



Jackson County Community Health Needs Assessment



SERVANT LED COMMUNITY
JACKSON COUNTY

2022

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LIVES ARE BORN AND MADE BETTER EVERY DAY AT
BLACK RIVER MEMORIAL HOSPITAL

BRMH ORGANIZATIONAL OVERVIEW

Black River Memorial Hospital (BRMH) is a not-for-profit critical access hospital serving the Jackson County area for the past 54 years. Built in 1968, BRMH was made possible by 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 such as emergency, lab, diagnostic imaging, wound care, physical rehabilitation, obstetrics, surgical services, pain management, respiratory, infusion, a primary care/behavioral health clinic, and home-based services including hospice. BRMH has 25 licensed beds. BRMH is one of the largest employers in the area and employs 346 people including hospitalists, emergency physicians, and primary care providers. BRMH also collaborates with more than 40 external primary care physicians and specialists in more than 20 specialties.

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.

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

Beginning the work in 2021, 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, 2025.

This report includes many statistics that describe the health status and health behaviors of residents in the communities served by BRMH. The CHNA helps to gain a comprehensive understanding of the community's health needs and access. Data obtained for this report is cited throughout this report.

Our CHNA process was enhanced by collaboration with Jackson County Department of Health and Human Services, Jackson County Public Health, Jackson County Servant Led Community, Medical College of Wisconsin, and Children's Wisconsin. Each of these partners BRMH collaborated with has a focus in promoting optimal health and wellness, education, social and community organizations, and comprehensive services for individuals, families, and the Jackson County community.

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, information obtained through a health needs survey and input from community members and leaders throughout the service area through a variety of focus groups.

By offering a \$10 gas card as an incentive and having a coordinated communication plan across all of the collaborative partners, the Spring 2022 survey obtained a record number of responses. By asking a wide variety of questions related to health concerns, demographics, and social determinants of health, data taken from the survey allowed the Jackson County collaborative group an opportunity to hear from a wide variety of community members including those who were medically underserved and diverse. To ensure we could reach one minority group in particular who have previously been underrepresented in these efforts, the collaborative group used grant dollars to invest in translating the survey, and all the promotional materials, into Spanish. There was boots on the ground outreach to the Spanish-speaking population. In addition, an event was offered at the local library where we

invited those who did not have access to a computer, a chance to take the survey.

A focus group made up of healthcare providers, public health officials, business leaders and representatives from other community resource providers, was presented the data from the survey and the top community health needs were identified.

IDENTIFIED PRIORITIES

The focus group identified the following 12 top health needs for Jackson County based on information from the survey and lived experience from those in the focus groups.

1. Family and Community Resource Awareness and Access
2. Mental Health – Suicide and Self-Harm
3. Mental Health – Access
4. Healthcare – Access, Availability and Affordability
5. Housing
6. Poverty, Low Income, ALICE
7. Drug, Alcohol, Tobacco Use
8. Obesity, Diabetes, Chronic Disease
9. Strong Workforce
10. Long-Term Care
11. Transportation
12. Food Security

As the only hospital in Jackson County, BRMH leadership and members of the BRMH Community Health Improvement Plan (CHIP) work team decided to focus on the following health needs based on the list above.

1. Mental Health – Suicide and Self-Harm
2. Mental Health – Access
3. Healthcare – Access, Availability and Affordability

Other members of the collaborative group including Jackson County Health and Human Services, Jackson County Public Health and Jackson County Servant-Led Community will be focusing on other health needs on the list.

On November 22, 2022, during a regularly scheduled Board of Director meeting, BRMH board of directors reviewed and confirmed the survey results and identified health needs are in alignment with BRMH's long-term strategic objectives.

BRMH SERVICE AREAS

Primary Service Areas: Black River Falls (Includes Brockway Township)

Secondary Service Areas: Alma Center, Merrilan, Hixton, Millston, Taylor, and Melrose.



Being a rural hospital, the rural residents tend to have less income and are less likely to have employer-provided healthcare or prescription drug coverage than urban residents. In addition, many have incomes below the poverty level, and nearly half of the patients are on Medicaid and Medicare. 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 at BRMH.

METHODOLOGY

The *County Health Rankings*, provides data, evidence, guidance, and examples to build awareness of the multiple factors that influence health and support leaders in growing community momentum to improve health equity. The rankings below compare Jackson County, the State of Wisconsin, and the United States with each of the health outcomes and health factors.

Conducting a CHNA provides a framework of understanding social determinants of health in the community. With the data, BRMH will review and assess key health indicators in which can impact the audience in which BRMH serves.

2022 County Health Rankings and Roadmaps

	Jackson County	Wisconsin	United States
Health Outcomes			
Length of Life			
Premature age-adjusted mortality	9,100	6,600	7,300
Quality of Life			
Poor or fair health	17%	15%	17%
Poor physical health days	4	4	4
Poor mental health days	5	4	5
Low birthweight	0	0	0
Health Factors			
Health Behaviors			
Adult smoking	21%	16%	16%
Adult obesity	36%	34%	32%
Food environment index	7.7	8.7	7.8
Physical inactivity	27%	22%	26%
Access to exercise opportunities	36%	78%	80%
Excessive drinking	25%	25%	20%
Alcohol-impaired driving deaths	30%	36%	27%
Sexually transmitted infections	363.3	499.4	551
Teen births	18	14	19
Clinic Care			
Uninsured	10%	7%	11%
Primary care physicians	1,150:1	1,260:1	1,310:1
Dentists	1,590:1	1,390:1	1,400:1
Mental health providers	610:01:00	440:01:00	350:01:00
Preventable hospital stays	3,890	3,260	3,767
Mammography screening	45%	49%	43%
Flu vaccinations	51%	53%	48%
Social & Economic Factors			
High school completion	90%	93%	89%
Some college	51%	70%	67%
Unemployment	9.30%	6.30%	8.10%

Children in poverty	17%	12%	16%
Income inequality	4.3	4.2	4.9
Children in single-parent households	22%	23%	25%
Social associations	11.1	11.4	9.2
Violent crime	90	298	386
Injury deaths	113	89	76
Physical Environment			
Air pollution - particulate matter	7.9	7.5	7.5
Drinking water violations	Yes		
Severe housing problems	13%	14%	17%
Driving alone to work	79%	80%	75%
Long commute - driving alone	31%	28%	37%

Source: <https://www.countyhealthrankings.org/explore-health-rankings/wisconsin/jackson?year=2022>

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.

Community Health Assessment Survey

An electronic community health needs and market survey was deployed in late April 2022 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 and the Black River Falls Public Library. 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. BRMH promoted the survey on their social media channels, website and promoted it internally encouraging staff to participate. 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 assisted living facilities, senior centers and large employers of the Spanish-speaking population. In previous years, staff also visited the food pantry but the change in process for food distribution because of COVID-19 made that impossible for this cycle.

Ultimately, the survey was taken by about 1,500 participants.

Community Forum

A two-part community forum was held on September 29th and October 13th, 2022, at the Jackson County Health and Human Services Building with the following community members in attendance.

Name	Organization
Mary Beth White-Jacobs	Jackson County Servant Led Community
Jon Warmke	Friends Sharing Food
Chelsey Yeskie	Workforce Connections
Jessica Stinson	Jackson County Behavioral Health
Dawn Jacobson	Jackson County Public Health
Kathy Laudon	Retired Social Worker, Jackson County Servant Led Community
Carl Selvick	Black River Memorial Hospital
Julie Murray	Black River Falls Area Foundation

Maggie Lass	Jackson County Public Health
Angie Shafer	Jackson County ADS
Austin Voves	Footprints in Time Birthing Center
Karla Gearing	UW-Madison Division of Extension
Chris Hovell	Jackson County Health and Human Services
Amy Gunderson	Jackson County Public Health
Melissa Cantwell	Children's Wisconsin
Marianna Torkelson	Co-op Credit Union
Brad Chown	Black River Falls City Administrator
Tammy Handly	Jackson County Public Health
Caitlin Osegard	Workforce Connections
Jody Stoker	Black River Falls EMS and Fire
Shelly Severson	Black River Falls School District
Tim Gamble	Ho-Chunk Nation Health Department
Lori Chown	Interfairth Caregivers
Julie Woodbury	Children's Wisconsin
Leslie Ruffalo	Medical College of Wisconsin
Kerry Scanlan	Medical College of Wisconsin
Pam Thunder	Ho-Chunk Nation
Nicole Schweitzer	Black River Memorial Hospital

EVALUATION OF PREVIOUS EFFORTS

The top three priorities from the 2019 assessment for BRMH included:

- **Behavioral Health Care**
 - Mental Health
 - Substance Use Disorder
- **Obesity**
- **Dementia / Alzheimer's Care**

Programs, services, and continued awareness provided by BRMH have continued in these areas and new opportunities for community health and wellness continue to be implemented.

A Community Health Improvement Plan (CHIP) 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. BRMH's 2020-2022 CHIP can be found at: <https://www.brmh.net/community-health-needs-assessment>

The rest of the report will provide an in-depth analysis and illustration of the data from the 2022 Community Health Needs Assessment survey, Jackson County demographic data, and Jackson County health risk facts and figures.

JACKSON COUNTY WISCONSIN



Jackson County, Wisconsin, is home to a rich heritage of cultural and community traditions. With beautiful forests, hiking trails, campgrounds and lakes, as well as miles of ATV trails, Jackson County is well known for its outdoor adventures. The Ho-Chunk Nation has deep roots in Jackson County and is an integral part of the life and culture. Jackson County is filled with great people and organizations who are committed to improving the health and well-being of this place they call home.

CITIES

Black River Falls

VILLAGES

Alma Center, Hixton, Melrose, Merrillan, Taylor

TOWNS

Adams, Albion, Alma, Bear Bluff, Brockway, City Point, Cleveland, Curran, Franklin, Garden Valley, Garfield, Hixton, Irving, Knapp, Komensky, Manchester, Melrose, Millston, North Bend, Northfield, Springfield

TRIBAL NATIONS

Ho-Chunk Nation

This report was created as a collaboration of the following organizations:

Jackson County Department of Health and Human Services

Jackson County Public Health

Black River Memorial Hospital

Jackson County Servant Led Community

Medical College of Wisconsin

Children's Wisconsin

Thanks to all who contributed their time and energy!

JACKSON COUNTY COMMUNITY PROFILE

OVERALL
HEALTH
RANKING

64

of 72
Wisconsin
counties

COMMUNITY SNAPSHOT



54% Male

21,121
Total Population



46% Female

+ 3.4%

Population growth from
2010 to 2020



27.8% Urban



72.2% Rural



Median Age: 41.7

Average Life Expectancy: 77.1

\$57,200

Median Household
Income

12.7%

Persons in Poverty

11%

of Households spend 50%
or more of their household
income on housing



About 1 in 5 Jackson
County children live
in poverty



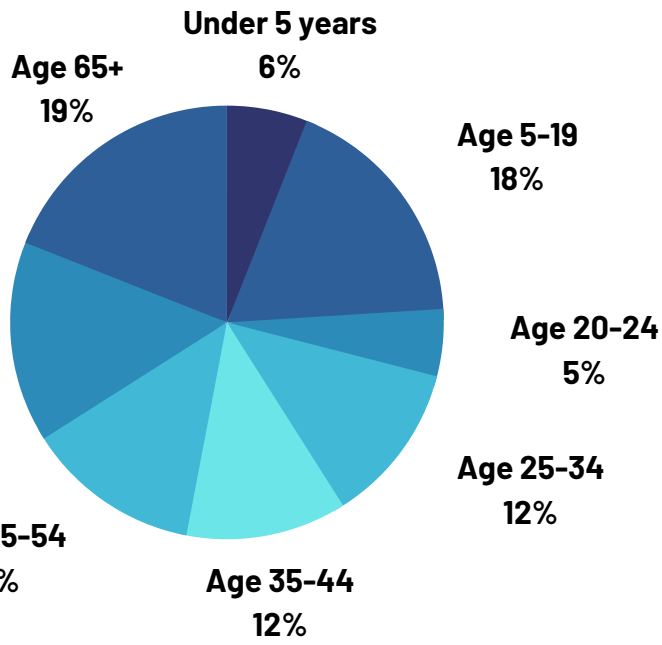
15.6% residents age 25 and
older have a Bachelor's
degree or higher



COMMUNITY PROFILE

Total Population: **21,121**

Race and ethnicity are two concepts related to ancestry. "Race" is usually associated with physical characteristics and "ethnicity" is typically linked with cultural expression and identification. It is possible to identify with one or more groups within established concepts of race and ethnicity, or to identify as outside of pre-established racial or ethnic groups.



RACE

- 88.1%** White Alone
- 6.9%** American Indian and Alaska Native Alone
- 2.5%** Black or African American Alone
- 0.5%** Asian Alone
- 0.1%** Native Hawaiian or Other Pacific Islander
- 1.9%** Two or More Races

ETHNICITY

- 3.8%** Hispanic Community

LGBTQ+

LGBTQ+ is an all-encompassing term meant to describe individuals who identify as lesbian, gay, bisexual, transgender and questioning or queer. This term refers to factors related to sexual identity and/or gender identity.

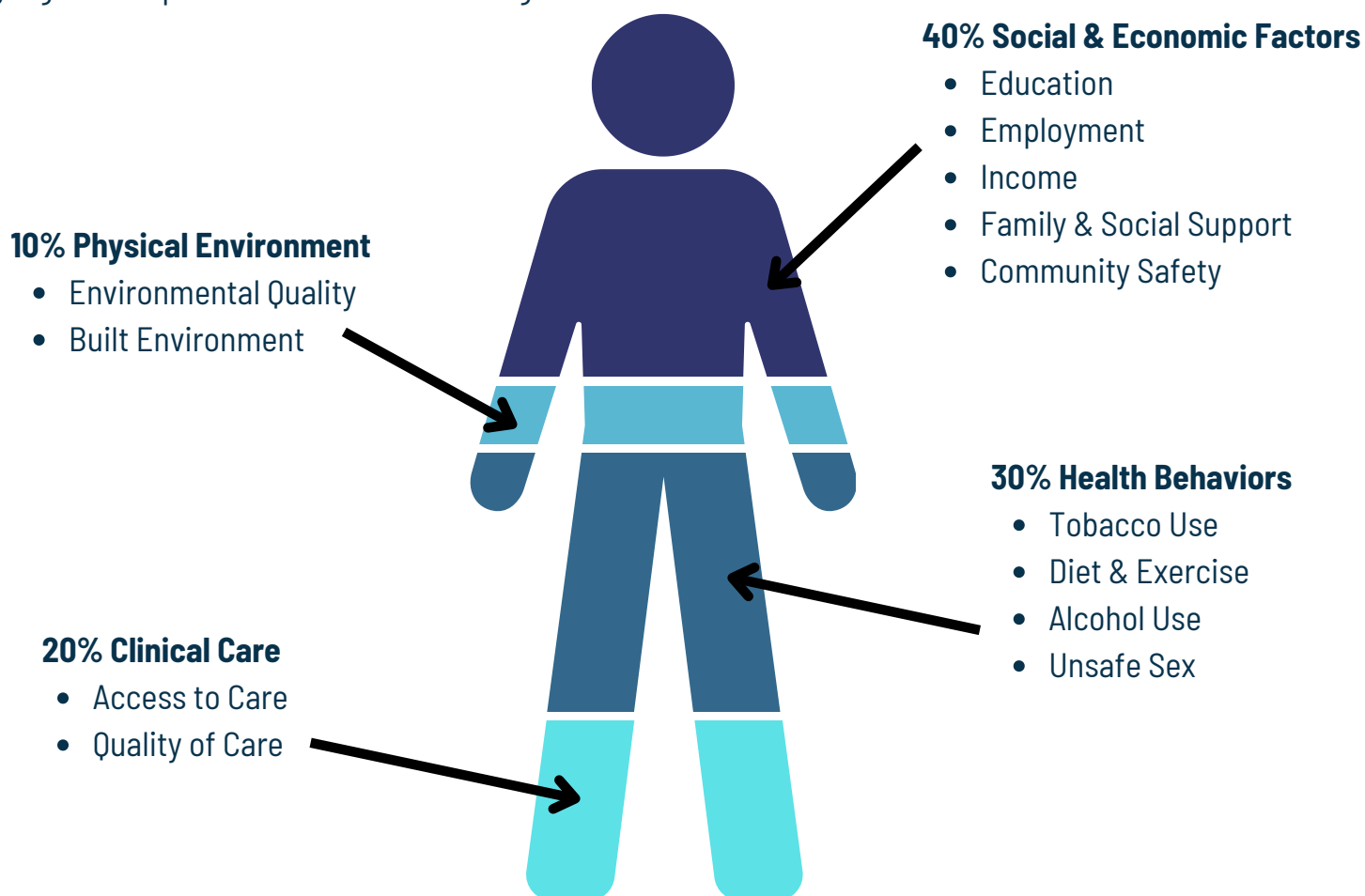
- 3.8%** Adults (18+) in WI who identify as LGBTQ
- 4%** WI workforce members who identify as LGBTQ
- 29%** LGBTQ adults in WI (25+) who are raising children

Sources: US Census Bureau <https://www.census.gov/quickfacts/jacksoncountywisconsin>; Movement Advancement Project https://www.lgbtmap.org/equality-maps/profile_state/WI; American Community Survey <https://data.census.gov/cedsci/table?q=DP05%20jackson%20county,%20wisconsin&tid=ACSDP5Y2020.DP05>



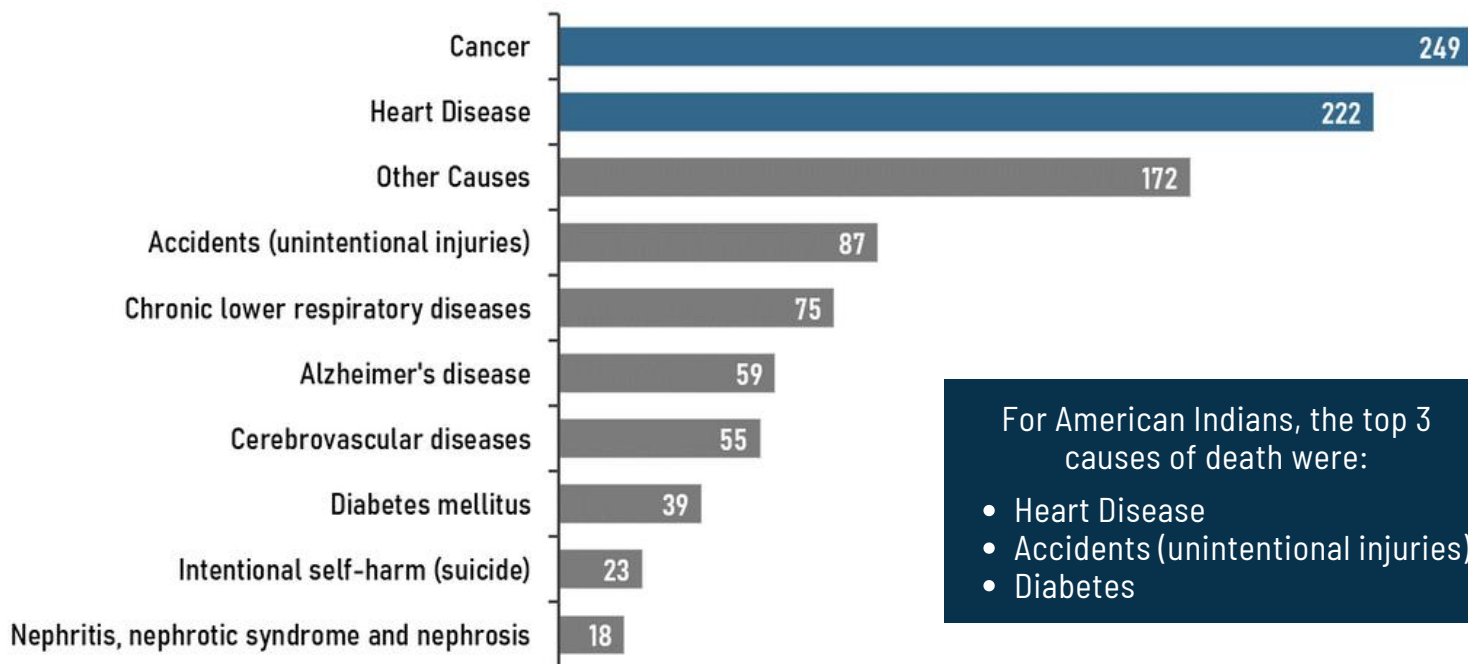
WHAT DETERMINES OUR COMMUNITY'S HEALTH?

Health involves more than just the decisions we make at an individual level. According to a model developed by the United States Centers for Disease Control and Prevention (CDC), health behaviors only make up 30% of our overall health. The other 70% of our overall health is determined by factors that are bigger than the choices we make daily. These factors, called the Social Determinants of Health, include; Economic Stability, Education Access & Quality, Healthcare Access & Quality, Neighborhood & Built Environment, and Social & Community Context. This means we must look at the larger picture, instead of just focusing on health outcomes, focusing on what is truly determining our health. This report will highlight examples from each of the categories found below.



LENGTH OF LIFE

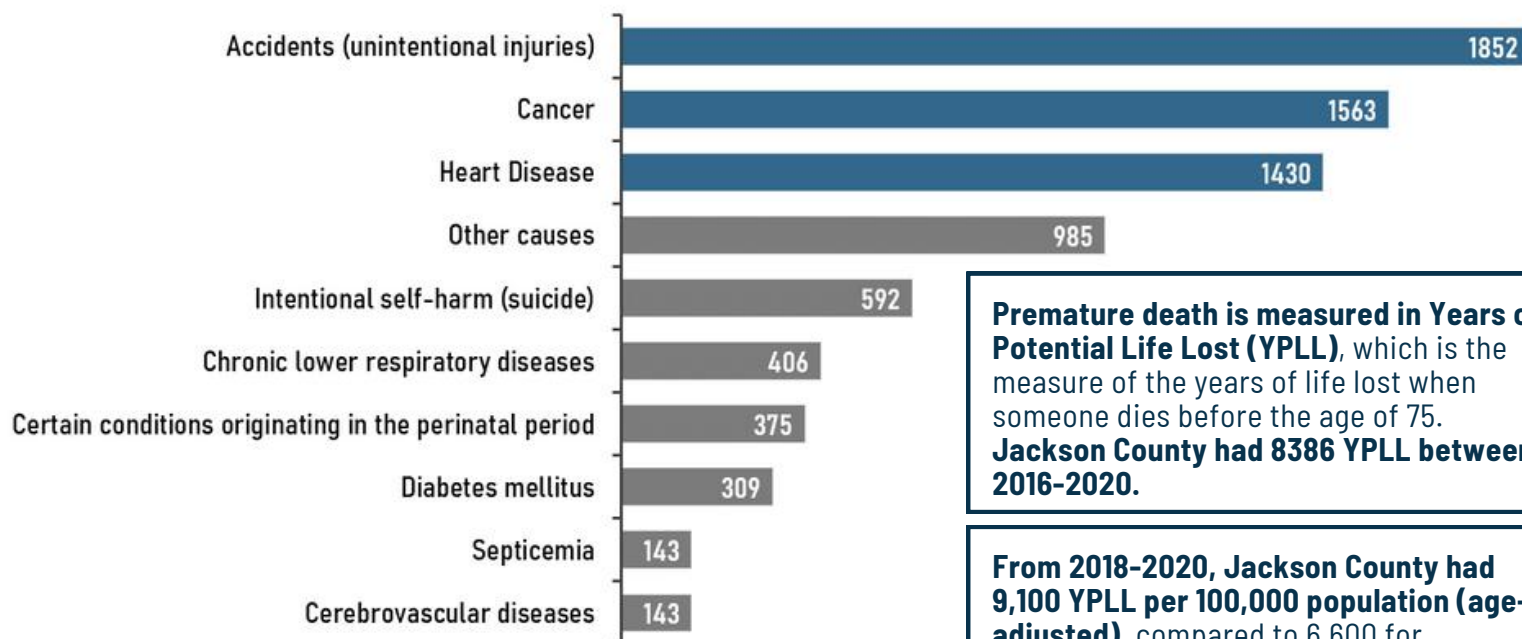
Top 10 Causes of Death in Jackson County, 2016-2020 (Recorded as Actual Death Counts)



For American Indians, the top 3 causes of death were:

- Heart Disease
- Accidents (unintentional injuries)
- Diabetes

Top 10 Causes of Premature Death, 2016-2020 (Measured in Years of Potential Life Lost)

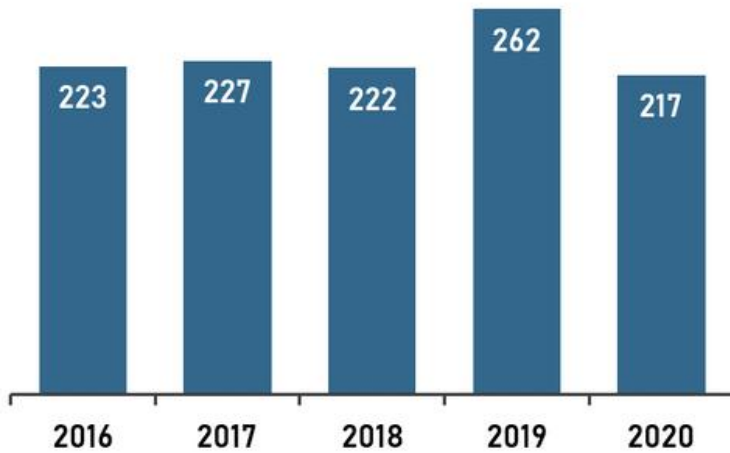


Premature death is measured in Years of Potential Life Lost (YPLL), which is the measure of the years of life lost when someone dies before the age of 75. **Jackson County had 8386 YPLL between 2016-2020.**

From 2018-2020, Jackson County had 9,100 YPLL per 100,000 population (age-adjusted), compared to 6,600 for Wisconsin overall.

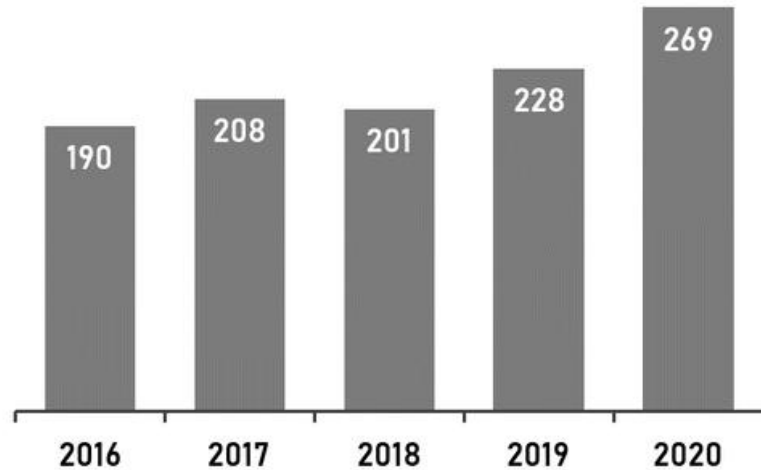
LENGTH OF LIFE

Annual Births in Jackson County



Average of 230 births per year

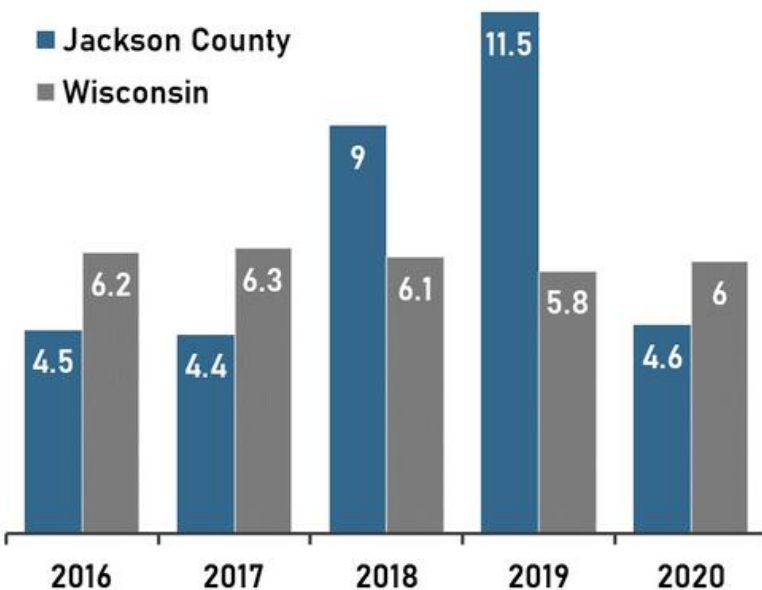
Annual Deaths in Jackson County



Average of 219 deaths per year

Infant Mortality Rate per 1,000 Live Births

■ Jackson County
■ Wisconsin

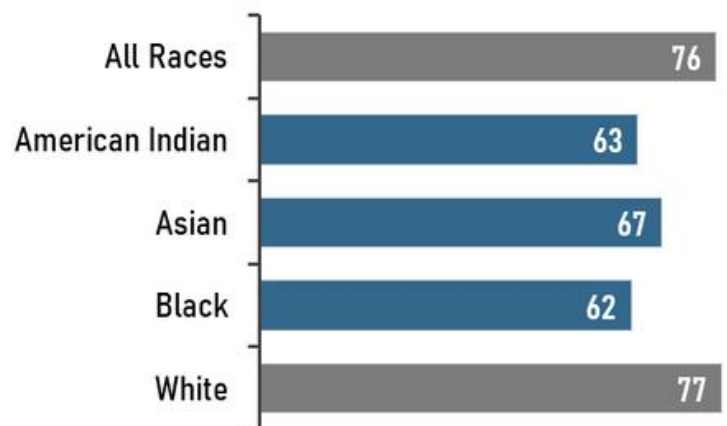


Jackson County had 8 infant deaths (less than 365 days of age) between 2016-2020

Life Expectancy

With a **median life expectancy of 77.1 years**, Jackson County ranked 63 out of 72 Wisconsin counties. (Wisconsin state average = 78.9)

Median Age at Death 2016-2020

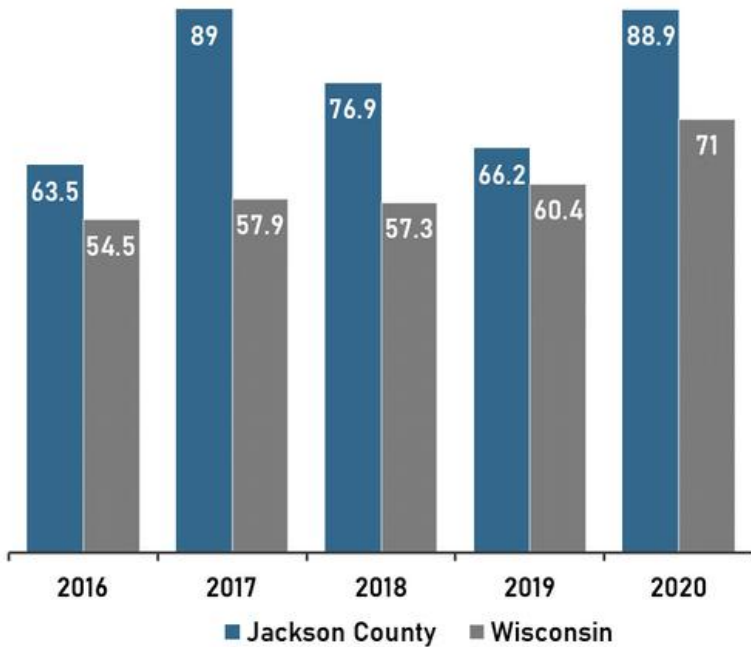


American Indian, Asian, and Black individuals in Jackson County have a **significantly shorter life expectancy**. This reflects state and national data.



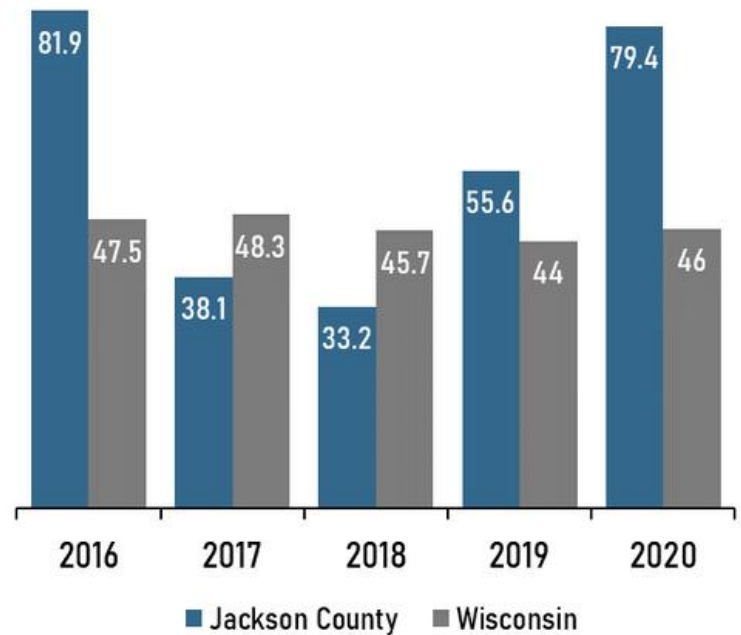
LENGTH OF LIFE

Accidental Death Rate
per 100,000 population (age-adjusted)



Jackson County has a much **HIGHER** rate of accidental death as compared to Wisconsin.

Motor Vehicle Related Hospitalizations
(Non-Fatal) per 100,000 people (age-adjusted)



Additional Jackson County Statistics, 2016-2020 Data

4-6 Jackson County averages **4 to 6 motor vehicle accident deaths per year.**



87 **Accidental Injury Deaths** per 100,000 population in Jackson County (WI 67.8)

15 **Firearm Fatalities** per 100,000 population in Jackson County



20 Deaths due to **Accidental Poisoning** and Exposure to Noxious Substances

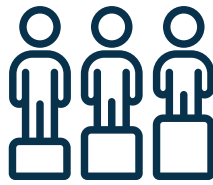


31 **Fall-related deaths** from 2016-2020
(118.2 fall-related deaths per 100,000 people age 65+; WI 157.8)



HEALTH DISPARITIES IN DEATH RATES

Health Equity means everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and lack of access to good jobs, quality education and housing, safe environments, and healthcare.



Health Disparities are inequities in the quality of health, healthcare and health outcomes experienced by groups based on social, racial, ethnic, economic and environmental characteristics.

In Jackson County, as compared to the whole population:

Accidents / Unintentional Injury:
American Indians have a higher death rate.

Diabetes:
American Indians have a higher death rate.

Cancer:
White residents have a higher death rate.

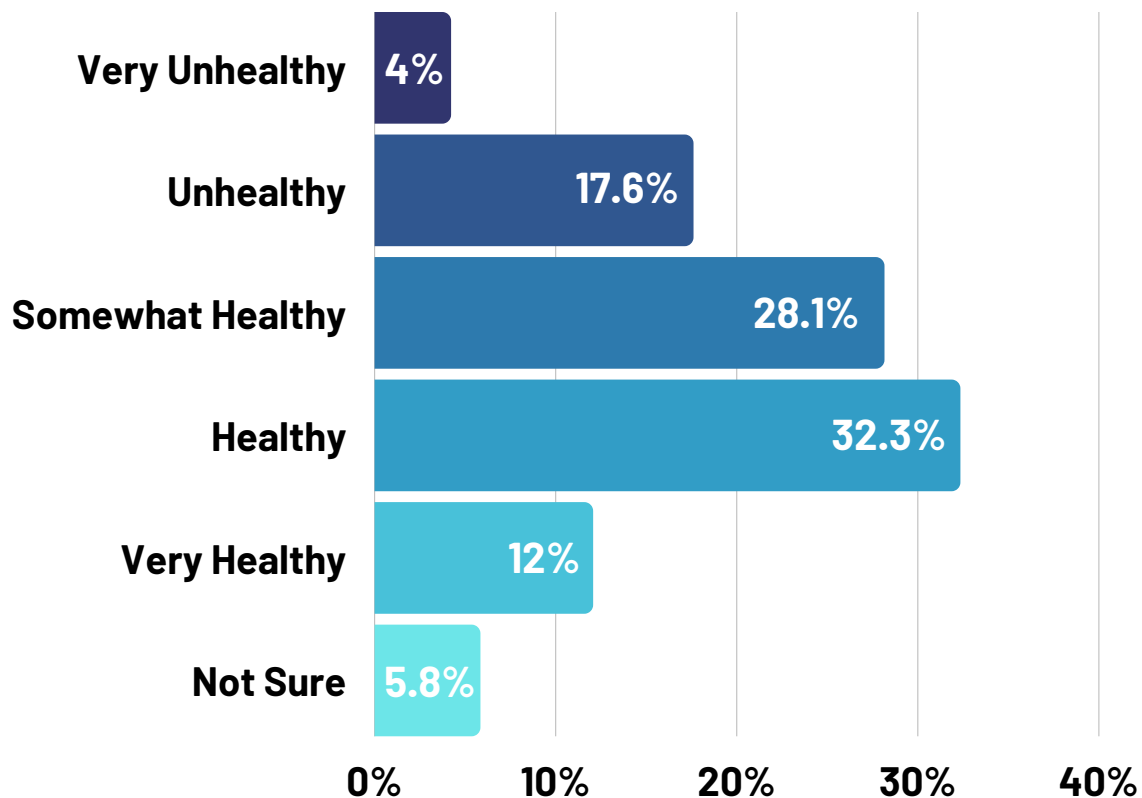
Heart Disease:
White residents have a higher overall death rate.
American Indians have a higher age-adjusted death rate (indicating American Indians die at a younger age from Heart Disease).



COMMUNITY HEALTH SURVEY RESULTS

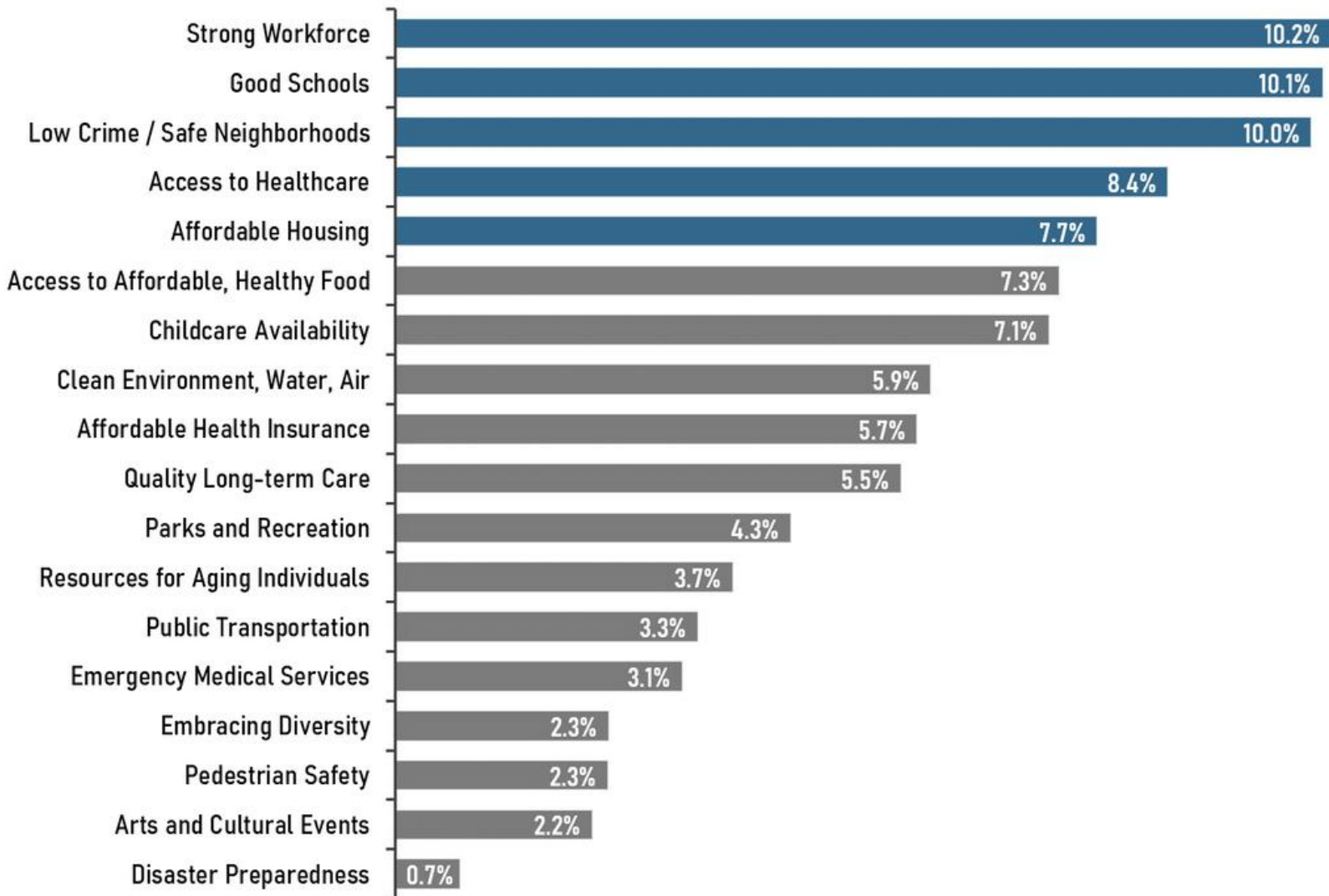
During the Spring of 2022, residents throughout Jackson County were asked to complete an online survey to help us better understand the health needs of the greater community. Over 1500 people responded. Community organizations, government agencies, and local businesses will use the data collected to create a plan to improve the health and well-being of Jackson County residents.

Overall, how would you rate the health of the community in which you live?



COMMUNITY HEALTH SURVEY RESULTS

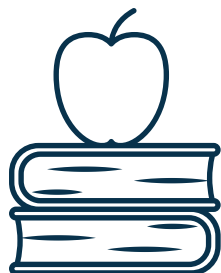
Which do you believe are the 5 most important factors to improve the quality of life in Jackson County?



Top 5 Factors to Improve Quality of Life in Jackson County



Strong Workforce



Good Schools



Safe Neighborhoods



Access to Healthcare

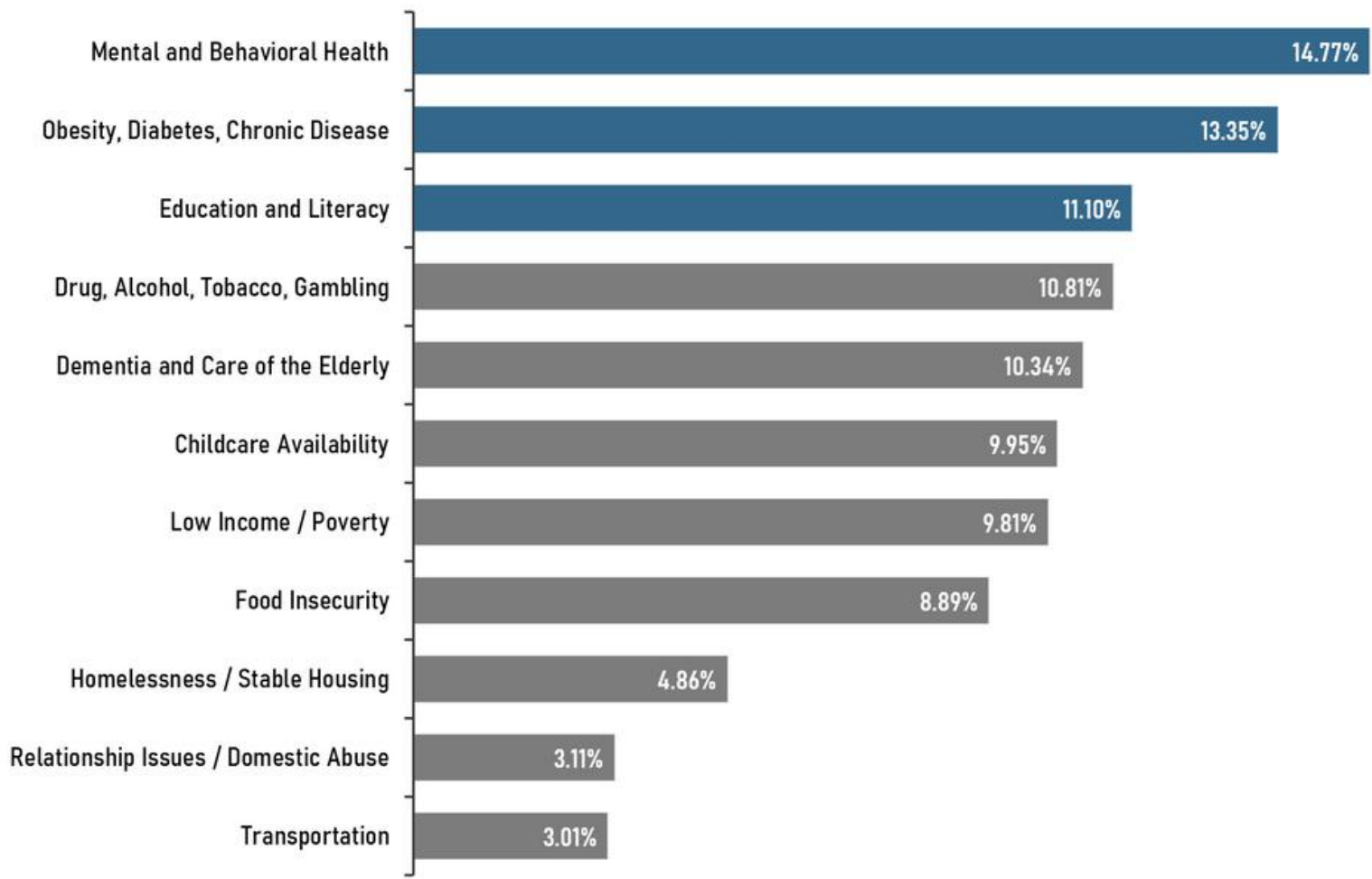


Affordable Housing



COMMUNITY HEALTH SURVEY RESULTS

Which issues directly impact the lives of
YOU and YOUR FAMILY?



Mental and Behavior Health



Obesity, Diabetes and
Chronic Disease



Education and Literacy



SOCIAL AND ECONOMIC FACTORS

JACKSON COUNTY STATISTICS

34% of households are single parent households (WI 32%)

12.7% of people are living in poverty (WI 11%)

17% of children under 18 live in poverty (WI 14%)

43% of children are eligible for free and reduced lunch (WI 37%)

12% of households receive food stamps or Supplemental Nutrition Assistance Program (SNAP) benefits

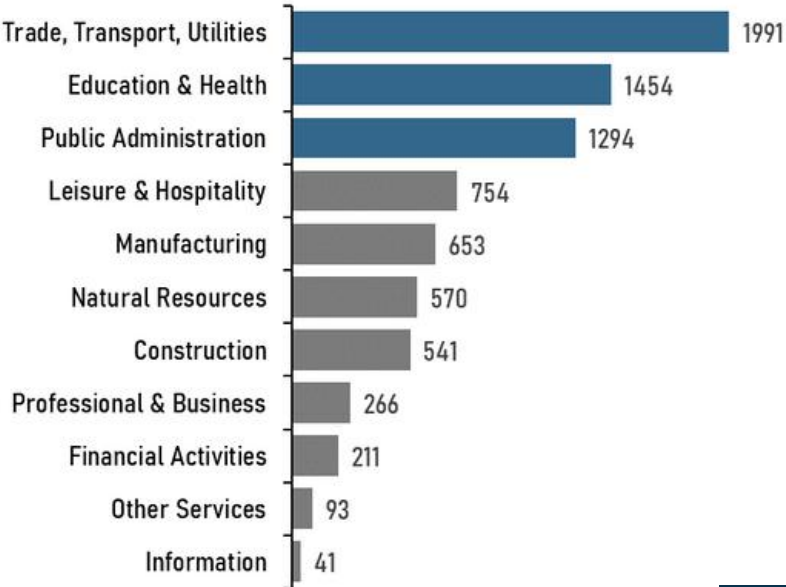
% Children in Poverty by Race
35% American Indian & Alaska Native
35% Hispanic
10% White



Median Household Income

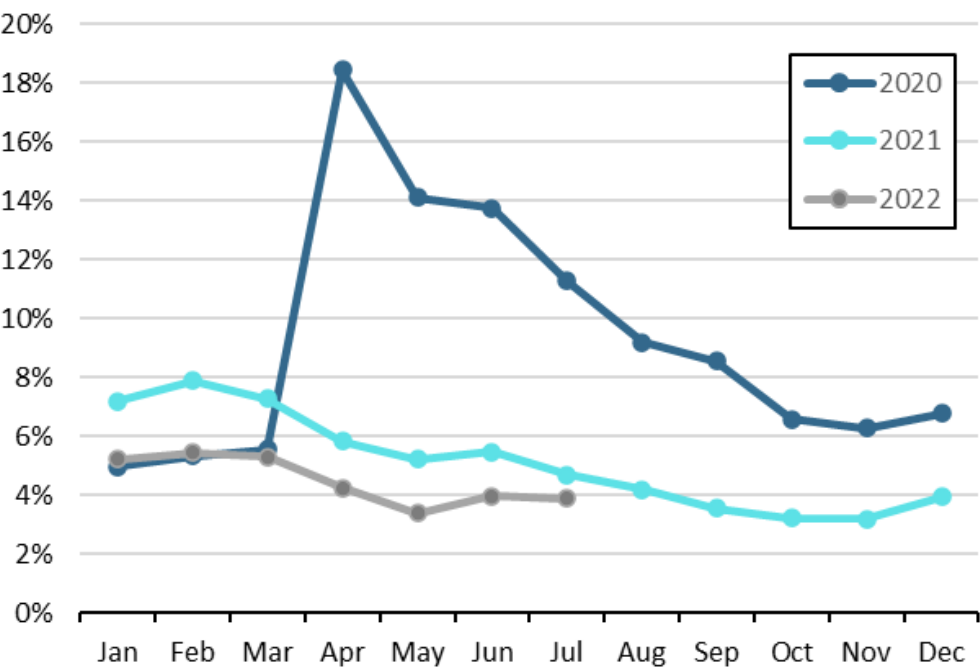
Overall	\$57,200
American Indian	\$36,300
Hispanic	\$34,900
White	\$55,900
Wisconsin	\$64,900

Average Monthly Employment by Industry



EMPLOYMENT AND WORKFORCE

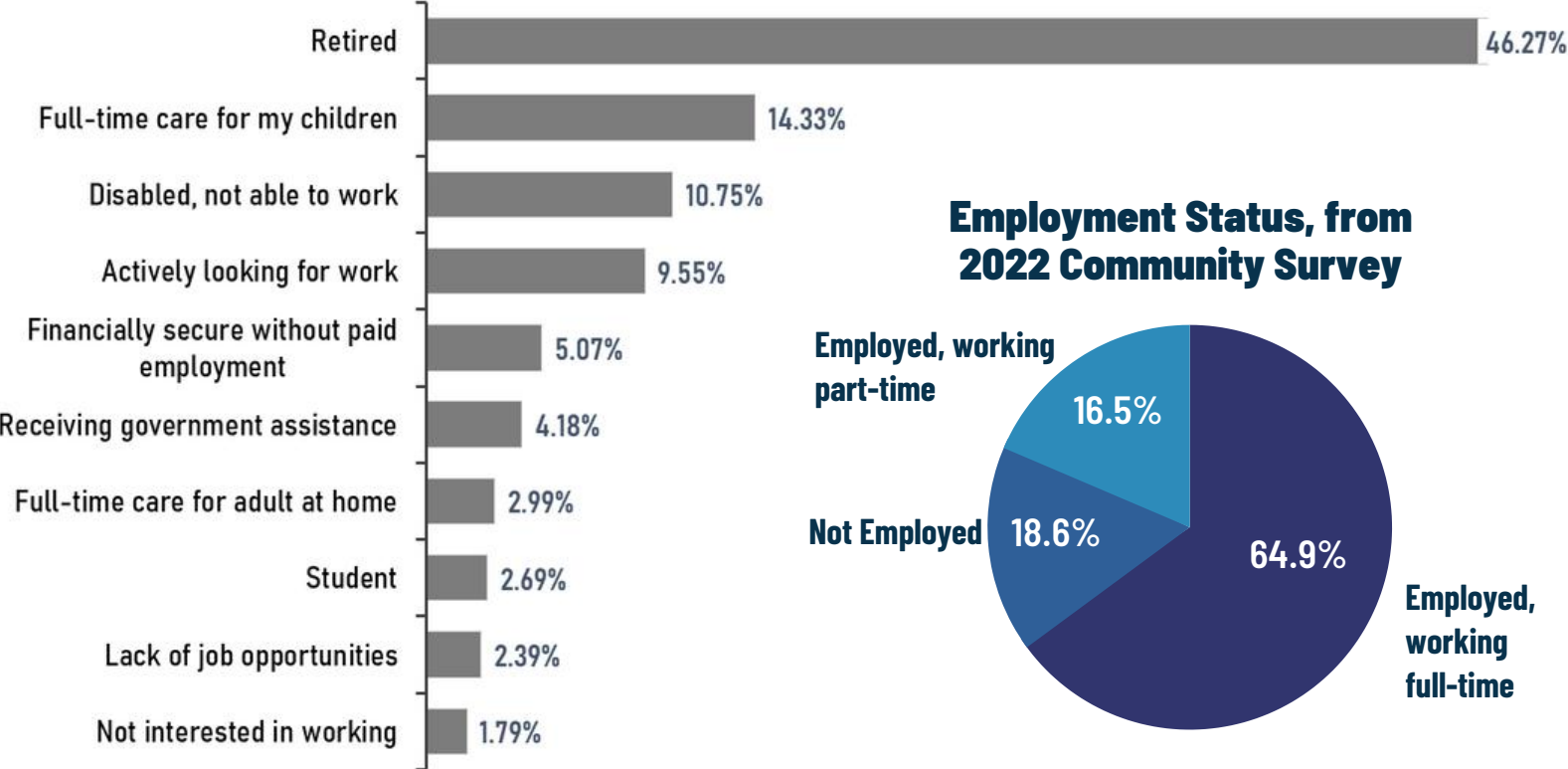
Jackson County Unemployment Rates 2020-2022



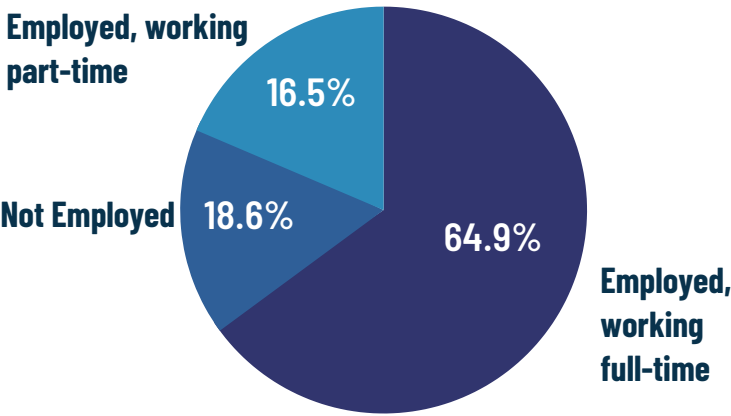
Annual Unemployment Rates

	2019	2020	2021
Jackson	3.8%	9.3%	5.2%
Wisconsin	3.2%	6.3%	3.8%

2022 Community Survey: If you are not employed, which most accurately describes your current situation?



Employment Status, from 2022 Community Survey



Sources: Wisconsin County and WDA Labor Force: <https://bit.ly/3QV9LxB>; US Bureau of Labor Statistics: <https://www.bls.gov/lau/>

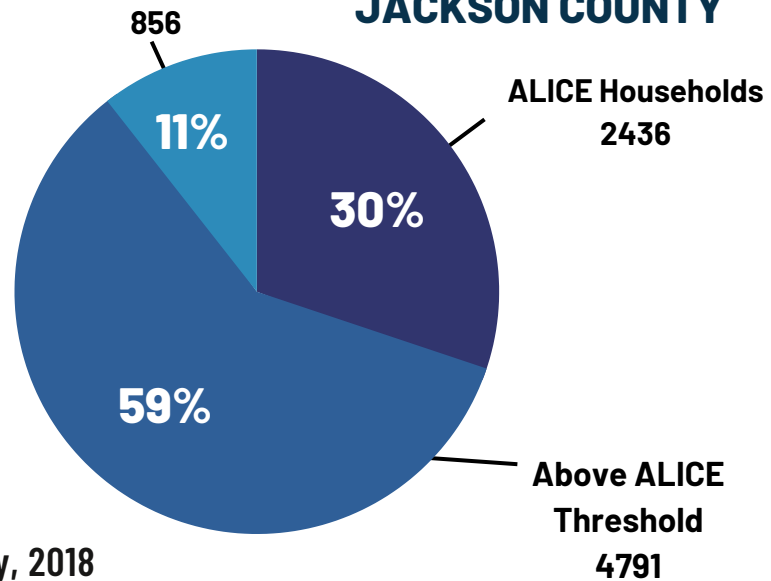


What is ALICE?

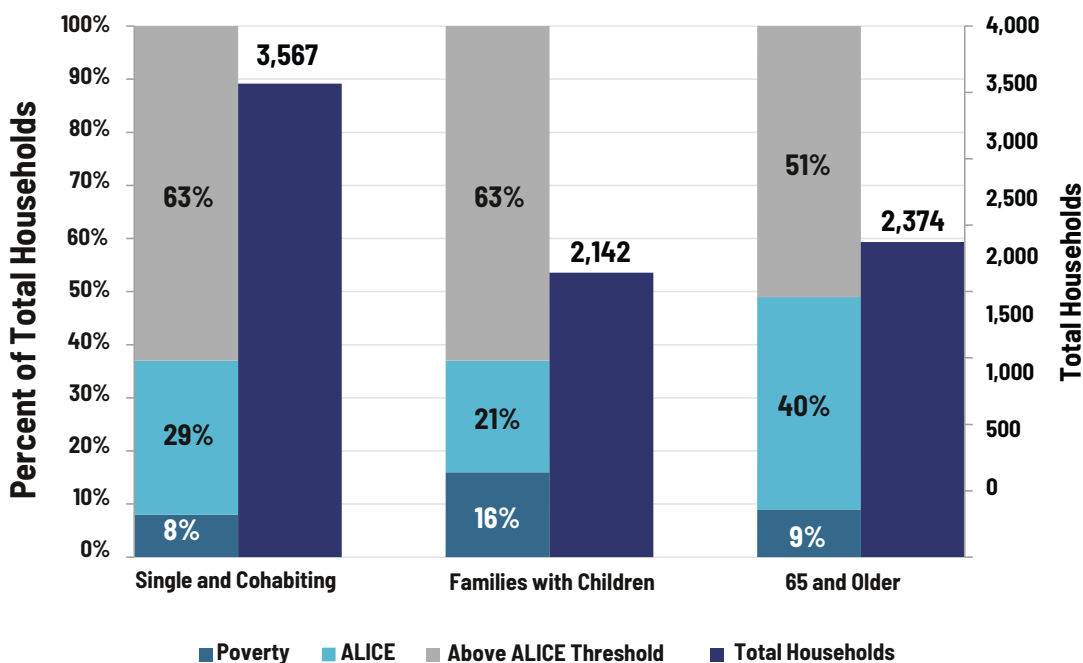
ALICE refers to **A**sset-**L**imited, **I**ncome **C**onstrained, **E**mployed individuals in our community who live above the federal poverty level, but below a household survival budget. ALICE households typically struggle with paying medical bills, saving money for emergencies, and saving for investing in the future. ALICE households typically hold low-wage jobs and are more vulnerable to hardships, including health-related concerns.

In Jackson County, the average ALICE Household Survival Budget in 2018 was \$20,952 for a single adult, \$23,928 for a single senior, and \$69,792 for a family of four with young children.

Households in Poverty



Household Income by Household Type, Jackson County, 2018



ALICE households exist in all types of living arrangements. Overall, in Wisconsin, those most likely to fall below the ALICE Threshold in 2018 were the following household types:

- Single Female with Children
- Black
- Hispanic
- Under 25 Years Old
- Seniors (65+)

ALICE - Why do so many households struggle?



The ALICE Household Survival Budget is the **minimum estimate of the total cost of household essentials** - housing, childcare, food, transportation, healthcare, a smartphone plan, plus taxes and a miscellaneous contingency fund equal to 10% of the budget. It does not include savings for emergencies or future goals like college or retirement.

In 2018, household survival costs were far above the Federal Poverty Level of \$12,140 for a single adult and \$25,100 for a family of four.

Household Survival Budget, Jackson County, 2018		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$473	\$689
Child Care	\$-	\$1,404
Food	\$278	\$843
Transportation	\$326	\$795
Health Care	\$214	\$699
Technology	\$55	\$75
Miscellaneous	\$159	\$529
Taxes	\$241	\$782
Monthly Total	\$1,746	\$5,816
ANNUAL TOTAL	\$20,952	\$69,792
Hourly Wage	\$10.48	\$34.90

* Wage working full-time required to support this budget

For ALICE Survival Budget Sources, see the 2020 Methodology Overview available at [UnitedForALICE.org/Methodology](https://www.unitedforalice.org/Methodology)

For a family of four to meet the ALICE threshold, two adult wage-earners would need to be working full-time (40 hours per week) at a hourly rate of \$16.78 EACH.

Note: This data is from 2018 and does not take into account high rates of inflation since that time.

Jackson County, 2018

Town	Total HH	% ALICE & Poverty
Adams	648	32%
Albion	494	34%
Alma	407	36%
Alma Center Village	194	46%
Black River Falls	1,524	53%
City Brockway	762	47%
City Point	105	46%
Cleveland	181	34%
Curran	142	15%
Franklin	174	39%
Garden Valley	145	31%
Garfield	298	36%
Hixton	246	35%
Hixton Village	212	40%
Irving	288	31%
Knapp	132	33%
Komensky	125	39%
Manchester	346	42%
Melrose	168	29%
Melrose Village	210	43%
Merrillan Village	279	63%
North Bend	187	28%
Northfield	249	27%
Springfield	223	30%
Taylor Village	210	55%

2018 Point-in-Time Data

Population: 20,506 • **Number of Households:** 8,083

Median Household Income: \$52,984 (state average: \$60,773)

Unemployment Rate: 5.0% (state average: 3.2%)

ALICE Households: 30% (state average: 23%) • **Households in Poverty:** 11% (state average: 11%)



HOUSING

Quick Facts About Housing in Jackson County

Median Home Sale Price (2021):
\$159,900

**Average Monthly Rent for a 2-Bedroom
Apartment: \$757**

Median Monthly Home Owner Costs:
\$1159
(including mortgage, insurance, utilities)

Homeownership: 76%

Severe Housing Cost Burden: 11%
(% of households that spend 50% or
more of their household income on
housing)

Severe Housing Problems: 13%
(have at least 1 of 4 housing problems:
overcrowding, high housing costs, lack of
kitchen facilities, or lack of plumbing
facilities)

Data from 2022 Community Health Survey



% of survey respondents who
had lived on the street, in a
car, or temporary housing in
the previous 2 months



% of survey respondents
worried they may not have
stable housing in the next 2
months



% of survey respondents
who had utilities shut off in
the previous 12 months for
not paying bills

TRANSPORTATION

Transportation plays a critical role in the health of a community. Poor transportation decisions can have a negative impact on health outcomes, impact access to care for individuals, and create challenges related to employment, education, and childcare.

4.89% of Households in Jackson County do not have a motor vehicle (WI 6.59%)

31% of Wisconsin Population Does Not Drive



69% of Wisconsin Population Drives

Walk Scores in Jackson County

Black River Falls: 66

Taylor: 32

Merrillan: 30

Melrose: 28

Hixton: 17

Alma Center: 15

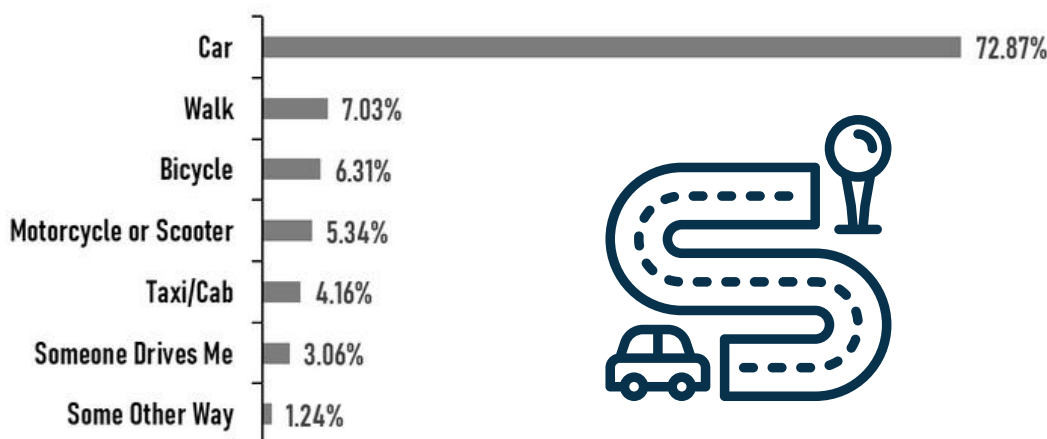
Millston: 6



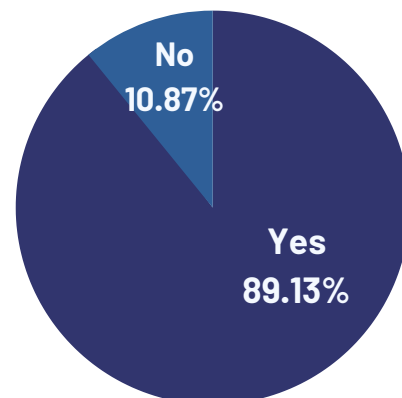
A walk score measures the "walkability" of an address. It analyzes the walking routes to nearby resources and awards points based on the distance to services; those within a 5-minute walk are awarded the most points. Scores of 70 or above are typically most sought after.

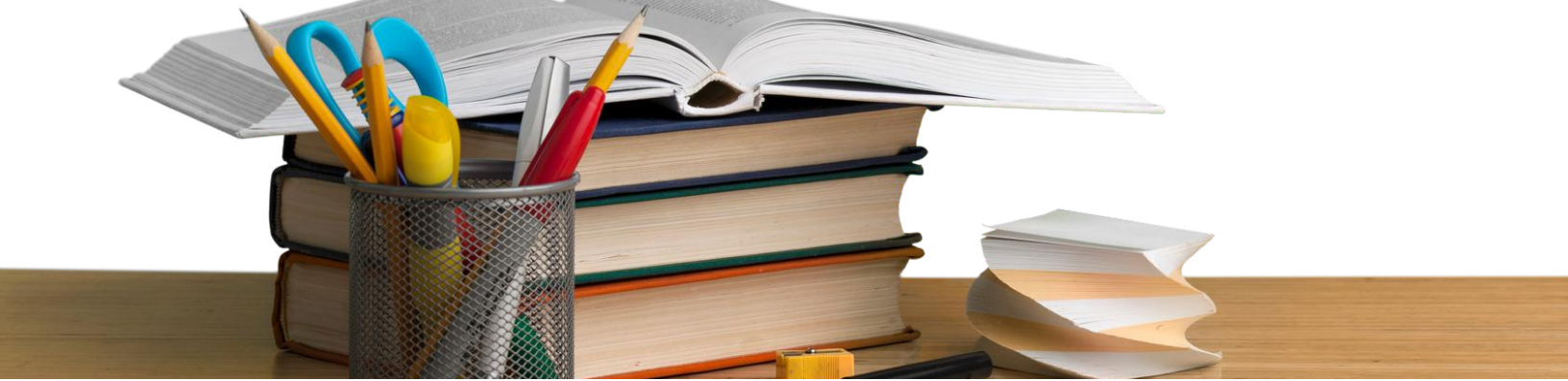
Data from 2022 Community Health Survey

What transportation do you use most often to go places?



Do you currently have safe, reliable transportation?

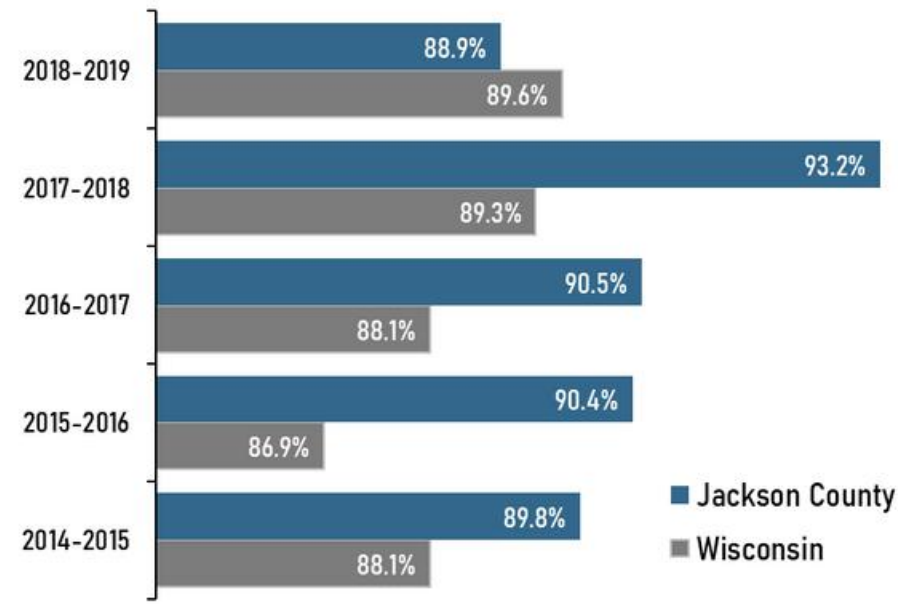




EDUCATION

The relationship between education and improved health outcomes is well known, with a high school degree correlating strongly with higher life expectancies and improved quality of life. Educational level is associated with smoking status, exercise habits, as well as better physical health, such as lower rates of diabetes and improved self-reported health.

High School Graduation Rate (Percent)



2.8 Reading Score - Average grade level performance for 3rd grade students, as measured by national standardized testing (WI 3.0)

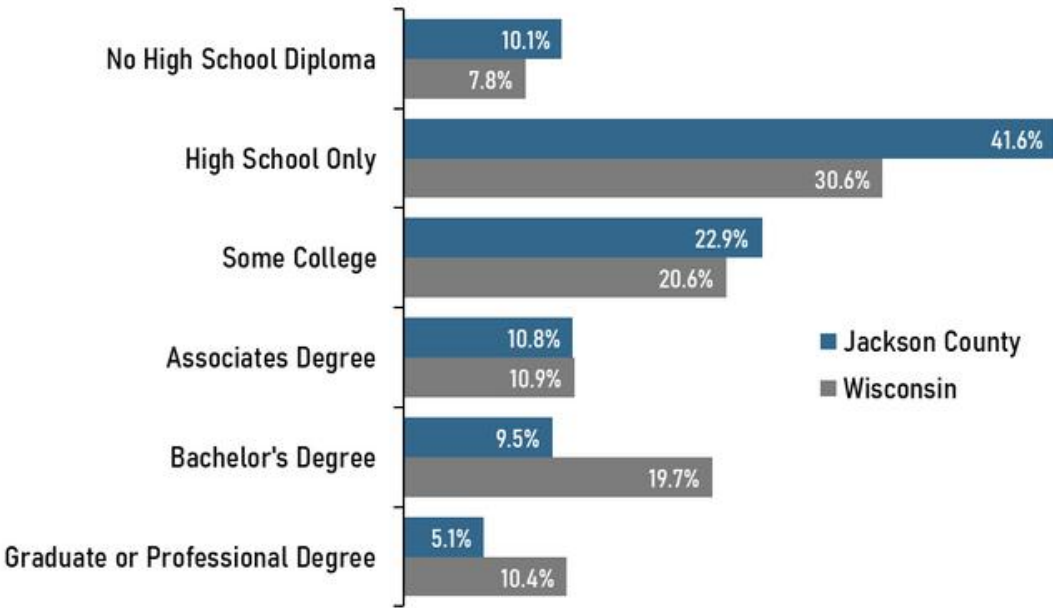
2.6 Math Score - Average grade level performance for 3rd grade students, as measured by national standardized testing (WI 3.0)

18% of Jackson County adults have low literacy (WI 15%)

Education Level Influences Poverty Rates in Jackson County

- Individuals with a Bachelor's degree or higher education had the lowest poverty levels
- Individuals with no high school diploma or no higher education had the highest poverty rates

Educational Attainment Levels



CHILDCARE

Childcare plays an important role in all of our lives. While the primary beneficiaries are the children and their parents, other beneficiaries include state and local government, taxpayers, and society. Quality childcare promotes healthy development and avoids expensive interventions later in life. Children (later in life) and parents who participate in high-quality childcare programs are more likely to be employed and positively contributing to the economy.



54% of Wisconsinites are in a **childcare desert**



79% of Wisconsin mothers with young children participate in the workforce



28% **Child Care Cost Burden** - Child care cost for a household with 2 children as a percent of median household income. The federal government recommends this not be higher than 7%.



14% of respondents to the 2022 Jackson County Community Health Survey were **not employed in order to provide full-time care for their children**



\$2.5 million According to the Jackson County Childcare Network Task Force, Jackson County **lost an estimated \$2.5 million in work productivity** in 2019 due to childcare issues.

Rural families, in general, tend to have lower access to childcare, especially in rural families located outside rural towns and village centers.

5.6% of Jackson County residents are under 5 years old.

Childcare centers in Black River Falls often have waitlists of **over 2 years** for infant openings.

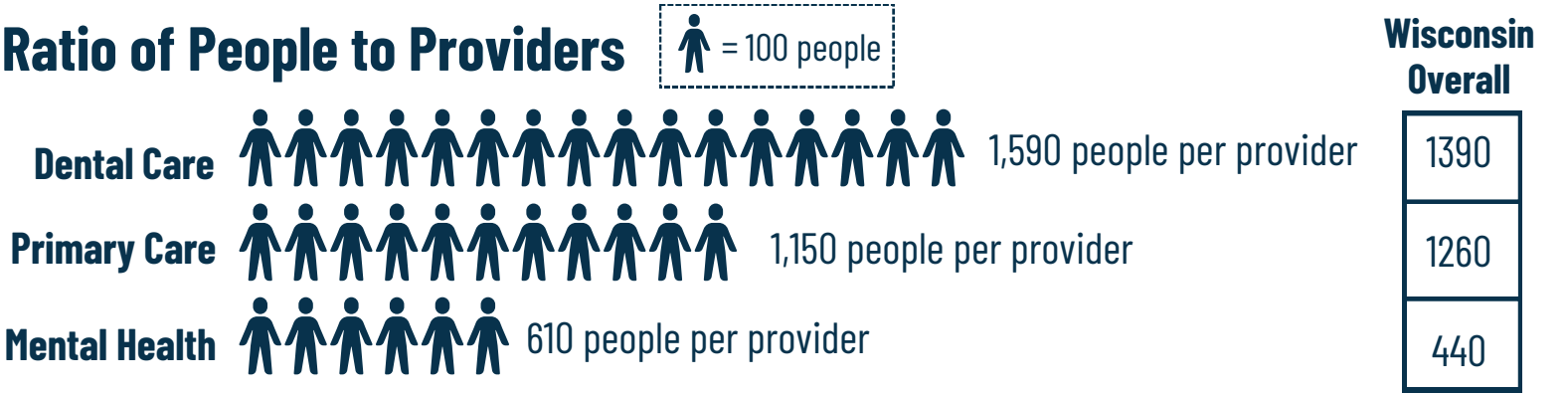
Most of Jackson County is a childcare desert.

A childcare desert is any census tract with more than 50 children under age 5 that contains either no childcare providers or so few options that there are more than three times as many children as licensed childcare slots.



ACCESS TO HEALTHCARE

Access to affordable, quality, and timely healthcare can help prevent diseases and detect issues earlier, enabling people to live longer, healthier lives. While part of a larger context, looking at clinical care helps us understand why some communities can be healthier than others.



Health Insurance

9.4%

of children under 19 do not have health insurance

11.4%

of adults under 65 do not have health insurance

21.6%

of adults age 26-34 do not have health insurance

% Uninsured by Race	
White	7.3%
American Indian	20.0%
Black, African American	13.0%
Asian	15.5%
Two or more races	6.6%
Hispanic or Latino (of any race)	33.7%

Fast Facts

- 44% of Jackson County residents have employer health insurance
- 17% on Medicaid
- 14% on Medicare
- 15% Non-group
- 2% Military or VA

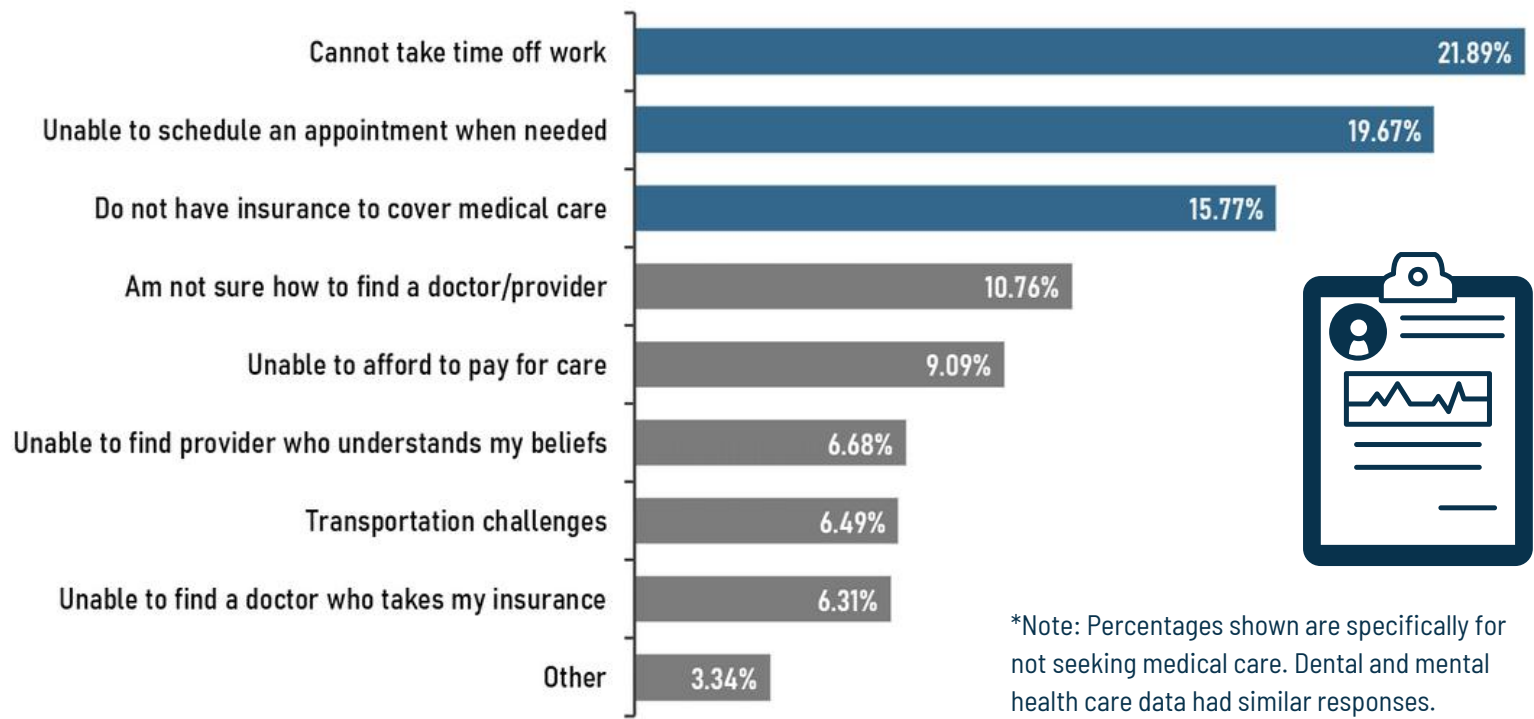
- \$9,982 total per capita spending on personal health care in Wisconsin (US average is \$10,191)



Data from 2022 Community Health Survey

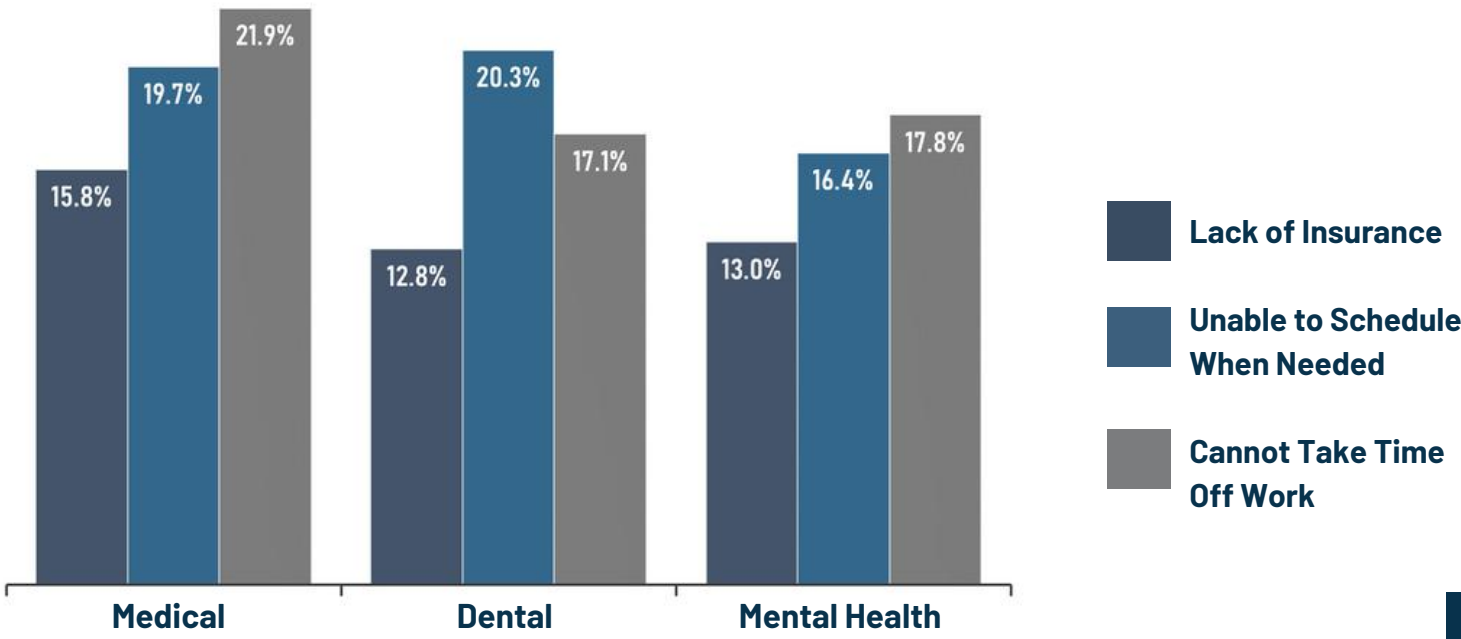


In the past year, 2 out of 10 survey respondents DID NOT access Medical Care when needed. The same rate of people did not seek care for Mental Health or for Dental.



*Note: Percentages shown are specifically for not seeking medical care. Dental and mental health care data had similar responses.

Top 3 Reasons for Not Accessing Care





Data from 2022 Community Health Survey

Children - Access to Care

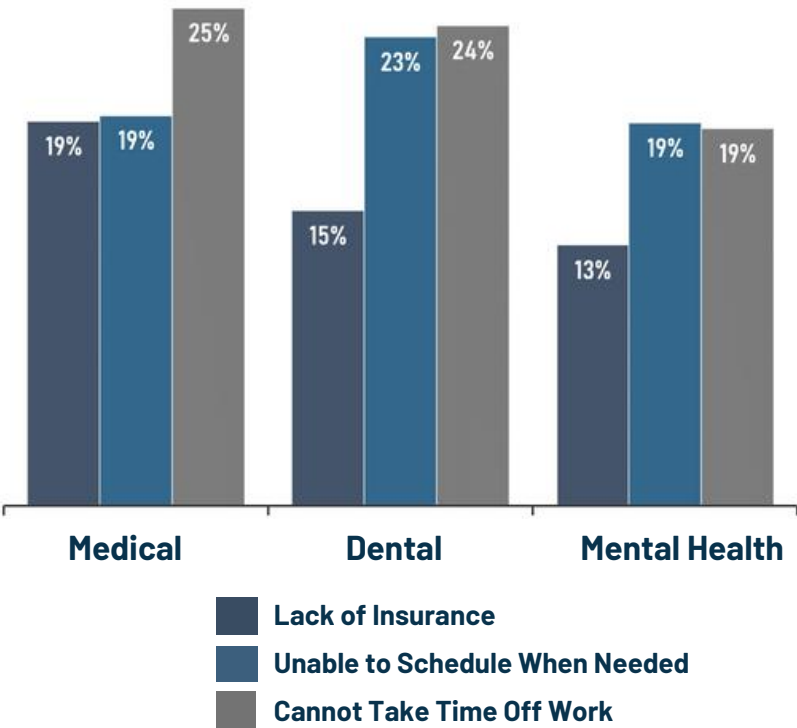


In the past year, **3 out of 10** survey respondents indicated **their children did not get the Medical Care they needed.**

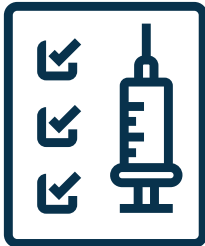
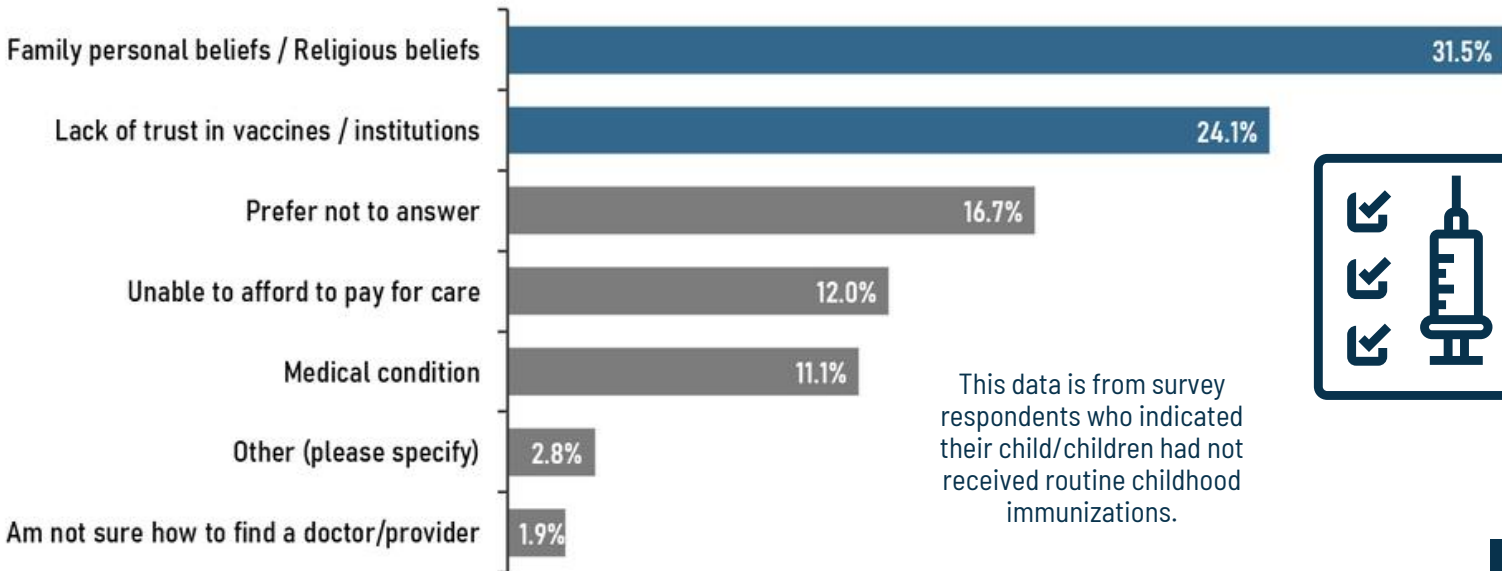
Similar rates were reported for Dental Care (31%) and Mental Health Care (27%).



Reasons Children Did Not Receive Care



What prevents your child from receiving routine childhood immunizations?



This data is from survey respondents who indicated their child/children had not received routine childhood immunizations.



CLINICAL CARE: PREVENTIVE CARE

Prevention is Important!

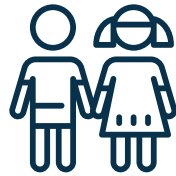
Preventive care includes vaccinations, screenings, check-ups, and patient counseling aimed to prevent illnesses, disease, or other health problems.

Regular check-ups allow your provider to monitor your health. Routine tests and exams check for chronic diseases and infections such as cancer, diabetes, and heart disease. These are particularly important for middle-aged and elderly patients.

In addition, routine vaccinations are recommended. Vaccines stimulate the immune system to produce immune responses that protect against infection. Vaccines provide a safe, cost-effective and efficient means of preventing illness, disability and death from infectious diseases.



56%



Only 56% of children in Jackson County (compared to 69% in Wisconsin) **received the recommended routine childhood immunizations** (DTaP, Polio, MMR, Hib, Hepatitis B, Varicella, and Pneumococcal) **by 24 months of age** in 2021.

50% of youth ages 13-18 completed the HPV series in 2021 (compared to 48% in Wisconsin).

37%

of Jackson County residents **received an influenza vaccination** during the 2020-21 flu season.

45%

of female Medicare enrollees ages 65-74 received an annual **mammography screening** in 2019.

3890



Rate of preventable hospital stays per 100,000 Medicare enrollees in Jackson County (compared to 3260 in Wisconsin). This data reflects hospitalization for health conditions that are usually treatable in the outpatient setting, suggesting that quality outpatient care was not accessible.

61%

of pregnant mothers in Jackson County received **adequate prenatal care**, ranking poorly at 70 out of 72 counties in WI (2017).



10%

of pregnant mothers in Jackson County **did not receive any prenatal care, or did not receive prenatal care until the 3rd trimester**.

49%

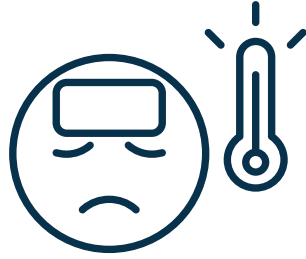
of Jackson County residents completed **COVID-19 primary vaccine series**, by September 2022 (62% WI)



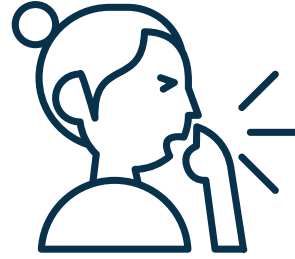
CLINICAL CARE: HEALTH OUTCOMES



Average Life Expectancy: 77.1



17% of Adults Reporting Fair/Poor Physical Health



13% of adults report 14 or more days of poor physical health per month



Cancer and heart disease are the leading causes of death

Health Outcomes represent how healthy a county is right now. They reflect the physical and mental well-being of residents within a community through measures representing not only the length of life, but quality of life as well.

Chronic Disease in Jackson County

36.5% of adults are classified as Obese (WI 34%)

9.3% of adults have been diagnosed with Diabetes (WI 7%)

5.9% of adults have Heart Disease (WI 5.1%)

8% of adults have COPD (US 6.6%)

Chronic Disease in Wisconsin

Jackson County specific data not available

31% of adults diagnosed with High Blood Pressure

33% of adults diagnosed with High Cholesterol

25% of adults diagnosed with Arthritis (any type)

7% of adults diagnosed with Cardiovascular Disease
(angina, coronary artery disease, heart attack, myocardial infarction, stroke)

Poverty impacts chronic disease. For almost all health measures of chronic disease in Wisconsin, households with an income of less than \$25,000 per year have the highest rate of disease.



5 Most Common Cancers in Jackson County (2014-2018 averages)

Deaths / Cases per year

1 Prostate

2 Breast

3 Lung

4 Colorectal

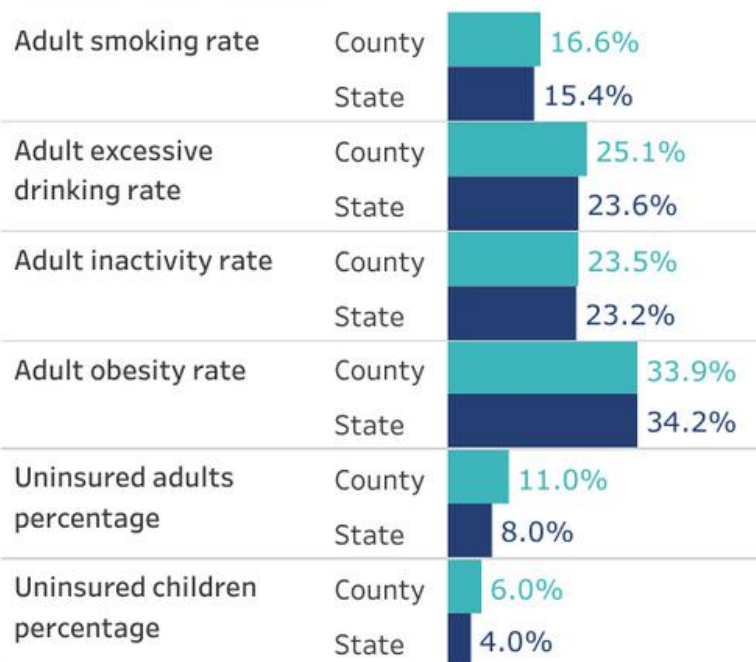
5 Bladder



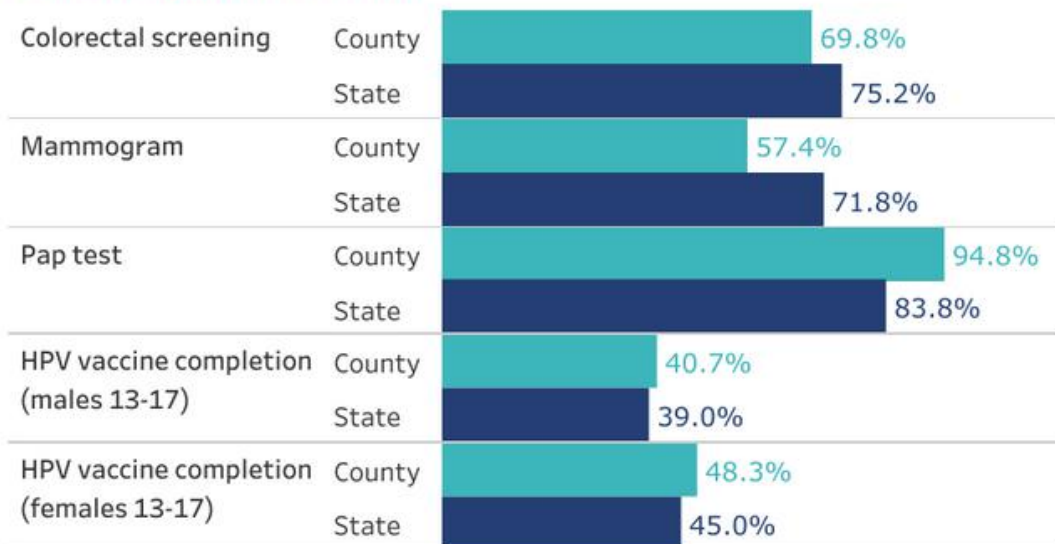
*Bladder cancer death rate unreportable due to less than 10 deaths between 2014-2018.

What affects cancer outcomes in Jackson County?

Cancer risk factors



Screening and prevention



Cancer

While Jackson County ranks in the top 25% (best) of Wisconsin for the incidence rate for all invasive cancers, the mortality (death) rate for cancer is above the state average. Factors such as access to care should be considered.

Incidence Rate

432 per 100,000 residents (WI 469)

Mortality Rate

159 per 100,000 residents (WI 157)

From 2014-2018, there were 597 new cases on cancer diagnosed in Jackson County.

During this same time period, there were 228 cancer-related deaths.

Most of the cancer data shown on this page is based on 2014-2018 data.



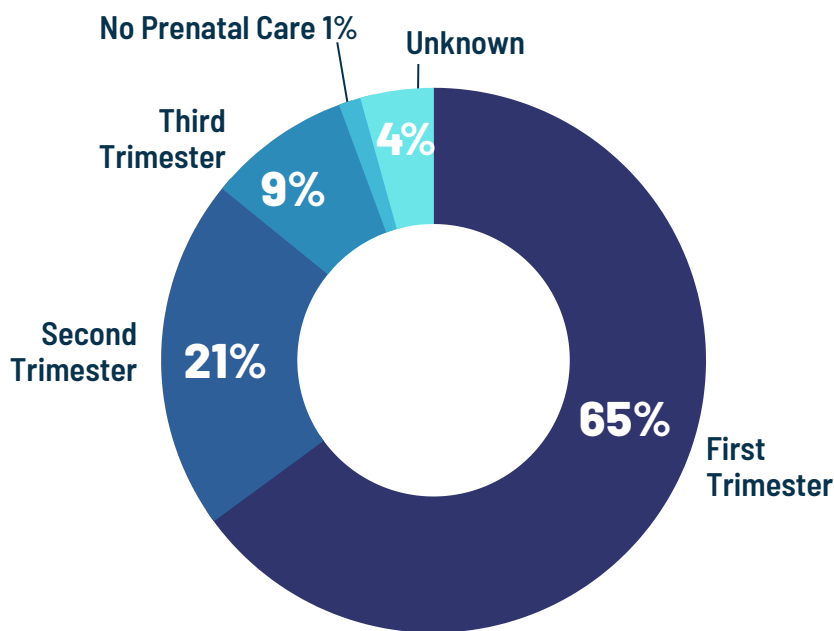
PREGNANCY AND PRENATAL

61% of pregnant mothers in Jackson County received **adequate prenatal care**, ranking poorly at 70 out of 72 counties in WI (2017).

10% of pregnant mothers in Jackson County **did not receive any prenatal care, or did not receive prenatal care until the 3rd trimester.**

5% of live births in Jackson County had **low birthweight** (WI 8%)

84% **breastfeeding initiation rate** in Jackson County (WI 78%)



Trimester of First Prenatal Visit (2016-2020)

Jackson County WIC

The goal of WIC is to help low-income families live a healthy lifestyle and avoid poor nutritional choices that will cost them, and society, much more in healthcare down the road.

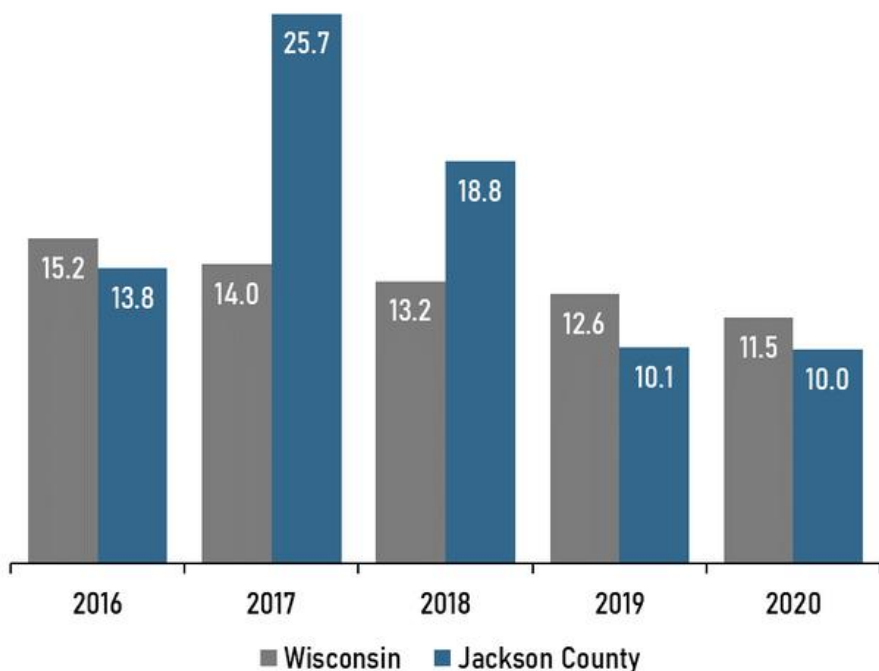


4 out of 10 infants in Jackson County are served by WIC



Rate of Teen Births

(Measured as births per 1,000 females ages 15-19)



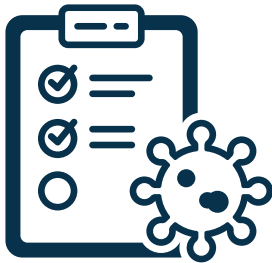


COMMUNICABLE DISEASE

A communicable disease is a disease that spreads from one person or animal to another. Pathogens such as viruses, bacteria, and fungi cause these diseases. Communicable diseases can transmit through contact with bodily fluids, insect bites, contaminated surfaces, water, and foods, or through the air. Prevention of communicable disease is an important part of keeping a community safe.

Communicable Disease - New Cases

Disease Name	2021	2020	2019
E. coli (all strains)	26	14	28
Campylobacteriosis	15	8	12
Salmonella	6	5	4
Tuberculosis - LTBI	5	4	6
Tickborne Diseases	63	26	35
Syphilis	3	1	0
Chlamydia	41	57	74
Gonorrhea	13	16	16
Hepatitis (all strains)	11	23	13

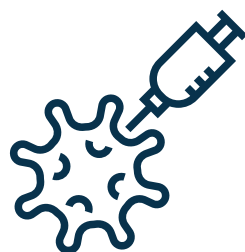


Testing numbers were decreased in 2020, related to the COVID-19 pandemic but returned to expected levels in 2021.

COVID - 19

COVID-19 has impacted health outcomes in Jackson County and across the globe in an unprecedented way. There is still much to understand about the impact of COVID-19 on the health of our community. However, with the development of effective COVID-19 vaccines, Jackson County has a powerful tool to reduce the negative impact of COVID-19 on our community moving forward.

COVID-19 Vaccination Rates - Primary Series



	Jackson	WI
Total Population	49.4%	61.6%
Adults 18 & Over	56.4%	70%
Adults 65 & Over	70.4%	82.3%

Vaccination statistics as of 9-8-2022

COVID-19 Vaccination Rates Primary Series

Race / Ethnicity	Jackson	WI
American Indian	28.5%	47.7%
Black	33.8%	41.1%
White	44.4%	57.5%
Asian	33.8%	64.0%
Hispanic	48.5%	54.1%
Non-Hispanic	47.9%	60.2%

COVID-19 Deaths

As of 9-8-22, Jackson County had **43 total deaths** directly attributed to COVID-19.

2020 - 20 Deaths
2021 - 20 Deaths
2022 - 3 Deaths (as of 9-8-22)

As of 9-8-22, Wisconsin had reported **15,117 deaths** due to COVID-19. The United States had reported **1.05 million deaths**.

*Note - An additional 1400 individuals who listed race as "Other" have completed their primary vaccine series. These are not reflected in the table above.

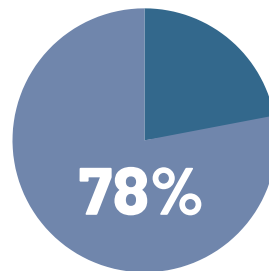


ACCESS TO HEALTHY, AFFORDABLE FOOD

Food Insecurity: 10.8%

Wisconsin Average: 7.2%

(% of people who lack access to food)



78% of Food Insecure are Below the SNAP threshold of 200% poverty

Limited Access to Healthy Food: 12%

Wisconsin Average: 5%

(% of people who are low-income and do not live close to a grocery store)

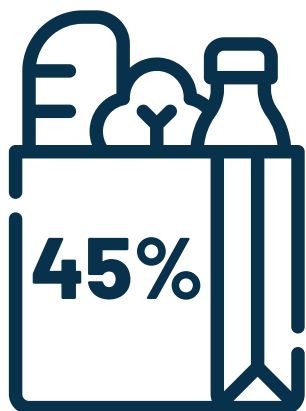
Jackson County is considered a "food desert". This is defined as a low-income area where a large number of people have low access to supermarkets or large grocery stores.

\$1,117,000

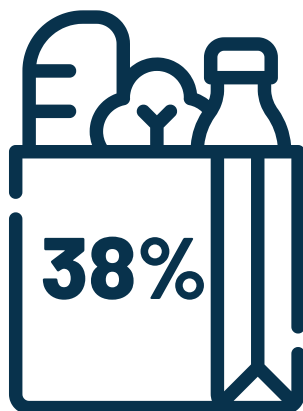
Additional Money Needed to Meet Jackson County Food Needs (2020 estimate)

Living in a "FOOD DESERT" is correlated with many poor health outcomes.

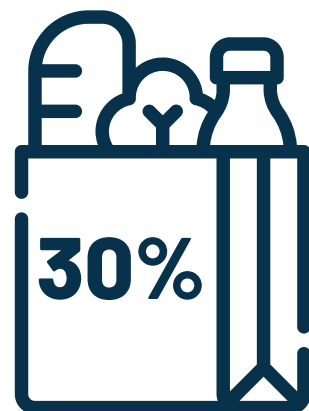
Data from 2022 Community Health Survey



% of survey respondents who worried about whether food would run out before getting money to buy more, in the last 12 months



% of survey respondents whose food did not last and could not afford to buy more, in the last 12 months

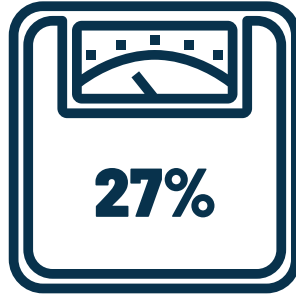


% of survey respondents who received emergency food from a church or food pantry, in the last 12 months

NUTRITION AND PHYSICAL ACTIVITY



Adult Obesity Rate in Jackson County (WI 34%)



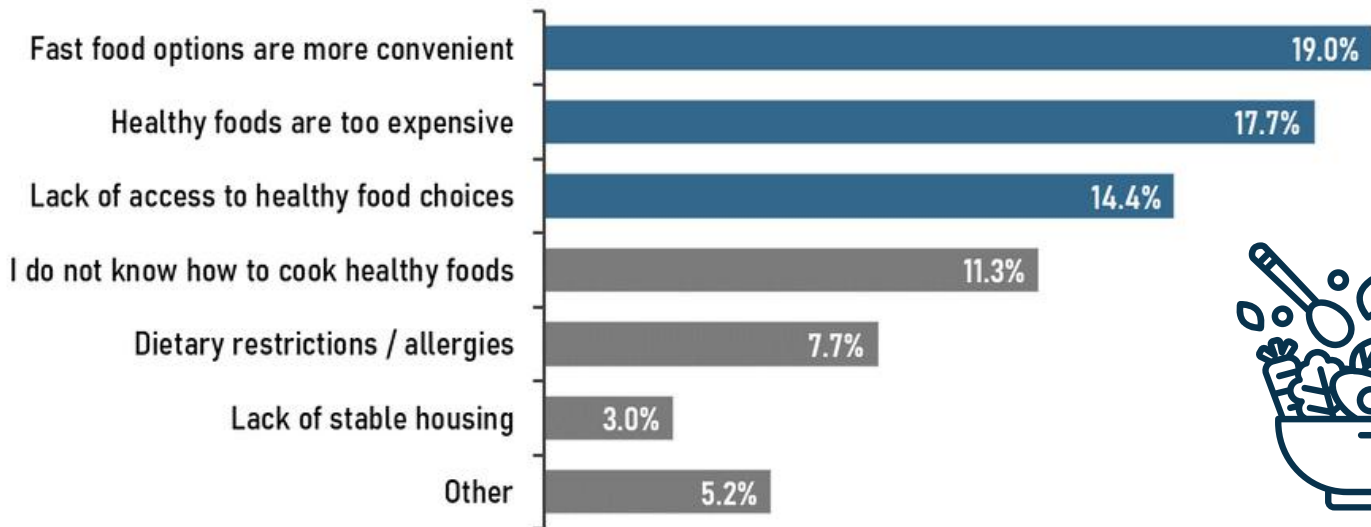
% of adults reporting no leisure-time physical activity (WI 22%)



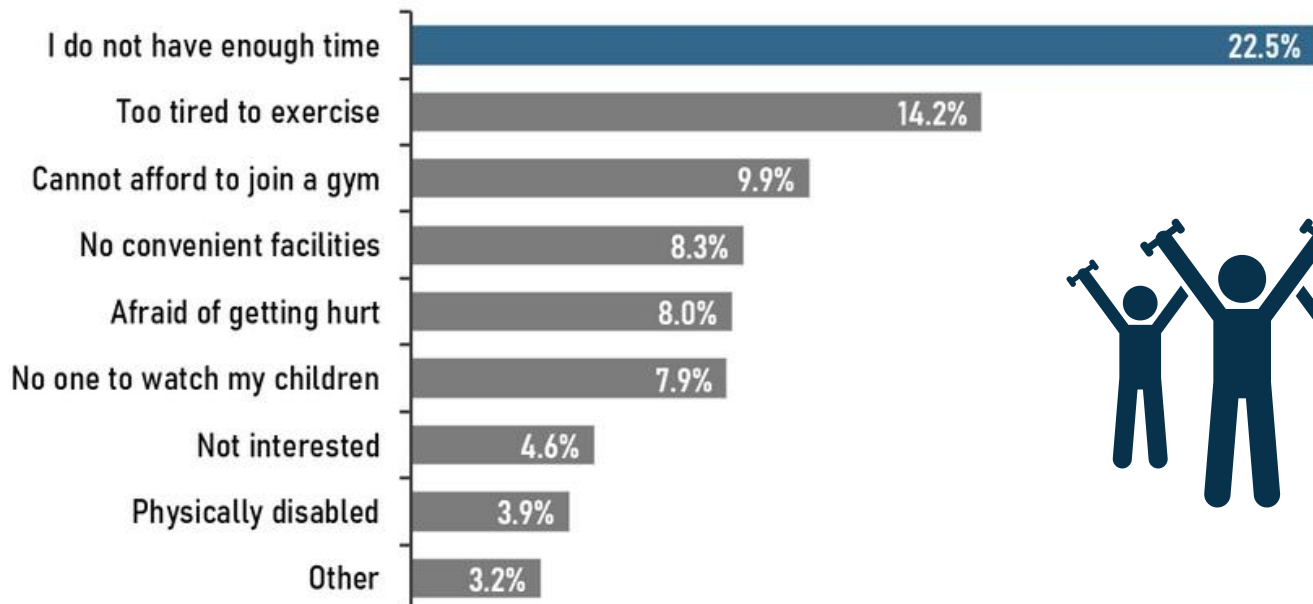
% of survey respondents who exercise for 30 minutes at least 3 days per week

Data from 2022 Community Health Survey

What are challenges for your family in eating healthy foods?



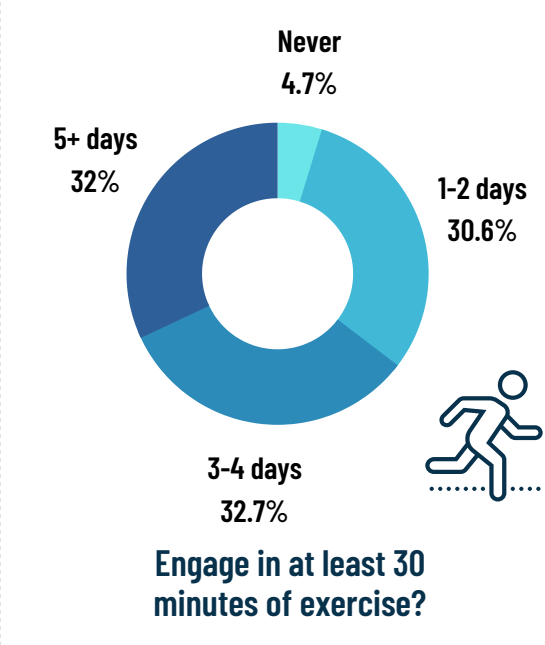
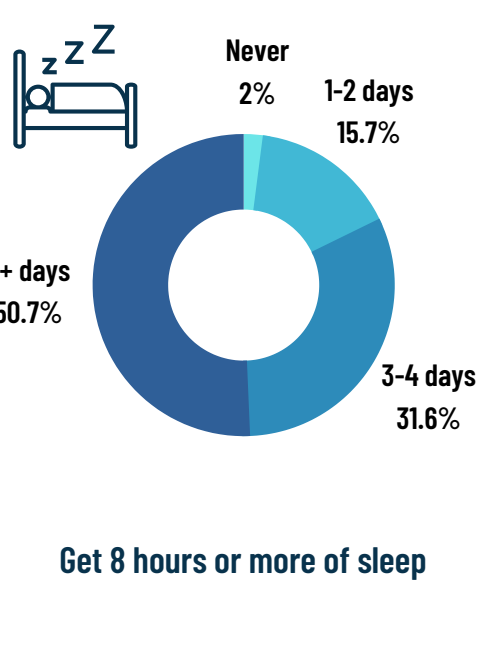
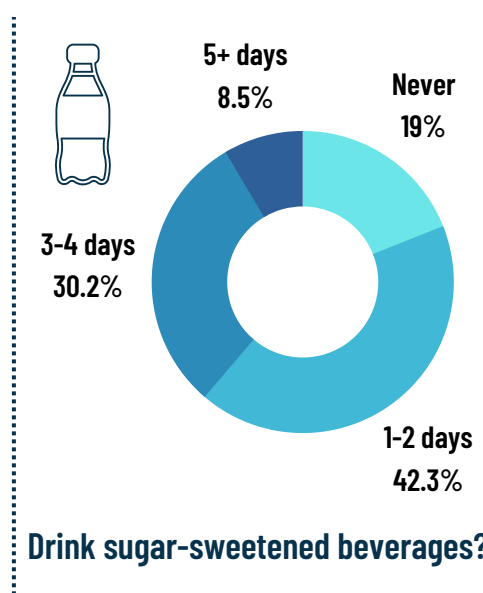
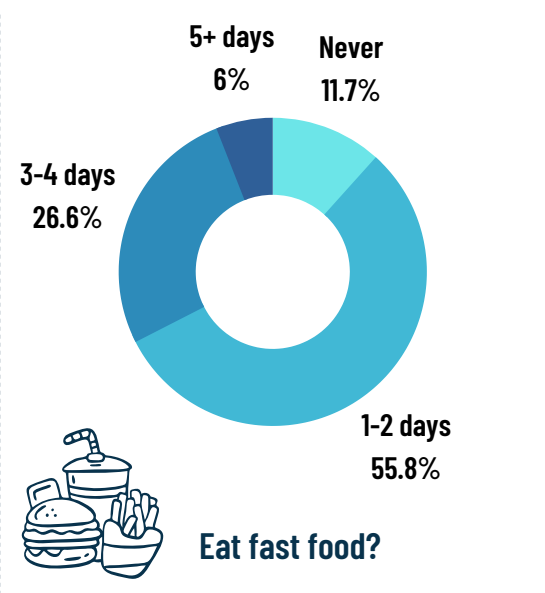
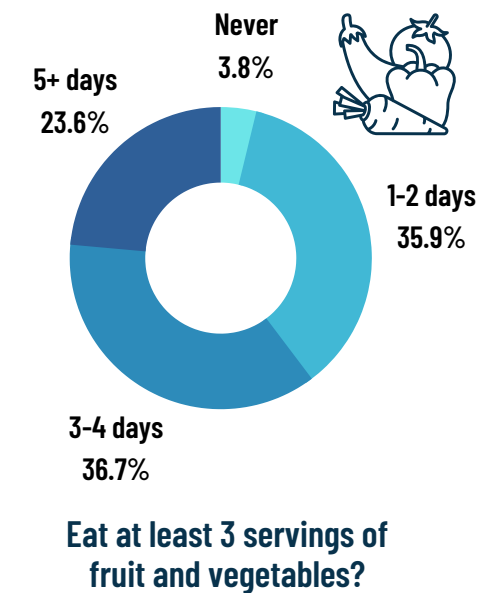
What factors keep you from engaging in physical activity?





YOUTH NUTRITION & PHYSICAL ACTIVITY

How many days per week do the children in your home...?



Statewide Childhood Obesity Rate: 15%

Location matters! In Jackson County, based on the zip code, childhood obesity rates range from 19% to 34%. All of these are above the state average.

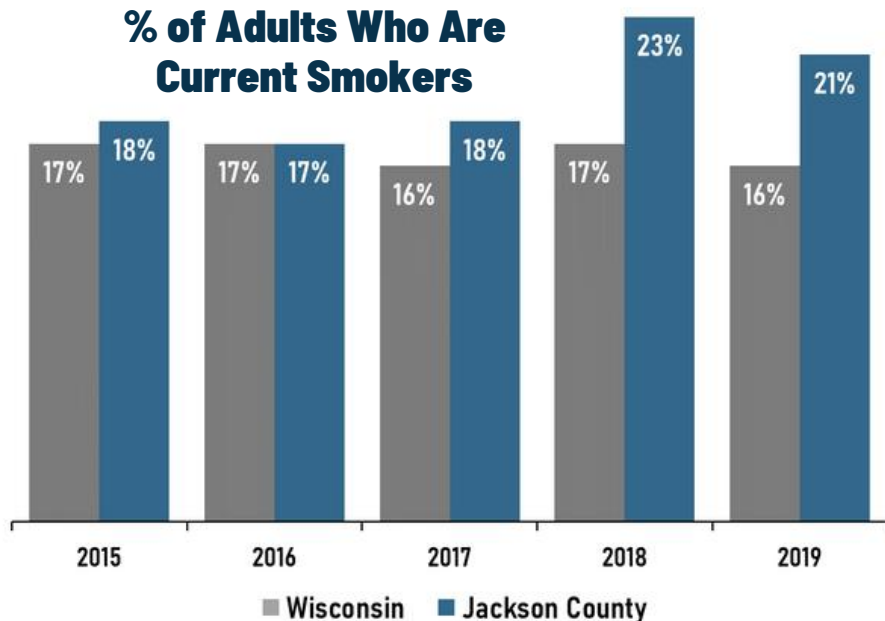
The largest zip code, 54615, has a childhood obesity rate of 22%.



TOBACCO & VAPING

Tobacco continues to be one of the leading causes of chronic disease in the United States. Tobacco use is a leading cause of cancer, heart disease, stroke, respiratory diseases, diabetes, COPD, high blood pressure, and a long list of other diseases. In addition, secondhand smoke contributes to disease and/or death for many individuals, especially infants and children.

% of Adults Who Are Current Smokers



In 2020, **14% of Jackson County moms smoked while pregnant.** (WI 8%)

This rate has been improving over the past 5 years.

Smoking during pregnancy increases the risk of health problems for developing babies.

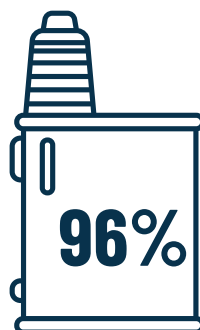


Vaping & E-cigarettes: E-cigarettes are known by many different names including: e-cigs, e-hookahs, mods, vape pens, vapes, tank systems, and electronic nicotine delivery systems (ENDS). Using an e-cigarette is called vaping. E-cigarettes come in many different shapes and sizes, but most have a battery, heating element, and a place to hold a liquid. According to the CDC, e-cigarettes are the most commonly used tobacco product among youth.

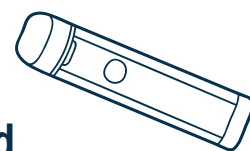
What is in e-cigarette aerosol?

E-cigarette aerosol is **NOT** harmless "water vapor". It can contain:

- Nicotine
- Ultrafine particles that can be inhaled deeply into the lungs
- Flavoring such as diacetyl, a chemical linked to serious lung disease
- Volatile organic compounds
- Cancer-causing chemicals
- Heavy metals such as nickel, tin, and lead



96% of teens who've used e-cigarettes tried them before age 13



Tobacco Costs in Wisconsin

Annual Lives Lost: 7,000

Annual Health Care Costs: \$3 billion

Annual Lost Productivity Costs: \$1.6 billion

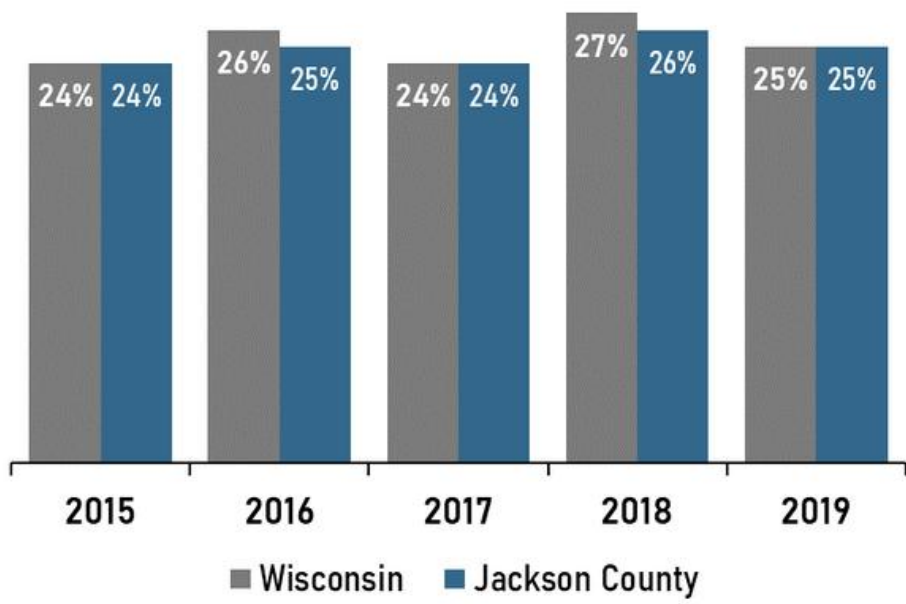
DRUGS & ALCOHOL

Alcohol: Alcohol is the most commonly used addictive substance in Wisconsin and in 2019 Wisconsin ranked third in the entire country in terms of percentage of adults who drink alcohol. Alcohol is a central nervous system depressant, meaning it slows brain activity. It can also impact mood, behavior, self-control, memory, and ability to think clearly.



In 2021 there were **8** deaths attributed to alcohol in Jackson County.

% of Adults Who Report Heavy Drinking



Opioids: Opioids are a class of drugs used to reduce pain. They include prescriptions such as oxycodone, hydrocodone, morphine, and methadone. Other opioids include: fentanyl and heroin. All opioids are addictive because the brain and body develop tolerance to opioids very quickly. More than 564,00 people in the US died from opioid overdoses from 1999 to 2020.

Opioid Related Hospital Encounters (Non-Fatal)
(Measured in rate per 100,000 people)



Jackson County averages 4 drug related overdose deaths per year.

75% of drug related overdose deaths are opioid related.

Sources: Wisconsin Department of Health Services <https://www.dhs.wisconsin.gov/alcohol/index.htm>; Community Health Rankings <https://www.countyhealthrankings.org/>; CDC <https://www.cdc.gov>; 2022 Jackson County Community Health Needs Assessment Survey

YOUTH RISK BEHAVIOR SURVEY 2019

The Wisconsin Youth Risk Behavior Survey (YRBS) is conducted as part of a national effort by the CDC to monitor health-risk behaviors of the nation's high school students. These behaviors, in turn, result in the most significant causes of both mortality and morbidity during youth and adulthood. This is a self-reported survey of high school students.

Jackson County 2019 YRBS Summary



23% of HS students vaped in the past 30 days

46% of HS students had ever tried vaping

14% of HS students had used other tobacco products in the past 30 days



8% of HS students were offered, sold, or given drugs on school property in the last year

9% of HS students attended school under the influence of alcohol or drugs in the past 12 months



32% of HS students and **44%** of HS seniors reported having at least 1 drink in the past 30 days

69% of HS students and **82%** of HS seniors reported having ever drank

24% of HS seniors reported binge drinking in the past 30 days



62% of HS seniors texted while driving in the past 30 days



13% of HS students had used marijuana in the past 30 days

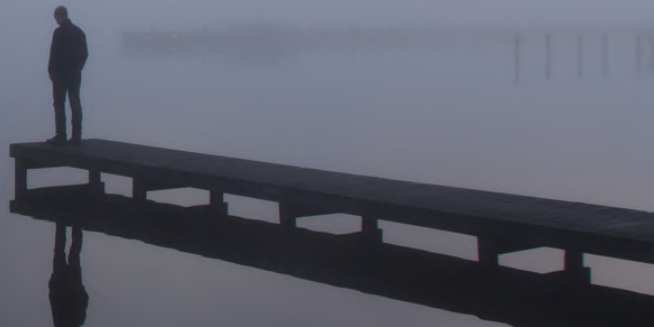
39% of HS seniors reported having ever tried marijuana



64% of HS seniors had ever had sex and **55%** of HS seniors had been sexually active in the past 3 months

23% of HS students experienced rape, sexual assault, or intimate partner violence

MENTAL AND BEHAVIORAL HEALTH



According to the World Health Organization (WHO), mental health conditions are on the rise all around the globe. Mental health conditions impact all areas of life, such as school, work, relationships, and participation in community.



15% of adults in Jackson County reported 14 or more poor mental health days each month in 2019



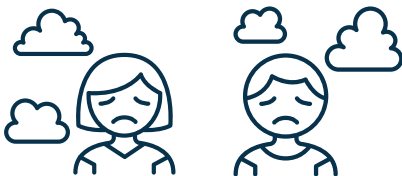
26% of high school students in Jackson County reported depression in 2019



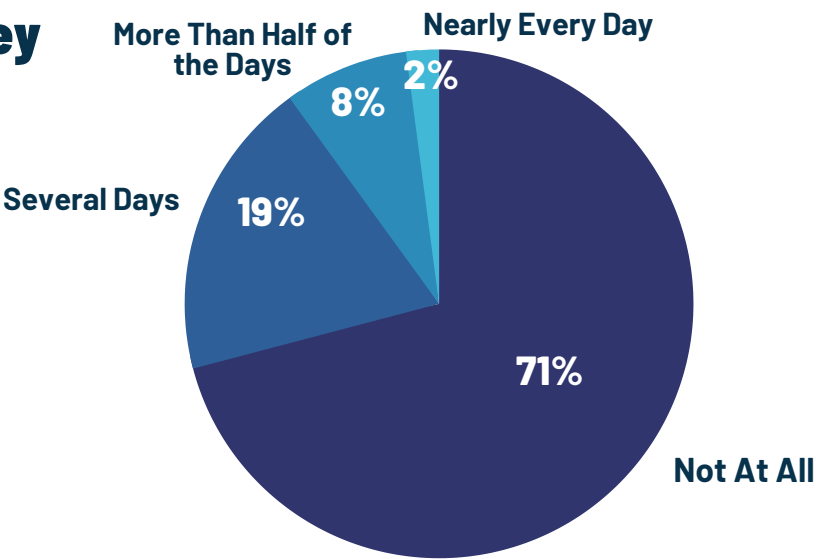
Mental Health conditions are responsible for **1 in 5** years lived with disability.

2022 Community Health Survey

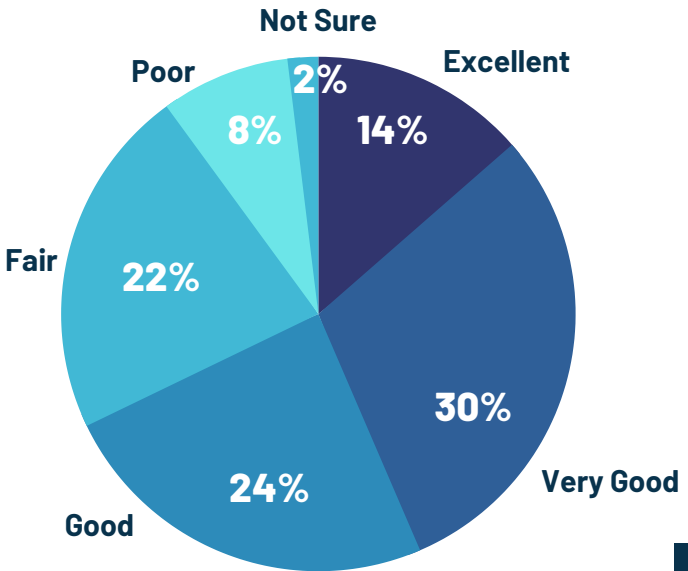
Over the past 12 months, how often have you had thoughts that you would be better off dead or of hurting yourself in some way?



Thinking about your MENTAL health, which includes stress, depression, and problems with emotions, how would you rate your overall mental health?



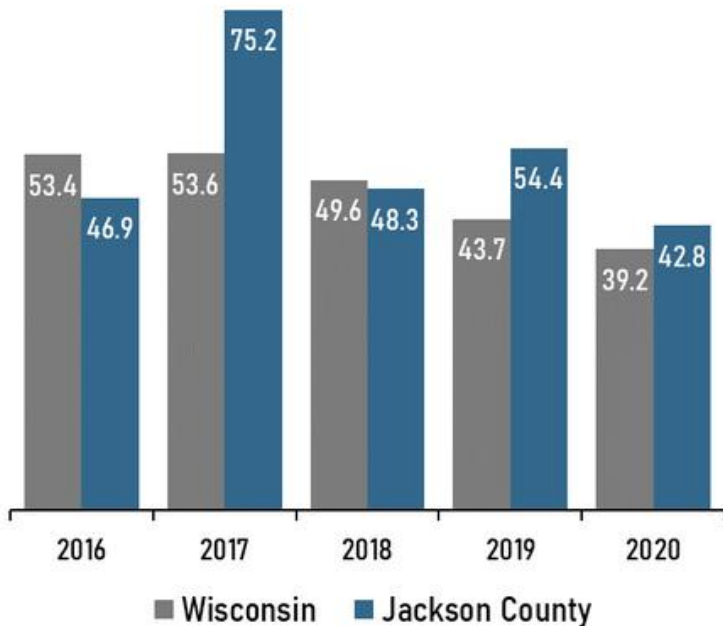
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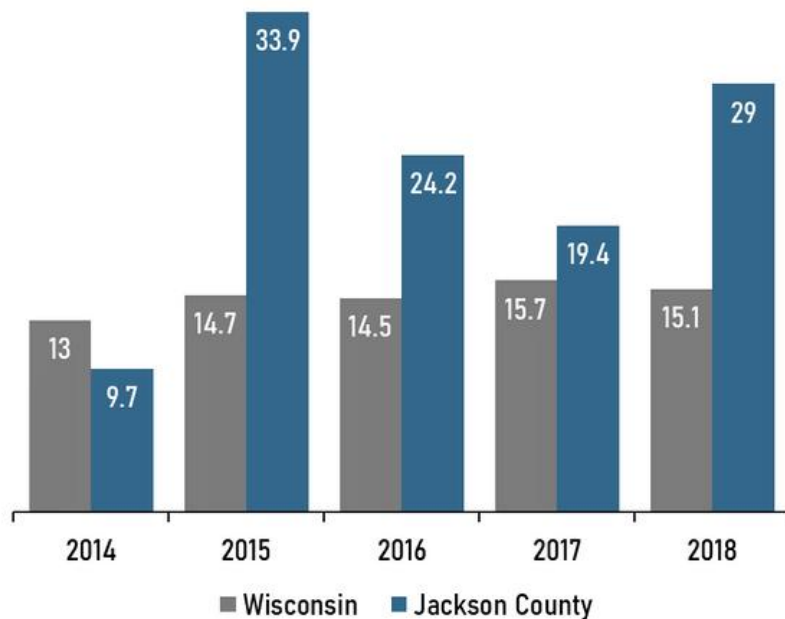
Sources: County Health Rankings <https://www.countyhealthrankings.org/app/wisconsin/2022/measure/outcomes/42/data>; World Health Organization https://www.who.int/health-topics/mental-health#tab=tab_2; 2022 Jackson County Community Health Needs Assessment Survey

SUICIDE AND SELF-HARM

Jackson County consistently has a **HIGHER** rate of suicide and self-harm, as compared to Wisconsin overall.

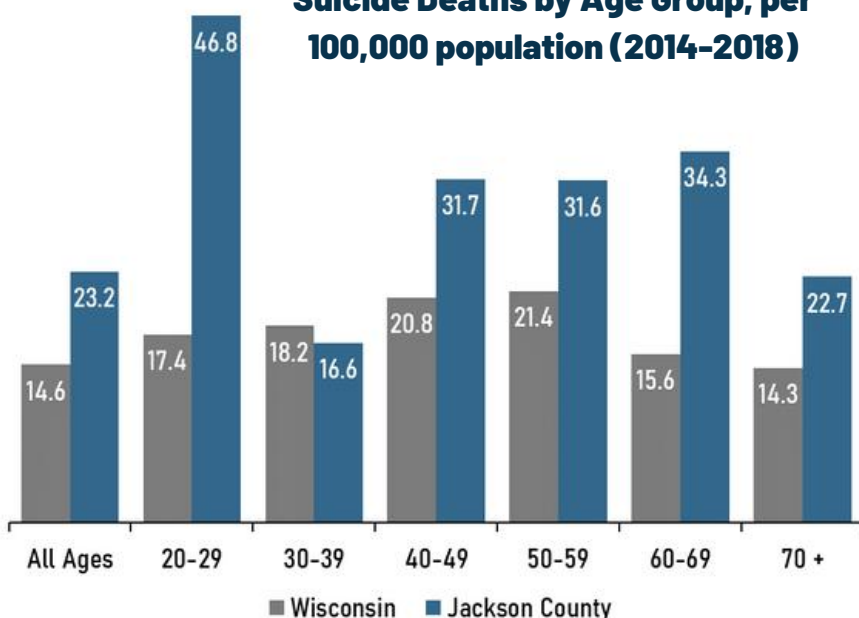


**Self-Harm Injuries Related Hospital Encounters
Rate per 100,000 population (non-fatal)**



Suicide Deaths per 100,000 population

**Suicide Deaths by Age Group, per
100,000 population (2014-2018)**



(Jackson County did not have enough data to report under age 20)

Jackson County Stats, 2014-2018



23 deaths by suicide per 100,000 population. (WI 14.6)



Individuals in the 20-29 age group were most likely to die of suicide.



Males were over 3 times as likely to die of suicide as compared to females.



Suicide rates were similar when comparing different races.



2019 Youth Risk Behavior Survey - Mental Health



46% of HS students and 53% of MS students experienced significant problems with anxiety in the past 12 months. (HS 62% of females, 30% of males; MS 64% of females, 43% of males)



26% of HS students and 33% of MS students self-reported depression (so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities)

Anxiety and Depression were higher for students who had a low sense of school belonging, had experienced bullying, violence or trauma, had low grades, or had anything else that set them apart from their peers, including race, class, sexual orientation, and disability.



17% of HS students and 22% of MS students had intentionally self-harmed without intending to die in the past 12 months (HS 23% of females, 10% of males; MS 29% of females, 14% of males).

11% of HS students and 22% of MS students had seriously considered suicide in past 12 months (HS 15% of females, 6% of males; MS 29% of females, 17% of males)

10% of HS students and 15% of MS students had made a plan for a suicide attempt in past 12 months (HS 13% of females, 7% of males; MS 20% of females, 11% of males)

ACES - Adverse Childhood Experiences

Children who experience adverse childhood experiences such as abuse, neglect, parental incarceration, or substance misuse struggle to build the resiliency needed to cope with toxic stress in a healthy way.

30-35%

of adults in Jackson County report experiencing 2 or more Adverse Childhood Experiences (ACES)

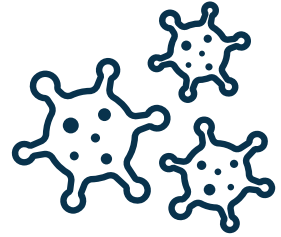
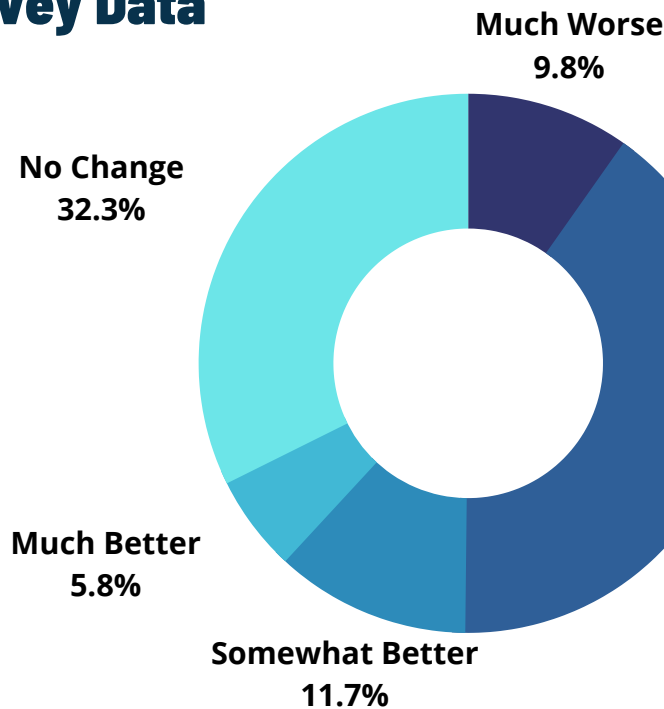
Most Common ACES Reported by Jackson County Survey Respondents

- Lived with a problem drinker or alcoholic
- Parent or adult verbally harmed you
- Parents were separated or divorced
- Lived with anyone who was depressed, mentally ill, or suicidal

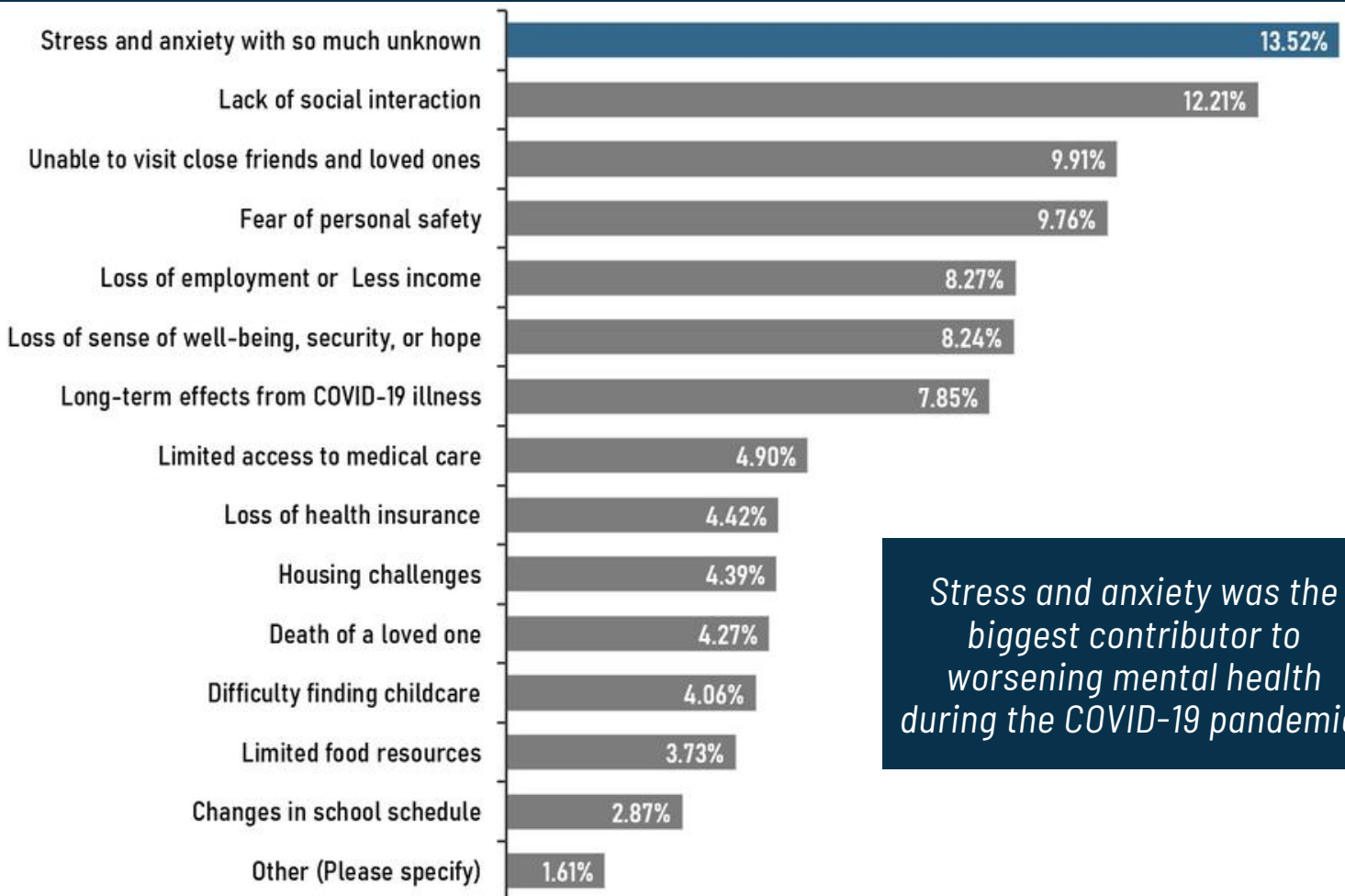
COVID-19 AND MENTAL HEALTH

Community Health Survey Data

Overall, how has the COVID-19 pandemic affected YOUR OWN PERSONAL mental health?



If your mental health worsened during the COVID-19 pandemic, which factors do you think contributed?



Stress and anxiety was the biggest contributor to worsening mental health during the COVID-19 pandemic.

ENVIRONMENTAL HEALTH

Home Hazards

It is important that our homes are safe and healthy. Carbon monoxide poisoning, childhood lead poisoning, and radon are three home hazards tracked by the Wisconsin Environmental Public Health Tracking Program.

! Carbon Monoxide Poisoning

Rate of ER visits per 100,000 people



Carbon monoxide (CO) poisoning prevents oxygen from getting to the body, which can damage tissue and even cause death. CO is a toxic gas that cannot be seen or smelled. CO is created whenever fuel or other materials are burned. Wisconsin state law requires all homes to have a CO detector on every level.



! Radon

Percent of tests with results ≥ 4 pCi/L



RADON

PERCENT OF TESTS WITH RESULTS ≥ 4 pCi/L

16,345 TOTAL TESTS

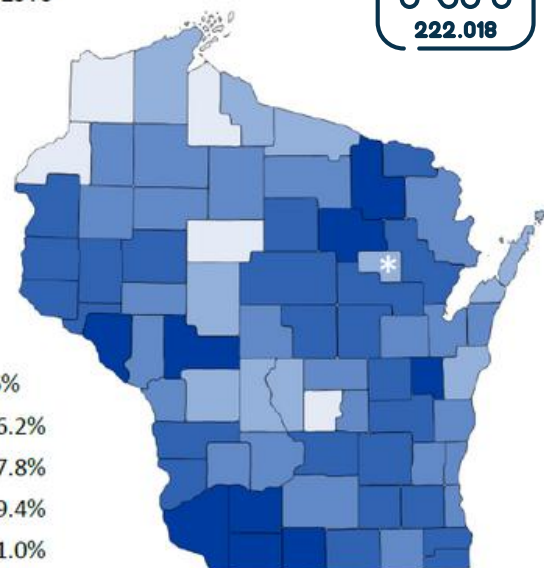
2020



Radon is a naturally occurring gas that is radioactive and can cause lung cancer. Radon can leak into homes and other buildings through cracks in the foundation. Radon can't be seen or smelled. Homes both old and new can have unsafe radon levels, and the only way to know if a home has high radon levels is to test for it.

Note: The radon data presented does not include all radon tests performed in Jackson County. The data is based on tests facilitated by the Radon and Indoor Air Program and Radon Information Centers, but may not include tests conducted by private contractors.

The Environmental Protection Agency (EPA) recommends all homes with radon levels of four picocuries per liter (4 pCi/L) or higher be fixed.



Over 70% of Jackson County residents have never tested their home for radon, based on our 2022 Community Health Survey.



ENVIRONMENTAL HEALTH



Childhood Lead Poisoning

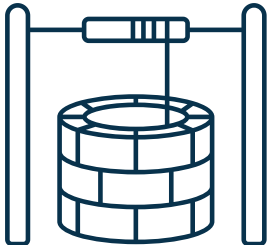
Percent of tested children with blood lead $\geq 5 \mu\text{g/dL}$



Lead poisoning slows growth and development in children, particularly in the brain. Exposure to even low levels of lead can cause damage over time, especially in children. The CDC defines lead poisoning as having a blood lead level at or above $5 \mu\text{g/dL}$.

Private Well Quality

Many Jackson County residents get their water from private wells. All private wells should be tested regularly to ensure the water is safe to drink.



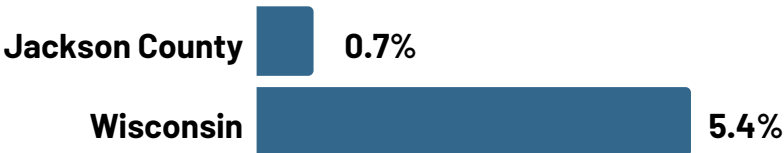
Arsenic levels are overall low in Jackson County. Drinking water with arsenic can cause skin rashes, stomach problems, and increase the risk for certain types of cancer.

Nitrate naturally occurs in plants and animals, and can also enter groundwater from fertilizers or animal and human waste. High nitrate levels are linked with certain birth defects and can also harm infants who consume drinking water with high nitrate levels.



Arsenic

Percent of test results above EPA standard of $10 \mu\text{g/L}$



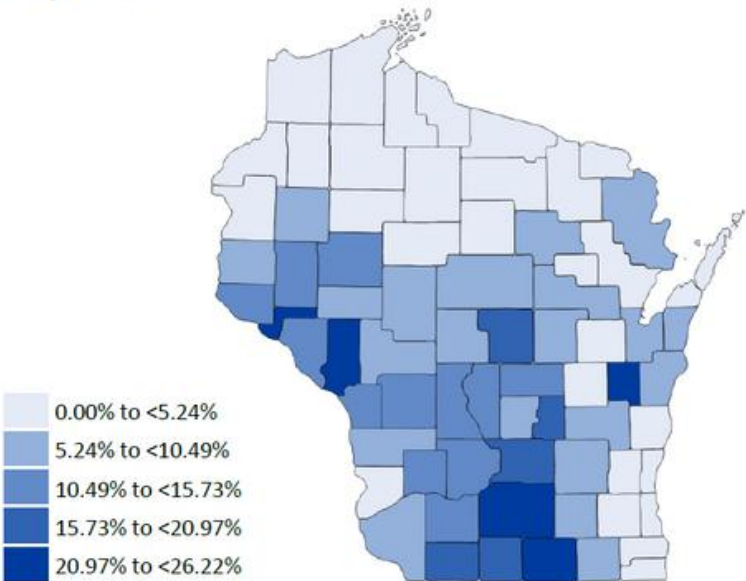
Nitrate

Percent of test results above EPA standard of 10 mg/L



NITRATE IN PRIVATE WELLS

PERCENT OF TEST RESULTS ABOVE EPA STANDARD OF 10 mg/L
1988 TO JULY 2019



Source: UW-Stevens Point Well Water Viewer

