

2006-2011

Final Report

Healthy People Lincoln County



**Intentional and Non-Intentional
Injury Prevention**



**Obesity, Inadequate Physical Activity and
Adequate and Appropriate Nutrition**



**Alcohol and Other Substance
Use and Addiction (AODA)**

Lincoln County Health
Department

Executive summary

In 2006, Lincoln County Health Department and community partners examined and discussed health issues impacting the citizens of Lincoln County. A community health improvement plan for community and individuals to work on in the next five years was developed, Healthy People Lincoln County 2011. The plan addresses the chosen three health priorities:

- Obesity, Inadequate Physical Activity and Adequate and Appropriate Nutrition
- Intentional and Non-Intentional Injuries
- Alcohol and Other Substance Use and Addiction (AODA)

Creating healthy communities and strong local public health systems requires a high level of shared understanding and working together as residents and community partners. Healthy People Lincoln County 2011 is a partnership among individuals, families and organizations dedicated to improving the health of the Lincoln County community. The ultimate goal of this plan is to make our community a healthier and safer place to live.

We invite you to actively support Healthy People Lincoln County's Community Health Improvement Plan. To get involved, please contact Shelley Hersil, Health Officer, Lincoln County Health Department, 607 N. Sales Street, Merrill, at 715-536-0307 or shersil@co.lincoln.wi.us

Or visit Healthy People Lincoln County www.healthypeoplelincolncounty.com

Purpose

There are several reasons for doing a community needs assessment:

- Lincoln County residents will practice behaviors that ensure a safe environment.
- Lincoln County residents will lead healthy lifestyles by making healthier food choices, increasing physical activity and working to achieve and maintain a healthy weight.
- Individuals and families in Lincoln County will have increased awareness of the impact of the use and abuse of alcohol and other drugs as well as available community resources to address their impact.



Thank you to our Community Partnerships

- Aspirus Medical Clinic- Merrill
- Aurora Pharmacy
- Good Samaritan Health Center Foundation
- Greater Wisconsin Agency on Aging Resources
- Lincoln County Businesses
- Lincoln County Child Death Review Committee
- Lincoln County Commission on Ageing
- Lincoln County Drug-Free Communities Collation
- Lincoln County Partners Against Tobacco
- Lincoln County Sheriff's Department
- Lincoln County Solid Waste
- Marshfield Clinic Health Lifestyles Program
- Marshfield Clinic- Merrill
- Merrill Area Healthy Lifestyles Network
- Merrill Area Public Schools
- Merrill Area United Way
- Merrill Chamber of Commerce
- Merrill Family Resource Center
- Melonas Counseling
- Ministry Health Good Samaritan Health Center
- Ministry Medical Group- Tomahawk
- Murphy Insurance
- North Central Health Care
- Northwood's Tobacco Free Coalition
- Pine Crest Nursing Home
- Riverside Athletic Club
- Riverview Rehab and Care
- Sacred Heart Hospital
- Tomahawk Chamber of Commerce
- Tomahawk Schools
- Tomahawk Together
- The City of Merrill
- The City of Tomahawk
- UW- AHEC program
- UW-Extension – Lincoln County
- Walgreens Pharmacy
- Wal-Mart Pharmacy
- WI Division of Public Health

Thank you to our Local Media

- Merrill Courier
- Tomahawk Leader
- FotoNews
- WJJQ
- WJMT

We know that many of you are doing great things to promote health; we apologize for anyone we inadvertently omitted.

Thank you for those who help create a Healthier Lincoln County!

Public Health Priority Issues and Strategies:

Issue One: Intentional and Non-Intention Injury Prevention

Our Goals

- Reduce the number of hospitalizations of Lincoln County adults age 65 and older due to falls.
- Reduce the number of hospitalizations due to injuries to Lincoln County children and youth.
- Reduce the number of suicide deaths to Lincoln County residents.

Achievements

Focus area: Falls Among Older Lincoln County Residents

- **Steady and Ready Program for Merrill residents**
 - Focused on fall prevention, incorporating exercise, nutrition, home safety and medication management for those 60 and older
 - Balance and strength improvement exercises to all participants
 - Identifying ways to prevent falls increased to 80%, participant's balance and gait increased, as well as range of motion significantly improving
 - January through May totaling 40 participants
 - Sponsored initially by Commission on Aging, Good Samaritan Health Center, Lincoln County Health Department, Merrill Area Healthy Lifestyles Network and Rural Hospital Association
 - Is continued to be sponsored by Good Samaritan Health Center (2007-present)

- **Fall Prevention Program for Caregivers and Older Adults**
 - This one day workshop had guest speakers present the following topics: taking medications safely, sitting and standing exercises and the use of assistive devices
 - Sponsored by Lincoln County Adult Services and the Lincoln County Health Department (2009)
- **Care Givers Tool Kit**
 - "A Fall Prevention Guide for Older Adults and Their Families"
 - Included information on home safety, medication management, proper exercise, assistive devices
 - This is available on our website
 - Sponsored by Lincoln County Health Department at 7 different locations (2009-present)
- **'Steps On' Program**
 - 11 participants attended at the Tomahawk Senior Center
 - Taught and sponsored by Greater Wisconsin and Aging Resources (2011)
- **Safety Day Camp**
 - On average, 80 youth attend the event yearly at the Merrill Area Recreation Center (MARC)
 - Topics covered were the following: Highway Safety, Animal Safety, Electrical Safety, Gun Safety, and Safety around the House, Lawn Mower Safety, Internet Safety, Hazards of Smoking, Fire Safety, and Visit by Spirit – Helicopter
 - Sponsored by Ministry Good Samaritan Health Center and UW-Extension.

Focus area: *Child Safety in Lincoln County*

- **Cribs for Kids**

- Provided 24 cribs to low income families to insure prevention of Sudden Infant Death Syndrome (SIDS)
- Sponsored by Lincoln County Health Department with a one-time grant from Good Samaritan Health Center Foundation (2007-present)

- **Child Passenger Seat Grant**

- Provided 107 appropriate child passenger seats and education to low income families in Lincoln County
- Sponsored by Lincoln County Health Department and WI Department of Transportation Grants (2007-present)

- **Child Death Review Committee**

- Committee consists of many community partners including law enforcement, social services, public health, medical clinics and schools
- Review of all child deaths up to age 18 that could have been prevented (2008-present)
- Improve the understanding of how and why children die, as well as identify the need of policies and programs in the community to prevent further deaths
- In 2010, the CDR expanded their efforts include any suicide or alcohol or other drug-related deaths, no matter the age of the victim
- 62 Teens pledged to the Safe Driving Campaign (2010)
- Suicide Prevention Training the Trainer workshop (2011)

- **Child Safety Action Plan**

- Developed to review current initiatives and develop a plan that addresses any gaps, to make the community as safe as possible for our children and youth
- An email distribution list was created and information on upcoming programs, grant opportunities and information relevant to 3 priorities are shared
- Spearheaded by the Lincoln County Health Department (2010)

- **Lincoln County Child Safety Guide**

- A child safety guide for parents and childcare providers of infants to 17 years of age
- Over 3,000 guides were distributed to churches, schools, Child Care centers, Merrill Parks and Rec., libraries, Family Resource Center, grocery stores, recreation clubs, and parents
- Guide includes programs or events held in Lincoln County such as, fire, bus, hunting, first aid, swimming, bike rodeo, Safety Day Camp, etc. (2010)



Focus area: Suicide Prevention and Awareness in Lincoln County

• Suicide Prevention Campaign

- Suicide Crisis Cards and posters were developed and were distributed to 180 facilities in Lincoln County. They were sponsored by a grant from the American Medical Association (2008)

-A Merrill billboard campaign was used to increase awareness and prevention of suicide. The campaign was largely funded through provided by the Good Samaritan Hospital Foundation (2009)

- Several members of the Child Death Review Committee created a Suicide Task Force to focus on suicide prevention for all ages (2010)

-As the result of these campaigns, the number of suicides decreased to five in Lincoln County. Calls to the mobile crisis program (an emergency intervention for suicide prevention through Lincoln Health Care Center), available seven days a week, also increased by 25% from the previous year (2010)

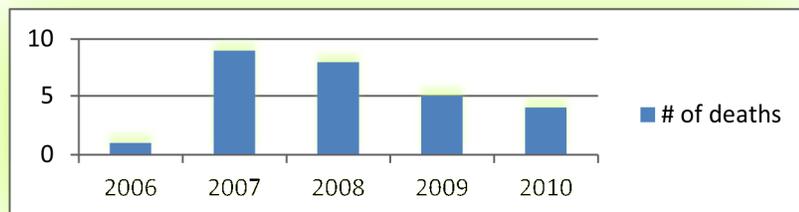
- 20 people were QPR Train the Trainer instructor. Sponsored by Lincoln County Child Death Review Committee (2011)



- Lincoln County Health Department contacted faith-based communities on how they provide outreach to parishioners who are contemplating suicide. Resources on mental health were provided to 21 churches. Contracts were also implemented that provide permission to send any information to help counsel parishioners, relevant resources and current data (as well as support the Lincoln County Suicide Prevention Task Force). To date, eight contracts have been signed. Continuing outreach will include newsletter articles that can be used for their weekly newsletters as well as any training, tools, which come from the CDC, State, Mental Health Association, etc. (2010)

Number of Lincoln County Suicide Deaths per Year

Source: LC Child Death Review Committee and North Central Health Care



Public Health Priority Issues and Strategies:

Issue Two: Obesity, Inadequate Physical Activity and Adequate and Appropriate Nutrition

Achievements

Focus area: *Healthy Lifestyles for Lincoln County Employees*

- **Lincoln County Worksite Wellness Users Group**
 - Worksites in Lincoln County continue to actively support annual employee participation in healthy lifestyle policies and environmental changes
 - Initially sponsored by, Merrill Area Healthy Lifestyles Network (MAHLN), Lincoln County Health Department and a grant from the Division of Public Health
 - The user group was sponsored by Marshfield Clinic Healthy Lifestyles Program (2007-201)



Our Goal

Lincoln County children, youth, and adults and older adults will adopt healthy lifestyle behaviors.

Focus area: *Healthy Lifestyles for Lincoln County Food Establishments*

- **Healthy Choice Restaurant Program**
 - 20 Lincoln County restaurants committed to participate to make changes that increase the number of healthier items on their menus
 - Restaurants will be identified through a window cling logo developed and sponsored by the Lincoln County Health Department (2008-present)
- **Healthier Concessions and Fundraisers Toolkits**
 - The tool kit offers educational pieces, tips, and success stories to motivate groups to offer successful, more healthful options
 - Sponsored by Lincoln County Health Department (2010-present)

Focus area: *Healthy Lifestyles through Events in Lincoln County*

- **Merrill's Community Garden**
 - Created to provide an opportunity to interested low-income individuals to participate in a positive community gardening experience
 - Funded through North Central Community Action Program
- **Lincoln County Activity Guide**
 - A free reference of physical activities available in Lincoln County was distributed throughout the county.
 - Sponsored by Merrill Area Healthy Lifestyles Network (2008-present)
- **FitGrams program**
 - The tests for this individual health and fitness program include: Aerobic Capacity, Muscular Strength, Muscular Endurance, Flexibility, and BMI.
 - Throughout Merrill Area Public Schools (MAPS) PE classes (2009-present) and Tomahawk School (2006-present)



- **Healthy Wisconsin Leadership Institute Grant**
 - Community partners representing both school districts and both hospitals in Lincoln County, plus UW-Extension and the Lincoln County Health Department attended with the focus of decreasing sedentary lifestyle in Lincoln County school age children (2008)
 - Gathered data to collect BMI on all Lincoln County school-aged children during the 2008-2009 school year
 - Community partners continue to work toward the ultimate goal to raise community consciousness about the

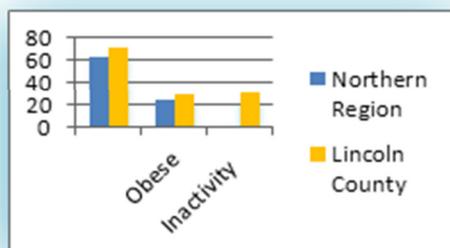
problem of unhealthy BMIs in our children, and to develop a consistent approach in the schools and medical providers to address this problem

-Data has just been evaluated: summaries and recommendations will soon be presented to the community, the school boards, and medical providers (2011)

- **Tomahawk Schools PEP Grant**
 - The Carol M. White physical education Program (PEP) provides grants to initiate, expand and improve physical education programs for k-12 students
 - Received its second grant in 2007
 - Purchased equipment to promote increased physical activity and the community, diet analysis computer program and healthier food options
- **Merrill Schools receive DPI fruits and vegetables snack grant**
 - Kate Goodrich Elementary received during 2010-2012 school years
 - Washington received for the 2011-2012 school year.
 - Participating schools give out a fruit or vegetable afternoon snack
- **MAHLN Be Healthy Week in Merrill**
 - Hosted daily events for a week in April including, healthy work day, healthy school day, healthy eating day and healthy community day (2008-2011)

Percentage of Adult Prevalence for WI Counties by Quartile (2004-2006)

Source: 2004-2006 Behavioral Risk Factor Survey Surveillance System



Public Health Priority Issues and Strategies:

Issue Three: Alcohol and Other Substance Use and Addiction

Our Goals

- Lincoln County adults will demonstrate responsible use of alcohol and not abuse other drugs.
- Reduce use and abuse of alcohol and other drugs by Lincoln County youth.

Achievements

Focus area: *Adult alcohol and other drug use*

- **Medication Collection Events**
 - Properly dispose of medication and help to eliminate the access of unneeded prescription drugs
 - One hundred and forty-nine pounds of household pharmaceuticals were collected at the Lincoln County Fair Grounds (2007)
 - Collected over 90 pounds of medication at the Lincoln County Solid Waste Department (2008)
 - Sponsored by Commission on Aging, the Lincoln County Health Department, Sherriff's Department, Solid Waste Department, local pharmacies and the UW-Extension
- **Alternative Medicine Disposal Bottles**
 - An ulterior way to dispose of unused prescription medications began
 - Small, plastic bottles consist of cement to mix with water and prescription medications and then discarded in the trash
 - Spearheaded by the Solid Waste Department and the Lincoln County Drug

Free Coalition through a grant received by Commission on Aging (2008- present)

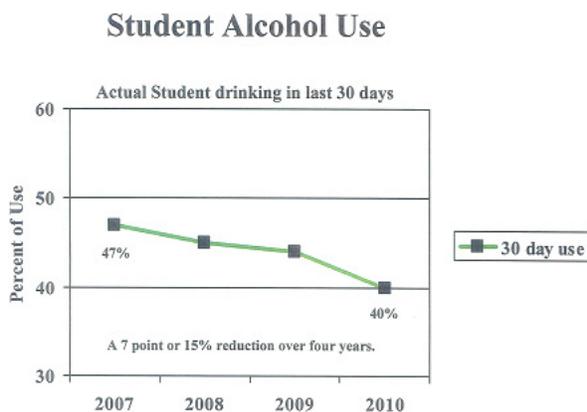
- **Planning Grant**
 - The Lincoln County Drug-Free Committees Coalition Received a Strategic Prevention Framework State Incentive Grant for \$84,088.00
 - Objective is to assess alcohol use and policies in the county as well as readiness for prevention (2009)
- **Community Event Database**
 - Completing a database on community events in Lincoln County that provide alcohol to help determine the access of alcohol and policies in the county
 - The data was used to apply for the CARD grant
 - Sponsored by the Lincoln County Drug Free Committees Coalition (2009)
- **CARD (Comprehensive Alcohol Risk Reduction) Grant**
 - WI's alcohol age compliance check program to reduce access to alcohol
 - 2011 results: 23 establishments checked in City of Merrill, 13 citations issued. 16 establishments checked in county, 8 citations issued
 - Awarded to Lincoln County Sheriff's Department and Merrill Police Department from the Department of Transportation (DOT), (2010, 2011)



Focus area: Youth alcohol and other drug use

- **Social Norms Campaign**

- Lincoln County Drug Free Coalition kicked off a Social Norms Campaign targeting the Merrill Area Public School District (2007- present)
- Tomahawk School District joined the Social Norms Campaign (2010- present)
- Collection and marketing of local data from students, parents and staff about youth behaviors and their perceptions of behaviors: Issued annually in February



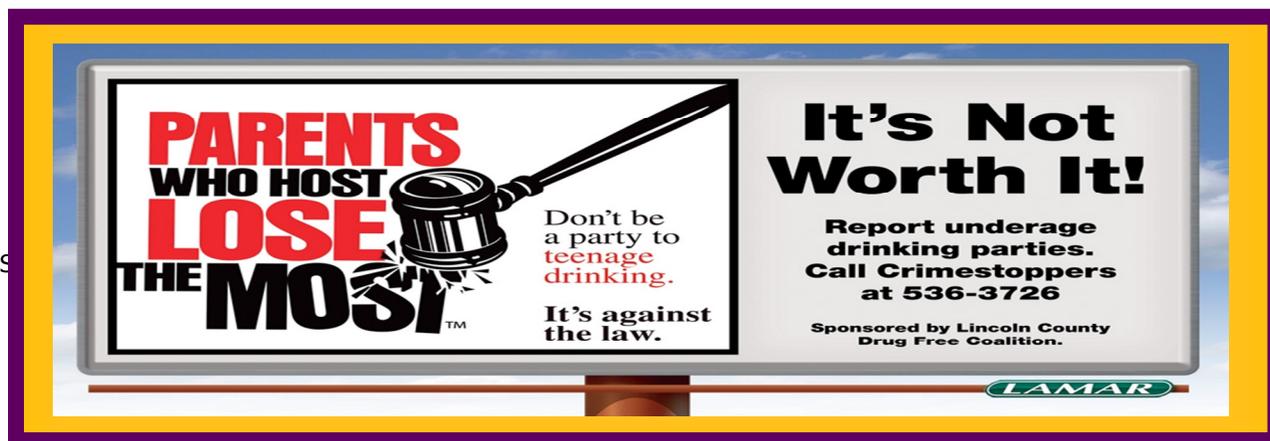
Source: Merrill Social Norms Survey

- **Parents who Host Lose the Most campaign**

- The program informed parents of the dangers of supplying alcohol to youth and was targeted to Merrill and Tomahawk high schools
- Cosmo Ad, newspaper ads, stickers and window clings were distributed and a billboard was up in Merrill. Crime Stoppers also used
- Fact sheets were provided in Tomahawk High School graduation and prom packets, mailings were provided to senior parents at Merrill High School
- Yard signs continue to be placed throughout Merrill and Tomahawk communities including the Merrill High School football field during the homecoming game
- Sponsored by the Lincoln County Drug Free Coalition and the Lincoln County Health Department (2007-2011)

- **Harlem Wizards Basketball Team**

- Information was provided such as suicide prevention, parent support/education on any topics about parenting or risky behaviors of adolescents, and information on abuse of prescription drugs/ alcohol/ tobacco
- A drug free/alcohol free event for families
- Sponsored by Tomahawk Together at the Tomahawk Schools field house (2009)



What You Can Do to Adopt a Healthy Life Style for You and Your Family

- ✓ Support and participate in safety programs for children and youth.
- ✓ Be a role model for safety such as consistently wearing your seatbelt and bike helmet, and by safely participating in sporting, hunting, or other activities.
- ✓ Lean the warning sides of suicide.
- ✓ Provide a safe home environment for elderly family members, friends, and neighbors by removing any slipping or falling hazards or adding safety equipment
- ✓ Support and participate in exercise activities provided by local programs, find an exercising partner to exercise with, or exercise on your own.
- ✓ Maintain a positive attitude to become more physically active. Children and adolescents need 60 minutes per day of moderate physical activity, and adults need 30 minutes per day.
- ✓ Exercise as a family, if possible. Get everyone's ideas of fun ways to be active together. A variety of activities can be something to look forward to.
- ✓ Make healthy, balanced food choices. Include 5 servings of fruits or vegetables in your daily diet, as well as the appropriate servings of milk, cheese or yogurt, whole grains, and protein sources.
- ✓ Read food labels and become familiar with appropriate portion sizes.
- ✓ Decrease the frequency of eating fast foods.
- ✓ Limit the number of hours using media daily, this includes watching TV, video games, and computer actives.
- ✓ To prevent eating disorders, be a model of healthy self-esteem and body image. Recognize that others pay attention and learn from the way you talk about yourself and your body. Choose to talk about yourself with respect and appreciation.
- ✓ Keep all prescription and over the counter drugs in a secure location.
- ✓ Safely discard unused prescription drugs that are not being used.
- ✓ Don't drink and drive, and encourage others to do the same.
- ✓ Don't supply alcohol to minors.
- ✓ Be a positive role model for your children.
- ✓ Talk to your children about peer pressure.

What's Next

Healthy People Lincoln County (HPLC), spearheaded by Lincoln County Health Department, is starting work on the 2012-2017 Community Health Improvement Plan. In 2011, we will be meeting with community partners to see what data is or is not available for Lincoln County. This data will assist identifying health priorities in 2012.

The Community Health Improvement Plan is a plan that belongs to the community. With limited resources, it can help set direction for individuals, community organizations, worksites and elected leaders. All with the same purpose in mind - to create healthier communities in Lincoln County.

By AHEC Intern
Jennifer Sargent