



# 2016 Community Health Needs Assessment





## **2017-2019 Community Health Needs Assessment**

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## I. EXECUTIVE SUMMARY

Black River Memorial Hospital (BRMH) conducted a Community Health Needs Assessment (CHNA) for the communities it serves in Jackson County. This assessment is continually updated as appropriate and the next report of a full assessment will be completed by December 31, 2019.

This report includes many statistics that describe the health status and health behaviors of residents in the communities served by BRMH. Data obtained for this report is cited throughout this document.

To complete the assessment and work plan, BRMH worked with a variety of community partners and leaders to design, promote and implement strategies designed to address health priorities. These priorities were determined using health data and input from community members and leaders throughout the service area. This Community Health Improvement Planning Committee (CHIP) conducted a survey and hosted community-wide CHNA Forums in 2015 and 2016, in Black River Falls. This report includes both quantitative and qualitative components.

### **Priorities Selected for Healthcare Improvement in the BRMH Service Area**

Community leaders and participants of the CHNA survey and forums clearly identified local healthcare services and needs that they perceived as the most important priorities for improvement. The CHIP Committee and community participants selected six priorities with the final focus centered on three priorities.

The top priorities selected were:

- Substance Misuse (drug, alcohol & tobacco)
- Behavioral/Mental Health (access to services)
- Chronic Disease Prevention and Management

Members of the CHIP Committee identified specific services and initiatives that are the most realistic to influence based on the current assets and resources of BRMH and community collaboration.

## II. DEMOGRAPHICS

PRIMARY SERVICE AREAS: Black River Falls

SECONDARY SERVICE AREAS: Alma Center, Merrilan, 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 20,554, 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 (.6%) since 2010.

Black River Memorial Hospital (BRMH) is located in Black River Falls, Wisconsin, the county seat for Jackson County. BRMH competes with several larger healthcare systems located within 75 miles. These facilities and systems include Mayo Clinic Health System, Gunderson Health System, Hospital Sisters Health System - Sacred Heart Hospital and Marshfield Clinic Health System. Black River Falls is also the site of the Family Health Center of Marshfield- Black River Falls Dental Center, a Federally Qualified Health Center.

About one-fourth of all Americans live in rural areas and providing healthcare to them can be a challenge financially and logistically. Only ten 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. There are 618 Primary Care Health Professional Shortage Areas in Wisconsin as reported in a 2012 survey by the Wisconsin Area Health Education Center, 14 of which are in Jackson County. (These numbers do not include dental care and mental healthcare shortage areas). Another challenge for rural healthcare involves the primary healthcare services provided. Primary care physicians and general surgeons are trained to cover a vast number of conditions; however, no particular specialty area. As a result, patients may migrate to seek services and patients in an emergent situation may be transferred for additional care.

BRMH is a critical access hospital and has been a healthcare facility for the Jackson County area for nearly 50 years. Community members, business leaders, other healthcare facilities or agencies, governmental agencies, and city or county representatives comprise the Board of Directors. Emergency and urgent care, rehabilitation, obstetrics, surgical services, respiratory care and home-based services are some of the key services offered. BRMH is one of the largest employers in the area and employs over 300 people including hospitalists, and collaborates with more than 40 primary care physicians and specialists in more than 20 specialties. Assisting area employers in attaining a healthier workforce, BRMH offers Business Health Services such as educational programs, health and wellness programs and pre-employment screenings.

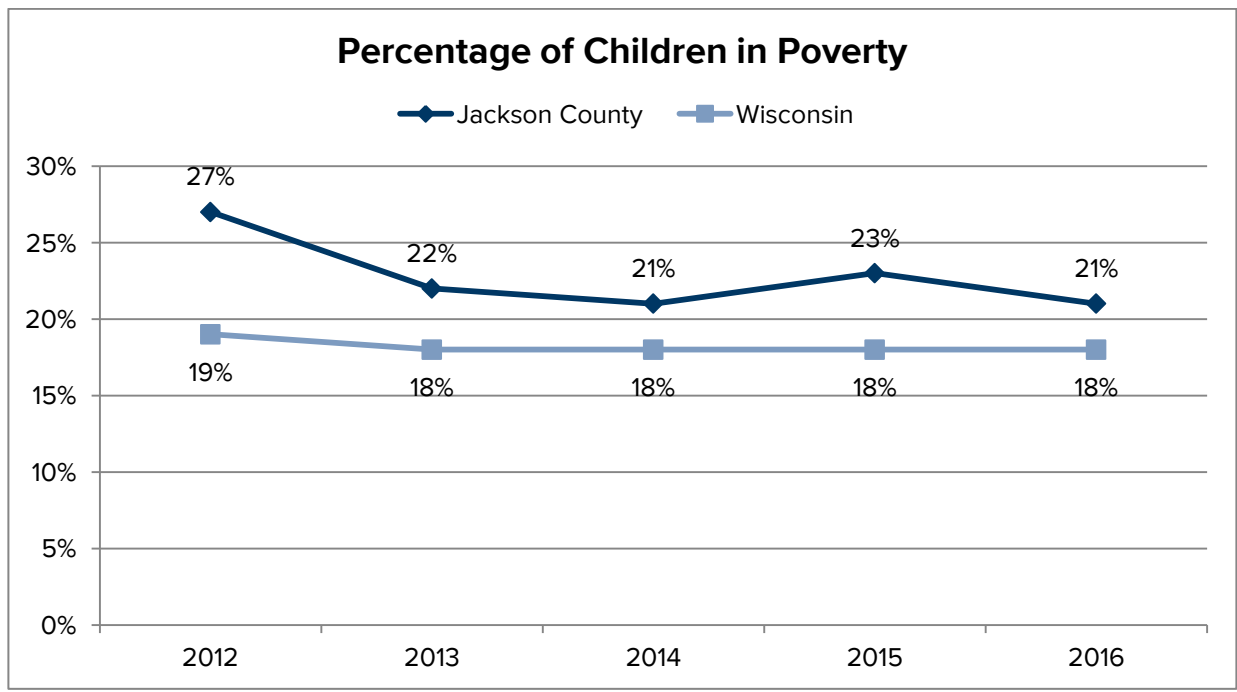
BRMH offers a preceptorship program through the University of Wisconsin Medical School as well as job shadowing and co-op partnership opportunities to students in middle and high school.

Many of the hospital’s patients are elderly with multiple chronic diseases. Many have incomes below poverty level; Medicare and Medicaid are the top payer sources of reimbursement, currently equal to 57.8% of the total payer mix revenue (not including home-based services). 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.

Jackson County’s Ethnic Diversity		Race				
Total Population	White	Black	American Indian	Hispanic	Asian	
20,672	17,866	512	1,529	652	113	
Percent of Population	86%	2.5%	7.4%	3.2%	.05%	

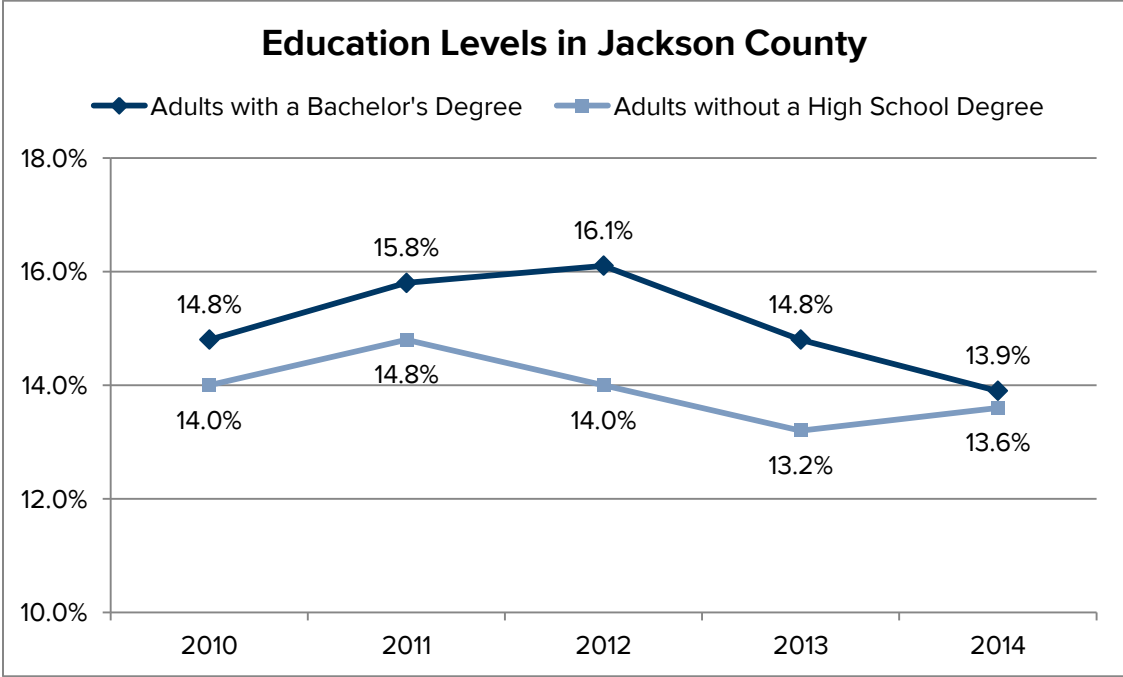
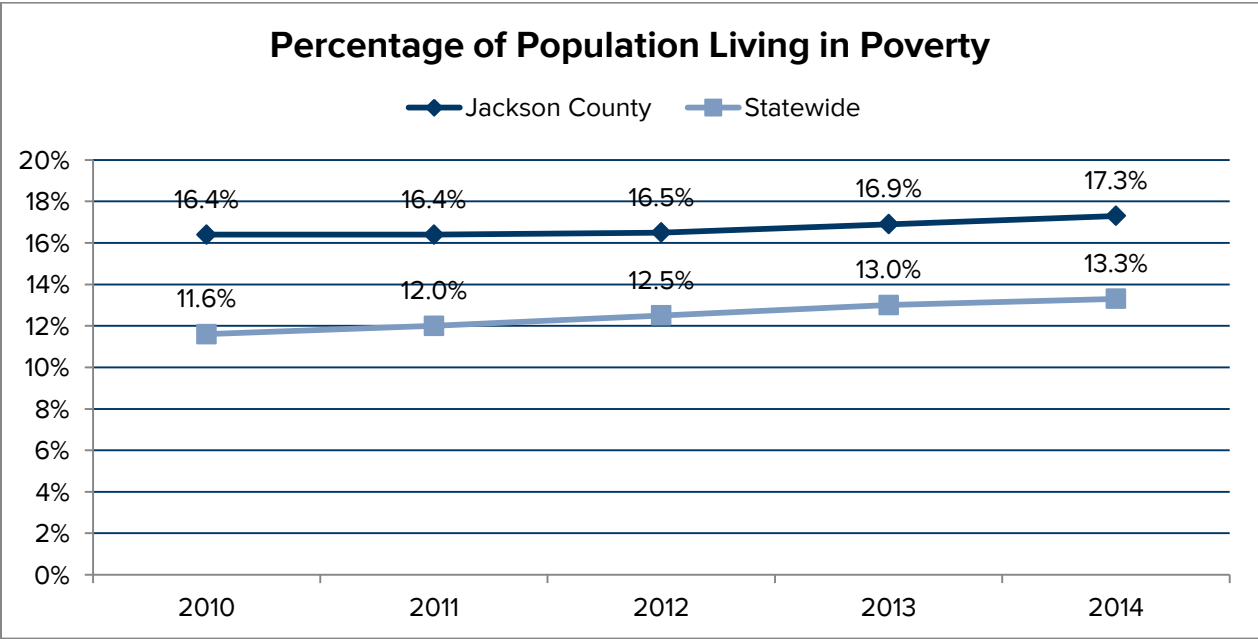
### III. SOCIOECONOMIC STATUS

Jackson County’s per capita income (\$22,169) is considerably lower than the state average (\$27,907), according to the 2010 U.S. Census Bureau.



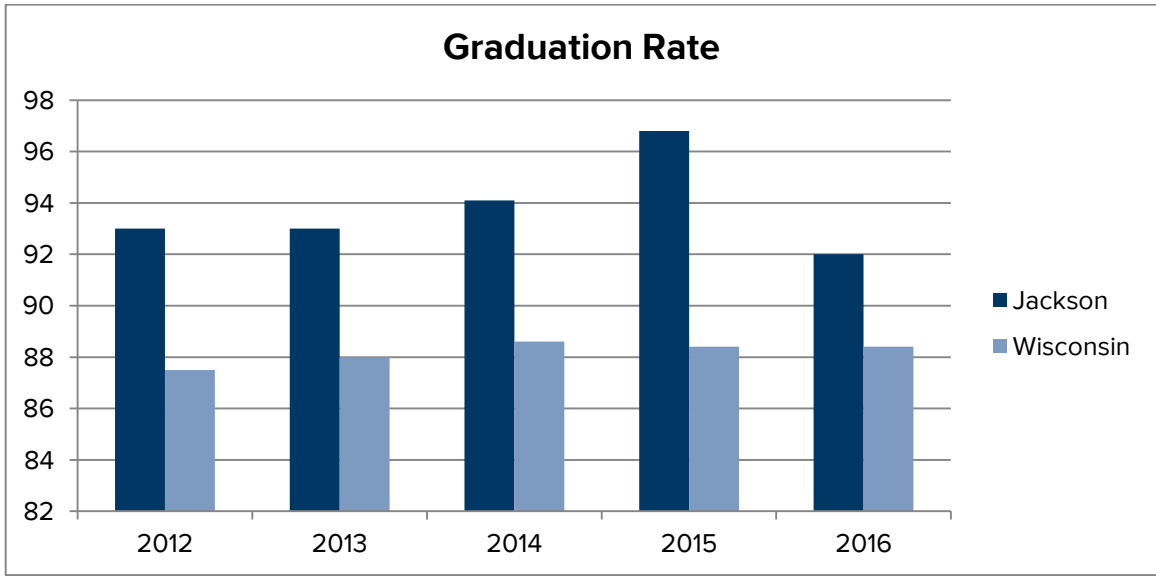
The percentage of children living in poverty in Jackson County has decreased from 27% in 2012, to 21% in 2016; however, the overall population living in poverty has increased from 2010, (16.4%) to 17.3% in 2016.<sup>1</sup>

<sup>1</sup> *Wisconsin Interactive Statistics on Health*. Wisconsin Department of Health Services and County Health Rankings and Roadmaps, University of Wisconsin Population Health Institute

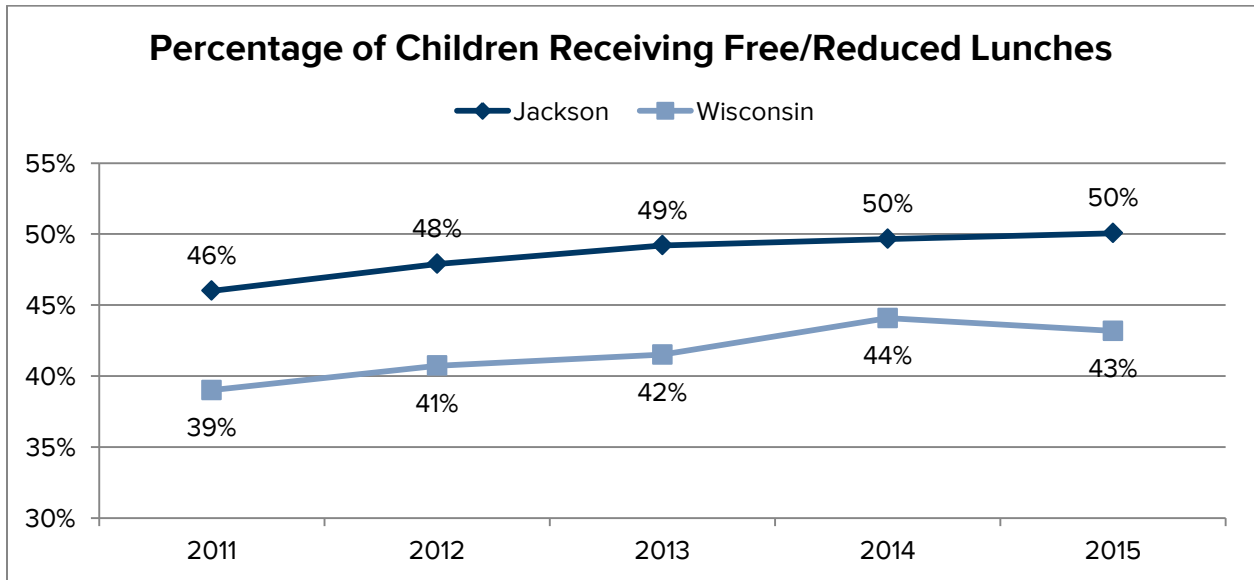


Jackson County residents, who have earned a Bachelor's degree or higher is 13.9%, lower than the state average of 27.4%.<sup>2</sup> The rate of adults in Jackson County that do not have a high school degree is 13.6%, nearly equal to the rate of all Wisconsin adults.

<sup>2</sup> QuickFacts, United States Census Bureau



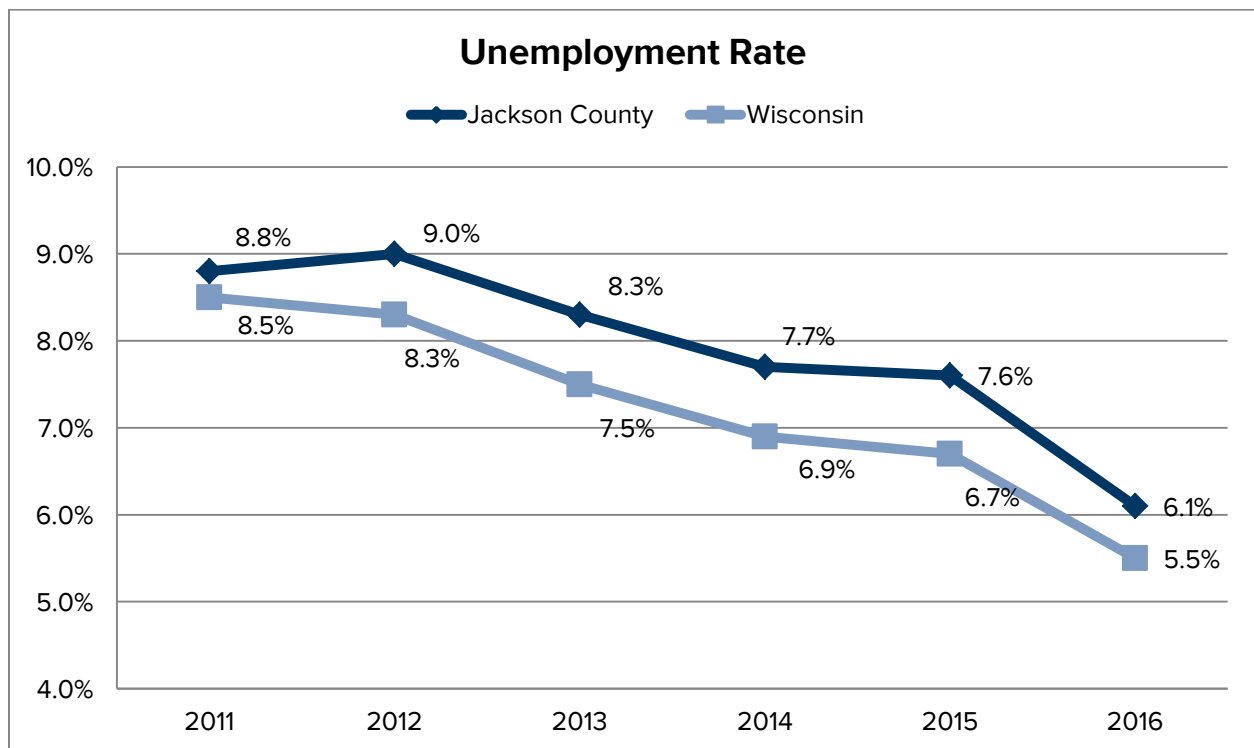
The Jackson County high school graduation rate is 92% compared to the state average of 88.4%<sup>3</sup>



Area school districts within the Jackson County area include Black River Falls, Melrose-Mindoro, Alma Center-Humbird-Merrillan and Blair-Taylor. Combined student enrollment during the 2015-16 school year totaled 3,696 of which 50% of these students qualify and receive the free and reduced lunch program compared to the Wisconsin state average of 45%.<sup>4</sup>

<sup>3</sup> Wisconsin Information System for Education Data Dashboard (WISEdash) 2014-15, Wisconsin Department of Public Instruction

<sup>4</sup> Enrollment and Participation Reports – Public 2015, Wisconsin Department of Public Instruction

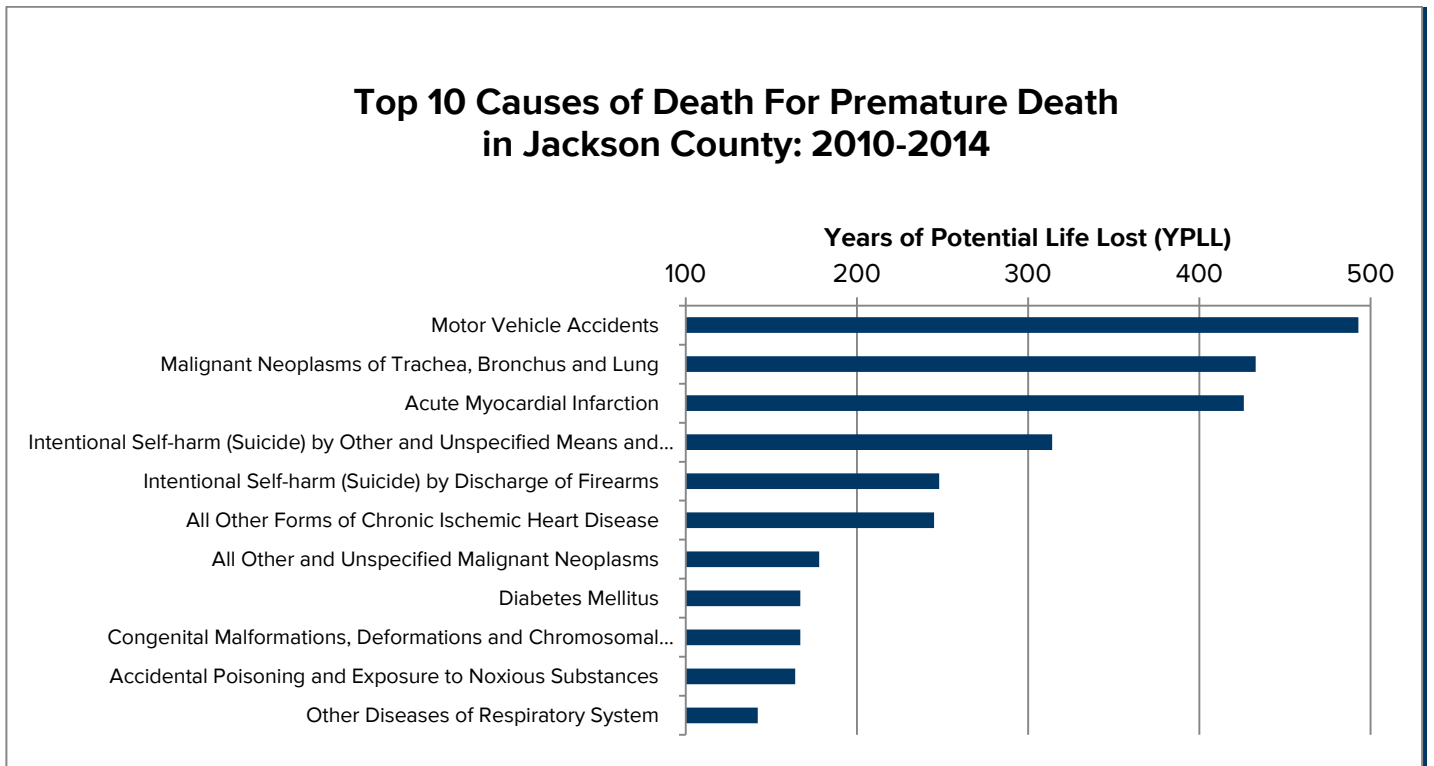


Unemployment has been shown to lead to an increase of unhealthy behaviors related to alcohol and tobacco consumption, diet, exercise and other health-related behaviors, which in turn can lead to increased risk for disease or mortality, especially suicide. Unemployment in Jackson County has remained higher than the state of Wisconsin since 2011, but both Jackson County and Wisconsin has had a steady decrease in the percentage of residents unemployed.<sup>5</sup>

<sup>5</sup> *Jackson County Outcomes Overall Snapshot*, County Health Rankings and Roadmaps, University of Wisconsin Population Health Institute



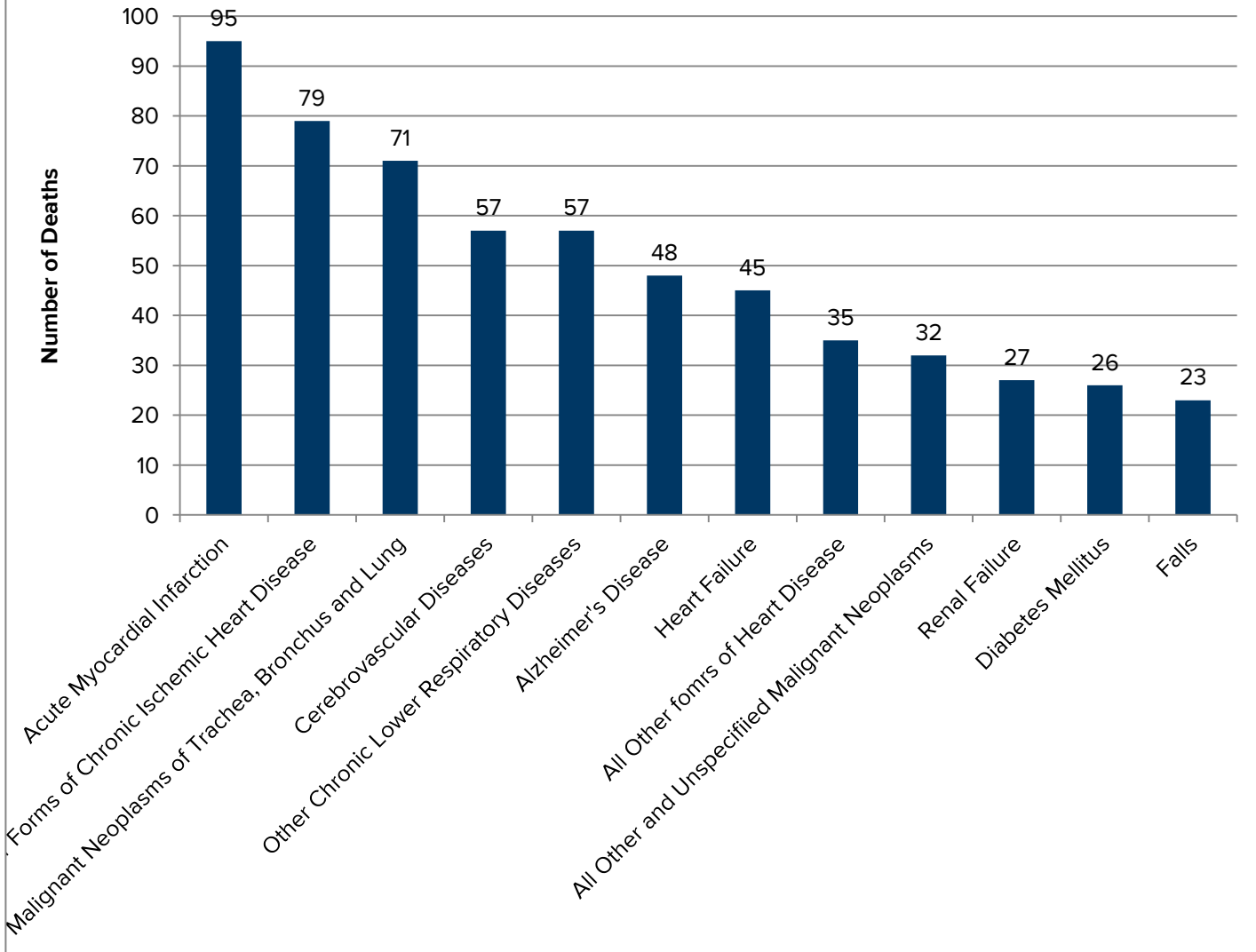
#### IV. HEALTH STATUS



Premature death is calculated in Years of Potential Life Lost (YPLL), which is the measure of years of life lost when someone dies before the age of 75. For example, a person dying at the age of 72 would contribute 3 years to their county's YPLL index. This graph shows the top cause of premature death in Jackson County is motor vehicle accidents from 2010 and 2014, followed by trachea and lung cancer and heart attacks.<sup>6</sup>

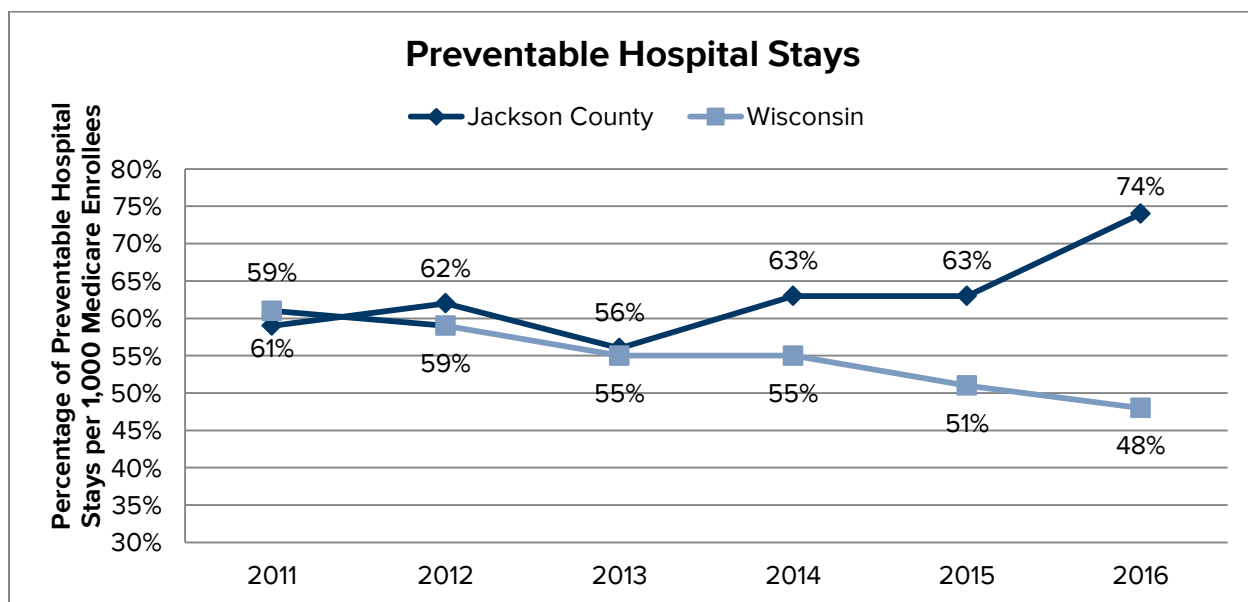
<sup>6</sup> *Wisconsin Interactive Statistics on Health*. Wisconsin Department of Health Services and County Health Rankings and Roadmaps. University of Wisconsin Population Health Institute

### Actual Death Counts for Jackson County by Cause of Death: 2010-2014

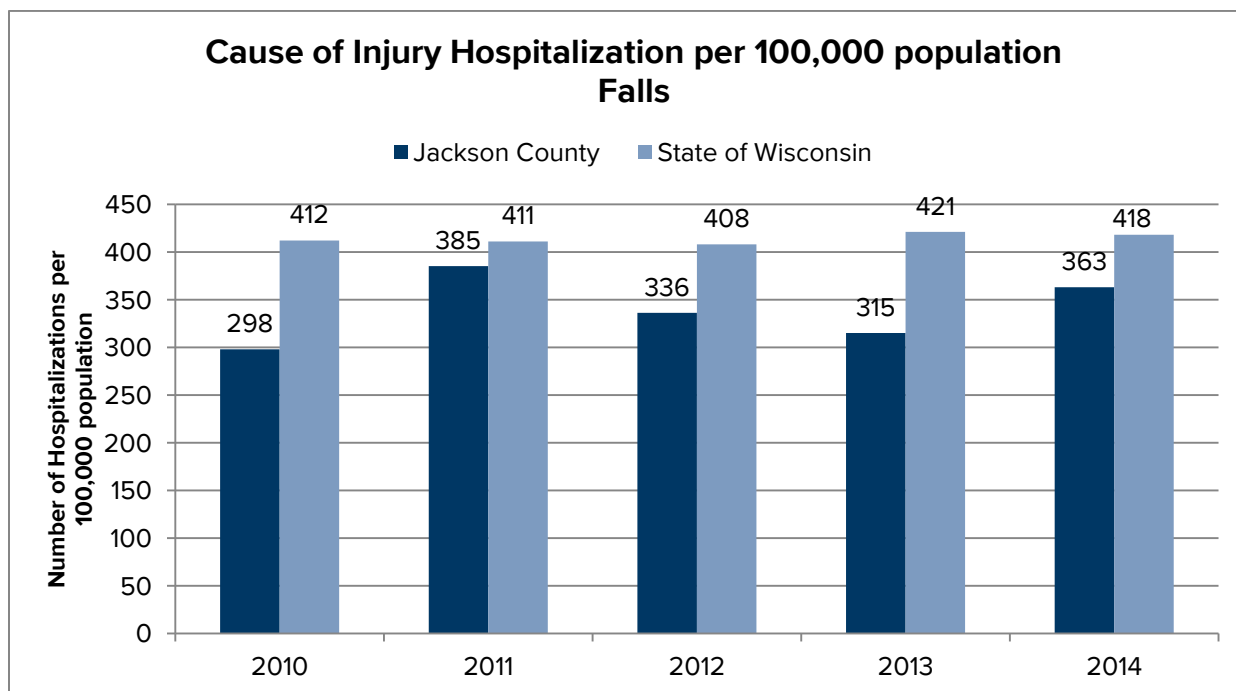


Actual death counts show heart disease, cancer, cerebrovascular diseases (such as strokes) and accidents as Jackson County’s leading causes of death between 2010 and 2014.<sup>7</sup> In addition, 21.7% of deaths in 2014, showed contributing causes of death included the use and/or abuse of alcohol, tobacco and other drugs.

<sup>7</sup> *Public Health Profiles Wisconsin 2015, Health Analytics Section, Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services*



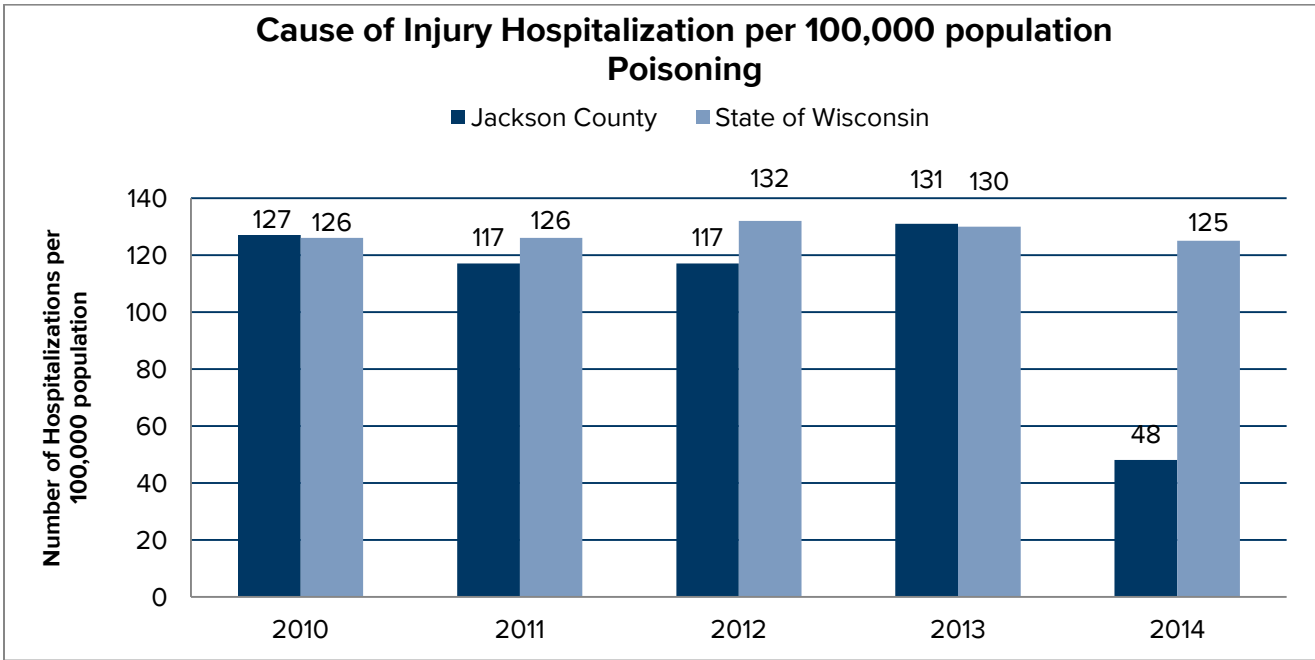
The percentage of hospital stays per 1,000 Medicare enrollees deemed preventable has increased in Jackson County since 2011, while the state of Wisconsin has seen a decrease in this same timeframe.<sup>8</sup>



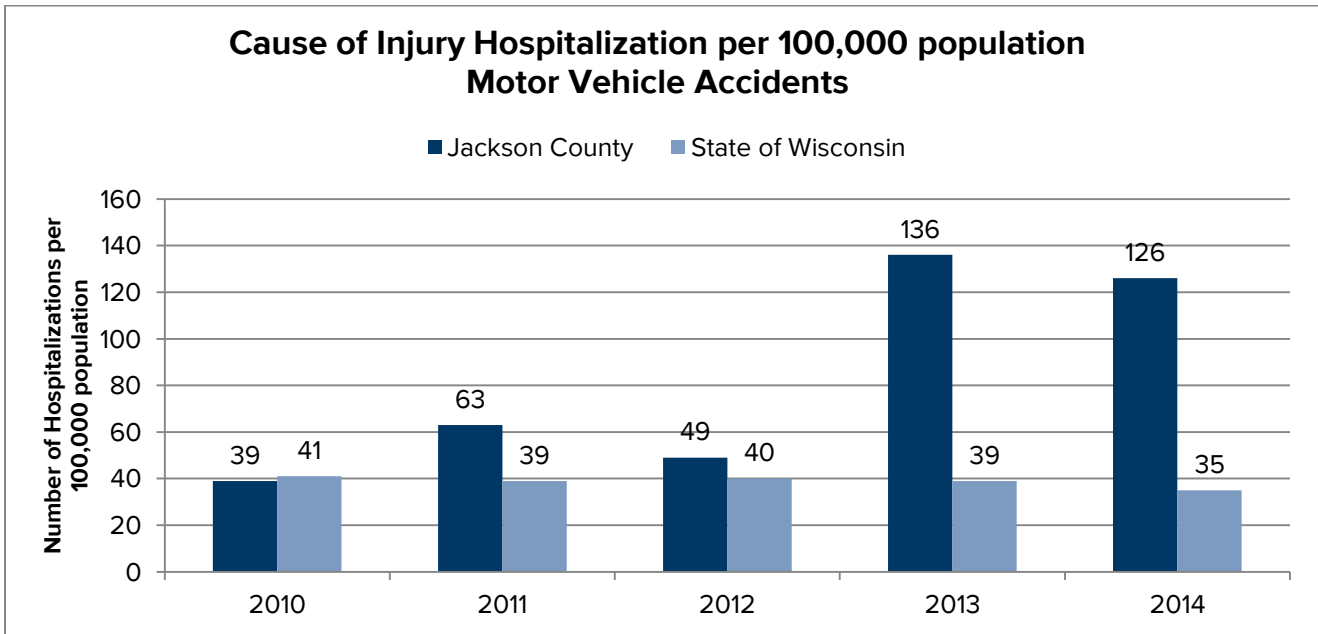
Falls are the leading cause of injury hospitalization, followed by poisoning and motor vehicle accidents.<sup>9</sup>

<sup>8</sup> *Clinical Care Measurement, County Health Rankings Snapshot*

<sup>9</sup> *WISA Query: Injury-Related Hospitalizations, Wisconsin Department of Health Services*

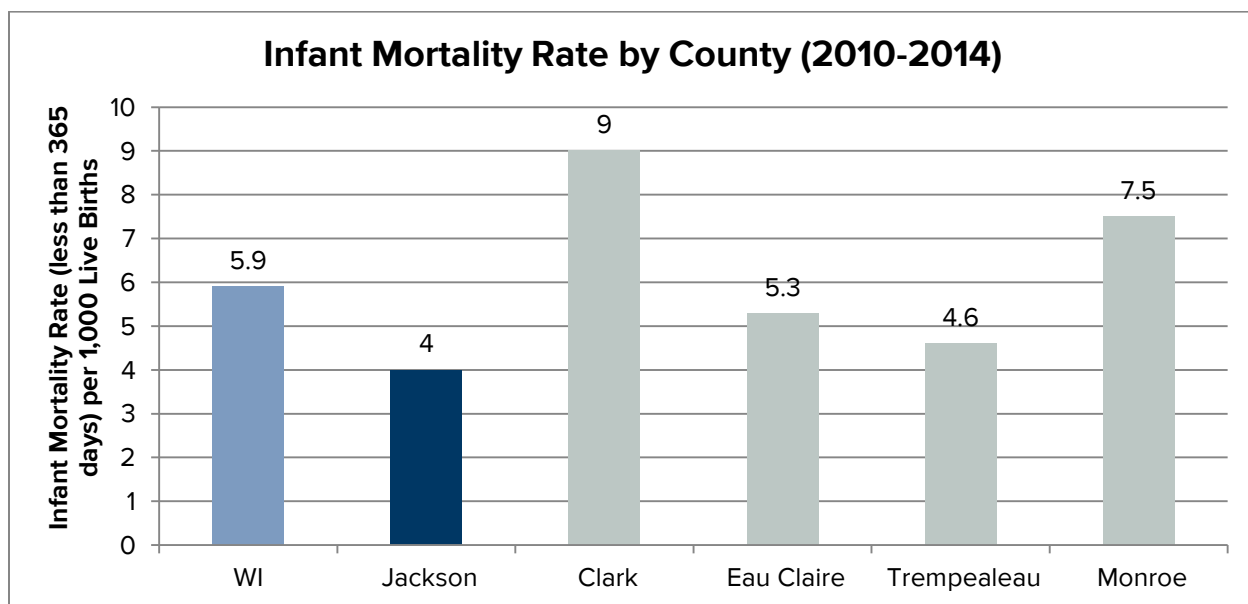


Recent data reports a large decrease in the number of unintentional poisoning hospitalizations in Jackson County compared to the past several years.<sup>10</sup>

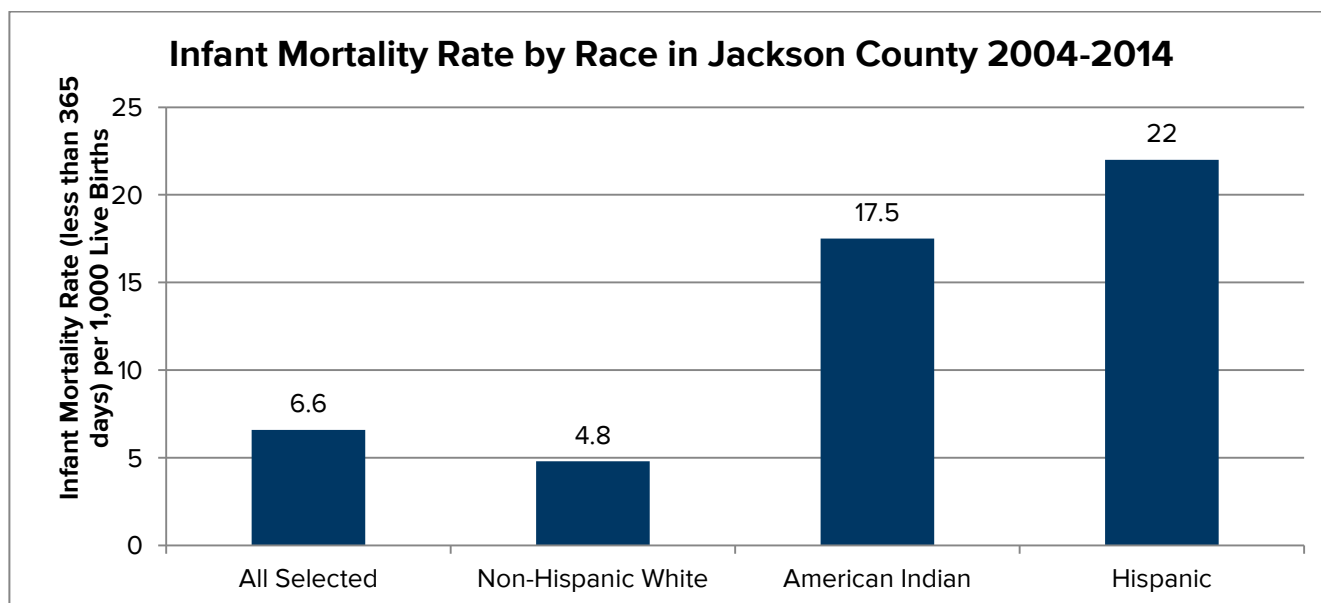


The graph shows a large increase in recent years of the number of motor vehicle accidents in Jackson County compared to the state average as reported by WISH data through the Wisconsin Department of Health Services.

<sup>10</sup> WISH Data, Wisconsin Department of Health Services

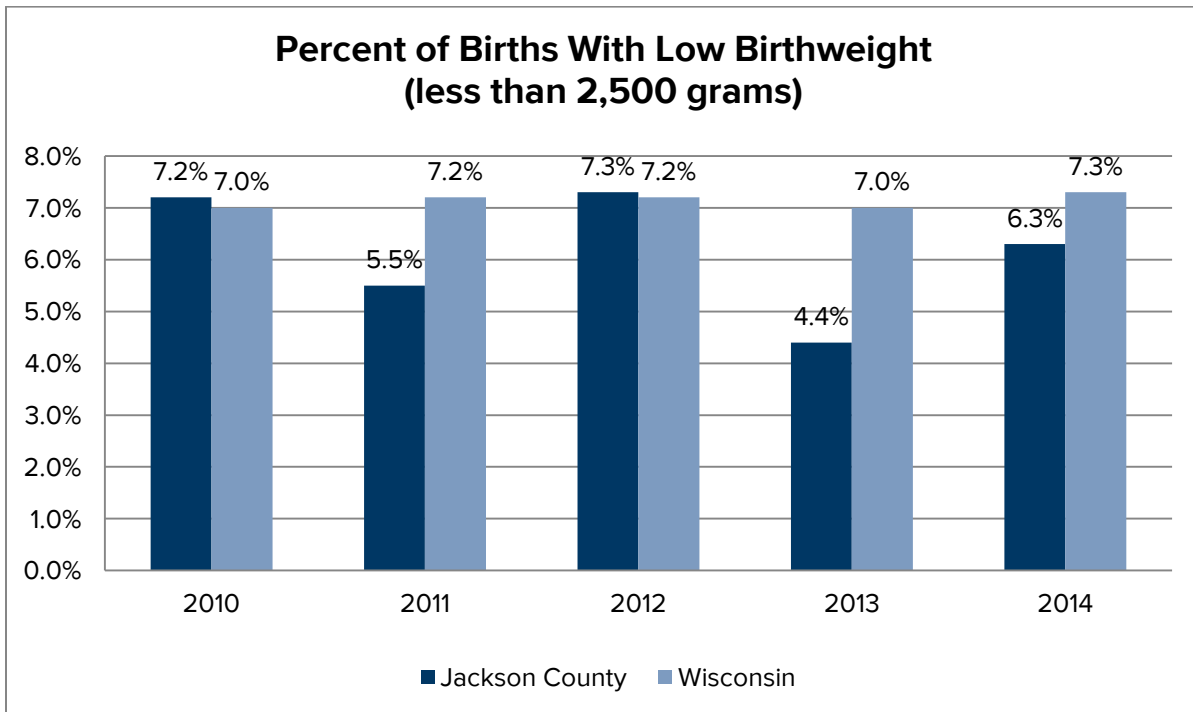


The infant mortality rate refers to the death of a baby less than 365 days old out of 1,000 live births.

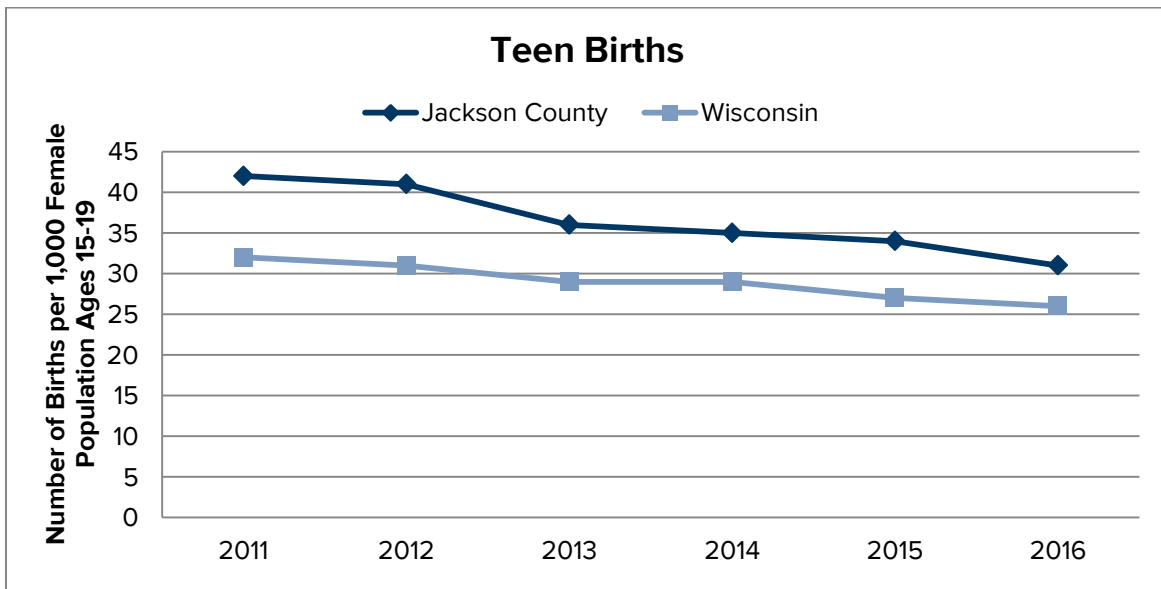


While infant mortality rates are actually low in Jackson County<sup>11</sup>, there are still considerable discrepancies among the rates by race.

<sup>11</sup> *Additional Health Outcomes – County Health Rankings - Snapshot*

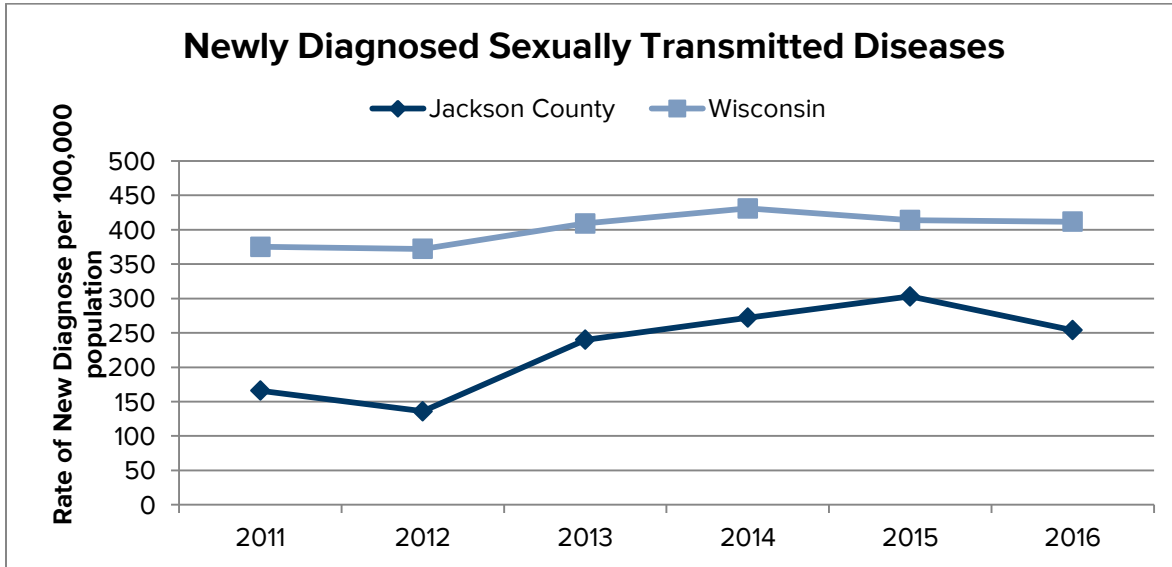


Between 2010 and 2014, Jackson County has remained below or approximately equal to the statewide percent of births with low birthweight.<sup>12</sup>



In Jackson County, the rate of teen births has been consistently higher than the state of Wisconsin. However, the number of teen births for the county and the state has been steadily decreasing since 2011.

<sup>12</sup> *Health Outcomes, Quality of Life, County Health Rankings*



The rate of newly diagnosed sexually transmitted diseases has remained lower than the state of Wisconsin for Jackson County over the past several years based on the findings of the County Health Rankings. Between 2015 and 2016, the rate stayed consistent for Wisconsin and actually decreased for Jackson County. There are no reported new cases of HIV infections as of 2015; however, there have been five total cases reported since 1982.<sup>13</sup> Incidence of tuberculosis is very low in Jackson County, showing only one case reported over the past ten years.<sup>14</sup>

<sup>13</sup> P-00766 (April 2016) Reported Cases of HIV Infection Jackson County, WI, 1982-2015, Wisconsin Department of Health Services

<sup>14</sup> Wisconsin Tuberculosis Cases by Public Health Region and by County 2004-2014, Wisconsin Department of Health Services

**Percent of Adult Population with Diabetes**

Year	Jackson County	State of Wisconsin
2016	10%	9%
2015	9%	9%
2014	9%	9%
2013	9%	8%

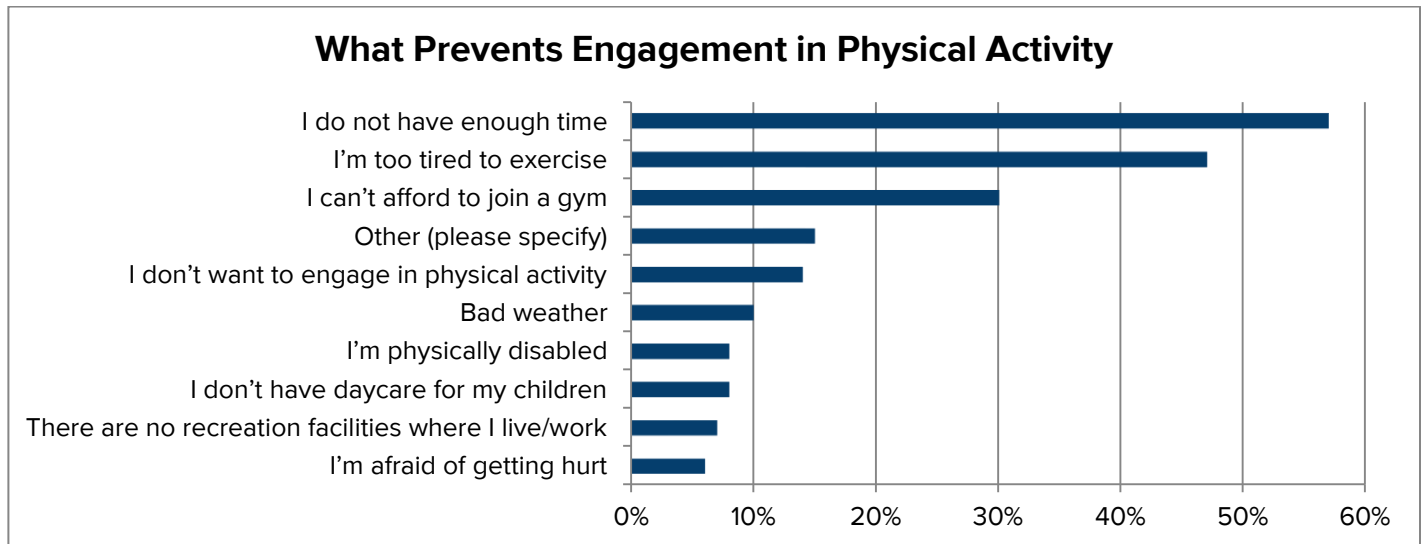
**Percent of Adult Population that is Obese**

Year	Jackson County	State of Wisconsin
2016	33%	29%
2015	31%	29%
2014	31%	29%
2013	30%	29%

A nation-wide study conducted by the American Health Rankings shows Wisconsin increased 29.7% in prevalence of diabetes among 50-64 year-olds from 1999 to 2014.<sup>15</sup> This dramatic increase is over-shadowed by a national increase of almost 55%. Nationally the number of newly diagnosed diabetes cases in 2014, is 1.4 million, up from 493,000 cases in 1980.<sup>16</sup> Within Jackson County, as noted in the County Health Rankings, it is estimated the number of adults aged 20 and above diagnosed with diabetes is currently at 10% of its population.

Jackson County has a high rate of obesity (33% compared to the state average of 29%).

A question on the community survey conducted in 2015 was, “What factors keep you from engaging in physical activity?” The responses are in the following graph.<sup>17</sup>

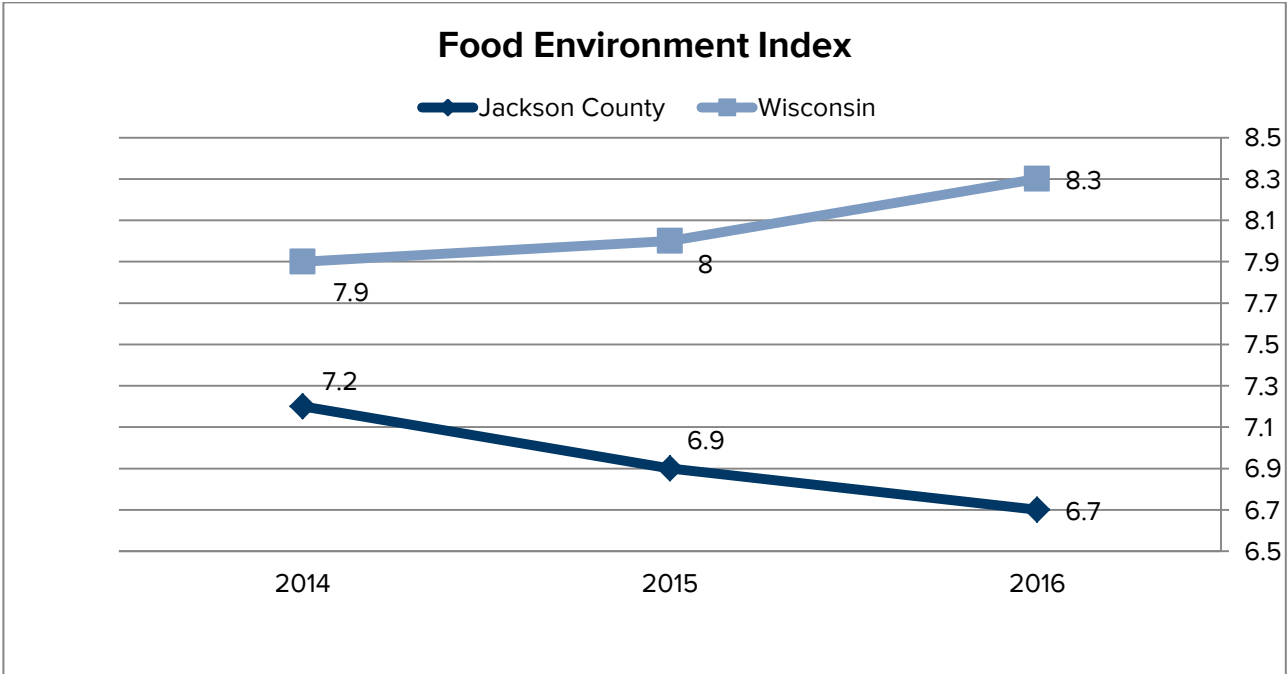


<sup>15</sup> *America's Health Rankings Senior Report 2016, A call to action for individuals and their communities*, United Health Foundation

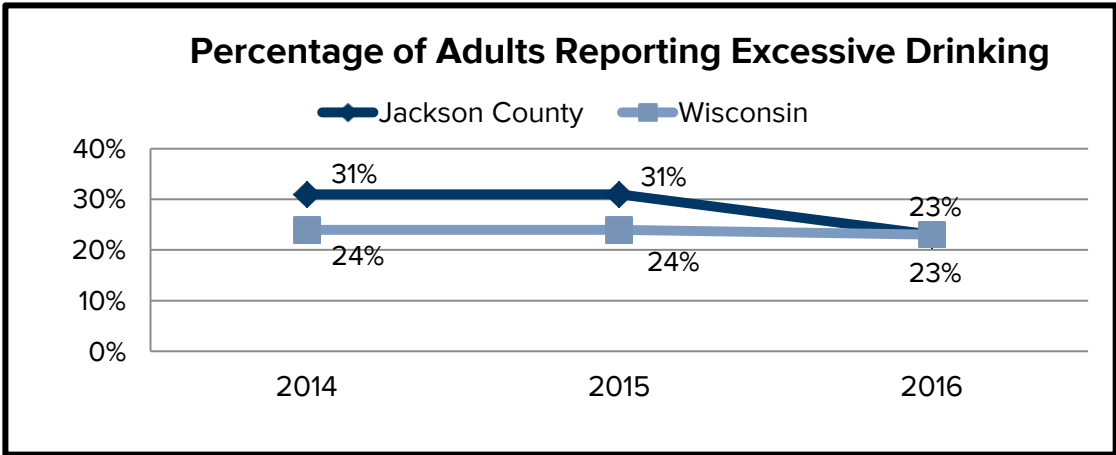
<sup>16</sup> *Diabetes and obesity – a global epidemic*, as cited from the Centers for Disease Control and Prevention, by the April 18, 2016 edition of Modern Healthcare Magazine

<sup>17</sup> *Jackson County Community Health Survey Summary of Results*, University of Wisconsin Population Health Institute, School of Medicine and Public Health



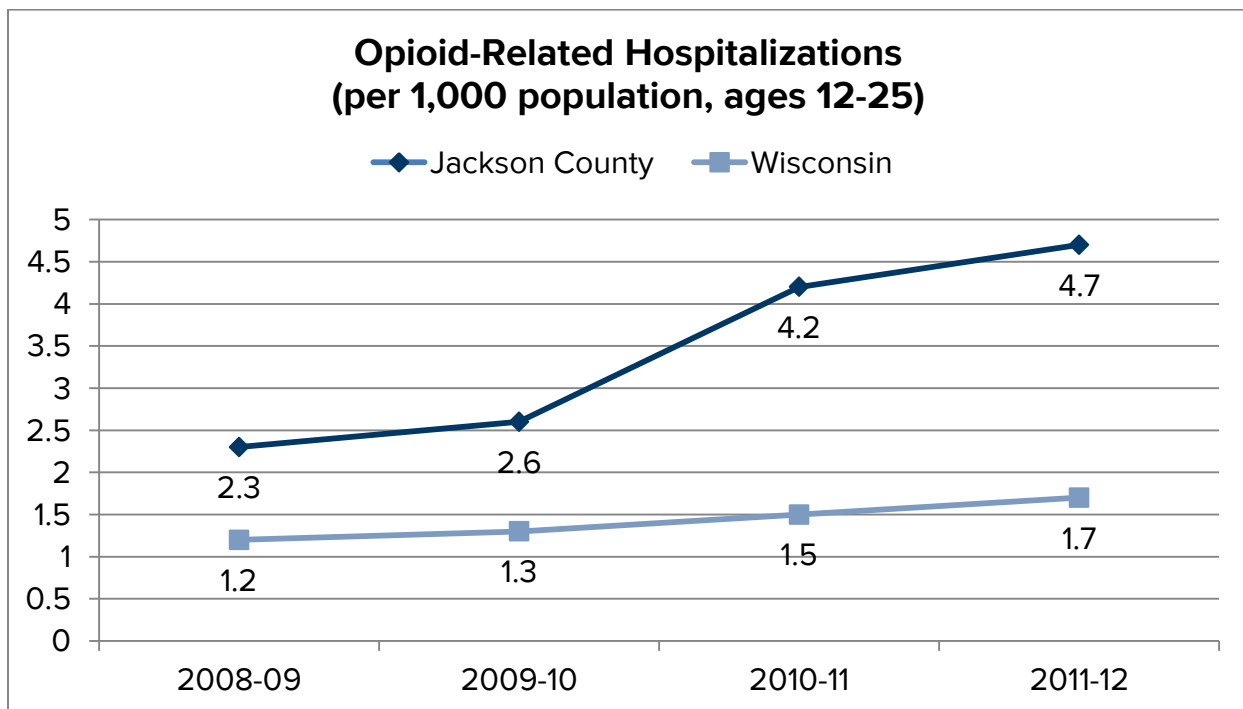


Jackson County’s access to healthy foods is significantly lower than the state. The food environment index takes into account access to healthy foods for those who are low income and do not live close to a grocery store and for those who do not have a reliable source of food for the year. Jackson County has stayed consistently below Wisconsin. A high index number means a greater access to healthy foods.



Jackson County has a high incidence of adults who report excessive drinking however; the percentage has decreased over the past three years.<sup>18</sup>

<sup>18</sup> *Excessive Drinking Measure, County Health Rankings and Roadmaps*



Hospitalizations occurring due to opioid use, including methadone, codeine and morphine in Jackson County are higher than the state average. In 2011-12, Jackson County is third highest in the state in opioid related hospitalizations, following Ashland and Vilas County.<sup>19</sup>

#### MENTAL HEALTH

Poor Mental Health Days	Jackson County	Error Margin	Top US Performers	Wisconsin
Number of days/month	3.6	3.5-3.8	2.8	3.7

Poor mental health has continued to rise to the top as a health need in Jackson County and statewide. Statewide, individuals who respond to the question, “How many days in the past 30 days was your mental health not good?” is 3.7 days with a rate of 3.6 days specific to Jackson County.<sup>20</sup> Counties with more unhealthy days were likely to have higher unemployment, poverty, percentage of adults who did not complete high school, mortality rates and prevalence of disability.

<sup>19</sup> *Wisconsin hospital inpatient discharge database*, Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services

<sup>20</sup> *Health Factors – County Health Rankings*

## ALZHEIMER'S AND DEMENTIA

<b>Estimated People Aged 65 and Older in Wisconsin with Alzheimer's</b>				
Year	65-74	75-84	85+	Total
2016	14,000	43,000	49,000	110,000
2020	17,000	48,000	50,000	120,000
2025	20,000	60,000	54,000	130,000

As the population of the United States ages, Alzheimer's is becoming a more common cause of death. Official records indicate that deaths from Alzheimer's disease have increased 71 percent from 2000 to 2013. Nearly one in every three seniors who dies each year has Alzheimer's or another dementia and is the sixth leading cause of death in Wisconsin. Based on statistics from the Alzheimer's Association, in 2016, it is estimated that 14,000 people in Wisconsin aged 65 and older suffer from Alzheimer's and other dementia.

As of the 2010 Census, 16.2% of the population of Jackson County is aged 65 and older with an estimated 13% affected by Alzheimer's or other dementia.<sup>21</sup>

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<sup>21</sup> *Alzheimer's Association 2016 Alzheimer's Disease Facts and Figures*, National Center for Health Statistics, 2016

## V. METHODOLOGY

The *County Health Rankings*, a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute, annually measure the health of nearly all counties in the nation. The rankings compare counties all across the nation to one another and compare how each one fares in various components of health outcomes and factors.

### 2016 County Health Rankings and Roadmaps<sup>22</sup>

	Jackson County	Error Margin	Top US Performers	Wisconsin	Rank
<b>Health Outcomes</b>					<b>45</b>
<b>Length of Life</b>					<b>14</b>
Premature Death	5,100	4,000-6,100	5,200	6,000	
<b>Quality of Life</b>					<b>65</b>
Poor or Fair Health	15%	15-16%	12%	15%	
Poor Physical Health Days	3.8	3.6-3.9	2.9	3.7	
Poor Mental Health Days	3.6	3.5-3.8	2.8	3.7	
Low Birthweight	7%	6-8%	6%	7%	
<b>Health Factors</b>					<b>60</b>
<b>Health Behaviors</b>					<b>66</b>
Adult Smoking	19%	19-20%	14%	17%	
Adult Obesity	33%	27-39%	25%	29%	
Food Environment Index	6.7		8.3	7.9	
Physical Inactivity	23%	18-28%	20%	22%	
Access to Exercise Opportunities	41%		91%	81%	
Excessive Drinking	23%	22-24%	12%	23%	
Alcohol-Impaired Driving Deaths	17%	7-30%	14%	38%	
Sexually Transmitted Infections	253.8		134.1	411.6	
Teen Births	31	26-36	19	26	
<b>Clinical Care</b>					<b>65</b>
Uninsured	14%	12-16%	11%	11%	
Primary Care Physicians	980:1		1040:1	1220:1	
Dentists	1880:1		1340:1	1590:1	
Mental Health Providers	760:1		370:1	590:1	
Preventable Hospital Stays	74	61-88	38	48	
Diabetic Monitoring	91%	78-100%	90%	90%	
Mammography Screening	61%	48-75%	71%	71%	
<b>Social &amp; Economic Factors</b>					<b>52</b>
High School Graduation	94%		93%	88%	
Some College	48%	43-53%	72%	67%	
Unemployment	6.1%		3.5%	5.5%	
Children in Poverty	21%	16-26%	13%	18%	
Income Inequality	4.0	3.6-4.3	3.7	4.3	
Children in Single-Parent Households	37%	31-43%	21%	31%	
Social Associations	14.5		22.1	11.8	
Violent Crime	75		59	255	
Injury Deaths	67	52-85	51	65	
<b>Physical Environment</b>					<b>39</b>
Air Pollution-Particulate Matter	11.7		9.5	11.5	
Drinking Water Violations	No		No		
Severe Housing Problems	16%	14-18%	9%	15%	
Driving Alone to Work	80%		71%	80%	
Long Commute – Driving Alone	28%	25-31%	15%	26%	

<sup>22</sup> Jackson County, Wisconsin Demographics, 2016 County Health Rankings, a Robert Wood Johnson Foundation Program

## VI. COMMUNITY INPUT

Community feedback was collected through four separate methods. The goal of these processes is to share data, identify gaps, vote on health priorities and prepare a strategic plan to address those needs.

### The BRMH Community Advisory Council

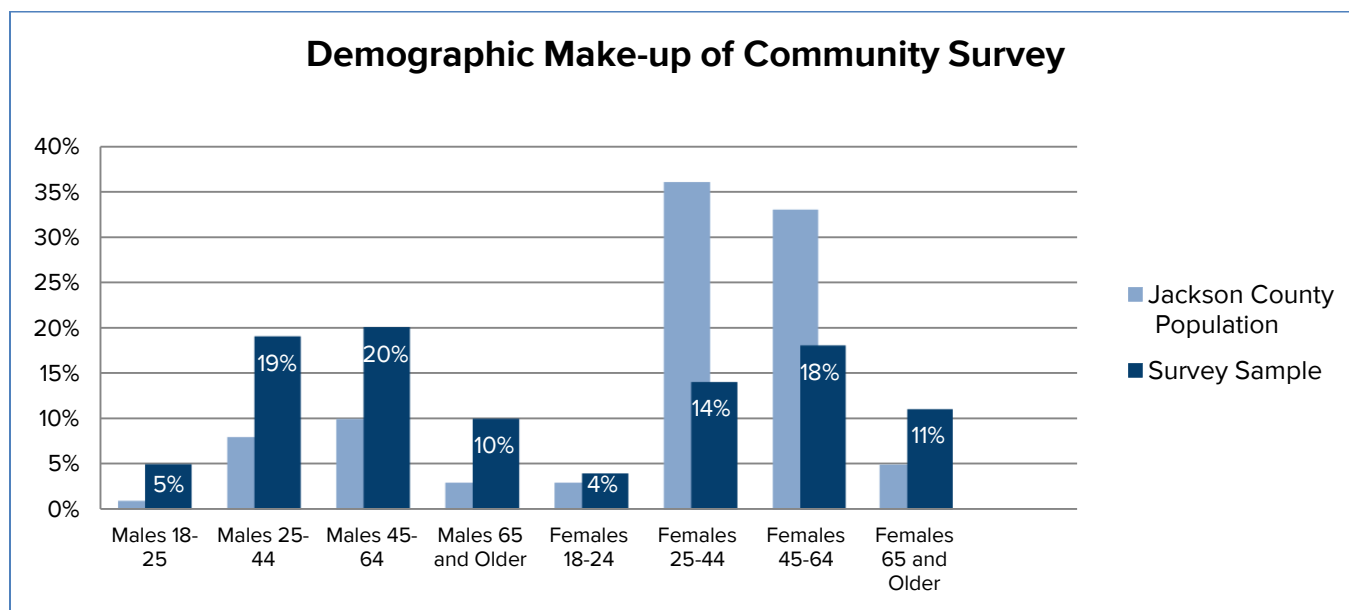
Formed in 2015, citizens who live in Jackson County were invited to serve on the Community Advisory Council. Members are selected from the hospital's complaint system, employee recommendations, and community referrals. The council meets quarterly to get feedback regarding services provided by BRMH, system improvements and community needs.

### Community Forum #1

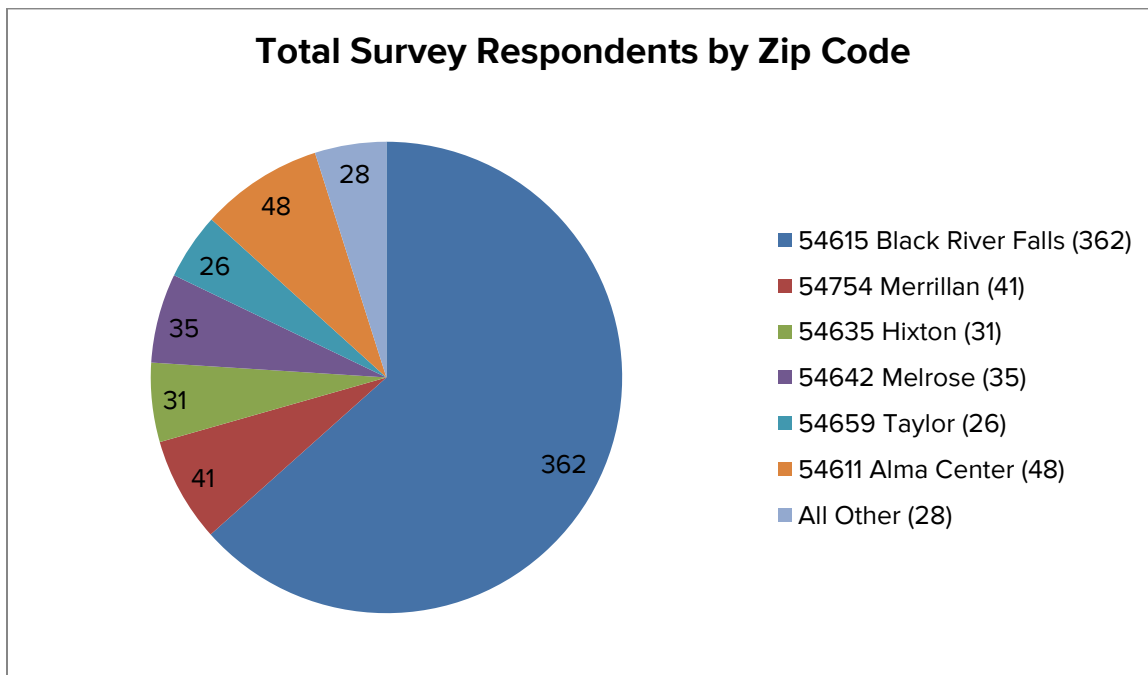
The first community forum in this assessment cycle occurred on March 31, 2015. Jackson County Department of Public Health and Human Services (JCDHHS) and BRMH arranged for numerous community partners to come together to talk about the CHNA process and begin discussions on the survey that was executed later in the year. The same partners would participate in the community forum.

### Jackson County Community Health Survey

In November 2015, BRMH collaborated with JCDHHS and together contracted with the University of Wisconsin-Madison Population Health Institute (UWPHI). This provided us with assistance in developing the Jackson County Health Needs Survey. UWPHI improved and enhanced the survey that would accurately assess the health needs in the community. Subsequently, UWPHI analyzed the information and issued a summary of results. To entice citizens to take the survey, the first 300 unique respondents received a \$10 gas card. Respondent demographic information includes the following:



Five-hundred-ninety-three people took the survey and reflected responses from 13 individual zip codes.



Ninety-five percent reported being of White/Caucasian ethnicity with the remaining five percent reporting African American, Asian, Native American, Hispanic and other ethnicities.

## **Community Forum #2**

In July 2016, BRMH and JCDHHS conducted a second community forum. Community members provided input to enhance continuing programs and develop new health priorities. These partners included:

- Black River Memorial Hospital  
Board Members, Senior Leaders,  
Department Directors and Staff
- Jackson County Department of Health and  
Human Services  
Public Health, Department of Aging,  
Behavioral Health
- Jackson County Veterans Service
- Workforce Connections (Administers  
employment and training programs funded  
through a variety of sources including the US  
Department of Labor.)
- Melrose-Mindoro School District
- City of Black River Falls
- Jackson County Interfaith Volunteer Caregivers
- Krohn Clinic
- Footprints in Time Midwifery Services
- Ho-Chunk Department of Health (Provides  
public healthcare services for Ho-Chunk Tribal  
members.)
- Black River Area Chamber of Commerce
- American Red Cross-Scenic Bluffs Chapter
- Parkside Residence Senior Living
- Co-op Credit Union
- Together For Jackson County Kids (A community  
based coalition providing youth-adult  
partnerships, promoting healthy lifestyle  
choices)
- Jackson County University of Wisconsin-  
Extension
- Boys & Girls Club of the Greater Chippewa  
Valley-Jackson County Center
- Jackson County Board of Supervisors
- Jackson County H.O.P.E. Court
- Western Technical College
- Lunda Community Center
- Atrium Post-Acute Care of Black River Falls
- Black River Falls Emergency Medical Service

## Community Health Needs Assessment - Community Forum and Survey Results

### % of community needs survey respondents chose this health need

#### Rank from Community Survey

##### Access to Care

- Lack of providers
- Lack of transportation
- Lack of one-stop shop/need help navigating
- Financial constraints – more dominant for Advisory Council than Community Forum

##### Alcohol and other Drug Abuse (Substance Abuse 70.41%) #1

- Access/Availability (Alcohol 38.78%)
- Lack of mental health resources
- Lack of prevention programming
- Culture/family
- Tobacco Use and exposure\* (12.24%)

##### Chronic Disease Management and Prevention (9.18%) #3

- Alzheimer's/Dementia
  - Need more resources
  - Providers and caregivers need more training
- Diabetes/Heart Disease/Cancer
  - Nutrition (18.98%)
  - Physical Activity\* (20.61%)
  - Obesity\* (31.22%)

##### Mental Health (45.92%) #2

- Higher need for providers
- Lack of coping skills

##### Intentional or Unintentional Injury

- Motor Vehicle Accidents
  - Distracted driving
- Falls
  - Support systems lacking to change home environment/promote independence
- Suicide
  - Lack of coping skills/resilience

##### Environmental Health

- Work
  - Employers lack of implementing wellness programs
- Water Testing
  - Lack of yearly testing
- Air Quality
  - Sand mines/lack of air monitoring

\* Not a primary root cause chosen by community forum, but chosen by community survey respondents.

## VII. PRIORITIZED SIGNIFICANT COMMUNITY HEALTH NEEDS

With the strides made in Access to Care, the efforts of BRMH will move toward other health concerns based on our assessment. BRMH will continue to put forth concerted efforts in the areas of Obesity/Nutrition/Diabetes and Alcohol, Tobacco and Other Drug Abuse. There are many needs for our community as identified through the forums; however, BRMH is unable to work on all of them and will focus our efforts on the top three initiatives as listed below based on infrastructure and community collaboration.

### **2017-2019 Health Priorities**

- 1) Substance Misuse (drug, alcohol & tobacco)
  - a. Prescription Opioid
  - b. Alcohol
  - c. Tobacco
  
- 2) Behavioral/Mental Health (access to services)
  - a. Improve referral rate to area resources for patients who present with mental/behavioral health issues
  - b. Participate in community education efforts focused on coping skills
  
- 3) Chronic Disease Management and Prevention
  - a. Heart and Lung Disease
  - b. Cancer – Lung, Breast and Other
  - c. Diabetes
  - d. Obesity / Physical Activity / Nutrition

## VIII. EVALUATION OF PREVIOUS EFFORTS

As a result of the 2013 CHNA, the three areas of focus of BRMH were 1) Access to Healthcare, 2) Alcohol, Tobacco and Other Drug Abuse, and 3) Obesity, Nutrition and Diabetes. Programs and services provided by BRMH have continued in these areas and new opportunities for community health and wellness have been initiated.

### **Access to Healthcare**

The goal to improve access to healthcare that began with the 2013 Community Health Improvement Plan is continuing and thriving by a number of successful initiatives such as several educational opportunities for new parents and the addition of the Family Health Center of Marshfield-Black River Falls Dental Center.

In addition, while continuing to work with the Western Region Enrollment Network to educate the public and help those eligible, link up with The Marketplace for health insurance coverage the previous goal was not achieved. The goal from 2013 was to achieve 50% of the 3,000 Jackson County uninsured citizens enrolled in the Marketplace or Badger Care. As stated by Enroll



America<sup>23</sup>, the percent of uninsured Jackson County residents in 2016, is 16% compared to 15% in 2013. Additional efforts are needed and will continue.

A court mandated family treatment program and support system for those affected by substance abuse was established. A Community Relations Coordinator position was added to the Marketing and Business Development Department to represent BRMH in the community through development and maintenance of relationships with key community organizations, agencies, and community partners.

The current programs and resources available include the following:

- Current membership in the **Western Region Enrollment Network** to assist those who need health insurance through the Wisconsin Healthcare Marketplace.
- BRMH, in partnership with Marshfield Clinic, Ho-Chunk Nation, Jackson County Department of Health and Human Services and other agencies collaborated to open **The Family Health Center of Marshfield – Black River Falls Dental Center**. The dental center will provide dental services to all community members, regardless of ability to pay or insurance status (uninsured/underinsured, private, public or commercial coverage.)
- **Jackson County H.O.P.E. Court** which is a family treatment court program designed to break the cycle of substance abuse by providing timely, family-centered treatment and supportive services to families to improve safety, well-being and reduce the number of children placed out of the home.
- **Childbirth and Breastfeeding Classes** are offered by BRMH and are currently free to the public.
- BRMH is represented on the **Jackson County Breastfeeding Coalition** that supports breastfeeding in the community and works with employers to support breastfeeding in the workplace.
- **The BRMH Babysitting Clinic**, sponsored by BRMH Partners, is offered annually to students 12 years of age and older.
- BRMH provides **Car Seat Safety Checks** on a scheduled basis in conjunction with area functions or on an as needed individual basis.
- A **Children’s Coalition** exists with JCDHHS facilitating in an effort to promote and educate community members about healthy prenatal and infant care.
- **Birth to 3** is a partnership between BRMH and Jackson County Public Health to provide services to children up to the age of three with potential developmental delays.
- **Child Development Days** is an annual event sponsored by Public Health. These programs link parents and children with needed resources through referrals to appropriate sources of assistance.
- **BRMH Speakers Bureau** provides educational presentations for area organizations and at area high schools on parenting, family living, pregnancy and childbirth.
- BRMH has representation on the board of directors for **Jackson County Interfaith Volunteer Caregivers**. This organization provides trained volunteers to help improve the quality of life for people and to help them remain independent and in their own home as long as possible.
- **Mindfulness Based Stress Reduction (MSBR)** mental health training is a collaboration of community stakeholders including BRMH to teach coping skills and stress reduction in teens.
- **Suicide Loss Support Group, Sharing Our Loss After A Suicide (SOLAAS)**. A support group for those who have lost a loved one due to suicide.

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<sup>23</sup> Wisconsin County Data-All Counties in Wisconsin – Uninsured Rates by major demographic groups, Enroll America, [www.enrollamerica.org](http://www.enrollamerica.org)

## **Alcohol, Tobacco and Other Drug Abuse**

The goal from the 2013 CHNA was to help decrease drug and tobacco usage in Jackson County with specifically achieving a 2% reduction in adult smoking. As reported by the County Health Rankings, 18% of Jackson County adults smoked in 2013. Today, that percentage has increased to 19%.

- BRMH Sponsorship of the **Black River Falls Police Department Drug Education** curriculum.
- **Together for Jackson County Kids (TFJCK)** has been in existence since 1988 with the goal of eliminating or at least reducing alcohol, tobacco and other drug abuse issues among youth and adults of Jackson County. BRMH provides financial support and employees who represent sub-committees within this organization.
- BRMH supports the **Strengthening Families Program** which is a nationally recognized parenting and family program that provides evidence-based training to reduce problem behaviors, delinquency, and alcohol and drug abuse.
- BRMH provides representatives on the **Jackson County Tobacco Coalition**, a community supported team to educate people on the hazards of using tobacco.
- The Partners of BRMH, with the support of BRMH respiratory professionals, conduct a program called **TATU (Teens Against Tobacco Use)**. TATU provides “train-the-trainer” education to high school age students who then go into the third and fourth grade classrooms to teach the hazards of tobacco use.
- BRMH offers a program geared for teens called **NOT (Not on Tobacco)**.
- Partners of BRMH provide classroom programs to all Jackson County schools on **Poison Prevention** and a program titled **Truly Me** that educates young students on the dangers of drug and alcohol use.
- **Better Breather’s Club**, a BRMH program, provides quarterly programming for individuals with COPD or other breathing issues.
- **Tobacco Cessation Counseling and Resources** are offered to the public and to employees of BRMH.

## **Obesity, Nutrition and Diabetes**

The goal from the previous CHNA was to provide support to Jackson County citizens to decrease the obesity rate in Jackson County from 30% to 29% as outlined in the County Health Rankings. This goal was not realized as the 2016 obesity rate is now 33%; however, the rate of physical inactivity is improving; 23% of the population is “inactive” today compared to 25% in 2013.

The programs and resources available today include the following:

- The **Diabetes Education and Support Group (DESG)** is managed by BRMH Partners and have area healthcare providers present topics of interest. DESG is committed to enhancing the quality of life for people with diabetes through education, social interaction and emotional support. A BRMH dietitian serves as an advisor.
- The **Jackson County Diabetes Alliance** plans and hosts the annual Diabetes Fair every November. A BRMH dietitian serves on this work team.
- **Jackson in Action (JIA)** is a community coalition that promotes healthy lifestyles for children, their families and the greater community. BRMH strongly supports this organization by organizing events held throughout the year to encourage fitness such as the **Pace and Pedal Duathlon** and the Karner Blue Youth Fun Run held in conjunction with the Karner Blue 5k – 10k – Half Marathon event. Other JIA sponsored events include **Harvest of the Month**, a national movement that highlights fruit and vegetables, encouraging people to try new items and recipes.

- BRMH is a member of **WELCOA (Wellness Council of America)** which provides programming for evidence-based workplace wellness strategies.
- **Jackson County Farmers Market (JCFM)** began in 2016, by several area organizations coming together with the goal of bringing expanded farmers market options to the Jackson County area. To encourage healthy eating to those most vulnerable to food insecurity, the county's Women, Infants & Children (WIC) program provides food vouchers for the purchase of fresh fruit, vegetables and herbs each month. Many of the food vendors at the JCFM are WIC certified so residents enrolled in the program can spend their vouchers on fruits and vegetables to enhance the health of their families.
- **The Boys and Girls Club of the Greater Chippewa Valley – Jackson County Center** is a recipient of a five-year pledge donated by BRMH to provide healthy nutrition and activity programs for over 200 club members. In addition, over 700 youth are served through the additional community programming provided through the schools and other community events. The Boys and Girls Club provides a safe environment for children and enables them to realize their full potential as productive, responsible and caring citizens.
- **Meals on Wheels** provide BRMH an opportunity to give back to the community by contributing staff time to deliver healthy meals to low-income residents on a regular basis.
- BRMH sponsors the **Athletic Enhancement Program** is an eight-week session held during the summer months to keep student athletes at peak physical performance.
- Exercise classes offered to the community through BRMH programming include **Yoga Fundamentals, Senior Stay Fit, Sunrise Yoga and Chair Yoga**. In addition, **Onward and Upward, A Place for You** and the **Abilities** program are geared toward cognitively and physically disabled adults, teaching exercise and nutrition classes.
- **B-WELLthy with BRMH** is a healthy eating and weight management program for the staff and community. This program offers a “whole body,” physical, mental and spiritual training. Healthy nutrition options are available in the BRMH cafeteria. This program follows the My Plate recommendation where 50% of the plate has fruits and vegetables. Using a punch card, after the purchase of ten B-WELLthy meals, one meal is provided free.
- **BRMH Wellness Initiatives** include providing wellness dollars to be used toward the purchase of exercise equipment, a fitness club membership or the purchase of a Community Supported Agriculture (CSA) food share. Other healthy living and weight management programs are available throughout the year such as Lunch and Learns and wellness challenges. Employee fitness consultations and access 24/7 to a fitness room are additional benefits to staff.
- A BRMH leader serves on the board of directors for the **Lunda Community Center**. A few services the center provides include fitness equipment, indoor walking track and an aquatic center. BRMH facilitators provide educational programming including a variety of exercise classes for people of all ages and abilities to promote healthy lifestyles.

The health of Jackson County has improved overall compared to other counties in the state; however, there is much work to be done. With a collaborative approach in mind, a Community Health Improvement Network will be developed to engage all health partners in the common goal of the betterment of health in the Jackson County area.