

2023-2027

COLUMBIA COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN



Columbia County Public Health

Mission: To promote and protect the health and safety of our community





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EXECUTIVE SUMMARY

The Columbia County Public Health Department acknowledges and extends sincere appreciation to Aspirus Divine Savior Hospital and Clinics and our Advisory Board for their contributions to the Columbia County Community Health Assessment.

Commitment, cooperation, and leadership from mental health, education, justice, healthcare, social services, business, labor, government, professionals and others, can drive significant improvements in overall community wellbeing.

We must acknowledge that the COVID-19 pandemic has had a pronounced impact on our community's health. The past few years have been difficult, and have revealed all too plainly the immense value of Public Health, healthcare systems, and community partners in promoting and protecting the health of our community. We have also been forced to confront the disparities in residents' health opportunities and outcomes.

The following document is the results of a Community Health Assessment (CHA) completed in Columbia County from November 2021 through December 2022. Local public health departments must complete a CHA and Community Health Improvement Plan (CHIP) every five years. Columbia County Public Health will be developing an improvement plan to address Mental Health and Substance Misuse.

Goals of the Community Health Assessment & Improvement Planning Process:

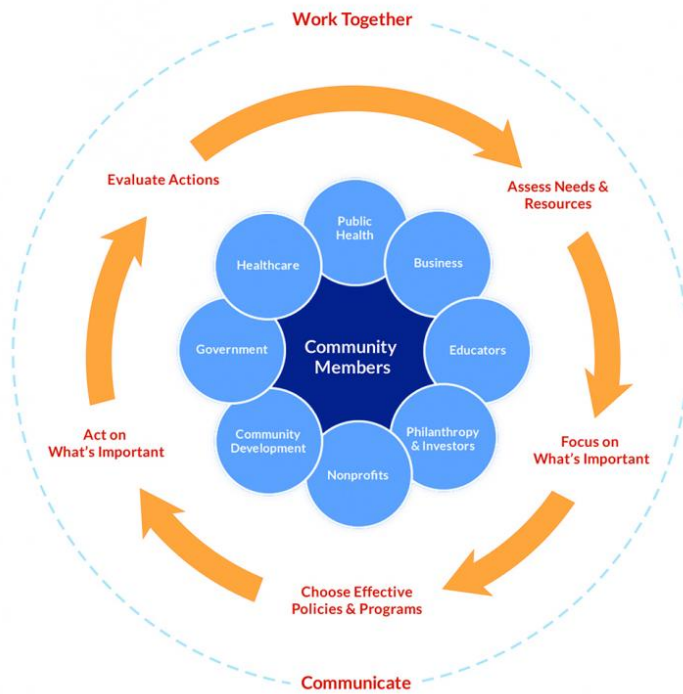
1. **Identify** social & environmental policies and systems that impact health in our community,
2. **Analyze** health data to identify priorities for health in our community,
3. **Assess** how well entities in the community work together to create community wellness,
4. **Create** a plan, led by the community, to improve health & wellness for all.

To view the Community Health Assessment, or to view the Community Health Improvement Plan online, please visit our website at

www.co.columbia.wi.us/columbiacounty/hhs/healthhumanservicehomepage/tabid/299/default.aspx.

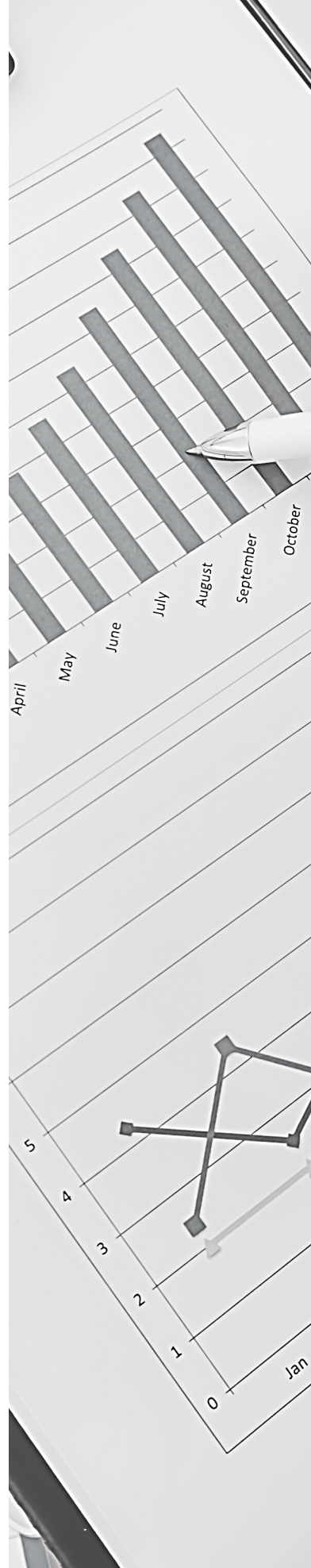
APPROACH

Wisconsin State Statute 251.05(3) mandates that a local public health department shall “regularly and systematically collect, assemble, analyze and make available information on the health of the community, including statistics on health status, community health needs, and epidemiologic and other studies of health problems”. In addition, Wisconsin Administrative Rule Chapter DHS 140.04, requires that local public health departments conduct a community health assessment resulting in a community health improvement plan at least every five years.



County Health Rankings Take Action Cycle

A modified version of the County Health Rankings Take Action Cycle model was used to complete the community health assessment, as well as a community engagement process offering guidance and tools about how to create a healthy community and improve overall health outcomes. The portion of the Take Action Cycle used included the first step: Assess Needs and Resources.



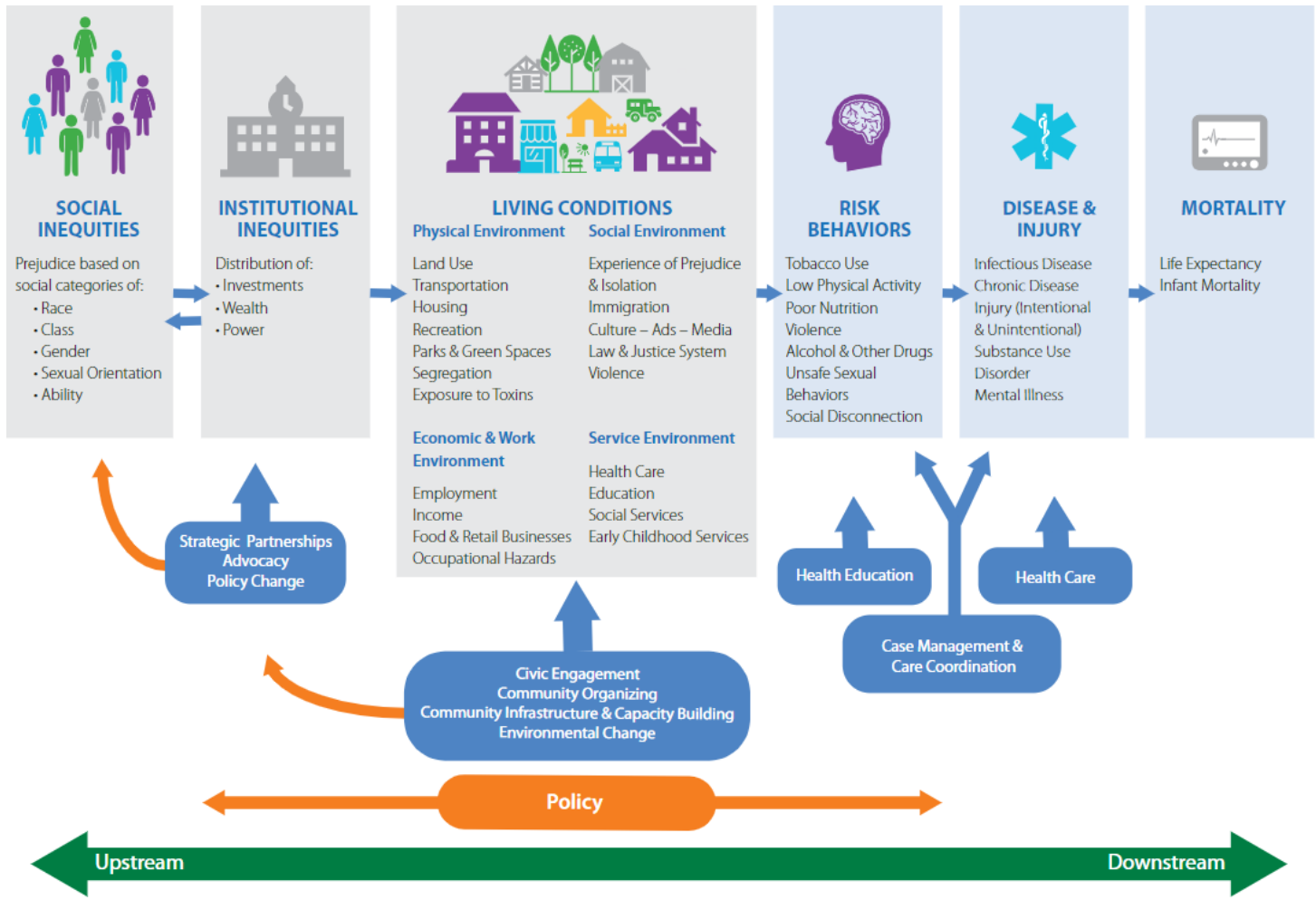
We are learning how social determinants such as housing, economic status, education and finances can have an effect on risk factors which ultimately impact our behaviors and rate of disease and mortality.

By looking at and trying to address social determinants, this is the best way to help achieve health equity.

According to the CDC:

- Social determinates of health are "non-medical factors that influence health outcomes."
- Health equity is "the state in which everyone has a fair and just opportunity to attain their highest level of health. Achieving this requires focused and ongoing societal efforts to address historical and contemporary injustices; overcome economic, social, and other obstacles to health and healthcare; and eliminate preventable health disparities".

To apply this to our work, we used the BARHII model. The BARHII model which was developed to show a conceptual framework that illustrates the connection between social inequalities and health. We took this model and applied it to our Community Health Assessment to identify our Health Priorities and used it to help us develop this Community Health Improvement Plan.



TIMELINE

11/2021

ADVISORY TEAM REVIEWED SURVEY

Comprised CHA advisory team, reviewed survey and provided feedback for improvement.

1/2022

KEY INFORMANT INTERVIEWS

We completed 15 key informant interviews. Throughout the month, numerous Columbia County community leaders were interviewed via an online tool, or, phone call, whichever was the interviewees preferred method of communication.

4/2022-5/2022

COMMUNITY MEETINGS

We held two community meetings. The first meeting was held to review data and the second meeting helped to further identify our top health priorities following the data review.

9/2022-12/2022

COMMUNITY ASSESSMENT WRITTEN

Columbia County Health and Human Services utilized this time to put together and finalize the community health assessment.

11/2021-12/2021

SURVEY OPEN FOR COMMUNITY

Survey finalized and distributed. Community members were encouraged to fill out the 36-question survey. Collection of secondary data continued.

1/2022-3/2022

DATA ANALYZED

UW-Oshkosh analyzed all data, including survey responses, key informant interviews and other secondary sources of data.

8/2022-9/2022

HEALTH PRIORITY WORKGROUPS

Meetings were held for the two identified workgroups to further breakdown how we can address the need.

1/2023

COMMUNITY HEALTH IMPROVEMENT PLAN WRITTEN

Following the Community Health Assessment being finalized in December 2022, the Community Health Improvement Plan was written.

HEALTH PRIORITIES

A community health improvement plan (or CHIP) is a long-term, systematic effort to address public health problems based on the results of community health assessment activities and the community health improvement process. Over the next five years, Columbia County Public Health will formally address the following health priorities through the community health improvement plan:



No. 01 -- Mental Health

Approximately 20 percent of the population experiences a mental health problem during any given year. Mental health issues are associated with increased rates of risk factors such as smoking, physical inactivity, obesity and substance misuse. As a result, these physical health problems can lead to chronic disease, injury and disability.



No. 02 -- Substance Misuse

An estimated 22 million people per year in the U.S. have drug and alcohol problems. Ninety-five percent of them are unaware of their problem. 1 Approximately 88,000 deaths annually in the U.S. are attributed to excessive drinking (2006-2010). 2 Drug and alcohol use can also lead to costly physical, mental and public health problems.

Columbia County's identified health priorities are in line with the state of Wisconsin's State Health Improvement Plan (SHIP). The SHIP has five health priorities: Alcohol, Nutrition and Physical activity, Opioids, Suicide and Tobacco use. Our health Priorities will address: Alcohol, Opioids, Tobacco and Suicide.

Needs Not Selected

The three needs that were prioritized in the community stakeholder meetings but will not formally be addressed by Columbia County Public Health in its implementation plan are listed below.

Needs not selected were informally addressed through the two chosen health priorities.

Lack of:

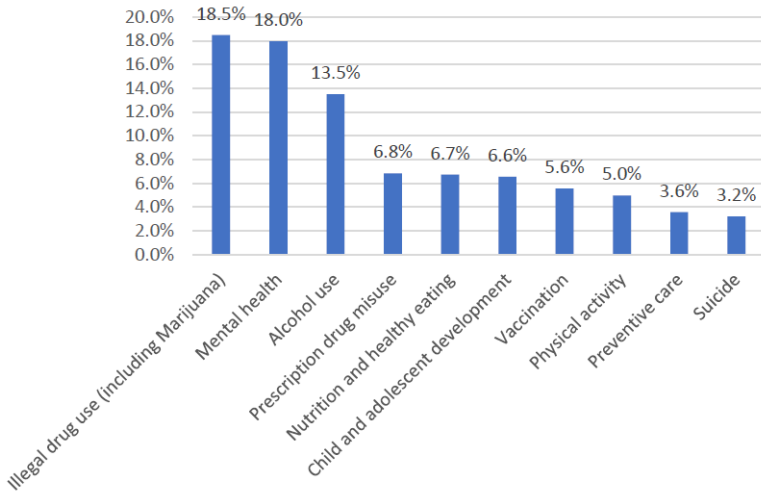
- Communication Between Community Partners/ Agencies
- Transportation
- Healthcare Providers

HEALTH ASSESSMENT

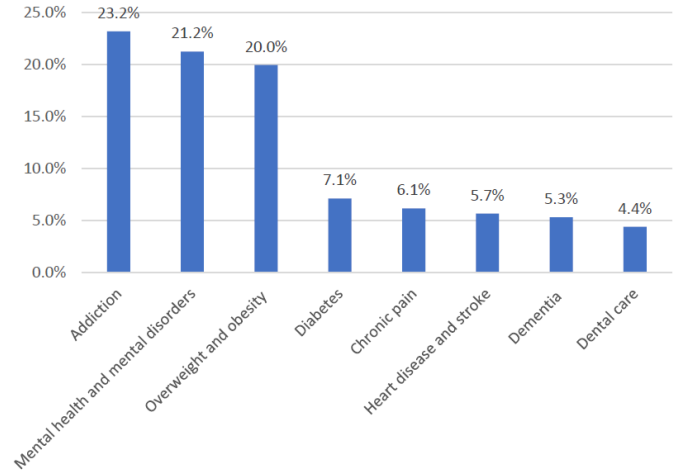
Columbia County Health Assessment Survey Data

Respondents were asked to identify what they perceived as the three most pressing health issues and conditions facing Columbia County. The top ten most pressing health issues and the top eight health conditions are presented below.

Most Pressing Health Issues



Most Pressing Health Conditions



Key Informant Interview Themes

Columbia County collected feedback through interviews with key informants throughout the county. The fifteen interviewees represent a variety of organizations from throughout Columbia County, including education, elder care, and recovery services, for example.

Interviewees were asked a series of four questions (see appendix D), to which identified the following themes:

- **Mental Health:** Six interviewees identified this as among the most critical issues. Particular attention was given to the need for more services in schools, especially in rural districts as well as support for addiction recovery.
- **Substance Misuse:** Both alcohol and drug abuse were noted by four respondents. Interest was given to middle-aged adults as well as diversion programs for teenagers.
- **Chronic Disease/Aging Issues:** Two interviewees cited several elder care issues, ranging from the quality of assisting living facilities, to chronic disease and dementia.
- **Affordable Housing:** This was mentioned both in the context of supporting low-income families and in fighting homelessness.
- **Support for Low-Income Families:** A range of services, including childcare, housing assistance, and transportation were noted by several interviewees. Focus was given to youth, who oftentimes lack quality of life amenities.



COMMUNITY ASSETS

Community assets draws on the strengths of our communities. This is not an all inclusive list, rather some programs, organizations and coalitions known in the area. Community assets are always evolving and growing. Strong community oriented mindsets from those who live, learn, work and play in Columbia County benefits everyone.

Community Assets

- **OWI/Drug Treatment Court-** Treatment-based alternative to jail for individuals with repeat drug or OWI offenses.
- **Medicated Assisted Treatment (MAT)-** Medication used to treat substance use disorders, as well as sustain recovery and prevent overdose.
- **Alcoholics Anonymous (AA) groups-** Fellowship of people who come together to solve their drinking problem.
- **ED2 Recovery-** Grant awarded to organizations who offer peer support services by recovery coaches or certified peer support specialists.
- **Non- Narcotic, Non-Addictive Injectable (NNAI) program-** Medicated Assisted Treatment offered within the jail setting.
- **Narcan availability-** NARCAN® Nasal Spray is a prescription medicine used for the treatment of a known or suspected opioid overdose.
- **Fresh Start-** Youth aged 17-24 who have had difficulty in a traditional academic setting will receive individualized tutoring to complete a GED or HSED.
- **Harbor Recovery Center-** Provides compassionate support, vital resources, education opportunities and events and activities that will build a culture of recovery.
- **Substance Free Events-** Community event where substances are not sold or known to be present.
- **Prevention and Response Columbia County (PARCC)-** Coalition that guides, supports, and advocates for prevention and recovery strategies to decrease the occurrence of substance misuse in Columbia County.

MENTAL HEALTH

Health Priority **#1**

Thank you to those who participated in this workgroup:

Aspirus Divine Savior Hospital and Clinics, Columbia County ADRC, Columbia County Behavioral Health and Long Term Support, Columbia County Division of Children and Family, Harbor Recovery Center and Pardeeville School District.

905

Suicides

Number of deaths due to suicide in Wisconsin in 2021

851:1

Mental Health Providers

Ratio of population to mental health providers

4.9

Poor Mental Health Days

Average number of mentally unhealthy days reported in past 30 days

3%

Contemplating Suicide

Percent of respondents to the community health assessment survey reported contemplating suicide in the past year

18%

Mental Health

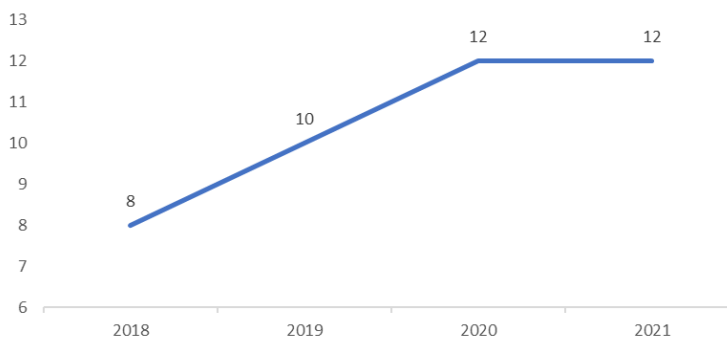
Percent of respondents to the community health assessment survey who perceives mental health as one of the top three most pressing health issues

3.2%

Suicide

Percent of respondents to the community health assessment survey who perceives suicide as one of the top three most pressing health issues

Suicides According to the Columbia County Medical Examiner's office
Number of deaths by suicide in Columbia County per year



**DEATHS BY
SUICIDE
PER YEAR**

12

Deaths by
suicide in
Columbia
County in 2021

MENTAL HEALTH

Health Priority **#1**

Implementation Plan

GOAL 1: BY DECEMBER 31, 2027, INCREASE UNDERSTANDING OF MENTAL HEALTH AMONG COMMUNITY MEMBERS AND PARTNERS IN COLUMBIA COUNTY JURISIDICITION

OBJECTIVE: SUPPORT EFFORTS THAT PROMOTE AND/OR CONTRIBUTE TO INCREASING UNDERSTANDING

Activities	Target Date	Resource Required	Lead Person/ Organization	Anticipated result	Implementation
Train staff and bartenders at Columbia County establishments to be able to recognize suicide warning signs through evidence-based training measures.	September 2023	Instructors through Prevent Suicide Columbia County Coalition (e.g. Question, Persuade and Refer (QPR) Training)	Prevent Suicide Columbia County	Increased identification and interruption of the crisis and direct the individual to proper care.	Contacting area establishments, as well as Columbia County Tavern League to set-up trainings for staff and bartenders.
Promote, develop and engage with activities that decrease the stigma around mental health.	March 2023	County-wide effort to increase awareness and decrease stigma.	County-wide effort to increase awareness and decrease stigma.	Reduction of mental health stigmas to encourage people to seek care of mental health issues.	Create a mental health resource guide specific to Columbia County jurisdiction
	September 2023				Reach out to UW Extension to express interest in partnering to reach certain populations (e.g. Farmers)
	Ongoing				Promote gun safety efforts through distributing gun locks, as well as advertising safe storage locations.

MENTAL HEALTH

Health Priority #1

Activities	Target Date	Resource Required	Lead Person/ Organization	Anticipated result	Implementation
<p>Promote, develop and engage with activities that decrease the stigma around mental health.</p>	<p>Ongoing</p>	<p>County-wide effort to increase awareness and decrease stigma.</p>	<p>County-wide effort to increase awareness and decrease stigma.</p>	<p>Reduction of mental health stigmas to encourage people to seek care of mental health issues.</p>	<ul style="list-style-type: none"> • Explore marketing opportunities and media campaigns to help raise awareness of statistics and resources available (e.g. 988-Suicide prevention hotline) • Staff will attend opportunities in the community to increase education surrounding mental health • Promote and support other events happening in Columbia County surrounding mental health awareness.
<p>Implement Prevent Suicide Columbia County 5K Run/Walk.</p>	<p>November 2024</p>	<p>Prevent Suicide Columbia County members, as well as Columbia County Health and Human Services staff.</p>	<p>Prevent Suicide Columbia County</p>	<p>Increase awareness of mental health and suicide, as well as Prevent Suicide Columbia County as a potential resource in the community.</p>	<ul style="list-style-type: none"> • Creating a committee of interested individuals to host the event. • Selecting date, time, and location of event. • Seeking sponsorship of the event. • Advertising event appropriately.

Implementation Plan

GOAL 2: BY DECEMBER 31, 2027, INCREASE MENTAL HEALTH PROGRAMMING IN COLUMBIA COUNTY

OBJECTIVE: SUPPORT, DEVELOP AND BUILD COMMUNITY RESILIENCY BY EXPANDING AND CREATING PROGRAMMING

Activities	Target Date	Resource Required	Lead Person/ Organization	Anticipated result	Implementation
Support youth programming in area schools.	Ongoing	Funding, Staff Consistency, Time	Prevent Suicide Columbia County	<ul style="list-style-type: none"> • Build resiliency within our area schools and better support the Emotional Intelligence of the students and staff. • Per Wisconsin Youth Risk Behavior Survey (YRBS) Data, increase in students reporting they are able to get the emotional support they need 	Support and work alongside school administrators, nursing staff, psychologists, school counselors, and other appropriate staff members

MENTAL HEALTH

Health Priority **#1**

Activities	Target Date	Resource Required	Lead Person/ Organization	Anticipated result	Implementation
Work and support area counselors in creating youth support groups surrounding mental health.	November 2026	Counselors, Columbia County Health and Human Services Staff, Location	Columbia County Health and Human Services	Increase support for youth in the community.	Work with area counselors and school districts to create youth support groups surrounding mental health.
Increase youth programming in Columbia County, as it relates to mental health.	Ongoing	Youth Programming Sample Curriculum(s), Time, Staff, Location	Columbia County Health and Human Services with Youth Focused Organizations	Increase support, social networks, resources and activities for youth in Columbia County.	Work with youth focused organizations (e.g. Portage Parks and Recreation Department) to help implement, advertise and/or support additional youth focused programs in Columbia County.
Increase peer support specialists in Columbia County specific to mental health.	December 2027	Columbia County Health and Human Services, Time, Grant Writing, Applicable Grant(s)	Columbia County Health and Human Services	Support, mentor and advocate for individuals struggling with mental health concerns.	Apply for grants surrounding peer support specialists specific to mental health.
Advocate for better rural transportation coverage.	Ongoing	Columbia County Health and Human Services among community members and partners.	Columbia County Health and Human Services	Increasing access to mental health resources, and appointments.	Advocate to appropriate transportation agencies for increase coverage among rural residents of Columbia County.

SUBSTANCE MISUSE

Thank you to those who participated in this workgroup:

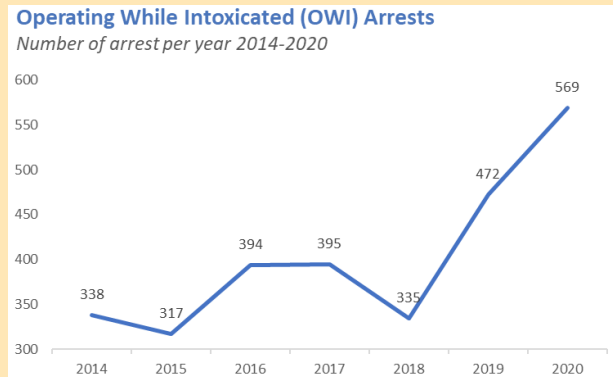
Aspirus Divine Savior Hospital and Clinics, Columbia County ADRC, Columbia County Behavioral Health and Long Term Support, Harbor Recovery Center and Prevention and Response Columbia County (PARCC).

Alcohol Misuse

59.4 **Alcohol-Related Deaths**
Deaths per 100,000 population related to alcohol in Columbia County compared to 53 in Wisconsin

28% **Excessive Drinking**
Percentage of adult population in Columbia County that reports either binge drinking or heavy drinking compared to 27% in Wisconsin

3.88 **Alcohol-Related Hospitalizations**
Rate of alcohol-related hospitalizations per 1,000 population in Columbia County compared to 5.72 in Wisconsin



Operating While Intoxicated (OWI)
Number of arrests per year in Columbia County
569 OWI arrests were made in 2020

13.5% of respondents to the community health assessment survey who perceives alcohol misuse as one of the top three most pressing health issues

Smoking

	Columbia County		Wisconsin
Adult Smoking	19%	↑	17%
Smoking Prevalence During Pregnancy	14.4%	↑	11.5%

SUBSTANCE MISUSE

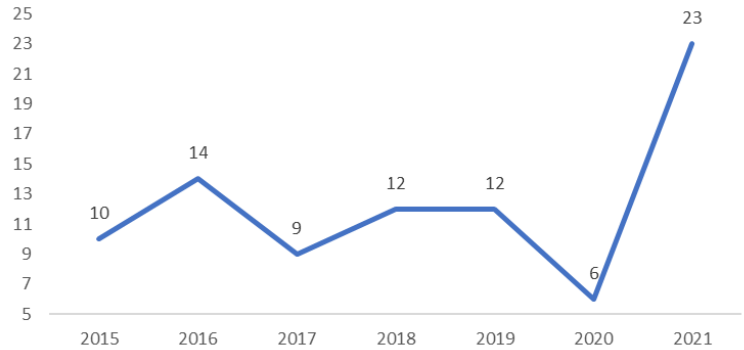
18.5% of respondents to the community health assessment survey who perceives illegal drug use (including marijuana) as one of the top three most pressing health issues

18.5% of respondents to the community health assessment survey who perceives prescription drug misuse as one of the top three most pressing health issues

23.2% of respondents to the community health assessment survey believe addiction is the most pressing health condition in Columbia County

Overdose Fatalities

Number of fatal overdoses in Columbia County per year



Youth Risk Behaviors

In the 2018-2019 school year, there were 9 public schools in Columbia County that served high school students. 6 of these 9 (67%) participated in the survey. Participating schools included: Poynette High, Columbus High, Portage High, Pardeeville High, Lodi High, Portage Academy of Achievement.



1 in 10 of Columbia County 12th graders were offered drugs, sold or given drugs on school property in the past 12 months.



1 in 10 of Columbia County 12th graders attended school under the influence of alcohol or drugs in the past 12 months.

57%

Ever Tried Vaping

Columbia County 12th graders who have ever tried vaping

70%

Ever Drank

Columbia County 12th graders who have ever had an alcoholic beverage

SUBSTANCE MISUSE

Implementation Plan

GOAL 1: BY DECEMBER 31, 2027, INCREASE EQUITABLE ACCESS AND OVERALL HOUSING FOR LOWER INCOME RESIDENTS WHO STUGGLE WITH A SUBSTANCE USE DISORDER

OBJECTIVE: INTENTIONALLY ENGAGE IN EFFORTS TO PROMOTE EQUITABLE ACCESS TO HOUSING FOR COLUMBIA COUNTY RESIDENTS

Activities	Target Date	Resource Required	Lead Person/ Organization	Anticipated result	Implementation
Continuous updating and distribution of local apartment phone list.	Ongoing	Time, Staff	Columbia County Health and Human Services alongside housing agencies (e.g. Renewal Unlimited)	Build efficiency and supply those in need with resources in a timely manner.	Support and update phone list for apartment buildings in Columbia County, including notes of landlords that will not rent to those who have a felony.
Educate property owners/ landlords on voucher program.	Ongoing	Education Agenda, Staff, Time	Columbia County Health and Human Services alongside housing agencies (e.g. Renewal Unlimited)	Utilize education to build buy in to voucher program, which in turn will increase housing opportunities to those in need.	Work with agencies in the housing community to help build buy in from landlords.

SUBSTANCE MISUSE

Implementation Plan

GOAL 2: BY DECEMBER 31, 2027, COLUMBIA COUNTY WILL IMPLEMENT AT LEAST ONE NEW OR EXISTING STRATEGY TO STRENGTHEN AND EXPAND OUTREACH TO DECREASE STIGMA AND EDUCATE ABOUT SUBSTANCE MISUSE

OBJECTIVE: SUPPORT, DEVELOP AND BUILD COMMUNITY RESILIENCY BY INCREASING AWARENESS AND PROGRAMS FOR SUPPORT SERVICES RELATED TO SUBSTANCE MISUSE

Activities	Target Date	Resource Required	Lead Person/ Organization	Anticipated result	Implementation
Support youth programming in area schools.	Ongoing	Funding, Staff Consistency, Time	Prevent Suicide Columbia County	<ul style="list-style-type: none"> • Build resiliency within our area schools and better support the Emotional Intelligence of the students and staff. • Per Wisconsin Youth Risk Behavior Survey (YRBS) Data, increase in students reporting they are able to get the emotional support they need. 	Support and work alongside school administrators, nursing staff, psychologists, school counselors, and other appropriate staff members

SUBSTANCE MISUSE

Health Priority **#2**

Activities	Target Date	Resource Required	Lead Person/ Organization	Anticipated result	Implementation
Increase youth programming in Columbia County, as it relates to substance use.	Ongoing	Youth Programing Sample Curriculum(s), Time, Staff, Location	Columbia County Health and Human Services with Youth Focused Organizations	Increase support, social networks, resources and activities for youth in Columbia County.	Work with youth focused organizations (e.g. Harbor Recovery Center, Portage Parks and Recreation Department) to help implement, advertise and/or support additional youth focused programs in Columbia County.
Increase community education surrounding the misuse of alcohol and other drugs.	September 2024	Funding, Staff, Time	Columbia County Health and Human Services and Prevention and Response Columbia County (PARCC)	Reduce stigma associated with substance misuse.	Education surrounding alcohol being a substance that is commonly misused in Columbia County. Secure funding opportunity to support an alcohol and other drugs misuse campaign (e.g. billboards) in Columbia County.



INDICATORS

According to the Centers for Disease Control and Prevention (CDC), indicators are secondary data that have been analyzed and can be used to compare rates or trends of priority community health outcomes and determinants.

MENTAL HEALTH

Indicators *Indicators are data trends, and are not intended to be measures of success

- Decrease suicide mortality rate from 19 to 15 per 100,000 population (County Health Rankings)
- Increase ratio of mental health providers to population from 860:1 to 750:1 (County Health Rankings)
- Decrease or maintain percentage of teens that felt so sad or hopeless almost every day for two weeks or more in a row (YRBS)
- Decrease or maintain percentage of teens that seriously considered suicide in last 12 months (YRBS)

SUBSTANCE MISUSE

Indicators *Indicators are data trends, and are not intended to be measures of success

- Decrease or maintain percent of excessive drinking of Columbia County from 28% to 26% (County Health Rankings)
- Decrease alcohol-related death rate in Columbia County from 59.4 to 55 (County Health Rankings)
- Decrease or maintain percentage of Columbia County teens who used prescription drugs without a doctor's permission in lifetime (YRBS)
- Decrease or maintain percentage of Columbia County teens who drank alcohol in past 30 days (YRBS)
- Decrease or maintain percentage of Columbia County teens who binge drank in past 30 days (YRBS)

CONCLUSION



GET INVOLVED!


There are so many ways to improve health in the community! See below to find out how to get involved or stay up to date with the work of local coalitions currently addressing the chosen health priorities.

Prevention and Response Columbia County (PARCC)

Coalition that guides, supports, and advocates for prevention and recovery strategies to decrease the occurrence of substance misuse in Columbia County.

1. Prevention strategies
2. Reduce stigma
3. Support harm reduction
4. Support treatment efforts

 <https://www.parccinfo.org/>


 (608) 334-7976

Prevent Suicide Columbia County

Mission: To prevent Suicide through awareness, education, collaboration and improved access to mental health care and to support those who have lost a loved one to suicide.

Our Vision: A suicide-free community where people will recognize the warning signs, intervene and help individuals find hope.

 preventsuicidecolumbiacounty.org

 (608) 742-9751

DATA SOURCES

Bay Area Regional Health Inequities Initiative (BARHII)

Centers for Disease Control and Prevention

Columbia County Medical Examiner Report

County Health Rankings and Roadmaps

United States Census Bureau

Wisconsin Department of Education- Youth Risk Behavior Survey

Wisconsin Department of Health Services - Adult Alcohol Use Dashboard

Wisconsin Department of Health Services- Opioids Summary Data Dashboard

Wisconsin Interactive Statistics on Health



Have an idea you want to take action on? Please send an email to div.of.health@columbiacountywi.gov.



Contact

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