



2020

POLK COUNTY

Community Health Improvement Plan



Executive Summary

The 2020-2022 Polk County Community Health Improvement Plan entails the recent comprehensive community health planning effort for Polk United's Community Health Coalition. Polk United is a coalition that works to make Polk County a place where we all thrive at home, at work and in community. The community health planning effort includes two major phases: a community health assessment (CHA) and a community health improvement plan (CHIP).

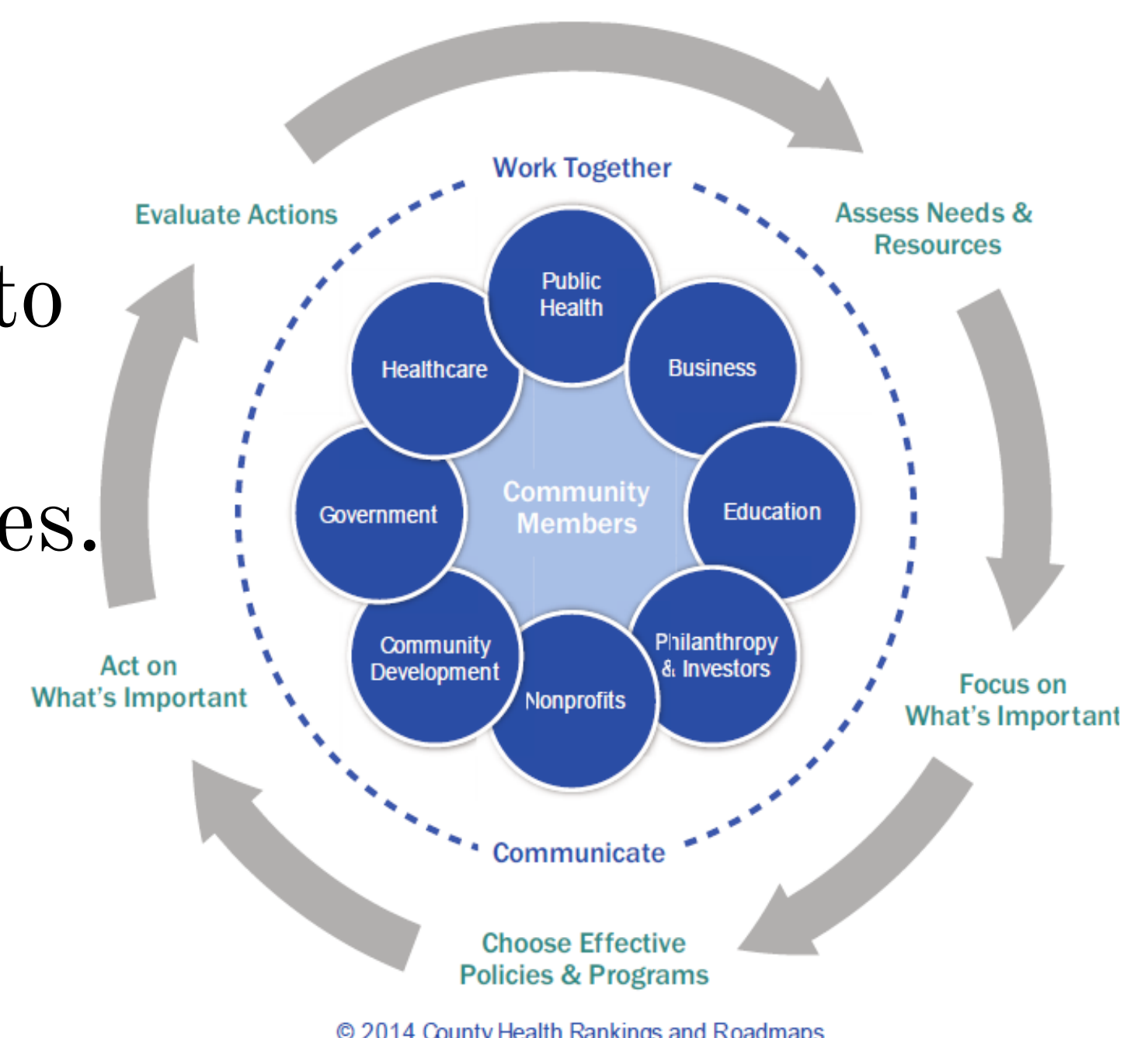
- Included is a summary of the community engagement methods and prioritization process for the 2020 Polk County Community Health Assessment (CHA). Through this process, residents identified Mental Health, Substance Use, and Nutrition and Physical Activity as top priorities.
- The CHIP also provides the community with a plan and goals for improving the health of Polk County in the health priorities identified by Polk United over the next three years.

Over the next three years, Polk United workgroups will continue implementation and evaluation of evidence-based practices in order to reach our goals. Efforts will be updated to align with community resources and needs as necessary. The CHA, CHIP and Workgroup work plans are available at www.polkunited.org.

Community Health Improvement Plan Overview

Polk United utilized the County Health Ranking and Roadmaps Take Action Cycle to guide the community health improvement process. This included:

- A review of key findings from the 2019 CHA-qualitative data from surveys, listening sessions and community health improvement events, as well as quantitative data from local, state and national indicators.
- A review of evidence-based practices through “What Works for Health” and additional resources.
- Identification of strategies based on evidence, community input, and community assets. Strategies were also chosen to align with state and national health plans.
- Consideration of populations with disparate health outcomes.
- Development of a detailed work plan to track progress and outcomes - available at www.polkunited.org.



Summary of 2020-2022 Community Health Improvement Plan Goals



Mental Health Workgroup works closely with the Mental Health Taskforce of Polk County to improve access to Mental Health Services, increase early detection of mental illness, and reduce the stigma of mental illness

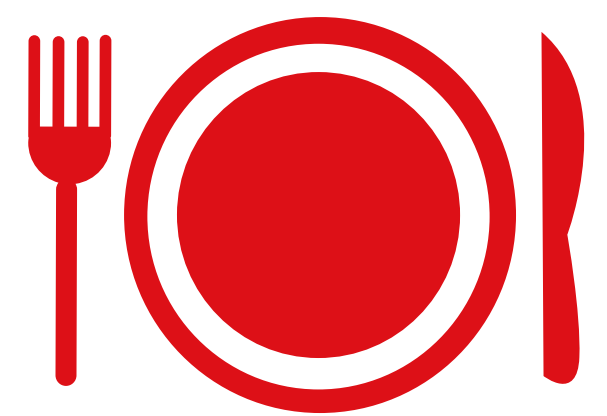
Goal:

- Decrease the number of days you have felt sad or depressed for 2 or more days in the last 2 weeks from 35% to 30% as measured by the CHA Survey

Substance Use Workgroup works to create a positive change around the culture of drinking and drug use in our community.

Goal:

- Reduce binge drinking from 25% to 23% 'in the last month' as measured by the CHA Survey
- Reduce the percent of individuals or families negatively impacted by meth use from 14.9% to 12% as measured by the CHA Survey



Nutrition and Physical Activity Workgroup works to prevent chronic disease through the promotion of healthy eating and an active lifestyle.

Goals:

- Increase the consumption of fruit and vegetable servings of 3 or more a day from 37% to 40% as measured by the CHA Survey
- Increase physical activity of 150 minutes per week to 45% as measured by the CHA Survey

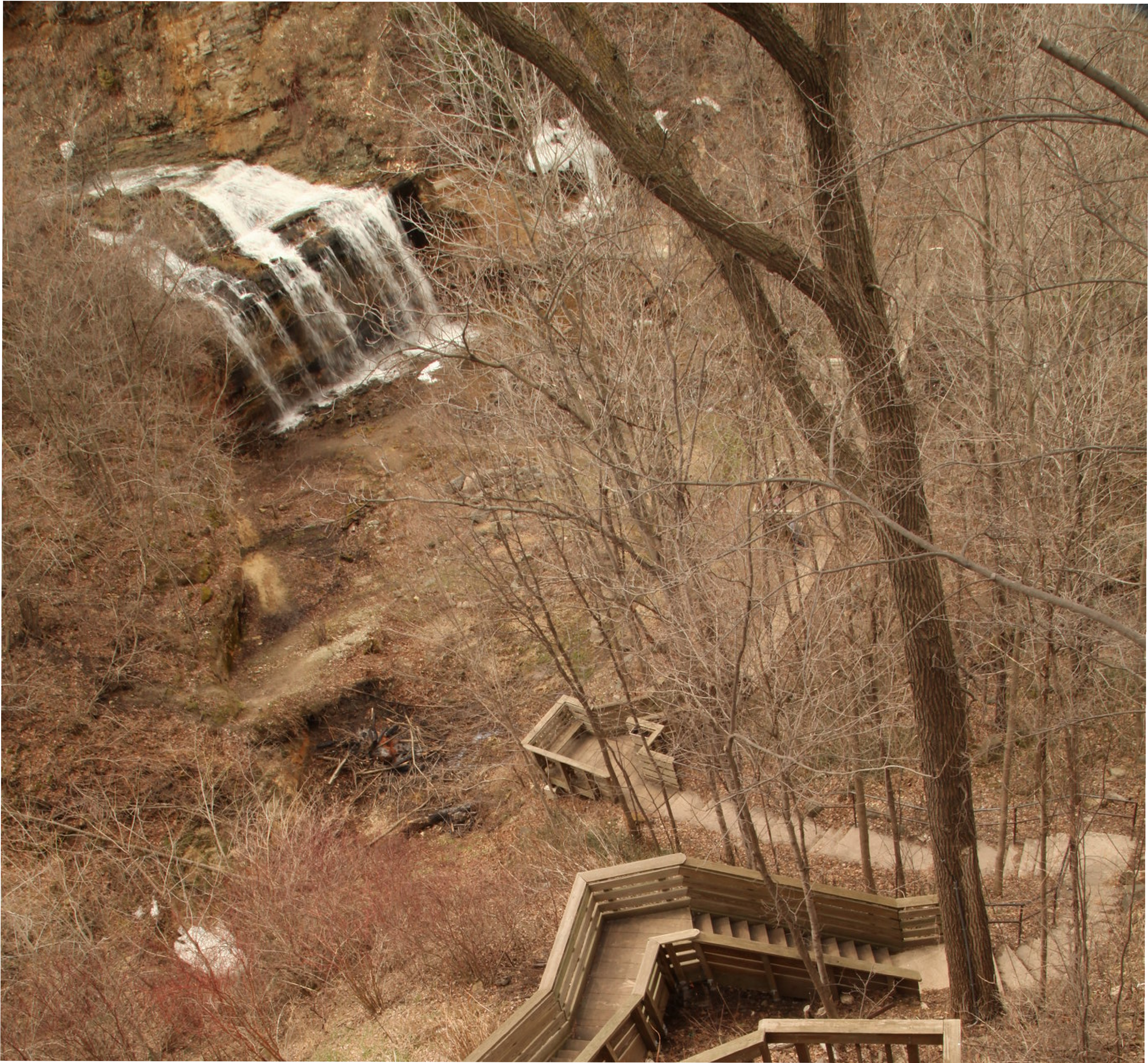
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Message to the Community

The members of the Polk United Leadership Team are pleased to present the 2019 Community Health Improvement Plan to the citizens of Polk County. This plan is a combined effort of the Polk County Health Department (PCHD), Amery Hospital and Clinic, Osceola Medical Center, St. Croix Regional Medical Center, the Mental Health Task Force of Polk County, United Way St. Croix Valley, UW-Extension and many community partners. Special thanks to the Polk United Leadership team for their excellent input and guidance.

Many organizations participated in the process and are highlighted in the Acknowledgements Section of this report. The Leadership Team wishes to thank them for their support and commitment to this work. In addition, staff at the PCHD provided many hours of support and guidance throughout the entire process. Many thanks go to Elizabeth Hagen, Polk United Coordinator, who provided guidance and support throughout the process and Laurie Whitehead, PCHD Fiscal Manager, for assuring all the technical assistance needs were met.

The Community Health Improvement Plan includes goals, measurable objectives and action steps for the priority health focus areas identified by the community and key stakeholders. These focus areas are Mental Health, Substance Use, and Nutrition and Physical Activity. Access to Care has been identified as a barrier to achieving good health, and will be incorporated into each of the health focus priorities. This plan is intended to be a call to action and a guide for community stakeholders to improving the health of all residents in Polk County.

Making Polk County a place where we all thrive at home, at work and in the community is a responsibility we all share. We would like to invite you to join us and become involved in promoting the health and well-being of individuals, families and the communities of Polk County. For more information on the Polk United Coalition, or to learn how to help make Polk County healthier, contact us at www.polkunited.org.



Amery Hospital & Clinic

Katy Ellefson
Community Health Specialist and
Outpatient Dietician



Bob Wolf
Community Relations Manager



Tom Brock
Executive Director



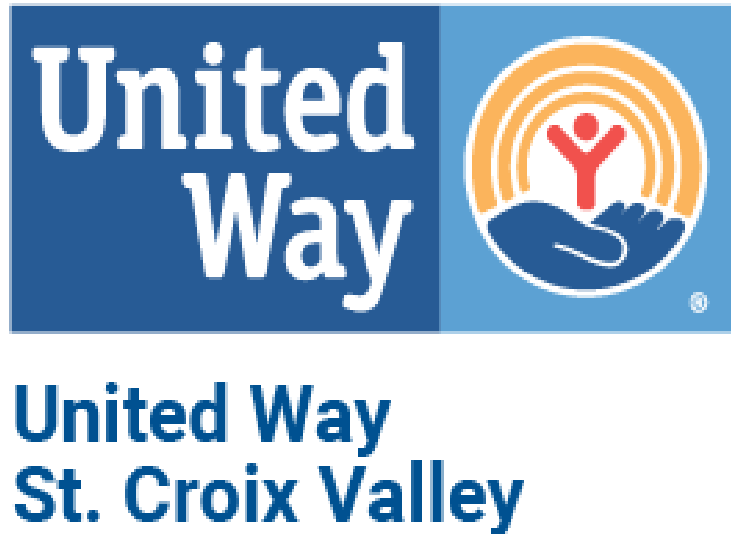
Brian Kaczmariski
Health Officer/Director



Elizabeth Hagen
Coordinator - Polk United
Public Health Specialist - Public Health



Deanna Nelson
Director of Community Health and
Wellness



Jessica Neumann
Community Impact Director



Don Wortham
Educator

About Polk United

Polk United was established in 2013 as an expansion of Polk County's Nutrition and Physical Activity Coalition (NPA). Funding that the coalition and Polk County Health Department received from the Community Transformation Grant Fund provided an opportunity to expand the coalition and complete a new strategic plan. Strategic planning was completed in early 2013 and the Polk United: healthier together name and logo was selected shortly after. In 2018 the Strategic Planning process was once again initiated and a coalition charter was created and adopted in 2019.

Vision

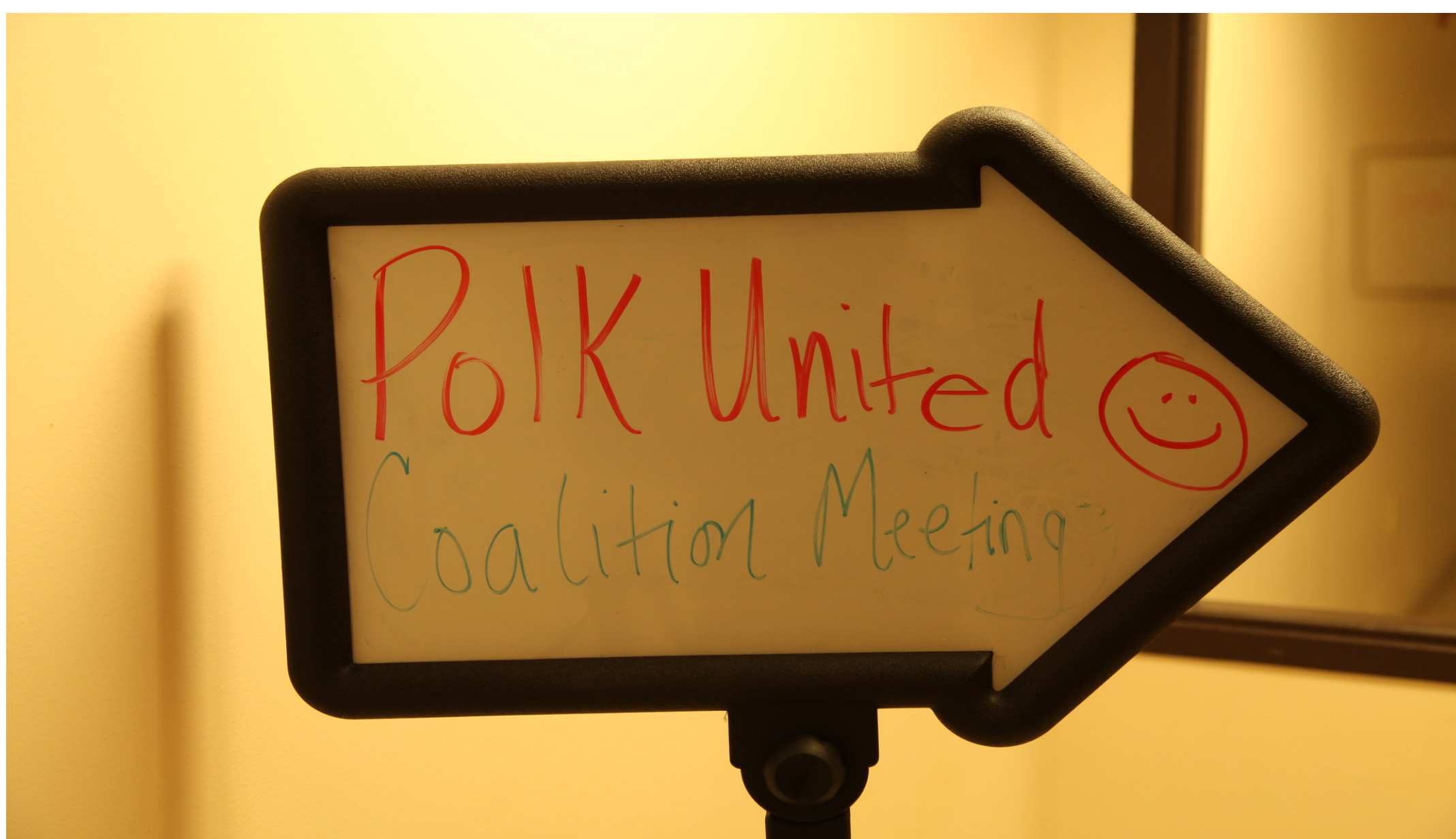
The vision for Polk United is "Polk County... a place where we all thrive at home, at work and in community."

Mission

The mission of Polk United is "fostering health and well-being for all in Polk County through partnerships, programs and resources".

Purpose

The purpose of Polk United is to provide a strategic and collaborative framework for health improvement and well-being throughout Polk County. The coalition's actions are guided by the social determinants of health and an ongoing assessment of community health needs.





Since 2013, Polk United has provided a “table” where stakeholders collaborate to understand current and future health needs of Polk County through a process of assessing, prioritizing and addressing health needs. Many diverse partners from across the county participate in Polk United, a community-based coalition developed to create and maintain healthy communities. Together they work to better align efforts among community partners and create a strategic framework for collaborative local health improvement activities. Over the years, Polk United has been vital to bringing several successful programs to our county. Polk United is committed to using health data and best practice to inform our decision-making process.

Visit us online at www.polkunited.org to find:

- Meeting minutes for Polk United workgroups
- The 2019 Community Health Needs Assessment and 2020 Community Health Improvement Plan

Structure and Stakeholders

Polk United consists of a Leadership Team and Workgroups that are all working to make Polk County a place where we all thrive at home, at work and in community.

The Polk United Coalition's Leadership Team is comprised of designees from Amery Hospital and Clinics, Osceola Medical Center, St. Croix Regional Medical Center, Polk County Health Department, Mental Health Task Force of Polk County, UW-Extension, and United Way St. Croix Valley.

Mental Health Workgroup

Mental Health refers to our emotional, psychological and social well-being, and how it relates to our ability to cope with the normal stresses of life. Poor mental health (aka mental illness) manifests itself in poor quality of life, higher rates of chronic disease, and shorter lifespan. The Mental Health workgroup works closely with the Mental Health Taskforce of Polk County to improve access to Mental Health Services, increase early detection of mental illness, and reduce the stigma of mental illness.

Stakeholders:

- Polk County Community Members
- Mental Health Task Force of Polk County
- Polk United Healthier Together
- Polk County Schools
- Polk County Chapter of National Alliance on Mental Illness
- Polk County Faith Community
- Polk County Health Care Providers
- Polk County Media
- Polk County Businesses
- Polk County Service Organizations
- Polk County Government

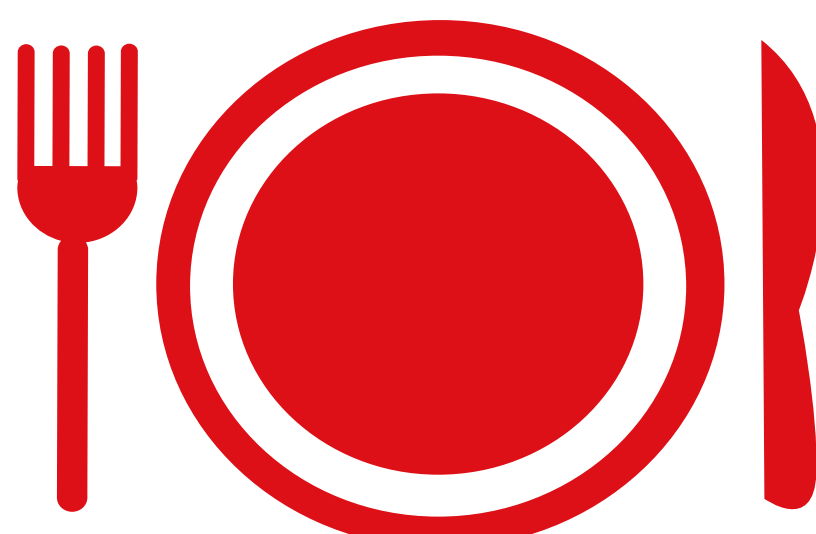


Nutrition and Physical Activity Workgroup

Good nutrition is the intake of food that positively addresses the body's dietary needs. Physical activity helps keep the body in good physical condition. Poor nutrition and physical inactivity produces overall poor health and are major contributors to obesity and chronic disease such as diabetes, heart disease and stroke. The Nutrition and Physical Activity workgroup works to prevent chronic disease through the promotion of healthy eating and an active lifestyle.

Stakeholders:

- Polk United Healthier Together
- Nutrition and Physical Activity Committee
- Polk County Breastfeeding Coalition
- Polk County Health Department (WIC, Fit Families, Prenatal Care Coordination)
- Polk County Worksites
- Polk County Fitness Centers
- Polk County Policymakers
- Polk County Healthcare Providers
- Polk County School Districts
- Polk County Childcare Providers
- Polk County Citizens
- Polk County Farmers' Markets, Farm Stands and Apple Orchards
- Polk County Women of Reproductive Age
- Polk County Government
- Polk County Media



Structure and Stakeholders Continued

Substance Use Workgroup

Substance abuse is the harmful use of chemicals, including psychoactive drugs, alcohol, prescription medications and huffing. Substance abuse can lead to dependence syndrome (a negative behavioral, cognitive and physiological phenomena and social decline). The Substance Use workgroup works to create a positive change around the culture of drinking and drug use in our community.

Stakeholders:

- Polk County Community Members
- Polk County Policymakers
- Polk County Parents
- Polk County Business Community
- Polk County Healthcare Providers
- Polk County School Districts
- Polk County Law Enforcement
- Polk County Faith Community
- Wisconsin State Legislators
- Polk County Government
- Polk County Faith Community
- Polk County Youth
- Polk County Youth Serving Organizations
- Polk County Media



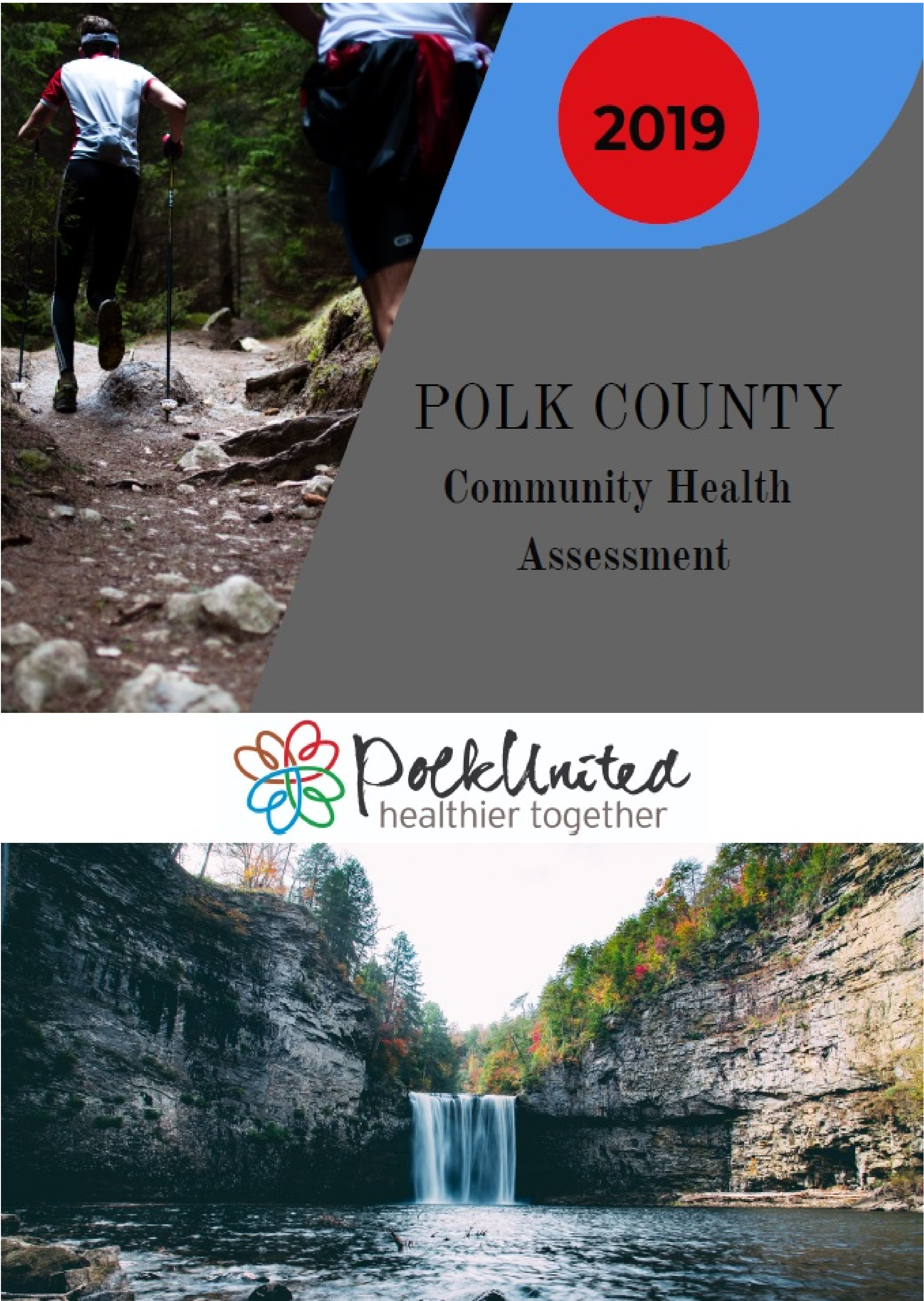


About the Community Health Needs Assessment CHA

The community health improvement process includes two major phases: a Community Health Assessment and a Community Health Improvement Plan. Assessing needs and planning collaboratively helps solve complex health issues. The goals of a Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) are to engage the community in addressing priority health issues.

Community Health Assessment (CHA) is a process that engages community members and partners to collect and analyze data and information from a variety of sources to assess the health needs and strengths of the community. Together, the community identifies top health concerns. The findings of a CHA can inform community decision-making, the prioritization of health concerns, and the development and implementation of the Community Health Improvement Plan. It is known that health is greatly influenced by where people live, where they work, the safety of their surroundings and the strength and connectivity of families and communities. The assessment provides a greater understanding of these social determinants of health, which is critical when developing best strategies to improve identified health priorities and is a first step to eliminating health disparities. As a result of the 2015 Community Health Assessment, Polk United committed to continuing work on the health priorities of Substance Abuse, Mental Health, and Nutrition and Physical Activity, all of which were identified by the community as priority issues for 2020-2023.

Figure 4 - Community Health Assessment Timeline	
November and December, 2018	CHA Leadership Team Convenes Weekly to Plan CHA and Review Secondary Data
December 2018 through February, 2019	Community Survey Distributed
January through March, 2019	CHA Leadership Team Meets bi-monthly to Review Survey Results, Aggregate and Assess Data, Plan Community Forums and Key Stakeholder Meeting and to Evaluate Survey and Meeting Results
February and March, 2019	Community Forums and Key Stakeholder Meeting Held; Health Priorities Selected
April through May, 2019	CHA Report Drafted, Partner Feedback Obtained
June, 2019	CHA Report Completed and Distributed to Media and Partners; CHIP Process Begins

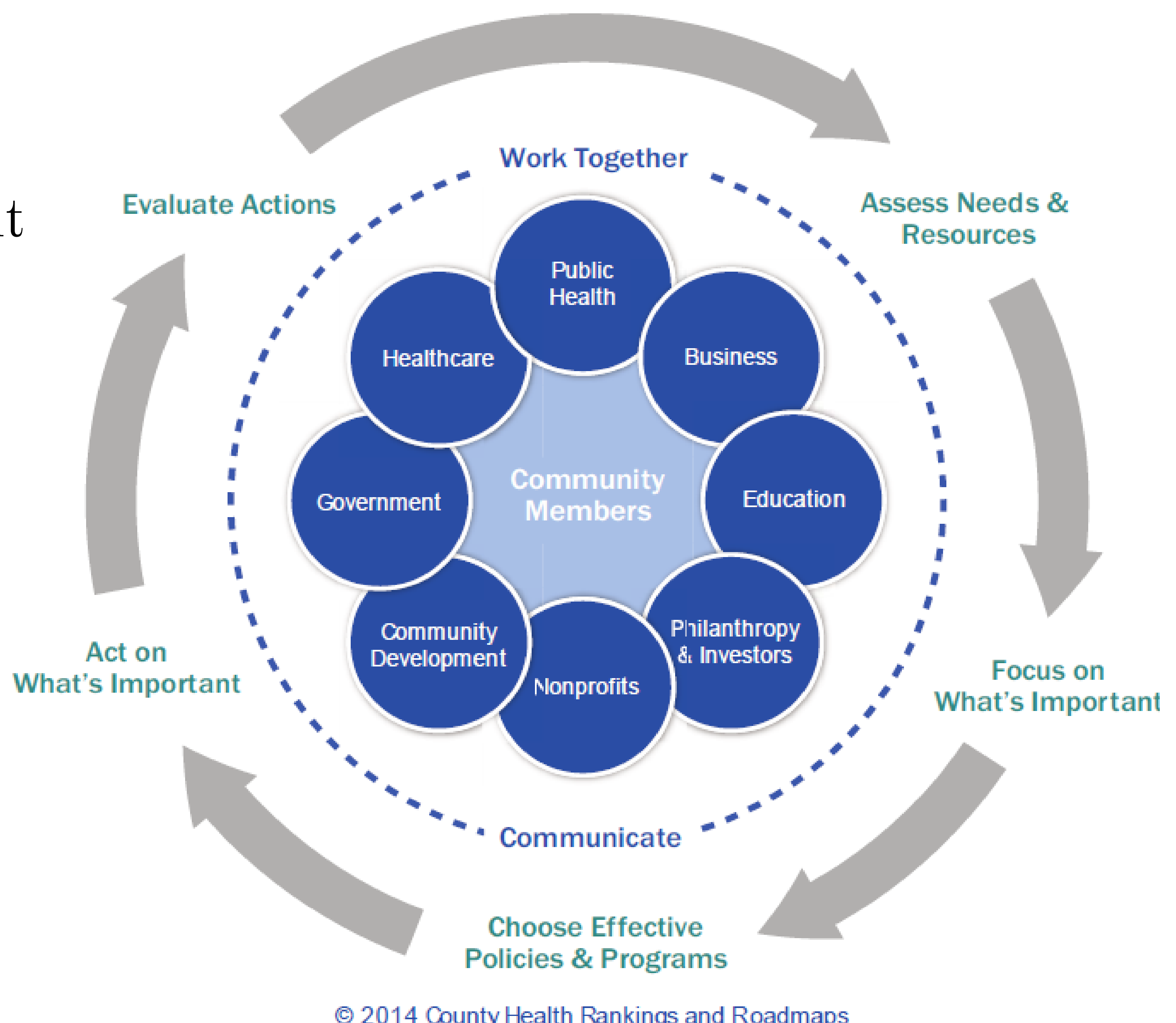


About the Community Health Improvement Plan - CHIP

Community Health Improvement Plan (CHIP) is a roadmap that will guide the work on health priorities for community health improvement. It is an action-oriented plan that guides community partners in implementing evidence-based strategies to produce better health outcomes. The CHIP provides overarching goals, specific objectives, and evidence-based strategies that will mobilize the community to collaborate toward policy, system and environmental strategies related to the areas of concern identified in the CHA. Polk United's plan addresses the three identified health priorities. Polk United utilized the County Health Rankings and Roadmaps Take Action Cycle to guide their CHIP process. Improving community health requires people from multiple sectors to work collaboratively on a variety of activities and the Take Action Cycle guides communities on how to move diverse stakeholders forward to action.

CHIP Process

The process for developing the Community Health Improvement Plan follows the County Health Ranking & Roadmaps Take Action Cycle. Each step of the action cycle is a critical piece toward improving community health for all.



Work Together

Everyone has a role to play in improving the health of communities. To move from data to action, Polk United engaged diverse stakeholders from multiple sectors.

- Polk United includes over 144 diverse stakeholders to collaboratively work on identified health issues to improve the health of our community members.
- Every month, the Polk United Leadership Team meets to review all action team progress as well as to continue to support broad collaborative action.
- Each month, Polk United Workgroups meet and work together to plan, implement and evaluate their goals/objectives.
- The diverse group of stakeholders involved in each action team continually reviews their membership list to ensure that stakeholders identified to help them accomplish their goals and objectives are “at the table”.

Assess Needs & Resources

Polk United explored the community’s needs, resources, strengths, and assets.

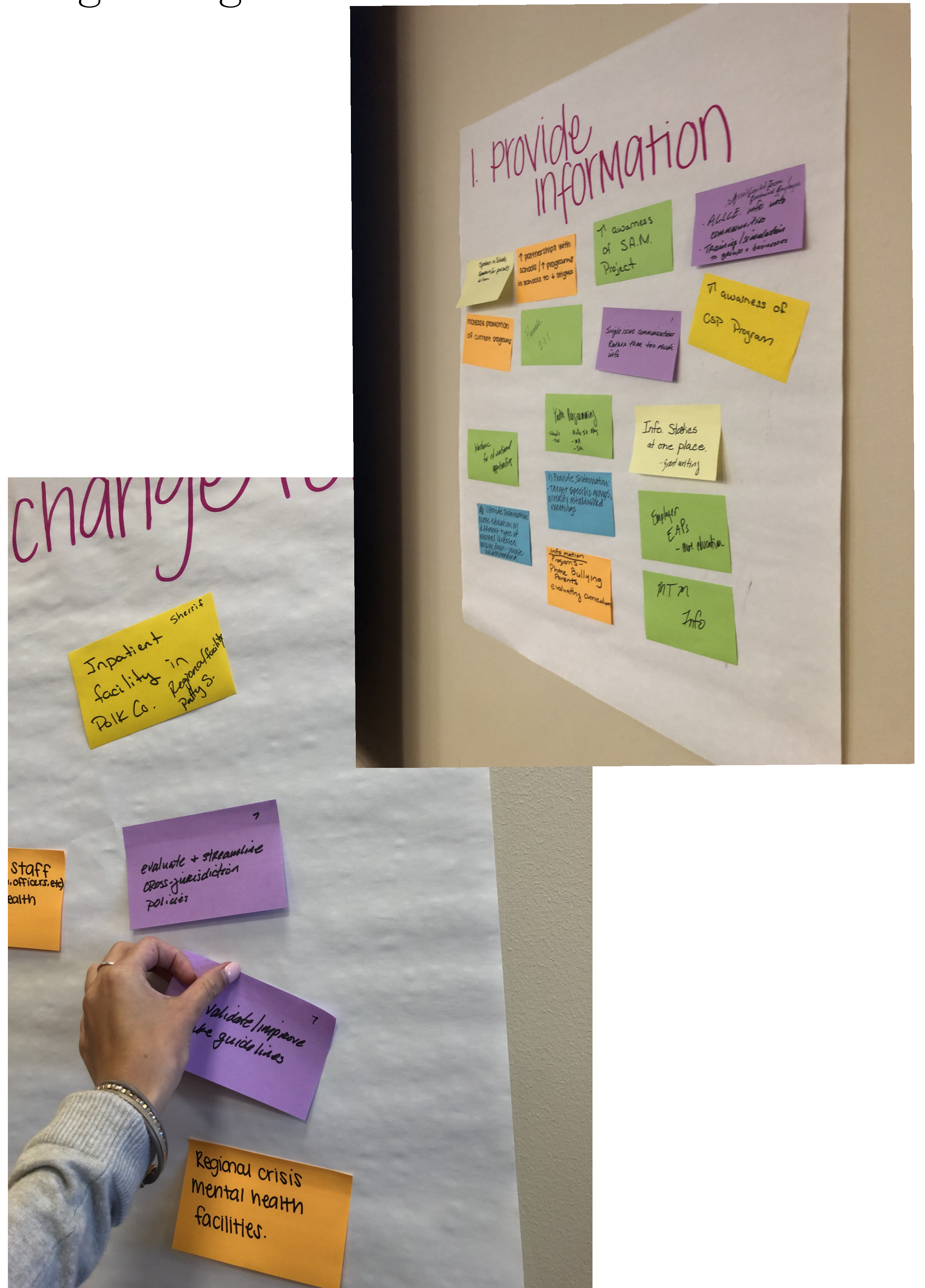
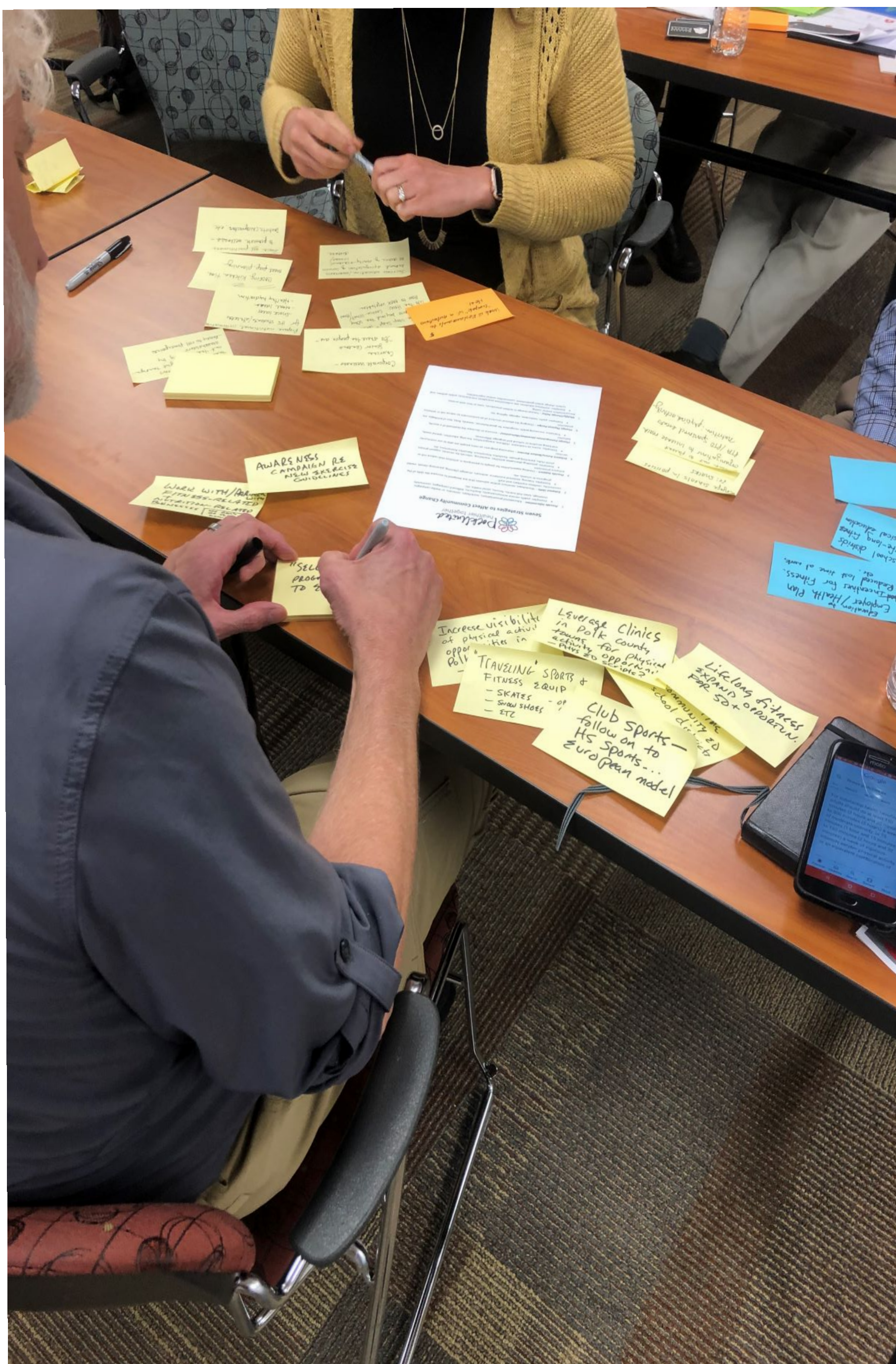
- After the 2019 Community Health Assessment was adopted in June 2019, Workgroups reviewed and discussed the health assessment data along with health priority areas and themes identified by community members during community health improvement meetings.
- At the November 2019 Leadership Team meeting the team used the County Health Ranking & Roadmaps Take Action Cycle to identify stakeholder groups that could be at the “table” for each action team to help carry out the goals of identified health priorities. The tools and ideas generated from this leadership meeting were shared at individual workgroup meetings to continue the conversation around stakeholder engagement.

CHIP Process Continued

Focus on What's Important

The Polk United Leadership Team determined the most important issues to address in order to achieve the greatest impact on the identified health priorities.

- Existing Workgroups adopted the 2019 Community Health Assessment health priorities and committed to continued work.
- Workgroups reviewed their respective goals and objectives from the 2017 CHIP and discussed successes/challenges to guide the future focus and direction of the Workgroups.



Choose Effective Policies & Programs

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

- Workgroups reviewed 2019 CHA data, community assets and resources.
- Workgroups brainstormed goals and objectives then scored each brainstormed idea based on feasibility and impact. These scores help to narrow the groups focus on interventions that will have the greatest impact and those that the workgroup has the resources to implement.
- The coalition coordinator worked with workgroups to identify evidence-based strategies at all levels to effectively address health priorities. Strategies were gathered from “What Works for Health” and additional resources about evidence-based practice from the state and national health plans.
- Additional evidence-based policies and programs were explored based on feedback from workgroup members. Workgroups focused on the CADCA’s (Community Anti-Drug Coalitions of America) Seven Strategies for Community Change, to modify the environment to make healthy choices available to all community members. By changing policies, systems and/or environments, Polk United will be able to better tackle the complex health issues identified by the community.
- Workgroups explored interventions that would affect disparate populations in our community: rural, and low-income residents. Using health data and assessment survey results and community partner input, workgroups had discussions around additional populations affected unequally by identified health priorities.

CHIP Process Continued

- Workgroups assessed the community's level of readiness through discussion of local efforts and their effectiveness, the extent to which appointed leaders and influential community members are supportive of the issue, community climate toward the issue, community knowledge about the issue, and resources available to support prevention efforts.



Act on What's Important

- Polk United workgroups defined what they want to achieve with each program or policy, and how they will achieve it.
- A work plan template was created to track progress on goals and objectives. The Leadership Team and workgroup chairs reviewed and provided feedback on this work plan. Each workgroup used the finalized work plan template to delineate how they will achieve their goals and objectives through clearly identified activities and action steps. (Sample plan attached in Appendix I.)
- Each workgroup work plan includes community health priority goals, measurable objectives, improvement strategies and activities, time frame, person(s) responsible, and indicators. These work plans will be used throughout the community health improvement plan timeline to track and share progress with the Leadership Team and community at-large.

Evaluate Actions

Polk United Workgroups identified measures available to monitor their progress over time.

- As workgroups continue to work together, they will use evaluation tools to assess community readiness for implementation of policies/programs, monitor results of implemented policies/programs, and evaluate policy/program outcomes.
- Polk United will review at least quarterly and update work plans to monitor the workgroups' progress toward achieving the goals and objectives that they have identified in the CHIP. The work plans are evolving documents and will be publicly accessible through the Polk United website. Partners, community organizations, and community members can track progress and provide input into areas of improvement. Polk United will document when the work plan has been reviewed and revised.

Communicate

Communication is an ongoing step in the Take Action Cycle. In addition to regular meetings, Polk United strives to have high levels of communication with members and partners.

- In September 2019, a work plan template was shared with the workgroup chairs.
- In November 2019, a draft of the CHIP was shared at the Leadership Team meeting. Members provided feedback to make the document more useful for them. Revisions were made to the CHIP based on this feedback.
- The updated CHIP and work plan template was shared at the December Polk United workgroup meetings. Additional edits were made based on feedback from Action Team co-chairs.
- The final CHIP is available online at www.polkunited.org and has been shared with community partners and the community-at-large.



Mental Health

Mental health refers to our emotional, psychological and social well-being, and how it relates to our ability to cope with the normal stresses of life. Poor mental health (aka mental illness) manifests itself in poor quality of life, higher rates of chronic disease, and shorter lifespan.

HEALTH
PRIORITY

#1

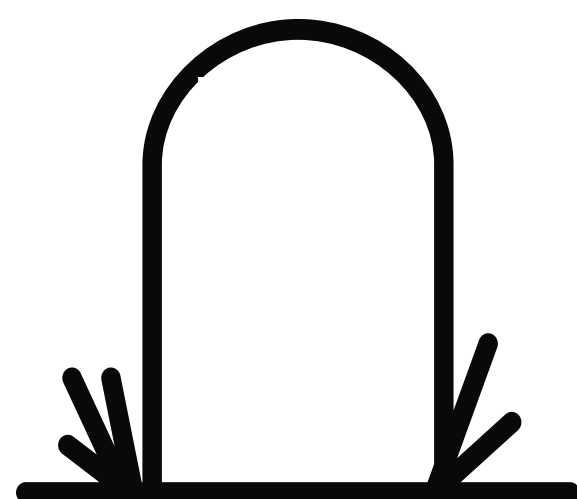
Polk County High School students that reported being bullied on school property

2015: **14%**
2017: **15%**
2017 WI: **21%**
2017 US: **19%**

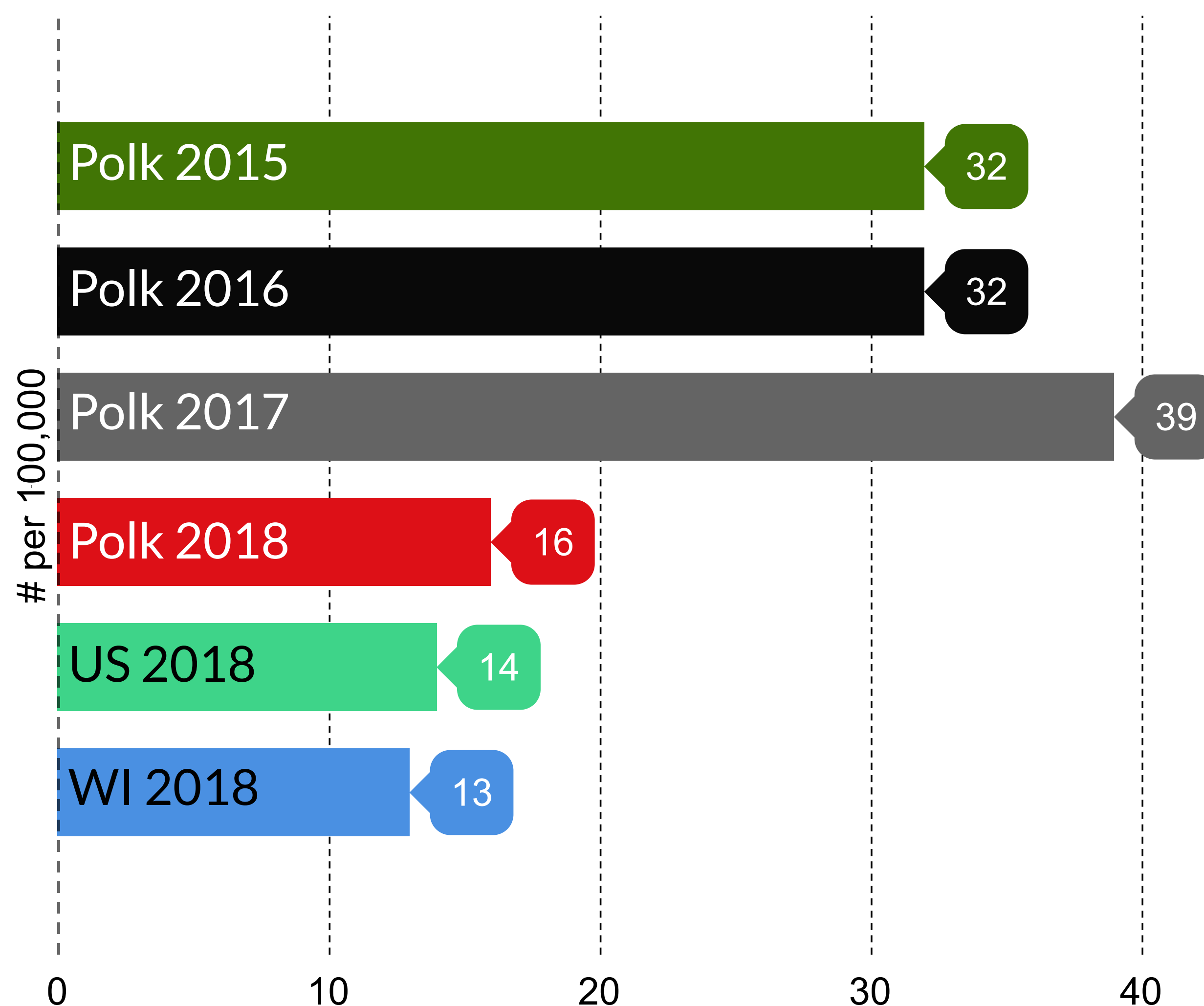


Polk County High School students that reported they seriously considered suicide in the last year

2015: **14%**
2017: **15%**
2017 WI: **10%**
2017 US: **17%**



Number of Suicides in Polk County per 100,000



Source: Polk County Medical Examiner, WISH

Community Health Needs Assessment Survey Data

Survey respondents that stated they have been told they have Depression/Anxiety

2015: **23%**
2018: **33%**



Percent of survey respondents that stated they felt sad/depressed 3 or more days per week

2015: **15%**
2018: **22%**

Survey respondents that stated they were doing nothing to address the problem

2015: **26.9%**
2018: **14%**

Goals and Objectives

Overall Goals:

1. Decrease the number of people that have done nothing to address their thoughts of suicide in the last 12 months from 14% to 12% as measured by the CHA Survey

Objectives:




- Provide Information by distributing the Mental Health Task Force community resource brochure, hold mental health awareness events and suicide awareness walk
- Enhance Skills by providing MHFA, QPR, and ACE's trainings throughout the county
- Provide Support by providing psychosocial support groups for students who have been identified as needing support through screenings
- Enhance Access by providing mental health screenings to high school students in Polk County and pilot screenings for middle schools students
- Change Consequences by exploring a suicide prevention plan
- Change the Physical Design of the community by participating in and promoting the "Make It OK" campaign to reduce stigma
- Modify/Change Policy by exploring policies that will impact mental health

Evidence Based Practices to be implemented:







1. MHFA (Mental Health First Aid) Trainings
2. ACE's (Adverse Childhood Experiences) Trainings
3. QPR (Question, Persuade, Refer) Trainings
4. Make It Ok Campaign/Trainings



Mental Health

Polk County									
	HP2020 Goal	2015	2016	2017	2018	Trend	WI	US	Source(s)
# of Suicides	n/a	14	14	17	7		862	47,173	Polk County Medical Examiner https://www.cdc.gov/injury/wisqars/nvdrs.html Wisconsin Interactive Statistics on Health (WISH)
Suicide Rate (per 100,000) Calculated based on suicide numbers	10.2	32	32	39	16		14	13.3	Polk County Medical Examiner National Vital Statistics System- Mortality Wisconsin Interactive Statistics on Health (WISH)
% of HS Students Seriously Considering Suicide in the Last Year	n/a	14%	n/a	15%	n/a		10%	17.20%	National Youth Risk Behavior Survey Wisconsin State Youth Risk Behavior Survey
% of high school 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	n/a	27%	n/a	24%	n/a		20%	31.50%	Wisconsin State Youth Risk Behavior Survey https://dpi.wi.gov/sspw/yrbs
% of Students Who Attempted Suicide Once in the Last 12 Months	n/a	5%	n/a	2%	n/a		4%	31.50%	Wisconsin State Youth Risk Behavior Survey https://dpi.wi.gov/sspw/yrbs National Youth Risk Behavior Survey
# of QPR Trainings	n/a	n/a	n/a	n/a	36%		n/a	n/a	See MHTF
# of People Trained in QPR	n/a	n/a	n/a	n/a	875		n/a	n/a	See MHTF
# of Make it Ok Events Held	n/a	n/a	n/a	n/a	n/a		n/a	n/a	See MHTF & Polk County Behavioral Health
# of People Trained as Ambassadors for Make it Ok	n/a	n/a	n/a	n/a	n/a		n/a	n/a	See MHTF & Polk County Behavioral Health
# of Zero Suicides Trainings	n/a	n/a	n/a	n/a	n/a		n/a	n/a	See MHTF & Polk County Behavioral Health
# of People that Attended Zero Suicides Trainings	n/a	n/a	n/a	n/a	n/a		n/a	n/a	See MHTF & Polk County Behavioral Health

Mental Health

Polk County									
	HP2020 Goal	2015	2016	2017	2018	Trend	WI	US	Source(s)
# of ACEs Trainings	n/a	n/a	n/a	n/a	24		n/a	n/a	See MHTF & Polk County Behavioral Health
# of people Trained in ACEs	n/a	n/a	n/a	n/a	749		n/a	n/a	See MHTF & Polk County Behavioral Health
# of Students screened at school	n/a	n/a	n/a	n/a	240		n/a	n/a	See MHTF & Polk County Behavioral Health
# of Families Contacted with follow up from y Screen	n/a	n/a	n/a	n/a	60		n/a	n/a	See MHTF & Polk County Behavioral Health
% of HS Students Who Have Been Bullied on School Property in the Past Year	n/a	30%	n/a	28%	n/a		21%	19%	Wisconsin State Youth Risk Behavior Survey https://dpi.wi.gov/sspw/yrbs
% of HS Students Who Agree that Harassment and Bullying is a problem at Their School	n/a	41%	n/a	38%	n/a		33%	n/a	Wisconsin State Youth Risk Behavior Survey https://dpi.wi.gov/sspw/yrbs

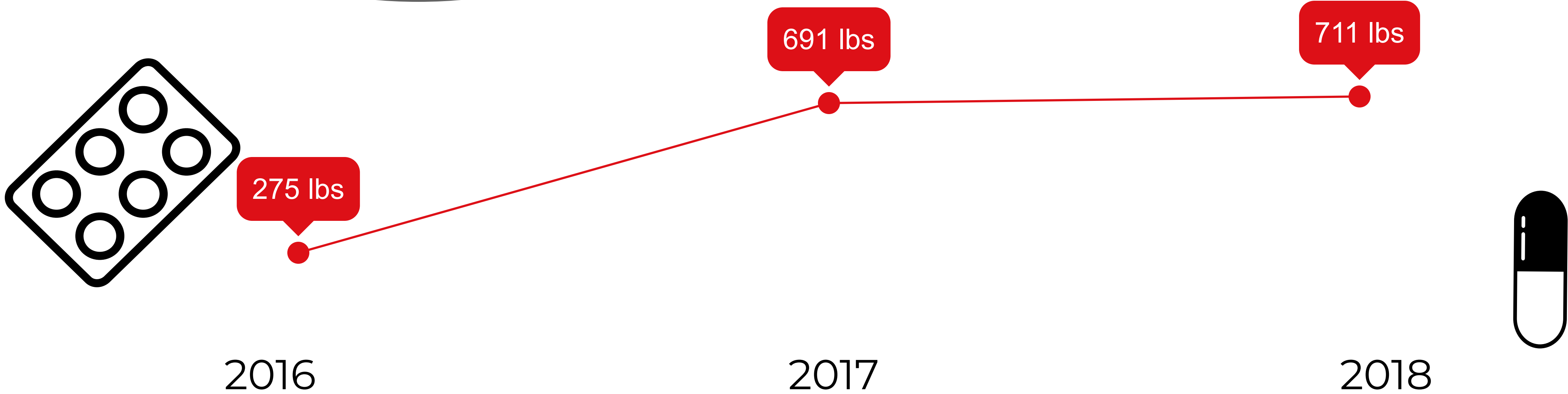


Substance Use

Substance abuse is the harmful use chemicals, including psychoactive drugs, alcohol, prescription medications, and huffing. Substance abuse can lead to dependence syndrome (a negative behavioral, cognitive and physiological phenomena) and social decline.

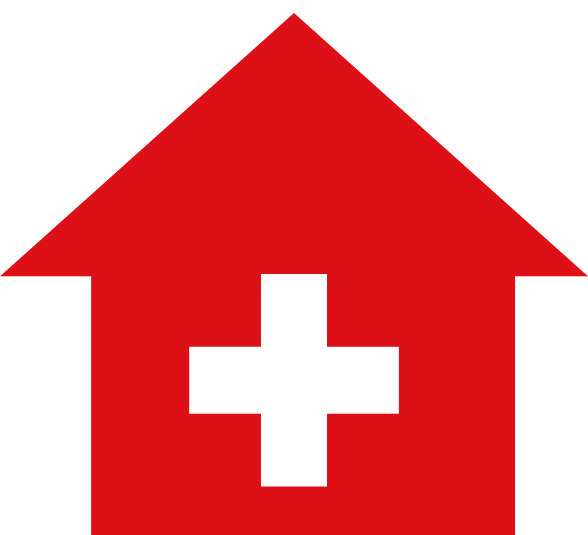
HEALTH
PRIORITY

#2



Pounds of Prescription drugs collected at permanet drop box locations

Opioid related hospital discharges



2016: **69**
2017: **106**
2018: **275**

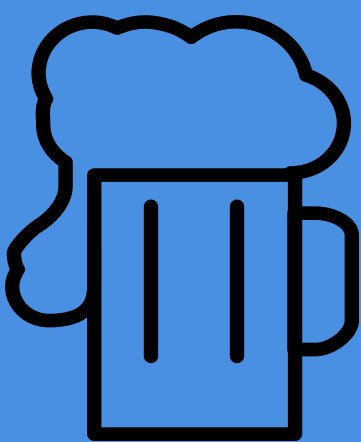
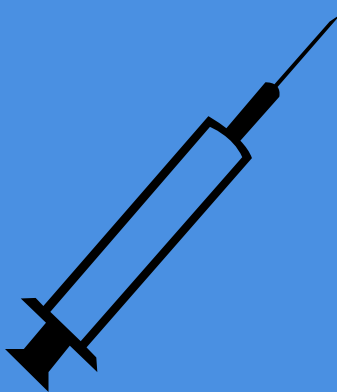
% Motor vehicle crashes involving alcohol

2016: **6%**
2017: **9%**
2018: **11%**



Community Health Needs Assessment Survey Data

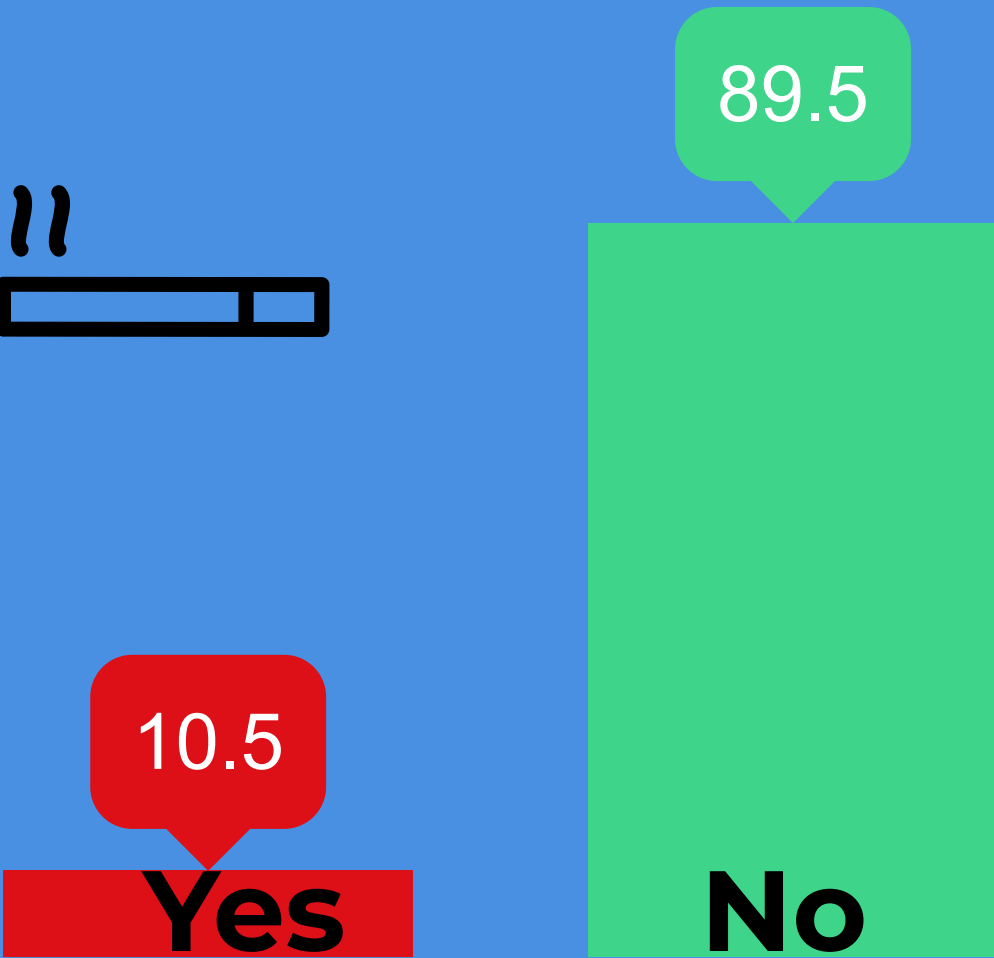
Have you or your family been negatively impacted by meth use



2015: **10%**
2018: **8%**

During the past 30 days survey respondents stated they had 5+ drinks (Male) 4+ drinks (Female) in a sitting on a weekly basis.

Have you or your family been Negatively impacted by Marijuana Use



Goals and Objectives

Overall Goals:

1. Reduce binge drinking from 25% to 23% 'in the last month' as measured by the CHA Survey
2. Reduce the percent of individuals or families negatively impacted by meth use from 14.9% to 12% as measured by the CHA Survey

Objectives:

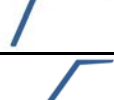
- Provide Information by sharing information with parents, elected officials, law enforcement, schools, business etc.
- Enhance Skills by assisting coalition members and partners in attending trainings
- Provide Support by working with Criminal Justice Collaborating Council (CJCC) to host more aftercare activities for those in recovery
- Reduce Access to Tobacco, Alcohol and Prescription Drugs (Rx Drugs)
- Change Consequences by helping retailers stay in compliance by using trainings instead of fines and by educating youth for first time offenses rather than using fines
- Change the Physical Design of the community by changing the alcohol environment at community festivals
- Modify/Change Policy in schools and municipalities

Evidence Based Practices to be implemented:






1. Compliance Checks for Alcohol and Tobacco
2. Proper Drug Disposal Programs – Rx Drop Boxes
3. Universal school-based prevention programming
4. Alcohol Advertising Restrictions
5. Responsible Beverage Server Training



Alcohol and Drug Use

Polk County									
	HP2020 Goal	2015	2016	2017	2018	Trend	WI	US	Source(s)
% of HS students Who Reported Having Their First Drink of Alcohol Before 13-Male	n/a	20%	n/a	16%	n/a		18%	18.20%	Wisconsin State Youth Risk Behavior Survey dpi.wi.gov/sspw/yrbs CDC: National Youth Risk Behavior Survey
% of HS students Who Reported Having Their First Drink of Alcohol Before 13-Female	n/a	15%	n/a	13%	n/a		13%	12.80%	Wisconsin State Youth Risk Behavior Survey dpi.wi.gov/sspw/yrbs CDC: National Youth Risk Behavior Survey
% of Motor vehicle Crashes involving Alcohol	n/a	n/a	6%	9%	11%		n/a	n/a	WI Department Of Transportation
# of Opioid Related Hospital Discharges	n/a	n/a	69	106	275		18.4	20.8	Polk County Sherriffs Department
% of Reports that were Screened in by the Children and Family Services Department Involved AODA	80%	n/a	40%	50%	30%		n/a	n/a	Polk County Department of Children and Families
Pounds of Prescription Drugs collected at Take Back Program/Events	n/a	92	275	691	711		n/a	n/a	Polk County Sherriffs Department
# Juvenile Arrests for Liquor Law Violations	n/a	5	7	5	6		n/a	n/a	Polk County Sherriffs Department
# Juvenile Arrests for Operating While Intoxicated	18	20	23	20	21		18.4	20.8	Polk County Sherriffs Department
% of High School Students Who Report Using Prescription Drugs Without A Doctor's Prescription	80%	57	66	73	75		n/a	n/a	Wisconsin State Youth Risk Behavior Survey dpi.wi.gov/sspw/yrbs
% of High School Students Who Report Trying Marijuana in the Last 30 Days	6%	13%	n/a	9%	n/a		16%	18.40%	Wisconsin State Youth Risk Behavior Survey dpi.wi.gov/sspw/yrbs
% of deaths attributed to chronic liver disease and cirrhosis	n/a	n/a	0.87%	1%	1.29%		n/a	n/a	Wisconsin Interactive Statistics on Health (WISH)
% of HS Students that Reported Driving a Car or Other Vehicle During the Last 30 Days when they had been Drinking	n/a	n/a	n/a	2%	n/a		n/a	n/a	Wisconsin State Youth Risk Behavior Survey dpi.wi.gov/sspw/yrbs
% of HS Students that reported riding in a car or other vehicle driven by someone who had been drinking alcohol at least one time in the last 30 days	n/a	n/a	n/a	20.2	n/a		n/a	n/a	Wisconsin State Youth Risk Behavior Survey dpi.wi.gov/sspw/yrbs

Tobacco

Polk County									
	HP2020 Goal	2015	2016	2017	2018	Trend	WI	US	Source
% of HS Students that Reported Using Tobacco Related Products-Chewing tobacco, snuff, or dip (males only)	n/a	11%	n/a	11%	n/a		9.80%	8.90%	Wisconsin State Youth Risk Behavior Survey dpi.wi.gov/sspw/yrbs CDC: Youth Risk Behavior Survey
% of HS Students that Reported Using Cigarettes	16%	12%	n/a	9%	n/a		7.80%	8.80%	Wisconsin State Youth Risk Behavior Survey dpi.wi.gov/sspw/yrbs CDC: Youth Risk Behavior Survey
% of HS Students that Reported Using E-Cigarettes	n/a	16%	n/a	10%	n/a		11.60%	13.20%	Wisconsin State Youth Risk Behavior Survey dpi.wi.gov/sspw/yrbs CDC: Youth Risk Behavior Survey
% of Licensed Tobacco Retailers who Sold Tobacco to Minors	5%	9%	16%	9%	23%		11.80%	9.80%	Wisconsin Wins - http://wiwins.org Substance Abuse and Mental Health Services Administration
% of Mothers that smoked during pregnancy	n/a	n/a	21%	18%	16%		13%	10%	Vital Records CDC (Pregnancy Risk Assessment and Monitoring System) County Health Rankings

Nutrition and Physical Activity



Good nutrition is the intake of food that positively addresses the body's dietary needs. Physical activity helps keep the body in good physical condition. Poor nutrition and physical inactivity produce overall poor health and are major contributors to obesity and chronic diseases such as diabetes, heart disease and stroke.

**HEALTH
PRIORITY
#3**

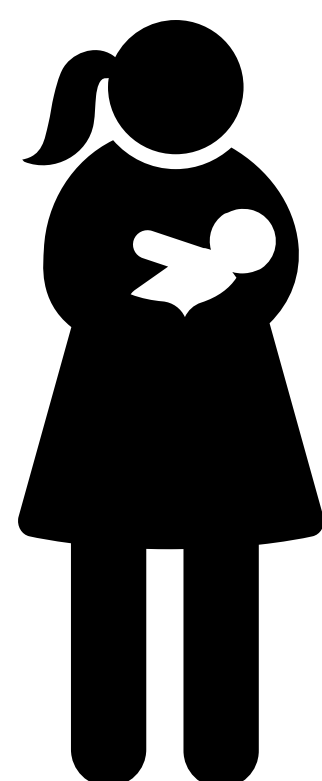
Polk County High School students that reported getting 60 minutes of physical activity 5 or more days a week

2015: **56%**
2017: **63%**

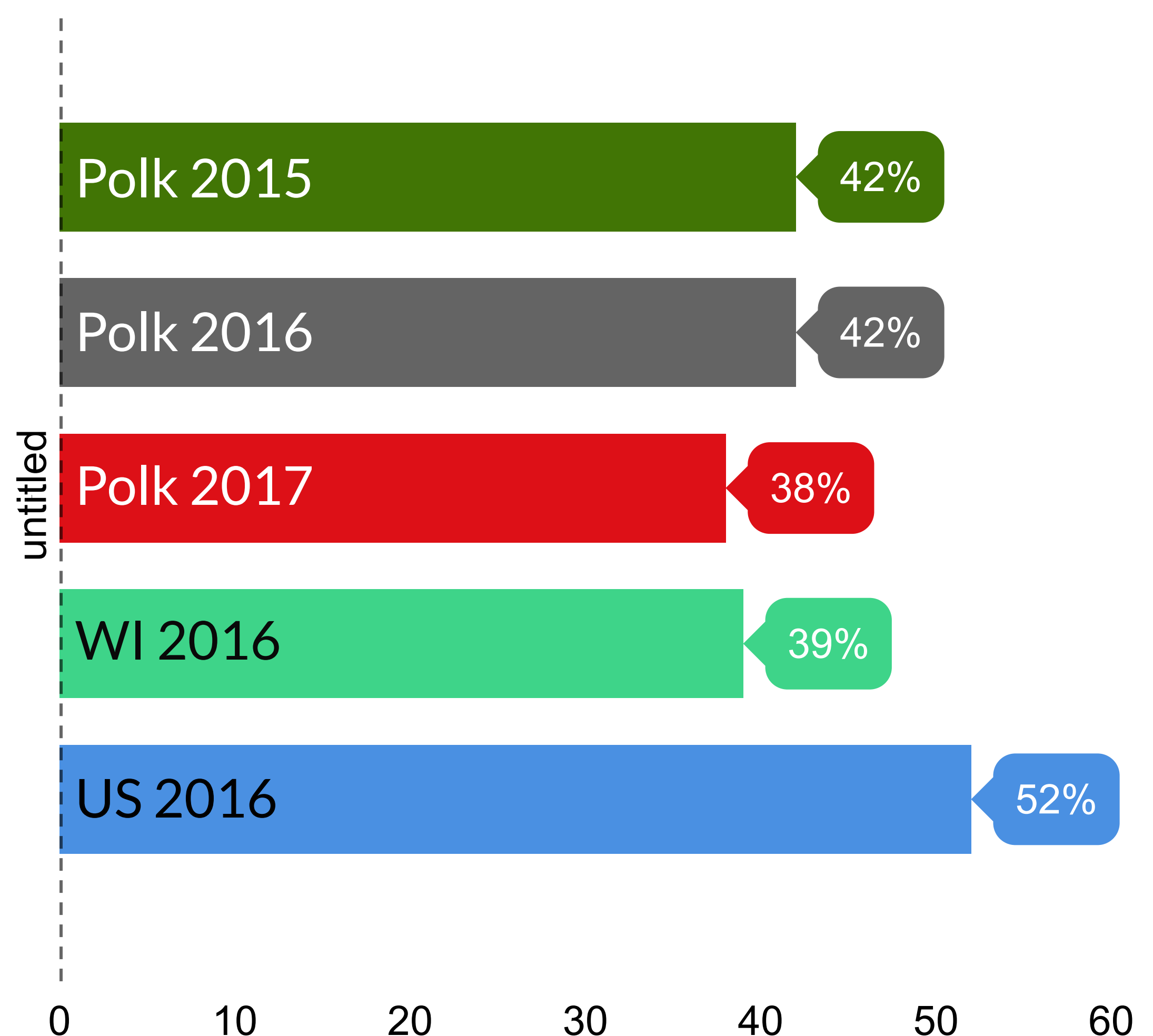


Percent of babies breastfeed at or before discharge

2015: **83%**
2016: **86%**



Percent of students eligible for free and reduced lunch at school



Community Health Needs Assessment Survey Data

Survey Respondents that said they were slightly or very overweight

2015: **60%**
2018: **66%**



Survey respondents that stated they ate 3 or more servings of fruits and vegetables each day

2015: **48%**
2018: **37%**

Survey respondents that stated they exercised at least 30 minutes a day, 3 or more days a week

2015: **49%**
2018: **42%**

Goals and Objectives

Overall Goals:

1. Increase the consumption of fruit and vegetable servings of 3 or more per day from 37% to 40% as measured by the CHA Survey
2. Increase physical activity to 150 minutes per week to 45% as measured by the CHA Survey

Objectives:




- Provide Information on healthy eating through "Harvest of the Month" initiatives
- Provide Information through an informational campaign regarding new physical activity guidelines from the U.S. Department of Health & Human Services
- Enhance Skills through gardening education classes provided throughout the county
- Enhance Skills through exercise classes provided throughout the county
- Enhance Access to vegetables through the "Veggie Rx" program
- Enhance Access to and increase use of Polk County trails through the promotion of the polkcountyonthemove.org website

Evidence Based Practices to be implemented:




1. Harvest of the Month
2. Gardening Interventions to Increase Vegetable Consumption among Children
3. Expansion and Promotion of Farmers Markets through the Power of Produce Program



Nutrition

Polk County									
	HP2020 Goal	2015	2016	2017	2018	Trend	WI	US	Source(s)
% Free and Reduced Lunches at School	n/a	42%	42%	38%	n/a		n/a	n/a	Wisconsin State Youth Risk Behavior Survey https://dpi.wi.gov/sspw/yrbs
% of HS Students reported going hungry because there was not enough food in their house during the last 30 days	n/a	n/a	n/a	25%	n/a		n/a	n/a	Wisconsin State Youth Risk Behavior Survey https://dpi.wi.gov/sspw/yrbs
% of babies ever breastfed	81.90%	n/a	n/a	n/a	n/a		82.20%	83.20%	cdc.gov/breastfeeding/data/reportcard.htm

Physical Activity

Polk County									
	HP2020 Goal	2015	2016	2017	2018	Trend	WI	US	Source(s)
% HS Students Reporting at Least 60 Minutes of Physical Activity 5 or More Days/Week	n/a	56%	n/a	63%	n/a		48.75	46.50%	Wisconsin State Youth Risk Behavior Survey https://dpi.wi.gov/sspw/yrbs CDC: Youth Risk Behavior Survey
Number of Polk County On The Move views (website started in 2018; data March-December 2018)	n/a	n/a	n/a	n/a	2135		n/a	n/a	Polk United NPA Workgroup
% of HS Students Who Participated in Physical Education Classes on All 5 Days/Week	n/a	n/a	n/a	n/a	n/a		36.90%	29.90%	Wisconsin State Youth Risk Behavior Survey https://dpi.wi.gov/sspw/yrbs CDC: Youth Risk Behavior Survey

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- Tony Gould
- Nate Olson
- **AND MANY MORE!**



Get Involved!

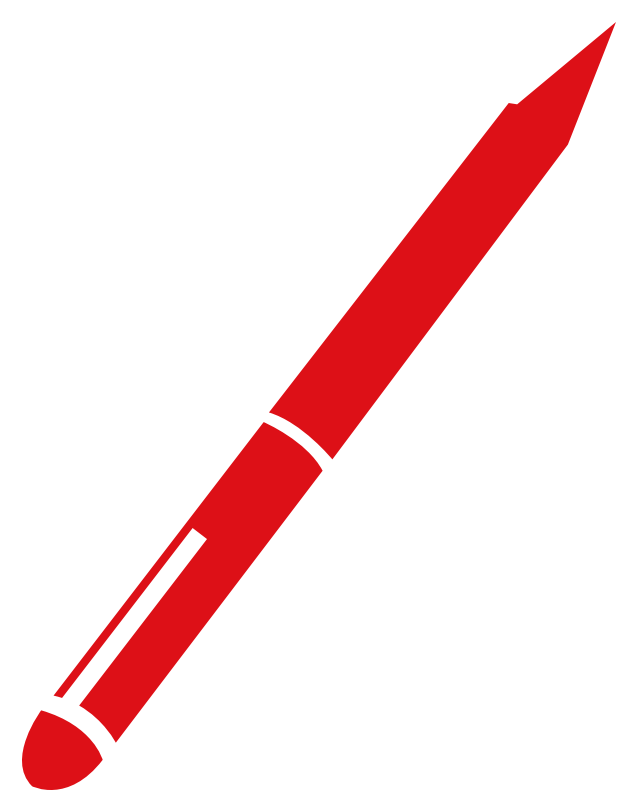


Join a workgroup - workgroups meet monthly to move forward the goals of the health priorities.

- Substance Use - megan.krieglmeier@co.polk.wi.us
- Mental Health - mail@mentalhealthpolk.org
- Nutrition and Physical Activity - AndreaS@co.polk.wi.us or donald.wortham@ces.uwex.edu

Read our Leadership Team and workgroup meeting minutes to see what is going on!

- Find them on the website at www.polkunited.org



Take action to improve the health of Polk County!

- Write a letter to the editor
- Contact your state and local policy makers
- Think about how your organization could be involved with Polk United

Not sure how to be involved?

Contact the Polk United Coalition Coordinator Elizabeth Hagen at:

- elizabeth.hagen@co.polk.wi.us
- 715-485-8500



Appendix I

Problem: Poor Mental Health in Polk County

Target Population: Youth and Adults

Resources:

- Health Department Staff
- Area Hospital Staff
- Mental Health Task Force of Polk County
- Business Owners
- School Staff
- United Way St. Croix Valley Staff
- Volunteers

Activities:

1. Mental Health First Aid Classes
2. QPR Classes
3. ACE's Trainings
4. Student Screenings
5. "Make It OK" Campaign
6. SAM Project

Outputs/Short-Term Outcomes:

1. # classes
of Attendees
2. # classes
of Attendees
3. # trainings
of Attendees
4. # of students screened
of students given follow-up support
5. # presentations
of Attendees
6. # presentations
of Attendees



Long Term Outcomes:

Decrease the number of people that have done nothing to address their thoughts of suicide in the last 12 months from 14% to 12% as measured by the CHA Survey.

Problem: Binge Drinking in Polk County

Target Population: Youth and Adults

Resources:

- Health Department Staff
- Funds from Substance Use Block Grant
- Law Enforcement Staff
- CJCC Staff
- District Attorney
- Civic Leaders
- Business Owners
- Sheriffs Department

Activities:

1. Alcohol Compliance Checks
2. "Talk They Hear You" Campaign
3. Town Hall Events
4. Monthly Press and Social Media
5. DITEP Training
6. Prevention Curriculum
7. Safe Serve Class
8. Changes in Town Festival Policies
9. Advertising

Outputs/Short-Term Outcomes:

1. Sales Rate
of Checks Completed
2. YRBS Perception of Harm
3. # of Attendees
of Events Held
4. # of Press Releases
of Likes
of Shares
of posts
5. # of Attendees
of Trainings Held
6. # of Classes
of Attendees
7. # Trained
of Classes Held
8. # of Policies Updated/Chagend
9. # of Advertising restriction ordinances passed



Long Term Outcomes:

1. Adult binge drinking rate will be reduced to 23% as measured by the CHA Survey.
2. Youth binge drinking rate among high school students will be reduced to 11% measured by the YRBS Survey

Problem: Obesity in Polk County

Target Population: Youth and Adults

Resources:

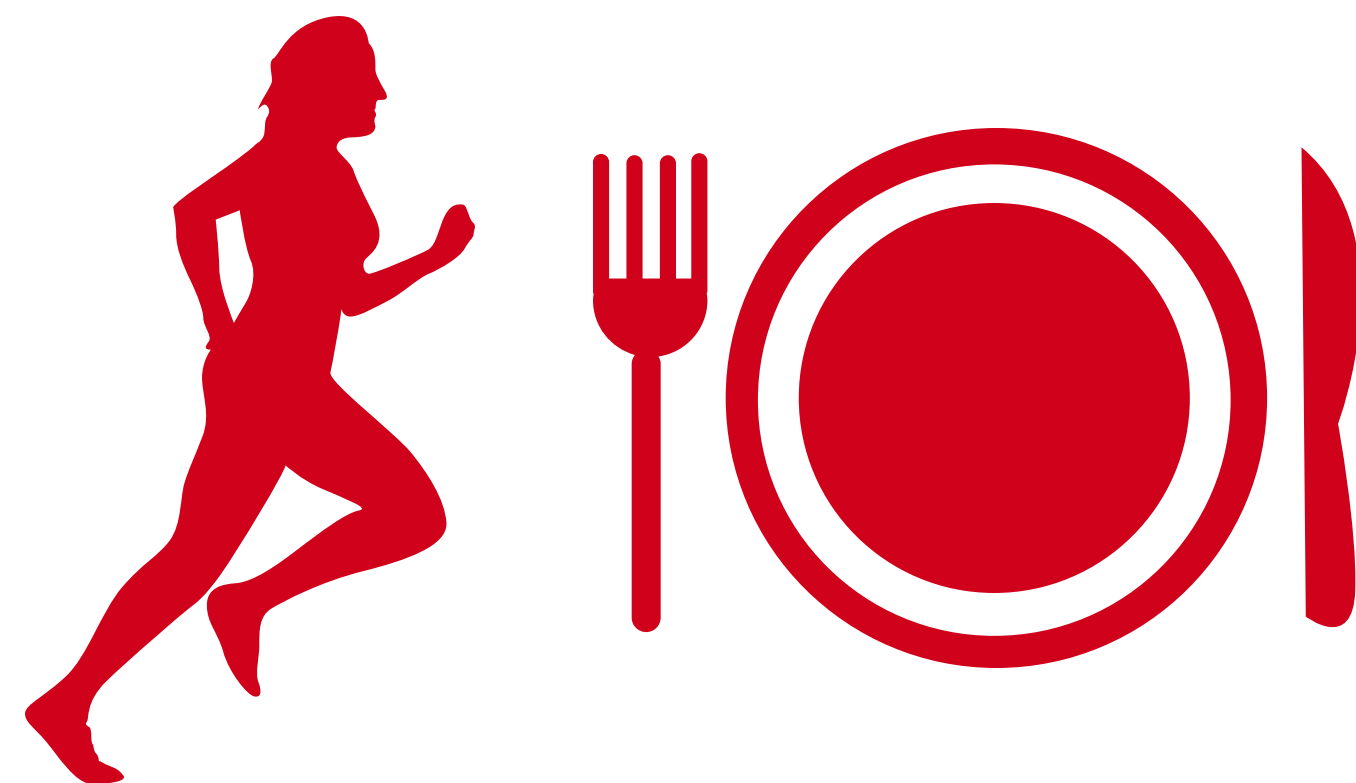
- Health Department Staff
- Area Hospital Staff
- University of Wisconsin Extension Staff
- United Way St. Croix Valley Staff
- Business Owners
- School Staff
- Farmers Markets
- Volunteers

Activities:

1. Harvest of the Month (HOM) Campaign
2. Polk County Moves (PCM) Campaign
3. Gardening Education
4. Monthly Press and Social Media
5. Exercise Classes
6. Veggie Rx Program

Outputs/Short-Term Outcomes:

1. # of materials distributed
2. # of materials distributed
of polkcountyonthemove.org website visits
3. # of classes
of attendees
4. # of Press Releases
of Likes
of Shares
of posts
5. # of classes
of attendees
6. # of veggie Rx programs in the county
of veggie Rx distributed



Long Term Outcomes:

1. Increase the consumption of fruit and vegetable servings of 3 or more a day from 37% to 40% as measured by the CHA Survey
2. Increase physical activity to 150 min a week to 45% as measured by the CHA Survey

Appendix II



CHIP Mental Health Workgroup
Revision Date:

Goal 1: Provide Information

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date

Goal 2: Enhance Skills

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date

Goal 3: Provide Support

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date

Goal 4: Enhance Access Reduce Barriers

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date

Goal 5: Change Consequence (Incentive/Disincentive)

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date

Goal 6: Change Physical Design (Environment)

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date

Goal 7: Modify/Change Policy

Objectives	Activities (how will you accomplish it?)	Individual or Group Responsible	Due Date

Objectives: Answers the question - what do you want / need to accomplish? Objectives should be written using a SMART format (specific, measurable, achievable, realistic, and timely).

Activities: Answers the question – which specific actions / benchmarks need to be accomplished in order to successfully complete the objective?

Individual or Group Responsible: Answers the question of who will be the lead for assuring the objective is accomplished? While this might come from a team or committee, a person should always be named, not a team.

Due Date: Answers the question - When do you expect to complete the objective?

Developed By: _____ Date: _____

Reviewed By: _____ Date: _____