

Columbia County Health and Human Services

**Community Health
Improvement Plan**

2017- 2022



Public Health
Prevent. Promote. Protect.

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Letter from Health Officer

Dear Columbia County Residents,

It is my pleasure to share with you the 2017-2022 Columbia County Community Health Improvement Plan. The following plan is the result of a community assessment and improvement process that brought together a broad representation of Columbia County. This plan should be used as a guide by individuals and community agencies interested in improving the health of Columbia County citizens. It is anticipated that this document will be used as a reference and foundation for many efforts within the county.

This plan detail goals, objectives and strategies for each of the two health focus areas that were identified during the Columbia County Community Health Forum on October 12, 2017:

- Reducing alcohol, tobacco and other drugs (ATODA)
- Improving mental/behavioral health services for children and adults

I would like to express my appreciation to the many community partners for their contributions to our Community Health Improvement Process and Plan. Their efforts, insight and knowledge are included in this document.

For online access to the 2017-2022 Community Health Improvement Plan and the accompanying Columbia County Community Health Needs Assessment 2017, please visit our website at <http://www.co.columbia.wi.us/columbiacounty/hhs>.

I welcome any comments and suggestions you may have for improving the health of Columbia County citizens.

Sincerely,

Susan Lorenz

Susan Lorenz R.N. M.S.

Columbia County Health Officer

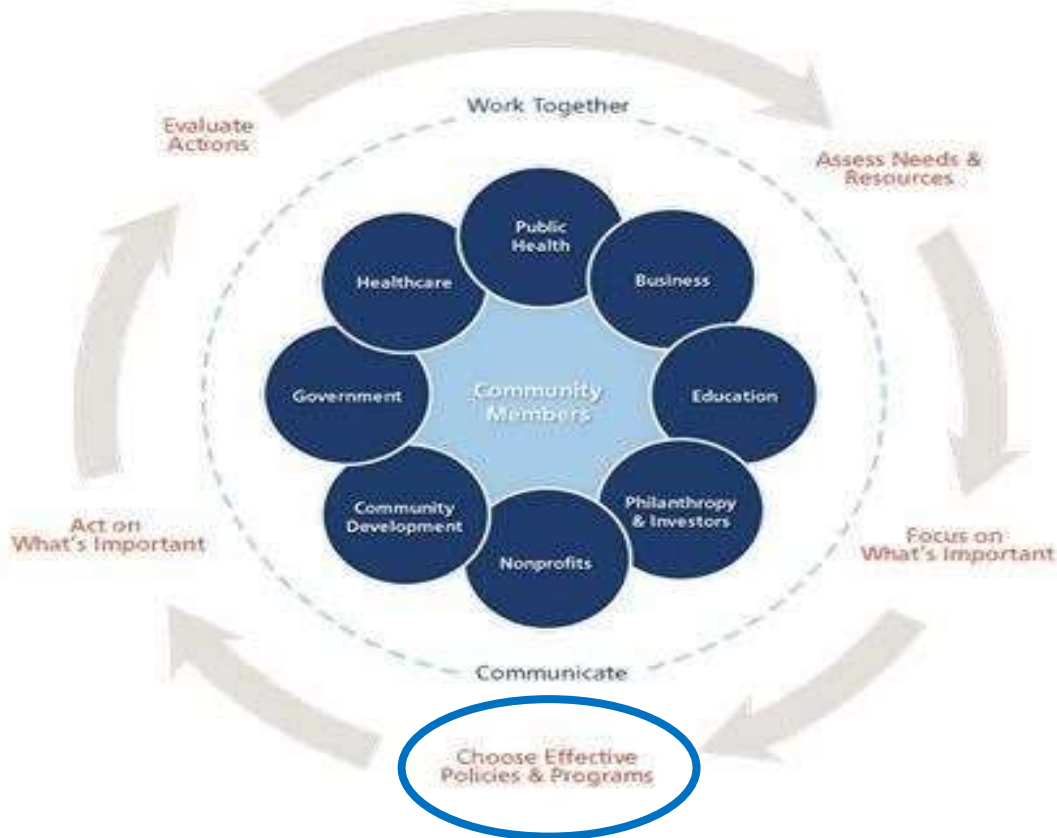
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Process

University of Wisconsin Population Health Institute, 2017



Attendees at the Columbia County Community Health Forum on October 12, 2017 voted on which health concerns to prioritize. At this Forum, attendees recommended goals, objectives and strategies for each of these two highest ranked health priorities.

The two highest ranked priorities were:

- 1) Reducing alcohol, tobacco and other drug abuse (ATODA)
- 2) Improving mental/behavioral health services for children and adults

The Columbia County Community Health Improvement Plan adheres to best practice as defined by the Wisconsin Community Health Improvement Process and Plan (CHIPP) Infrastructure Project (2014):

- Choose effective (evidence-informed) strategies
- Actively engage stakeholders to make it a community-driven process and to increase impact
- Have multi-level approaches to change, including policy approaches.
- Consider health disparities, as some populations in the community may have a noticeably greater challenge in a particular health area.

The goals, objectives and strategies in the Columbia County Community Health Improvement Plan are broad and require collective impact in order to achieve.

Priority: Alcohol, Tobacco and Other Drug Abuse (ATODA)

Goal: Reduce burden of disease associated with ATODA

Objective 1: Alcohol – Reduce binge drinking in adults in Columbia County from 24% in 2015 to 20% in 2022

- Strategy 1: Reduce youth access to alcohol by enhancing enforcement programs that initiate or increase the frequency of retailer compliance checks for laws prohibiting the sale of alcohol to minors.
- Strategy 2: Promote and support the Prevention and Response Columbia County Coalition and other local leaders that provide educational sessions on the evidence-informed policies that prevent and reduce excessive alcohol use.
- Strategy 3: Improve the number of health care providers implementing routine Behavioral Screening and Intervention (BSI, which screens for multiple risky health Behaviors) or Screening, Brief Intervention, Referral and Treatment (SBIRT, which Screens for excessive alcohol use).
- Strategy 4: Decrease alcohol outlet density by using regulatory authority to reduce the density of alcohol beverage outlets (i.e. places that sell alcohol) or to limit increases in the density of such outlets.
- Strategy 5: Reduce alcohol access in public places by creating policies to restrict the availability of alcohol at sporting events, other public events such as concerts and street fairs, and public spaces such as parks and beaches. Restrictions can be implemented voluntarily by event organizers or through local legislation.
- Strategy 6: Support maintaining the minimum State of Wisconsin legal drinking age of 21 years in which the purchase or public consumption of alcoholic beverages is illegal.

Objective 2: Tobacco – Reduce smoking in pregnant women in Columbia County from 18% in 2015 to 14% in 2022.

- Strategy 1: Improve access to, coverage for and use of cell phone-based tobacco cessation interventions. Target outreach to pregnant women in Columbia County, their families and health care providers. Outreach will include pregnant women enrolled in Women, Infants and Children (WIC), Nurse Family Partnership (NFP) and Prenatal Care Coordination (PNCC).
- Strategy 2: Improve and promote tobacco cessation into behavioral health care treatment and educate tobacco users with behavioral health concerns about benefits of quitting smoking.
- Strategy 3: Support statewide comprehensive tobacco control programs which use educational, clinical, regulatory, economic and social strategies to prevent tobacco uptake, promote quitting, and reduce secondhand smoke exposure.
- Strategy 4: Educate stakeholders and professionals working in tobacco intervention about the correlation between and among addictions, and on trauma-informed care practice and motivational interviewing.
- Strategy 5: Improve and promote health care provider reminder systems for tobacco cessation which remind or encourage health care professionals to support tobacco cessation among their patients.
- Strategy 6: Promote and support the Tobacco Free Columbia Dane County Coalition and other local partners that provide educational sessions on the evidence-informed policies that prevent and reduce tobacco use.

Objective 3: Opioids – Decrease rate (per 100,000 population) of drug overdose deaths involving opioids in Columbia County from 10.5 in 2015 to 0.0 in 2022.

- Strategy 1: Promote and support evidence-informed screening and treatment, intervention and referral for treatment among health care, mental health and social service professionals.
- Strategy 2: Encourage health care providers to screen their patients for opioid use disorder and provide or connect them with evidence-informed treatment.
- Strategy 3: Promote and support prescription drug security, collection and disposal.
- Strategy 4: Promote effective models of opioid outreach, intervention, treatment and support that reach out to active drug users; non drug-using friends and family members; community-based organizations; correction facilities; and hospitals.
- Strategy 5: Support law enforcement Drug Recognition Experts (DRE) training, recertification, and enforcement.
- Strategy 6: Support law enforcement drug interdictions.
- Strategy 7: Implement a community education and/or media campaign to include the dissemination of *Dose of Reality* materials, media and other community education materials.
- Strategy 8: Promote and support the Prevention and Response Columbia County Coalition and other local partners that provide educational sessions on the evidence-informed policies that prevent and opioid use.
- Strategy 9: Promote and support drug courts that offer criminal offenders with drug dependency problems an alternative to adjudication or incarceration.

Priority: Mental/Behavioral Health

Goal: Improve mental health services for children and adults

Objective 1: Increase access to mental health services by increasing the ratio of population to mental health providers in Columbia County from 1010:1 in 2016 to 600:1 in 2022 and ratio of population to primary care physician rate in Columbia County from 1570:1 in 2014 to 1240:1 in 2022.

Strategy 1: Support the promotion of training psychiatrists and encouraging psychiatrists to practice in underserved areas.

Strategy 2: Support the promotion of training primary care physicians and encouraging primary care physicians to practice in underserved areas.

Strategy 3: Consider ways to connect psychiatric services to those in need in shortage areas through expanding training programs, telemedicine and consultations to primary care providers in underserved areas.

Strategy 4: Integrate and coordinate medical and mental health care within medical clinics, hospitals and schools.

Strategy 5: Support school based mental health services and funding for these services.

Strategy 6: Actively participate in educating providers in Wisconsin about federal and state mental health parity laws and support the full and proper implementation of mental health parity.

Strategy 7: Work to enhance all funding sources for mental health, alcohol and other drug programs, mental wellness services, and advocate for fair reimbursement for physicians, therapists, and facilities providing these services.

Objective 2: Increase the use of evidence based practices at the provider, community and policy level.

Strategy 1: Promote and support evidence based suicide prevention training (i.e. Question, Persuade, Refer).

Strategy 2: Promote and support evidence based parenting programs (i.e. Columbia County Nurse Family Partnership).

Strategy 3: Promote and support Mental Health First Aid Training and Youth Mental Health First Aid Training.

Strategy 4: Promote consultative, diagnostic, and treatment services remotely for patients who live in areas with limited access to care or would benefit from frequent monitoring; also called telehealth.

Strategy 5: Promote and support trauma-informed communities.

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