



Community Health Improvement Plan

2020-2022



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ACKNOWLEDGMENTS

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Due to the COVID-19 pandemic, collaborative planning with local partners will resume once work to plan and respond to the pandemic has passed. Further action planning will occur at that time and be added to this working document.

Community Partners

American Red Cross-Scenic Bluffs Chapter
Black River Falls Area Foundation
Black River Falls Dental Center (FQHC)
Black River Falls Emergency Medical Service
Black River Falls School District
Black River Memorial Hospital
Board Members, Senior Leaders,
Department Directors and Staff
Boys & Girls Club of the Greater Chippewa
Valley-Lunda Center
City of Black River Falls
Footprints in Time Midwifery & Family Clinic
Friends Sharing Food
Hixton Township
Ho-Chunk Nation Department of Health
Jackson County Board of Supervisors
Jackson County Department of Health
and Human Services Public Health,
Department of Aging, Behavioral
Health, Emergency Management
Jackson County Sheriff's Department
Jackson County Tavern League
Krohn Clinic
Lunda Community Center
Meadowbrook-Black River Falls
Pine View Care Center
Red Creek Elementary
Stein Counseling & Consulting Services
Together For Jackson County Kids
Town of Brockway
Village of Melrose
Workforce Connections

The Community Health Improvement Plan was approved by the Black River Memorial Hospital Board of Directors. Copies are available on our website www.brmh.net or a printed version can be provided upon request.

ABOUT OUR COUNTY

PRIMARY SERVICE AREAS: Black River Falls (Includes Brockway Township)

SECONDARY SERVICE AREAS: Alma Center, Merrillan, Hixton, Millston, Taylor, and Melrose.

Jackson County is a rural county located in West Central Wisconsin that consists of farmland and forestland dotted with six small towns and villages. The total population is 20,478, according to the U.S. Census Bureau estimate, with Black River Falls and a surrounding five-mile radius comprising the most densely populated area. Black River Falls is a city of 3,622. Jackson County's population has experienced little growth, (.4 percent), since 2010.



About one-fourth of all Americans live in rural areas and providing healthcare to them can be a challenge financially and logistically. Only 10 percent of the nation's physicians practice in rural areas and rural residents tend to have less income and are less likely to have employer-provided healthcare or prescription drug coverage than urban residents are. Another challenge for rural healthcare involves the primary healthcare services provided. Primary care physicians and general surgeons are trained to cover limited conditions. As a result, patients may migrate to seek specialty services and patients in an emergent situation may be transferred for additional care.

Community members, business leaders, other healthcare facilities or agencies, governmental agencies, and city or county representatives comprise the Board of Directors.

BRMH offers a preceptorship program through the University of Wisconsin Medical School as well as job-shadowing and co-op partnership opportunities to students in middle and high school.

Many of the hospital's patients are elderly with multiple chronic diseases. Also, many have incomes below the poverty level, and nearly half of the patients are on Medicaid and Medicare.

Access to care is a constant problem for some patients due to lack of income, lack of transportation, and lack of healthcare coverage. Filling prescriptions is another challenge as there are no 24-hour pharmacies in Black River Falls. The dialysis center, operated by Gundersen Health System, located within the BRMH campus closed its outreach clinic in September 2019. Dialysis patients from our area are forced to seek care further away from home.

During a recent Strength, Weakness, Opportunity, and Threats (SWOT) analysis, issues were identified that could negatively affect BRMH, some of which include healthcare reform, payment changes, increasing uncompensated care, cybersecurity risks, and workforce recruitment and retention.

DETERMINING HEALTH PRIORITIES

Black River Memorial Hospital conducted a Community Health Needs Assessment (CHNA) for the communities in and around Jackson County. This assessment provided information on the health status and health behaviors served by BRMH. Working with a variety of community partners and leaders, BRMH designed strategies to address the top health priorities identified. The Community Health Improvement Planning Committee conducted surveys during yearly events sponsored by BRMH. A community-wide survey was held in August of 2019.

The CHNA was structured around the *County Health Rankings*, a publication of the Robert Wood Johnson Foundation and the UW Population Health Institute who ranks the 72 counties in Wisconsin. The rankings indicate overall health outcome measures and on health factors (behaviors, clinical care, social and economic and physical environment) that contribute to the overall health outcomes of a community. While Jackson County has many beneficial programs and community resources, the county faces significant challenges. Some of these challenges include a high rate of obesity and Jackson County is considered to have a significant psychiatrist shortage.

Jackson County ranked 58th out of the 72 counties in Wisconsin based on health outcomes and reports a high percentage of residents stating poor physical and mental health days. Under the ranking for Health Factors, Jackson County ranked 61st out of 72 and reports a higher rate of obesity compared to the average of Wisconsin counties. Additionally, data was pulled from multiple sources and local data was used whenever possible. Data sources utilized for the CHNA and the Community Health Improvement Plan are listed in the resource section at the end of this document.

With collaborative efforts between BRMH, Jackson County Department of Health and Human Services-Public Health and other area agencies, the future health of the population in our service area will be enhanced by the creation of the Servant Led

Community group. BRMH is working with community members, agencies and committees who are already spearheading efforts to positively affect health in Jackson County. Collaborating with area agencies will eliminate the duplication of efforts utilizing local resources in partnership with the hospital's strategic plan.

PRIORITY #1 – BEHAVIORAL HEALTH

Goal: Increase access for patients by connecting them with outpatient mental/behavioral health services.

Priorities:

Mental Health

- Anxiety / Stress / Depression
- Suicide

Substance Use Disorder

- Drug
- Alcohol
- Tobacco

Mental health issues are prevalent in Jackson County as well as throughout the state and nation. Mental health providers are limited in Jackson County however; steps have been made to increase the provider/patient ratio. Jackson County Department of Health and Human Services recently added a full-time public health specialist and a behavioral health social worker to their staff who with the help of a local coalition, Together for Jackson County Kids, will continue creating research-informed communication efforts designed to reduce the stigma surrounding mental illness. Utilizing social media, print, radio and other mediums, promoting positive messages supporting the effectiveness of mental health care will encourage those who may be most vulnerable to seek the help they need. The following table provides programs and services currently available to Jackson County citizens.

BRMH Programs/Activities	Agencies	Target Audience	Results
ED Mental Health Screening Program.	Led by BRMH, includes Jackson County Dept. of Health & Human Services, and Northwest Connections.	All Ages.	All patients receive a mental health screening by BRMH staff 24/7 assessment is available when needed through Jackson County Dept. of Health & Human Services, and Northwest Connections. Based on screening outcomes, PFS provides follow-up contact in person or by phone for patients that have a mental health or AODA concern to offer resources for outpatient treatment.
Grief Support Group	BRMH Hospice and Homecare.		Support family and friends who have lost a loved one.
Collaborative Partnerships	Agencies	Target Audience	Results
Veterans Memorial Service, Evergreen Memorial Service.	BRMH Hospice and Homecare, Jackson County Interfaith Volunteer Caregivers.	All Ages.	Support family and friends who have lost a loved one.
Chapter 51 Group.	Jackson County DHHS, City, and County Law Enforcement, BRMH.	Patients who have a high probability of harming themselves or others.	Standardize the Chapter 51 process with all area agencies.
Respite/Caregiver Support Group.	Jackson County Interfaith Volunteer Caregivers.	Primarily Adults & Seniors.	Non-medical service offering relief to caregivers.
Mental Health Coalition.	BRMH, JCDHHS, JC Sheriff's Dept., Probation & Parole office, Krohn Clinic, Ho-Chunk Nation including law enforcement, Children's Hospital, Stein, Garson, NW	Patients of all ages.	Bring stakeholders together to create an action plan to eliminate duplication of efforts. Meets every other month.

	Connections, Peace counseling services, BRF & Mel-Min School Districts, EMS, Together for Jackson County Kids, area clergy, and community members at large.		
Other Area Resources	Agencies	Target Audience	Results
Behavioral Health Division – Outpatient Clinic.	Jackson County Department of Health and Human Services.	All Ages.	Provide counseling, case coordination & substance use counseling.
Counseling Services.	Stein Counseling, Garson Growth & Counseling, Peace of Mind Counseling, Gateways Counseling Services, and Krohn Clinic. Northwest Journey Treatment Services. Ho-Chunk Health Care Center Behavioral Health.	All Ages. Teens. All ages.	Provide behavioral health and substance abuse counseling. Day treatment services. Outpatient mental health & substance use disorder counseling.
Resilient Trauma-Informed Community (RTIC) Collaboration.	Black River Falls School District, UW Extension, JC Sheriff's Dept., Krohn Clinic, Mel-Min and Alma Center Schools, Lunda Center, Ho-Chunk Nation Behavioral Health, Jackson County Behavioral Health. Recently invited: BRMH, Children's Wisconsin, Northwest Journey.	School District, other area agencies.	Goal: Educate the community and recruitment to the group. Meets 1 st Tues of each month.
School-Based Mental Health Grant 2-Year Grant through the State of WI biennium budget.	Black River Falls School District.	4K-12 th Grade students and families.	Provide a single point of contact to help families access supportive care services.
TCY, Taking Care of You.	UW Extension, Jackson County Department of Health & Human Services Behavioral Health Unit, Together For Jackson County Kids.	Community members.	A research-based 4-week program offering strategies to deal with stress, managing life's challenges for better overall health.
Children's Wisconsin – Black River Falls Center.	Jackson County Department of Social Services.	Families and Children.	Community Services Program offers education

			and counseling for families who need support providing a safe environment for children.
Domestic and Sexual Assault Support Groups.	Bolton Refuge House Jackson County Outreach.	All ages.	Groups meet Wednesday's by appointment only, 11:00 a.m. and 5:00 p.m. Call for more information 715-333-2350.
TOGETHER FOR JACKSON COUNTY KIDS <ul style="list-style-type: none"> • Youth Risk Behavior Survey (YRBS). • QPR, Question, Persuade, Refer. • Strengthening Families Program. 	<p>Together for Jackson County Kids, Black River Falls, Melrose-Mindoro, Alma Center-Humbird-Merrillan School Districts, Department of Public Instruction.</p> <p>Together For Jackson County Kids, Black River Falls School District, Melrose-Mindoro, Alma Center-Humbird-Merrillan.</p> <p>Together for Jackson County Kids, UWEX.</p>	<p>6th through 12th-grade students are surveyed every other year.</p> <p>Freshman Students.</p> <p>Youth ages 4-10 and youth 10-14.</p>	<p>Capture data on the behavioral/mental health of youth. Aggregate data is used to initiate programs to improve the health of youth.</p> <p>QPR teaches how to recognize the warning signs of suicide and how to intervene to save lives thus reducing suicide in Jackson County.</p> <p>Programming that provides evidence-based training to reduce problem behaviors, delinquency, and alcohol and drug abuse.</p>

Black River Memorial Hospital provides programs, shown in the following table, and collaborates with area agencies to educate youth and adults to reduce the use of tobacco products and misuse of over-the-counter and prescription drugs. Opioid use and alcohol overuse are areas that need further action and BRMH will work with area law enforcement, Jackson County Department of Health and Human Services and Public Health, Together For Jackson County Kids and other agencies to create awareness of the hazards to improve the health outcomes of Jackson County citizens.

BRMH Programs/Activity	Agencies	Target Audience	Results
Pulmonary Rehabilitation Program, Tobacco Cessation Specialist and vaping education.	BRMH Respiratory Department.	Adults with respiratory conditions to those physician referred patients who desire to quit smoking.	One-on-one sessions, two times/week, up to 8 weeks. Provided on an outpatient basis to improve the overall quality of life and prevent recurrent hospitalization. Tobacco cessation education is provided. Both are based on insurance approval and are 100% insurance billable.
Collaborative Partnerships	Agencies	Target Audience	Results
Truly Me.	BRMH Volunteer Services, Partners of BRMH & Area Elementary Schools.	3 rd Grade Students, BRF, Mel-Min, ACHM, BT School Districts.	Partners present education on drug and tobacco use prevention.
Poison Prevention.	BRMH Volunteer Services, Partners of BRMH & Area Schools.	Kindergarten Students, BRF, Mel-Min, ACHM, BT School Districts.	Partners present info on hazards and poisonous chemicals routinely found in homes.
Tobacco Awareness Program. (Began with a grant from the Dept. of Public Instruction – funding applied for yearly by UWEX & TFJCK).	BRMH Respiratory, Black River Falls School District, Jackson County Tobacco-Free Coalition.	Freshman Health Class at Black River Falls, 3 one-hour presentations twice a year, (150 students). Alma Center Freshmen health class (40 students), Melrose-Mindoro Sophomore Health Class (60 students).	Work with students to educate on the hazards of smoking and ways to quit. Also, education on the hazards of vaping and the damage it can cause.
Anti-Drug Education.	BRMH Marketing Department, BRF Police Department.	Youth.	Cash donation used toward fire safety materials and teaches youth the hazards of illegal substances.

<p>TOBACCO FREE COALITION</p> <ul style="list-style-type: none"> Teens Against Tobacco Use (TATU). CO Monitors. First Breath – Tobacco Cessation/Reduction Program. Tobacco Treatment Specialist Training. WI WINS. 	<p>Jackson County Public Health, BRMH Respiratory, BRMH Partners, UWEX, Ho-Chunk Nation, Together for Jackson County Kids</p> <p>Together for Jackson County Kids.</p> <p>Jackson County Public Health, Women, Infants & Children (WIC), Ho-Chunk Nation, BRMH, and Krohn Clinic.</p> <p>BRMH, Krohn Clinic, Ho-Chunk Nation & Women, Infants and Children (WIC). WI Women’s Health Foundation.</p> <p>Jackson County Public Health, Ho-Chunk Nation and BRMH.</p> <p>LaCrosse County, Jackson County Public Health.</p>	<p>4th-grade youth, Black River Falls, Alma Center-Humbird-Merrillan, Melrose-Mindoro School Districts.</p> <p>Mothers with infants and use tobacco.</p> <p>Expectant mothers.</p> <p>Adults and children who smoke.</p>	<p>Train high school students to train 4th-grade students (350 yearly) on the hazards of smoking, vaping, E-cigs and chewing tobacco. Poster contest used for community awareness.</p> <p>Calibration of units and assure the use of monitors to ensure the baby’s health.</p> <p>WI Women’s Health Foundation trains area providers to help encourage pregnant women to quit tobacco.</p> <p>Support and connect the two specialists with ongoing training for certification.</p> <p>Compliance checks at local Jackson County establishments for tobacco sales to underage minors.</p>
<p>TOGETHER FOR JACKSON COUNTY KIDS</p>	<p>BRMH, Jackson County DHHS & Public Health, Area Law Enforcement, Area School Districts, Ho-Chunk Nation, Area Businesses.</p>		

<ul style="list-style-type: none"> Organizes drug take-back days 2-3 times a year. Youth Risk Behavior Survey. Tobacco-Free Coalition. Strengthening Families Program. Good Drugs Gone Bad. 	<p>Jackson County Sheriff's Dept., Black River Falls Police Dept., Merrillan Police Department.</p> <p>Black River Falls, Melrose-Mindoro, Alma Center-Humbird-Merrillan School Districts, Department of Public Instruction.</p> <p>BRMH Respiratory, Ho-Chunk Nation, Jackson County Public Health, UW Extension.</p> <p>TFJCK, UWEX\Public Health.</p> <p>For Jackson County Kids, Jackson County Sheriff's Department.</p>	<p>All ages.</p> <p>6th Grade through 12 Grade students are surveyed every other year.</p> <p>All ages.</p> <p>Youth ages 4-10 and youth 10-14.</p> <p>Youth at Black River Falls, Alma Center-Humbird-Merrillan and Melrose Mindoro Schools.</p>	<p>Capture data on the behavioral/mental health of youth. Aggregate data is used to initiate programs to improve the health of youth.</p> <p>Community-supported team to educate people on the hazards of using tobacco. Large focus on e-cigarettes and JUULing.</p> <p>Programming that provides evidence-based training to reduce problem behaviors, delinquency, and alcohol and drug abuse.</p> <p>School Resource Officer trains Peer Educators at High School to present to 7th graders to raise awareness of the dangers of over-the-counter and prescription drug abuse.</p>
Other Area Resources	Agencies	Target Audience	Results
Northwoods Coalition.	Northwoods Coalition is a partnership with Marshfield Clinic Health System and several community coalitions including Together for Jackson County Kids.	All ages.	Promote effective substance abuse prevention through networking, funding, advocacy, mentoring, and leadership.

New Initiatives	Agency/Team Members	Timeline/Deadline	Results/Measurement
Servant Led Community Group	BRMH, JCDHHS (includes Public Health), Black River Falls, Alma Center-Humbird-Merrillan, & Melrose-Mindoro School Districts, Co-op Credit Union, Lunda Community Center, 7 Rivers Alliance, Black River Area Chamber of Commerce, Ho-Chunk Nation Depart of Health, Jackson County Interfaith Volunteer Caregivers, Western Technical College, Footprints in Time, and several other area businesses and community members.	Began in the Fall of 2019 to present	Collaborative discussions and focused interventions using Social Determinants of Health for Jackson County residents to improve their health and provide health-equity for all.
Black River Healthcare Clinic.	BRMH Care Team including family medicine providers, behavioral health therapists, certified medical assistants, and ancillary staff.	All Ages.	Opening in 2020, the clinic will integrate family medicine practice and behavioral health services. The clinic will also offer visiting specialists.
2020			
Develop or strengthen local and regional relationships/alliances to optimize access to care and mutual benefit	Black River Memorial Hospital and Black River Healthcare Clinic	July – December 2020	To increase the percent of follow-up attempts completed to 70% for ED/UC discharges with a primary presenting diagnosis of mental health or substance misuse
Formalize Behavioral Health coalition to serve as a hub for regional access and community access point	BRMH, JCDHHS, JC Sheriff's Dept., Probation & Parole office, Krohn Clinic, Ho-Chunk Nation including law	Patients of all ages.	Bring stakeholders together to create an action plan to eliminate duplication of efforts. Meets every other month.

	enforcement, Children's Hospital, Stein, Garson, NW Connections, Peace counseling services, BRF & Mel-Min School Districts, EMS, Together for Jackson County Kids, area clergy, and community members at large.		
Explore funding for Behavioral Health coalition.	BRMH, Jackson County, City of Black River Falls, Ho-Chunk Nation, Black River Falls School District.	Identify and apply for state or federal funding to support a community Employee Assistance-like Program.	Goal -To receive funding to support community collaborative projects related to mental health.
Increase access to care by a Psychiatrist locally Recruitment and telehealth as options	Black River Healthcare Clinic.	July-Dec. 2020	Decrease the wait for psychiatric care locally.
Evaluate mental health e-visits as an option to increase access to care	Black River Healthcare Clinic.	July-Dec. 2020	Increase access to mental health outpatient care locally.
2021			
Community access point for Behavioral Health established.	Mental Health Coalition.	TBD	
Secured funding for Behavioral Health/Mental Health services.	BRMH lead agency to apply for HRSA Grant funding with at least 3 community consortium members.	Early 2021 with an estimated due date in April.	Goal -To receive funding to support community collaborative projects related to mental health.

PRIORITY #2 – OBESITY

Goal: To Reduce the Obesity Rate in Jackson County

Priorities:

- Diabetes
- Heart Disease

Despite the many programs provided by BRMH and area agencies, the health of the Jackson County area is not improving as quickly as hoped. The adult obesity rate in Jackson County reported by County Health Rankings in 2019 is at 33 percent and remains unchanged since 2016. Fortunately, efforts to increase physical activity have made some strides as there has been a 2 percent reduction in the number of residents that reported no leisure-time physical activities; 21 percent in 2019, compared to 23 percent in 2016. There has been a slight improvement in the number of residents reporting fewer poor physical health days in 2019; 3.6 days per month compared to 3.8 days in 2016.

More vigorous efforts will be implemented through the Diabetes Education and Support Group, educating self-care and prevention techniques. Also, BRMH will conduct a county-wide campaign promoting B-WELLthy 2020. The campaign promotes all aspects of good health; diet, sleep, exercise, reducing stress and offers resources to help those with chronic illness get the care they need to stay in their own home as long as they can.

BRMH Programs/Activity	Agencies	Target Audience	Anticipated Result
Diabetes Education and Support Group (DESG).	BRMH Nutrition Services, BRMH Partners.	Adults with diabetes.	Enhance the quality of life for people with diabetes through education, social interaction and emotional support.
Collaborative Partnerships	Agencies	Target Audience	Anticipated Result
Jackson County Diabetes Alliance.	BRMH Nutrition Services, Krohn Clinic, Ho-Chunk Nation Health Department and Jackson County Public Health.	Adults with diabetes.	Organize the Annual Diabetes Fair.

<p>Jackson in Action (JIA).</p> <ul style="list-style-type: none"> Physical Activity Team- Includes programming such as Laces to Leaders targeting 3-5th grade students and Summer Athletic Enhancement Program targeting 7-12th grade students. Also coordinates the Pace & Pedal Duathlon, 5k and Youth run. Nutrition Team- Includes programming such as 5210 in the area schools and Harvest of the Month. 	<p>BRMH Physical Medicine and Rehabilitation Department, Jackson County Department of Health and Human Services & Public Health, Ho-Chunk Health Department, Lunda Community Center, Boys and Girls Club- Lunda Center, Black River Falls Parks and Recreation, Jackson County Parks BRF & ACHM Schools Districts, UWEX, Together for Jackson County Kids.</p>	<p>All ages.</p>	<p>Promotes healthy lifestyles for children, their families, and the greater community. Develops approaches to foster physical activity and healthy eating habits. (Education, Policy & System Design, Events & Access.)</p>
<p>Jackson County Farmers Market, (JCFM).</p>	<p>BRMH, Jackson County Department of Health & Human Services, Together For Jackson County Kids, WIC, UW Extension, Community Members.</p>	<p>All ages.</p>	<p>Encourages healthy eating by providing fresh produce to those most vulnerable to food insecurity.</p>

New Initiatives	Agency/Team Members	Timeline/Deadline	Results/Measurement
<p>Servant Led Community Group</p>	<p>BRMH, JCDHHS (includes Public Health), Black River Falls, Alma Center-Humbird-Merrillan, & Melrose-Mindoro School Districts, Co-op Credit Union, Lunda Community Center, 7 Rivers Alliance, Black River Area Chamber of Commerce, Ho-Chunk Nation Depart of Health, Jackson County Interfaith Volunteer Caregivers, Western Technical College, Footprints in Time, and several other area businesses and community members.</p>	<p>Began in the Fall of 2019 to present.</p>	<p>Collaborative discussions and focused interventions using Social Determinants of Health for Jackson County residents to improve their health and provide health-equity for all.</p>

Black River Healthcare Clinic.	BRMH Care Team including family medicine providers, behavioral health therapists, certified medical assistants, and ancillary staff.	All Ages.	Opening in 2020, the clinic will integrate family medicine practice and behavioral health services. The clinic will also offer visiting specialists.
Population Health data collected as a component of the Patient Centered Medical Home	Black River Healthcare Clinic Potential to share templates with other local primary care providers to gather community wide data.	December 2020	Improved results in key indicators included in the County Health Rankings and other population health metrics. i.e. Obesity rates
2020			
Develop or strengthen local and regional relationships/alliances to optimize access to care and mutual benefit	BRMH, Jackson In Action Coalition	January - December	
2021			

PRIORITY #3 – DEMENTIA / ALZHEIMER’S CARE

Goal: To Provide Education and Programming to Enhance the Health and Well Being of the Citizens of Jackson County.

Priorities:

- Crisis Care
- Access to Post-Acute Care

With Jackson County’s aging population, dementia and Alzheimer’s incidence is increasing. Nearly one in every three seniors who die each year has Alzheimer’s or another dementia. Current population estimates from census.gov report 18.6 percent of Jackson County residents are aged 65 and older and likely many will be afflicted by Alzheimer’s or other dementia. BRMH will collaborate with area resources to continue efforts to support families and caregivers for those afflicted with these diseases.

Collaborative Partnerships	Agencies	Target Audience	Results
<p>JACKSON COUNTY INTERFAITH VOLUNTEER CAREGIVERS</p> <ul style="list-style-type: none"> Time for You Respite Program. Dementia Caregiver Support Group. 	<p>Jackson County Interfaith Volunteer Caregivers, BRMH.</p> <p>Jackson County Interfaith Volunteer Caregivers, JCDHSS.</p>	<p>For adults experiencing memory loss and their caregivers.</p> <p>Primarily Adults & Seniors.</p>	<p>Support adults, families and caregivers who are afflicted with Alzheimer's and dementia. Group meets for four hours twice a week.</p> <p>Non-medical service offering relief to caregivers. Group meets once a month at Jackson County Dept. of Health & Human Services.</p>
Other Area Resources	Agencies	Target Audience	Results
Aging and Disabilities Services Division of Jackson County.	Aging and Disability Resource Center.	Adults and those they care for.	Provide information on a broad range of programs and services to help people live with dignity and security and achieve maximum independence.

New Initiatives	Agency/Team Members	Timeline/Deadline	Results/Measurement
Servant Led Community Group	BRMH, JCDHHS (includes Public Health), Black River Falls, Alma Center-Humbird-Merrillan, & Melrose-Mindoro School Districts, Co-op Credit Union, Lunda Community Center, 7 Rivers Alliance, Black River Area Chamber of Commerce, Ho-Chunk Nation Depart of Health,	Began in the Fall of 2019 to present.	Collaborative discussions and focused interventions using Social Determinants of Health for Jackson County residents to improve their health and provide health-equity for all.

	Jackson County Interfaith Volunteer Caregivers, Western Technical College, Footprints in Time, and several other area businesses and community members.		
Black River Healthcare Clinic.	BRMH Care Team including family medicine providers, behavioral health therapists, certified medical assistants, and ancillary staff.	All Ages.	Opening in 2020, the clinic will integrate family medicine practice and behavioral health services. Increase access to patients with memory loss disease
2020			
Staff education on the care of the patient with memory loss.	BRMH – Selected Departments	12/31/2020	Staff and selected departments with a high incidence of patients presenting with dementia/Alzheimer's will have received skill training.
Develop or strengthen local and regional relationships/alliances to optimize access to care and mutual benefit. Take part in a collaborative effort to develop elderly housing.	BRMH, City of Black River Falls.	Individual with Dementia/Alzheimers and their families	Expand capacity for memory care in BRF area
Re-establish relationships with regional Long-Term Care (LTC) providers and identify gaps/opportunities.	BRMH, City of Black River Falls, Local Long-Term-Care facilities such as Pine View Care Center, Meadowbrook, Country Terrace, including LTCs in Blair and Osseo, WI.	Individual with Dementia/Alzheimers and their families.	Maintain and improve transfers/placement for patients in local facilities.
Explore leverage/opportunity for joint venture	Pending		

2021			
Address/implement approach to increased relationships and close gaps/opportunity in areas of Long-Term Care	BRMH, City of Black River Falls, Local Long-Term-Care facilities such as Pine View Care Center, Meadowbrook, Country Terrace, including LTCs in Blair and Osseo, WI.	Individual with Dementia/Alzheimers and their families	TBD
Implement or leverage the opportunity for a joint venture if favorable	Pending		

With strides made in access to care, identified in the 2016 Community Health Needs Assessment (CHNA), BRMH will move toward other concerns based on our recent assessment. The opening of the Black River Healthcare Clinic will allow us to provide needed services in the behavioral health arena and will offer an entire primary care team to provide a holistic approach to care.

There are many needs in our community and BRMH is unable to work on all of them however we will focus our efforts on the top three priorities.

2019-2021 Health Priorities

1) Behavioral Health Care

- a. Mental Health
 - Anxiety / Stress / Depression
 - Suicide
- b. Substance Use Disorder
 - Drug
 - Alcohol
 - Tobacco

2) Obesity

- a. Diabetes
- b. Heart Disease

3) Dementia / Alzheimer’s Care

- a. Crisis Care
- b. Access to Post-Acute Care

RESOURCES

- *Jackson County Outcomes Overall Snapshot, 2019 County Health Rankings*, a Robert Wood Johnson Foundation Program
- *Community Health Needs Assessment Survey*, Conducted in 2018 & 2019
- *Community Health Needs Assessment Forums*, Conducted in 2019
- Jackson County Department of Health and Human Services
- *Wisconsin Interactive Statistics on Health*. Public Health Profiles, Wisconsin Department of Health Services *QuickFacts*, United States Census Bureau
- *Wisconsin Information System for Education Data Dashboard (WISEdash)*
- Wisconsin Department of Public Instruction
- University of Wisconsin Population Health Institute, School of Medicine and Public Health
- *Income and Poverty Estimates*, Census.gov
- U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates
- Wisconsin State Journal, Special report – *Fatal falls: Wisconsin leads nation in deadly problem*
- Wisconsin Department of Safety and Professional Services, Controlled Substances Board, Wisconsin ePDMP, Report 8, 2019 Quarter 1.
<https://dsps.wi.gov/Pages/BoardsCouncils/CSB/Reports.aspx>
- Wisconsin Tuberculosis Cases by Public Health Region and by County 2009 – 2018, Wisconsin Department of Health Services
- National Center for Injury Prevention and Control, CDC. NCHS Vital Statistics System for numbers of deaths. Bureau of Census for population estimates.
<https://webappa.cdc.gov/cgi-bin/broker.exe>
- Centers for Disease Control and Prevention. 2018 Youth Risk Behavior Survey Questionnaire. Available at: www.cdc.gov/yrbs. Accessed on 07/11/2019.
- National Center for Chronic Disease Prevention and Health Promotion, *National Diabetes Statistics Report, 2017*
- Wisconsin Diabetes Prevention and Control Program (DPCP), Division of Public Health, Department of Health Services, *The 2011 Burden of Diabetes in Jackson County*
- The 2018 edition of America's Health Rankings Annual Report
- Map the Meal Gap 2019: Overall and Child Food Insecurity by County in 2017
<https://wispolicyforum.org/focus/rural-counties-face-psychiatrist-shortage/>
- Alzheimer's Association. 2019 Alzheimer's Disease Facts and Figures
- Quick Facts, Jackson County, Wisconsin, Census.gov
- <https://www.modernhealthcare.com/home-health/rising-demand-long-term-home-care-signals-looming-crisis>
- University of Wisconsin School of Medicine Public Health. 2015 Area Deprivation Index v2.0. Downloaded from <https://www.neighborhoodatlas.medicine.wisc.edu/> June 27, 2019.