

Healthy Polk County 2020

Community Health Improvement Plan

Progress Report 2015

Year One Ending April, 2015

Introduction:

This report serves as a progress update to partner organizations and Polk County residents on the Polk County Community Health Improvement Plan (CHIP) – *Healthy Polk County 2020* version 2014-2016. Through the 2012 Community Health Needs Assessment (CHA) and 2014 Community Health Improvement Planning (CHIP) processes, three priority health focus areas were identified as requiring the greatest response in our community, and subsequent goals, objectives and strategies to impact these health focus areas were developed. The top three priorities are:

- Mental Health
- Obesity Prevention
- Unhealthy Alcohol Use

The CHIP was published in April 2014 and is available on the Polk County Health Department website www.polkcountyhealthdept.org or www.healthypolkcounty.com website. The annual progress report covers the first year of CHIP implementation beginning April 2014 through April 2015. CHIP strategies are being implemented in collaboration with stakeholders, partners and the community. The annual progress report also provides an opportunity to step back and evaluate original plan strategies and make adjustments based on the feasibility and effectiveness of the strategies, changing community priorities, available resources and community assets. The 2015 progress report is the first official and comprehensive report of successes and barriers pertaining to *Healthy Polk County 2020*.

Health Focus Area #1: Mental Health

Goal 1: To improve the mental health status of Polk County citizens

Goal 2: To reduce the suicide rate in Polk County

Goal 3: To reduce youth harassment and bullying

Progress at the end of year one for Mental Health:

- The Mental Health Task Force (MHTF) completed its final year of a 3 year suicide prevention grant targeting Question, Persuade, Refer (QPR) trainings in county school districts, the community and other service organizations. Forty seven (47) QPR presentations were held.
 - Five Scholarships for counseling services were provided to high risk youth (age



- 10-24 years old) in Polk County through Peace Tree Counseling
 - A Meet & Greet event was held for school staff and other agencies to meet area mental health professionals. Approximately 40 individuals attended
 - A Chalk Art Competition was conducted to raise awareness about mental health: 5 schools participated plus Northwest Connections (Amery Day Treatment)
 - A LGBTQ Sensitivity Training was held; 35 people attended
- The MHTF Healthy Beginnings project began provision of student therapy services onsite in the Osceola school district as well as through a home visiting program
- The MHTF obtained Otto Bremer Foundation grant funding for a depression screening program to be implemented at the St. Croix Falls School District in the 2015-16 school year
- The MHTF updated its brochure of local mental health resources and distributed it widely in the community
- The MHTF completed a Mantherapy grant program collaborating with taverns to connect men to an online mental health survey (reducing the stigma around mental health). Results were:
 - **Polk County – 89 website hits**
It can be reasonably noted that the work of Polk County has contributed to some of the 272 other website hits in this region of the state, including Eau Claire, Menomonie, St. Croix Falls, Hudson, Rice Lake, Siren, Chippewa Falls, Superior, Ashland and others.
- The Health Department was one sponsor of *A.K.A. Sisterhood* (a grassroots effort in St. Croix Falls) to support programming on relational aggression (RA) in middle school aged girls. A.K.A. stands for ALTRUISM+KNOWLEDGE=ACTION. Activities of the A.K.A. Sisterhood included:
 - Training for the community through the Search Institute on 40 Developmental Assets and how to be an asset builder for youth (approx. 45 attendees)
 - Monthly activities for girls that have included nature adventures, crafting, dance and art projects while engaging in conversation surrounding RA. (10-15 girls attending)
 - An over-nighter housed at the ARC (Area Recreational Center, East Farmington) that included drumming circles, crafting, yoga, preparing meals together, story-time, free gymnasium time and opportunity to engage in open discussions surrounding RA. (12 girls attended)
 - One week of summer camping August, 2014, housed at the middle school. Song, improv/role playing, DI (destination imagination), Acres For Life (Equine Assisted Growth and Learning through horses, no riding), yoga, movement, slip-n-slide, water balloons, the art of Circle Practice, and much more (40 girls attended)

Summary:

There is still a high level of community interest and action surrounding mental health. Several grants have been secured to help further programming and local community foundations have provided dollars to support mental health initiatives. Stigma around mental health issues is still a barrier that needs to be addressed to continue to make progress on mental health challenges

in Polk County. Bullying and anxiety are still definite issues under mental health that will continue to be priorities.

Health Focus Area #2: Obesity Prevention

Goal 1: To improve the nutritional quality of meals and snacks in the schools and community

Goal 2: To create opportunities for active living

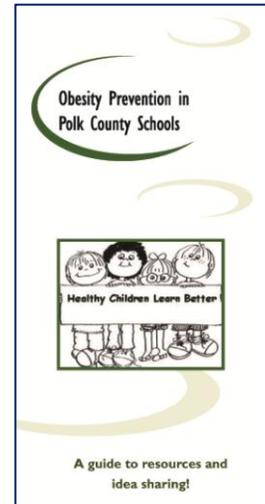
Goal 3: To strengthen worksite wellness policies

Goal 4: To strengthen best practice in healthcare settings around overweight and obesity prevention

Goal 5: To increase breastfeeding rates

Progress at the end of year one for Obesity Prevention:

- An environmental scan of school policies and obesity prevention initiatives (school gardens, safe-routes to school, joint use agreements) was conducted
- A resource brochure detailing school obesity prevention programs was created and is ready for distribution
- The Health Department, Central Insurance Bank and Polk's Medical Centers have collaborated to host a worksite wellness toolkit training with a state expert providing the training in the fall of 2015
- *Doc Walks* are being implemented to promote Physical Activity at Osceola Medical Center
- Osceola Medical Center held a nutrition kiosk at Dick's market in Osceola
- Community Initiative – A Harvest of the Month project was being planned with a grant application submitted to help fund this initiative -however it was not funded
- A Baby Behavior video was produced (understanding your baby's cues) focused on preventing infant overfeeding. (To view this video go to you-tube and search Polk County Health Department, Wisconsin)
- The Polk County Breastfeeding Coalition is hosting a breastfeeding conference October 8th, 2015 in Frederic



Summary:

Next steps will be to hold the worksite wellness training in the fall of 2015 and assess the training needs from Polk County businesses after that training. The group will also discuss whether or not we to continue with Harvest of the Month (HOM) initiative as there is another program being implemented by Amery Hospital and Clinic and Health Partners called PowerUp. This is similar to HOM as it focuses on fruit and vegetable consumption and being physically active. The Polk County CHIP Obesity Prevention Workgroup will partner in this program as well.

Health Focus Area #3: Unhealthy Alcohol Use

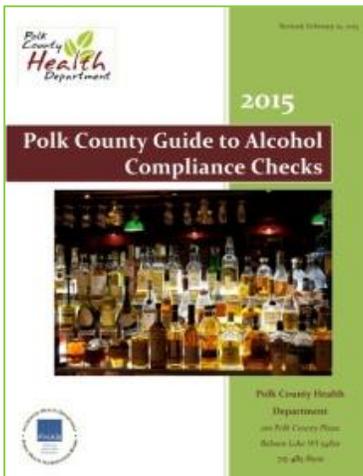
Goal 1: Decrease the number of alcohol impaired drivers

Goal 2: Delay youth initiation of alcohol use

Goal 3: Reduce binge drinking

Progress at the end of year one for Unhealthy Alcohol Use:

- An environmental scan of city/town clerks was conducted and data compiled on the existence of local alcohol polices
- Data collection of operating while intoxicated on underage drinking citations was gathered from the Sheriff's Department and local municipalities. Data collected will be used to create a public information campaign
- The Health Department secured a Wisconsin Rural Health Grant to plan for and conduct underage alcohol compliance checks
- A Polk County Guide to Alcohol Compliance Checks was created



- Focus groups were conducted with two area schools youth on alcohol use perceptions
- A Public Service Announcement targeting youth alcohol prevention is being created to be shown in a local movie theatre
- The Health Department secured a *Parents Who Host Campaign* grant; a letter to the editor was submitted on importance of adults not hosting underage drinking parties; signage was distributed throughout Polk County (a larger campaign will be established in 2016)
- A Community Health in Action Grant (CHIA) Secured – focuses on best practices for changing unhealthy alcohol practices in communities

Summary:

This CHIP workgroup has the largest participation and the most diverse individuals at the table. The group is making significant strides focusing on small steps to change the alcohol culture in Polk County. Unhealthy alcohol use is a priority area that has not been one that the community has been ready to take action on in the past, but now there is community interest and support around the issue. Next steps will be implementing the underage alcohol compliance checks in 2016 and producing the movie trailer on unhealthy alcohol use.

Next Steps:

The first year of CHIP implementation shows remarkable progress in the implementation of *Healthy Polk County 2020* version 2014-2016. As we move into the second year of implementation, CHIP partners will continue to focus on evaluating the impact of the CHIP work and identifying resources to advance the plan's goals. We also look forward to the completion of an updated comprehensive Community Health Assessment in 2015-2016 to evaluate how the health of the county has changed over the past three years. Following the completion of this assessment, efforts will focus on integrating knowledge gleaned into the current health improvement planning process so as to sustain the achievements already made. On behalf of the entire staff of the Polk County Health Department and all our partners involved in *Healthy*

Polk County 2020, thank you for your dedication and hard work over the past year. We look forward to continuing our collaborative efforts.

**The CHIP Health Indicator tracker is included in this report although some data presented may not be applicable to or reflect the impact of activities occurring in the Polk County CHIP reporting time period.*

Healthy Polk County 2020: CHIP Health Indicator Tracker

+ Improvement
 ↓ Decline
 ○ No change

Progress Toward Target	Health Focus Area and Indicator	Baseline (Year)	Most Recent (Year)	Target
Mental Health				
↓	Percentage of students who seriously considered attempting suicide during the past 12 months	12% (2013)	14.3% (2015)	10%
↓	Percentage of students who felt so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities.	25.1% (2013)	26.8% (2015)	20%
+	Percentage of students who attempted suicide once in the past 12 months.	6% (2013)	4.5% (2015)	4%
+	Average number of mentally unhealthy days reported in the past 30 days.	2.7 (2012)	2.6 (CHR 2015)	2.0
+	The Polk County mortality rate from suicide will decrease (rate/100,000).	29.8 (2011) N=13	15.9 (2012) N=7	
+	Percentage of students who agree that harassment and bullying is a problem at their school.	43.3% (2013)	41.8% (2015)	33%
+	Percentage of students who have been bullied on school property in the past 12 months.	31.7% (2013)	30.2% (2015)	21%
Obesity				
+	Percentage of WIC program infants ever breastfed	76.1% (2013)	83.4% (2014)	82%
+	Percentage of exclusively breastfed at 3 months	33.3% (2013)	35.1% (2014)	35%
↓	Percentage of breastfeeding duration of at least 6 months	37% (2013)	34.7 (2014)	40%
↓	Percentage of breastfeeding duration of at least 12 months	18% (2013)	14.4% (2014)	20%
No data available	The percent of Polk County adults who are overweight.	30% (2012)		28%

+	The percent of Polk County adults who are obese.	40% (2012)	33% (CHR 2015)	38%
+	Percent of adults reporting no leisure time physical activity on one or fewer days in the week.	25% (2012)	17% (CHR 2015)	23%
+	Percent of students who are active 5 or more of the 7 preceding days.	53.5% (2013)	55.5% (2015)	58%
No data available	Percent of Polk County adults who eat 5 or more servings of fruits and vegetables a day will increase.	7% (2012)		10%
Progress Toward Target	Health Focus Area and Indicator	Baseline (Year)	Most Recent (Year)	Target
	Obesity			
No data available	Percent of Polk County high school students who eat 5 or more servings of fruits and vegetables will be \geq 15%	None		15%
	Unhealthy Alcohol Use			
↓	Polk County Sheriff's Department OWI arrests.	101 (2012)	124 (2014)	95
↓	Percentage of adults reporting excessive drinking.	23% (2012)	26% (CHR 2015)	20%
↓	Percentage of High School students who have had 5 or more drinks of alcohol in a row (binge drinking) during the past 30 days.	13.3% (2013)	15.1% (2015)	10%
No data available	Percentage of High School students who got drunk one or more times in the past 30 days	13.8% (2013)		10%
↓	Percent of High School Students who drank alcohol (other than a few sips) for the first time before age 13.	17.4% (2013)	18.2% (2015)	14%
+	Number of alcohol related motor vehicle crashes will decrease.	78 (2011)	69 (2012)	70