

2011-
2015

Forest County Community Health Improvement Plan



Healthy Forest County

Forest County Health Department &
Partners
2011-2015

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An Invitation to the Community

The Centers for Disease Control and Prevention defines healthy communities as "A community that is continuously creating and improving those physical and social environments and expanding those community resources that enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential."

The following plan is the result of the collaboration of community partners to create a tool for community agencies, businesses, local government, and citizens to take action to create a "healthy community" for Forest County residents. It is anticipated that this document will be used as a reference and foundation for many efforts within the county.

The plan can be most valuable if action is taken, improvements are measured, and enhanced health status is attained. Community change, and the resulting health improvements, is a difficult process that requires dedication and commitment. In order to meet the health status goals for Forest County, collective action is necessary among all residents, as well as community and business sectors. I invite all Forest County residents to use this plan to improve individual, family and community health.

A special thank you to the community partners who provided guidance and direction. Our agency greatly appreciates and values the collaboration it took by all to complete this plan.

We invite all of you to participate in some capacity as part of an organization, committee or on a personal basis to address the areas in the plan so we can improve the health of each individual, their family and ultimately the health of our community. If you are interested in participating, you can contact the Forest County Health Department at 715-478-3371.

Sincerely,

Jill Krueger

Jill Krueger
Health Officer/Director
Forest County Health Department

Forest County Community Health Improvement Steering Committee

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Executive Summary

Since 1995, communities throughout Wisconsin have developed and implemented local health plans to address health conditions affecting their residents. Wisconsin statutes require local health departments to regularly and systematically collect, analyze, and publish the health status of their community every five years. The intent of this plan is to foster successful partnerships of many components of our community in order to improve the health of our residents.

A steering committee representing health care partners, community leaders, businesses, tribal communities, elected officials and individual citizens, examined data framed around the twelve health priorities identified in Healthiest Wisconsin 2020: Everyone Living Better Longer (Appendix 1).

After reviewing the data, the steering committee identified three priorities to focus on during 2011-2015:

- ❖ **Adequate, appropriate, and safe food and nutrition**
- ❖ **Physical activity**
- ❖ **Alcohol and other drug abuse**

Goals, objectives and target outcomes for each of these priorities are identified. The goals and objectives for Nutrition and Physical Activity are combined as they are closely related. The remaining nine health priorities that were not selected as top issues are summarized in Appendix 3. Recognizing that collaboration is the key to success of the overall health of our community, potential partners for implementation teams are identified in Appendix 4.

The next steps are to share this plan with the community and establish workgroups or tap into existing coalitions to implement the strategies and measure success toward the goals. It is our hope that community members will read through the strategies listed after each health priority and find ways to incorporate these strategies into your work, your home, and your lifestyle (Appendix 5). We encourage everyone to collaborate on community initiatives promoting adequate and appropriate nutrition, increasing physical activity, promoting responsible use of alcohol, and eliminating illicit drug use in Forest County.

As we implement the plan over the next several years, we will align our efforts with those of the Wisconsin's State Health Plan: Healthiest Wisconsin 2020 – Everyone Living Better Longer and the National Health Plan: Healthy People 2020. Both of these plans include health focus areas identified in our plan and objectives related to those focus areas. The common goal of both of these health plans is to improve health across the lifespan, eliminate health disparities, and achieve health equity. Everyone should have the opportunity to make the choices that allow them to live a long, healthy life, regardless of their income, education, or ethnic background.

Health Begins Where We Live, Learn, Work and Play

America leads the world in medical care and research, and for all we spend on health care, we should be the healthiest people on earth. Yet on some of the most important indicators, like how long we live, we're not even in the top 25. There are steps that local communities can take to start to address the overwhelming issues related to health care. One of them is to stop thinking that health is something that we get at a doctor's office and start to think of our health as something that starts in our families, in our workplaces and schools, and in our playgrounds and parks.



In addition to access and use of health services, there are many factors that combine to affect the health of individuals and communities. Genetics plays a part in determining life span, health and the likelihood of developing certain illnesses. Gender can also be linked to different types of diseases at different ages. A person's culture – customs, traditions, and the beliefs of the family and community all affect health. We find that higher income and social status are linked to better health. The

greater the gaps between the richest and poorest people in a society, the greater the differences in health. Low education levels are linked with poorer health, more stress and lower self-confidence. People in employment are healthier, particularly those who have more control over their working conditions. Greater support from families, friends and communities is linked to better health. Our physical environment; safe water and clean air, healthy workplaces, safe houses, communities and roads all contribute to good health. Personal behavior and coping skills, such as balanced eating, keeping active, smoking, drinking, and how we deal with life's stresses and challenges all affect health.



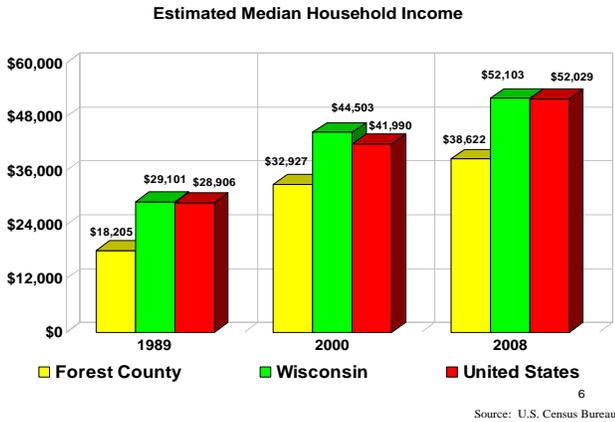
There is no doubt that individual factors are an important influence on health, but we also need to consider that a person's or family's ability to make good choices is limited without community policies and systems that support healthy choices, healthy environments, health-enhancing social networks, and the resources needed to implement healthy decisions. Therefore, as we look at the strategies to address the priority health concerns, we will consider individual behaviors, the physical and social environment and ways that we can adjust policies to make healthy behaviors the convenient, desirable, default decision.



Forest County Demographics

2010 population: 9,304 residents.

The median household income for Forest County residents in 2008 was \$38,622. Wisconsin's median household income was \$52,103.



Person's below poverty level in Forest County is 15.7% compared to Wisconsin at 10.5%.

The percent of high school graduates age 25 and older is 78.5% compared to Wisconsin's at 85.1%.

The median age is 43.6 years in Forest County compared to 37.8 years in Wisconsin.

Age Group	Forest County	Wisconsin
Under 5 years old	5.5%	6.4%
Under 18 years old	21.4%	23.2%
65 years old and older	21.6%	13.5%

Race	Forest County	Wisconsin
White	83%	84%
American Indian or Alaskan Native	14%	1%
Black or African American	1%	6%
Asian	0.1%	2%
Multiracial	2%	1%
Hispanic or Latino	2%	5%

Source: U.S. Census Bureau, 2010 Census and 2005-2009 American Community Survey

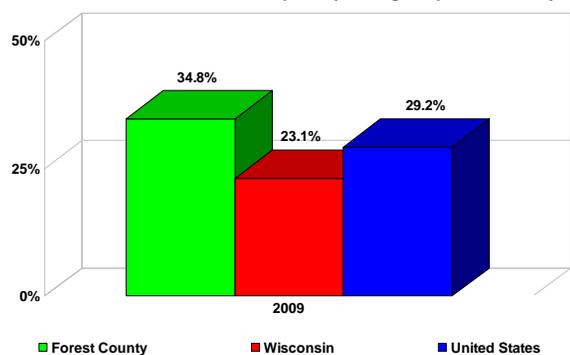
Health Priority: Adequate, Appropriate, and Safe Food and Nutrition

Adequate and appropriate nutrition is a cornerstone for preventing chronic disease and promoting vibrant health. The rate of Wisconsin adult obesity increased from 20 percent to 26 percent from 2000 to 2008 (Wisconsin Department of Health Services, Track 2010). Diet in childhood, including breastfeeding, is especially important to maintaining appropriate weight.

Forest County Data:

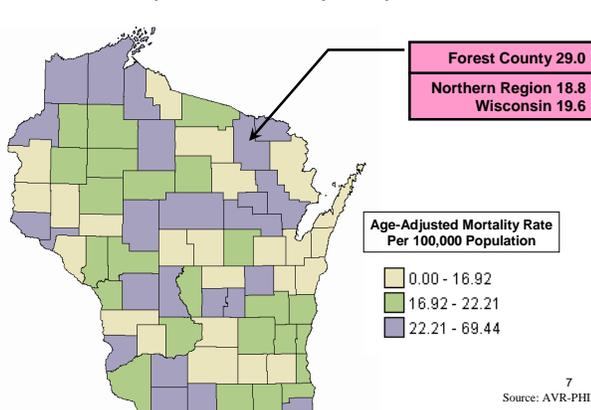
- Among Forest County high school students, 34.8% said they drank a can, bottle, or glass of non-diet soda or pop one or more times per day during the last seven days. This is higher than the Wisconsin rate of 23.1% and national rate of 29.2%.
- In 2004-2008 the age adjusted death rate for diabetes as the primary cause of death was 29 per 100,000. This is higher than the Wisconsin rate of 19.6 per 100,000.
- Among Crandon students K-5th grade, 37% were overweight or obese according to BMI measurements in 2010. The percentage of overweight and obese 2 to 19 year olds in Wisconsin is 33.6%.
- In 2007-2009, 36.2% of Forest County WIC children ages 2 to 5 years were overweight compared to Wisconsin's rate at 29.5%.
- In 2007-2009, 5.6% of Forest County WIC Mothers breastfed at least 12 months compared to Wisconsin's rate at 13%.

Percent of students in grades 9-12 who drank a can, bottle, or glass of non-diet sodas one or more times per day during the past seven days.



9
Source: Wisconsin Youth Risk Behavior Survey

2004-2008 Age Adjusted Mortality Rate with Diabetes Listed as the Primary Cause of Death – by County of Residence



7
Source: AVR-PHIN

National 2020 Goal:

- ❖ Promote health and reduce chronic disease risk through consumption of healthful diets and achievement and maintenance of health body weights.

Wisconsin's 2020 Goals:

- ❖ 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.
- ❖ All people in Wisconsin will have ready access to sufficient nutritious, high-quality, affordable foods and beverages.
- ❖ Wisconsin will reduce disparities in obesity rates.

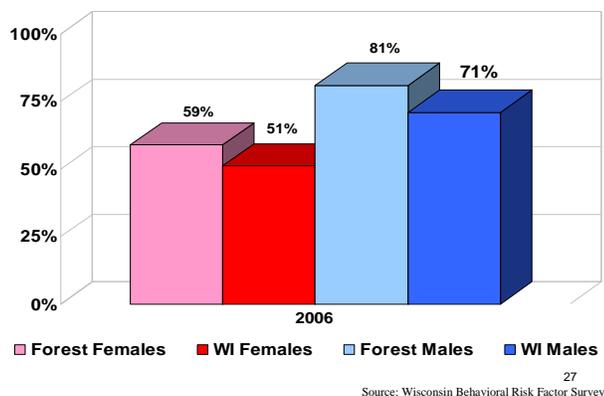
Health Priority: Physical Activity

Physical activity is a preventive factor for many adverse health conditions, such as heart disease, stroke, high blood cholesterol, depression, and bone and joint disease. Physical activity can improve the health and quality of life for all ages. For people who are inactive, even small increases in activity can improve health. Physical activity levels are positively affected by changes in community design and supportive policies.

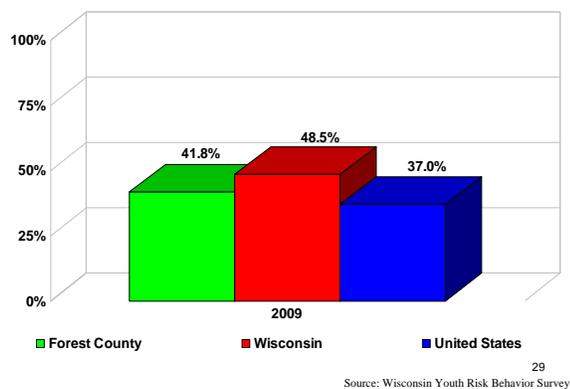
Forest County Data:

- In 2006 59% of Forest County females reported being overweight compared to 51% of Wisconsin females.
- In 2006 81% of Forest County males reported being overweight compared to 71% of Wisconsin males.
- 41.8% of Forest County high school students reported being physically active for at least one hour per day on five of the past seven days. This is lower than the Wisconsin rate of 48.5%.
- 32.2% of Forest County high school students reported watching television for 3 or more hours on an average school day. This is above the Wisconsin rate of 23.1% but is similar to the national rate of 32.8%.
- 18.9% of Forest County WIC children age 2 to 5 years, watch television greater than 2 hours a day which is similar to WI rates and slightly higher than the Nation.

Percentage of Adults Reporting they are Overweight (BMI)



Percent of students in grades 9-12 who were physically active for a total of at least 60 minutes per day on five or more of the past seven days.



National 2020 Goal:

- ❖ Improve health, fitness, and quality of life through daily physical activity.

Wisconsin's 2020 Goals:

- ❖ Increase physical activity for all through changes in facilities, community design, and policies.
 - ❖ Every Wisconsin community will provide safe, affordable and culturally appropriate environments to promote increased physical activity.
 - ❖ Every Wisconsin community will provide safe, affordable and culturally appropriate environments to promote increased physical activity for individuals among populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.
-

Nutrition and Physical Activity Vision Statement

Residents of Forest County, through consuming healthy diets and increasing physical activity, will reduce the morbidity and mortality from the impact of chronic diseases, such as heart disease, diabetes, stroke and cancer.

Goal #1: By 2015, Forest County residents will increase healthy eating habits.

Outcomes

By 2012:

- Increase the amount of nutrition information available at Forest County food venues.
- Forest County schools and child care settings will use data from BMI (Body Mass Index) screenings in program and curriculum planning.
- A work environment assessment tool to include healthy food availability and breastfeeding policies will be developed and distributed to worksites.

By 2013:

- Forest County restaurants and food providers will increase offerings of healthy food choices per the Dietary Guidelines for Americans, 2010.
- Forest County schools and child care settings will increase offerings of healthy food choices per the Dietary Guidelines for Americans, 2010.
- Increase the number of worksites that promote healthy food choices and support breastfeeding.

By 2015:

- Forest County residents will understand the importance of consuming healthier foods.
- Forest County residents will have increased access to healthier foods.
- Forest County worksites, schools, and businesses will implement strategies that support healthy eating.

Goal #2: By 2015, Forest County residents will increase their physical activity levels.

Outcomes

By 2012:

- Identify indoor and outdoor physical activity opportunities for residents of Forest County.
- Schools will review physical education curriculum and frequency.
- Establish a baseline of worksites that offer physical activity as part of a wellness program.

By 2013:

- Promote physical activity opportunities in the community.
- Ensure schools are following state and federal guidelines for physical activity.
- Increase the number of worksites that offer physical activity as part of a wellness program.

By 2015:

- Forest County residents will have an increased knowledge of the need for increased physical activity.
- Forest County residents of all ages will have more opportunities to increase physical activity.
- An activity guide for all ages will be created and distributed, publicizing locations for physical activity during all seasons.

How will we measure success in five years?

- ✓ The number of worksites that have wellness programs and breastfeeding policies will increase.
- ✓ Percentage of overweight and obese adults will decrease.
- ✓ Forest County WIC breastfeeding rates will increase.
- ✓ Percentage of high school students consuming soda on a daily basis will decrease.
- ✓ Percentage of high school students getting 60 minutes of physical activity per day will increase.
- ✓ Percentage of overweight and obese students will decrease.
- ✓ Percentage of children (2 years old to 12th grade) watching two or more hours of television per day will decrease.

Recommended Educational Strategies

- Develop and/or promote nutrition challenges related to:
Decreasing consumption of sugar sweetened beverages and increasing fruit and vegetable consumption, appropriate portion size, Increasing family meal preparation and meals at the table.
- Teach food preparation skills, shopping on a budget, and healthy eating, in multiple settings, with an emphasis on low-income and local foods when appropriate.
- Develop and promote physical activity challenges related to:
Increasing physical activity and decreasing screen time.
- Provide brochure with local resources to increase awareness of physical activity opportunities.
- Develop nutrition and physical activity programs for worksites and schools that provide accurate information through use of professional resources.
- Develop evidenced based resource toolkits for community agencies, schools, childcare providers and worksites.
- Provide information to healthcare providers and worksites on becoming “Breastfeeding Friendly.”
- Educate the public on advocacy opportunities that promote nutrition and physical activity.
- Create and/or distribute a newsletter and conduct media campaigns to promote nutrition and physical activity.

Recommended Environmental (Social and Physical) Strategies

- Provide support to breastfeeding women and families.
- Encourage and support family and group activities related to nutrition and physical activity.
- Partner with local growers and master gardeners to expand community and school gardens.
- Encourage worksites and schools to utilize existing trails as part of wellness plans.
- Encourage worksites and schools to increase public access to facilities.
- Establish safe walking and biking routes within communities and enhance traffic safety in areas where people are or could be physically active.
- Ensure access to recreational opportunities and healthy foods in underserved areas.

Recommended Policy Strategies

- Participate in community coalitions or partnerships.
- Encourage schools and childcare providers to adopt policies that exceed national and state requirements for nutrition and physical activity.
- Encourage employers to develop worksite wellness policy and adopt breastfeeding friendly policy.
- Encourage food pantries to adopt policies that will increase access to healthy foods and limit access to unhealthy foods.
- Encourage worksites, schools and community event planners to include healthy options for fundraising.

Evidenced Based and Best Practice Interventions and Resources:

What Works for Health: <http://www.whatworksforhealth.wisc.edu/>

The Community Guide: <http://www.thecommunityguide.org/nutrition/index.html>

Fruits and Veggies More Matters: <http://www.fruitsandveggiesmorematters.org/>

My Pyramid: <http://www.mypyramid.gov/>

Dietary Guidelines for Americans, 2010: <http://www.health.gov/DietaryGuidelines/>

Wisconsin Nutrition and Physical Activity State Plan:
<http://www.dhs.wisconsin.gov/health/physicalactivity/StatePlan/StatePlanBM.pdf>

What Works in Schools:
http://www.dhs.wisconsin.gov/health/physicalactivity/pdf_files/WhatWorksSchoolsfinal.pdf

What Works in Worksites:
<http://www.dhs.wisconsin.gov/health/physicalactivity/Sites/Worksite%20pdfs/WhatWorksBusinessfinal.pdf>

American Public Health Association Toolkit for Overweight Children and Adolescents:
<http://www.apha.org/programs/resources/obesity/proresobesitykit.htm>

CDC Division of Nutrition, Physical Activity and Obesity:
<http://www.cdc.gov/nccdphp/dnpao/index.html>

Department of Agriculture Team Nutrition: <http://www.fns.usda.gov/tn/>

Healthy Kids Initiative: <http://www.actionforhealthykids.org/>

Worksite Wellness Resource Kit:
<http://www.dhs.wisconsin.gov/health/physicalactivity/Sites/Worksitekit.htm>

The President's Council on Physical Fitness and Sports: <http://fitness.gov/>

Got Dirt? <http://www.dhs.wisconsin.gov/health/physicalactivity/gotdirt.htm>

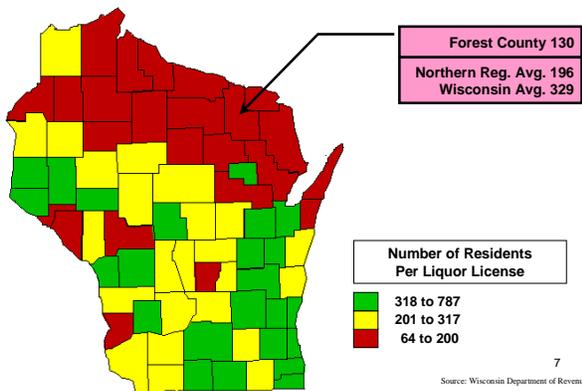
Health Priority: Alcohol and Other Drug Abuse

Alcohol-related deaths are the fourth leading cause of death in Wisconsin. While most people in Wisconsin drink responsibly, safely and legally, Wisconsin ranks at or near the top among states in heavy alcohol drinking. Consequences of alcohol or drug abuse include motor vehicle and other injuries; fetal alcohol spectrum disorder and other childhood disorders; alcohol- and drug-dependence; liver, brain, heart and other diseases; infections; family problems; and both nonviolent and violent crimes.

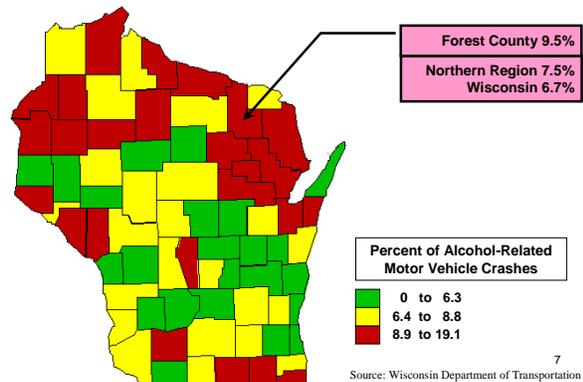
Forest County Data:

- There are 130 residents for every liquor license in Forest County. This is lower than the Wisconsin average of 329 residents per liquor license (residents have more access to alcohol).
- In 2004-2008 9.5% of motor vehicle crashes in Forest County were related to alcohol. This exceeds the Wisconsin rate of 6.7%.
- In 2008 there were 71 OWI (Operating while intoxicated arrests) in Forest County.
- Approximately 24% of Forest County high school students have used prescription drugs without a prescription, 16.7% used marijuana in the past 30 days, 4.1% have used cocaine in their lifetime, 14.4% have used inhalants to get high at least once in their lifetime.
- 45% of Forest County high school students said they drank at least 5 alcoholic drinks in a row at least once in the past 30 days. This is greater than the Wisconsin rate of 25.2%.
- 56% of Forest County high school students said they drank alcohol in the past 30 days. This is higher than the Wisconsin rate of 41.3%.
- 40.3% of Forest County adults report binge drinking at least once in the past 30 days. This is greater than the Wisconsin rate of 22.8% and the National rate of 15.6%.
(Female binge drinkers are those reporting they had 4 or more alcoholic drinks on at least one occasion during the past 30 days. For males, binge drinkers continue to be those reporting they had 5 or more alcoholic drinks on at least one occasion during the past 30 days.)

2009-2010 - Number of Residents per Liquor License



2004-2008 - Percent of Alcohol-Related Motor Vehicle Crashes in the County



National 2020 Goal:

- ❖ Reduce substance abuse to protect the health, safety, and quality of life for all, especially children.

Wisconsin's 2020 Goals:

- ❖ 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.
- ❖ 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.
- ❖ Reduce the disparities in unhealthy and risky alcohol and other drug use among populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.

Alcohol and other Drug Abuse Vision Statement

Residents of Forest County will reduce alcohol and other drug use to protect the health, safety, and quality of life for all.

Goal #1: By 2015, Forest County adults will demonstrate responsible use of alcohol and not abuse drugs.

Outcomes

By 2012:

- Establish a baseline of community events and fundraisers and track which events are alcohol free or serve alcohol responsibly.
- Inventory existing policies for alcohol controls at community events.
- Identify evidenced based strategies for community awareness campaigns.

By 2013:

- Conduct a county wide social marketing campaign promoting responsible drinking.
- Develop positive social norm messages that can be used by restaurants, taverns, alcohol retail outlets and community events.

By 2015:

- Increase in the number of community events that promote responsible use of alcohol.
- Decrease in motor vehicle crashes related to alcohol and decrease in OWI arrests.
- Forest County residents will engage in less binge drinking.

Goal #2: By 2015, Forest County youth will decrease use and abuse of alcohol and other drugs.

Outcomes

By 2012:

- Assess existing alcohol and drug free programs aimed at Forest County youth.
- Schools will evaluate current K-12 curriculum in the area of alcohol, tobacco and drugs.
- Evidenced based programs will be researched and shared with partners.

By 2013:

- A county wide social marketing campaign will be conducted.
- Education for youth and parents on the dangers of alcohol and drugs, brain and fetal development will be expanded.
- Pharmacies will distribute information on prescription drug abuse and proper disposal.

By 2015:

- Forest County residents will have increased awareness of the impact of alcohol and other drugs on our youth.
- The number of youth who choose alcohol and drug free lifestyles will increase.
- There will be a county wide system for prescription drug disposal.

Goal #3: By 2015, available alcohol, drug and tobacco cessation services, eligibility requirements and referral mechanisms will be assessed and shared with the community.

Outcomes

By 2012:

- Identify and promote alcohol and drug treatment and support groups.
- Identify and advocate for teen support groups.

By 2013:

- Assess and address gaps in service needs for individuals and families who have alcohol and other drug concerns.
- Assess barriers to AODA treatment in Forest County and recommend system changes to overcome barriers.

By 2015:

- Forest County residents will have an increased awareness of alcohol and drug treatment programs that are available.

How will we measure success?

- ✓ Percentage of Forest County adult men reporting five or more drinks on one occasion and women reporting 4 or more drinks on one occasion will decrease.
- ✓ Percent of students in grades 9-12 who had 5 or more drinks of alcohol in a row on one or more of the past 30 days will decrease.
- ✓ Percent of students in grades 9-12 who had at least one drink of alcohol on one or more of the past 30 days will decrease.
- ✓ Percent of students who use marijuana in the past 30 days will decrease.
- ✓ Percent of students who used inhalants to get high one or more times during their life will decrease.
- ✓ Percent of students who have used prescription drugs without a prescription will decrease.

- ✓ Percent of alcohol related motor vehicle crashes will decrease.
- ✓ Percent of OWI arrests will decrease.

Recommended Educational Strategies:

- Partner with existing coalitions, such as Forest County Partnership and Community Coalition.
- Develop educational materials for community event planners that highlight and promote responsible use of alcohol (use of licensed servers, eliminating youth access to bar, smaller cups, limit time alcohol is available).
- Partner with media, existing coalitions, sponsors, community event planners to develop and promote responsible use of alcohol and alcohol free programs at Forest County community events.
- Develop educational materials to be distributed in the community that highlight the legal, social, physical, psychological, and financial consequences of alcohol use.
- Partner with DNR, law enforcement, and state and national partners to provide education and materials on drinking and driving.
- Identify active SADD and MADD coalitions, promote starting these groups.
- Develop uniform family and individual prevention and intervention messages among providers.

Recommended Environmental (Social and Physical) Strategies:

- Develop methods for public recognition of those who promote responsible use of alcohol
- Collaborate with interested organizations to develop programs such as “Safe Ride Home” and “Designated Driver” in Forest County.
- Partner with law enforcement and other agencies to develop a prescription drug disposal program.
- Support and strengthen Teen Court program.
- Collaborate with businesses, local agencies, service clubs, schools, coalitions, law enforcement, providers, and youth, to improve the coordination of prevention, intervention, and treatment resources and expand the network of advocacy.
- Develop and promote positive social norm messaging related to alcohol consumption.
- Research programs to improve social connectedness among youth.
- Partner with schools, youth groups, agencies serving youth to promote healthy alternatives.

Recommended Policy Strategies:

- Support school and law enforcement initiatives to reduce drug access and use.
- Support the use of the Forest County Canine Unit in the schools.
- Explore evidenced based strategies to decrease youth access, such as keg registration and alcohol compliance checks.
- Regulate provision, possession, consumption, and purchase of alcohol for and by minors.
- Explore increasing alcohol excise tax (WI has the 3rd lowest in the country).
- Research reducing the alcohol outlet density in the county.

Evidenced Based and Best Practice Interventions and Resources:

SAMHSA National Clearinghouse for Alcohol and Drug Information
<http://www.samhsa.gov/>

The Community Guide: What Works to Promote Health
<http://www.thecommunityguide.org/alcohol/index.html>

The Ace Report 2010: Alcohol, Culture and Environment Workgroup Recommendations
<http://www.scaoda.state.wi.us/docs/ace/ace040110.pdf>

Power point presentation on preventing excessive alcohol consumption and related harms
<http://www.thecommunityguide.org/alcohol/CGWebAlcoholSlides113010.pdf>

CDC Alcohol and Public Health <http://www.cdc.gov/alcohol/index.htm>

CDC video on binge drinking <http://www.cdc.gov/CDCTV/BingeDrinking/index.html>

What Works for Health <http://whatworksforhealth.wisc.edu/>

National Institute on Drug Abuse <http://teens.drugabuse.gov/index.php>

Too Smart to Start <http://www.toosmarttostart.samhsa.gov/>

Stop Underage Drinking <http://www.stopalcoholabuse.gov/>

The Surgeon General's Call to Action
<http://www.surgeongeneral.gov/topics/underagedrinking/familyguide.pdf>

Wisconsin Substance Abuse Services
<http://www.dhs.wisconsin.gov/substabus/index.htm>

Anti Drug Information
<http://www.theantidrug.com/drug-information/default.aspx>

Wisconsin Clearinghouse for Prevention Resources
<http://wch.uhs.wisc.edu/>

Mayo Clinic Alcoholism
<http://www.mayoclinic.com/health/alcoholism/DS00340>

Appendix 1

Healthiest Wisconsin 2020: Everyone Living Better Longer Health Focus Areas

(Modifiable Risk Factors)

Adequate, Appropriate, and Safe Food and Nutrition

Alcohol and Other Drug Abuse

Chronic Disease Prevention and Management

Communicable Disease Prevention and Control

Environmental and Occupational Health

Healthy Growth and Development

Injury and Violence Prevention

Mental Health

Oral Health

Physical Activity

Reproductive and Sexual Health

Tobacco Use and Exposure

Selected Health Conditions															
Breast Cancer	Diabetes	Food and Water Borne Diseases	Heart Diseases	HIV & Sexually Transmitted Infections	Homicide	Infant Mortality	Influenza and Pneumonia	Low Birth-weight Births	Lung Cancer	Motor Vehicle Crashes	Respiratory Diseases	Stroke	Suicide	Teen Pregnancy	Vaccine Preventable Diseases
x	x	x	x			x		x	x		x	x			
x			x	x	x	x		x		x		x	x	x	
	x		x						x		x	x			
		x		x		x	x								x
		x	x	x			x		x	x	x				x
	x		x			x	x	x			x			x	x
				x	x					x			x	x	
			x										x		
x	x		x									x	x		
				x		x								x	x
x	x		x			x	x	x	x		x	x		x	

Appendix 2: BMI Chart

Body Mass Index (BMI) is an indicator of body fat level, calculated from weight and height, which can be used to assess overweight and obesity. Using common units of measure, $BMI = 703 \times \text{weight (lb)} / [\text{height (in)}]^2$. Although BMI alone is a limited measure for individuals, it is highly useful for assessing weight status in populations.

Body Mass Index Table																																				
	Normal						Overweight					Obese								Extreme Obesity																
BMI	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54
Height (inches)	Body Weight (pounds)																																			
58	91	98	100	105	110	115	119	124	129	134	138	143	148	153	158	162	167	172	177	181	186	191	196	201	205	210	215	220	224	229	234	239	244	248	253	258
59	94	99	104	109	114	119	124	128	133	138	143	148	153	158	163	168	173	178	183	188	193	198	203	208	212	217	222	227	232	237	242	247	252	257	262	267
60	97	102	107	112	118	123	128	133	138	143	148	153	158	163	168	174	179	184	189	194	199	204	209	215	220	225	230	235	240	245	250	255	261	266	271	276
61	100	106	111	116	122	127	132	137	143	148	153	158	164	169	174	180	185	190	195	201	206	211	217	222	227	232	238	243	248	254	259	264	269	275	280	285
62	104	109	115	120	126	131	136	142	147	153	158	164	169	175	180	186	191	196	202	207	213	218	224	229	235	240	246	251	256	262	267	273	278	284	289	295
63	107	113	118	124	130	135	141	146	152	158	163	169	175	180	186	191	197	203	208	214	220	225	231	237	242	248	254	259	265	270	276	282	287	293	299	304
64	110	116	122	128	134	140	145	151	157	163	169	174	180	186	192	197	204	209	215	221	227	232	238	244	250	256	262	267	273	279	285	291	296	302	308	314
65	114	120	126	132	138	144	150	156	162	168	174	180	186	192	198	204	210	216	222	228	234	240	246	252	258	264	270	276	282	288	294	300	306	312	318	324
66	118	124	130	136	142	148	155	161	167	173	179	186	192	198	204	210	216	223	229	235	241	247	253	260	266	272	278	284	291	297	303	309	315	322	328	334
67	121	127	134	140	146	153	159	166	172	178	185	191	198	204	211	217	223	230	236	242	249	255	261	268	274	280	287	293	299	306	312	319	325	331	338	344
68	125	131	138	144	151	158	164	171	177	184	190	197	203	210	216	223	230	236	243	249	256	262	269	276	282	289	295	302	308	315	322	328	335	341	348	354
69	128	135	142	149	155	162	169	176	182	189	196	203	209	216	223	230	236	243	250	257	263	270	277	284	291	297	304	311	318	324	331	338	345	351	358	365
70	132	139	146	153	160	167	174	181	188	195	202	209	216	222	229	236	243	250	257	264	271	278	285	292	299	306	313	320	327	334	341	348	355	362	369	376
71	136	143	150	157	165	172	179	186	193	200	208	215	222	229	236	243	250	257	265	272	279	286	293	301	308	315	322	329	338	343	351	358	365	372	379	386
72	140	147	154	162	169	177	184	191	199	206	213	221	228	235	242	250	258	265	272	279	287	294	302	309	316	324	331	338	346	353	361	368	375	383	390	397
73	144	151	159	166	174	182	189	197	204	212	219	227	235	242	250	257	265	272	280	288	295	302	310	318	325	333	340	348	355	363	371	378	386	393	401	408
74	148	155	163	171	179	186	194	202	210	218	225	233	241	249	256	264	272	280	287	295	303	311	319	326	334	342	350	358	365	373	381	389	396	404	412	420
75	152	160	168	176	184	192	200	208	216	224	232	240	248	256	264	272	279	287	295	303	311	319	327	335	343	351	359	367	375	383	391	399	407	415	423	431
76	156	164	172	180	189	197	205	213	221	230	238	246	254	263	271	279	287	295	304	312	320	328	336	344	353	361	369	377	385	394	402	410	418	426	435	443

Source: Adapted from Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults: The Evidence Report.

Appendix 3: Other Health Focus Areas

The remaining health priorities were not chosen as the top issues for the Forest County Community Health Improvement Plan, yet sustaining and building upon current community-wide efforts involving all of the health priorities will be critical in assuring continual improvement in the health of Forest County residents.

Communicable Disease Prevention and Control

Communicable disease prevention and control protect both individuals and entire populations. Effective immunizations have drastically reduced many, once common communicable diseases. Prompt identification and control of communicable diseases reduce illness and premature deaths, health costs, and absenteeism.

Wisconsin's 2020 Goals

- Protect Wisconsin residents across the lifespan from vaccine-preventable diseases through vaccinations recommended by the U.S. Advisory Committee on Immunization Practices.
- Implement strategies focused to prevent and control reportable communicable diseases and reduce disparities among populations with higher rates.

Forest County Actions

- Continue to educate the public on the importance of immunizations as a method for the prevention of communicable disease.
- Assure 90% or more of children under the age of two are fully immunized.
- Continue emergency preparedness planning, syndromic surveillance, electronic disease reporting, and partner communication.

Chronic Disease Prevention and Management

Chronic diseases, such as heart disease, stroke, cancer, diabetes, and arthritis, are among the most common and costly of health problems. Rates will rise over the decade as the average age of the population increases and because of the current epidemic of obesity. Chronic diseases can be prevented or mitigated in many ways, including healthy diet and physical activity, eliminating tobacco use and substance abuse, screening, and disease-management programs.

Wisconsin's 2020 Goals

- Increase sustainable funding and capacity for chronic disease prevention and management programs that reduce morbidity and mortality.
- Increase access to high-quality, culturally competent, individualized chronic disease management among disparately affected populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.
- Reduce the disparities in chronic disease experienced among populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.

Forest County Actions

- Continue to educate the public.
- Participate in and offer screening programs.

Environmental and Occupational Health

Human health is affected in countless ways by the physical environments where we live and work, and by the quality of air, water and food. Food-borne illness remains a major cause of health problems and economic disruption. Major disparities in health conditions such as childhood lead poisoning and asthma result from inequities in the quality of home and neighborhood environments. Hazards are reduced through engineering, regulation, safe work practices and other methods. Increasingly, issues related to pollution, lack of physical activity, climate and injury are being addressed through comprehensive improvements to community design.

Wisconsin's 2020 Goals

- Improve the overall quality and safety of the food supply and the natural, built and work environments.
- Increase the percentage of homes with healthy, safe environments in all communities. (Safe environments are free from lead paint hazards, mold or moisture damage, environmental tobacco smoke and safety hazards, and include carbon monoxide and smoke detectors, and radon testing and mitigation).

Forest County Actions

- Continue to educate residents, health care providers and employers of known environmental and occupational health hazards, and actions they can take to reduce known hazards.
- Utilize website to provide credible resources to the public.

Healthy Growth and Development

Early growth and development have a profound effect on health across the life span. Developmental disabilities can often be mitigated if detected promptly. Every week in Wisconsin almost 100 infants are born with a low birth-weight; almost 6 of every 100 infants born with low birth-weight will die before their first birthday. Infants born to African American mothers are nearly three times as likely to die in the first year of life as infants born to White mothers.

Wisconsin's 2020 Goals

- Increase the proportion of children who receive periodic developmental screening and individualized intervention.
- Provide pre-conception and inter-conception care to Wisconsin women in population groups disproportionately affected by poor birth outcomes.
- Reduce the racial and ethnic disparities in poor birth outcomes, including infant mortality.

Forest County Actions

- Collaborate with community partners to assess strengths and gaps related to developmental programs.
- Outreach to Medicaid recipients regarding Prenatal Care Coordination Program.

Mental Health

Approximately 20 percent of the population experiences a mental health problem during a one-year period (Robins & Regier, 1991). Mental health issues are also associated with physical health problems and risk factors such as smoking, physical inactivity, obesity and substance abuse; factors that can lead to chronic disease, injury and disability.

Wisconsin's 2020 Goals

- Reduce smoking and obesity (which lead to chronic disease and premature death) among people with mental health disorders.
- Reduce disparities in suicide and mental health disorders for disproportionately affected populations, including those of differing races, ethnicities, sexual identities and orientations, gender identities, educational or economic status.
- Reduce the rate of depression, anxiety and emotional problems among children with special health care needs.

Forest County Actions

- Educate the public about mental health issues and focus on decreasing the stigma related to mental health.
- Focus on promoting healthy activities.
- Assist people with referrals.

Oral Health

Oral health means being free of mouth pain, tooth decay, tooth loss, oral and throat cancer, birth defects and other diseases that affect the mouth. Many diseases can start with oral symptoms, and many diseases beginning in the mouth can affect health in other parts of the body. Wisconsin experiences shortages of access for dental and other oral health services, particularly for people receiving Badger Care or lacking insurance coverage for oral health services.

Wisconsin's 2020 Goals

- 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.
- 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.

Forest County Actions

- Continue partnerships with Northwood's Dental Project.
- Educate the public on the importance of oral health.
- Continue to offer fluoride programs and seek out funding to sustain oral health programs.

Reproductive and Sexual Health

Attention to policies and programs that support and foster reproductive and sexual health is needed to reduce rates of adolescent and unintended pregnancy, HIV and sexually transmitted diseases (STD). Health disparities are especially pronounced in these areas, with many of these problems related to power differences and lack of respect based on gender, sexual orientation or identity, gender identity, or age. Some of these are deeply rooted in cultural norms. Long-term change will require a shift in social norms accomplished through increased resources, leadership, and community dialog; social marketing; and effective public policy, in addition to comprehensive sexual health education and better access to relevant clinical services. Efforts to eliminate the deep disparities in adolescent and unintended pregnancy, HIV and sexually transmitted diseases can be understood as working toward "reproductive justice."

Wisconsin's 2020 Goals

- Establish a norm of sexual health and reproductive justice across the life span as fundamental to the health of the public.
- Establish social, economic and health policies that improve equity in sexual health and reproductive justice.
- Reduce the disparities in reproductive and sexual health experienced among populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.

Forest County Actions

- Provide education to individuals, businesses, and schools on services that are available.
- Provide prevention education to the public.
- Assist people with referrals.

Tobacco Use and Exposure

Tobacco use and exposure represent the leading overall cause of death in the U.S. and Wisconsin and a major economic burden. In Wisconsin each year, 8,000 people die of tobacco-related illnesses; \$2.2 billion is paid in direct health care costs; and \$1.6 billion is attributed to lost productivity.

Wisconsin's 2020 Goals

- Reduce tobacco use and exposure among youth and young adults by 50 percent.
- Reduce tobacco use and exposure among the adult population by 25 percent.
- Decrease the disparity ratio by 50 percent in tobacco use and exposure among populations of differing races, ethnicities, sexual identities and orientations, gender identities, educational or economic status, and high-risk populations.

Forest County Actions

- Promote involvement with the Multi-County Coalition.
- Support youth prevention programs.
- Provide education to individuals, parents, businesses on the dangers of second hand smoke.
- Continue to support and participate in First Breath, Quit Line, WI Wins.
- Work with law enforcement on ways to enforce the smoking ban.

Violence and Injury Prevention

Injuries are the leading cause of death in Wisconsin residents 1-44 years of age, and are a significant cause of morbidity and mortality at all ages. The majority of these deaths are preventable. In 2008, inpatient hospitalizations and emergency department visits for injury to Wisconsin residents resulted in \$1.8 billion in hospital charges.

Wisconsin's 2020 Goals

- Reduce the leading causes of injury (falls, motor vehicle crashes, suicide/self harm, poisoning and homicide/assault) and violence through policies and programs that create safe environments and practices.
- Increase access to primary, secondary and tertiary prevention initiatives and services that address mental and physical injury and violence.
- Reduce disparities in injury and violence among populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status.

Forest County Actions

- Partner with other government agencies to educate the public on policy and laws.
- Collaborate with other agencies on youth violence prevention initiatives.
- Continue Child Passenger Safety Program and look for ways to sustain funding.
- Continue to provide education to new parents on safe sleep practices.

Appendix 4 Potential Partners

(This list is not all inclusive)

Businesses

Alcohol Retail
Car Dealers
Casinos and Bingo Halls
Financial Institutions
Hotels and Lodging
Pharmacies

City, County, Township Government

Forest County Board of Health
Forest County Commission on Aging
Forest County Court System
Forest County Fair Committee
Forest County Health Department
Forest County Social Services
Forest County UW-Extension
Forest County Veterans Service
Forest County Zoning
Forest County Forestry and Recreation
Forward Service Corporation
Human Service Center
Department of Natural Resources

Community Coalitions

Forest County Partnership
Family Service Network
Forest County Community Coalition
NORAD
Northwood's Tobacco Free Coalition

Education

Blackwell Job Corps
School District of Crandon
Family and Child Learning Centers
Goodman-Armstrong Creek School District
Laona School District
Nicolet College
School District of Wabeno

Fitness/Health

Adult/Youth Recreation Programs
Curves
Tri-County Fitness
Weight Watchers
YMCA of the Northwoods

Food

Food Cooperatives
Community Garden Members
Farmer's Markets
Food Pantries
Grocery Stores
Master Gardeners
Meadow Organic Farm
Restaurants

Health Care Providers

AGI Healthcare
AODA providers
Dental Services
Emergency Medical Services
Ministry Health Crandon
Ministry Health Laona
Nicolet Health Clinic
Nu Roc Community Healthcare
Physical/Occupational Therapy
Potawatomi Health and Wellness
Sokaogon Chippewa Health Clinic

Libraries

Crandon Public Library
Edith Evans Library Laona
Wabeno Public Library

Organizations

Community Based Organizations
Day Care Providers
Faith Based Organizations
Family Resource Connection
Chamber of Commerce
Forest County Tavern League
Media
NEWCAP
PTO
School Based Clubs
Service Clubs
Tribal Honoring Our Children
Tri County Council on Domestic Violence
Alcoholics Anonymous

Youth Groups

4H Programs
Boy Scouts
Church Youth
Recreation Centers
Girl Scouts
Sport Booster Club
Youth Sports

Appendix 5: What Individuals Can do to Make an Impact

Nutrition

- Read food labels and become familiar with appropriate portion sizes.
- Balance food intake with physical activity.
- Ask your doctor about your BMI.
- Help connect your neighbors to community resources.
- Follow the Dietary Guidelines for Americans, 2010.
- Be a positive role model.



Physical Activity

- Maintain a positive attitude to become more physically active.
- Add 30 minutes of physical activities into your daily routine.
- Exercise in blocks of 10 to 15 minutes.
- Take the stairs or park your vehicle farther away.
- Exercise as a family.
- Limit the number of hours of watching television, video games, and computer time.
- Encourage your children to be more active by playing games that increase their heart rate.
- Be a positive role model.



Alcohol and Other Drug Abuse

- Be a role model for children.
- Know where your children are and who they are with.
- Talk to your children about peer pressure.
- Don't drink and drive.
- Promote alcohol free family events.
- Do not supply alcohol to minors.
- Keep all prescription and over the counter drugs in a secure location.
- Safely discard unused prescription drugs.
- Use prescription drugs appropriately. Do not sell or share them.
- Know where to get help if you need it.



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