



# Healthy People Lincoln County 2018-2023 Community Health Improvement Plan

*Creating a healthier place where you work, learn, live and play.*



# Table of Contents

Characteristics of Lincoln County .....	3
Invest in Your Community.....	4
About Healthy People Lincoln County.....	5
Overview of the Community Health Improvement Plan Process.....	6
Our Community Conversations.....	8
Community Health Assessment Highlights.....	9
Implementing the Plan.....	10
Socio-Ecological Model.....	11
Summary of the Community Health Improvement Plan Priorities.....	12
Social Determinants and Health Equity.....	13
Mental Health and Substance Abuse.....	16
Nutrition and Healthy Foods.....	25
Oral (Dental) Health .....	30
2012-2017 Accomplishments.....	35
Acknowledgements.....	36

**This publication was supported by the Grant or Cooperative Agreement Number, B01 OT009175, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.**



## Characteristics of Lincoln County



- **Lincoln County's population is primarily non-Hispanic white (97%).**
- **The elderly population is anticipated to increase by 62% when compared from 2010 to 2030.**
- **Top employment opportunities are in manufacturing, government, and health care.**
- **At the time of this report, the unemployment rate at was 5.2%, which is an improvement from 11% in 2009.**
- **When residents were surveyed in 2017, they shared that their top barriers to being healthy were an inability to work, a lack of motivation, and stress.**
- **In the 2017 survey, residents identified parks, trails/paths and good schools as strengths for Lincoln County.**
- **According to data released in 2015 Lincoln County has a high percentage of adults that have experienced Adverse Childhood Experiences (ACEs). ACEs are linked to risky health behaviors, chronic health conditions, low life potential, and early death.**
- **In 2017, it was reported that the number of premature deaths (years of potential life lost before age 75) in Lincoln County (6,700 per 100,000) is higher than the state of Wisconsin (6,000 per 100,000).**

Source: County Health Rankings 2011-2017, Community Health Opinion Survey 2017, U.S. Census Bureau 2015, and Wisconsin Child



**It takes motivation from an entire community to make a healthy community.**

**How can you contribute to making a healthier community?**

**Become an Advocate!**

Educate your social circle including your family, your friends and your coworkers! Inform anyone you can get to listen about the possibilities outlined in this plan.

**Take Action!**

Whether you hold a neighborhood meeting about starting a community garden, or present the idea of increasing oral health education to a parent organization—remember, every effort makes a difference toward the collective good of our community.

**What can you do to invest in your community as an agency or business?**

**Listen!**

Review this plan and see how much of your strategic planning reflects the desires of the community you are serving.

**Innovate and Partner!**

Consider addressing some of the strategies discussed in the plan. Maybe you are already working on some of the pieces but need support to help complete or enhance the program. Contact members of Healthy People Lincoln County to help identify partnerships you can get involved in to successfully implement some of these interventions.



Source: Centers of Disease Control and Prevention



# About Healthy People Lincoln County

## Healthy People Lincoln County

Working with partners helps us accomplish something that one agency could not do alone. Lincoln County Health Department (LCHD) partners with numerous organizations, agencies and individuals throughout the county in order to make our community a healthier place to live, learn, work and play. This initiative, or partnership, is called Healthy People Lincoln County (HPLC). HPLC and their partners are able to share resources, ideas and skills in order to avoid duplication and to provide higher quality programs or services for the community. The impact on health challenges in the community are greater when we combine our efforts.

### Mission

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

### Vision

Through community partners, Healthy People Lincoln County's (HPLC) vision is to help Lincoln County become the healthiest community in Wisconsin where residents live the highest quality of life possible.

## HPLC Partnership Committee and Coalitions

HPLC Partnership committee includes organizational members from UW-Extension– Lincoln County, Lincoln County Health Department, Ascension Good Samaritan Hospital and Ascension Sacred Heart Hospital. The partnership committee meets bi-monthly to provide guidance in the development, implementation and evaluation of the Community Health Assessment and Community Health Improvement Plan (CHIP). Achieving success in implementing the CHIP is facilitated through endless efforts from our community coalitions, organizations and the community as a whole.

For more information visit [www.healthypeoplelincolncounty.org](http://www.healthypeoplelincolncounty.org).





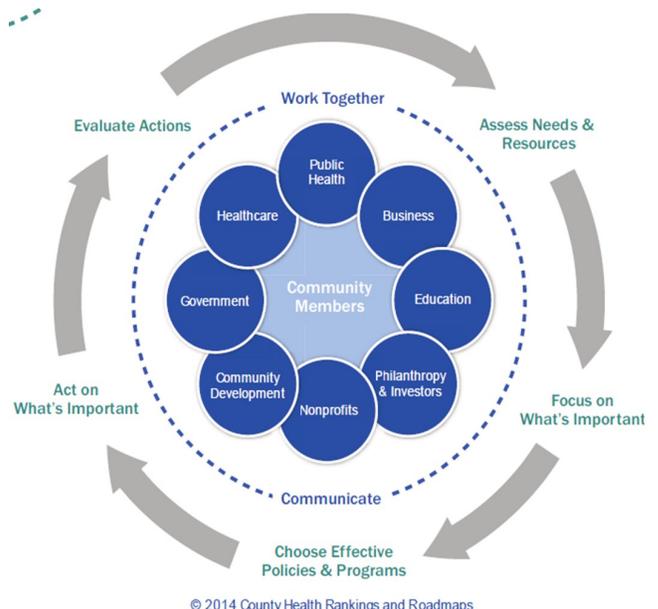
## Overview of the Community Health Improvement Process

### Background

The 2018-2023 Lincoln County Community Health Improvement Plan details goals, objectives and strategies to address the health priorities identified during the Community Health Assessment process. These priorities include Mental Health and Substance Abuse, Nutrition and Healthy Foods, and Oral (Dental) Health. Social determinants and health equity are additional overarching target priorities. The efforts to address these priorities are led by the Healthy People Lincoln County Partnership Committee who collaborates in creating and implementing this six year plan.

### The Community Health Improvement Plan Process

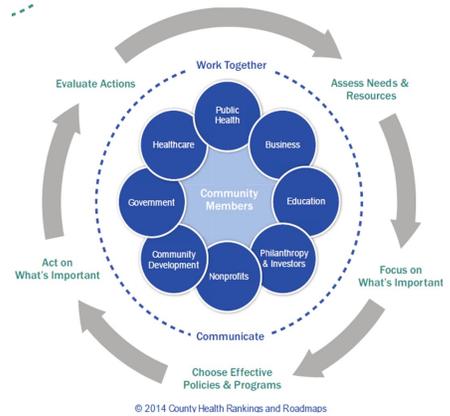
The framework used while developing the Lincoln County Health Department's Community Health Assessment (CHA) and the Community Health Improvement Plan (CHIP) comes from The Wisconsin Way on Improving the Health of Local Communities from the Wisconsin Association of Local Health Departments and Boards [www.walhdab.org](http://www.walhdab.org). The figure to the right shows the process model from the County Health Rankings, which is referred to in this framework. The first two phases in the framework are accomplished during the CHA and the last three phases are accomplished during the CHIP.



- Phase 1: Assess Needs & Resources
- Phase 2: Focus on What's Important
- Phase 3: Choose Effective Policies and Programs
- Phase 4: Act on What's Important
- Phase 5: Evaluate Actions

# Overview of the Community Health Improvement Process

In December 2017, the process to develop the Community Health Improvement Plan (CHIP) began with a series of Action Planning Team meetings. The purpose of the Action Planning Team was to develop evidence-based goals and objectives based on the Community Health Assessment results in each priority area. Teams evaluated if objectives were relevant, appropriate, impactful and feasible. Team participation was selected from community coalitions that were established during the 2012 CHIP process, as well as from new partners and community members. Each team met 2-3 times to develop a plan for the priority to which they were assigned. The following describes each phase that was completed by the Action Planning Teams. See page 36 for a list of participants.



## **Phase 3: Choosing Effective Policies and Programs**

A list of evidence-based programs were presented to the Action Planning Teams; as well as goals and plans from Healthiest Wisconsin 2020 and Healthy People 2020. Local coalition goals and activities were also shared from the previous 2012 CHIP. Based on this information, team members brainstormed goals, measurable objectives and strategies. The following sources provided an inventory of evidence-based practices; What Works for Health, County Health Rankings, Centers for Disease Control and Prevention, and the Association of State and Territorial Dental Directors.

## **Phase 4: Act on What's Important**

After the Action Planning Teams reviewed evidence-based programs, and the community health assessment results, team members developed a work plan for each priority area. Evidence based strategies, identified partners responsible for implementation, and timelines were included. During the development of the work plans, resources and assets in the community, non-duplication of programs, environment analysis on trending influences, and feasible strategies were all considered.

## **Phase 5: Evaluate Actions**

The next step for the Action Planning Teams was to create evaluation objectives for each priority area and to identify key indicators. Evaluation objectives are used to measure progress and impact on the priority areas. Indicators were chosen from local, state and national data sources and will be used to assist in evaluating long term outcomes.

## **Sharing the Plan**

Healthy People Lincoln County will disseminate the final CHIP to stakeholders and community members.

## **Community Health Improvement Process Timeline**

**May—July 2017:** Lincoln County Community Health Opinion Survey was conducted.

**August 2017:** Community Forum was held.

**November —February 2018:** Key Informant Interviews and Focus Groups were completed.

**April 2018:** Community Health Assessment was disseminated county wide for comments.

**April 26 2018:** Community Health Assessment was approved by the Board of Health.

**December —May 2018:** Action Planning Teams developed the Community Health Improvement Plan.

**June 28, 2018:** Community Health Improvement Plan approved by the Board of Health.

# Our Community Conversations

## Social Determinants and Health Equity

- More transportation options
- Better quality affordable housing
- Expand mentoring programs
- More volunteer, employment, training opportunities
- Stigma/stagnant social forces/culture

- Difficulty navigating the mental health system
- A need for increase access to Narcan
- Encourage flu and pneumonia shots
- More education on food preparation

## Nutrition and Healthy Foods

- No healthy options when out to eat
- Family meals aren't happening as frequently
- Low intake of fruits and vegetables
- Farmer's market is too small
- Too expensive/time consuming

## Questions we asked community members:

- What are some of the challenges in our county?
- What do you consider some of the major health concerns in our county?
- What resources would you suggest that aren't currently available?
- What do you consider to be some of the barriers for county residents to be healthy?

## Top 5 Reasons People Love Living in Lincoln County

1. Good amenities (parks, trails, pool, library, etc.)
2. People are willing to help, volunteer, and get involved
3. Schools are strong and doing a good job educating
4. Easy to get around/ Walkable community
5. Strong relationships/People know each other

## Oral Health

- Lack of motivation/fear to go to dentist
- Difficult to access care after work
- Lack of access to Bridge Dental Community Clinic
- Medicare doesn't cover dental

## Mental Health and Substance Abuse

- Easy access to drugs and alcohol
- Not a lot for youth to do
- Mental health and treatment resources are limited
- Increased youth abuse and trauma
- No mental health courses in school

- Increases in sharps disposal and needle exchange
- Expand local food sources
- Increase education on Hepatitis C
- More community events
- Lack of support groups

The data represents community perceptions of the health of Lincoln County, collected through Community Forums, Key Informant Interviews, and Focus Groups in 2017 and 2018.  
Design source: Health Equity Alliance of Rock County (HEAR) ; Community Conversations

# Community Health Assessment Highlights

The following is a summary of community successes and future opportunities as a result of the Community Health Assessment that was completed in April 2018. This summary provides ways for you as a community member or organization to take action on future opportunities. The complete Community Health Assessment can be found at <http://lincolncountyhealthdepartment.com>.

Focus Area	Community Successes	Community Opportunities
<b>Mental Health and Substance Abuse</b>	<ul style="list-style-type: none"> <li>Available trainings for providers and lay persons</li> <li>Psychiatry Residency Program</li> <li>Awareness/education programs</li> </ul>	<ul style="list-style-type: none"> <li>Mentorship program in Merrill</li> <li>More treatment options</li> <li>More recovery support options</li> <li>More mental health providers</li> </ul>
<b>Nutrition and Healthy Foods</b>	<ul style="list-style-type: none"> <li>Community gardens</li> <li>Special events and classes</li> <li>Free/reduced school lunches</li> </ul>	<ul style="list-style-type: none"> <li>Access to healthy, affordable food</li> <li>Expand farmers' market</li> <li>Expand food pantries</li> </ul>
<b>Oral (Dental) Health</b>	<ul style="list-style-type: none"> <li>Free dental sealant program</li> <li>Free fluoride varnishing</li> <li>Oral health prevention campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Increase Medicaid reimbursement</li> <li>Provide dental care for those on Medicaid</li> <li>Expand dental hours</li> </ul>
<b>Social Determinants</b>	<ul style="list-style-type: none"> <li>Transportation in Merrill</li> <li>Good schools</li> <li>Clean environment</li> </ul>	<ul style="list-style-type: none"> <li>Develop transportation for Tomahawk</li> <li>Affordable and quality housing</li> <li>Availability of good paying jobs</li> <li>Motivated workforce</li> </ul>
<b>Access to Care</b>	<ul style="list-style-type: none"> <li>Community paramedic program</li> <li>Availability of telemedicine</li> <li>Counseling for mental health in schools</li> </ul>	<ul style="list-style-type: none"> <li>Advocate on access issues</li> <li>Increase specialty providers</li> <li>Affordable medications</li> <li>Community Navigator Hub</li> </ul>
<b>Built Environment</b>	<ul style="list-style-type: none"> <li>Availability of outdoor recreation</li> <li>Community gardening</li> <li>Access to parks, trails and paths</li> </ul>	<ul style="list-style-type: none"> <li>Make healthy activity the norm</li> <li>Better access to healthy affordable food</li> <li>More sidewalks</li> </ul>
<b>Environmental Health</b>	<ul style="list-style-type: none"> <li>Good air quality</li> <li>Environmental health regulations</li> <li>Local water lab</li> </ul>	<ul style="list-style-type: none"> <li>Drinking water without nitrates</li> <li>Radon mitigations</li> <li>Education on carbon monoxide poisoning</li> </ul>
<b>Violence and Injury</b>	<ul style="list-style-type: none"> <li>Available programs and classes</li> <li>Safety classes</li> </ul>	<ul style="list-style-type: none"> <li>Fall prevention programs</li> <li>Child Death Review recommendations</li> <li>Special events on child safety</li> </ul>
<b>Reproductive and Sexual Health</b>	<ul style="list-style-type: none"> <li>Programs and classes</li> <li>Required curriculum for schools</li> </ul>	<ul style="list-style-type: none"> <li>Expand access to reproductive health services</li> <li>Enhance reproductive health education in school</li> </ul>
<b>Physical Activity</b>	<ul style="list-style-type: none"> <li>Access to parks, trails and paths</li> <li>Programs for youth and adults</li> </ul>	<ul style="list-style-type: none"> <li>Reduce screen time</li> <li>Exercise facilities having day care available</li> </ul>
<b>Tobacco</b>	<ul style="list-style-type: none"> <li>Insurance coverage of tobacco cessation methods</li> <li>Implementation of Smoke Free Air Law</li> </ul>	<ul style="list-style-type: none"> <li>Education on e-cigarettes</li> <li>Regulation on e-cigarettes</li> <li>Cessation programs for pregnant moms</li> </ul>



## **Definition of Health**

According to the Centers for Disease Control and Prevention, *health is a state of complete physical, mental, and social well-being and not just the absence of sickness or frailty.* A variety of factors influence a person's state of health including biological, socioeconomic, psychosocial, behavioral, or social. Health equity is achieved when all people have "the opportunity to 'attain their full health potential' and no one is 'disadvantaged from achieving this potential because of their social position or other socially determined circumstance'.

## **Best Practices**

Lincoln County Health Department and its partners strive to integrate evidence-based public health practices in all the objectives and strategies identified in this plan. Evidence-based interventions lead to more successful programs and have greater impact on policies. Not every goal or objective in this plan is considered 'evidence-based', due to the fact that there are varying levels of what is considered 'evidenced-based'. It might be because evidence-based research is not yet available on the strategies implemented. The action plan provided on the following pages documents if a chosen strategy is evidence-based.

## **Action Plans**

Each goal in the Community Health Improvement Plan will be worked on by a community coalition. The action plan provides a symbol indicating what level of the socio-ecologic model is used. These action plans will be an ever changing document, that at a minimum, will be updated quarterly. Each goal will also include key indicators that are tracked by the coalition. Indicators will help in monitoring if the work being done is making a difference in the health of those that live in our community. See pages 12 -34 for each priorities action plan and key indicators.

## **Communication and Branding**

Healthy People Lincoln County has been in existence since 2006. It is important that Healthy People Lincoln County continues to communicate the work that is being done to reach goals in each health priority. A Communication and Branding Plan will be developed by the Healthy People Lincoln County Partnership Committee.

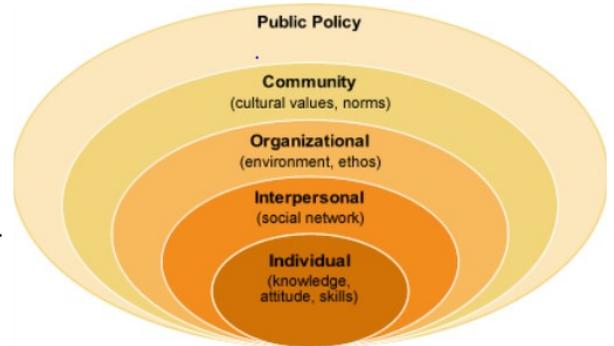
## **Monitor and Sustain**

The action plans for the CHIP will be monitored for outcomes by the each coalition facilitator. Monitoring insures that data on each health priority is reviewed and evaluated periodically; and strategies are adjusted as needed. The Socio-Ecological Model prioritizes strategies that change policy, the environment, or systems. These types of strategies have higher impact and are more sustainable.

# Socio-Ecological Model

## Socio-Ecological Model

The Socio-Ecological Model is represented on the right and shows the five levels of community involvement in changing individual health behavior. Each level builds off of the other and works together. When planning a campaign that will change behavior, those in charge want to think about who the change will reach and how many people could be affected. If change occurs at the community or public policy level, more people are guaranteed to see and experience the new change.



The symbols below represent each level of the model. Refer to the action plans starting on page 15 for more information on what level of change is being reached in each identified strategy.

Symbol	Definition	Examples
 Individual	Increase the individual's knowledge and influence his or her attitudes and beliefs regarding a health issue.	<ul style="list-style-type: none"> <li>• Attending a food demonstration cooking class.</li> <li>• Provide mental health training.</li> <li>• Join a quit smoking class.</li> </ul>
 Interpersonal	Individual behavior change by affecting social and cultural norms and overcoming individual-level barriers such as friends and family.	<ul style="list-style-type: none"> <li>• Make sure healthy foods are available to eat at home.</li> <li>• Set limits on screen time.</li> <li>• Brushing your teeth with your child.</li> </ul>
 Organizational	Individual behavior change by influencing organizational systems and policies.	<ul style="list-style-type: none"> <li>• Implementing a evidence-based program into a school curriculum.</li> <li>• Develop a healthy snack policy at work.</li> <li>• Provide opportunity to exercise during break at work.</li> </ul>
 Community	Facilitate individual behavior change by leveraging resources and participation of community-level institutions.	<ul style="list-style-type: none"> <li>• Creating a community garden.</li> <li>• Implementing a point-of-purchase prompt program in grocery stores.</li> <li>• Promote a safe ride to schools program.</li> </ul>
 Policy	Federal, state, local, and tribal government agencies may support policies that promote healthy behavior.	<ul style="list-style-type: none"> <li>• Taxing soda.</li> <li>• Increase Medicaid reimbursement for dental care.</li> <li>• Prohibiting the use of e-cigarette's in public places.</li> </ul>

Source: Centers of Disease Control and Prevention



## Summary of 2018-2023 Community Health Improvement Plan Priorities



IT'S TIME TO THINK  
ABOUT MENTAL HEALTH  
- LINCOLN COUNTY MENTAL HEALTH COALITION

### **Overarching Priorities: Social Determinants of Health and Health Equity**

- Goal 1: Increase Youth Mentoring – (Big Brothers Big Sisters, Kinship, etc.).
- Goal 2: Increase efforts to pursue the implementation of a “HUB Model” in Lincoln County.

### **Priority: Mental Health and Substance Abuse**

- Goal 1: Increase preventative education and outreach that increases knowledge, strengthens families, builds life skills and increases resiliency.
- Goal 2: Increase outreach and programming for those identified as high risk in the community.
- Goal 3: Become a community that supports recovery.
- Goal 4: Merge the Lincoln County Mental Health Coalition and the Lincoln County Drug Free Coalition.

### **Priority: Nutrition and Healthy Foods**

- Goal 1: Increase access to nutritious foods.
- Goal 2: Improve nutrition- eating more nutritious foods and beverages choices.

### **Priority: Oral (Dental) Health**

- Goal 1: Increase awareness, knowledge and oral/dental behaviors and their effect on “whole body” health.
- Goal 2: Increase utilization of oral/dental health services and resources.

# Overarching Priority: Social Determinants and Health Equity

## Social Determinants of Health

Life-enhancing resources, such as food supply, housing, economic and social relationships, transportation, education, and health care, whose distribution across populations effectively determines length and quality of life.

## Health Equity

When everyone has the opportunity to “attain their full health potential” and no one is “disadvantaged from achieving this potential because of their social position or other socially determined circumstance.”

Source: Centers for Disease Control and Prevention

## Alignment with State and National Plans



- By 2020, assure that populations of differing races, ethnicities, sexual identities and orientations, gender identities and educational or economic status, and those with disabilities, have access to comprehensive, patient-centered health services that are safe, effective, affordable, timely, coordinated and navigable.
- By 2020, state and local governments will develop and implement policies and programs that improve social cohesion and social support for all by reducing racism and other forms of decimation; creating health-enhancing environments at home, in the workplace and throughout the community; and promoting the values of diversity and social connectedness.



- Increase the proportion of adolescents who have an adult in their lives with whom they can talk about serious problems.
- Increase the proportion of parents who use positive communication with their child
- Proportion of children aged 0-17 years living with at least one parent employed year round, full time.
- Proportion of persons living in poverty.
- Proportion of households that experience housing cost burden.
- Increase the proportion of adults with disabilities who report sufficient social and emotional support.
- Proportion of high school completers who were enrolled in college the October immediately after completing high school.
- Proportion of children aged 0-17 years who have ever lived with a parent who has served time in jail or prison.

Note: National and State Health Plan will be updated in 2020 thus goals and objectives might change.

## Local Assets and Resources

- Free medical clinic and federally qualified dental clinic
- Affordable housing
- Clean environment
- Good schools
- Good transportation in the City of Merrill

- Strong volunteer network and strong relationships
- Organizations have received community grants
- Large number of non-profit services
- Access to primary health care, 4 medical clinics

# Overarching Priority: Social Determinants and Health Equity



## Key Indicators

Key Indicator	Lincoln	Target	Data Source
Percentage of teens and young adults ages 16-24 who are neither working nor in school.	14%	10% (Top U.S. 2018)	County Health Rankings and Roadmaps
Adolescents having an adult in their lives with whom they can discuss serious problems (percent, high school students).	65.6% (2017)	71.6% (WI)	Youth Risk Behavior Survey (Lincoln County and WI)
Percentage of children that live in a household headed by single parent.	28% (2018)	20% (Top U.S. 2018)	County Health Rankings and Roadmaps
Percentage of adults reporting fair or poor health (age-adjusted).	13% (2018)	10% (Lincoln)	County Health Rankings and Roadmaps
Percentage of population living below the Federal Poverty Line (FPL).	10% (2018)	8% (Lincoln)	County Health Rankings and Roadmaps
Percentage of children under age 18 in poverty.	15% (2018)	12% (Top U.S. 2018)	County Health Rankings and Roadmaps
Percentage of population ages 16 and older unemployed but seeking work.	4.5% (2018)	3.2% (Top U.S. 2018)	County Health Rankings and Roadmaps

# Social Determinants and Health Equity Action Plan

**Goal 1: Advocate and support the development and implementation of programs and policies to reduce inequities in social determinants of health such as social, environmental conditions, economic, and in health outcomes.**

**Objective 1: Increase efforts to pursue the implementation of a “Community Navigator HUB Model” in Lincoln County**

**Evidence Based Strategy Source: County Health Rankings “What Works for Health”**

Level of Change	Strategies	Evaluation
	Assess current resources provided to Lincoln County residents through a case management approach.	<ul style="list-style-type: none"> <li># of organizations assessed</li> <li>Report of findings</li> </ul>
	Increase education on case management hub.	<ul style="list-style-type: none"> <li># of education sessions</li> <li>% of increase in knowledge</li> </ul>
	Develop a plan to create a community navigator hub.	<ul style="list-style-type: none"> <li>Completed plan</li> </ul>
	Secure funds to implement a case management hub including a sustainability plan.	<ul style="list-style-type: none"> <li># of funds secured</li> </ul>
	Evaluate effectiveness of the community navigator hub.	<ul style="list-style-type: none"> <li>Evaluation results</li> </ul>

**Responsible Partners: Healthy People Lincoln County Partnership Committee**

**Objective 2: Increase Youth Mentoring – (Big Brothers Big Sisters, Kinship of Tomahawk, etc.)**

**Evidence Based Strategy Source: County Health Rankings “What Works for Health”**

Level of Change	Strategies	Evaluation
	Access current efforts in enhancing youth mentorship in Lincoln County.	<ul style="list-style-type: none"> <li># of organizations assessed</li> <li>Report of findings</li> </ul>
	Advocate for comprehensive youth mentorship program that addresses current gaps.	<ul style="list-style-type: none"> <li># of advocacy events</li> </ul>
	Advocate for resources to implement a youth mentorship program.	<ul style="list-style-type: none"> <li># of advocacy events</li> </ul>
	Promote youth mentorship programs within HPLC partnership agencies.	<ul style="list-style-type: none"> <li># of outreach/media events</li> </ul>

**Responsible Partners: Healthy People Lincoln County Partnership Committee**

Socio-Ecological Model “Level of Change” Key	 Individual	 Interpersonal	 Organizational	 Community	 Policy
---	---	--	--	--	---

# Priority: Mental Health and Substance Abuse

## Behavioral Health

Refers to a person's state of well-being and how their behaviors affect their overall health and wellness. Mental and substance abuse disorders fall under the umbrella of behavioral health.

### Mental Health

Mental health includes a person's emotional, psychological, and social well-being. It affects how an individual thinks, feels, and acts. It also helps determine how a person handles stress, relates to others, and make choices. When a person is mentally healthy, she/he realizes their own abilities, can cope with normal stresses of life, can work productively and contributes to their community.

- Centers for Disease Control and Prevention

### Substance Abuse

Substance abuse is the use or dependence on an addictive substance, including alcohol and drugs. Drug addiction is a chronic disease characterized by drug seeking and use that is compulsive, or difficult to control, despite harmful consequences. Substance abuse is associated with social/family disruptions, financial problems, loss of productivity at work and at school, violence and poor health outcomes.

- National Institute on Drug Abuse

## Alignment with State and National Plans



- Reduce suicides and suicide attempts in Wisconsin.
- Increase and enhance protective factors.
- Reduce smoking and obesity among people with mental health disorders.
- Reduce disparities in suicide and mental health disorders for disproportionately affected populations.
- Reduce the rate of depression, anxiety and emotional problems among children with special health care needs.



- Reduce the suicide rate.
- Reduce the proportion of adolescents and adults that experience depression.
- Increase depression screening by primary care providers.

Note: National and State Health Plan will be updated in 2020 thus goals and objectives might change.

## Local Assets and Resources

### Mental Health

- Lincoln County Mental Health Coalition
- Mental health counselors in schools
- Lincoln County Mental Health Resource Guide
- North Central Health Care
- Medical College of WI Child Psychiatry
- Medical College of WI Periscope Project
- Trainings on ACEs/Trauma Informed Care
- Crisis Intervention Team Training
- Psychiatry residency program in Wausau

### Substance Abuse

- Lincoln County Drug Free Coalition
- DARE Program
- Medication Drop Box Program
- Increase in canine units
- Increase in first responders carrying Narcan
- Merrill Safe Ride Home
- Local youth drug and alcohol data
- Social Norms Campaign

# Priority: Mental Health and Substance Abuse



## Mental Health Key Indicators

Key Indicator	Lincoln	Target	Data Source
Age adjusted suicide rate (deaths per 100,000 population).	<b>13.5</b> (2011-2015)	<b>10.2</b> (HP2020)	Wisconsin Interactive Statistics on Health
Percent of high school students who attempted suicide requiring medical attention (1 or more times in the last year).	<b>2.2%</b> (2017)	<b>1.7%</b> (HP2020)	Youth Risk Behavior Survey (Lincoln & U.S.)
Percent of high school students who reported feeling so sad or hopeless almost every day for 2 or more weeks in a row that they stopped doing some of their usual activities in the last year.	<b>34.1%</b> (2017)	<b>27%</b> (WI 2017)	Youth Risk Behavior Survey (Lincoln & WI)
Average number of mentally unhealthy days reported in the past 30 days by adults.	<b>3.5</b> (2018)	<b>1.7%</b> (Top U.S. 2018)	County Health Rankings and Roadmaps
Ratio of population to mental health providers.	<b>1,400:1</b> (2018)	<b>330:1</b> (Top U.S. 2018)	County Health Rankings and Roadmaps
Percent of adults that report 4 or more Adverse Childhood Experiences (ACEs).	<b>22%</b> (2011-2015)	<b>10%</b> (Top WI 2011-2015)	WI Child Abuse and Neglect Prevention Board

# Priority: Mental Health and Substance Abuse



## Substance Abuse Key Indicators

Key Indicator	Lincoln	Target	Data Source
<b>Percent of high school students who drank alcohol at least 1 day during the last 30 days</b>	<b>33%</b> (2016)	<b>30.4%</b> (WI 2017)	Lincoln County Social Norms Survey, WI Youth Risk Behavior Survey
<b>Percent of students who used an electronic vapor product at least one day during the last 30 days</b>	<b>23%</b> (2016)	<b>11.6%</b> (WI 2017)	Lincoln County Social Norms Survey, WI Youth Risk Behavior Survey
<b>Percent of students who used marijuana one or more times during the last 30 days</b>	<b>18%</b> (2016)	<b>16%</b> (WI 2017)	Lincoln County Social Norms Survey, WI Youth Risk Behavior Survey
<b>Prevalence of binge drinking among adults (age 18 and older)</b>	<b>20%</b> (2012-2014)	<b>12%</b> (Top *Northwoods Coalition Performer)	Northwoods Coalition Epidemiological Profile
<b>Rate of opioid-related hospitalizations (per 1,000 population)</b>	<b>1.3</b> (2013-2014)	<b>.4</b> (Top *Northwoods Coalition Performer)	Northwoods Coalition Epidemiological Profile
<b>Rate of deaths related to alcohol and other substances (per 100,000 population)</b>	<b>269.8</b> (2017)	<b>179.3</b> (WI 2017)	Wisconsin Public Health Profile 2017; Lincoln County
<b>Rate of drug law arrests (per 100,000 population)</b>	<b>390</b> (2014)	<b>35</b> (Top *Northwoods Coalition Performer)	Northwoods Coalition Epidemiological Profile

\* The Northwoods Coalition includes 35 counties in Wisconsin and 11 Wisconsin Tribal National. Counties include: Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Douglas, Dunn, Eau Claire, Florence, Forest, Iron, Jackson, La Crosse, Langlade, Lincoln, Marathon, Menominee, Monroe, Oneida, Pepin, Pierce, Polk, Portage, Price, Rusk, St. Croix, Sawyer, Taylor, Trempealeau, Vilas, Washburn, Waushara, Wood .

# Mental Health and Substance Abuse Action Plan

**Goal 1: Increase preventative education and outreach that increases knowledge, strengthens families, builds life skills (coping, decision making, problem solving, conflict resolution, etc.) and increase resiliency.**

**Objective 1: By December 31, 2023, the Coalition will publish 2 Lincoln County Youth Health Profiles that include Social Norms Survey and Youth Risk Behavior Survey data from Merrill and Tomahawk School Districts.**

Level of Change	Strategies	Evaluation
	Administer and distribute information from the middle and high school Social Norms Survey and Youth Risk Behavior Survey.	<ul style="list-style-type: none"> <li>• # of students surveyed</li> <li>• # of Youth Health Profiles distributed</li> <li>• # of presentations</li> <li>• # participants</li> </ul>

**Responsible Partners:** Lincoln County Health Department, Lincoln County UW Extension, Merrill Area Public Schools, and Tomahawk School District

**Objective 2: By December 31, 2023, the Coalition will implement 1 public awareness campaign annually in Lincoln County.**

**Evidence Based Strategy Source: County Health Rankings “What Works for Health”**

Level of Change	Strategies	Evaluation
	Implement public awareness campaigns (Dose of Reality, kNOw Meth, Hopeline, Suicide Prevention Lifeline, Social Norms, Know! Parent Tips, ACEs/Trauma Informed Care, etc.).	<ul style="list-style-type: none"> <li>• # of billboards</li> <li>• # of newspaper and radio ads</li> <li>• # reached via social media</li> <li>• # posters/cards</li> <li>• # aware of campaigns via surveys</li> </ul>

**Responsible Partners:** Lincoln County Health Department, Lincoln County UW Extension, Merrill Area Public Schools, Tomahawk School District, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital and interested coalition members

**Objective 3: By December 31, 2023, the Coalition will implement 2 community events in Lincoln County.**

Level of Change	Strategies	Evaluation
	Provide community presentations, town hall events and summits regarding mental health, substance abuse and other addictions (e.g. gambling, gaming, hoarding, etc.)	<ul style="list-style-type: none"> <li>• # of events</li> <li>• # of participants</li> <li>• # that increased knowledge</li> </ul>

**Responsible Partners:** Lincoln County Health Department, Lincoln County UW Extension, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Northwoods Veterans Auxiliary, TB Scott Free Library, Tomahawk Public Library and interested coalition members

Socio-Ecological Model “Level of Change” Key	 Individual	 Interpersonal	 Organizational	 Community	 Policy
---	---	--	--	--	---

# Mental Health and Substance Abuse Action Plan

**Objective 4: By December 31, 2023, the Coalition will implement 4 community trainings annually in Lincoln County.**

Evidence Based Strategy Source: County Health Rankings “What Works for Health”

Level of Change	Strategies	Evaluation
	Provide evidence based trainings to increase skills of residents, coalition members and professionals (QPR, Mental Health First Aid, Taking Care of You, Naloxone Training, etc.).	<ul style="list-style-type: none"> <li>• # of trainings</li> <li>• # of participants</li> <li>• # that increased knowledge</li> <li>• # that have applied skills</li> <li>• # that have used resources</li> </ul>

**Responsible Partners:** Lincoln County Health Department, Lincoln County UW-Extension, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, and Coalition Members with Training Certifications

**Objective 5: By December 31, 2023, the Coalition will provide Merrill and Tomahawk School Districts with 2 evidence based strategies to promote mental health and prevent substance abuse among youth.**

Evidence Based Strategy Source: County Health Rankings “What Works for Health”

Level of Change	Strategies	Evaluation
	Provide school administration and counselors with evidence based strategies and resources to support preventative education related to mental health and substance abuse.	<ul style="list-style-type: none"> <li>• # of meetings</li> <li>• # of resources provided</li> <li>• # of strategies implemented/ results from evaluation tools</li> </ul>

**Responsible Partners:** Lincoln County Health Department, Lincoln County UW-Extension, HAVEN, Merrill Area Public Schools, Tomahawk School District, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, and interested coalition members

	Explore opportunities to educate school boards on the community needs and efforts of the coalition.	<ul style="list-style-type: none"> <li>• # of meetings/presentations</li> </ul>
---	---	---

**Responsible Partners:** Lincoln County Health Department, Lincoln County UW-Extension, HAVEN, Merrill Area Public Schools, Tomahawk School District, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, and interested coalition members

# Mental Health and Substance Abuse Action Plan

**Goal 2: Increase outreach/programming for those identified as high risk in the community.**

**Objective 1: By December 31, 2023, the Coalition will implement 2 family-based education opportunities to identified families at higher risk in the community.**

**Evidence Based Strategy Source: County Health Rankings “What Works r Health”**

Level of Change	Strategies	Evaluation
	Implement the Families and Schools Together (FAST) Program in Merrill and Tomahawk.	<ul style="list-style-type: none"> <li>• # of families served</li> <li>• Evaluation results from program participants</li> <li>• Follow up evaluation results to see if skills are applied</li> </ul>
<b>Responsible Partners:</b> Merrill Area Public School, Tomahawk School District, Kinship of Tomahawk, Big Brothers and Big Sisters and interested coalition members		
	Implement the Strengthening Families Program Merrill and Tomahawk.	<ul style="list-style-type: none"> <li>• # of families served</li> <li>• Evaluation results from program participants</li> <li>• Follow up evaluation results to see if skills are applied</li> </ul>
<b>Responsible Partners:</b> Merrill Area Public Schools, Tomahawk School District, Lincoln County UW Extension		
<b>Objective 2: By December 31, 2019, the Coalition will develop a substance abuse and mental health resource guide and distribute throughout Lincoln County.</b>		
Level of Change	Strategies	Evaluation
	Develop a guide for substance abuse and mental health resources in our area that is available via print and electronically (group resources by crisis, counseling and support groups).	<ul style="list-style-type: none"> <li>• # that report resources are helpful via community pilot survey</li> <li>• # brochures, posters and cards</li> <li>• # of crisis professionals that indicate resource meets their needs</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department, Lincoln County–UW-Extension, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, and interested coalition members		
<b>Objective 3: By December 31, 2023, there will be a 10% increase in number of inquiries to 211 from Lincoln County residents.</b>		
Level of Change	Strategies	Evaluation
	Promote 211 (free resource helpline) and increase organizations that are included.	<ul style="list-style-type: none"> <li>• # of Lincoln County agencies listed</li> <li>• # of inquiries from Lincoln County</li> <li>• List of common inquiries</li> </ul>
<b>Responsible Partners:</b> Merrill Area United Way, Lincoln County Interagency Members and interested coalition members		

# Priority: Mental Health and Substance Abuse Action Plan

**Goal 3: Become a community that supports recovery.**

**Objective 1: By December 31, 2023, Lincoln County will have 10 individuals trained and active as recovery coaches.**

Evidence Based Strategy Source: County Health Rankings “What Works for Health”

Level of Change	Strategies	Evaluation
	Provide education on the role of recovery coaches in the community.	<ul style="list-style-type: none"> <li>• # of presentations</li> <li>• # of participants</li> </ul>

**Responsible Partners:** HAVEN, North Central Health Care, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital and interested coalition members

	Recruit community members to be trained as recovery coaches.	<ul style="list-style-type: none"> <li>• # recruited</li> <li>• # trained</li> </ul>
---	--	--

**Responsible Partners:** HAVEN, North Central Health Care and interested coalition members

	Collaborate with partners to develop a system for accessing recovery coach services.	<ul style="list-style-type: none"> <li>• # of community partners</li> <li>• # of recovery coach matches</li> <li>• evaluations to measure impact of recovery coach match</li> </ul>
--	--	---

**Responsible Partners:** HAVEN, Lincoln County Health Department, North Central Health Care, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Lincoln County Department of Social Services, and interested coalition members

**Objective 2: By December 31, 2023, the Coalition will pursue expansion of additional substance abuse and mental health support groups for individuals and their family members in Lincoln County.**

Evidence Based Strategy Source: County Health Rankings “What Works for Health”

Level of Change	Strategies	Evaluation
	Have representatives from Alcoholics Anonymous, Woods and Waters Narcotics Anonymous, Nar-Anon, North Central Wisconsin Area of Narcotics Anonymous and National Alliance on Mental Illness provide information to start a support group(s) in the county. Consider support options for other addictions (e.g. gambling, gaming, eating disorders, hoarding, etc.).	<ul style="list-style-type: none"> <li># of educational resources received</li> <li># of presentations</li> </ul>

**Responsible Partners:** North Central Health Care, Lincoln County Department of Social Services, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital and interested coalition members

# Mental Health and Substance Abuse Action Plan

Evidence Based Strategy Source: County Health Rankings “What Works for Health”		
Level of Change	Strategies	Evaluation
	Recruit individuals in the community to lead support groups.	<ul style="list-style-type: none"> <li>• # of community members recruited</li> <li>• # of support groups created</li> </ul>
<b>Responsible Partners:</b> North Central Health Care, Lincoln County Department of Social Services, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital and interested coalition members		
	Promote support groups available in the county.	<ul style="list-style-type: none"> <li>• # of participants</li> </ul>
<b>Responsible Partners:</b> Responsible Partners: North Central Health Care, Lincoln County Department of Social Services, Lincoln County Health Department, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital and interested coalition members		
<b>Objective 3: By December 31, 2023, the Coalition will meet with elected officials (county board, city council, school boards) and legislators annually to discuss and advocate for policy change.</b>		
Evidence Based Strategy Source: County Health Rankings “What Works for Health”		
Level of Change	Strategies	Evaluation
	Meet with elected officials and legislators and/or involve in local events to discuss emerging mental health and substance abuse issues and needed policy changes.	<ul style="list-style-type: none"> <li>• # of meetings held</li> <li>• # of issues/policies discussed</li> <li>• # of actions taken</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department and Lincoln County UW Extension		

# Mental Health and Substance Abuse Action Plan

**Goal 4: Merge the Lincoln County Mental Health Coalition and the Lincoln County Drug Free Coalition.**

**Objective 1: By July 31, 2018, the Coalition will begin meeting quarterly.**

Level of Change	Strategies	Evaluation
	Coalition will hold an organizational meeting in July to establish membership of the newly merged coalition.	<ul style="list-style-type: none"> <li>• # of participants</li> <li>• # of coalition members</li> </ul>

**Responsible Partners:** Lincoln County Health Department and Lincoln County—UW Extension

**Objective 2: By December 31, 2018, the Coalition will have name, mission statement and organizational structure.**

Level of Change	Strategies	Evaluation
	Develop a Coalition Leadership Team to establish coalition name, mission statement, and organizational structure.	<ul style="list-style-type: none"> <li>• # of leadership team members</li> <li>• # of meetings</li> <li>• Completed name, mission and organizational structure</li> </ul>

**Responsible Partners:** Lincoln County Health Department, Lincoln County UW Extension Kinship of Tomahawk, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital and interested coalition members

**Objective 3: By December 31, 2020, the Coalition will establish a marketing and branding presence in Lincoln County.**

Level of Change	Strategies	Evaluation
	Develop the coalition marketing and branding plan.	<ul style="list-style-type: none"> <li>• Plan developed</li> </ul>

**Responsible Partner:** Lincoln County Health Department, Lincoln County—UW Extension, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Local Marketing Professional and interested coalition members

	Implement the coalition marketing and branding plan.	<ul style="list-style-type: none"> <li>• Coalition logo</li> <li>• Website/social media</li> <li>• Brand community event displays (health fairs, Community Night Out, Children’s Festival, etc.)</li> <li>• Brand resources and materials that the coalition provides</li> <li>• # of residents aware of coalition</li> </ul>
---	--	---

**Responsible Partners:** Lincoln Count Health Department, Lincoln County - UW Extension, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Law Enforcement, HAVEN, Local Marketing Professional and interested coalition members

# Priority : Nutrition and Healthy Foods



Nutrition is the intake of food, considered in relation to the body's dietary needs. Good nutrition – an adequate, well balanced diet combined with regular physical activity – is a cornerstone of good health. Poor nutrition can lead to reduced immunity, increased susceptibility to disease, impaired physical and mental development, and reduced productivity. - *World Health Organization*

## Alignment with State and National Plans



- By 2020, people in Wisconsin will eat more nutritious foods and drink more, nutritious beverages through increased access to fruits and vegetables, decreased access to sugar-sweetened beverages and other less nutritious foods, and supported, sustained breastfeeding.
- By 2020, all people in Wisconsin will have ready access to sufficient nutritious, high-quality, affordable foods and beverages.



- Reduce household food insecurity and in doing so reduce hunger.
- Increase the contribution of fruits to the diets of the population aged 2 years and older.
- Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older.
- Increase the proportion of physician office visits that include counseling or education related to nutrition or weight.

Note: National and State Health Plan will be updated in 2020 thus goals and objectives might change.

## Local Assets and Resources

- Lincoln County Nutrition Coalition
- UW-Extension nutrition classes (Foodwise)
- Community gardens
- Aging and Disability Resource Center
- Farmers markets
- EBT accepted at farmers markets

- Food pantries in Merrill and Tomahawk
- Kids Backpack Program
- Healthy options in school lunches
- WIC (374 children enrolled), also offer Fit Families Program
- Free and reduced lunch at schools

# Priority : Nutrition and Healthy Foods



## Youth Key Indicators

Key Indicator	Lincoln	Target	Data Source
<b>Child Obesity: youth ages 5-17 who visited a participating health care system in 2015 and 2016 with a BMI &gt;95 percentile</b>	20.2%(54452)* 15.3%(54487)* 18% (54435)* 24.6%(54442)*	14.8% (WI)	Wisconsin Health Atlas 2015-2016
<b>Number of children on Food Share (food stamps)</b>	1672; 31% (2017)	386,366; 30% (WI 2017)	Wisconsin Department of Health Services
<b>Percentage of high school students who did not eat vegetables in the past 7 days</b>	12.4% (2017)	6.7% (U.S. 2015)	Youth Risk Behavior Survey 2017 (Lincoln County and US)
<b>Percentage of high school students who did not eat fruit in the past 7 days</b>	8.3% (2017)	5.2% (U.S. 2015)	Youth Risk Behavior Survey 2017 (Lincoln County and US)



## Adult Key Indicators

Key Indicator	Lincoln	Target	Data Source
<b>Adult Obesity ages 18+ who self report a BMI of &gt;30</b>	29% (2018)	26% (Top U.S. 2018)	County Health Rankings and Roadmaps
<b>Adult Obesity: adults ages 18+ who visited a participating health care system in 2015 and 2016 with a BMI &gt;30</b>	49.2% (54452)* 44.6% (54487)* 51.6% (54435)* 49.6% (54442)*	41.2% (WI)	Wisconsin Health Atlas 2015-2016
<b>Food Insecurity</b>	11% (2018)	8% (Top WI, 2018)	County Health Rankings and Roadmaps

\* Lincoln County Zip Codes: Merrill (54452), Tomahawk (54487), Gleason (54435), Irma (54442)

# Nutrition and Healthy Foods Action Plan

## Goal 1: Increase access to nutritious foods

**Objective 1: By December 31, 2023, the Nutrition Coalition will promote and implement 2 strategies to increase access to healthy foods for Lincoln County Students in school.**

Evidence Based Strategy Source: County Health Rankings “What Works for Health”

Level of Change	Strategies	Evaluation
	Promote utilization and or assist in creating School Food Pantries (example screening students and schools for needs such as amount of students that are food insecure) UW Extension.	<ul style="list-style-type: none"> <li># of safe and healthy food pantries project evaluations completed</li> </ul>

**Responsible Partner:** Lincoln County UW Extension

 	Promote utilization and or assist in creating school gardens (example hydroponics).	<ul style="list-style-type: none"> <li># of school gardens initiated and maintained.</li> <li># of pounds of produce grown in schools</li> <li># of grants received</li> <li># of programs implemented</li> </ul>
--	---	---

**Responsible Partners:** Lincoln County UW Extension and Lincoln County Health Department

 	Pursue funding to increase access to nutritious foods at school (example Farm to school, grant writing).	<ul style="list-style-type: none"> <li># of grants applied for and received</li> </ul>
--	--	--

**Responsible Partners:** Lincoln County UW Extension and Lincoln County Health Department, Ascension Good Samaritan Hospital and Ascension Sacred Heart Hospital

**Objective 2: By December 31, 2023, the Nutrition Coalition will promote and implement 2 strategies to increase access to healthy foods for Lincoln County Community Members**

Evidence Based Strategy Source: County Health Rankings “What Works for Health”

Level of Change	Strategies	Evaluation
	Evaluate and assist local food pantries to increase healthy food options.	<ul style="list-style-type: none"> <li># of safe and healthy food pantries project evaluations completed</li> <li># of healthy food changes implemented</li> </ul>

**Responsible Partner:** Lincoln County-UW Extension

	Develop and distribute a nutrition access guide.	<ul style="list-style-type: none"> <li>Track # of access guides given out and to whom.</li> </ul>
---	--	---

**Responsible Partner:** Lincoln County Health Department

Socio-Ecological Model “Level of Change” Key	 Individual	 Interpersonal	 Organizational	 Community	 Policy
---	---	--	--	--	---

# Nutrition and Healthy Foods Action Plan

Level of Change	Strategies	Evaluation
	Implement gardening events (example Live Sustainable Workshops, Children’s Fest)	<ul style="list-style-type: none"> <li>• # of educational events held on gardening</li> <li>• Support given to local community gardens</li> </ul>
<b>Responsible Partners:</b> Ascension Good Samaritan Hospital, Lincoln County Health Department, and Lincoln County-UW Extension		
	Promote access to affordable, healthy food options (example coupons for farmer’s market, grocery stores)	<ul style="list-style-type: none"> <li>• # coupons utilized</li> </ul>
<b>Responsible Partners:</b> Ascension Good Samaritan Hospital and HealthFirst (WIC)		
	Develop a food gleaning toolkit for local restaurants to donate leftover foods (example, local food pantries, breaking bread)	<ul style="list-style-type: none"> <li>• # of toolkits distributed</li> <li>• # of new food retailers participating with food gleaning</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department and Ascension Good Samaritan Hospital		
<b>Objective 3: By December 31, 2023, the Nutrition Coalition will promote and implement 1 strategy to increase access to healthy foods for Lincoln County Worksites</b>		
<b>Evidence Based Strategy Source: County Health Rankings “What Works for Health”</b>		
Level of Change	Strategies	Evaluation
	Promote and or assist in creating healthier food behavior by employees at worksites	<ul style="list-style-type: none"> <li>• # of promotions at worksites</li> <li>• # of worksites the develop policies on healthier options for work meetings or lunches</li> <li>• # of employees reporting a change of behavior</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department, Ascension Good Samaritan Hospital, and Ascension Sacred Heart Hospital		

## Goal 2: Improve nutrition- eating more nutritious foods and beverages choices

### Objective 1: By December 31, 2023, the Nutrition Coalition will promote and implement 2 strategies to improve Nutrition among Lincoln County Students in School

Evidence Based Strategy Source: County Health Rankings “What Works for Health”

Level of Change	Strategies	Evaluation
	Education to school administration on the benefits of healthy school snacks	<ul style="list-style-type: none"> <li>• # of presentations to school administration</li> <li>• Increase perceived benefits of healthy snacks in schools among school administration staff</li> <li>• Attendance at school wellness policy meetings</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department, Lincoln County—UW Extension, Ascension Good Samaritan Hospital and Ascension Sacred Heart Hospital		

# Nutrition and Healthy Foods Action Plan

Level of Change	Strategies	Evaluation
	Education on improving healthier eating habits at school (example taste testing).	<ul style="list-style-type: none"> <li># of educational presentations provided to students</li> </ul>
<b>Responsible Partners:</b> Lincoln County UW Extension and HealthFirst (WIC)		

## Objective 2: By December 31, 2023, the Nutrition Coalition will promote and implement 2 strategies to improve Nutrition among Lincoln County Community Members

**Evidence Based Strategy Source:** County Health Rankings “What Works for Health”

Level of Change	Strategies	Evaluation
	Education on healthy cooking techniques through cooking demonstrations.	<ul style="list-style-type: none"> <li># of demonstrations completed</li> <li>Increased knowledge of healthy cooking styles</li> </ul>
<b>Responsible Partners:</b> Lincoln County—UW Extension, Ascension Good Samaritan Hospital and Healthfirst (WIC)		
	Medical Providers will implement healthy nutrition educational messages at patient visits (example promote formation of breastfeeding support group, 5210 ( <a href="http://5210letsgo.com">http://5210letsgo.com</a> ), nutrition prescriptions, and displays).	<ul style="list-style-type: none"> <li># of providers implementing a strategy</li> </ul>
<b>Responsible Partners:</b> Ascension Good Samaritan Hospital and Healthfirst (WIC)		

## Priority: Oral (Dental) Health



Oral (Dental) health is essential to general health and quality of life. It is a state of being free from mouth and facial pain, oral and throat cancer, oral infection and sores, periodontal (gum) disease, tooth decay, tooth loss, and other diseases and disorders that limit an individual's capacity in biting, chewing, smiling, speaking, and psychosocial wellbeing. *-World Health Organization*

### Alignment with Local, State and National Plans



- Assure Access to ongoing oral health education and comprehensive prevention, screening and early intervention, and treatment of dental disease in order to promote healthy behaviors and improve and maintain oral health.
- Access to effective and adequate oral health delivery systems, utilizing a diverse and adequate workforce, for populations of higher risk



- Reduce the proportion of children and adolescents who have dental caries experience in their primary or permanent teeth
- Reduce the proportion of children, adolescents, and adults with untreated dental decay
- Increase proportion of children, adolescents and adults who used the oral health care system in the past year
- Increase the proportion of adults and low-income children and adolescents who received any preventive dental service during the past year
- Increase the proportion of children and adolescents who have received dental sealants on their molar teeth

Note: National and State Health Plan will be updated in 2020 thus goals and objectives might change.

### Local Assets and Resources

- Oral Health Coalition – Seal A Smile Program in schools, Annual Sugar Out Day, Affordable Dental Care Guide, Adult Dental Awareness Campaign
- Bridge Community Dental Clinic

- Head Start Fluoride Varnish Program
- Ascension Good Samaritan Hospital Tooth Fairy Fund
- Marshfield Clinic Dental Clinic
- Fluoride Supplement Program

## Priority: Oral (Dental) Health



### Key Indicators

Key Indicator	Lincoln	Target	Data Source
Ratio of population to dentists	<b>1550:1</b> (2018)	<b>1280:1</b> (2018)	County Health Rankings
Percent of the population (age 2+) that did not have a dental visit in the past year.	<b>49%</b> (2018)	<b>26% overall</b> (WI 2018)	County Health Rankings
Percent of untreated dental decay in children aged 3-5 years	<b>26.4%</b> (WI 2013)	<b>21.4%</b> (U.S. 2013)	Wisconsin Department of Health Services
Percent of children aged 3-5 years that experience dental caries (tooth decay)	<b>35.7%</b> (WI 2013)	<b>30%</b> (U.S. 2013)	Wisconsin Department of Health Services
Percent of untreated dental decay in children aged 6-9 years	<b>20.1%</b> (WI 2013)	<b>18%</b> (Lincoln)	Wisconsin Department of Health Services
Percent of children aged 6-9 who have dental sealants on one or more permanent first molar teeth	<b>50.8%</b> (WI 2013)	<b>28.1%</b> (U.S. 2013)	Wisconsin Department of Health Services
Percent of untreated dental decay in adults aged 35-44	<b>27.8%</b> (U.S. 2013)	<b>25%</b> (HP2020)	Wisconsin Department of Health Services
Rate of oral health emergency department visits (non-traumatic) per 100,000	<b>140</b> (2014)	<b>Decrease Visits</b>	Environmental Public Health Tracker

# Oral (Dental) Health Action Plan

**Goal 1: Increase awareness, knowledge and oral/dental behaviors and their effects on "whole body" health**

**Objective 1: By December 31, 2023, Oral Health Coalition will promote and implement 4 evidence based strategies to increase awareness and knowledge of effect of dental behaviors for Lincoln County Residents.**

**Evidence Based Strategies Source: County Health Rankings "What Works for Health"**

Level of Change	Strategies	Evaluations
	Continue/Expand oral health education campaigns for Lincoln County school age children (example, Sugar Out Day).	<ul style="list-style-type: none"> <li>• # of students participated</li> <li>• # of schools participated</li> <li>• Evaluation results from program participants</li> <li>• % increase knowledge of students participated</li> </ul>
<p><b>Responsible Partners:</b> Lincoln County Health Department, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Bridge Community Dental Clinic, Oak Park Dental, Merrill Area Public Schools, and Tomahawk School District</p>		
	Continue/Expand oral health education campaign in Community (example, Sugar Out Day).	<ul style="list-style-type: none"> <li>• # of community members participated</li> <li>• # of businesses/employees participated</li> </ul>
<p><b>Responsible Partners:</b> Lincoln County Health Department, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Bridge Community Dental Clinic, and Oak Park Dental</p>		
	Utilize Oral Health Displays to promote good oral hygiene at community events/organizations/worksites (example, at cooking demonstrations).	<ul style="list-style-type: none"> <li>• # of events</li> <li>• # of participants</li> <li>• # of displays utilized</li> </ul>
<p><b>Responsible Partners:</b> Lincoln County Health Department, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Bridge Community Dental Clinic, and Oak Park Dental</p>		
	Continue/Expand Oral Health Social Marketing Campaign (example, billboards, social media ads).	<ul style="list-style-type: none"> <li>• # messages</li> <li>• # information requests</li> </ul>
<p><b>Responsible Partners:</b> Lincoln County Health Department, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Bridge Community Dental Clinic, and Oak Park Dental</p>		

Socio-Ecological Model "Level of Change" Key	 Individual	 Interpersonal	 Organizational	 Community	 Policy
---	---	--	--	--	---

# Oral (Dental) Health Action Plan

**Objective 2: By December 31, 2023, Oral Health Coalition will develop 4 partnerships with local Medical and Dental Clinics to Promote Development of Early/Continuing Positive Oral Health Behaviors**

**Evidence Based Strategies Sources: County Health Rankings “What Works for Health”**

Level of Change	Strategies	Evaluations
  	Medical Providers will implement oral health behavior message at well child visits.	<ul style="list-style-type: none"> <li># messages implemented by medical providers at well child visits</li> <li># participating partners</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Bridge Community Dental Clinic, Oak Park Dental and local clinics		
  	Utilized Oral Health Displays (example medical and dental clinics, ED waiting areas).	<ul style="list-style-type: none"> <li># displays</li> <li># participating partners</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Bridge Community Dental Clinic, Oak Park Dental and local clinics		

**Goal 2: Increase utilization of oral/dental health services and resources**

**Objective 1: By December 31, 2023, the Oral Health Coalition will promote and implement 3 evidence based strategies to increase usage of oral/dental resources for Lincoln County Residents.**

**Evidence Based Strategies Source: County Health Rankings “What Works for Health”**

Level of Change	Strategies	Evaluations
  	Continue/Expand Dental Seal A Smile Program to Lincoln County Elementary and Middle Schools.	<ul style="list-style-type: none"> <li># students participated</li> <li># schools participated</li> <li># sealants applied</li> <li># urgent referrals/follow-up</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department, Merrill Area Public Schools, Tomahawk School District, Ascension Good Samaritan , Ascension Sacred Heart and interested coalition members		
  	Continue/Expand Head Start Fluoride Varnishing Program.	<ul style="list-style-type: none"> <li># students participated</li> <li># students that complete 3 varnished during the school year.</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department, Pine River School for Young Learners and Tomahawk Head Start		
  	Expand Fluoride Supplement program to Pine River School for Young Learners rural students/families.	<ul style="list-style-type: none"> <li># families/students participated</li> <li># of reoccurring participants</li> </ul>
<b>Responsible Partners:</b> Lincoln County Health Department and Pine River School for Young Learners		

# Oral (Dental) Health Action Plan

**Objective 2: By December 2023, the Oral Health Coalition will promote and recruit 2 partners to participate/support the Oral Coalition mission and goals.**

**Evidence Based Strategies Sources: County Health Rankings “What Works for Health”**

Level of Change	Strategies	Evaluations
	Explore opportunities to involve other dental professionals/clinics.	<ul style="list-style-type: none"> <li>• # new partners/clinics</li> <li>• # contacts made</li> </ul>
<p><b>Responsible Partners:</b> Health Department, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital and interested coalition members</p>		
	Develop and distribute a guide for Oral/Dental Health resources that are available in Lincoln County.	<ul style="list-style-type: none"> <li>• #report resources are helpful via community pilot survey</li> <li>• # brochures distributed</li> </ul>
<p><b>Responsible Partners:</b> Lincoln County Health Department, Ascension Good Samaritan Hospital, Ascension Sacred Heart Hospital, Bridge Community Dental Clinic, and Oak Park Dental</p>		



## Healthy People Lincoln County Coalition Highlighted Accomplishments 2012-2017



### Lincoln County Drug Free Communities Coalition

- School-Based Social Norming Campaign
- Mass Media Campaigns Against Underage and Binge Drinking
- Proper Drug Disposal Programs
- Community educational forums
- Parent educational efforts

### Lincoln County Mental Health Coalition

- Community Mental Health Trainings and Programs
- Community Education on ACEs and Trauma Informed Care Approaches
- Education and outreach to healthcare providers and education professionals
- Implementation of Youth Risk Behavioral Survey
- NAMI Family Support Group
- Presentations and displays at local events/programs
- Distribution of Mental Health Resource Guide
- HOPELINE Digital and Marketing Campaigns

### Lincoln County Nutrition Coalition

- Cooking demonstrations targeting low income
- Implementing EBT at the farmers' markets
- Point of purchase prompts at convenience and grocery store
- 5210 (5 fruits/vegetables, 2 hours of screen time, 1 hour of exercise, and 0 sugary drinks) program implementation
- Installation of water bottle stations
- Community Garden programs

### Lincoln County Oral (Dental) Health Coalition

- Sugar Out Day Education Campaign for students and community members
- Dental sealants for 2nd, 3rd, 6th and 7th grade students
- Tooth Fairy Fund
- Fluoride varnishing
- Organization endorsement of fluoride varnishing
- "Don't Wait to See a Dentist" billboard campaign

# Acknowledgements

**The Community Health Improvement Plan is made possible through the contributions of the following individuals and organizations.**

## **Healthy People Lincoln County Partnership Committee**

*(This committee organized and facilitated all Action Planning Team Meetings.)*

Ascension Good Samaritan Hospital, Jane Bentz  
Ascension Sacred Heart Hospital, Hope Williams  
UW-Extension- Lincoln County, Debbie Moellendorf  
UW-Extension- Lincoln County, Melissa Yates  
UW-Extension- Lincoln County, Tammy Hansen  
Lincoln County Health Department, Kristi Krombholz  
Lincoln County Health Department, Karen Krueger  
Lincoln County Health Department, Kristin Bath  
Lincoln County Health Department, Shelley Hersil

## **Mental Health and Substance Abuse Action Planning Team**

Ascension Medical Clinic Merrill, Ashley Bolling  
Ascension Sacred Heart Hospital, Carmen Viegut  
Aware and Active Citizens, John Greenwood  
Centre for Wellbeing, Evelyn Lee  
Community Member, Stan Janowiak  
Community Member, Lexi Grzanna  
Community Member, Sydney Harris  
Community Member, Erik Pfantz  
Community Member, Heather Young  
Community Member, Kathy McElhnaney  
Community Member, Dave Vachavake  
Community Member, Lynn Drake  
Community Member, Tom Krembs  
HAVEN, Inc, Nancy Baacke  
Kinship of Tomahawk, Patti Hilgendorf  
Lincoln County Board of Health, Susan Weith  
Lincoln County Department of Social Services, Renee Krueger  
Lincoln County Health Department, Sue Kuber  
Lincoln County Health Department, Marla Reimann  
Medical College of Wisconsin, Gabriella Hangiandreou  
Merrill Area Public Schools, Trina Knospe  
Merrill Area Public Schools, Allie Libby  
Merrill Area Public Schools, Laura Forster  
Merrill Area Public Schools, Bradly Parker  
Merrill Area United Way Board, Tom Zentner  
Merrill Police Department, Tyler Tesch  
North Central Health Care Center, Trisha Kubichek

# Acknowledgements

## Mental Health and Substance Abuse Action Planning Team Con't

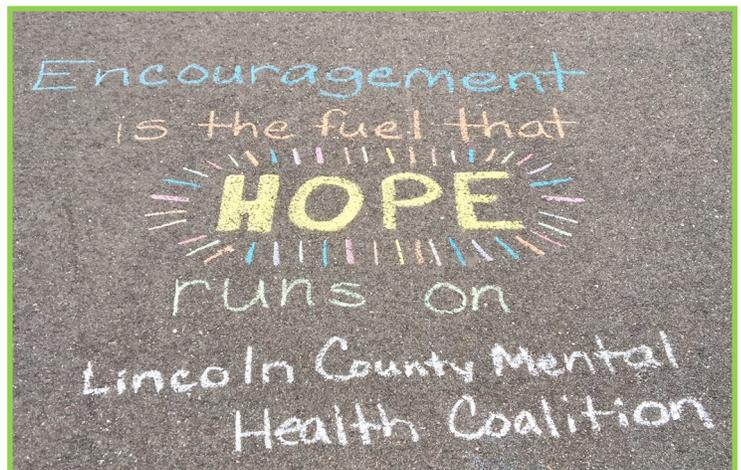
Northwoods Veterans Post/ VFW Auxiliary Post 1638, Tracy Jopek  
Therapy Dog, Mark Mehlos  
Tomahawk Head Start, Jewel Towle  
Tomahawk School Board, Kay Kissinger Wolf  
Tomahawk School District, Debra Eichman  
Tomahawk School District, Dawn Huseby

## Nutrition and Healthy Foods Action Planning Team

Community Member, Brigid Flood  
Bridge Dental Clinic, Jennifer Fryer  
Healthfirst, Nichole Kwasny

## Oral (Dental) Health Action Planning Team

Bridge Dental Clinic, Georgia Fischer  
Bridge Dental Clinic, Jennifer Fryer  
Oak Park Dental Clinic, Vicki Rice  
Oak Park Dental Clinic, Brigitte Hass



**Healthy People Lincoln County**  
**[www.healthypeoplelincolncounty.org](http://www.healthypeoplelincolncounty.org)**

**For more information contact,**  
Shelley Hersil  
Health Officer/Director  
Lincoln County Health Department  
Shersil@co.lincoln.wi.us  
715-536-0307

**June 2018**