

AN INVITATION TO THE COMMUNITY

This plan is the result of a community assessment process that brought together a broad representation of Portage County constituencies; it is meant to be used as a guide by anyone in the community interested in improving the health of Portage County citizens.

A plan is most valuable if action is taken, improvement is measured, and a new health status is celebrated. Community change and resulting health improvement is a laborious process that requires dedication and commitment. In order to meet the health status goals for Portage County, collective action will be required among all citizens as well as community and business sectors.

We wish to thank all members of the Community Assessment Team whose efforts and wisdom are culminated in this document. We invite all Portage County citizens to use this plan to improve individual, family and community health. It is our hope that this document will be used as a reference and foundation for many efforts within our community.

Anyone wishing to participate in action teams addressing the health priorities identified in this document can contact the Health Officer at Portage County Health and Human Services.

Sincerely,



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Healthy People Portage County Assessment Co-Chairpersons

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EXECUTIVE SUMMARY

Healthy People Portage County began in 1999 as a community wide initiative with the goal of establishing an ongoing process for identifying and addressing health needs in Portage County. This new health plan is part of the ongoing planning process for our community.

The intent of the plan is to foster successful partnership of many facets of our community in order to improve the health of our community. A community assessment team representing a broad spectrum of Portage County constituencies including business, education, faith communities, government, health care, not-for-profit agencies and citizens reviewed county and state health data in relationship to State of Wisconsin *health priorities and national health objectives for 2010*. *Healthiest Wisconsin 2010: A Partnership to Improve the Health of the Public* was used as a guiding document to benchmark our community with state and national health goals. The format of this plan is consistent with this document.

Of the eleven health priorities identified in *Healthiest Wisconsin 2010: A Partnership to Improve the Health of the Public*, the Healthy People Portage County Community Assessment Team identified three priorities as areas of focus for this health plan:

- ▶ Alcohol and other substance abuse and addiction
- ▶ Mental health and mental disorders
- ▶ Overweight, obesity and lack of physical activity

Preliminary goals, outcomes and suggested strategies, and key community partners for each of these priorities are included in this plan. These health priorities affect health conditions as summarized in the following chart:

	MODIFIABLE RISK FACTOR											
HEALTH CONDITIONS	AIDS OR HIV	BREAST CANCER	CEREBROVASCULAR DISEASE (STROKE)	DIABETES	HEART DISEASE	HOMICIDE	INFANT MORTALITY	MOTOR VEHICLE CRASHES	SUICIDE			
INAPPROPRIATE USE/ABUSE OF ALCOHOL AND OTHER SUBSTANCES	▲		▲		▲	▲	▲	▲	▲	▲		▲
MENTAL HEALTH						▲						▲
OBESITY/PHYSICAL INACTIVITY		▲	▲	▲	▲							▲

A brief summary of Portage County data in relation to the other eleven health priorities is included in Appendix 1.

Healthy People Portage County is an ongoing health assessment and planning process. Data will be reviewed every five years both to monitor progress toward identified goals and to establish new goals and priorities as necessary. Five implementation teams used the previous plan, *Healthy People Portage County: Community Health Plan 2000-2004* to accomplish many successful initiatives from 2000 through 2004. (See Appendix 2)

This document provides a framework for continued progress on improving the health of Portage County.

STATEMENT OF PURPOSE

GOAL

To establish an ongoing process for identifying and addressing health needs in Portage County to improve the health status of its residents.

PROCESS

A Community Health Assessment Team will examine causes of preventable disease, death, disability and injury, create a health plan to address locally identified priorities, and mobilize community resources to implement that plan.

- ▶ **HEALTH FOCUSED** While this assessment will coordinate with other assessments completed in Portage County, it will be unique in focusing specifically on health issues.
- ▶ **DATA BASED** The assessment will be based upon a review of morbidity, mortality, and health risk data specific to Portage County. Data will be compared with benchmarks defined in Healthy People 2010 and *Healthiest Wisconsin 2010: A Partnership to Improve the Health of the Public*.
- ▶ **COMMUNITY DRIVEN** A Community Health Assessment Team with broad representation from throughout the County will review the data and set the top priorities to be addressed. The Community Health Plan will be implemented by many community organizations.
- ▶ **ALL INCLUSIVE** All Portage County residents will be considered in the review of the data.
- ▶ **PREVENTION ORIENTED** The assessment will focus on health problems with preventable causes.

BENEFITS

- ▶ Raises awareness in the community of the health status of its residents – where we are doing well and where we need to focus more attention.
- ▶ Enhances a sense of shared community responsibility to address unmet health needs.
- ▶ Develops a coordinated community-wide effort directed at a few top priorities.
- ▶ Creates new, innovative strategies that fit the unique needs and assets of this community.

ALCOHOL & OTHER SUBSTANCE ABUSE USE & ADDICTION

DEFINITION

The American Psychiatric Association (1994) defines *inappropriate use* of a substance as use in a manner that exceeds the safe or prescribed amount and frequency or poses a health or safety risk to the user or others. Examples include: use during pregnancy, intoxicated driving, drinking to incapacitation, and underage drinking. It also includes the infrequent or experimental use of illegal street drugs.

The American Psychiatric Association has identified several disorders associated with alcohol and other substances.

- ▶ **ABUSE** Results in negative consequences at school, work, neglect of children, legal problems, or arguments with family.
- ▶ **DEPENDENCE** Involves significant impairment in at least three areas such as: tolerance, withdrawal symptoms or inability to cut down. It is a social and physical disorder.
- ▶ **DEMENTIA** Relates to memory, language, emotional or motor impairments and other cognitive deficits.

IMPACT

Inappropriate use and abuse of alcohol and other drugs is a significant health, social, public safety and economic problem. It is associated with many societal problems including: suicide, homicide, accidental injury and death, assault, robbery, domestic violence, child abuse, delinquency, teen pregnancy, diabetes, hypertension, stroke, certain cancers, family dysfunction and break-up, lowered academic performance and lowered productivity. (U.S. Department of Health and Human Services, 1987)

Trend data on substance abuse problems and health risks can be approximated using indicators from state and national surveys. The Centers for Disease Control and Prevention (CDC) has identified three adult abuse risk indicators:

1. Percent of adults consuming 60 or more drinks per month (considered heavy drinking; persons who consume this quantity are in the top 5 percent of drinkers).
2. Percentage of adults consuming 5 or more drinks on one occasion (called binge drinking, for a typical male, this would result in a blood alcohol content of .04 to .10; for a female .10 or higher)
3. Percentage of adults reporting driving after drinking.

Wisconsin ranks third in heavy drinking, first in binge drinking, and first in driving after drinking in the nation (Centers for Disease Control, 1990).

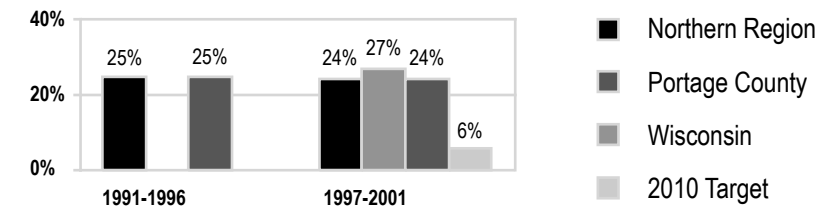
The Wisconsin Behavior Risk Factor Survey from 1997-2001, shown in the first table below, indicates that 27% of Portage County adults over age 18 reported having consumed 5 or more drinks on one occasion in the past 30 days. This compares with 24% in the state of Wisconsin. The 2010 target is 6%.

Alcohol and other drug use problems among adolescents are also significant in Portage County and Wisconsin. In the 2004 Portage County SEARCH Institute Survey, 28% of 7th through 12th grade students reported that they had alcohol to drink in the last 30 days; 24% of these students reported binge drinking in the past two weeks. 14% of the 7th grade students surveyed reported drinking alcohol in the past 30 days; this number increased to 67% among students in 12th grade. These results are illustrated on page 7.

ALCOHOL & OTHER SUBSTANCE ABUSE USE & ADDICTION

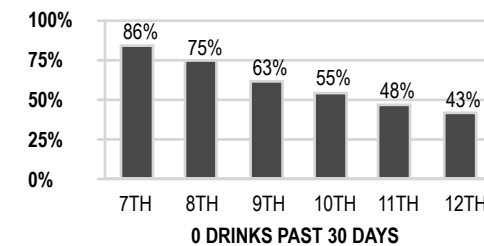
BINGE DRINKING

Adults 18+ who consumed 5 or more drinks on one occasion in the past 30 days



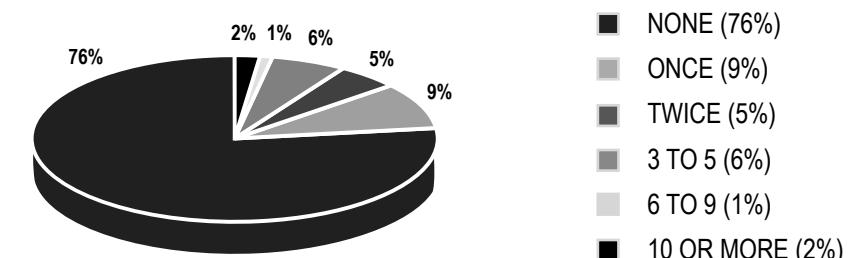
PORTAGE COUNTY 7 - 12TH GRADE STUDENTS

Percent who reported no alcohol to drink past 30 days by grade - 2004



PORTAGE COUNTY 7 - 12TH GRADE STUDENTS

Percent Who 5 or More Drinks in the Past 2 Weeks - 2004



REFERENCES

American Psychiatric Association. (1994). *Diagnostic Criteria from DSM IV*.

Centers for Disease Control and Prevention. (1990). CDC Surveillance Summaries: Behavioral Risk Factor Surveillance, 1988. *Morbidity and Mortality Weekly Report*, 39, 1-22.

Search Institute. (July 2004). *Developmental Assets: A Profile of Your Youth Stevens Point Area Schools*. Minneapolis, MN: Author.

U. S. Department of Health and Human Services. (1987). *Sixth Special Report to the U.S. Congress on Alcohol and Health*. Washington, D.C.: Government Printing Office.

ALCOHOL & OTHER SUBSTANCE ABUSE USE & ADDICTION

GOAL ONE: PORTAGE COUNTY'S COMMUNITY NORMS WILL SUPPORT THE RESPONSIBLE USE OF ALCOHOL.

OUTCOMES

BY 2010

- ▶ All Portage County public and private junior high and high schools will implement a Social Norms Project.
- ▶ Parents of high school and junior high students will report an increased use of alcohol prevention strategies as a result of a Social Norms Projects.
- ▶ All Portage County and municipal park systems will adopt policies to reduce or eliminate alcohol carry-ins.
- ▶ All Portage County adult sports leagues will adopt at least one strategy that promotes responsible drinking.

BY 2008

- ▶ Portage County public and private schools will maintain existing policies that support alcohol free events.
- ▶ Parents and school staff will support the implementation of a Social Norms Project.
- ▶ Five Portage County businesses, churches, or civic organizations will demonstrate their support of Portage County's Social Norms Projects.
- ▶ Mid-State Technical College will demonstrate their support of Portage County's Social Norms Projects.
- ▶ All youth booster clubs will implement at least one strategy that supports a policy to not accept alcohol related ads.
- ▶ Portage County media will adopt a policy that promotes the use of responsible drinking images in their print, radio and television messages.

STRATEGIES

- ▶ Update the inventory of high school policies that support alcohol free events.
- ▶ Develop a social marketing campaign to promote business and media adoption of responsible drinking policies and images.
- ▶ Outreach to targeted community and businesses organizations to encourage their adoption of one or more strategies that demonstrate their support of Portage County's Social Norms Projects.
- ▶ Develop methods for public recognition of schools, businesses and adult sports leagues efforts to promote responsible use of alcohol.
- ▶ Develop Social Norms Projects in all Portage County secondary schools.

WHO TO REACH

Public and private schools, municipal and county government, parents, businesses, university, technical college, youth booster clubs, media, adult sport leagues.

ALCOHOL & OTHER SUBSTANCE ABUSE USE & ADDICTION

GOAL TWO: PORTAGE COUNTY RETAILERS WILL PROMOTE RESPONSIBLE ADVERTISING, SALE AND USE OF ALCOHOL AND TOBACCO PRODUCTS.

OUTCOMES

BY 2010

- ▶ All Portage County municipalities will adopt a policy that limits the number of checkout lanes for liquor sales in grocery and convenience stores or will adopt a policy that assures that everyone purchasing tobacco or alcohol products must present appropriate identification.
- ▶ Ten taverns in Portage County will have all bartenders participate in a Responsible Beverage Server Course.

BY 2008

- ▶ Grocery store, convenience store and tavern owners will enforce their existing policy to verify the age of anyone purchasing liquor and tobacco.
- ▶ Grocery stores, convenience stores and tavern owners will adopt at least one strategy that promotes responsible advertising, sale or use of alcohol and tobacco.

STRATEGIES

- ▶ Develop a social marketing campaign to promote retailers' adoption of responsible drinking policies, images and ads.
- ▶ Develop positive social norm messages that can be used by grocery store, convenience store and tavern owners.
- ▶ Outreach to grocery stores, convenience stores and tavern owners to encourage adoption of strategies promoting responsible advertising, sale and use of alcohol and tobacco products.
- ▶ Update existing policies of grocery stores, convenience stores and tavern owners in the advertising, sale and promotion of alcohol and tobacco products.
- ▶ Develop methods for public recognition of grocery stores, convenience stores and tavern owners' efforts to promote responsible advertising, sale and use of alcohol and tobacco products.

WHO TO REACH

Grocery stores, convenience stores and tavern owners, Portage County municipal governments.

ALCOHOL & OTHER SUBSTANCE ABUSE USE & ADDICTION

GOAL THREE: PORTAGE COUNTY INSTITUTIONS, COMMUNITY ORGANIZATIONS AND EMPLOYERS WILL PROMOTE THE RESPONSIBLE USE OF ALCOHOL FOR SPONSORED GATHERINGS AND EVENTS.

OUTCOMES

BY 2010

- ▶ All community events held in Portage County will adopt one or more strategies to promote the responsible use of alcohol.
- ▶ All community fund raising events held in Portage County will adopt one or more strategies to promote the responsible use of alcohol.
- ▶ Five Portage County employers will adopt one or more strategies to promote responsible drinking at employer sponsored events.

BY 2008

- ▶ Portage County community events' chairs and boards as well as church leaders will be able to state the benefits to the community in reducing or eliminating alcohol at events.
- ▶ Portage County community events' chairs and boards as well as church leaders will be able to state alternative fund raising activities.
- ▶ Three churches in Portage County will reduce or eliminate the use of alcohol associated with fund raising.

STRATEGIES

- ▶ Obtain baseline information on policies and practices regarding the use of alcohol at community, church and employer sponsored events.
- ▶ Develop a menu of strategies for community events, churches and employers that promote responsible use of alcohol (e.g., use of licensed servers, eliminating bar access to youth, limit access, smaller cups, limit tickets, limit time alcohol is available).
- ▶ Research how churches in other communities raise money to support their mission.
- ▶ Outreach and provide training to targeted community groups, including but not limited to event chairs and boards, church councils and boards as well as employers.
- ▶ Develop methods for public recognition of community groups', churches' and employers' efforts to promote responsible use of alcohol.

WHO TO REACH

Community events chairs and boards, parish councils and members, employers, alcohol wholesale outlets.

ALCOHOL & OTHER SUBSTANCE ABUSE USE & ADDICTION

GOAL FOUR: PORTAGE COUNTY INDIVIDUALS AND FAMILIES WILL HAVE AN INCREASED AWARENESS OF THE IMPACT FROM THE USE AND ABUSE OF ALCOHOL AND OTHER DRUGS, AS WELL AS AVAILABLE COMMUNITY RESOURCES TO ADDRESS THEIR IMPACT.

OUTCOMES

BY 2010

- ▶ All primary care providers in Portage County will universally screen for and counsel on alcohol, other drugs, tobacco use, and mental health concerns among teens and adults.

BY 2008

- ▶ A standardized screening tool(s) for alcohol, other drugs, tobacco use and mental health concerns will be adopted by providers in Portage County including but not limited to: primary care, emergency, obstetric/gynecologic, pediatric, and mental health practitioners; school counselors and social workers.
- ▶ Portage County health care providers will be knowledgeable of available alcohol, other drugs and tobacco cessation and mental health services, eligibility requirements and referral mechanisms.
- ▶ Portage County retailers will continue the practice of limiting over the counter medication sales to youth.

STRATEGIES

- ▶ Research validated screening tools for alcohol, other drugs, tobacco use and mental health concerns for teens and adults (e.g., Medicaid Health Check standards). Gather input from mental and primary care providers as to strengths and weaknesses of the various screening tools. Select screening tool(s).
- ▶ Work with health insurance plans and carriers to encourage and promote universal screening among primary care physicians.
- ▶ Inventory alcohol, other drug and tobacco cessation and mental health services available for Portage County residents according to eligibility requirements and referral mechanisms. Identify current gaps in services.
- ▶ Outreach to primary care providers encouraging adoption of universal screening among teens and adults.
- ▶ Inventory existing school curricula in the area of alcohol, other drugs, tobacco use, mental health and nutrition.
- ▶ Research national and state model school curricula in the area of alcohol, other drugs, tobacco use, mental health and nutrition.
- ▶ Outreach to school administrators, curriculum committees, counselors and teachers to promote adoption of recommended curricula.
- ▶ Support retail efforts to reduce the sales of over the counter medications to youth.

WHO TO REACH

Primary care providers including but not limited to primary care, emergency, obstetric/gynecologic, pediatric, and mental health practitioners, school administrators, counselors, teachers and curriculum committees.

ALCOHOL & OTHER SUBSTANCE ABUSE USE & ADDICTION

COMMUNITY PARTNERS IN ADDRESSING THIS HEALTH PRIORITY

Portage County Coalition for Alcohol & Drug Abuse Prevention
Businesses
Civic organizations
Faith community
Health systems
Human resource managers
Independent therapists, counselors, social workers
Insurance Companies
Portage County Health and Human Services
Portage County Tavern League
Primary care providers
Public and private schools
University of Wisconsin – Stevens Point Counseling Center
University of Wisconsin – Stevens Point Health Services
University of Wisconsin – Stevens Point Residential Life
Youth focused organizations



MENTAL HEALTH AND MENTAL DISORDERS

DEFINITION

Mental health is linked with physical health and is fundamental to good health and human functioning. Mental health is defined as successful performance of mental functions resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with adversity. Mental health is indispensable to personal well being, family and interpersonal relationships, and meaningful contribution to community and society (Wisconsin Department of Health and Family Services, 2002).

Mental illness is a term that refers collectively to all diagnosable mental disorders. Mental disorders are health conditions that are characterized by alterations in thinking, mood, or behavior or some combination thereof, which are associated with distress and impaired functioning and result in human problems that may include disability, pain, or death (U.S. Department of Health and Human Services, 1999).

IMPACT

Mental disorders are real and treatable health conditions. They exact a staggering toll on affected individuals and their families. Mental illness can affect people of any age, gender, ethnic or racial group, educational, or socioeconomic level. Despite the effectiveness of treatment the majority of persons with mental disorders do not receive mental health services:

- ▶ Forty percent of all Americans who have a severe mental illness do not seek treatment from either general medical or specialty mental health providers.
- ▶ Only 25% of persons with a mental disorder obtain help for their illness in the health care system (National Center for Health Statistics 1992).

Research has shown that 90% of people who kill themselves have depression or another diagnosable mental or substance abuse disorder. It is said that six lives are greatly affected by each suicide.

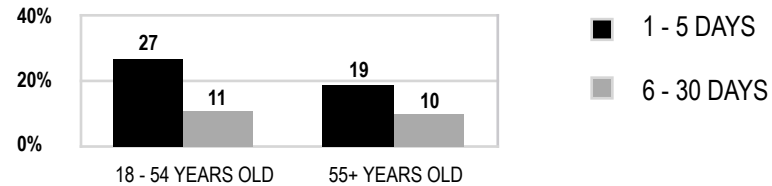
There is limited information and data available on indicators of mental health. The Wisconsin Behavior Risk Factor Survey asks adults if they felt sad, blue or depressed during the past 30 days. The Developmental Assets Survey done by the Search Institute asked a similar question to 7th through 12th grade students in Portage County. These results are illustrated on page 14.

Suicide is the leading cause of death for persons 25 to 44 years old in Portage County; it ranks 2nd for persons 15-24 years old behind motor vehicle injury.

MENTAL HEALTH AND MENTAL DISORDERS

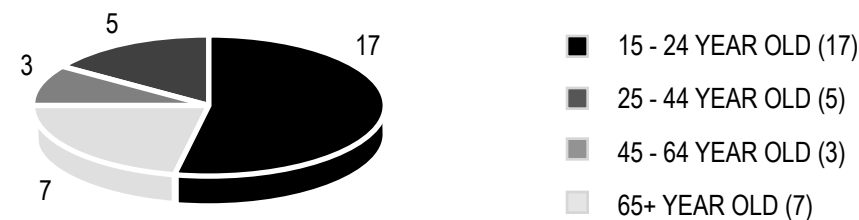
ADULT DEPRESSION

Percentage of Wisconsin adults who report feeling sad, blue or depressed by the number of days during the past 30 days - 2002



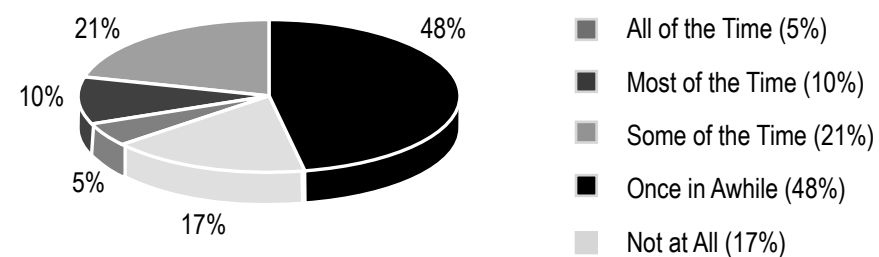
SUICIDE

Number of deaths per year caused by suicide by age group 1998 - 2002 in Portage County



ADOLESCENT DEPRESSION

Percentage of 7th through 12th grade students in Portage County who report they feel sad or depressed during the last month - 2004



REFERENCES

National Center for Health Statistics, Centers for Disease Control and Prevention. (1992). *Prevalence of Chronic Circulatory Conditions; Vital and Health Statistics, Series. No.19(94)*. DHEW Pub. No. NRA75-1521. Hyattsville, MC: NCHS.

Search Institute. (July 2004). *Developmental Assets: A Profile of Your Youth Stevens Point Area Schools*. Minneapolis, MN: Author.

U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration and National Institutes of Health. (1999). *Mental Health: a Report of the Surgeon General*. Washington, D.C.; Author.

Wisconsin Department of Health and Family Services. (April 2002). *Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public*.

Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. *The 2002 Wisconsin Behavioral Risk Factor Survey*.

MENTAL HEALTH AND MENTAL DISORDERS

GOAL ONE: INDIVIDUALS AND FAMILIES IN THE PORTAGE COUNTY COMMUNITY WILL HAVE INCREASED AWARENESS OF THE IMPACT OF DEPRESSION AND SUICIDE, AS WELL AS AVAILABLE COMMUNITY RESOURCES.

OUTCOMES

BY 2010

- ▶ Portage County will have improved suicide prevention resources through certified QPR (Question, Persuade, Refer) Gatekeeper trainers within each of the following settings: major businesses, university, clergy, aging department, school districts, coaches, health care.
- ▶ Eight community organizations or institutions will participate in a QPR Gatekeeper training.

BY 2008

- ▶ A standard awareness tool for depression and a listing of referral sources for screening will be available for Portage County residents.
- ▶ Individuals and providers from the following community sectors will use a standard awareness tool for depression: bartenders, clergy, teachers, coaches, physicians and allied health professionals, AODA counselors, school nurses, home visitors, public health nurses, parents of adolescents and young adults, law enforcement, caregivers, providers and employers working in the area of nutrition and physical activity, and providers serving low income families/individuals (e.g., WIC, Salvation Army, Housing Authority, Income Maintenance, Food Pantries)
- ▶ Portage County will have three certified QPR Gatekeeper trainers available to do community-wide training.
- ▶ 90% of individuals who participate in a QPR Gatekeeper training will be knowledgeable of who needs to be referred, how to refer, and be confident to act to prevent a suicide.

STRATEGIES

- ▶ Develop social marketing strategies to reduce the stigma associated with seeking mental health services. Target educational messages to specific groups at increased risk: adolescents, working adults, adult males, pregnant women, parents of adolescents and young adults, older adults and caregivers.
- ▶ Research available awareness tools for depression and select one or more to be used in Portage County.
- ▶ Explore methods for distributing a standard awareness tool for depression among various community sectors (e.g., web based, flyers, and news media).
- ▶ Educate the general public on the physical and emotional aspects of depression and its links to alcohol and other drugs use, overweight and obesity, chronic diseases and everyday stressors.
- ▶ Inventory and outreach to community sectors targeted for awareness training.
- ▶ Outreach to existing groups to sponsor "brown bag" or educational sessions on mental health, such as Leadership Luncheon Series, Council on Community Services and civic organizations.
- ▶ Outreach to the Portage County Business Council to promote brown bag series or similar educational events in work sites.
- ▶ Assess resource materials on mental health available in public and school libraries.
- ▶ Post information on mental health services on community agencies' and organizations' web sites.
- ▶ Link activities to community efforts addressing overweight and lack of physical activity, and alcohol abuse.



MENTAL HEALTH AND MENTAL DISORDERS

GOAL ONE: INDIVIDUALS AND FAMILIES IN THE PORTAGE COUNTY COMMUNITY WILL HAVE INCREASED AWARENESS OF THE IMPACT OF DEPRESSION AND SUICIDE, AS WELL AS AVAILABLE COMMUNITY RESOURCES.

WHO TO REACH

Businesses, university, clergy, aging department, coaches, bartenders, teachers, physicians and community-based health care professionals, AODA counselors, school nurses, home visitors, public health nurses, parents of adolescents and young adults, law enforcement, caregivers, providers and employers working in the area of nutrition and physical activity, providers serving low income families and individuals (e.g., WIC, Salvation Army, Housing Authority, Income Maintenance, Food Pantries), community agencies, and business associations.

MENTAL HEALTH AND MENTAL DISORDERS

GOAL TWO: PORTAGE COUNTY WILL HAVE A COMPREHENSIVE AND COORDINATED MENTAL HEALTH SYSTEM.

OUTCOMES

BY 2010

- ▶ All primary care providers in Portage County will universally screen for depression.
- ▶ A community-wide protocol for defining and assuring the continuum of mental health services (awareness, screening, counseling and treatment) in Portage County will be adopted by community stakeholders (schools, work sites, mental health providers, health care providers, community care providers).
- ▶ A drop-in mental health clinic will be available at a targeted community site (e.g., senior center, school, etc.).

BY 2008

- ▶ A standardized screening tool(s) for depression will be adopted by providers in Portage County including, but not limited to: primary care, emergency, obstetric/gynecologic, pediatric, and mental health practitioners; school counselors and social workers.
- ▶ Portage County community service providers will be knowledgeable of available mental health services, eligibility requirements and referral mechanisms.
- ▶ Peer counseling programs in Portage County secondary schools will be maintained or expanded.

STRATEGIES

- ▶ Inventory validated screening tools for depression. Gather input from mental health providers as to the strengths and weaknesses of various screening tools. Select tool(s) to be used for depression screening.
- ▶ Inventory mental health services available for Portage County residents according to eligibility requirements and referral mechanisms. Identify assets and current gaps in services.
- ▶ Explore the feasibility of developing a referral and follow-up system that would enable feedback to referral source (e.g., encourage use of release of information upon receipt of referral).
- ▶ Outreach to key stakeholders to encourage use of standard depression screening tool(s) to include but not limited to: primary care, emergency room, and obstetric/gynecologic physicians, mental health professionals, school counselors and social workers and case managers. Provide training as needed to address ways to reduce stigma associated with seeking services.
- ▶ Post information on mental health services on community agencies' and organizations' web sites. Research alternative mental health service delivery models.
- ▶ Develop proposal to community foundations and secure a sponsor(s) for a drop-in mental health clinic. Evaluate the impact of providing mental health services via alternative models (e.g., drop-in clinic at targeted community settings).
- ▶ Assess current practices of assuring confidentiality of counseling and treatment services for youth in school settings (e.g., medication administration).
- ▶ Inventory existing secondary school peer counseling programs. Encourage and promote peer counseling programs within Portage County secondary schools.



MENTAL HEALTH AND MENTAL DISORDERS

GOAL TWO: PORTAGE COUNTY WILL HAVE A COMPREHENSIVE AND COORDINATED MENTAL HEALTH SYSTEM.

WHO TO REACH

Schools, businesses, mental health providers, health care providers, community care providers, school counselors and social workers, and case managers.

MENTAL HEALTH AND MENTAL DISORDERS

GOAL THREE: THE PORTAGE COUNTY COMMUNITY WILL ENCOURAGE AND PROMOTE POSITIVE YOUTH DEVELOPMENT.

OUTCOMES

BY 2010

- ▶ Portage County youth organizations will have community support to implement strategies that promote positive youth development.

BY 2008

- ▶ The number of Portage County middle and secondary schools that address coping and adversity skills within their curriculum will increase.

STRATEGIES

- ▶ Support the efforts of Portage County Alliance for Youth and other youth-based organizations. Work closely with them to promote developmental assets in the community.

WHO TO REACH

Schools, YMCA, youth focused community organizations and civic organizations.

MENTAL HEALTH AND MENTAL DISORDERS

GOAL FOUR: THE NUMBER OF SMALL BUSINESSES IN PORTAGE COUNTY WHO HAVE AN EMPLOYEE ASSISTANCE PROGRAM WILL INCREASE.

OUTCOMES

BY 2010

- ▶ Five new Portage County businesses will participate in an Employee Assistance Program (EAP).

BY 2007

- ▶ An Employee Assistance Program cooperative(s) will be formed to increase participation among small businesses.

STRATEGIES

- ▶ Determine how many and which businesses have an Employee Assistance Program in place.
- ▶ Research the costs and benefits associated with Employee Assistance Programs.
- ▶ Develop outreach materials for promoting Employee Assistance Programs among the Portage County Business Council.
- ▶ Work with Portage County Business Council to explore the feasibility of forming Employee Assistance Program cooperative(s) for small businesses.
- ▶ Focus educational and outreach efforts among at-risk populations for depression and suicide.
- ▶ Develop the Portage County Business Park Training Center as a resource center on mental health to area businesses.
- ▶ Work with Health Maintenance Organizations, health systems and other insurance carriers to promote Employee Assistance Programs.

WHO TO REACH

Portage County Business Council, businesses, health maintenance organizations, insurance carriers, human resource managers.

MENTAL HEALTH AND MENTAL DISORDERS

COMMUNITY PARTNERS IN ADDRESSING THIS HEALTH PRIORITY

Allied health professionals
CAP Services
Civic organizations
Coaches
Faith community
Family Crisis Center
Human resource managers
Independent therapists, counselors, social workers
Insurance Companies
Law enforcement
Ministry Behavioral Health
National Alliance for the Mentally Ill (NAMI) of Portage County
Portage County Business Council
Portage County Department of Aging
Portage County Health and Human Services
Portage County Tavern League
Primary care providers
Public and private schools
University of Wisconsin Extension – Portage County
University of Wisconsin – Stevens Point Counseling Center
University of Wisconsin – Stevens Point Health Services
University of Wisconsin – Stevens Point Residential Life
Youth focused organizations

OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

DEFINITION

People are considered overweight or obese based on their Body Mass Index (BMI). BMI is a mathematical formula that is a ratio of weight and height correlated with body fat (kg/m²). BMI is a better predictor of disease than body weight alone.

An adult BMI between 18.5 and 24.9 is considered normal weight; overweight is defined as a BMI of 25.0 to 29.9. BMIs of 30.0 or above fall in the obese range. The risk of mortality from chronic conditions increases with a BMI over 25.0 (National Institutes of Health, 1998).

There is a relationship between nutrition, physical activity and being overweight. Similar to obesity, levels of physical activity occur along a continuum. Healthiest Wisconsin 2010 has identified two goals related to physical activity: 37% of adolescents will engage in at least 30 minutes of moderate physical activity five or more times a week; 38% of adults will engage regularly, preferably daily, in moderate physical activity for 30 minutes or more.

IMPACT

Overweight as well as obesity are common health conditions and their prevalence is increasing nationally and in Wisconsin. Excess weight is associated with an increased risk of many chronic conditions: cardiovascular disease, type 2 diabetes mellitus, hypertension, stroke, osteoarthritis and some cancers (Must, Spodano, Coakley, Field & Dietz, 1999).

Obesity has increased in every state, in both sexes, and across all age groups, races, and education levels. The national 2010 goal is to increase the percentage of adults who are at a healthy weight to 60%. Currently in Wisconsin 43% of adults are at a healthy weight; 57% of adults are overweight and/or obese (Wisconsin Department of Health and Family Services, Bureau of Health Information).

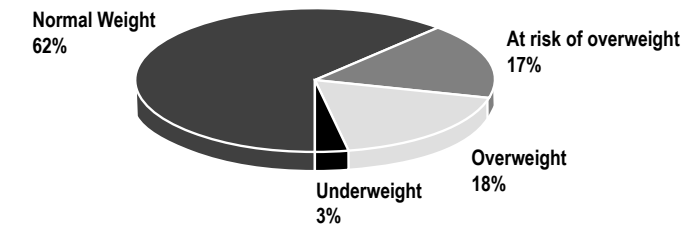
The national 2010 goal is to reduce the percentage of adolescents who are obese from 10% to 5%; for children the goal is to reduce the percentage from 11% to 5%. A recent American Academy of Pediatrics position paper on obesity stresses that pediatricians must focus on prevention of childhood obesity and inactivity. The paper stresses that comorbid conditions associated with obesity are likely to persist into adulthood. (Pediatrics, 2003)

There is minimal local data on overweight and obesity available at this time; however, efforts are being made to obtain baseline data. The chart illustrated on page 23 depicts normal, at-risk, and overweight percentages for 6th grade children in Portage County in 2004.

OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

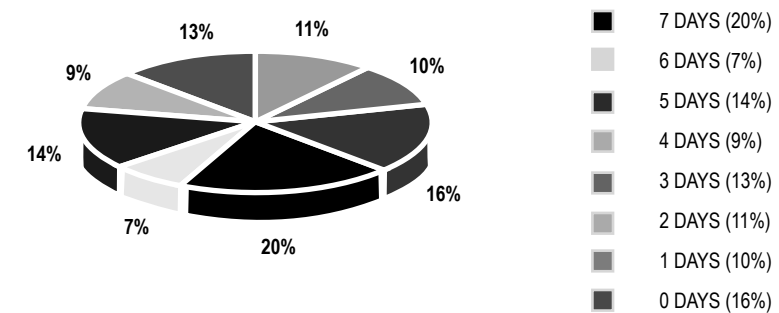
ADOLESCENT WEIGHT

BMI's of 6th grade students in Portage County 2003-2004

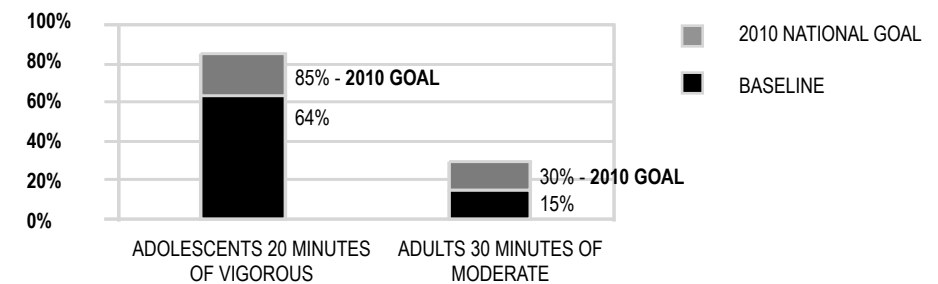


PHYSICAL ACTIVITY - WISCONSIN

Percentage of Wisconsin high school students (grade 9-12) physical activity for at least 20 minutes-2004



PHYSICAL ACTIVITY - NATIONAL



REFERENCES:

Must, A., Spodano, J., Coakley, E., Field, A., Colditz, G. & Dietz, W. (1999). The Disease Burden Associated with Overweight and Obesity. *Journal of American Medical Association*. 282(16): 1523-1529.

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Wisconsin Department of Health and Family Services, Division of Health Care Financing, Bureau of Health Information. (1989-1999). *Wisconsin Behavioral Risk Factor Survey*. Madison, WI: Author.



OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

GOAL ONE: INDIVIDUALS AND FAMILIES WILL VIEW BEING PHYSICALLY ACTIVE AND EATING HEALTHY FOODS AS THE SOCIAL NORM WITHIN PORTAGE COUNTY.

OUTCOMES

BY 2010

- ▶ The percentage of Portage County adults who engage in regular, preferably daily, moderate activity for at least 30 minutes will increase by 5%.
- ▶ The percentage of Portage County adults and adolescents who are overweight/obese will decline by 5%.

BY 2008

- ▶ Individuals will be able to state the benefits of being physically active and eating healthy foods.
- ▶ Individuals will be able to state two physical activities they enjoy doing during the summer and winter months.
- ▶ School, church, university, shopping mall and community center facilities will be available to the public for physical activity.
- ▶ Paths to encourage walking and biking will be incorporated into new residential, shopping and business park developments.

STRATEGIES

- ▶ Develop a social marketing campaign to create physical activity as the social norm. Target messages for various age groups to address: "What is in it for me and my family?"; positive physical and emotional benefits of being active; and the identification of activities that are enjoyable.
- ▶ Promote a community-wide fitness program. Obtain support from city and county government, businesses, schools, community and civic organizations.
- ▶ Promote the utilization of available physical activity resources in Portage County. Explore seasonal physical activity events. Work with gyms and clubs to offer free promotional days. Promote the distribution of available handouts that list free or low cost physical activities. Inventory activities annually. Revise handouts as needed.
- ▶ Promote family play activities as physical activity.
- ▶ Work with schools, churches and the university to make gyms available to the public.
- ▶ Work with Portage County Planning and Zoning Department to promote walking and biking paths in new developments.
- ▶ Outreach to the Wellness Institute to draw on their expertise. Collaborate with local experts including those at the National Wellness Institute.
- ▶ Make available a short self-assessment questionnaire of health status with a menu of physical activity options to individuals and families via physician offices, websites, schools, and public facilities.
- ▶ Link activities to community efforts addressing mental health and alcohol abuse.

WHO TO REACH

General public, city and county government, businesses, schools, community and civic organizations.

OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

GOAL TWO: WORK ENVIRONMENTS WILL ENCOURAGE PHYSICAL ACTIVITY AND HEALTHY FOOD CHOICES.

OUTCOMES

BY 2010

- ▶ Five Portage County businesses who employ less than 50 employees will adopt one strategy to promote physical activity and healthy food/snack choices.
- ▶ Five Portage County businesses who employ 50 to 100 employees will adopt two strategies to promote physical activity and healthy food/snack choices.
- ▶ Five Portage County businesses who employ over 100 employees will adopt two strategies to promote physical activity and healthy food/snack choices.

BY 2008

- ▶ Two Portage County businesses who employ less than 50 employees will conduct an internal assessment of their work environment in terms of the impact of obesity and their policies and practices that promote health.
- ▶ Two Portage County businesses who employ 50 to 100 employees will conduct an internal assessment of their work environment in terms of the impact of obesity and their policies and practices that promote health.
- ▶ Two Portage County businesses who employ over 100 employees will conduct an internal assessment of their work environment in terms of the impact of obesity and their policies and practices that promote health.
- ▶ All employers who conducted an internal assessment of their work environment will state one area they need to change or improve to promote a work environment that encourages physical activity and healthy food choices.

STRATEGIES

- ▶ Research physical activity incentive programs as to cost/benefits and long-term success in sustaining increased levels of physical activity. Develop menu of incentive programs and strengths/limitations of each.
- ▶ Research options for insurance package structures that provide incentives to businesses and enrollees to adopt wellness programs.
- ▶ Identify local and state businesses who could be a resource to other companies and champion the benefits of promoting physical activity and healthy food choices in the workplace.
- ▶ Research and select and/or adapt free health risk appraisal tools.
- ▶ Research and select and/or adapt work environment assessment tools.
- ▶ Develop outreach materials for employers with targeted messages for various work sectors.
- ▶ Develop a "guide book" to include research findings on short and long-term impacts of a healthy work environment, information on insurance package structures, assessment tools, menu of strategies.
- ▶ Network with local occupational health professionals.
- ▶ Outreach to employees to increase their knowledge of their health care insurance benefits.
- ▶ Network with Portage County Business Council.

(continued on page 26)



OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

GOAL TWO: WORK ENVIRONMENTS WILL ENCOURAGE PHYSICAL ACTIVITY AND HEALTHY FOOD CHOICES.

STRATEGIES (continued)

- ▶ Promote connections between businesses and the YMCA, health and recreational clubs, and weight reduction programs.
- ▶ Promote expansion of the existing collaboration between businesses and students/faculty from the University of Wisconsin Stevens Point Health Promotion Program.

WHO TO REACH

Businesses, occupational health professionals, Portage County Business Council, YMCA, health and recreational clubs, nutrition and weight reduction businesses, University of Wisconsin - Stevens Point Health Promotion Program, National Wellness Institute.

OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

GOAL THREE: SCHOOLS AND CHILD CARE SETTINGS IN PORTAGE COUNTY WILL PROMOTE PHYSICAL ACTIVITY AND HEALTHY FOOD CHOICES.

OUTCOMES

BY 2010

- ▶ All public and private school districts in Portage County will have a policy to assure children in grades K-12 engage in vigorous physical activity that promotes cardio-respiratory fitness three or more days per week for 20 or more minutes.
- ▶ All Portage County public and private schools will sponsor one program per year targeted for families that promotes physical activity and healthy food choices.
- ▶ All licensed group child care centers in Portage County will sponsor one program per year that promotes family play as physical activity.
- ▶ All Portage County public and private school districts will adopt two strategies to promote healthy food choices.

BY 2008

- ▶ All Portage County public and private school districts will conduct an internal assessment of their schools environments' impact on obesity, and policies and practices around physical activity and healthy food choices.
- ▶ All Portage County public and private school districts that conducted an internal assessment of their school environment will state one area they need to change or improve to promote physical activity and healthy food choices.
- ▶ All Portage County after-school and summer child care programs will conduct an internal assessment of their environment's impact on obesity, and policies and practices around physical activity and healthy food choices.
- ▶ All Portage County after-school and summer child care programs that conducted an internal assessment of their school environment will state one area they need to change or improve to promote physical activity and healthy food choices.

STRATEGIES

- ▶ Research national and state evidence-based initiatives that promote healthy food choices and physical activity in school and child care settings.
- ▶ Develop a tool kit for schools, after-school, and summer child care providers to include: assessment tools, evidence-based practices and implementation strategies.
- ▶ Develop outreach materials for school administrators, after-school, and summer child care providers.
- ▶ Outreach and provide technical assistance to school districts, after-school, and summer child care providers to promote physical activity and healthy food choices.
- ▶ Work closely with school districts' committees responsible for physical activity and healthy food choices.
- ▶ Encourage students to participate in menu planning at schools and child care programs.
- ▶ Promote expanded collaboration between schools, child care providers and students/faculty from the University of Wisconsin Stevens Point Health Promotion Program.
- ▶ Promote connections between schools, after-school, and summer child care providers to YMCA and health and recreational clubs.



OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

GOAL THREE: SCHOOLS AND CHILD CARE SETTINGS IN PORTAGE COUNTY WILL PROMOTE PHYSICAL ACTIVITY AND HEALTHY FOOD CHOICES.

WHO TO REACH

School administrators, health committees, food service personnel, after-school and summer child care providers, child care providers, University of Wisconsin - Stevens Point Health Promotion Program.

OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

GOAL FOUR: PRIMARY CARE PROVIDERS AND COMMUNITY-BASED HEALTH CARE PROVIDERS WILL ROUTINELY ASSESS AND COUNSEL PATIENTS ON PHYSICAL ACTIVITY AND PROPER NUTRITION.

OUTCOMES

BY 2010

- ▶ All primary care providers in Portage County will universally screen patients for overweight and obesity and counsel for healthier lifestyles.
- ▶ 30% of community-based health care providers in Portage County will universally screen for overweight and obesity and counsel for healthier lifestyles.

BY 2008

- ▶ All primary care providers in Portage County will be knowledgeable of evidence-based practices that promote physical activity and proper nutrition.
- ▶ 30% of community-based health care providers will be knowledgeable of evidence-based practices that promote physical activity and proper nutrition.

STRATEGIES

- ▶ Research and select or adapt a self-assessment questionnaire of health status which focuses on nutrition and physical activity. Incorporate the questionnaire in health care practice settings.
- ▶ Research evidence-based practices that address overweight and obesity or promote physical activity and proper nutrition within a health care and community service provider setting.
- ▶ Provide educational forums for health care providers to increase knowledge of evidence-based assessment and counseling practices.
- ▶ Identify and outreach to community-based health care providers including, but not limited to, community based residential facilities and home care providers.
- ▶ Outreach to employees and the general public to increase their knowledge of their health care insurance benefits.

WHO TO REACH

Health care providers, community-based health care providers and employees.

OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

GOAL FIVE: RESTAURANTS AND FOOD PROVIDERS WILL INCREASE OFFERINGS OF HEALTHY FOOD CHOICES.

OUTCOMES

BY 2010

- ▶ 30% of family restaurants in Portage County will participate in “Heart Healthy” or similar healthy food choice program.

BY 2008

- ▶ 60% of family restaurants in Portage County will adopt one strategy to either increase the number of healthy menu items offered or will promote healthy menu items.

STRATEGIES

- ▶ Identify benchmarks for availability of healthy food choices in Portage County.
- ▶ Develop a list of evidence-based strategies to increase offerings of healthy menu items in restaurants (e.g., ½ menu items, smaller food portions, low-fat milk, low-fat preparation methods).
- ▶ Develop an educational campaign to increase awareness of proper food portions and consumer advocacy skills.
- ▶ Explore incentives for restaurants to increase offerings of healthy menu items.
- ▶ Identify and outreach to family restaurants.

WHO TO REACH

Restaurants, food providers, food distributors and the general public.

COMMUNITY PARTNERS IN ADDRESSING THIS HEALTH PRIORITY

After school and summer child care providers	Portage County Business Council
Child care providers	Portage County Health and Human Services
Community and civic organizations	Portage County Planning and Zoning
Community service providers	Portage County Restaurant Association
Food distributors	Public and private schools
Food providers	School food service personnel
Healthcare providers	University of Wisconsin – Stevens Point Health Promotion Program
Health and recreational clubs	Weight reduction and nutrition businesses
Human resource managers	YMCA
National Wellness Institute	
Occupational health professionals	

APPENDIX 1

OTHER COMMUNITY HEALTH PRIORITIES

The Community Health Improvement Process examined the health of Portage County citizens based on Wisconsin's eleven 2010 Health Priorities. Data was reviewed in relationship to state and national 2010 goals. For each health priority, an inventory was done of current programs, services, and initiatives that support the 2010 Health Priority and related goals.

While the remaining eight health priorities were not selected as the top priorities for the Portage County Community Health Plan, sustaining and building upon current community-wide efforts around all of the health priorities will be critical in order to assure continual improvement in the health of Portage County citizens and communities.

SOCIAL AND ECONOMIC FACTORS IMPACTING HEALTH

The social and economic status of a community has a direct impact on the health of the community and the people who live there. Wisconsin's 2010 goals are to improve individual and family economic and social status by: increasing the percentage of Wisconsin households who are at or above 300% of the federal poverty level to 70%; increase literacy in Wisconsin to 91%; having no family pay more than 20% of their income towards day care expenses; and having no more than 5% of families at or below 200% of the federal poverty level.

STRATEGIES FOR ACTION:

- ▶ Continue to maximize federal and state aid and grants to provide programs and services through public and private partners for residents who are socially and economically disadvantaged.
- ▶ Continue current economic development efforts to attract well paying jobs that meet the self-sufficiency standard wage and provide health insurance benefits.
- ▶ Continue to address social and economic issues outlined in United Way of Portage County's COMPASS Community Assessment.

ACCESS TO PRIMARY AND PREVENTIVE HEALTH CARE

Access to primary and preventive health care services means that people have the resources, both financial and non-financial, to obtain and use available services. Factors include an individual's ability to pay for services, the cultural appropriateness of services, as well as communication, language and transportation barriers that may interfere with services being obtained. Health insurance is a strong predictor of health care service utilization. When people have no access to health care, opportunities are lost for promoting healthy lifestyle behaviors and for early diagnosis and treatment of health problems. Lack of access results in higher mortality rates and years of productive life lost as a result of more advanced and difficult to treat diseases.

Wisconsin's 2010 goals are: to increase to 92% the proportion of the population with health insurance for all the year; reduce the proportion of the population that report difficulties, delays, or inability to receive ongoing primary and preventive health care; and to increase the proportion of populations on Medicaid/BadgerCare, uninsured and underinsured who receive preventive and restorative oral health care.

STRATEGIES FOR ACTION:

- ▶ Continue to work closely with existing statewide coalitions to reduce access barriers for dental care.
- ▶ Continue to work collaboratively with health care providers to address perinatal access issues.
- ▶ Explore new funding revenues to sustain and expand Healthy Smiles for Portage County and Ministry Dental Center.
- ▶ Encourage health care service providers to continue to assess access to care barriers.

(continued on page 32)

OTHER COMMUNITY HEALTH PRIORITIES

STRATEGIES FOR ACTION: (continued)

- ▶ Seize public and private partnership opportunities to address the health care needs of the uninsured and underinsured.

TOBACCO USE AND EXPOSURE

Tobacco use is the single most preventable cause of disease and death in Wisconsin and the United States. Tobacco use is attributed to health care costs paid as a result of diseases caused by smoking. Tobacco use not only impacts health care costs, but contributes to the cost of lost productivity.

Recent national and state tobacco prevention and control efforts have been focused on preventing youth from starting to smoke, promoting cessation among those who are currently smoking and eliminating exposure to second-hand smoke. Wisconsin and national 2010 goals are to reduce tobacco use among adolescents and adults and to decrease the proportion of non-smokers exposed to second hand-smoke.

STRATEGIES FOR ACTION:

- ▶ Continue to support the Portage County Tobacco Free Coalition and their partners' efforts to prevent youth from starting to smoke, promotion of tobacco cessation services and the adoption of clean indoor air policies in public settings.
- ▶ Continue to support tobacco retailers in convenience stores, grocery stores, and taverns who sell and advertise tobacco products responsibly.
- ▶ Continue to support health care service providers to assess for tobacco use among youth, women who are pregnant, and adults in general. Provide uniform educational messages of the impact of tobacco use and information on smoking cessation services.
- ▶ Encourage public and private agencies, organizations and businesses to adopt formal and informal policies to reduce and eliminate exposure to second-hand smoke in their settings.

ADEQUATE AND APPROPRIATE NUTRITION

Adequate and appropriate nutrition has two dimensions. Adequate nutrition refers to food security, meaning people have access to nutritious and safe foods. Appropriate nutrition refers to consumption of foods that promote overall good health. Nutritious foods contribute to healthy birth outcomes for pregnant women and the growth and development of infants and children. Nutritious foods, in appropriate amounts, help prevent many chronic diseases related to diet and weight (Wisconsin Department of Health and Family Services, 2002). The impact of nutritious foods is addressed in the health plan's Overweight, Obesity and Lack of Physical Activity section. Wisconsin's 2010 goal is to increase the number of Wisconsin households that have access to adequate, safe and appropriate food at all times.

STRATEGIES FOR ACTION:

- ▶ Continue to support Hunger Prevention Partnership of Portage County efforts to address hunger issues in the county and to assure adequate food pantry resources.

(continued on page 33)

OTHER COMMUNITY HEALTH PRIORITIES

- ▶ Continue to provide federal nutrition assistance programs through public and private partnerships, including but not limited to elderly nutrition, school lunch, school breakfast, Women, Infants and Children (WIC), and farmers' markets approved to receive WIC and Senior nutrition voucher programs.
- ▶ Promote the utilization of local farmer's market among WIC and Senior nutrition program recipients and the general public.
- ▶ Explore strategies to increase participation in free and reduced school breakfast among eligible students.

INTENTIONAL AND UNINTENTIONAL INJURIES AND VIOLENCE

Injury is classified into two categories, unintentional and intentional. Unintentional includes injuries such as falls, burns, motor vehicle crashes, poisonings and drownings. Intentional, violent injuries include suicide, homicides, and assaults such as sexual assault, intimate partner violence, child and elder abuse. Injuries are the third leading cause of death in the United States and are the fourth highest category of death by underlying cause in Wisconsin, accounting for 6% of all deaths in 1998 (Wisconsin Department of Health and Family Services, 2002).

Wisconsin's 2010 goals are to reduce the number of children who are abused and neglected; decrease motor vehicle-related deaths and serious injuries; and reduce injury and deaths from falls.

STRATEGIES FOR ACTION:

- ▶ Continue to support private and public partnerships to provide prevention services to families and individuals that are at increased risk for unintentional injuries and violence.
- ▶ Encourage community and health care service providers to link individuals and families in need of help to available community services.
- ▶ Promote safe driving and the use of seat belts, particularly among 16 to 25 year olds.
- ▶ Continue to support the Portage County Falls Research Project and resulting recommendations for preventing or reducing the impact of falls.

ENVIRONMENTAL AND OCCUPATIONAL HEALTH HAZARDS

Environmental and occupational health hazards continue to contribute significantly to disease, disability and premature death. Environmental and occupational health hazards are exposures to toxic substances, noise, vibration and other hazardous agents in the environment or the workplace that can create or aggravate health conditions. Environmental and occupational health hazards can occur in the water and air (outdoor and indoor), or take the form of hazardous wastes, environmental radiation, lead exposure, occupational illness and repetitive motion injury, occupational diseases and workplace exposures affecting reproductive health (Wisconsin Department of Health and Family Services, 2002).

Wisconsin's 2010 goals for environmental and occupational health hazards are: To decrease the incidence of illness resulting from microbial and chemical contamination of food and drinking water; to reduce by 50% the occurrence of illness and death related to chemical and biological contaminants in the home, and to reduce the incidence of occupational injury, illness and death by 30%.

STRATEGIES FOR ACTION:

- ▶ Continue to provide the food and safety licensing and inspection program to protect Portage County residents from potential sources of contaminated food and drinking water.
- ▶ Continue to support local policies that promote the conservation of land and water and protect watersheds.

(continued on page 34)

OTHER COMMUNITY HEALTH PRIORITIES

STRATEGIES FOR ACTION: (continued)

- ▶ Continue to support public and private partnerships to reduce environmental and occupational health hazards.
- ▶ Continue to educate Portage County residents, health care providers and employers of known environmental and occupational health hazards and actions they can take to reduce known hazards.

EXISTING, EMERGING, AND RE-EMERGING COMMUNICABLE DISEASES

Local health departments with their partnering health care providers, clinics and hospitals play an important role in detecting, reporting and controlling communicable diseases in communities. Recent attention has been focused on increasing the surveillance ability of communities to detect and respond to emerging and re-emerging infectious diseases such as foodborne and waterborne outbreaks, pertussis, influenza and biological threats.

Wisconsin's 2010 goals focus on assuring children and adults are fully immunized, reducing disease caused by reportable foodborne and waterborne pathogens and ensuring appropriate use of antibiotics and antimicrobials.

STRATEGIES FOR ACTION:

- ▶ Continue to support public and private partnerships to assure children and adults are fully immunized.
- ▶ Continue to support close working relationships between the local health department, health care providers, clinics and hospitals to strengthen the current surveillance system in order to detect and respond to emerging and re-emerging infectious diseases.
- ▶ Continue to provide public education on what action the public can take to prevent or reduce their exposure to communicable diseases.

HIGH-RISK SEXUAL BEHAVIOR

High-risk sexual behavior is sexual behavior, including unprotected sex. The primary risks associated with unprotected sex are unintended pregnancies and sexually transmitted diseases, which include syphilis, gonorrhea, chlamydia, hepatitis B, human immunodeficiency virus (HIV), and hepatitis C. Wisconsin's 2010 goals are to decrease the proportion of Wisconsin high school youth who report ever having sexual intercourse, reduce unintended pregnancies and to promote responsible sexual behavior throughout the lifespan to prevent sexually transmitted infection, including HIV infection.

STRATEGIES FOR ACTION:

- ▶ Continue to provide, through public and private partnerships, programs and services that promote responsible sexual behavior throughout the lifespan to prevent sexually transmitted infections and unintended pregnancies.
- ▶ Continue to support programs and services that address healthy birth outcomes for women.
- ▶ Continue to promote the timely reporting of sexually transmitted infections by health care providers to the local health department to prevent further transmission and ensure adequate treatment.
- ▶ Continue to provide education to health care providers and the public regarding sexually transmitted infections, including HIV infections.

REFERENCES:

Wisconsin Department of Health and Family Services. (April 2002). *Healthiest Wisconsin 2010: An Implementation Plan to Improve the Health of the Public* www.dhfs.wisconsin.gov.

HEALTHY PEOPLE PORTAGE COUNTY COMMUNITY HEALTH PLAN 2000-2004 TEAM ACCOMPLISHMENTS

From 2000 through 2004 five implementation teams addressed the priorities identified in Healthy People Portage County Community Health Plan 2000-2004. The following is a list of accomplishments for each of these teams:

AODA (ALCOHOL AND OTHER DRUG ABUSE)

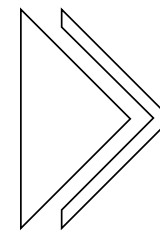
- ▶ Sponsored community training "Reducing Liability Serving Alcohol at Community or Employer Sponsored Events"
- ▶ Wrote and distributed policy template for use by community festival sponsors and employers serving alcohol
- ▶ Piloted "Social Norms" project at Pacelli High School
 - ▶ First year goals met: reduced misperceptions, increased conversations with students, increased use of normative prevention statements about alcohol use
 - ▶ Funding secured to continue project in 2004-2005
- ▶ Will begin "Social Norms" project at SPASH 2004-2005 school year

CHRONIC DISEASE PREVENTION

- ▶ Created *A Guide to Stevens Point Walks* – 6500 distributed
- ▶ Supported *Nutrition in Schools* with mini-grants
- ▶ Provided 400 pedometers to schools and clinicians
- ▶ Developing a cookbook that uses low-cost foods nutritiously
- ▶ Established *Healthy Soles* website
- ▶ Produced radio jingles "Jump, Jive, Be Alive – Move Your Body for You!"

DEPRESSION AND SUICIDE PREVENTION

- ▶ Developed and distributed "Suicide Prevention: What to Do, The Warning Signs and Who to Contact"
- ▶ Exploring the implementation of programs that train communities about signs of depression and suicide
- ▶ Presented community forum: "Suicide Awareness and Prevention Night"
- ▶ Completed two studies
 - ▶ Suicide Prevention in Portage County
 - ▶ Portage County's Response to Suicide Threats



APPENDIX 2



HEALTHY PEOPLE PORTAGE COUNTY COMMUNITY HEALTH PLAN 2000-2004 TEAM ACCOMPLISHMENTS

HEALTHY PREGNANCY

- ▶ Developed Pregnancy Resource booklet given to all prenatal patients through Ministry Medical Group Obstetric Department
- ▶ Provided mini-grants to all Portage County school districts to enhance pregnancy prevention and parenting curriculums
- ▶ Developed “*Hiding Pregnancy and High Risk Behaviors*” inservice for UWSP Residence Hall Directors and Assistants
- ▶ Conducted Folic Acid survey and distributed Folic Acid to women of childbearing age

ENVIRONMENTAL HEALTH

- ▶ Worked with local grocers using the national “*Fight Bac*” campaign
- ▶ Provided “*Air Defenders*” training to sixth grade students
- ▶ Accomplished targeted well sampling to stratify County data on water quality