>	n/a	44%	<a href="#">Youth Risk Behavior Surveillance System (2019)</a>
<b>Reproductive/Sexual Health Focus Area</b>								
<b>Chlamydia Infections</b>	Number of newly diagnosed chlamydia cases per 100,000 population	483.3	<a href="#">2020 County Health Rankings (NCHHSTP; 2017)</a>	478.6	<a href="#">2020 County Health Rankings (NCHHSTP; 2017)</a>	n/a	524.6	<a href="#">2020 County Health Rankings (NCHHSTP; 2017)</a>
<b>HIV Prevalence</b>	Number of people aged 13 years and older living with a diagnosis of human immunodeficiency virus (HIV) infection per 100,000 population	43.8	<a href="#">CDC NCHHSTP (Atlas Plus; 2018)</a>	129.0	<a href="#">CDC NCHHSTP (Atlas Plus; 2018)</a>	n/a	372.8	<a href="#">CDC NCHHSTP (Atlas Plus; 2018)</a>
<b>Prenatal Care</b>	Percentage of births to mothers who received 1st trimester prenatal care	74.4%	<a href="#">DHS WISH (2017)</a>	75.8%	<a href="#">DHS WISH (2017)</a>	n/a	77.3%	<a href="#">DHS WISH (2017)</a>



Measure	Definition	Eau Claire County	Source (year of Data)	Wisconsin	Source (year of Data)	Healthy People 2030 Target	National Rate	Source (year of Data)
<b>Reproductive/Sexual Health Focus Area <i>CONTINUED</i></b>								
<b>Preterm Births</b>	Percentage of births < 37 weeks gestation	8.4%	DHS WISH (2018)	9.9%	DHS WISH (2018)	9.4%	10.02%	National Vital Statistics System (2018)
<b>Teen Birth Rate</b>	Birth rate per 1,000 females age 15-19	11	2020 County Health Rankings (NVSS: 2012-2018)	17	2020 County Health Rankings (NVSS: 2012-2018)	n/a	23	2020 County Health Rankings (NVSS: 2012-2018)
<b>Youth Sexual Behavior</b>	Percentage of students who have ever had sexual intercourse	27%	Eau Claire County Youth Risk Behavior Survey (2019)	35%	Youth Risk Behavior Surveillance System (2019)	19.2% (ages 15-17)	38%	Youth Risk Behavior Surveillance System (2019)
<b>Youth Sexual Behavior</b>	Percent of high school students who did not use any method to prevent pregnancy during last sexual intercourse (among students who were currently sexually active)	6%	Eau Claire County Youth Risk Behavior Survey (2019)	12%	Youth Risk Behavior Surveillance System (2019)	n/a	12%	Youth Risk Behavior Surveillance System (2019)
<b>Substance Use Focus Area</b>								
<b>Drug Arrests</b>	Violation of laws prohibiting the production, distribution, possession, or transportation per 100,000 population	824	Wisconsin Epidemiological Profile on Alcohol and Other Drugs, 2016 (2014)	439	Wisconsin Epidemiological Profile on Alcohol and Other Drugs, 2016 (2014)	n/a	490	Wisconsin Epidemiological Profile on Alcohol and Other Drugs, 2016 (2014)
<b>Drug Hospitalizations</b>	Drug-related hospitalization rate per 100,000	340	Wisconsin Epidemiological Profile on Alcohol and Other Drugs 2016 (2013-2014)	261	Wisconsin Epidemiological Profile on Alcohol and Other Drugs, 2016 (2013-2014)	n/a		
<b>Opioid-related Hospitalizations</b>	Emergency Room visits for opioid overdoses per 100,000 population	35.1	Wisconsin Dept. of Health Services (Data Direct, Opioid Hospitalization Module: 2018)	45.5	Wisconsin Dept. of Health Services (Data Direct, Opioid Hospitalization Module: 2018)	n/a		
<b>Methamphetamines</b>	Percentage of high students who used methamphetamines one or more times during their life	2%	Eau Claire County Youth Risk Behavior Survey (2019)	2%	Youth Risk Behavior Surveillance System (2019)	n/a	2%	Youth Risk Behavioral Surveillance System (2019)
<b>Meth Overdose Deaths</b>	Rate of meth overdose deaths per 100,000	2.6	Wisconsin Dept. of Health Services (2014-2019)	1.6	Wisconsin Dept. of Health Services (2014-2019)	n/a		
<b>Marijuana</b>	Percentage of high school students who recently used marijuana (w/in past 30 days)	14%	Eau Claire County Youth Risk Behavior Survey (2019)	20%	Youth Risk Behavior Surveillance System (2019)	n/a	22%	Youth Risk Behavioral Surveillance System (2019)
<b>Prescription Abuse</b>	Percentage of high school students who ever misused prescription pain medication	9%	Eau Claire County Youth Risk Behavior Survey (2019)	11%	Youth Risk Behavioral Surveillance System (2019)	n/a	14%	Youth Risk Behavioral Surveillance System (2019)
<b>Student Drug Suspension</b>	Drug-related suspension & expulsion in public schools per 1,000 students	3.4	Wisconsin Epidemiological Profile on Alcohol and Other Drugs, 2016 (2013-2014)	3.2	Wisconsin Epidemiological Profile on Alcohol and Other Drugs, 2016 (2013-2014)	n/a		
<b>Tobacco Use &amp; Exposure Focus Area</b>								
<b>Adult Smokeless Tobacco Use</b>	Percentage of persons aged ≥18 years who reported currently using chewing tobacco, snuff, or snus (a small pouch of smokeless tobacco) every day or some days			3.1%	CDC (BRFSS: 2019)	n/a	4% (median)	CDC (BRFSS: 2019)
<b>Adult Smoking</b>	Percentage of the adult population in a county who both report that they currently smoke every day or most days and have smoked at least 100 cigarettes in their lifetime	16%	2020 County Health Rankings (BRFSS: 2017)	16%	2020 County Health Rankings (BRFSS: 2017)	5%	17%	2020 County Health Rankings (BRFSS: 2017)
<b>Smoking During Pregnancy</b>	Percentage of births where mother reports smoking during pregnancy	13%	2020 County Health Rankings (Wisconsin Interactive Statistics on Health: 2015-2018)	11%	2020 County Health Rankings (Wisconsin Interactive Statistics on Health: 2015-2018)	n/a	8.1%	CDC (Pregnancy Risk Assessment and Monitoring System: 2017)
<b>Tobacco Sales to Minors</b>	Percentage of illegal tobacco sales to minors (retailer violation rate)	5.0%	Wisconsin Wins (2019)	7.1%	Substance Abuse and Mental Health Services Administration (Annual Synar Reports: 2018)	n/a	9.6%	Substance Abuse and Mental Health Services Administration (Annual Synar Reports: 2018)
<b>Student Smokeless Tobacco Use</b>	Percentage of high school students who used smokeless tobacco (chew, etc.) during the past 30 days	5%	Eau Claire County Youth Risk Behavior Survey (2019)	3%	Youth Risk Behavioral Surveillance System (2019)	2.3%	4%	Youth Risk Behavioral Surveillance System (2019)
<b>Student Tobacco Use</b>	Percentage of high school students who smoked cigarettes on one or more of the past 30 days	5%	Eau Claire County Youth Risk Behavior Survey (2019)	6%	Youth Risk Behavioral Surveillance System (2019)	n/a	6%	Youth Risk Behavioral Surveillance System (2019)
<b>Student Vaping</b>	Percentage of high school students who ever tried e-cigarettes/vaping/juul	39%	Eau Claire County Youth Risk Behavior Survey (2019)	46%	Eau Claire County Youth Risk Behavior Survey (2019)	n/a	50%	Youth Risk Behavioral Surveillance System (2019)
<b>Student Vaping</b>	Percentage of high school students who used e-cigarettes/vape/juul in the past 30 days	18%	Eau Claire County Youth Risk Behavior Survey (2019)	21%	Eau Claire County Youth Risk Behavior Survey (2019)	10.5% (grades 6-12)	33%	Youth Risk Behavioral Surveillance System (2019)
<b>Miscellaneous Data</b>								
<b>65 and Older</b>	Percentage of the population 65 and older	15.7%	2020 County Health Rankings (U.S. Census: 2018)	17.0%	2020 County Health Rankings (U.S. Census: 2018)	n/a	15.2%	American Community Survey: 2014-2018)
<b>Below 18 Years</b>	Percentage of the population below 18 years of age	20.4%	2020 County Health Rankings (U.S. Census: 2018)	22.0%	2020 County Health Rankings (U.S. Census: 2018)	n/a	22.8%	American Community Survey: 2014-2018)
<b>Child Mortality</b>	Number of deaths among children under age 18 per 100,000 people	50.0	2020 County Health Rankings (National Center for Health Statistics: 2015-2018)	50.0	2020 County Health Rankings (National Center for Health Statistics: 2015-2018)	n/a		



Measure	Definition	Eau Claire County	Source (year of Data)	Wisconsin	Source (year of Data)	Healthy People 2030 Target	National Rate	Source (year of Data)
Miscellaneous Data <i>CONTINUED</i>								
Children Eligible for Free Lunch	Percentage of children enrolled in public schools that are eligible for free school lunch	34%	2020 County Health Rankings (National Center for Education Statistics; 2017-2018)	37%	2020 County Health Rankings (National Center for Education Statistics; 2017-2018)	n/a	52.6%	National Center for Education Statistics; 2017-2018
Children in Poverty	Percentage of children under 18 living in poverty	13%	2020 County Health Rankings (US Census Small Area Income and Poverty Estimates; 2018)	14%	2020 County Health Rankings (US Census Small Area Income and Poverty Estimates; 2018)	n/a	18%	2020 County Health Rankings (US Census Small Area Income and Poverty Estimates; 2018)
Driving Alone to Work	Percentage of the workforce that drives alone to work	81%	2020 County Health Rankings (American Community Survey; 2014-2018)	81%	2020 County Health Rankings (American Community Survey; 2014-2018)	n/a	76%	2020 County Health Rankings (American Community Survey; 2014-2018)
Health Care	Percentage of population that did not receive needed health care in the past year	2%	2017 County Health Rankings (Family Health Survey; 2012, 2014 & 2015)	2%	2017 County Health Rankings (Family Health Survey; 2012, 2014 & 2015)	n/a		
Health Care Costs	Amount of price-adjusted Medicare reimbursements (Parts A & B) per enrollee	\$8,605	Dartmouth Atlas of Health Care (2017)	\$9,030	Dartmouth Atlas of Health Care (2017)	n/a	\$10,437	Dartmouth Atlas of Health Care (2017)
Income Inequality	Ratio of household income at the 80th percentile to income at the 20th percentile	4.4	2020 County Health Rankings (American Community Survey; 2014-2018)	4.3	2020 County Health Rankings (American Community Survey; 2014-2018)	n/a	4.9	2020 County Health Rankings (American Community Survey; 2014-2018)
Local Health Department Staffing	Fulltime equivalents of local health department staff per 10,000 population	5.5	Eau Claire County Public Health Profile, DHS (2018)	3.2	Wisconsin Public Health Profiles (2018)	n/a		
Long Commute - Driving Alone	Among workers who commute in their car alone, the percentage that commute more than 30 minutes	14%	2020 County Health Rankings (American Community Survey; 2014-2018)	27%	2020 County Health Rankings (American Community Survey; 2014-2018)	n/a	36%	2020 County Health Rankings (American Community Survey; 2014-2018)
Median Household Income	Median household income	\$60,100	2020 County Health Rankings (Small Area Income and Poverty Estimates program; 2018)	\$60,800	2020 County Health Rankings (Small Area Income and Poverty Estimates program; 2018)	n/a	\$61,937	Small Area Income and Poverty Estimates (2018)
Not Proficient in English	Percentage of population that is not proficient in English	1%	2020 County Health Rankings (American Community Survey; 2014-2018)	1%	2020 County Health Rankings (American Community Survey; 2014-2018)	n/a		
Older Living Alone	Percentage of people 65 years and older who live alone	31%	2020 County Health Rankings (American Community Survey; 2014-2018)	29%	2020 County Health Rankings (American Community Survey; 2014-2018)	n/a	42.8%	American Community Survey; 2014-2018
Poor or Fair Health	Percentage of adults self-reporting poor or fair health (age-adjusted)	13%	2020 County Health Rankings (BRFSS; 2017)	17%	2020 County Health Rankings (BRFSS; 2017)	n/a	17%	2020 County Health Rankings (BRFSS; 2017)
Poor Physical Health Days	Average number of physically unhealthy days self-reported in adults in past 30 days (age-adjusted)	3.4	2020 County Health Rankings (BRFSS; 2017)	3.9	2020 County Health Rankings (BRFSS; 2017)	n/a	3.8	2020 County Health Rankings (BRFSS; 2017)
Population Change	Percentage change in population since last decennial U.S. Census	4%	2020 County Health Rankings (DHS WISH; 2018, 2010)	2%	2020 County Health Rankings (DHS WISH; 2018, 2010)	n/a		
Poverty, All Ages	Percentage of population living below the Federal Poverty Line	13%	2020 County Health Rankings (Small Area Income and Poverty Estimates program; 2018)	11%	2020 County Health Rankings (Small Area Income and Poverty Estimates program; 2018)	n/a	13.1%	Small Area Income and Poverty Estimates (2018)
Premature Death	Years of potential life lost before age 75 per 100,000 population (age-adjusted).	6,000	2020 County Health Rankings (National Center for Health Statistics; Compressed Mortality File; 2016-2018)	6,400	2020 County Health Rankings (National Center for Health Statistics; Compressed Mortality File; 2016-2018)	n/a	6,900	2020 County Health Rankings (National Center for Health Statistics; Compressed Mortality File; 2016-2018)
Preventable Hospital Stays	Hospitalization rate for ambulatory-care sensitive conditions per 1,000 Medicare enrollees	5,057	2020 County Health Rankings (CMS Mapping Medicare Disparities Tool; 2017)	3,940	2020 County Health Rankings (CMS Mapping Medicare Disparities Tool; 2017)	n/a	4,535	2020 County Health Rankings (CMS Mapping Medicare Disparities Tool; 2017)
Primary Care Physicians	Ratio of population to primary care physicians	810 to 1	2020 County Health Rankings (Area Health Resource File/American Medical Association; 2017)	1,270 to 1	2020 County Health Rankings (Area Health Resource File/American Medical Association; 2017)	n/a	1,330 to 1	2020 County Health Rankings (Area Health Resource File/American Medical Association; 2017)
Race/Ethnicity	Percentage of population that is African American, Asian, American Indian or Alaskan Native, or Hispanic	8.8%	2020 County Health Rankings (Census Bureau's Populations Estimates Program; 2018)	17.6%	2020 County Health Rankings (Census Bureau's Populations Estimates Program; 2018)	n/a		
Rural	Percentage of population living in a rural area	23.0%	2020 County Health Rankings (US Census Bureau Population Estimates Program; 2010)	29.8%	2020 County Health Rankings (US Census Bureau Population Estimates Program; 2010)	n/a	19.3%	2020 County Health Rankings (US Census Bureau estimates; 2010)
Severe Housing Problems	Percentage of households with at least 1 of 4 housing problems: overcrowding, high housing costs, or lack of kitchen or plumbing facilities	14%	2020 County Health Rankings (Comprehensive Housing Affordability Strategy data; 2012-2016)	14%	2020 County Health Rankings (Comprehensive Housing Affordability Strategy data; 2012-2016)	n/a	18%	2020 County Health Rankings (Comprehensive Housing Affordability Strategy data; 2012-2016)
Social Associations	Number of membership associations per 10,000 population	12.4	<a href="https://www.countyhealthrankings.org/app/wisconsin/2020/measures/factors/140/data">https://www.countyhealthrankings.org/app/wisconsin/2020/measures/factors/140/data</a>	11.6	2020 County Health Rankings (County Business Patterns; 2017)	n/a	9.3	2020 County Health Rankings (County Business Patterns; 2017)
Unemployment	% of population age 16+ unemployed but seeking work	2.6%	2020 County Health Rankings (Bureau of Labor Statistics; 2018)	3.0%	2020 County Health Rankings (Bureau of Labor Statistics; 2018)	n/a	3.9%	2020 County Health Rankings (Bureau of Labor Statistics; 2018)
Uninsured Children	Percentage of children under age 19 without health insurance	4%	2020 County Health Rankings (US Census Bureau's Small Area Health Insurance Estimates; 2017)	4%	2020 County Health Rankings (US Census Bureau's Small Area Health Insurance Estimates; 2017)	n/a		

Measure	Definition	Eau Claire County	Source (year of Data)	Wisconsin	Source (year of Data)	Healthy People 2030 Target	National Rate	Source (year of Data)
Miscellaneous Data <i>CONTINUED</i>								
<b>Uninsured under Age 65</b>	Percentage of population under age 65 that has no health insurance coverage	6%	2020 County Health Rankings (US Census Bureau's Small Area Health Insurance Estimates: 2017)	6%	2020 County Health Rankings (US Census Bureau's Small Area Health Insurance Estimates: 2017)	7.9%	10%	2020 County Health Rankings (US Census Bureau's Small Area Health Insurance Estimates: 2017)
<b>W2 Enrollment</b>	Count of Individuals enrolled in W-2 (Wisconsin Works) on the last working day of the month	53	2020 County Health Rankings (Wisconsin Works: 2018)	7,505	2020 County Health Rankings (Wisconsin Works: 2018)	n/a		

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**Appendix IV:**

# **Community Assets Inventory**

# RESOURCE DIRECTORIES

## SERVICE NAME

## CONTACT INFO

## DESCRIPTION

Aunt Bertha

[www.findhelp.org](http://www.findhelp.org)

A free and easy-to-use resource that helps connect individuals in the community to free and reduced-cost programs and services. Search by zip code to find local resources.

Great Rivers 2-1-1

(800) 362-8255  
[www.greatrivers211.org](http://www.greatrivers211.org)

Provides offers free, confidential community information and referrals 24 hours/day. Also offers a 24/7 Crisis Hotline.

**Note:** Resources specific to the top five health area priorities identified through the Community Health Assessment process are listed on the following pages. While not comprehensive, these listings provide a glimpse into local organizations and services that may be used to help improve community health in Eau Claire County.



# MENTAL HEALTH SERVICES

SERVICE NAME	CONTACT INFO	DESCRIPTION
<b>A Better Life Counseling</b>	1101 W Clairemont Ave. Eau Claire, WI, WI 54701 (715) 835-5110	A private therapy practice offering conjoint, family, group, individual, and peer counseling.
<b>Aging and Disability Resource Center (ADRC) - Eau Claire County</b>	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-4886 <a href="mailto:adrc@co.eau-claire.wi.us">adrc@co.eau-claire.wi.us</a>	Assists people age 60+, adults with disabilities, and their care givers to secure needed services or benefits .
<b>Alzheimer's Association of Greater Wisconsin- Chippewa Valley Outreach Office</b>	404 1/2 N. Bridge Street Chippewa Falls, WI 54729 (715) 861-6174 <a href="http://www.alz.org/gwwi">www.alz.org/gwwi</a>	Provides information, consultation, and emotional support for persons with Alzheimer's, their families, caregivers, and the general public.
<b>Apple Pregnancy Care Center</b>	2600 Stein Blvd. Eau Claire, WI 54701 (715) 834-7734 <a href="http://www.friendsofapple.org">www.friendsofapple.org</a>	Provides education and support to women, men, and families facing unplanned pregnancies. Also offers post-abortion counseling.
<b>Big Brothers Big Sisters of Northwestern Wisconsin</b>	424 Galloway Street Eau Claire, WI 54703 (715) 835-0161 <a href="https://www.bbbsnw.org/">https://www.bbbsnw.org/</a>	Creates and supports one-on-one mentoring relationships for youth facing adversity, including those living in single parent homes, growing up in poverty, and coping with parental incarceration.
<b>Bolton Refuge House</b>	807 S. Farwell St. Eau Claire, WI 54701 (715) 834-9578 <a href="http://www.boltonrefuge.org">www.boltonrefuge.org</a>	Provides advocacy and support services to victim of domestic violence, intimate partner violence, dating violence, sexual assault and stalking throughout the life span. All services are confidential and at no cost to the individual.
<b>Caillier Clinic</b>	505 S. Dewey St. Eau Claire, WI 54701 (715) 836-0064 <a href="http://www.caillierclinic.com">www.caillierclinic.com</a>	Clinic offers mental health and addiction services for all ages.
<b>Children's Hospital of Wisconsin - Community Services</b>	2004 Highland Ave., Suite M Eau Claire, WI 54701 (715) 835-5915 <a href="http://www.childrenswi.org">www.childrenswi.org</a>	Individual and family counseling for children and adolescents who need help with traumatic experiences, family changes, mood management, behaviors at home or school, and other issues.
<b>Chippewa Valley Free Clinic</b>	1030 Oak Ridge Drive Eau Claire, WI 54701 (715) 839-8477 <a href="http://www.cvfreesclinic.org">www.cvfreesclinic.org</a>	Provides help with chronic conditions, including depression. Holds a Mental Health Clinic on the 2nd and 4th Thursday evenings of the month (by appointment only). Serves uninsured and under-insured individuals.

# MENTAL HEALTH SERVICES

SERVICE NAME	CONTACT INFO	DESCRIPTION
Chippewa Valley VA Clinic	475 Chippewa Mall Drive, Suite 418 Chippewa Falls, WI 54729 (715) 720-3780	Provides mental health services with on-site staff and telemedicine capability linked to providers in Minneapolis. Must be enrolled in the Minneapolis VA Health Care System to receive treatment at this clinic.
Clearwater Counseling & Personal Growth Center	2519 N. Hillcrest Pkwy Altoona, WI 54720 (715) 832-4060 <a href="http://www.clearwatercounseling.com">www.clearwatercounseling.com</a>	Provides mental health evaluation services for anxiety disorders, depression screening and conjoint, family, and individual counseling for all counseling issues
Clinic for Christian Counseling	505 S. Dewey St. Eau Claire, WI 54701 (715) 832-1678 <a href="http://www.cccwi.org">www.cccwi.org</a>	Outpatient practice offering faith-based conjoint, family, group, and individual counseling settings.
Compassionate Heart Christian Counseling	4714B Commerce Valley Rd., Eau Claire (715) 895-8534 <a href="mailto:amy@eauclaire-counseling.com">amy@eauclaire-counseling.com</a>	Serves children, adults, couples, and families with mental health concerns.
Diana Stafford	Eau Claire, WI (715) 829-0391 <a href="mailto:Wilcy11@gmail.com">Wilcy11@gmail.com</a>	Services include psychotherapy and yoga/meditation. Specialties include trauma.
Dr. Stress & Associates	5840 Arndt Rd. Eau Claire, WI 54701 (715) 833-7111 <a href="http://www.drstressassociates.com">www.drstressassociates.com</a>	Provides a private therapy/family counseling practice offering conjoint, family, and individual counseling settings.
Eau Claire Academy - Clinicare Corporation	550 N. Dewey St., Eau Claire, WI 54702 (715) 834-6681	Provides therapeutic, residential services to youth ages 10 through 17 with emotional and psychiatric disorders, behavioral disturbances, and dual diagnosis with drug or alcohol abuse.
Eau Claire County Department of Human Services – Behavioral Health Clinic	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-2300 <a href="mailto:HumanServices.Access@co.eauclaire.wi.us">HumanServices.Access@co.eauclaire.wi.us</a>	Provides counseling, medication management, and prevention services to Eau Claire County residents with no insurance or immediate access to mental health and/or substance use services.
Eau County Department of Human Services – Community Support Program	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-2300 <a href="mailto:HumanServices.Access@co.eauclaire.wi.us">HumanServices.Access@co.eauclaire.wi.us</a>	Provides case management, crisis intervention, medication management, skill development, and client/family education to adult Eau Claire County residents who meet functional and financial criteria.
Eau Claire County Department of Human Services – Comprehensive Community Services	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-2300 <a href="mailto:HumanServices.Access@co.eauclaire.wi.us">HumanServices.Access@co.eauclaire.wi.us</a>	Provides service facilitation, develops goal plan, identifies service needs, contracts for services, and works to improve health, wellness, and quality of life. Open to Eau Claire County residents of any age with a diagnosed mental health or substance use disorder who meet program criteria.

# MENTAL HEALTH SERVICES

SERVICE NAME	CONTACT INFO	DESCRIPTION
Eau Claire Healthy Communities –Mental Health Action Team	<a href="http://www.echealthycommunities.org">www.echealthycommunities.org</a> <a href="mailto:HealthyCommunities@co.eau-claire.wi.us">HealthyCommunities@co.eau-claire.wi.us</a>	Community coalition that promotes the importance of self-care and the acceptance and understanding of those struggling with mental health difficulties and encourages a culture of compassion and support.
Family Resource Center	4800 Golf Rd. Suite 450 Eau Claire, WI 54701 (715) 839-8070 <a href="http://www.frcec.org">www.frcec.org</a>	Provides programs and services that build family strength through prevention, education, support and networking in collaboration with other resources in the community.
Family Therapy Associates	3610 Oakwood Mall Dr., Suite 104 Eau Claire, WI 54701 (715) 246-4840	Provides behavioral health services to children, adolescents, adults, and families.
Hmong Mutual Assistance Association	423 Wisconsin Street Eau Claire, WI 54703 (715) 832-8420	Provides support for healthy mental, emotional, and physical development for Hmong families.
L.E. Phillips Senior Center	1616 Bellinger St Eau Claire, WI 54703 (715) 839-4909	Offers services and programs to enhance physical, mental, and social wellbeing of people ages 55 and over.
Marriage & Family Health Services	2925 Mondovi Rd. Eau Claire, WI 54701 (715) 832-0238 <a href="http://www.marriageandfamilyhealthservices.com">www.marriageandfamilyhealthservices.com</a>	Family counseling agency providing therapy for individuals, couples, families, and peer counseling.
Marshfield Clinic - Eau Claire Center	2102 Craig Rd. Eau Claire, WI 54701 (715) 858-4850	Provides conjoint, family, group, and individual counseling settings offering comprehensive mental health treatments.
Mayo Clinic Health System - Eau Claire	1221 Whipple St., Eau Claire, WI 54702 (715) 838-3311	Provides behavioral health services for people of all ages.
Mosaic Counseling	3430 Oakwood Mall Drive, Suite 200 Eau Claire, WI 54701 (715) 514-0455 <a href="http://www.mosaicprofessionalcounseling.com">www.mosaicprofessionalcounseling.com</a>	Provides counseling to children, adolescents, adults, couples, and families.
NAMI - Chippewa Valley	Banbury Place   Omni Office Center Building #2D, Suite 420F 800 Wisconsin St. Eau Claire, WI 54703 (715) 450-6484 <a href="http://www.namicv.org">www.namicv.org</a>	Provides education, advocacy, and support to families and individuals living with a mental illness.

# MENTAL HEALTH SERVICES

SERVICE NAME	CONTACT INFO	DESCRIPTION
Northwest Connections	888-552-6642 (Crisis Line)	Provides emergency mental health services to Eau Claire County residents (via contract with the Department of Human Services).
Prevea Behavioral Care	2119 Heights Drive, Eau Claire, WI 54701 (715) 717-5899	Provides psychiatric and substance abuse services for adolescents and adults.
Riverside Counseling Clinic	130 S. Barstow St. Eau Claire, WI 54701 (715) 833-7600 <a href="mailto:riversidecounselingclinic@gmail.com">riversidecounselingclinic@gmail.com</a>	A private therapy practice offering conjoint, family, and individual counseling, as well as mental health evaluation services.
Sacred Heart Hospital	900 W. Clairemont Ave., Eau Claire, WI 54701 (715) 717-4272	Provides a short-term inpatient psychiatric unit serving all ages.
The Healing Place	1010 Oakridge Dr. Eau Claire, WI 54701 (715) 717-6028	Provides support services and short-term counseling, classes, and workshops for people coping with life transitions.
University of Wisconsin –Eau Claire Counseling Services	University of WI—Eau Claire Old Library 2122 Eau Claire, WI 54701 (715) 836-5521	Offers counseling and support for UWEC students and staff.
Vantage Point Clinic & Assessment Center	2005 Highland Ave. Eau Claire, WI 54701 (715) 832-5454 <a href="http://www.vantagepointclinic.com">www.vantagepointclinic.com</a>	Provides counseling services to children, adolescents, adults, couples, and families with behavioral health concerns.
Vivent Health	505 S. Dewey Street Eau Claire, WI 54701 (715) 836-7710 <a href="http://www.viventhealth.org/locations/eau-claire/">www.viventhealth.org/locations/eau-claire/</a>	Provides mental health services for individuals who are HIV positive or have AIDS.
Wellness Shack	505 S Dewey St. Suite 101 Eau Claire WI 54701 (715) 855-7705 <a href="http://www.wellnessshack.org">www.wellnessshack.org</a>	Peer-run mental health recovery center for people who live with severe or persistent mental health disorders. Offers individual and group peer support, education, advocacy, and socialization.
Western WI Regional Center for Children and Youth with Special Health Care Needs	711 N. Bridge St. Chippewa Falls, WI 54729 (715) 726-7907	Supports and provides information for families through a statewide coordinated system of information, referral and follow-up, parent-to-parent support, and service coordination.

# ALCOHOL MISUSE SERVICES

SERVICE NAME	CONTACT INFO	DESCRIPTION
<b>Aging and Disability Resource Center (ADRC) - Eau Claire County</b>	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-4886 <a href="mailto:adrc@co.eau-claire.wi.us">adrc@co.eau-claire.wi.us</a>	Assists people age 60+, adults with disabilities, and their care givers to secure needed services or benefits .
<b>Al-Anon</b>	2926 Pomona Dr. Eau Claire, WI 54701 (715) 833-1878 <a href="http://www.area6lafg.org">www.area6lafg.org</a>	Twelve-step support group for families of alcoholics.
<b>Alcoholics Anonymous</b>	202 Graham Ave. Eau Claire, WI 54701 (715) 832-3234 <a href="http://www.aainwestwis.org">www.aainwestwis.org</a>	Maintains a 24-hour hotline for assistance, sponsors workshops and social gatherings for supporting individuals that abuse alcohol. Provides 12-step support groups for alcoholics.
<b>Caillier Clinic</b>	505 S. Dewey St. Eau Claire, WI 54701 (715) 836-0064 <a href="http://www.caillierclinic.com">www.caillierclinic.com</a>	Clinic offers mental health and addiction services for all ages.
<b>Eau Claire Academy - Clinicare Corporation</b>	550 N. Dewey St., Eau Claire, WI 54702 (715) 834-6681	Provides therapeutic, residential services to youth ages 10 through 17 with emotional and psychiatric disorders, behavioral disturbances, and dual diagnosis with drug or alcohol abuse.
<b>Eau Claire County - Alliance for Substance Abuse</b>	asapeauclaire@gmail.com (715) 839-4718 <a href="http://www.getinvolvedasap.org">www.getinvolvedasap.org</a>	Community-based coalition group that provides/develops substance abuse prevention programs and treatments.
<b>Eau Claire County Department of Human Services – Behavioral Health Clinic</b>	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-2300 <a href="mailto:HumanServices.Access@co.eauclaire.wi.us">HumanServices.Access@co.eauclaire.wi.us</a>	Provides counseling, medication management, and prevention services to Eau Claire County residents with no insurance or immediate access to mental health and/or substance use services.
<b>Eau Claire County Department of Human Services – Comprehensive Community Services</b>	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-2300 <a href="mailto:HumanServices.Access@co.eauclaire.wi.us">HumanServices.Access@co.eauclaire.wi.us</a>	Provides service facilitation, develops goal plan, identifies service needs, contracts for services, and works to improve health, wellness, and quality of life. Open to Eau Claire County residents of any age with a diagnosed mental health or substance use disorder who meet program criteria.
<b>Eau Claire Healthy Communities –High Risk Drinking Prevention Action Team</b>	<a href="http://www.echealthycommunities.org">www.echealthycommunities.org</a> <a href="mailto:HealthyCommunities@co.eau-claire.wi.us">HealthyCommunities@co.eau-claire.wi.us</a>	Community coalition focusing on promoting low-risk drinking behaviors and creating a positive change in the community drinking culture.

# ALCOHOL MISUSE SERVICES

SERVICE NAME	CONTACT INFO	DESCRIPTION
Family Therapy Associates	3610 Oakwood Mall Dr., Suite 104 Eau Claire, WI 54701 (715) 246-4840	Provides behavioral health services to children, adolescents, adults, and families.
Hope Gospel Mission	2650 Mercantile Dr. Eau Claire, WI (715) 552-5566 <a href="http://www.hopegospelmission.org">www.hopegospelmission.org</a>	Faith-based organization that serves the lost, homeless, hungry, hurting, abused, and addicted men and women of western Wisconsin. Home to the Hope Renewal Center for Women and Children program.
Lutheran Social Services – Affinity House	3042 Kilbourne Ave. Eau Claire, WI 54703 (715) 833-0436 <a href="mailto:anita.kuster@lsswis.org">anita.kuster@lsswis.org</a>	Contracted by the WI Department of Corrections to provide residential treatment to adult women with a desire to live sober.
Lutheran Social Services – Chippewa Area Recovery Resource	Eau Claire, WI (715) 855-1373	Addiction treatment program provides evidence-based substance abuse treatment service. Includes assessments, intensive outpatient treatment, continuing care services, and trauma treatment.
Lutheran Social Services – Fahrman Center	3136 Craig Rd. Eau Claire, WI 54701 (715) 835-9110	Provides residential and transitional (halfway house) services to adults with substance use disorders.
Marshfield Clinic - Eau Claire Center	2102 Craig Rd. Eau Claire, WI 54701 (715) 858-4850	Provides conjoint, family, group, and individual counseling settings offering comprehensive mental health treatments.
Mayo Clinic Health System - Eau Claire	1221 Whipple St., Eau Claire, WI 54702 (715) 838-3311	Provides behavioral health services for people of all ages.
Prevea Behavioral Care	2119 Heights Drive, Eau Claire, WI 54701 (715) 717-5899	Provides psychiatric and substance abuse services for adolescents and adults.
Vantage Point Clinic & Assessment Center	2005 Highland Ave. Eau Claire, WI 54701 (715) 832-5454 <a href="http://www.vantagepointclinic.com">www.vantagepointclinic.com</a>	Provides counseling services to children, adolescents, adults, couples, and families with behavioral health concerns.
Vivent Health	505 S. Dewey Street Eau Claire, WI 54701 (715) 836-7710 <a href="http://www.viventhealth.org/locations/eau-claire/">www.viventhealth.org/locations/eau-claire/</a>	Provides alcohol and drug treatment services for individuals who are HIV positive or have AIDS.



# DRUG USE SERVICES

SERVICE NAME	CONTACT INFO	DESCRIPTION
<b>Aging and Disability Resource Center (ADRC) - Eau Claire County</b>	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-4886 <a href="mailto:adrc@co.eau-claire.wi.us">adrc@co.eau-claire.wi.us</a>	Assists people age 60+, adults with disabilities, and their care givers to secure needed services or benefits .
<b>Alliance for Substance Abuse Prevention</b>	(715) 839-4718 <a href="http://www.GetInvolvedASAP.org">www.GetInvolvedASAP.org</a>	The Alliance brings community volunteers and other groups together, helping to coordinate and support county-wide efforts, all working toward the common goal of substance abuse prevention and treatment in our community.
<b>Caillier Clinic</b>	505 S. Dewey St. Eau Claire, WI 54701 (715) 836-0064 <a href="http://www.caillierclinic.com">www.caillierclinic.com</a>	Clinic offers mental health and addiction services for all ages.
<b>Community Counseling Services</b>	16947 Cty Hwy X Chippewa Falls, WI 54729 <a href="mailto:communitycounselingservices@gmail.com">communitycounselingservices@gmail.com</a>	Provides educational program for individuals with legal or personal problems related to the misuse of alcohol or other drugs.
<b>Eau Claire Comprehensive Treatment Center</b>	3440 Oakwood Hills Pkwy Eau Claire, WI 54701 (715) 802-2260	Provides medication-assisted treatment (MAT) and therapy to adults with opioid use disorders.
<b>Eau Claire County Department of Human Services – Behavioral Health Clinic</b>	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-2300 <a href="mailto:HumanServices.Access@co.eauclaire.wi.us">HumanServices.Access@co.eauclaire.wi.us</a>	Provides counseling, medication management, and prevention services to Eau Claire County residents with no insurance or immediate access to mental health and/or substance use services.
<b>Eau Claire County Department of Human Services – Comprehensive Community Services</b>	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-2300 <a href="mailto:HumanServices.Access@co.eauclaire.wi.us">HumanServices.Access@co.eauclaire.wi.us</a>	Provides service facilitation, develops goal plan, identifies service needs, contracts for services, and works to improve health, wellness, and quality of life. Open to Eau Claire County residents of any age with a diagnosed mental health or substance use disorder who meet program criteria.
<b>Family Therapy Associates</b>	3610 Oakwood Mall Dr., Suite 104 Eau Claire, WI 54701 (715) 246-4840	Provides behavioral health services to children, adolescents, adults, and families.
<b>Hope Gospel Mission</b>	2650 Mercantile Dr. Eau Claire, WI (715) 552-5566 <a href="http://www.hopegospelmission.org">www.hopegospelmission.org</a>	Faith-based organization that serves the lost, homeless, hungry, hurting, abused, and addicted men and women of western Wisconsin. Home to the Hope Renewal Center for Women and Children program.

# DRUG USE SERVICES

SERVICE NAME	CONTACT INFO	DESCRIPTION
L.E. Phillips Libertas Center	2661 County Hwy I Chippewa Falls, WI 54729 <a href="http://www.libertascenter.org">www.libertascenter.org</a>	Provides inpatient detox and residential treatment for substance use disorders.
Lutheran Social Services – Chippewa Area Recovery Resource	Eau Claire, WI (715) 855-1373	Addiction treatment program provides evidence-based substance abuse treatment service. Includes assessments, intensive outpatient treatment, continuing care services, and trauma treatment.
Lutheran Social Services – Fahrman Center	3136 Craig Rd. Eau Claire, WI 54701 (715) 835-9110	Provides residential and transitional (halfway house) services to adults with substance use disorders.
Mayo Clinic Health System - Eau Claire	1221 Whipple St., Eau Claire, WI 54702 (715) 838-3311	Provides behavioral health services for people of all ages.
Prevea Behavioral Care	2119 Heights Drive, Eau Claire, WI 54701 (715) 717-5899	Provides psychiatric and substance abuse services for adolescents and adults.
Vantage Point Clinic & Assessment Center	2005 Highland Ave. Eau Claire, WI 54701 (715) 832-5454 <a href="http://www.vantagepointclinic.com">www.vantagepointclinic.com</a>	Provides counseling services to children, adolescents, adults, couples, and families with behavioral health concerns.
Vivent Health	505 S. Dewey Street Eau Claire, WI 54701 (715) 836-7710 <a href="http://www.viventhealth.org/locations/eau-claire/">www.viventhealth.org/locations/eau-claire/</a>	Provides alcohol and drug treatment services for individuals who are HIV positive or have AIDS.

# OBESITY RESOURCES

SERVICE NAME	CONTACT INFO	DESCRIPTION
Chippewa Valley Free Clinic	1030 Oak Ridge Drive Eau Claire, WI 54701 (715) 839-8477 <a href="http://www.cvfreeclinic.org">www.cvfreeclinic.org</a>	Primary care clinic that serves individuals who are uninsured or under-insured, provides health maintenance, and helps people manage chronic conditions. Offers "Healthier You," a no-cost weight management program.
Curves	1417 S Hastings Way Ste. B Eau Claire, WI 54701 (715) 552-8783 <a href="http://www.curves.com">www.curves.com</a>	Specializes in women's fitness. Also offers Nutrition and Weight Management Program.
Eau Claire Medical Clinic (OakLeaf)	3802 W. Oakwood Mall Dr. Eau Claire, WI 54701 (715) 839-9280	Provides nutritional services to help with healthy weight management.
Highland Fitness	2221 EastRidge Center Eau Claire, WI 54701 (715) 833-2100	Results Weight Loss program includes nutritional plans, personal training, and weight loss coaching.
Jenny Craig	3198 London Rd. Eau Claire, WI 54701 (715) 552-8783 <a href="http://www.jennycraig.com">www.jennycraig.com</a>	Personalized approach to weight loss with menu plans that teach portion control and a healthy, balanced approach to living.
Livea	4112 Oakwood Hills Pkwy. Ste. 200 Eau Claire, WI 54701 (715) 598-3622 <a href="http://www.livea.com">www.livea.com</a>	Weight loss center provides ongoing, individualized support to help achieve and maintain weight loss.
Marshfield Clinic – Oakwood Center	3501 Golf Rd. Eau Claire, WI 54701 (715) 858-4200	Primary care center includes nutrition services.
Mayo Clinic Health System	733 W. Clairemont Ave., Eau Claire, WI 54701 (715) 838-6594	Offers a variety of weight management services, including The Mayo Clinic Diet.
OPTAVIA (formerly Medifast)	4112 Oakwood Hills Pkwy. Ste. 200 Eau Claire, WI 54701 (715) 602-0614 <a href="http://www.medifast1.com">www.medifast1.com</a>	Provides plans, products, and coaching to support personal health and wellness goals.
Physicians Weight Loss Centers	3040 Meadowlark Lane #1 Altoona, WI 54720 (715) 830-9355	Medically supervised programs help individuals lose weight safely and effectively.

# OBESITY RESOURCES

SERVICE NAME	CONTACT INFO	DESCRIPTION
Prevea Health	3085 Meadowlark Lane, Suite 20, Altoona, WI 54720 (888) 277-3832	Offers Ideal Weigh weight loss program.
Stucky Chiropractic Center	2105 E. Clairemont Ave. Eau Claire, WI 54701 (715) 835-9514	Provides the Ideal Protein Weight Loss System.
Weight Watchers	2917 Mall Dr. Eau Claire, WI 54701 (800) 651-6000	Provides personal assessment, action plan, and support to help with weight loss.
YMCA of the Chippewa Valley	700 Graham Ave Eau Claire, WI 54701 (715) 836-8460 <a href="http://www.ymca-cv.org">www.ymca-cv.org</a>	Offers numerous programs, classes, and fitness opportunities.

# HEALTHY NUTRITION RESOURCES

SERVICE NAME	CONTACT INFO	DESCRIPTION
<b>Aging and Disability Resource Center (ADRC)</b>	721 Oxford Ave. Eau Claire, WI 54703 (715) 839-4886 <a href="mailto:adrc@co.eau-claire.wi.us">adrc@co.eau-claire.wi.us</a>	Assists people age 60+, adults with disabilities, and their caregivers to secure needed services or benefits. Offers senior nutrition services, including Meals on Wheels.
<b>Eau Claire Area Hmong Mutual Assistance Association</b>	1320 W. Clairemont Ave. Eau Claire, WI 54701 (715) 832-8420 <a href="http://www.ecahmaa.org">www.ecahmaa.org</a>	Rice pantry and food shelf.
<b>Eau Claire City-County Health Department – Women, Infants, and Children (WIC)</b>	720 2nd Ave. Eau Claire, WI 54703 (715) 839-5051	Provides healthy food, nutrition education, breastfeeding support, and access to other services to pregnant and breastfeeding women, infants, and children under 5 years of age.
<b>Feed My People</b>	2610 Alpine Rd. Eau Claire, WI 54703 (715) 835-9415 <a href="http://www.fmpfoodbank.org">www.fmpfoodbank.org</a>	Food bank partners with 200+ hunger relief programs to distribute food to individuals facing food insecurity. Helps individuals fill out FoodShare application. List of food distribution sites can be found on website.
<b>Great Rivers Income Maintenance Consortium (Eau Claire County)</b>	721 Oxford Ave., Suite 1001 Eau Claire, WI 54703 (715) 839-2300 (888) 283-0012	Administers public assistance programs, including FoodShare applications.
<b>The Community Table</b>	320 Putnam St. P.O. Box 1903 Eau Claire, WI 54703 (715) 835-4977 <a href="http://www.thecommunitytable.org">www.thecommunitytable.org</a>	Provides daily meals at no charge and with no questions asked in a safe and welcoming environment. Educates the public on the issue of hunger.
<b>The Salvation Army</b>	2211 S Hastings Way Eau Claire, WI 54701 (715) 834-1224	Provides some food as well as personal care products.