

# Building a Healthy Lincoln County

2015  
Year in Review



**Our mission to promote partnerships within the community to improve health through advocacy, prevention and implementation of best practices.**

# How healthy is Lincoln County?

**6,454**

# Premature Deaths

**31**

% Adults Obesity

**18**

% of Children Living in Poverty

**4**

Days of Poor Physical Health Per Month

**3**

Days of Poor Mental Health per Month

**18**

% of Third Graders with Untreated Decay

Top three health priorities for Lincoln County for 2012-2017:

- 1) mental health
- 2) oral health
- 3) nutrition and healthy foods

For more information on the health of Lincoln County visit

[www.healthypeoplelincolncounty.com](http://www.healthypeoplelincolncounty.com)



# Healthy People Lincoln County

## Partnership Committee

UW-Extension Lincoln County  
Lincoln County Health Department  
Ministry Good Samaritan  
Ministry Sacred Heart Hospital

## Coalition Members Nutrition

UW-Extension, Farmer's Markets  
Dave's County Market, To Your Health Market  
Russ Davis Wholesale  
Merrill Area Public Schools  
Ministry Good Samaritan  
Ministry Sacred Heart Hospital  
Marshfield Clinic – Merrill, Healthy Lifestyle  
Aspirus Clinics  
Lincoln County Health Department  
Jennifer Fryer, DDS, Bridge Community Dental  
Clinics  
County Residents



## Coalition Members

### Oral Health

Ministry Good Samaritan  
Lincoln County Health Department  
UW-Extension –Lincoln County  
Lincoln County Board of Health  
Merrill Head Start  
Ministry Sacred Heart  
Bridge Community Dental Clinics  
Oak Park Dental  
First Impressions

### Mental Health

Anderson and Associates  
Children's Health Alliance of WI  
The Centre for Well-Being, Inc.  
HAVEN  
Lincoln County Health Department  
Lincoln County Board of Health  
Lincoln County District Attorney  
Lincoln County Veteran's Department  
Marshfield Clinic – Merrill  
Merrill Area Public School District  
Merrill Police Department  
Ministry Good Samaritan  
Ministry Health Sacred Heart/St. Mary's  
North Central Health Care Center  
Tomahawk School District  
UW-Extension –Lincoln County

## Coalition Leads

### Nutrition

Brigid Flood  
715-539-1371  
[bflood@co.lincoln.wi.us](mailto:bflood@co.lincoln.wi.us)

### Oral Health

Shelley Hersil  
715-539-1360  
[shersil@co.lincoln.wi.us](mailto:shersil@co.lincoln.wi.us)

### Mental Health

Kristin Bath  
715-539-1373  
[kbath@co.lincoln.wi.us](mailto:kbath@co.lincoln.wi.us)

# HPLC Community Partners Improving Nutrition in Lincoln County

## Healthier Options At Convenience Stores: **CHANGE Grant**



Four Convenience stores in Lincoln County implemented strategies to increase and market healthy food options in their stores in 2015, such as the new shelf display pictured here. These include:

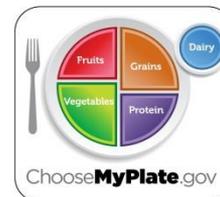
- Lotter's Merrill Mobil
- Tomahawk BP
- Highway 51 Truckstop
- Tomahawk R Store

## Healthier Options at Grocery Stores: **"Best Picks" labeling system at Dave's County Market**

**Dave's County Market** has labeled the healthiest foods in their store, to help customers identify the "Best Picks" for their plates. A kick-off was held in March, 2015, with 6 fruit and vegetable baskets, donated by **Russ Davis Wholesale**, given away as prizes.

Some examples of "Best Picks" foods include fresh fruits and vegetables, lower salt and lower sugar prepared fruits and vegetables (including juices), whole grain foods, reduced fat dairy and meat products.

The "Best Picks" foods can be identified by looking for this label:



# BEST Pick

# HPLC Community Partners

## Improving Nutrition in Lincoln County

### Small Appliance Give-Aways And **Healthy Food** **Preparation Demos at** **Food Pantries**

“Ministry Good Samaritan Hospital and the UW-Extension sponsored several demos during 2015, at various locations, including the Merrill Food Pantry. Patrons that attended the demos learned how to use the small appliances that they received to prepare foods from the food pantry.”

### **EBT payment at Farmers’ Markets**

EBT (electronic bank transfer) enables Food Share recipients to purchase food electronically. EBT was implemented in 2014 at these Farmers’ Market locations, and continued to be used successfully throughout 2015:

#### **Merrill Area Farmers’ Market:**

- **Normal Park location**
- **Ministry Good Samaritan location**

#### **Tomahawk Main Street Farmers’ Market**

#### **Tomahawk Farmers’ Market**



### **Community Garden Grant**

The Lincoln County Health Department received a \$50,000 grant from the UW-SMPH, office of the Wisconsin Partnership program, to achieve the following objectives over 2 years:

1. To create, expand, maintain, promote and sustain community gardens.
2. To develop community member’s social connectedness to their community.
3. To educate the community how to garden, eat healthy and prepare foods.

Since the grant was received, in September 2015, a dedicated Community Garden Planning Subcommittee has developed a strategic work plan, which initiated the development of a Merrill Community Garden, with 40 plots, located next to Pine Crest Nursing Home.

# Healthy Smiles for a lifetime

## 2nd Annual Sugar Day-☺ut

In celebration of February Dental Health Month 2015, the Lincoln County Oral Health Coalition asked families and individuals to take the **Sugar Out Day** pledge to reduce the sugar they eat and drink for the day.

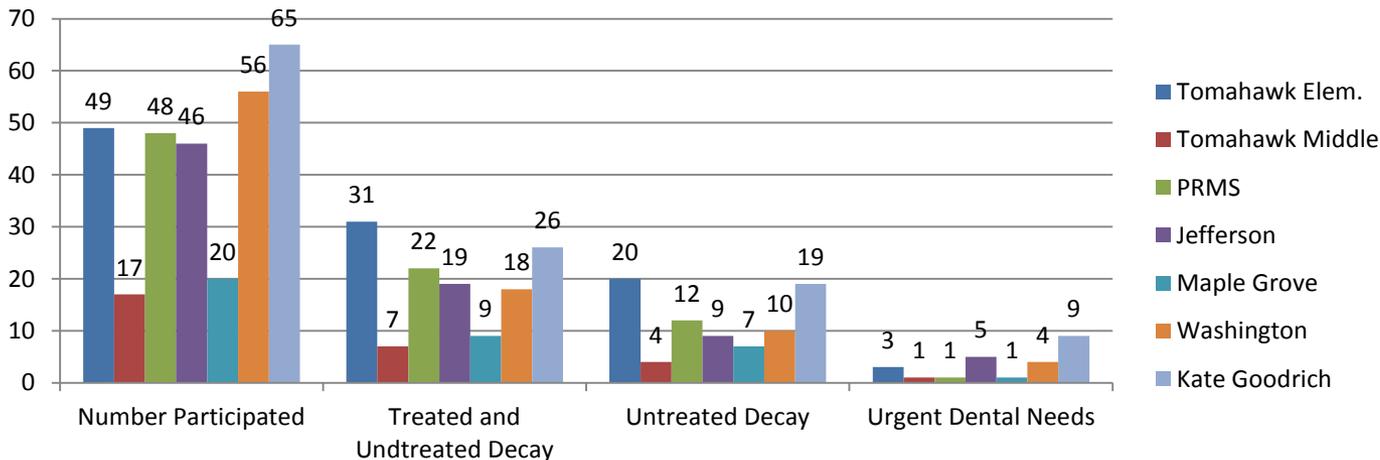
**Results of the Campaign are as follows:**

- ☺ Students increased their knowledge on sugar's effect on their teeth through community presentations at **Tomahawk Elementary, Washington Elementary, Jefferson Elementary and Pine River School for the Young Learners**. Students also pledged to be sugar free for the week of February 23<sup>rd</sup>.
- ☺ A **presentation** was provided to parents at the Pine River School for the Young Learners as well as Washington Elementary Lighted School House.
- ☺ **12 Dental offices** received a mailing encouraging their office to participate in Sugar Out Day.
- ☺ All public schools received a copy of the **Sugar Out Day Elementary School Tool Kit**.
- ☺ 4<sup>th</sup> graders in Merrill Area schools received a **dental hygiene packet from Ministry Health**.
- ☺ **26 Community members pledged** to be Sugar Free for the week of February 23<sup>rd</sup>.



### Dental Sealants 2014-2015 School Year

Lincoln County Health Department provides free dental sealants to all second, third, sixth and seventh graders in public schools. During the 2014-2015 school year 301 students participated in this program.



Lincoln County Oral Health Coalition members are committed to community fluoridated water through the promotion of an agency endorsement.

# Circle of Support for mental health

**HOPELINE is a free service provided by the Center for Suicide Awareness. It is the first Emotional Support Text Line in Wisconsin and provides service throughout the entire state.**

## **HOPELINE Promotional Efforts:**

- HOPELINE posters/cards distributed to schools in Lincoln County (middle and high schools) and various coalition members.
- HOPELINE ads aired at the Merrill Cosmo Theater in December 2015 and January 2016.
- HOPELINE promoted via social media (Lincoln County Health Department, Parenting Support Network, etc.)

## **“Be SAFE” Safe, Affirming and Fair Environments**

(4/23/15) Curriculum from Michigan State University Extension designed to help young people, ages 11 to 14, and adults work in partnership to create environments that are physically and emotionally safe. UW-Extension sponsored the training.  
(6 individuals from Lincoln County became trained instructors)



**Whatever it is... it matters.**

Sponsored By:



We've been hurt.  
We've been angry.  
We've been there.  
We've been helped.

Text: **“hopeline”**

To: **741741**



It is free.  
24/7

**1 of 3 HOPELINE ads that aired at the Merrill Cosmo Theater in December 2015.**

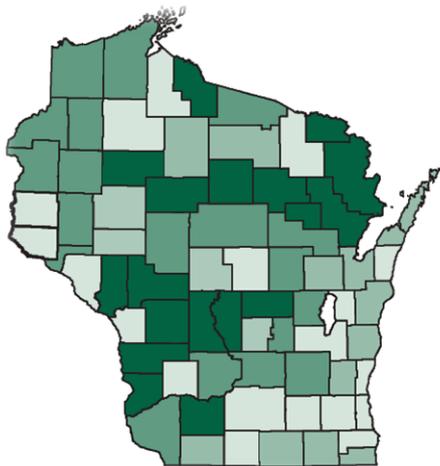
## **Resource Distribution Totals**

- **1,272** - Resource Guide
- **195** - Crisis Cards
- **80** - HOPELINE Posters
- **60** - HOPELINE Cards

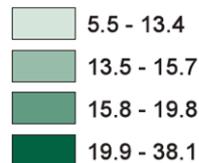
# Our Burden of Suicide...

Data from “The Burden of Suicide in Wisconsin” (2007-2011), released 2014:

- 28 Suicides (rate\*: 21.2 vs WI at 14)
- 77 Inpatient Hospitalizations (rate 58.3 vs WI at 112)
- 63 Emergency Department visits (rate 47.4 vs WI at 53) \* Per 100,000 people



County Suicide Rates per 100,000



## Key Findings – Statewide:

- Adults aged 45-54 experience the highest suicide rate by age.
- Nearly 4 out of 5 people who die by suicide are male.
- Firearms was the most used method.

## Lincoln County Suicide Data:

Source: Lincoln County Coroner

2011	2012	2013	2014	2015
Under 5				

# 2015 HPLC Recognition



## Nutrition Coalition

Live Sustainable, Lincoln County's mission is to help people lead more environmentally friendly, fair and economical lives, for the good of their families, their community and the planet. Live Sustainable has devoted many hours and much commitment to the process to developing community gardens in 2015 by securing a \$50,000 community garden grant from the Wisconsin Partnership Program at the UW School of Medicine and Public Health. Key members include Betty Ann Tubbin, Dan Marzu, Lynn Zentner, JoEllyn VanLieshout, Leo Leiskau, Larry Peeters, Rich Thwaites, Sandy Stoneman, Amanda Kostman, Hannah Hansen, and Ann Stoeckman.



## Oral Health Coalition

Dr. Jennifer Freyer, DDS is a Dentist at the Bridge Community Dental Clinic. For those that know Dr. Freyer, you know that she is a public health champion in our community through her commitment and determination in bettering the health of others. In 2015, Dr. Freyer's commitment to oral health included multiple presentations in the community on oral health and healthy eating. This included presentations at the Pine River School for the Young Learners, Washington Lighted School House, Jefferson Elementary, and Washington Elementary. She also assisted in the developing educational publications on oral hygiene including the translation of materials into Spanish as well as advocating for healthy snacks in schools.



## Mental Health Coalition

Debi Trader, Behavioral Health Liaison for North Central Health Care and member of the Lincoln County Mental Health Coalition completed Mental Health First Aid Instructor Training in October. She is now able to provide Mental Health First Aid Training to the community. Mental Health First Aid Training teaches participants how to help someone who is developing a mental illness or in a crisis. Individuals learn about: (1) Risk factors and warning signs for mental health and addiction concerns (2) Strategies for how to help someone in both crisis and non-crisis situations (3) Local resources and where to turn for help.

# 2016



## Upcoming 2016 projects include:

**January-June:** Expand Healthy Convenience Store Strategies

**January-August:** Promote and offer QPR and Mental Health First Aid Training to Community

**February:** Sugar Out Day, Gather BMI data for all Lincoln County Middle School students

**March:** National Nutrition Month

**April:** Release updated Mental Health Resources, Ministry Mental Health Summit "Adolescents and Technology "and Mental Health Provider Meeting (*hosted by Marshfield Clinic*);

Merrill Park and Rec Children's Fest: Promote Healthy Snacks for Kids. Healthy Cooking Parent Class at Tomahawk Head Start sponsored by UW Extension, Lincoln County - Live Sustainable, and Healthy People Lincoln County

**May:** Tall Pines Community Garden (Merrill), Expansion of Kinship of Tomahawk Garden and Grace Lutheran Church Garden, Mental Health Awareness Month

**May - June:** Farmer's Market Promotion, Present results of Middle School BMI data to community, Grocery store tours

**Summer:** Pine Crest Raised Garden Beds, Kinship of Tomahawk Nutrition Classes, Adult Oral Health Campaign; 5210 Kick-off, Mental Health First Aid Training

**September:** School Sealant Program Kick-off

### You Are Not Alone.

There is help 24 hours, 7 days a week.

No matter who you are or  
what you are struggling  
with there is help.



Lincoln County  
Mental Health Coalition

Sponsored by the Lincoln County Mental Health Coalition

# It takes a community.

## Get involved



Creating a healthier community is very large undertaking, but it can be achieved by help from people like you. Get involved by contacting Healthy People Lincoln County today!



**Healthy People Lincoln County**  
**Lincoln County Health Department**  
**607 N. Sales St., Suite 101**  
**Merrill, WI 54452**  
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**Phone: 715-539-1360**