



# 2019 Community Health Needs Assessment





## **2019 COMMUNITY HEALTH NEEDS ASSESSMENT**

### **TABLE OF CONTENTS**

EXECUTIVE SUMMARY .....	3
DEMOGRAPHICS .....	4
SOCIOECONOMIC STATUS .....	6
HEALTH STATUS .....	9
METHODOLOGY .....	26
COMMUNITY INPUT .....	29
PRIORITIZED COMMUNITY HEALTH NEEDS .....	42
EVALUATION OF PREVIOUS EFFORTS .....	42

## ORGANIZATION OVERVIEW

Black River Memorial Hospital (BRMH) is a not-for-profit critical access hospital and has been the healthcare facility for the Jackson County area for the past 51 years. Built in 1968, with a combination of federal funding, a local bond and financial support from over 2,000 community members and employees, BRMH continues to provide key services. Emergency and urgent care, rehabilitation, obstetrics, surgical services, respiratory, and home-based services are just a few. BRMH is one of the largest employers in the area and employs 372 people including hospitalists, and collaborates with more than 40 primary care physicians and specialists in more than 20 specialties. Assisting area employers in managing a healthier workforce, BRMH offers occupational health and wellness programs, infection prevention education, and pre-employment screenings.

BRMH is located in Black River Falls, Wisconsin, the county seat for Jackson County and competes with several larger healthcare systems located within 75 miles. These facilities and systems include Mayo Clinic Health System, Gundersen 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.

### BRMH Mission, Vision, and Values

**Mission:**

Serving you with excellence

**Vision:**

To be the best community hospital in the nation

**Values:**

Excellence, Progressive, Integrity, Collaboration, Compassion

## EXECUTIVE SUMMARY

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, 2021.

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.



Our CHNA process is enhanced by collaboration with Jackson County Public Health. Their mission is to promote healthy environments for Jackson County through prevention, education, preparedness, and partnerships. It is with their assistance now, and during previous assessments, that keeps

us unified in our efforts to improve the health in the County.

To complete the assessment and work plan, BRMH works 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. Community surveys were conducted during yearly events sponsored by BRMH. A community-wide survey was held in the spring of 2019. This report includes both quantitative, qualitative, and subjective components.

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

Community leaders and participants of the CHNA survey and forums identified local healthcare services and the needs they perceive as the most important priorities for improvement. The Community Health Improvement Planning (CHIP) Committee and community participants determined three priorities:

- 1) Behavioral Health Care**
  - a. Mental Health
  - b. Substance Use Disorder
- 2) Obesity**
- 3) Dementia / Alzheimer's Care**

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.

On August 1, 2019, during the strategic planning session, BRMH board of directors reviewed and confirmed the survey results are in alignment with BRMH's long-term strategic objectives.

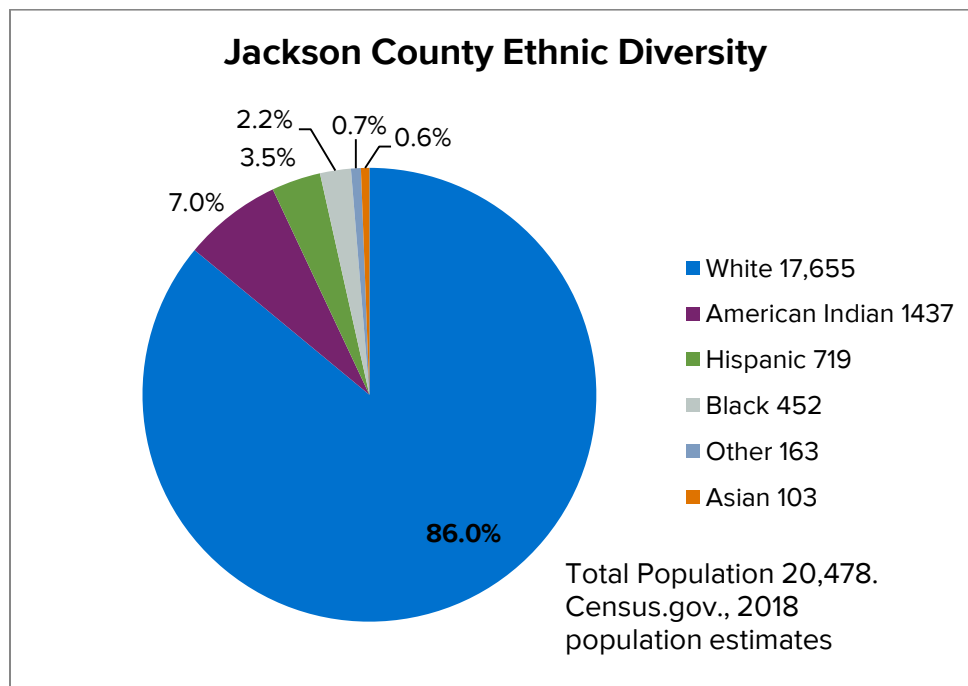
## **DEMOGRAPHICS**

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

**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 20,478, 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. In addition, 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 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

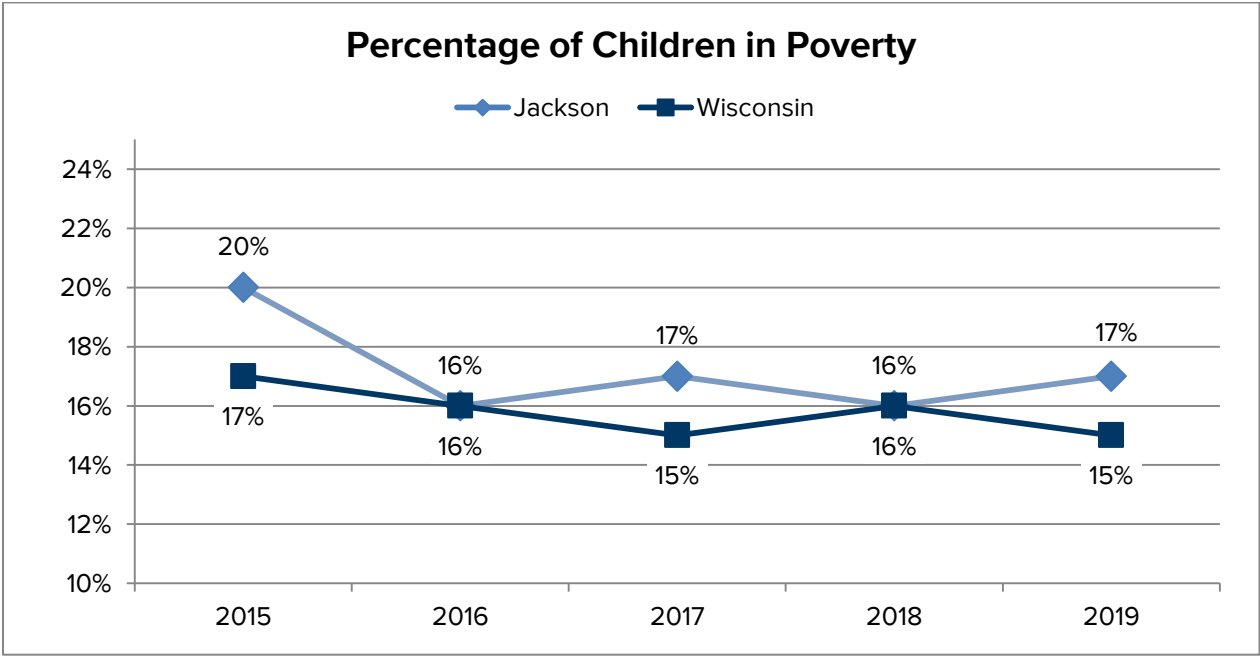


changes, increasing uncompensated care, cybersecurity risks, and workforce recruitment and retention.

**SOCIOECONOMIC STATUS**

Jackson County’s per capita income of \$24,740 is considerably lower than the state average of \$30,557, according to the 2018 population estimates of the U.S. Census Bureau.

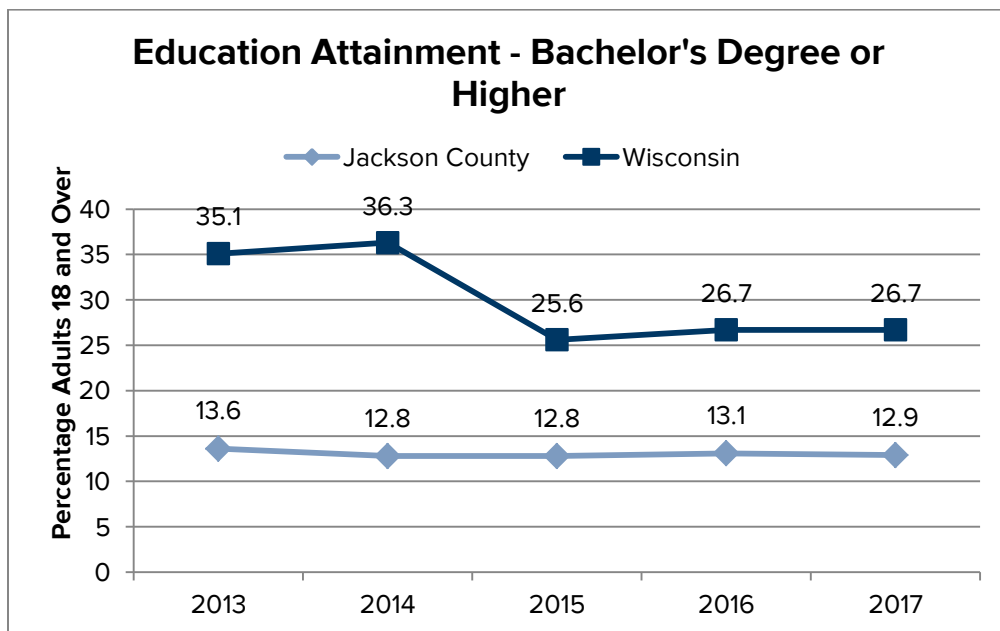
The percentage of children living in poverty in Jackson County has decreased from 20 percent in 2015, to 17 percent in 2019.<sup>1</sup>



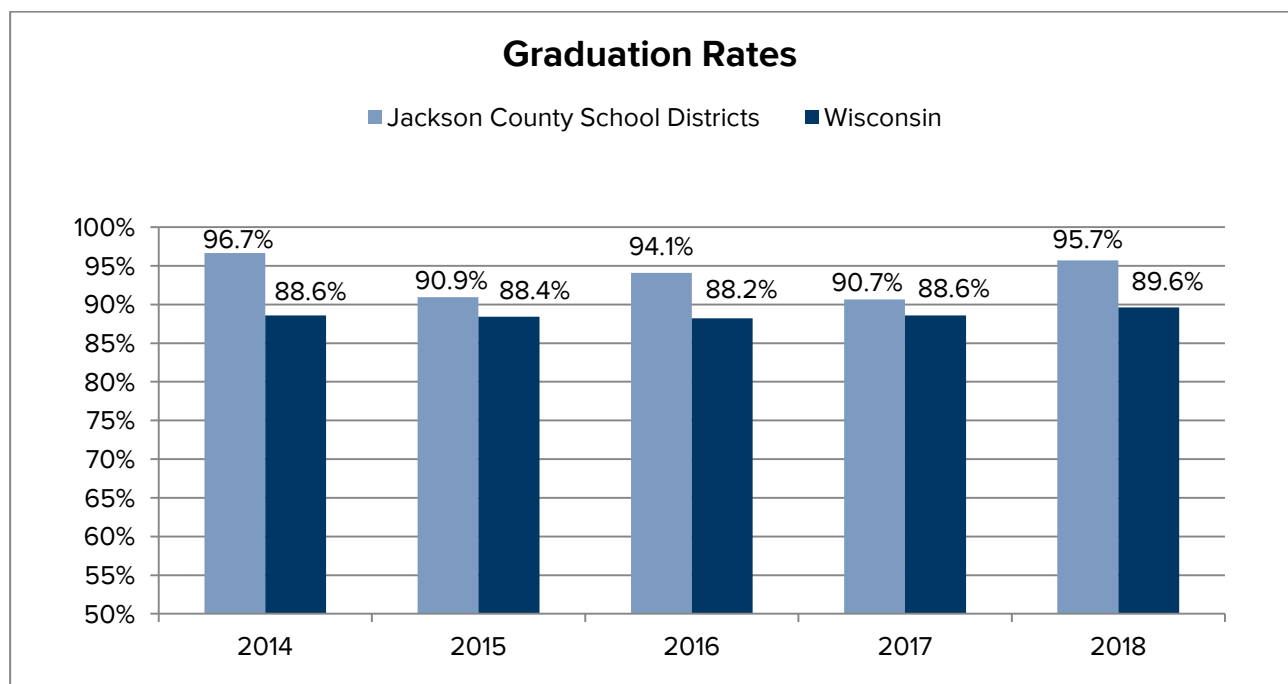
The overall poverty level is 13.3 percent.<sup>2</sup>

<sup>1</sup> Overall Snapshot – Jackson County Outcomes, County Health Rankings.org

<sup>2</sup> Income and Poverty Estimates, Census.gov



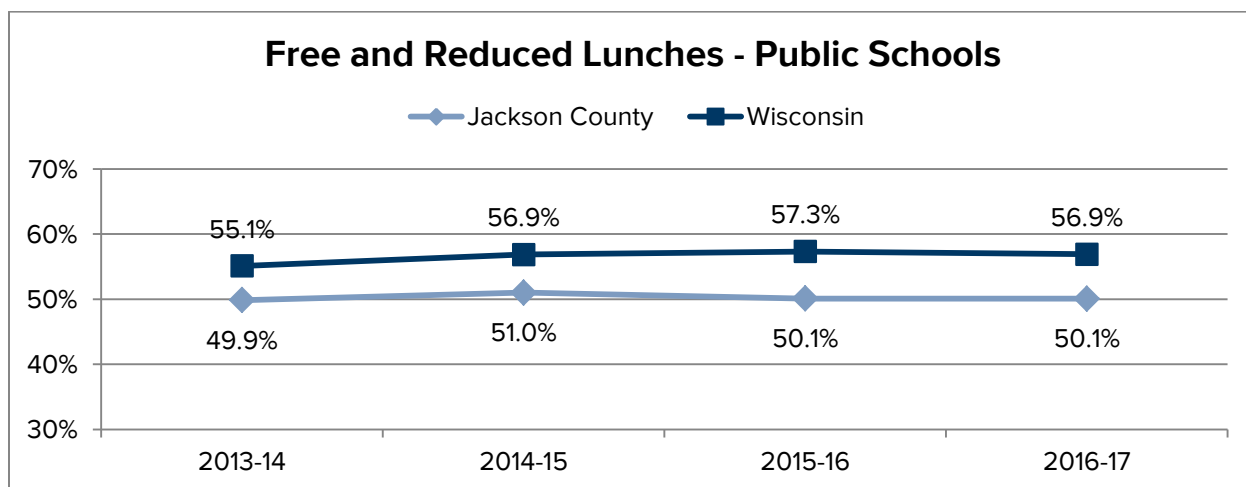
The percent of Jackson County residents who have earned a Bachelor's degree or higher is 12.9 percent lower than the state average of 26.7 percent.<sup>3</sup> In 2017, the percent of adults in Jackson County that do not have a high school degree is 12.2 percent, where the rate of all Wisconsin adults is 8.6 percent.



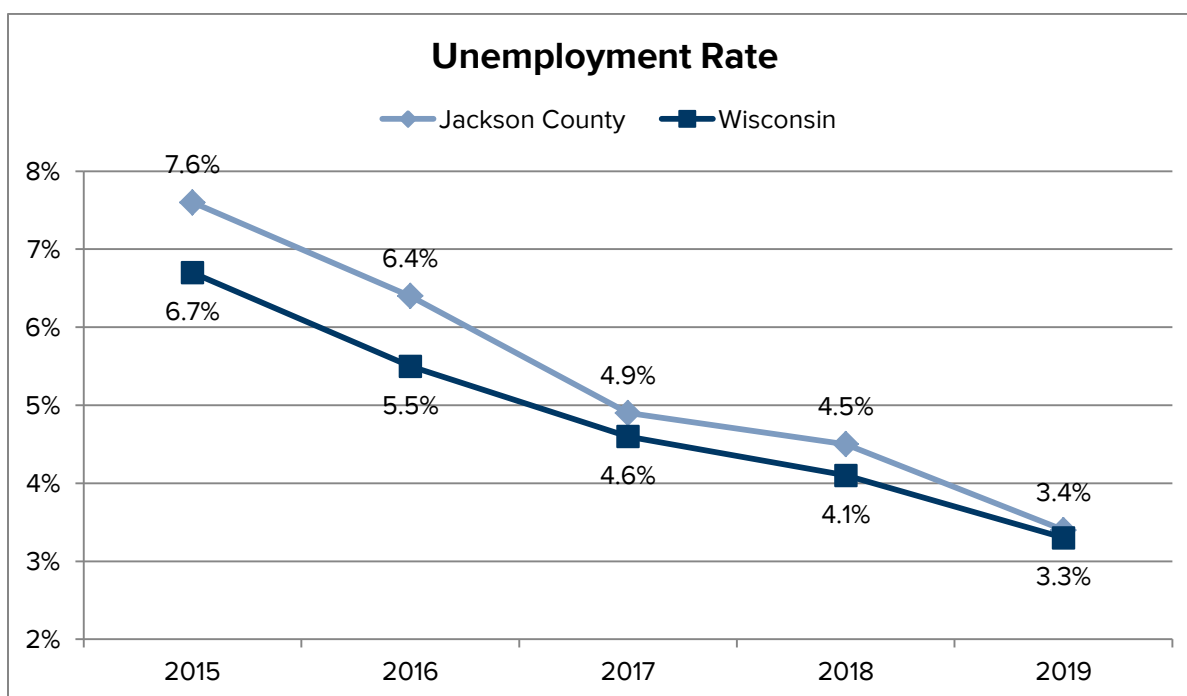
The most recent Jackson County high school graduation rate is 95.7 percent compared to the state average of 89.6 percent.<sup>4</sup>

<sup>3</sup> U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

<sup>4</sup> WISEdash Data Dashboard, Wisconsin Information System for Education



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 2016-17 school year totaled 4,012 of which 50.1 percent of these students qualified and received the free and reduced lunch program compared to the Wisconsin state average of 56.9 percent.<sup>5</sup>



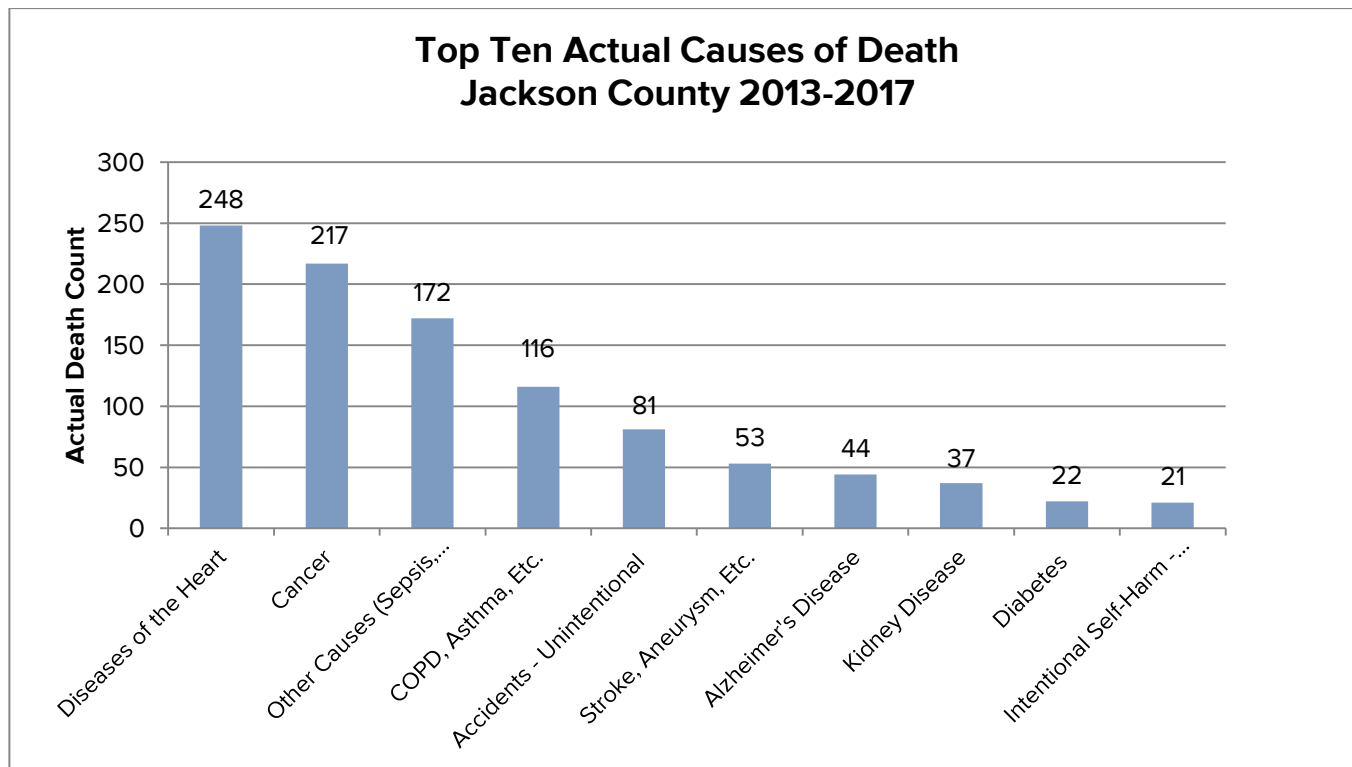
Unemployment has been shown to lead to an increase in unhealthy behaviors related to alcohol and tobacco consumption, diet, exercise, and other health-related behaviors, which in turn can lead to increased risk for disease or mortality, especially suicide. Unemployment in Jackson County has continued to decline since 2015, proportionately with Wisconsin's rate.<sup>6</sup>

<sup>5</sup> Wisconsin Department of Public Instruction, *School Nutrition Program Statistical Summaries*

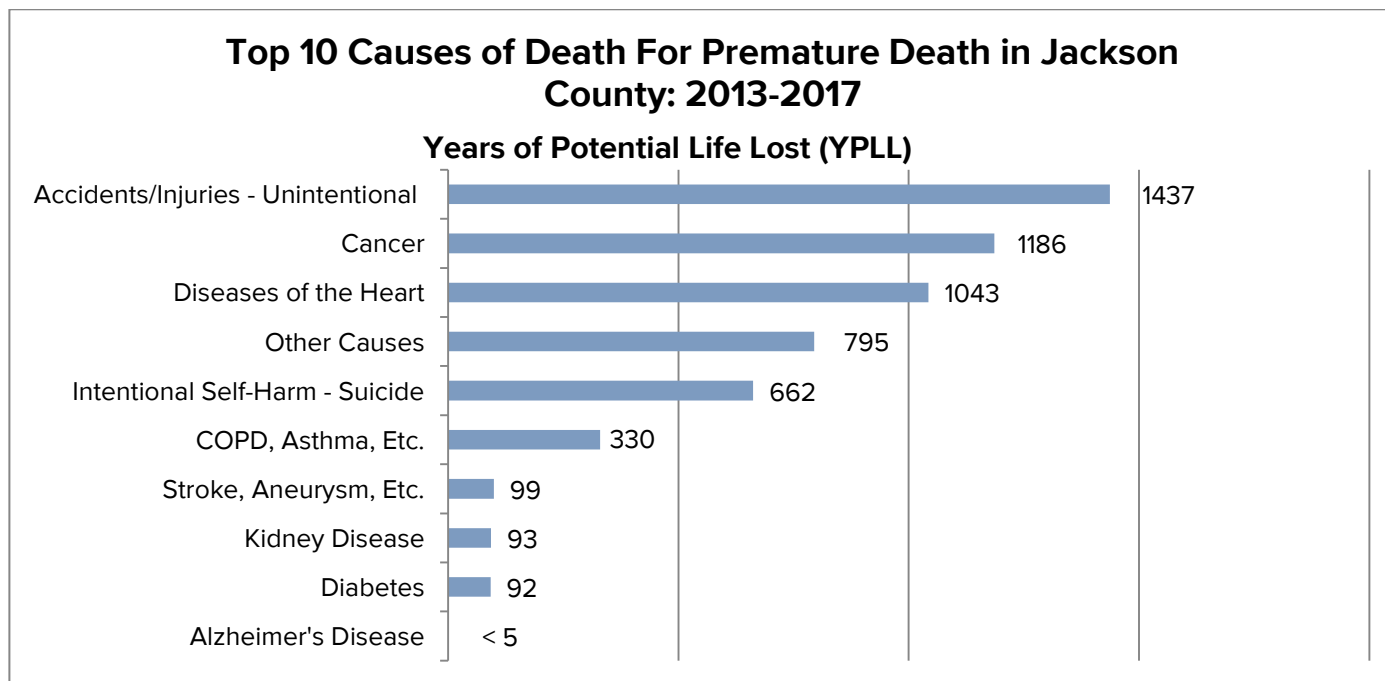
<sup>6</sup> County Health Rankings, *Overall Snapshot – Jackson County Outcomes*



## HEALTH STATUS



Actual death count shows heart disease, cancer, other causes such as infectious disease, nervous system, and disease of the digestive system are Jackson County's leading causes of death between 2013 and 2017.<sup>7</sup>

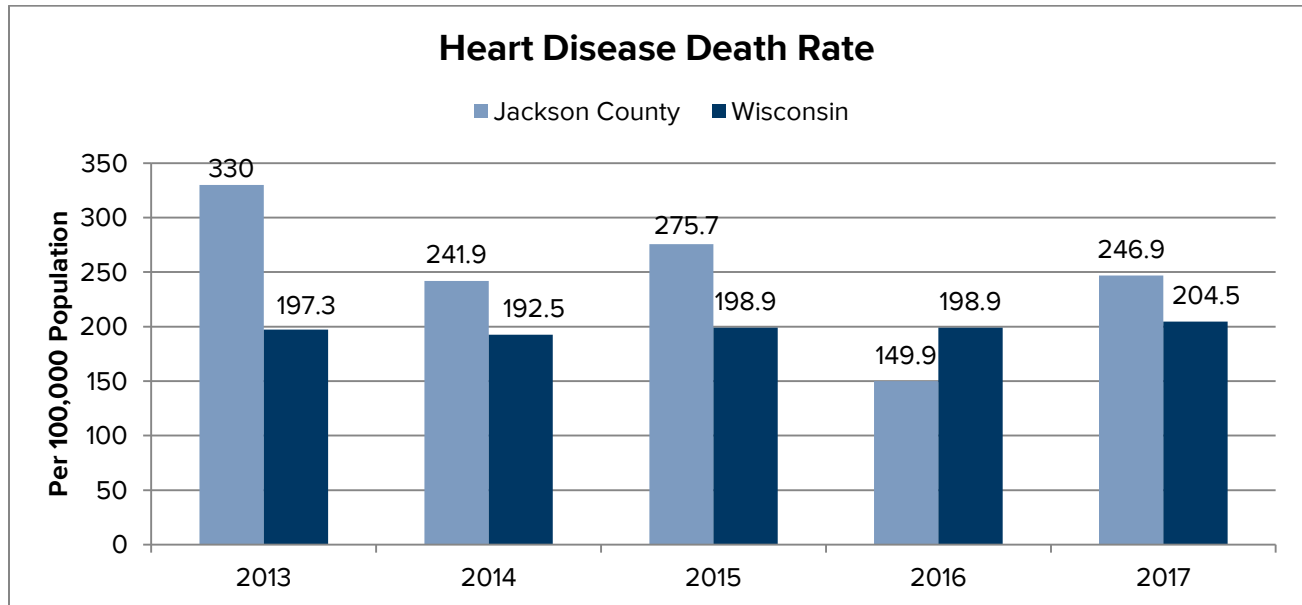


Premature death is calculated in Years of Potential Life Lost (YPLL), which is the measure of years of life lost when someone dies before the age of 75. For example, a person dying at the age of

<sup>7</sup> Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Mortality Module, accessed 6/14/2019.

72 would contribute 3 years to their county's YPLL index. This graph shows the top years of life lost from 2013 to 2017 in Jackson County are due to accidents, followed by cancer and heart disease.<sup>8</sup>

## HEART DISEASE

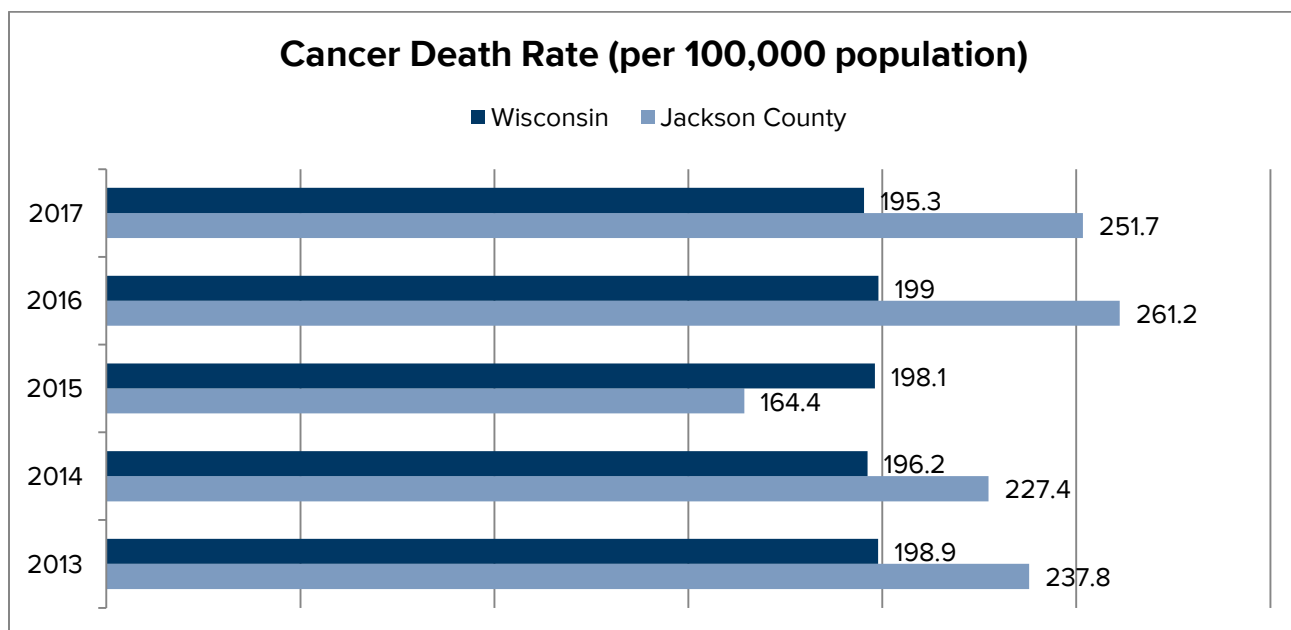


Heart disease is the highest cause of death in Jackson County. In four out of the five past years, the rate in Jackson County has exceeded the state rate.<sup>9</sup>

<sup>8</sup> Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Mortality Module, accessed 7/8/2019.

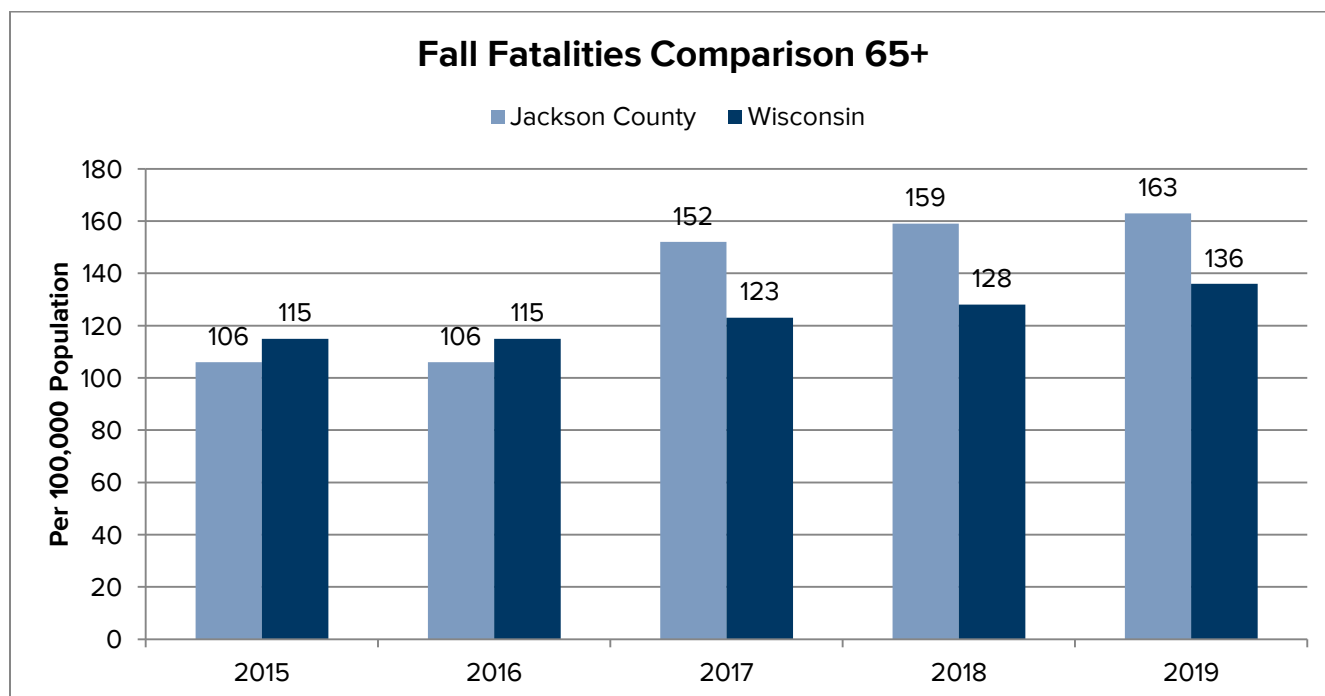
<sup>9</sup> Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Mortality Module, accessed 7/10/2019.

## CANCER



Cancer is the second-highest cause of death in Jackson County.

## FALLS



Fatalities continue to rise for victims of falls. Jackson County is ranking higher than the state average for the past three years.<sup>10</sup> As reported later in this report, community perception portrays falls are the least important health concern as reported during our community surveys.

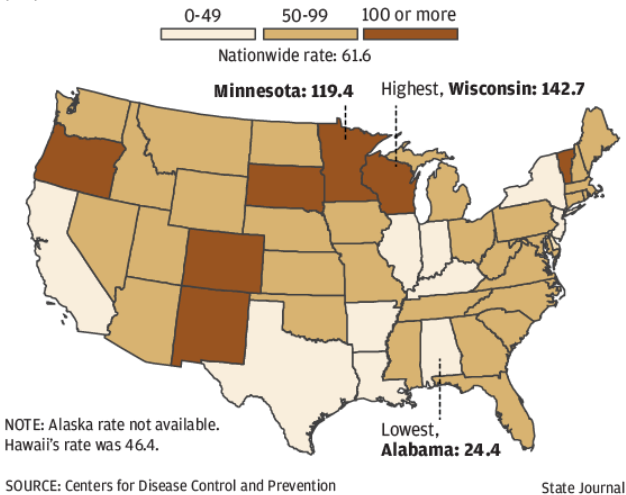
<sup>10</sup>2019 County Health Rankings Fall Fatalities 65+, Wisconsin Information Summary Data 2014-2016.

Excessive winter weather conditions contribute to the likelihood of falling, however, Wisconsin also leads the nation in excessive drinking. Of the 1,383 deadly falls among older adults in Wisconsin in 2017, an estimated 443 were related to alcohol use, according to the state health department.<sup>11</sup>

Based on a recent article in the Wisconsin State Journal, in 2016, Wisconsin has the nation’s highest rate of deadly falls among older adults; double the national average.

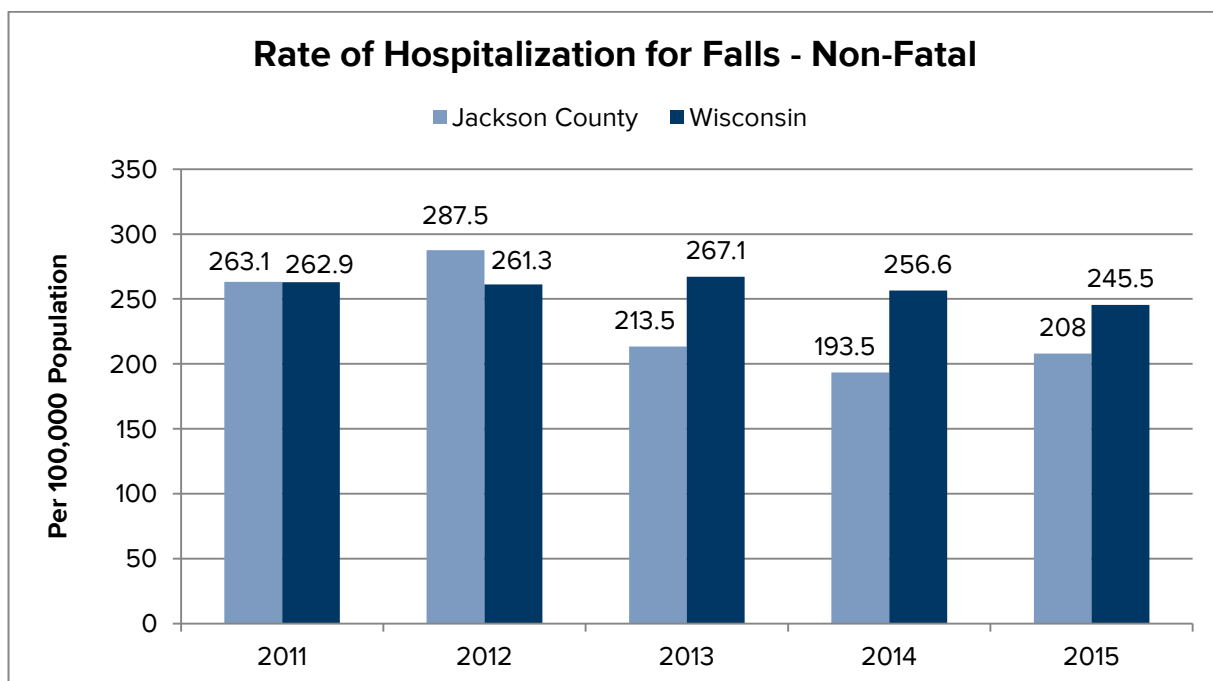
**Wisconsin first in deadly falls among the elderly**

*In 2016, the state had the highest rate of deaths from falls per 100,000 people 65 and older.*

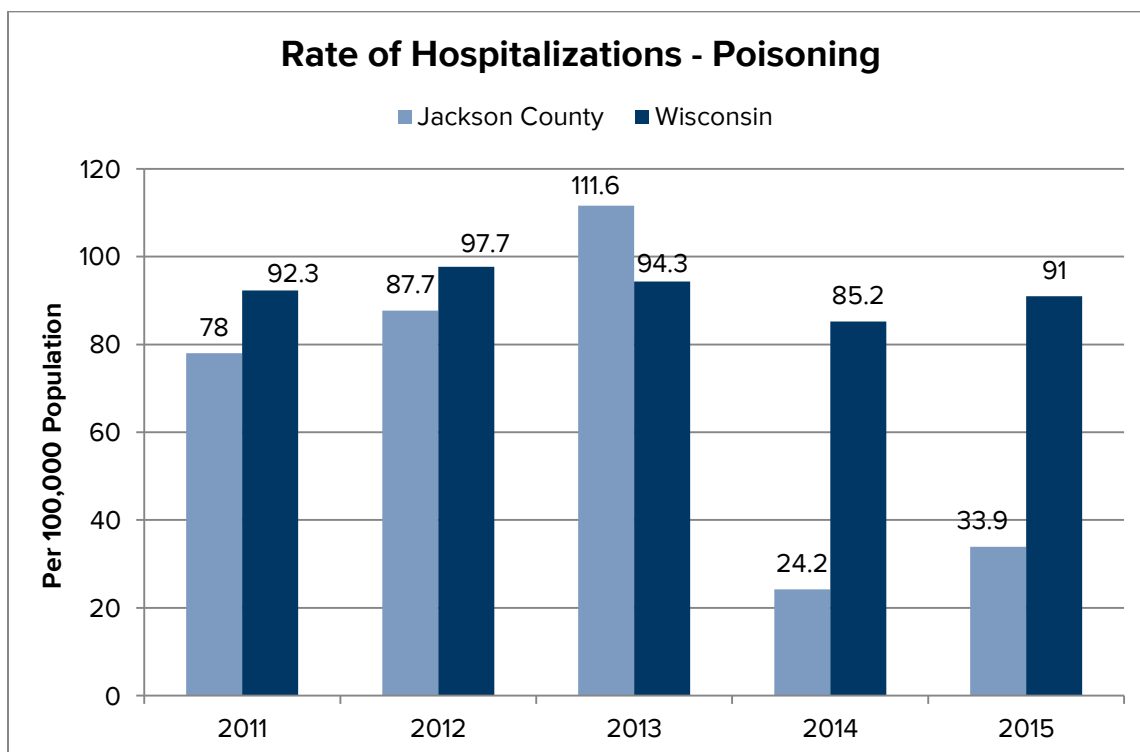


<sup>11</sup> Wisconsin State Journal, Special report – *Fatal falls: Wisconsin leads nation in deadly problem*

## RATE OF HOSPITALIZATIONS



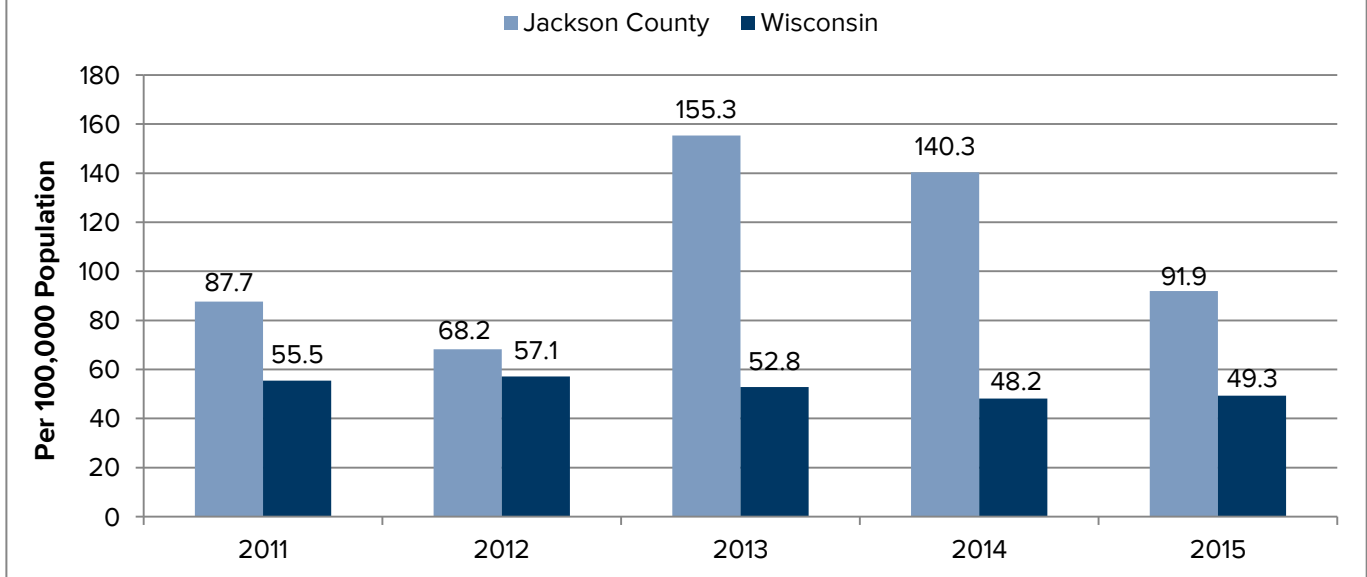
This graph includes rates of hospitalizations for non-fatal falls.<sup>12</sup>



Recent data reports a large decrease in the number of unintentional poisoning hospitalizations in Jackson County compared to the past several years.<sup>13</sup>

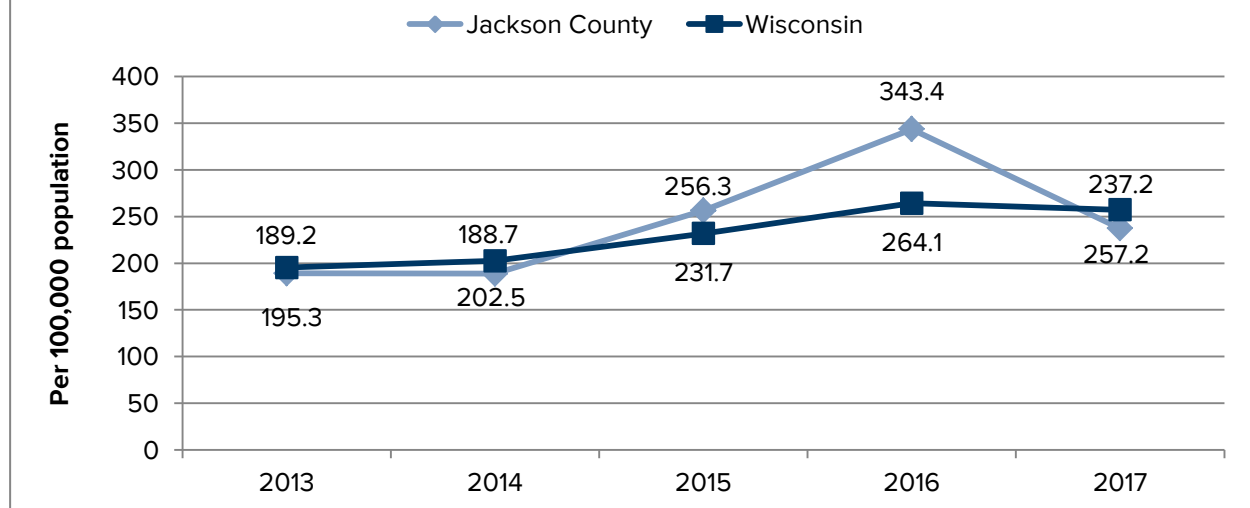
<sup>12</sup> Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Injury-Related Hospitalizations Module, accessed 7/24/2019.

## Hospitalizations Due to Motor Vehicle Accidents



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.

## Rate of Opioid Related Hospitalizations



Hospitalizations occurring due to opioid use, including methadone, codeine, and morphine in Jackson County closely follow the state rate except for a spike in 2016. Based on 100,000

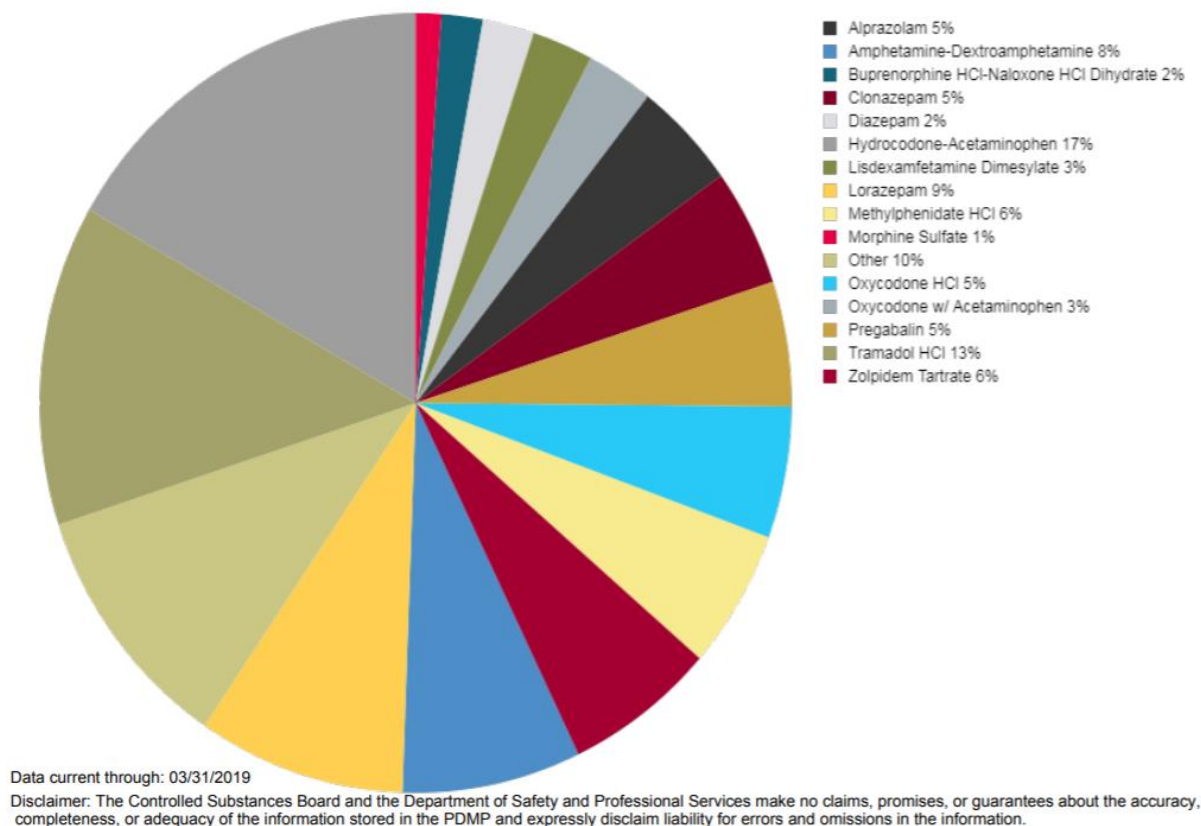
<sup>13</sup> Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Injury-Related Hospitalizations Module, accessed 6/18/2019.



population, opioid-related deaths during 2013-2017 totaled 17.4 for Jackson County, a bit higher than the state which was at 16.5.<sup>14</sup>



Top 15 Controlled Substance Prescription Drugs Dispensed for JACKSON County in 2019 Q1

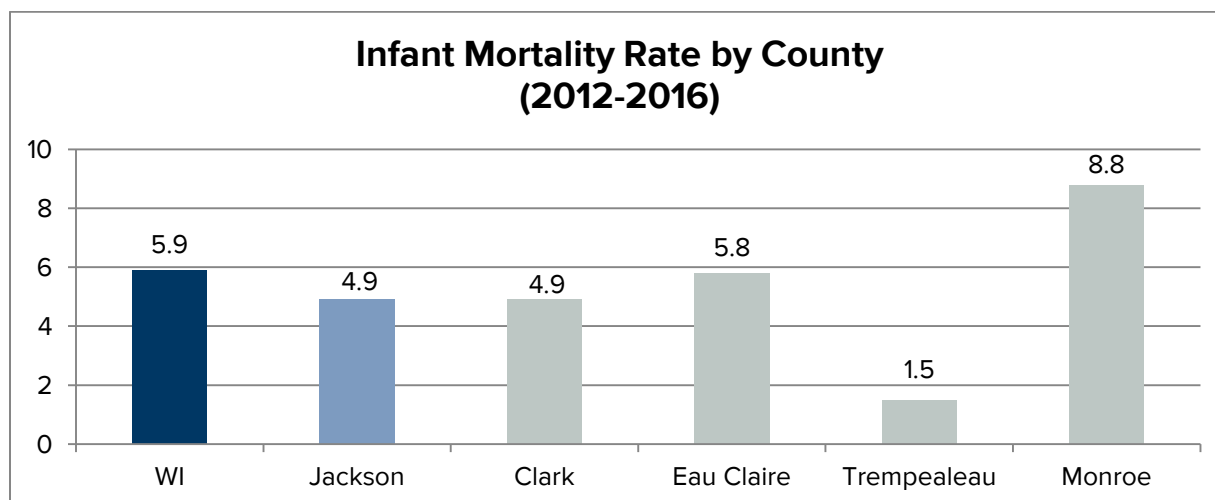


There have been advancements in combating the prescription drug abuse epidemic in Wisconsin. The WI ePDMP collects information submitted by pharmacies and other dispensers about prescriptions for controlled substance drugs that are dispensed to patients in Wisconsin. Current data from the first quarter of 2019 shows Jackson County with 14.12 controlled substance doses dispensed per capita. For the state of Wisconsin, dispensing rates of opioids and benzodiazepines have decreased by 26 percent since 2015; nearly 700,000 fewer prescriptions.<sup>15</sup>

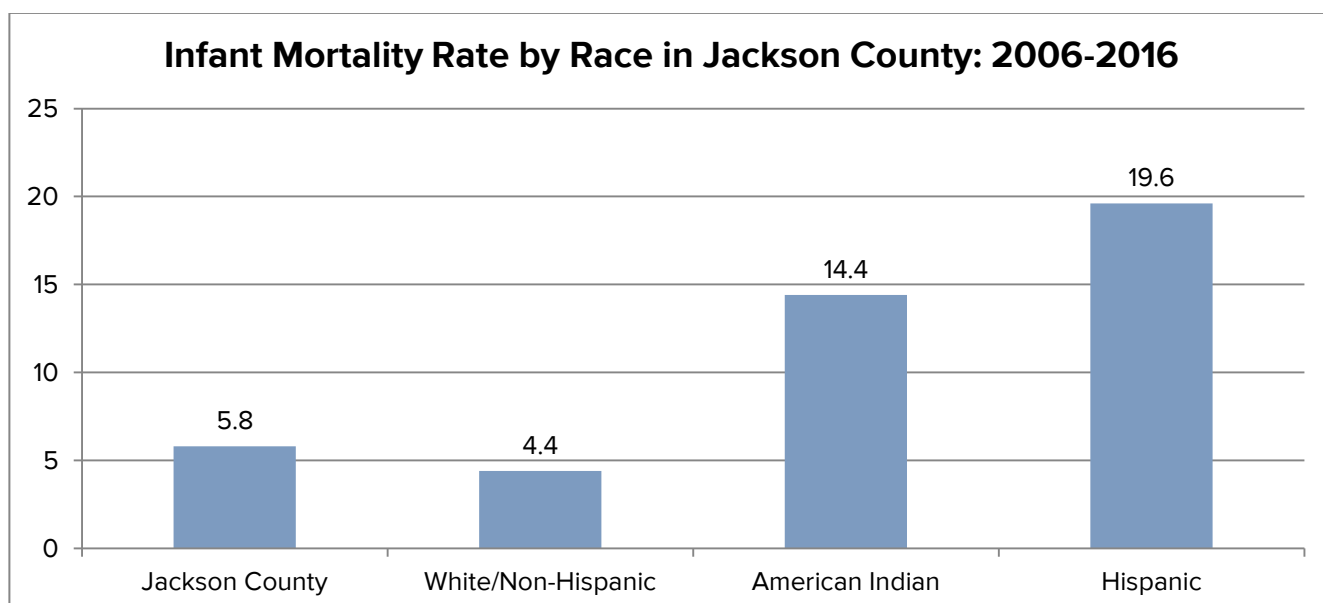
<sup>14</sup> Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Opioid-Related Hospital Encounters Module, accessed 6/25/2019.

<sup>15</sup> 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>

## INFANT HEALTH



The infant mortality rate refers to the death of a baby less than 365 days old out of 1,000 live births.<sup>16</sup>

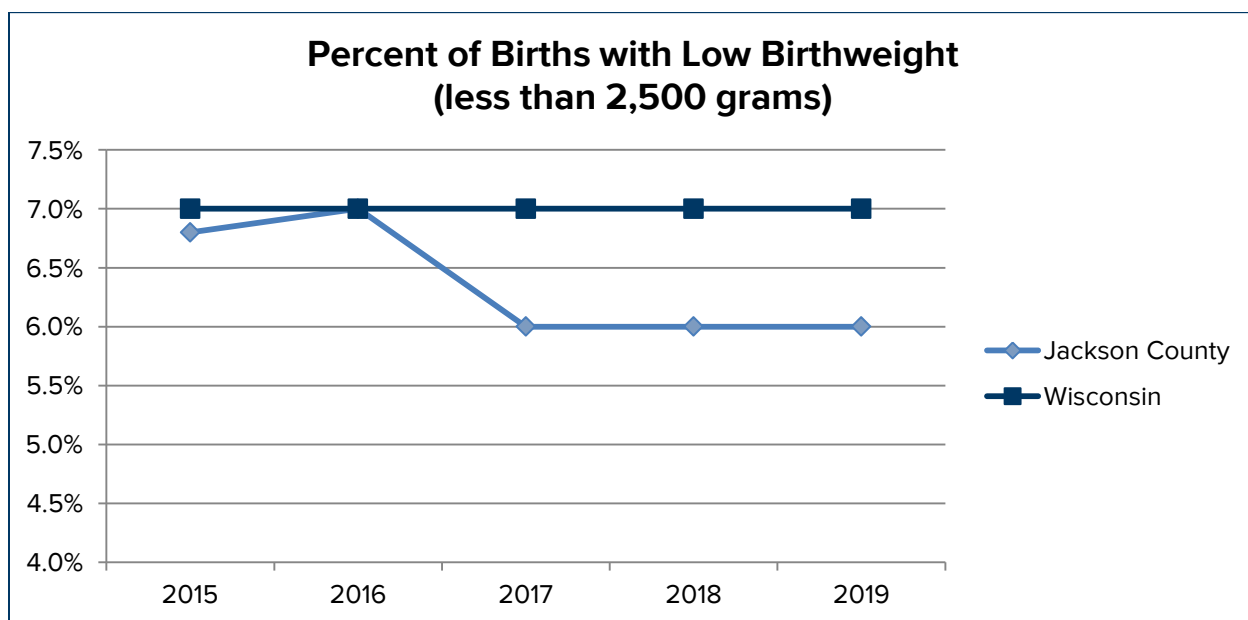


While infant mortality rates are relatively low in Jackson County, there are still considerable discrepancies among the rates by race.<sup>17</sup>

According to the Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services and CDC Wonder, from 2013-2017, preterm birth was the leading cause of neonatal death, equaling 126.7 in Wisconsin and is higher than the rate in the U.S.

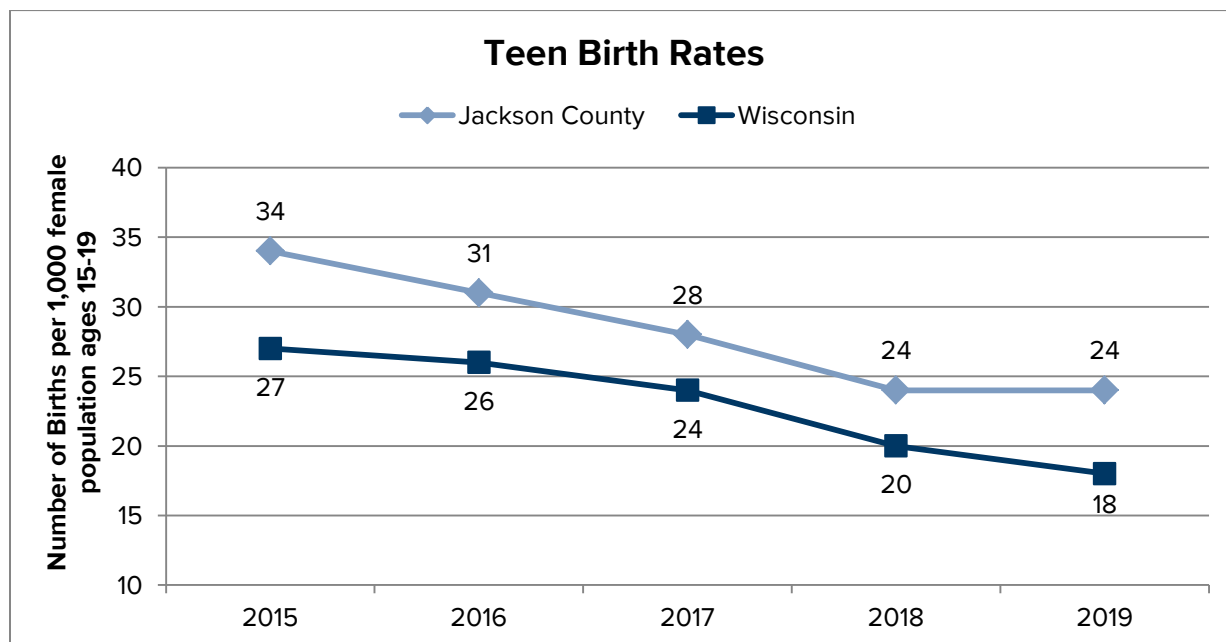
<sup>16</sup> Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Infant Mortality Module, accessed 6/24/2019.

<sup>17</sup> Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Infant Mortality Module, accessed 6/24/2019. (Years of data used 2011-2017)



In four out of the last five years, Jackson County has remained below the statewide percent of births with low birthweight.<sup>18</sup>

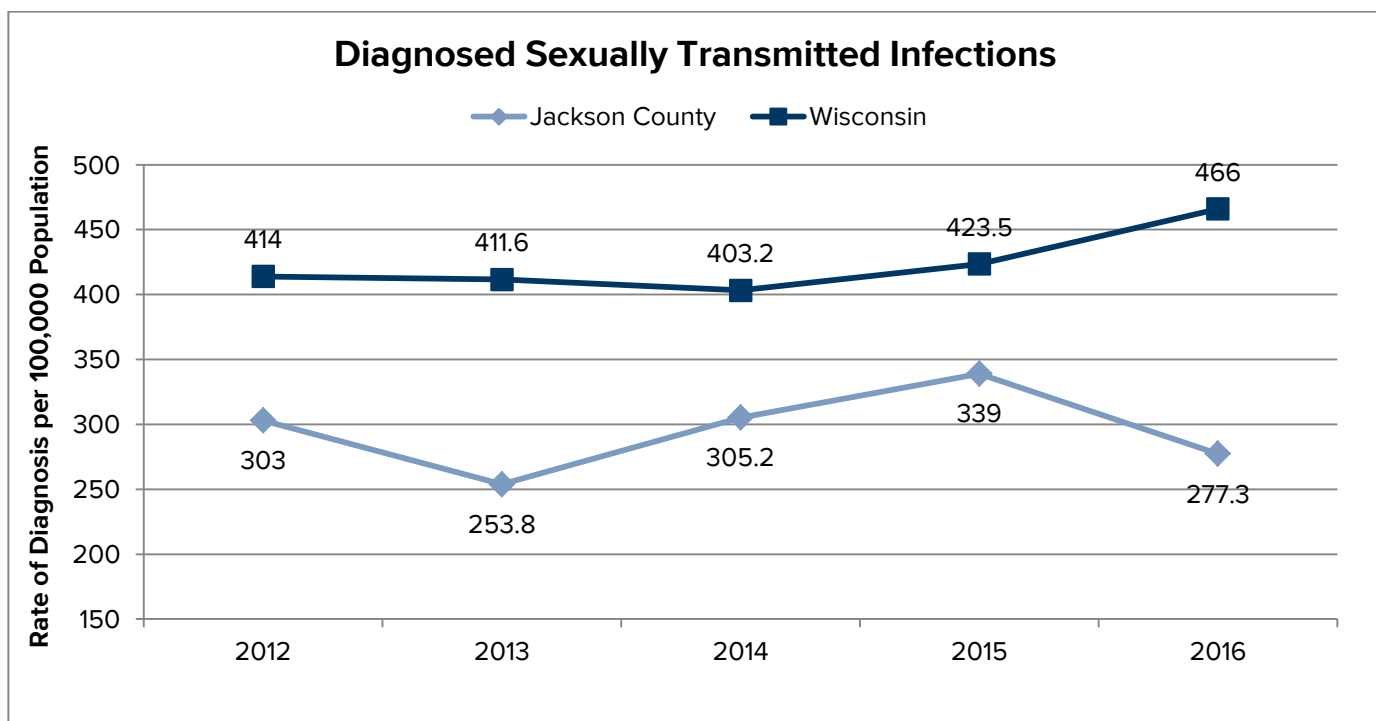
## TEEN HEALTH



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 2015.<sup>19</sup>

<sup>18</sup> Overall Snapshot – Jackson County Outcomes, County Health Rankings.org

<sup>19</sup> County Health Rankings, Health Factors, Teen Births (Years of Data Used 2006-2012)



The rate of newly diagnosed sexually transmitted infections (STI) 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 2013 and 2015, the rate sharply increased for Jackson County; however, STI's declined in the most recent reported year.

There are no reported new cases of HIV infections as of 2014; however, there have been five total cases reported since 1982.<sup>20</sup> The incidence of tuberculosis is very low in Jackson County, showing only two cases reported over the past ten years.<sup>21</sup>

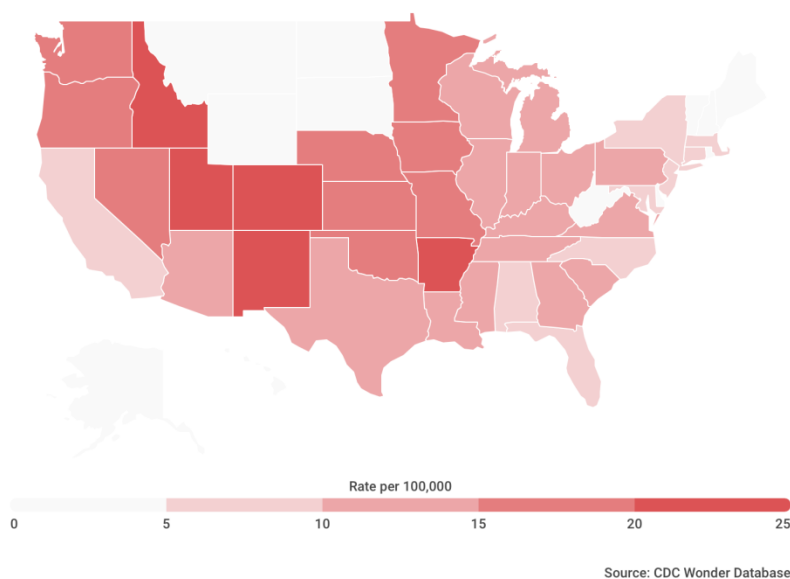
<sup>20</sup> Wisconsin Department of Health Services, P-00766 (April 2017) Reported Cases of HIV Infection, Jackson County, WI, 1982-2016.

<sup>21</sup> Wisconsin Tuberculosis Cases by Public Health Region and by County 2009 – 2018, Wisconsin Department of Health Services

## SUICIDE

According to the CDC, while some rates of risky behaviors are decreasing, teen suicide rates are increasing, hitting their highest level in 20 years. In 2017, based on a rate of 100,000 population, Wisconsin had a rate of 13.9 among teens ages 15 to 19 who committed suicide.<sup>22</sup> Jackson County experienced six actual suicide deaths from 2014-2017 as reported in the publication, Reportable Suicide Deaths in Wisconsin 2014-2017.<sup>23</sup> No color on the map indicates no data reported.

Suicide among teens ages 15 to 19 in 2017



Thoughts of suicide and the rate of attempted suicide are reflected in the 2018 Youth Risk Behavior Survey (YRBS) conducted at three school districts in Jackson County, and throughout the state.<sup>24</sup> Aggregate data showed in Jackson County 25 percent of middle school children and 14.8 percent of high school children reported they thought about killing themselves. The rate of middle school children who actually attempted suicide was 7.6 percent. The high school student rate was less at 3.9 percent. High school students reported none of the attempted suicides required the treatment of a doctor or a nurse. Work needs to continue providing strategies to youth on how to deal with stress, anxiety, and depression. Certain data are not reported to protect survey participant privacy. Care is taken to avoid disclosure of confidential information.

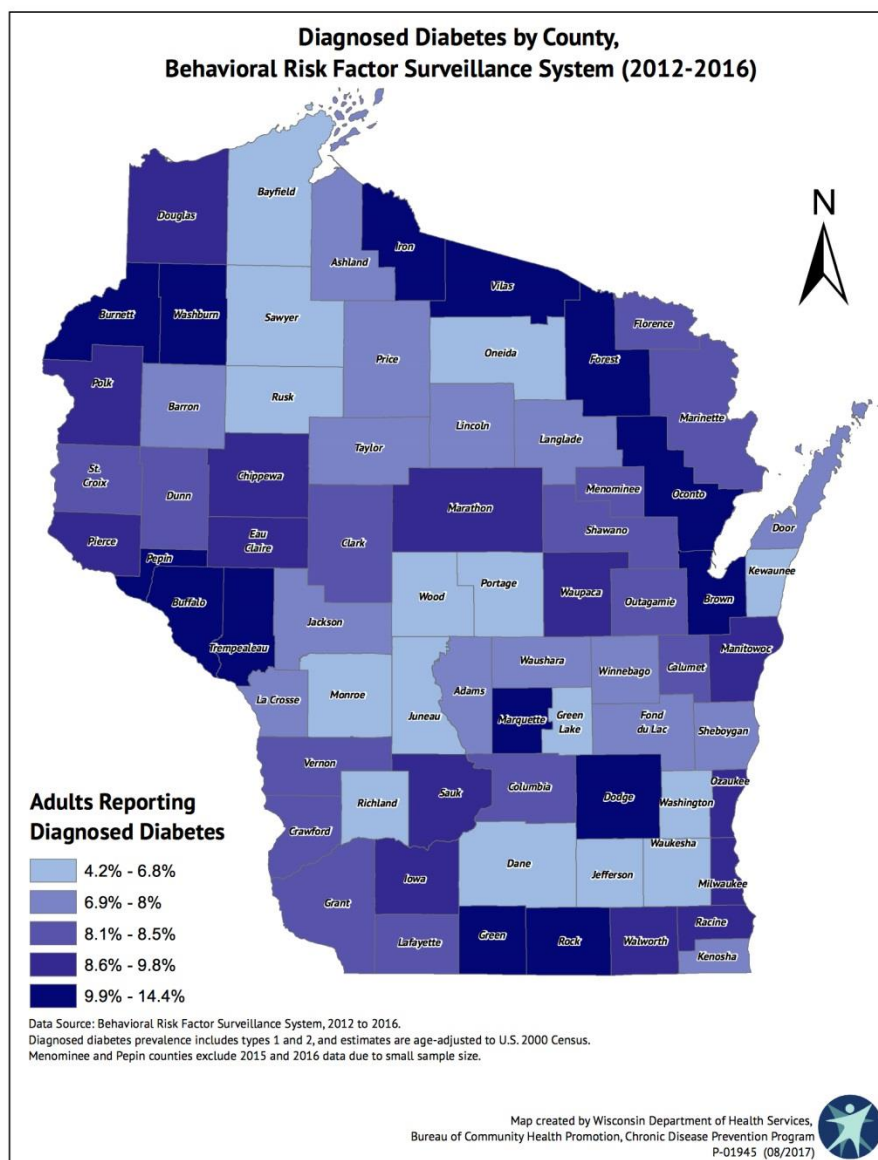
The YRBS was developed in 1990, by the Centers for Disease Control and Prevention to monitor health behaviors that contribute markedly to the leading causes of death, disability, and social problems among youth and adults in the U.S. Measured behaviors include intentional and unintentional injuries and violence, sexual behaviors, alcohol, and other drug use, tobacco use, unhealthy diet, and inadequate physical activity.

<sup>22</sup> 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>

<sup>23</sup> Wisconsin Department of Health Services, Division of Quality Assurance, P-02134 (04/2018)

<sup>24</sup> Centers for Disease Control and Prevention. 2018 Youth Risk Behavior Survey Questionnaire. Available at: [www.cdc.gov/yrbbs](http://www.cdc.gov/yrbbs). Accessed on 07/11/2019.

## DIABETES



Diabetes is the nation's seventh-leading cause of death and contributes to other leading causes of death such as heart disease, stroke, kidney failure, amputations, and blindness. Based on statistics from the National Center for Chronic Disease (CDC), 30.3 million people have diabetes; 9.4 percent of the U.S. population. 23.1 million people have been diagnosed with 7.2 million undiagnosed. Type 2 diabetes accounts for 90-95 percent of all diabetes cases.<sup>25</sup>

Based on County Health Rankings, Jackson County has a 10 percent rate of adult diabetes compared to a 9 percent rate for the state of Wisconsin. This has not changed in the past four years; however, the expectation is this will increase due to the increasing rate of obesity. As

<sup>25</sup> National Center for Chronic Disease Prevention and Health Promotion, *National Diabetes Statistics Report, 2017*



shown in the graph below, adults ages 65 and over in Jackson County have the highest rate of diabetes equaling 27.2 percent.<sup>26</sup>

*The 2011 Burden of Diabetes in*

## Jackson County

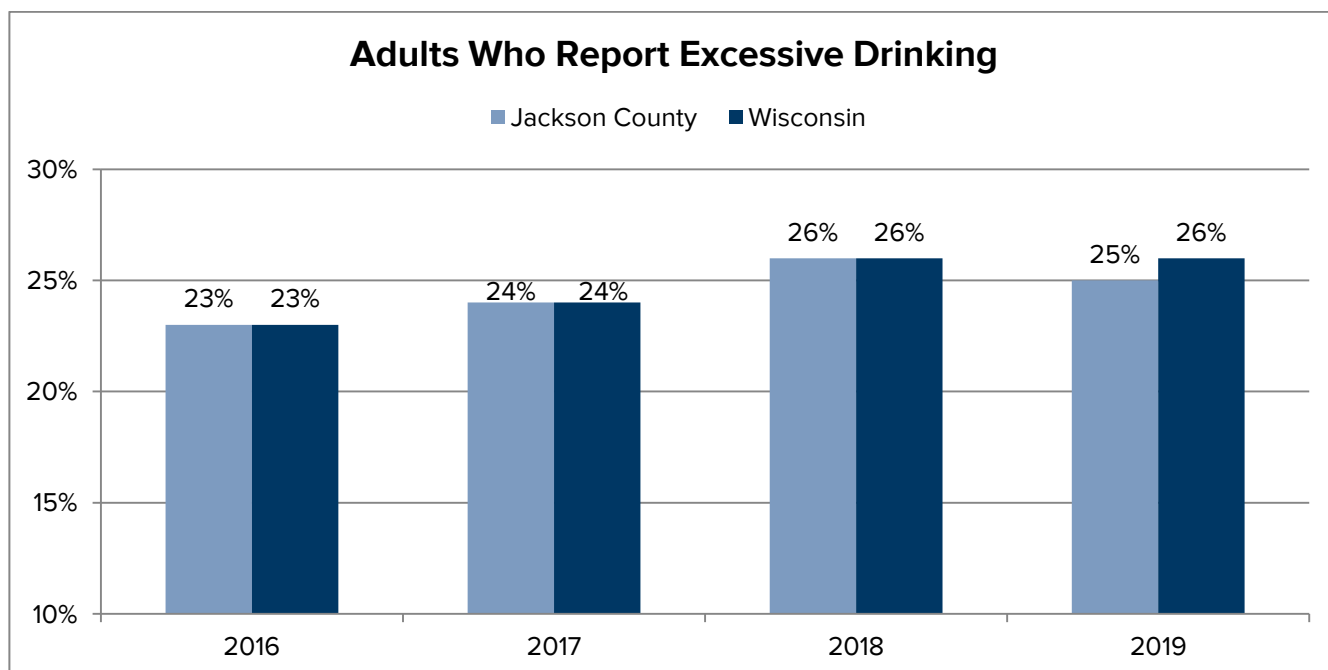


Age Category	Estimated Number Diagnosed (%)	Estimated Number Undiagnosed (%)	Estimated Total Number (%)
♦ Ages 18 – 44	210 (3.1%)	80 (1.2%)	290 (4.2%)
♦ Ages 45 – 64	570 (10.1%)	210 (3.7%)	780 (13.8%)
♦ Ages 65 +	590 (19.8%)	220 (7.4%)	810 (27.2%)
♦ All Ages Adult*	1,370 (7.9%)	510 (2.9%)	1,880 (10.7%)

\* Percent is age-adjusted (direct method) to the United States 2000 standard population.  
Total percent may not equal the sum of diagnosed percent and undiagnosed percent, due to rounding.

Americas Health Rankings shows nation-wide obesity in adults has increased from 29.9 percent to 31.3 percent and the state of Wisconsin has a 32 percent obesity rate.<sup>27</sup> The 2019 County Health Rankings ranks Jackson County adults with a 33 percent rate of obesity.

### HEALTH BEHAVIORS



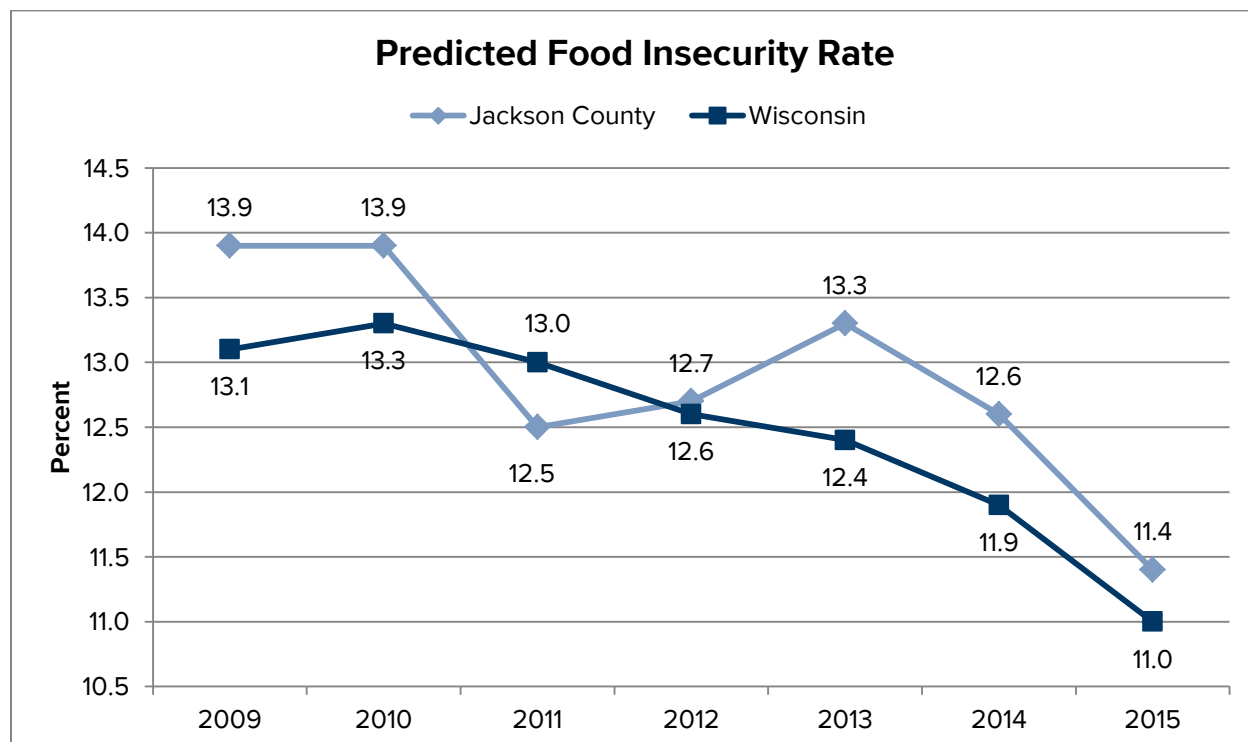
24.5 percent of Wisconsin adults report excessive drinking – the second-largest share of any state and well above the comparable national share of 18%. In 2018, a 24/7 Wall Street report published by USA Today reported the nation's drunkest cities were in Wisconsin with Green Bay,

<sup>26</sup> Wisconsin Diabetes Prevention and Control Program (DPCP), Division of Public Health, Department of Health Services, *The 2011 Burden of Diabetes in Jackson County*

<sup>27</sup> The 2018 edition of America's Health Rankings Annual Report

Eau Claire, Appleton, and Madison leading the list. The report showed that males tend to binge drink more than females and that Native Americans are most at risk for binge drinking and subsequent alcohol addiction.

Jackson County has a high incidence of adults who report excessive drinking and has typically been equal to the rate for Wisconsin; however, the percentage has decreased one point in the last year.<sup>28</sup> BRMH Emergency Department patient visits due to alcohol misuse have increased 170 percent from 2018 (267) compared to 2016 (99).



Food insecurity means to be without reliable access to a sufficient quantity of affordable, nutritious food. Jackson County is within the service region of Feed My People (FMP) Food Bank. FMP reports that one in nine people living in this 14-county service area are food insecure. There are 2,030 people in Jackson County or 9.9 percent of the total population that are food insecure.<sup>29</sup>

2018 YRBS aggregate data showed 12.5 percent of Jackson County middle school students reported within the past 30 days, they sometimes went hungry due to not having food in the home. High school students reported 8.5 percent.

<sup>28</sup> Overall Snapshot – Jackson County Outcomes, Health Behaviors, County Health Rankings.org

<sup>29</sup> Map the Meal Gap 2019: Overall and Child Food Insecurity by County in 2017

## MENTAL HEALTH

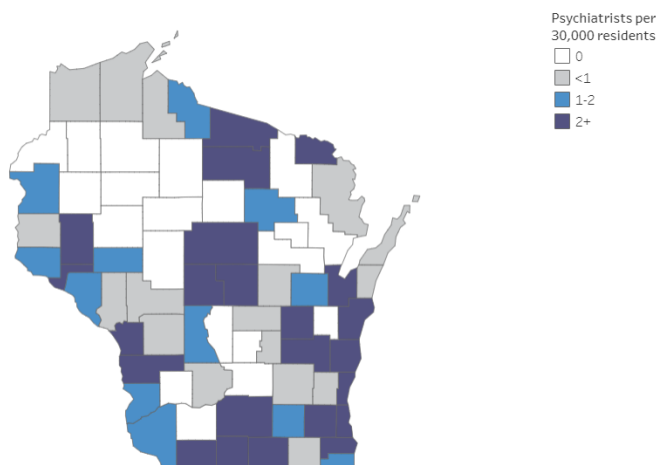
Poor Mental Health Days	Jackson County	Error Margin	Top US Performers	Wisconsin
Number of days/month	3.6	3.4-3.8	3.1	3.8

Poor mental health has continued to rise to the top as a health need in Jackson County and statewide. Individuals who responded to the question, “How many days in the past 30 days was your mental health not good?” the result for Wisconsin was 3.8 days with a rate of 3.6 days specific to Jackson County. Counties with more unhealthy days are likely to have higher unemployment, poverty, and percent of adults who did not complete high school, mortality rates, and prevalence of disability.

YRBS aggregate data showed 25 percent of middle school children and 28.5 percent of high school children in Jackson County stated they stopped doing some usual activities within the last 12 months due to sadness or hopelessness for 2 weeks or more in a row. Certain data are not reported to protect survey participant privacy. Care is taken to avoid disclosure of confidential information.

Twenty of Wisconsin’s 72 counties have no practicing psychiatrists and 10 more counties have less than one full-time equivalent psychiatrist because they share with multiple counties. Jackson County is considered to be a significant psychiatrist shortage area.<sup>30</sup> Exacerbating the problem is the fact that the state’s psychiatrist workforce is aging rapidly. The average Wisconsin psychiatrist is 50 years old and 15 percent are 65 or older.

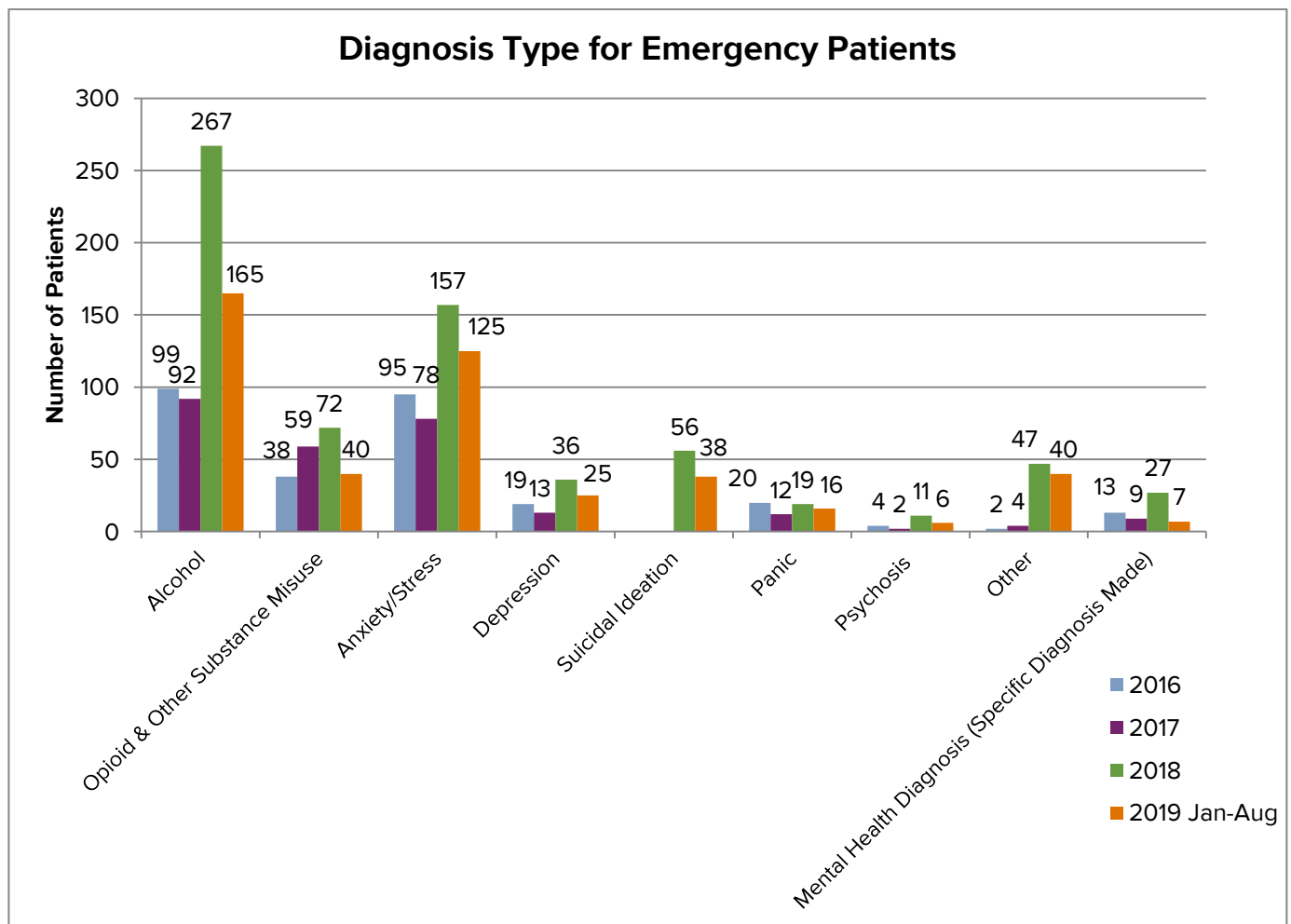
**Figure 1: Psychiatrists per 30,000 Residents**  
(By County, 2018)



BRMH and many area agencies collaborated to create a Mental Health Coalition in 2018. Some of the other organizations include Jackson County Department of Health and Human Services,

<sup>30</sup> <https://wispolicyforum.org/focus/rural-counties-face-psychiatrist-shortage/>

Family and Children’s Center, Stein Counseling, Community Mental Health Professionals, Jackson County Sheriff’s Department, Ho-Chunk Nation, Black River Falls and Melrose-Mindoro School Districts, Black River Falls Emergency Medical Service, Black River Falls Police Department, Footprints in Time Midwifery, Peace Counseling Service, and Jackson County Probation and Parole. The coalition has created priorities such as securing area chaplains to provide transportation to mental health facilities, developing a “time-out” location for someone to go when in crisis, and creating a county-wide, user-friendly website that lists available mental health resources.



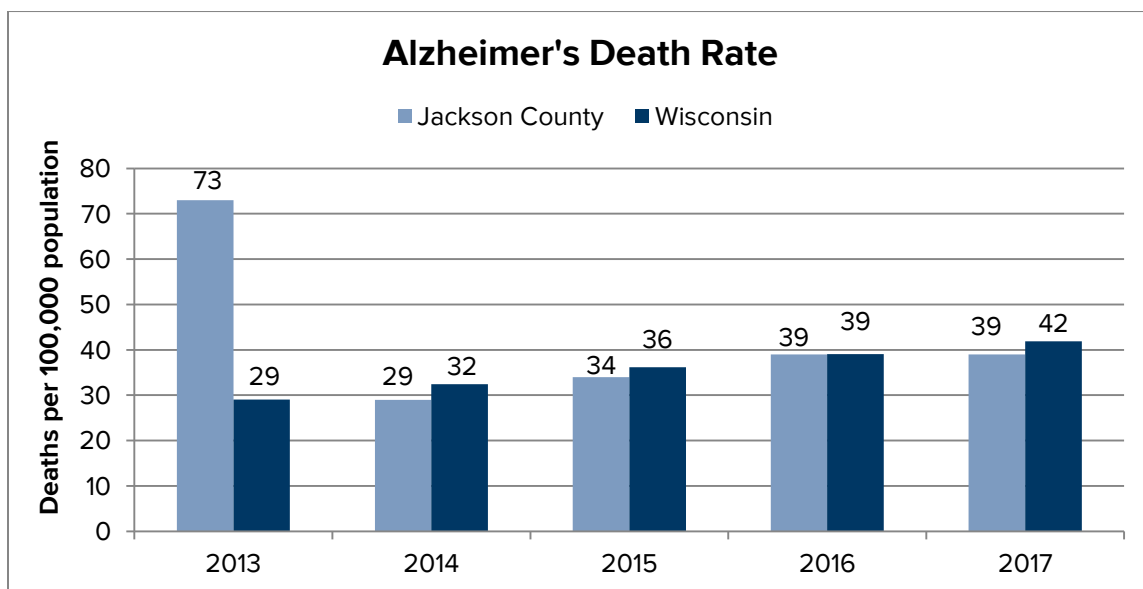
BRMH has seen a significant increase in visits to the emergency department (ED) over the past four years due to substance misuse, anxiety, depression, and other mental health issues. In 2018, there were 692 visits compared to 290 in 2016, a 238 percent increase. While opioid and other substance misuse is continuing to increase, ED visits regarding alcohol misuse far exceed this number. Note: The figures for 2019 are for an eight-month period.

## ALZHEIMER'S AND DEMENTIA

Estimated People Aged 65 and Older in Wisconsin with Alzheimer's				
Year	65-74	75-84	85+	Total
2019	16,000	47,000	50,000	110,000
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 significantly. Between 2000 and 2017, the number of deaths from Alzheimer's disease as recorded on death certificates has more than doubled, increasing 145 percent.

Nearly one in every three seniors who die each year has Alzheimer's or another dementia. In 2017, in Wisconsin, there were 2,428 deaths due to Alzheimer's and is the sixth leading cause of death in the nation.<sup>31</sup> Current population estimates from census.gov report 18.6 percent of Jackson County residents are aged 65 and older<sup>32</sup> and likely many will be afflicted by Alzheimer's or other dementia.



The death rate for Jackson County is slightly less than the state rate with the exception of 2013. Based upon reports from the Wisconsin Department of Health Services, the actual number of deaths due to Alzheimer's from 2013-2017 in Jackson County equals forty-four.<sup>33</sup>

<sup>31</sup> Alzheimer's Association. 2019 Alzheimer's Disease Facts and Figures

<sup>32</sup> Quick Facts, Jackson County, Wisconsin, Census.gov

<sup>33</sup> Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Mortality Module, accessed 8/29/2019.

## LONG-TERM CARE

Long-Term Care options have been a struggle in Jackson County as well as across the state and nation. As baby boomers continue to age, the demand is greater than ever. Based on a report by Modern Healthcare, an estimated 69 percent of Americans will require long-term care services at some point in their lives for an average of about three years.<sup>34</sup>

The largest licensed long-term care facilities in Jackson County include Pine View Care Center (95 beds), Atrium Post Acute Care (50 beds), Pine View Terrace (36 units), Country Terrace (17 units), and Atrium Senior Living (29 Beds).

## 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.

---

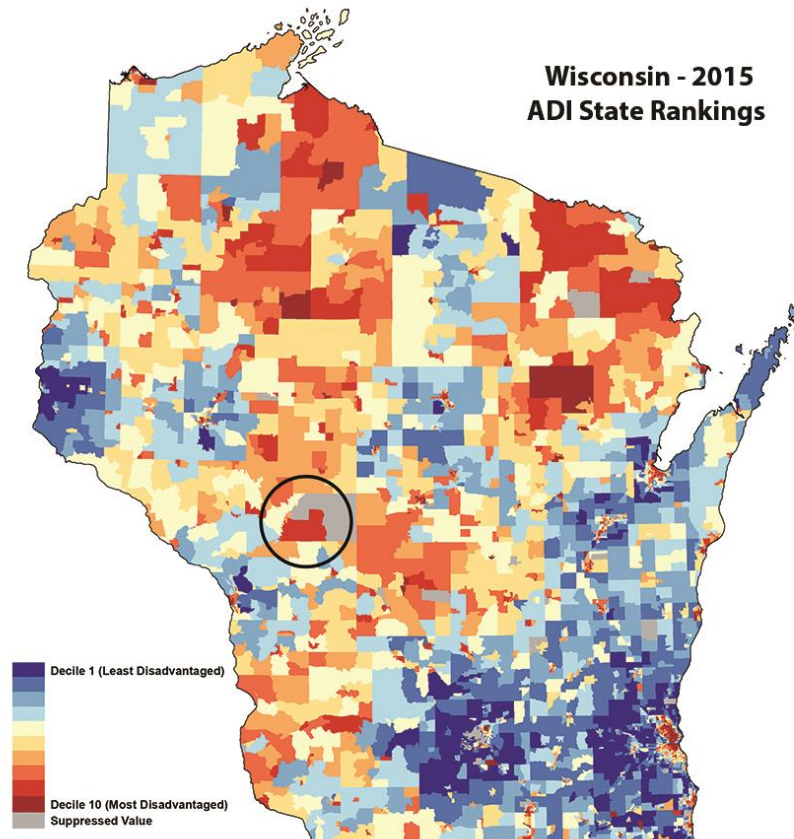
<sup>34</sup> <https://www.modernhealthcare.com/home-health/rising-demand-long-term-home-care-signals-looming-crisis>



## 2019 County Health Rankings and Roadmaps

	Jackson County	Error Margin	Top US Performers	Wisconsin	Rank
<b>Health Outcomes</b>					<b>54</b>
<b>Length of Life</b>					<b>61</b>
Premature Death	7,700	6,200-9,200	5,400	6,300	
<b>Quality of Life</b>					<b>65</b>
Poor or Fair Health	14%	14-15%	12%	15%	
Poor Physical Health Days	3.6	3.4-3.7	3.0	3.6	
Poor Mental Health Days	3.6	3.4-3.8	3.1	3.8	
Low Birthweight	6%	5-7%	6%	7%	
<b>Health Factors</b>					<b>59</b>
<b>Health Behaviors</b>					<b>57</b>
Adult Smoking	17%	16-17%	14%	17%	
Adult Obesity	33%	27-40%	26%	31%	
Food Environment Index	7.6		8.7	8.8	
physical Inactivity	21%	16-27%	19%	20%	
Access to Exercise Opportunities	65%		91%	86%	
Excessive Drinking	25%	24-26%	13%	26%	
Alcohol-Impaired Driving Deaths	24%	12-36%	13%	36%	
Sexually Transmitted Infections	277.3		152.8	466.0	
Teen Births	24	20-29	14	18	
<b>Clinical Care</b>					<b>57</b>
Uninsured	9%	8-10%	6%	11%	
Primary Care Physicians	1,080:1		1,050:1	1220:1	
Dentists	1,580:1		1,260:1	1590:1	
Mental Health Providers	680:1		310:1	590:1	
Preventable Hospital Stays	4,427		2,765	3,971	
Mammography Screening	43%		49%	50%	
Flu vaccinations	46%		52%	52%	
<b>Social &amp; Economic Factors</b>					<b>54</b>
High School Graduation	89%		95%	89%	
Some College	52%	48-56%	73%	69%	
Unemployment	3.4%		2.9%	3.3%	
Children in Poverty	17%	13-22%	11%	15%	
Income Inequality	3.9	3.6-4.3	3.7	4.3	
Children in Single-Parent Households	35%	28-41%	20%	31%	
Social Associations	13.1		21.9	11.6	
Violent Crime	90		63	298	
Injury Deaths	114	93-134	57	77	
<b>Physical Environment</b>					<b>26</b>
Air Pollution-Particulate Matter	8.2		6.1	8.6	
Drinking-Water Violations	No		No		
Severe Housing Problems	14%	12-16%	9%	15%	
Driving Alone to Work	79%	77-82	72%	81%	
Long Commute – Driving Alone	32%	29-34%	15%	27%	

Living in a disadvantaged neighborhood has been linked to a number of healthcare outcomes, including higher rates of diabetes and cardiovascular disease, increased utilization of health services, and earlier death. The Area Deprivation Index (ADI) is based on a measure created by the Health Resources and Services Administration (HRSA) primarily for county-level use but has been adapted to allow for the ranking of neighborhoods by socioeconomic status. Factors including income, education, employment, and housing quality are used to compile rankings. A large portion of Jackson County is ranked as a very disadvantaged area, decile 9, as shown in the following map.<sup>35</sup>



Conducting a CHNA provides a frame-work for population-based healthcare efforts. Health encompasses not only physical health but other things often referred to as the “**Social Determinants of Health**.” Some examples are:

- Diet and exercise
- Tobacco, alcohol and drug use
- Access and quality of healthcare including prevention
- Social and economic factors including childcare, education, and employment
- Housing and transportation

<sup>35</sup> Example: 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.

## COMMUNITY INPUT

Community feedback was collected through a variety of 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.

### 1) 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.

### 2) Event Surveys

A community survey planning session was held on March 1, 2019, and included Black River Memorial Hospital, Jackson County Public Health, Ho-Chunk Nation, and a CDC student intern. Ho-Chunk Nation recently surveyed its members and many of the questions used in their survey were added to collect comparative data.

Since the last CHNA, surveys were conducted during several community events. Survey participants were asked to rank the top ten health concerns in order of most importance to the least important. Drug abuse remains the highest concern with mental/behavioral health a close second. Obesity and alcohol abuse followed.

<b>Health Concern (1 most important – 10 least important)</b>	<b>Women's Night Out (N=145)</b>	<b>Home Show (N=159)</b>	<b>Rural Health Day (N=87)</b>	<b>Advisory Council 2019 (N=7)</b>
Drug Abuse	1	1	1	1
Mental/Behavioral Health	2	2	2	2
Obesity	3	4	6	6
Alcohol Abuse	4	3	4	5
Cancer	5	7	5	4
Suicide Prevention	6	5	3	3
Dementia/Alzheimer's	7	6	7	9
Diabetes	8	8	8	8
Tobacco Misuse	9	10	9	7
Fall Prevention	10	9	10	10

### **3) Community Conversations**

The Jackson County Public Health Department completed two on-site community conversations on December 4 and December 7, 2018, with targeted populations. Both target groups consisted of retired males that congregate most weekdays for socialization including sharing breakfast or playing cards. The purpose of these conversations was for a State Health Mini-Grant Outreach assessment. Details surrounding some of the questions asked included:

- 1) "What is the biggest threat to our community?" The answers given were drugs, the number of people taking advantage of the system, lack of discipline for kids, and hopelessness.
- 2) Under the topic of quality of life in the community, the question, "What does it mean to live a good life?" The answers given included having good friends, financial security, working at being healthy, doing important work, and staying involved. The question following was, "What prevents one from living a good life?" The answer was affordable health insurance; too much out-of-pocket expense if not on Medicare.
- 3) The questions posed under community assets included, "What are you proud of about this community?" The responses included schools, recreational opportunities, having close relationships with family and friends, and community financial support (philanthropy). Secondly, "If you could change one thing to make the community better, what would it be?" One of the answers was, decrease drug use. Other comments were to reduce commercial traffic through the center of the community, the desire to bring back small farms and to encourage health insurance companies to increase incentives for preventative health strategies.
- 4) "What would make it easier to make healthy choices?" The answers were having access to community exercise places, having good insurance, and to gain a better understanding of Medicare, Medicare supplements, and healthcare access.

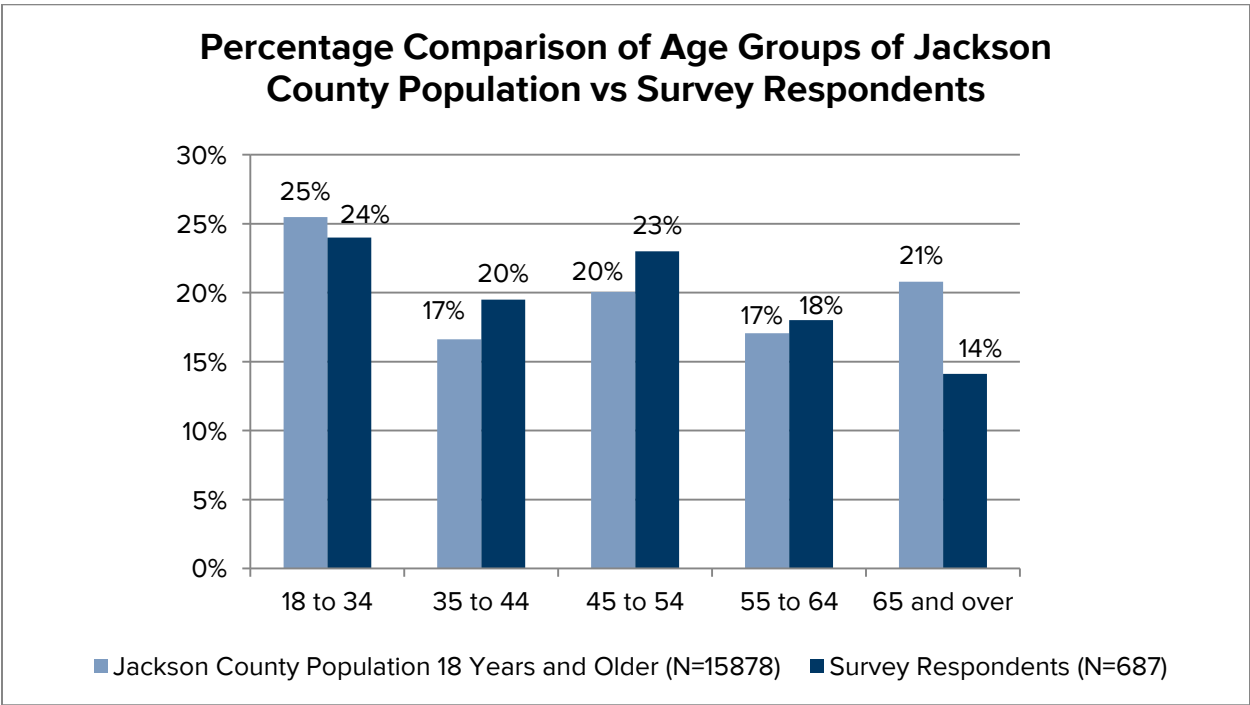
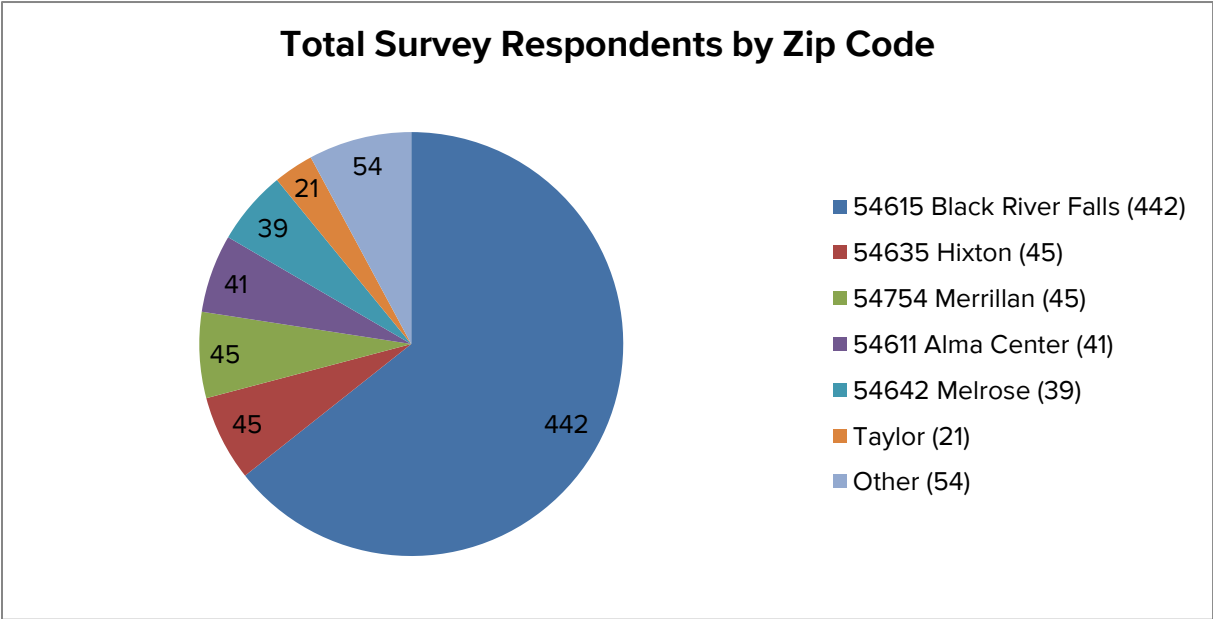
The overall message was, in their opinion, people need to take responsibility for their own health and well-being. Having good values, showing kindness, and being in tune with resources available positively affect the quality of life in Jackson County.

### **4) Community Health Assessment Survey**

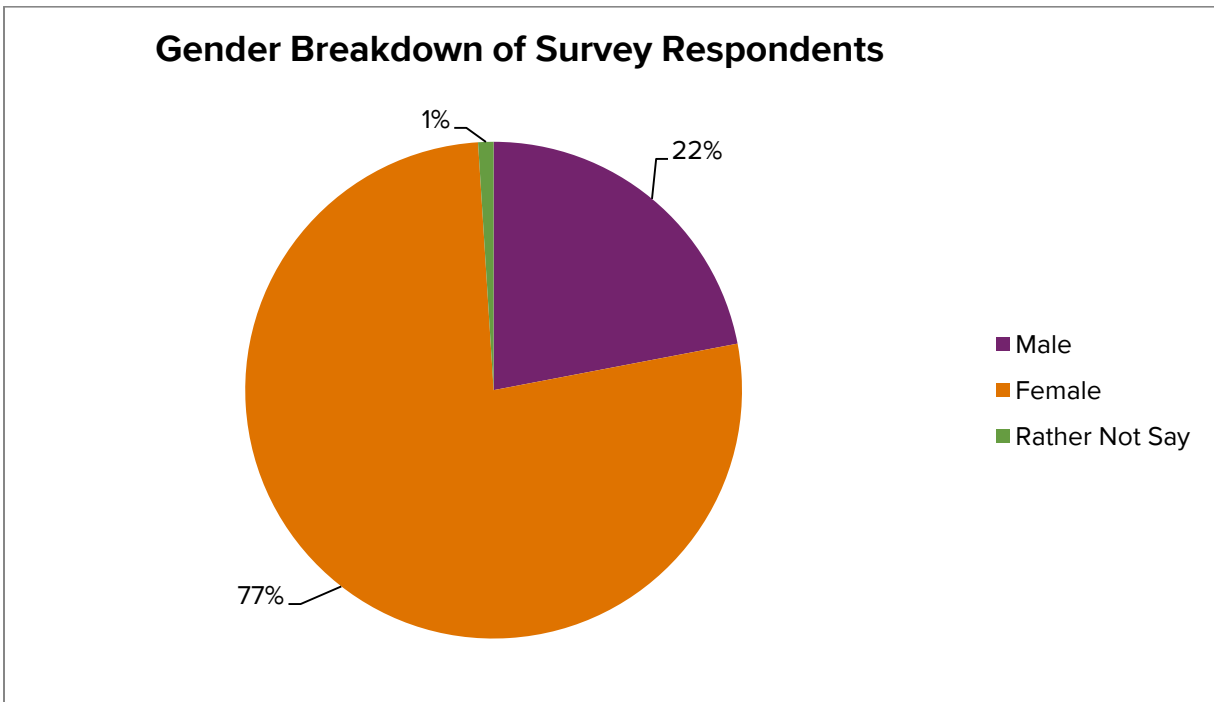
Black River Memorial Hospital has the vision to be the best community hospital in the nation. To fulfill their mission to serve residents of Jackson County with excellence, BRMH sought input from consumers to learn ways to strengthen relationships and better serve the needs of the community. An electronic community health needs and market survey was deployed in late April and was promoted through a variety of channels. To entice citizens to take the survey, the first 500 unique respondents received a \$10 gas card. Flyers promoting the survey were distributed throughout the community to retail outlets and community gathering spots such as the Lunda Community Center. Five-hundred flyers were distributed at the local Hansen's grocery store to be stuffed into shoppers' bags. Email list-serve groups, such as area churches and local service groups such as the Rotary Club received the flyer encouraging participation. Jackson County

Public Health promoted the survey through all channels within the county and requested the local school districts to forward onto staff and parents. To capture feedback from the most vulnerable populations in Jackson County, staff visited the local food pantries, assisted living facilities, and senior centers.

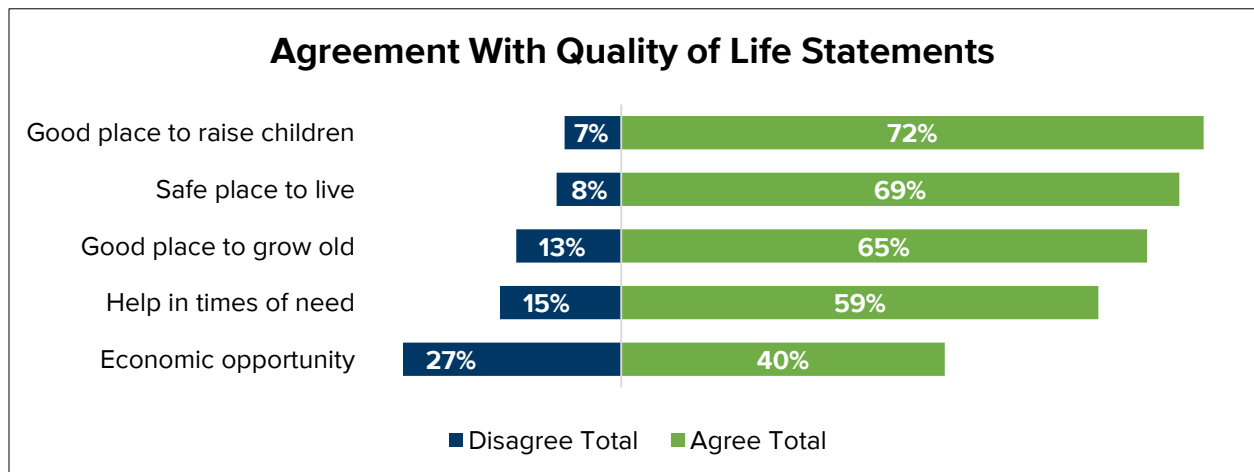
The survey was taken by 680 people and reflected responses from 19 individual zip codes.



Two-thirds of the study participants were under the age of 55.

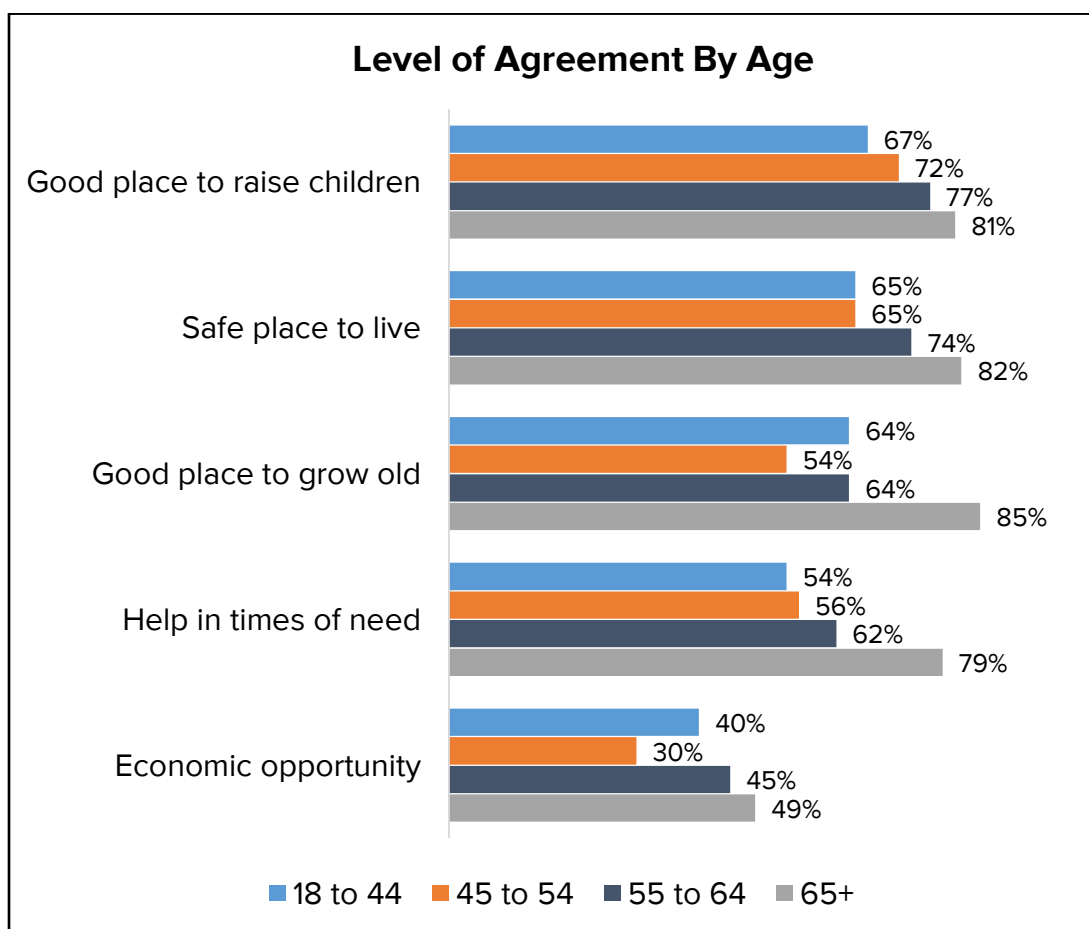


A majority of study participants were female.



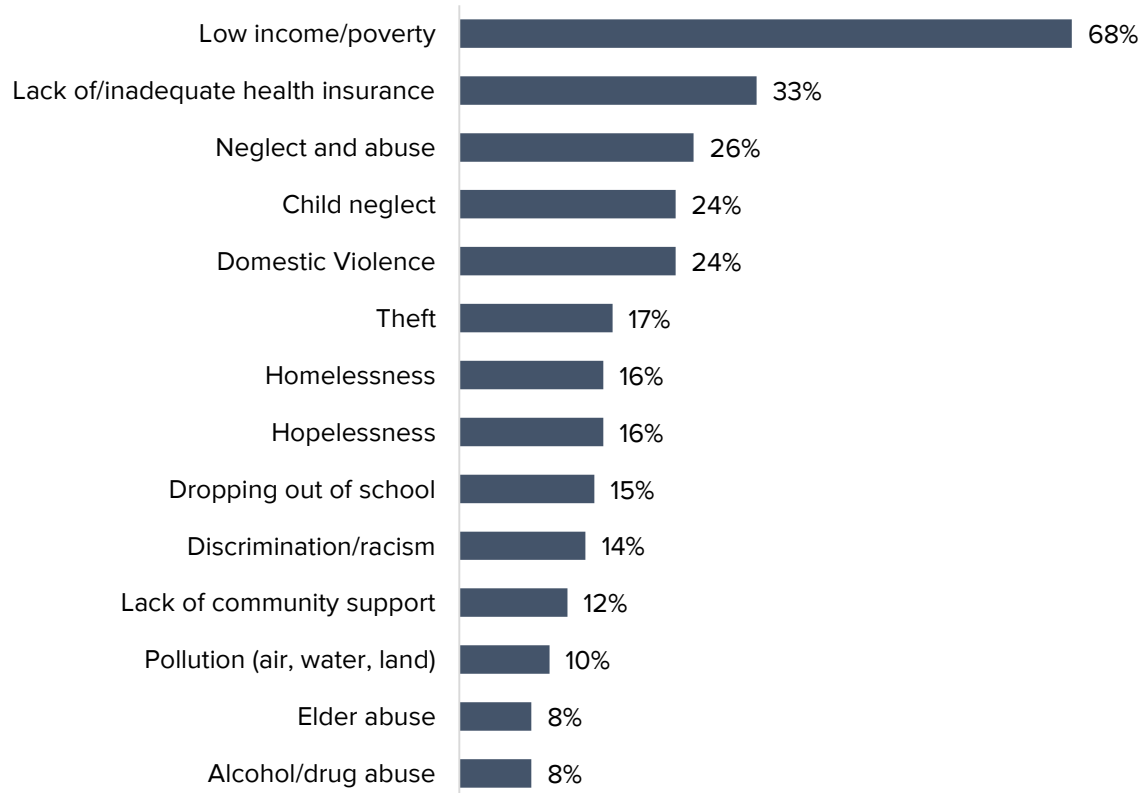
Most respondents agreed that their county was a good place to raise children, a safe place to live, a good place to grow old, and provided help in times of need. Twenty-seven percent felt there was not a good economic opportunity.



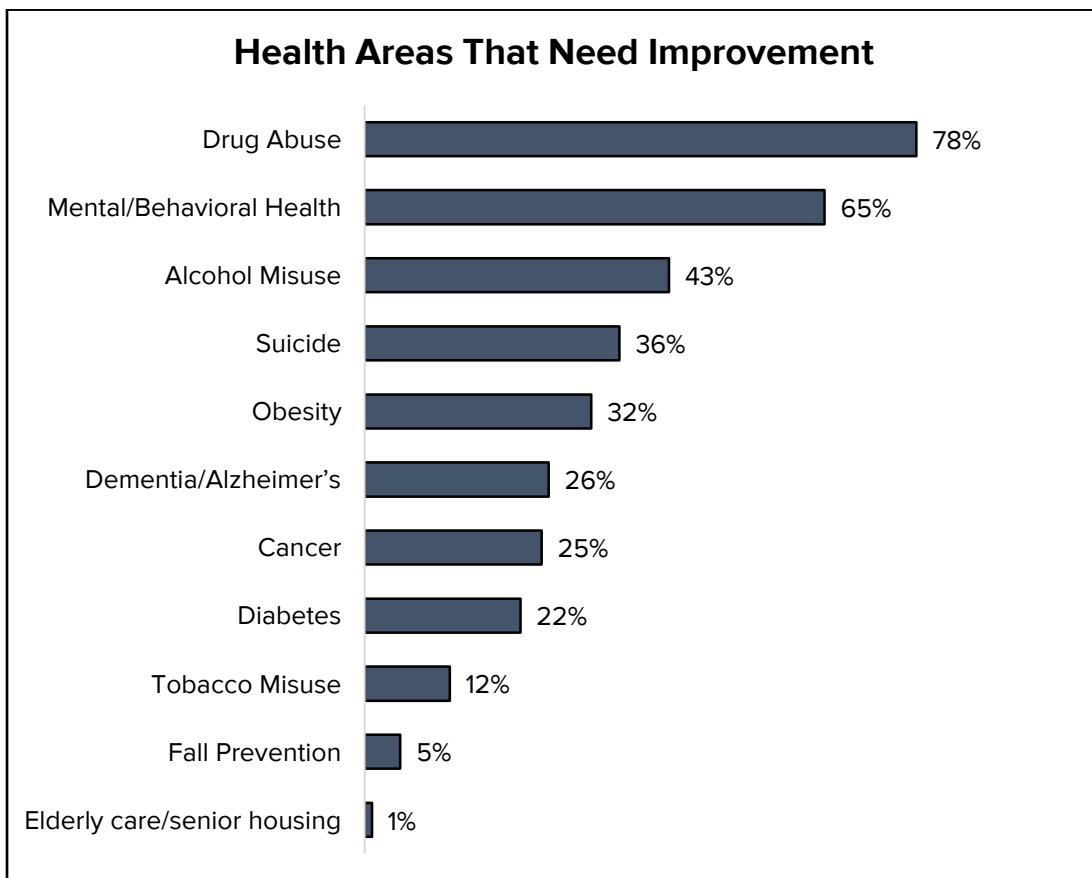


When broken out by age group, respondents 65 and over had the most positive view of the quality of life in the area.

### Community Issues Negatively Affecting Quality of Life



Poverty was the top community issue negatively affecting the quality of life in the area.



Drug abuse and mental health were the top areas named as needing improvement for Jackson County.

Health Areas That Need Improvement by Age Group						
	Total (687)	18-44 (306)	45-54 (158)	55-64 (123)	65+ (100)	Change
<b>Drug Abuse</b>	<b>78%</b>	82%	80%	71%	74%	-8%
<b>Mental/Behavioral Health</b>	<b>65%</b>	72%	71%	58%	42%	-30%
Alcohol Misuse	43%	48%	41%	39%	34%	-14%
Suicide	36%	42%	33%	32%	25%	-17%
Obesity	32%	32%	35%	34%	28%	-4%
Dementia/Alzheimer's	26%	16%	27%	38%	42%	+26%
Cancer	25%	20%	27%	35%	28%	+8%
Diabetes	22%	21%	22%	23%	26%	+5%
Tobacco Misuse	12%	14%	11%	11%	9%	-5%
Fall Prevention	5%	5%	2%	6%	12%	+7%

## Reasons for Not Participating in Physicals and Preventive Care

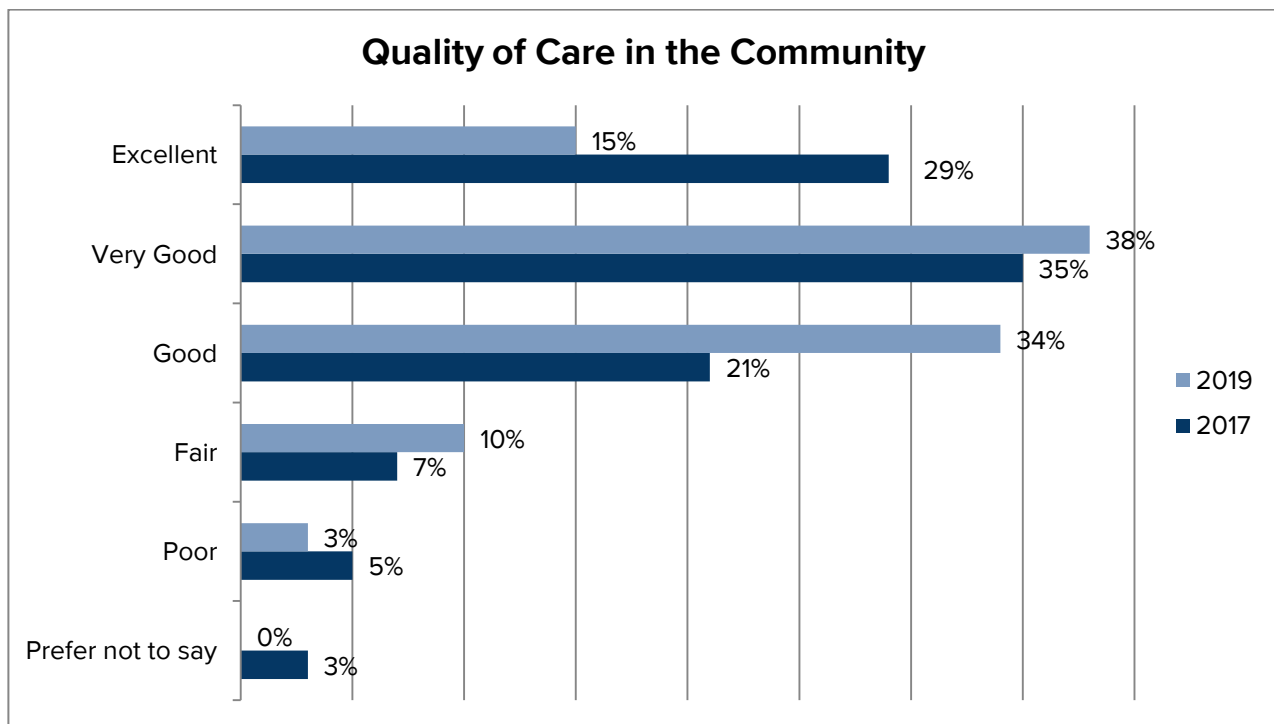
	Total (n=346)	Jackson County (n=324)	Other County (n=22)	18-44 (n=181)	45-54 (n=84)	55+ (n=81)
Insurance deductible and co-pay too high	<b>35%</b>	34%	55%	36%	35%	35%
Couldn't take time off from work or school	<b>29%</b>	28%	32%	34%	24%	22%
Not enough money to pay for visits	27%	27%	27%	31%	20%	22%
Had too many other things going on	21%	20%	27%	25%	17%	15%
Couldn't get an appointment when I wanted one	20%	21%	5%	17%	23%	23%
No one to take care of children or other family members	11%	11%	5%	20%	1%	1%
The wait time in the office was too long	8%	8%	9%	8%	6%	10%
Didn't want to or see the usefulness of well checks, preventative care, and physicals	6%	6%	14%	8%	1%	7%
No transportation to get to the clinic or doctor's office	5%	5%	9%	6%	2%	6%
Didn't know where to go to receive care	2%	2%	-	2%	2%	2%
Insurance coverage/network	1%	1%	-	1%	1%	-
Communication/continuity of care at doctor's office	*	*	-	-	-	1%
Quality of care at doctor's office	*	*	-	-	-	1%
Too sick to go	*	*	-	1%	-	-

High insurance deductibles and co-pay costs were a primary reason consumers gave for not participating in physicals and preventive care. Participants also noted not being able to take time off work or school.

One in six reported they sought professional help for mental health issues. One in six reported using some form of tobacco or nicotine with the primary type being cigarettes. About 10 percent used electronic vapor products including e-cigarettes, vaping pens, and e-hookahs. YRBS data showed 18.8 percent of high school students, over the past 30 days, used this type of device and preferred these devices over cigarettes (8.5 percent).

Ninety-five percent of respondents stated they do not have personal alcohol abuse concerns. YRBS data showed 30 percent of high school students and 7.6 percent of middle school students stated that in the past 30 days they had a least one alcoholic beverage.

Ninety-six percent of respondents stated they do not have personal drug abuse concerns.



Survey respondents in 2019, rated the quality of care lower compared to 2017.

## 5) Community Forum

A community forum was held in August 2019, with representation from the community as follows:

Last Name	First Name	Business/Organization
Ernst	Sharon	American Red Cross
Jacobson	Gail	Atrium Post-Acute Care
Stankey	John	Atrium Senior Living
Brower	Barb	Black River Memorial Hospital
Farnsworth	Carrie	Black River Memorial Hospital
White-Jacobs	Mary Beth	Black River Memorial Hospital
LaBar	Kelly	Boys & Girls Club
Murray	Julie	BRF Area Foundation
Stoker	Jody	BRF Emergency Management Services
Rozmenoski	Mary Jo	BRF School Board
Chown	Brad	City of BRF
Rose	Craig	FHC Dental Administrator
Jacobson	Patty	Footprints in Time Midwifery
Voves	Austin	Footprints in Time Midwifery
Warmke	Jon	Friends Sharing Food
Casper	Ruth	Hixton Township
Voss	Louise	Ho-Chunk Nation
Johnson	Pam	Jackson Co. Aging & Disability Services

Andre	Jessica	Jackson County Behavioral Health
Ransom	Ray	Jackson County Board of Supervisors
Gutknecht	Grady	Jackson County Board of Supervisors
Page	Kristina	Jackson County Emergency Management
Luttio	Judy	Jackson County H.O.P.E. Court
Chown	Lori	Jackson Co. Interfaith
Leis	Anita	Jackson County Public Health
Moldenhauer	Ellen	Jackson County Public Health
Rumsey	Kathy	Jackson County Public Health
Waldera	Duane	Jackson County Sherriff's Dept.
Gunning	Jen	Jackson County Tavern League
Gates	Lyn	JC Aging & Disability Services
Clark-Forsting	Dr. Michelle	Krohn Clinic/ PH Medical Advisor(Dec)
Hale	Bethany	Lunda Community Center
Massman	Brianne	Lunda Community Center
Friend	Kaylynn	Pine View Care Center
Simonson	Laura	Red Creek Elementary
Arneson	Lauren	Stein Counseling
Mathews	Don	Town of Brockway
Gilbertson	Joel	Village of Melrose
Brown	Gina	Workforce Connections

The goal of the forum was to share the latest data compiled and to ask questions of the group. A draft of the CHNA was sent electronically the week prior to the forum.

Responses Received: 38

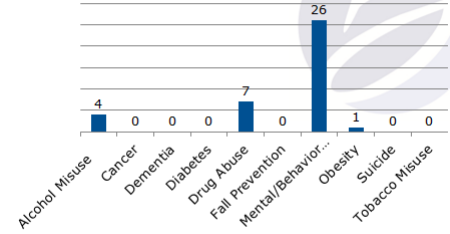
### Health Priorities

Which one do you think ranked as the greatest priority?

- |                   |                             |
|-------------------|-----------------------------|
| 1. Alcohol Misuse | 6. Fall Prevention          |
| 2. Cancer         | 7. Mental/Behavioral Health |
| 3. Dementia       | 8. Obesity                  |
| 4. Diabetes       | 9. Suicide                  |
| 5. Drug Abuse     | 10. Tobacco Misuse          |



### Greatest Health Priority



In response to the question, “What was the highest need identified by the previous survey respondents?” the community forum attendees agreed with their findings. Of the survey taken in the spring of 2019, 78 percent of the respondents stated drug abuse and 65 percent stated mental/behavioral health were the top two health concerns. Alcohol was next with 43 percent stating this was a major health concern.

Responses Received: 38

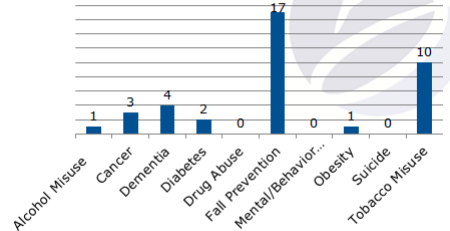
### Lowest Health Priority

Which one do you think ranked as the lowest priority?

- |                   |                             |
|-------------------|-----------------------------|
| 1. Alcohol Misuse | 6. Fall Prevention          |
| 2. Cancer         | 7. Mental/Behavioral Health |
| 3. Dementia       | 8. Obesity                  |
| 4. Diabetes       | 9. Suicide                  |
| 5. Drug Abuse     | 10. Tobacco Misuse          |

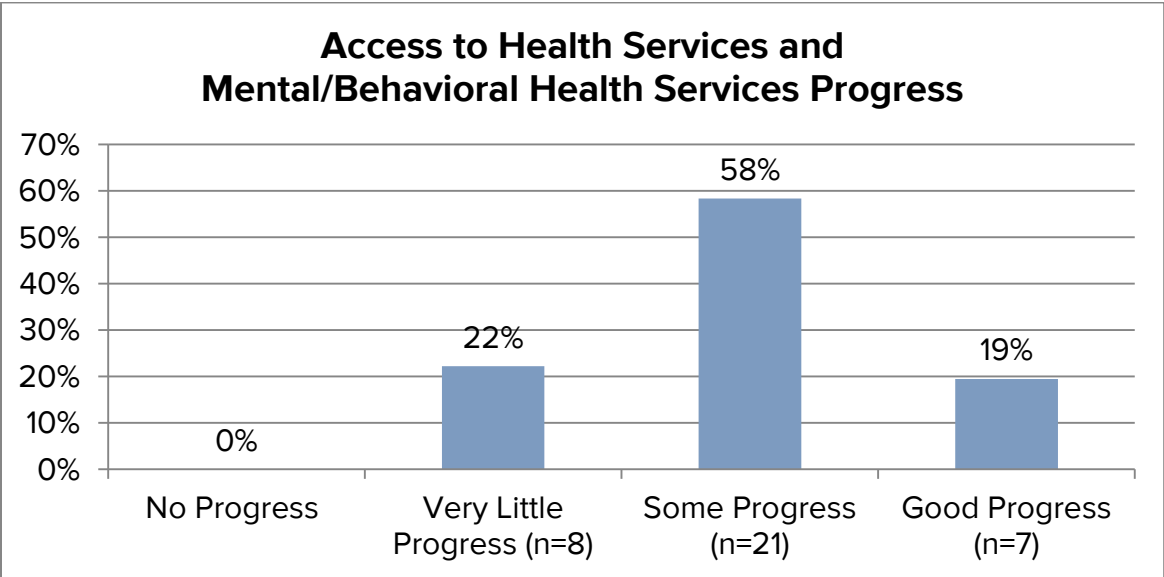


### Health Priorities

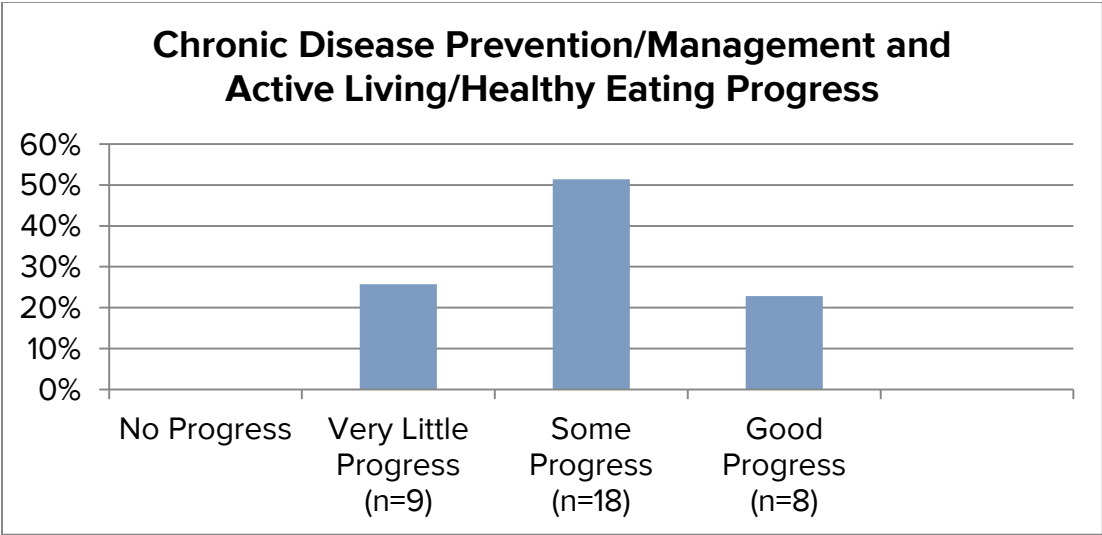


The community forum group confirmed what others said in the survey that fall prevention ranked as the least important health concern in Jackson County. Interestingly, Wisconsin has the nation’s highest rate of deadly falls among older adults, outnumbering deaths from breast and prostate cancers combined. The death rate due to unintentional falls in Wisconsin is twice the national average.

The forum was asked, in their opinion, had there had been meaningful progress in the priority areas identified from three years ago.

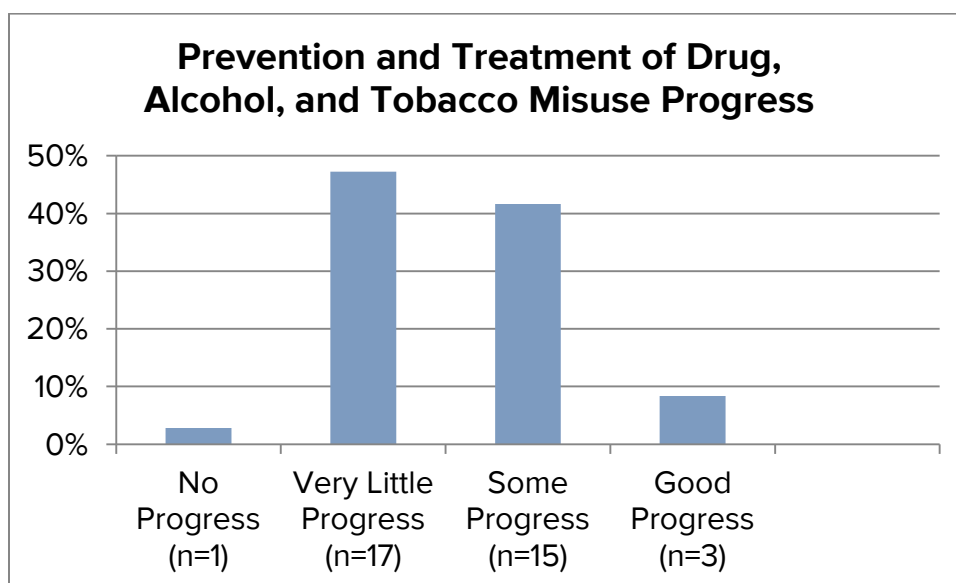


Seventy-seven percent of those who attended the forum believed progress has been made in this area.

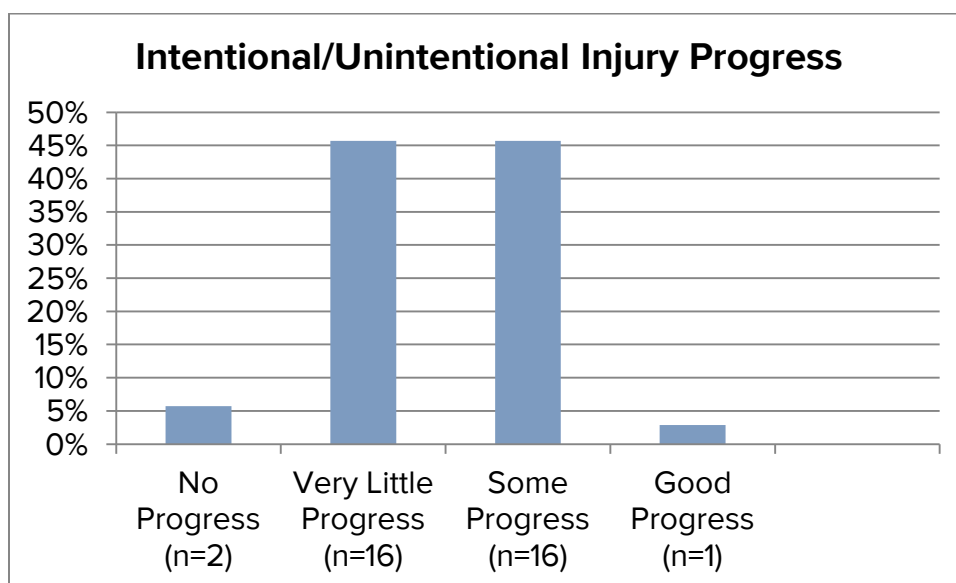


Seventy-four percent of those who attended the forum believed progress has been made in chronic disease prevention/management.





Only 50 percent felt progress has been made in the prevention and treatment of drug, alcohol and tobacco misuse.



Only 49 percent of attendees believed progress has been made in the area of intentional/unintentional injury.

## PRIORITIZED 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, substance misuse. 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.

### 2019-2021 Health Priorities

#### 1) Behavioral Health Care

- c. Mental Health
- d. Substance Use Disorder

#### 2) Obesity

#### 3) Dementia / Alzheimer's Care

## EVALUATION OF PREVIOUS EFFORTS

Three priorities from the 2016 assessment for BRMH were:

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

We continue to focus our efforts on these priorities based upon our recent survey results. Programs and services provided by BRMH have continued in these areas and new opportunities for community health and wellness continue to be implemented.

An internal work plan was created after the previous CHNA that provides a chronological assessment of activities surrounding the identified priorities. This “living” document is frequently updated and provides a framework that shows continual work on the priority areas.

There is much work to be done to continue to improve the health of Jackson County. With a collaborative approach in mind, the community is in the early stages of creating a Servant Led Community program for the Jackson County area to engage all community partners in the common goal of the betterment of health in the Jackson County area.

Approved by the BRMH Board of Directors November 26, 2019