

*Rock County, Wisconsin*

**COMMUNITY**

health  
improvement  
plan

— 2014 —

## I. Executive Summary

In August 2013, the Rock County Health Department convened the Community Health Needs Assessment (CHNA) Steering Committee – an interdisciplinary committee of community leaders and healthcare providers, to measure the health status of Rock County, Wisconsin residents. The committee, composed of county health officials, providers, social workers, and administrators, engaged in a series of focused discussions to create a comprehensive health assessment framework to both evaluate the healthcare infrastructure and prioritize the needs of the Rock County community. To guide the health assessment, the committee adopted the Center for Disease Control's *Mobilizing for Action through Planning and Partnerships* (MAPP) framework.

The MAPP assessments provided a comprehensive picture of the overall health status of Rock County residents as well as the resources available to improve health and quality of life. Feedback was solicited from community members using Community Health Status Assessment surveys.

Over an eleven-month period, health questionnaires were distributed to a random sample of 2000 Rock County residents. The fifty question survey covered a wide range of topics ranging from access to care, quality of life, chronic illnesses, and lifestyle factors. Response rate was 32.8% (656 surveys).

In addition to the data gathered from household surveys and focus groups, health related data was analyzed from a variety of existing resources, including the Wisconsin Department of Transportation, Wisconsin County Health Rankings, Department of Education and Wisconsin Department of Health Services. Secondary source data, when combined with the qualitative and quantitative information gathered from the MAPP assessments, provided the Steering Committee with a clear picture of what is working well in addition to identifying opportunities for improvement for the healthcare infrastructure of Rock County.

The Steering Committee reviewed results and themes from the MAPP assessments and statistical data from both the 2011 and 2014 surveys in Rock County. After discussing the data, trends, and emerging concerns, the Steering Committee reached a consensus on the following issues as priorities to address:

These priority health need areas include:

- Mental health related issues, including substance abuse and inadequate access to treatment
- Harmful lifestyle choices (e.g. obesity, smoking, and inactivity)
- Underutilization of dental health services
- Underutilization of certain preventative health screenings

## **Background, Data and Statistics**

### **MENTAL HEALTH**

#### **Mental Health related issues, including substance abuse and inadequate access to treatment.**

- Rock County ranks 62 out of 72 counties in Wisconsin for County Health Rankings.
- Leading causes for hospitalizations, excluding childbirth, include 1015 cases of psychiatric conditions.
- 36% of Wisconsin adults reported poor mental health in 2012.
- Over 6% of respondents to the Rock County Community Health Needs Assessment Survey reported being diagnosed with a mental illness within the past two years and of this group, nearly one-third believed they were unable to access the care they needed.
- Those who did not receive the mental health services they needed cited an inability to pay for a doctor's visit, inability to pay for medications, services not being close to home, not knowing where to go for assistance, and a lack of insurance coverage as the primary reasons why they did not obtain care.
- Nearly one in five adults (19%) in Rock County report inadequate social and/or emotional support, compared to the state average (17%) and national benchmark (14%).
- Rock County has a lower rate of deaths caused by suicide (13.0) compared to the state rate of 13.4 per 100,000, though it is higher than the national suicide rate of 11.8 per 100,000, respectively.
- According to the Rock County Health Rankings the ratio of the population to mental health services is 1,256:1.

### **HARMFUL LIFESTYLE CHOICES**

#### **Harmful Lifestyle Choices (obesity, smoking, alcohol and inactivity).**

- Rock County ranks 62 out of 72 counties in Wisconsin for County Health Rankings.

#### **Obesity**

- 65% of Rock County residents are considered overweight and obese.
- 23% of adults aged 20 and over report no leisure time physical activity.
- 19% of survey respondents in Rock County stated that they are physically inactive.

- In Wisconsin, annual obesity-related medical costs were estimated at \$1.5 billion, of which almost \$626 million were Medicaid and Medicare expenditures.

### **Alcohol Use**

- Wisconsin has the highest rates of alcohol consumption, binge drinking, heavy drinking, and alcohol abuse/dependence in the nation.
- 26% of the population in Rock County drink excessively/binge drinking.
- 27% of high school students perceive 'no' risk or 'slight' risk to harming themselves or in other ways when they have been binge drinking (5 or more alcoholic drinks).

### **Tobacco Use**

- The percentages of adults who smoke in Rock County and in Wisconsin exceed the percentage of adults who smoke across the United States (18.1%).
- Smoking was directly related to 17% of deaths in Rock County in 2009, compared to 15% across Wisconsin.

### **Drug Use**

- Between 2006 and 2011 Wisconsin experienced a 350% increase in heroin samples submitted to the Wisconsin State Crime Laboratory by law enforcement.
- There were 749 drug-related arrests in Rock County in 2012.
- Drug abuse was identified as the underlying or contributing cause of 20 deaths in Rock County in 2010, representing a 54% increase from the previous year.
- Approximately 1.8% of 656 survey respondents to the Community Health Needs Assessment survey stated that they had used cocaine, marijuana, or other illegal drugs in the past year.
- The ratio of the population to primary care physicians is 1,601:1.

## **DENTAL HEALTH SERVICES**

### **Underutilization of Dental Health Services**

- Rock County ranks 62 out of 72 counties in Wisconsin for County Health Rankings.
- In Wisconsin, 35% of young children ages 2-4 had a caries experience (tooth decay).
- In Wisconsin, 55% of children aged 6-8 had a caries experience (tooth decay).
- In Wisconsin, 56% of adolescents aged 15 had a caries (tooth decay) experience.

- 39.2% of adults had tooth loss due to decay or gum disease in Rock County (2006, 2008, 2010).
- In 2010, there were 838 patient visits to a hospital emergency department for non-traumatic dental complaints.
- 35 out of 67 dentists treat at least one Medicaid/BadgerCare+ patient, SFY10.
- County Oral health Wisconsin Surveillance System (COWSS) says, “Population to dentist ratio in Rock County is 2,393:1.”

## **PREVENTATIVE HEALTH SCREENINGS**

### **Underutilization of certain preventative health screenings**

- Rock County ranks 62 out of 72 counties in Wisconsin for County Health Rankings.
- 33.2% of Rock County has never been tested for colon or rectal cancer (*adults age 50+*).
- 20.4% of Rock County men have been checked for prostate cancer (men age 50+).
- Only 40% of women visit a gynecologist on an annual basis.
- 66% of female Medicare enrollees receive mammogram screenings.
- The ratio of the population to primary care physicians is 1,601:1.

## **II. Implementation Plan**

The following Implementation Plan is broken down into four categories listing short, medium and long term goals (objectives), recommended implementation activities, partners, measures of success and timeline.

### **#1. Mental Health**

**Theme:** *Mental health related issues, including substance abuse and inadequate access to treatment.*

#### **Short-term outcomes:**

**Goal 1:** Identify mental health problems and gaps in mental health services.

#### **Implementation Activities:**

- Meet with Coroner, Criminal Justice Coordinating Council, Rock County school officials, National Alliance on Mental Illness; to gather information regarding mental health issues and services available.
- Review information about mental health problems from existing surveys completed by other agencies.

**Partners:**

- Coroner, Youth Emotional Stability, Criminal Justice Coordinating Council, Rock County Area Schools, National Alliance on Mental Illness, Rock County Human Services.

**Measures of Success:**

- Look at data and statistics. Number of mental health area resources.

**Timeline (*Date of Completion*):** 2014

**Medium-term outcome:**

**Goal 2:** Increase awareness in the community about mental health problems. Provide mental health education.

**Implementation Activities:**

- Educate community through public service announcements, billboards, rotating mental health display throughout county.
- Provide depression education programs to senior citizens, pregnant women, school children.
- Provide stress management techniques to public.

**Partners:**

- Coroner, Youth Emotional Stability, Criminal Justice Coordinating Council, Rock County school officials, National Alliance on Mental Illness, Rock County Health Department, Janesville Police Department, Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, Rock County Human Services

**Measures of Success:**

- Number of people attending mental health awareness events.

**Timeline (*Date of Completion*):** 2015

**Long-term outcome:**

**Goal 3:** Decrease in the number of suicides and other mental health issues in Rock County.

**Implementation Activities:**

- Increase promotion for mental health screening for people of all ages and settings.
- Increase the number of mental health professionals.

**Partners:**

- Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, Rock County Human Services, Rock County Health Department, Coroner, Criminal Justice Coordinating Council, Rock County school officials.

**Measures of Success:**

- Percentage in the number of suicides in Rock County compared with previous data.
- Number of calls coming in on crisis lines and those seeking mental health services.
- Increase in the number of mental health professionals.
- Percentage of people screened for mental health issues.

**Timeline (*Date of Completion*):** 2016

\*Evaluation reports will be used to measure effectiveness of plan. Revisions will be made based off of evaluation results.

## #2. Harmful Lifestyle Choices

**Theme:** *Harmful lifestyle choices (e.g. obesity, inactivity, alcohol, smoking, and drug use)*

**Short-term outcome:**

**Goal 1:** Increase knowledge of benefits of healthy lifestyles (fruit/vegetables consumption, physical activity, smoking cessation, reduced alcohol consumption).

**Implementation Activities:**

- Joint nutrition and physical education efforts with schools, community garden groups and community partners; public messaging to Rock County citizens on the benefits of healthy lifestyles.
- Partner with local organizations; promote activities already being implemented in the community.
- Promote and distribute initiative and activities within the community that are already being held to increase participation.

**Partners:**

- Local organizations, Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, farmer's markets, farmer's market directors,

farmers, growers, educators, UW-Extension, local businesses, Rock County Area Schools, Janesville Police Department

**Measures of Success:**

- Goal 1: Document outreach efforts.

**Timeline (*Date of Completion*):** 2014

**Medium-term outcomes:**

**Goal 2: Increase consumption of healthy & local foods.**

**Implementation Activities:**

- Work with area schools and community garden groups to establish gardens and provide health, nutrition and agricultural education around Rock County.
- Work with area school nutrition programs to increase fruit/vegetable offerings on school menus.
- Offer evidence based health programs in community and measure it.

**Partners:**

- UW-Extension, farmer's market directors, farmers, Ag in the Classroom educators, Rotary Gardens.

**Measures of Success:**

- Goal 2: Number of schools doing farm to school programming. Percentage of schools offering increased fruit and vegetable consumption on school menus.

**Timeline (*Date of Completion*):** 2015

**Goal 3: Increase physical activity among Rock County residents (Regular moderate physical activity for at least 30 minutes per day).**

**Implementation Activities:**

- Develop wellness initiatives to recognize local employees practicing healthier lifestyles.
- Increase access to physical activity in public recreation, parks, and open spaces.

**Partners:**

- Rock County Area Schools, local businesses, Velo Club, Strong/Men.

**Measures of Success:**

- Goal 3: Percentage of parks, recreational facilities and open spaces increasing access to physical activity.

**Timeline (*Date of Completion*):** 2015

**Goal 4: Reduce tobacco and alcohol consumption.**

**Implementation Activities:**

- Establish infrastructure for community collaboration related to substance abuse prevention.
- Seek funds to develop infrastructure to support county prevention initiative including obesity and nutrition.

**Partners:**

- Janesville Police Department, Youth2Youth, local businesses.

**Measures of Success:**

- Goal 4: Percentage of youth and adults indicating they binge drink, use alcohol and tobacco products. Percentage of partners willing to donate money to develop infrastructure to support county prevention initiative including obesity and nutrition.

**Timeline (*Date of Completion*):** 2016

**Long Term outcomes:**

**Goal 5: Change policy around nutrition and physical education. Increase health.**

**Implementation Activities:**

- Goal 5: Meet with partners to change policies surrounding nutrition and physical education.

**Partners:**

- Local organizations, Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, farmer's markets, UW-Extension, farmer's market directors, farmers, growers, producers, Ag in the Classroom educators, Rotary Gardens, local schools, local businesses, Velo Club, Strong/Men, Janesville Police Department, Youth2Youth.

### **Measures of Success:**

- Goal 5: Percentage of schools and organizations changing policies surrounding nutrition and physical education.

\*Evaluation reports will be used to measure effectiveness of plan. Revisions will be made based off of evaluation results.

**Timeline (*Date of Completion*):** 2016

## **#3. Dental Health Services**

**Theme:** *Underutilization of dental health services*

### **Short-term outcomes:**

**Goal 1:** Improved knowledge about dental services available in Rock County, to include, but not limited to, HealthNet of Rock County, Inc. (free clinic) and Beloit Community Center (federally qualified health care center). The target population is residents with limited/no access to care.

### **Implementation Activities:**

- Partner with Edgerton Hospital on their quarterly newsletter.
- HealthNet to deliver tri-fold brochures and/or postcards to Rock County churches, food pantries, Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, and other non-profit businesses.

**Partners:** HealthNet of Rock County, inc., Edgerton Hospital, Beloit Community Center, Mercy Options: Mercy Hospital and Trauma Center.

### **Measures of Success:**

- Goal 1: Number of education materials distributed.

**Timeline (*Date of Completion*):** 2015

**Goal 2:** Increase the awareness of acquiring and maintaining dental health.

### **Implementation Activities:**

- Develop education for schools to promote good dental behaviors (to be distributed through educational sessions and/or flyers).
- Marketing at health fairs and local sponsored events.

**Potential partners:** Rock County Health Department, Delta Dental of WI, American Dental Association, Early Childhood, Head Start, Rock County Area Schools (school registration days).

**Measures of Success:**

- Goal 2: Number of schools allowing dental health promotion. Number of events promoting dental health.

**Timeline (*Date of Completion*):** 2015

**Medium-term Outcomes:**

**Goal 3:** Increase the opportunities to provide dental education to Rock County community members.

**Implementation Activities:**

- Increase representation at local fairs, expos and established events.

**Potential partners:** Edgerton Hospital, Mercy Options: Mercy Hospital and Trauma Center, Rock County Area Schools.

**Measures of Success:**

- Goal 3: Number of events promoting dental health.

**Timeline (*Date of Completion*):** 2015

**Goal 4:** Evaluate the model of free clinic which also provides services to residents with limited access (medical assistant) – potential change in mission for existing free clinic.

**Implementation Activities:**

- Evaluate the model of free clinic which also provides services to residents with limited access (medical assistant) – potential change in mission for existing free clinic.

**Potential partners:** Madison Dental Initiative, HealthNet of Rock County, Inc.

**Measures of Success:**

- Goal 4: Evaluation report on model of free clinic. Percentage of residents accessing free clinic.

**Timeline (*Date of Completion*):** 2015

**Goal 5:** Establish dental gaps/barriers within Rock County.

**Implementation Activities:**

- Goal 5: Meetings to discuss gaps and barriers in dental health.

**Potential partners:** HealthNet of Rock County, Beloit Community Center

**Timeline (*Date of Completion*):** 2015

**Long-term Outcomes:**

**Goal 6:** Increase access of free dental care through specific one-day events.

- Example: “Give Kids A Smile Day”, “Day of Caring”.

**Implementation Activities:**

- Identify resources willing to sponsor events.

**Possible Partners:** HealthNet, Madison Dental Initiative, Mercy Options: Mercy Hospital and Trauma Center.

**Measures of Success:**

- Goal 6: Number of partners donating funds and resources to dental health efforts.

**Timeline (*Date of Completion*):** 2016

**Goal 7:** Advocate Medicaid/BadgerCare Dental Health Services within the community.

**Implementation Activities:**

- Identify dentists willing to provide dental services to citizens with Medicaid/BadgerCare.

**Measures of Success:**

- Goal 7: Number of dentists accepting citizens with Medicaid/BadgerCare.

**Timeline (*Date of Completion*):** 2016

\*Evaluation reports will be used to measure effectiveness of plan. Revisions will be made based off of evaluation results.

## #4. Preventative Health

**Theme:** *Underutilization of certain preventative health screenings*

### Short-term outcomes:

**Goal 1:** Increase knowledge/awareness of preventative health screenings.

### **Implementation Activities:**

- Educate community on the importance of preventive health screenings with appropriate health literacy methods.

**Partners:** Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, local clinics, local media outlets.

### **Measures of Success:**

- Goal 1: Number of education and resource materials distributed.

**Timeline (*Date of Completion*):** 2014

### Medium-term Outcomes:

**Goal 2:** Increase participation in early detection of chronic diseases by promoting priority screenings.

### **Implementation Activities:**

- Multi-media educational efforts through local health care organizations to promote health screenings.
- Educate community on colorectal screenings.
- Have "prevention health screenings" messages/videos on computer screens (or television) in clinic rooms while patient is waiting for doctor.

**Partners:** Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, local clinics.

**Measures of Success:**

- Goal 2: Document number of media sources and media types used.

**Timeline (*Date of Completion*):** 2015

**Goal 3:** Participate in community outreach events to promote awareness of screenings.

**Implementation Activities:**

- Conduct healthy prostate awareness events targeting high risk men.

**Partners:** Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, local clinics, media outlets.

**Measures of Success:**

- Goal 3: Number of events, number of attendees.

**Timeline (*Date of Completion*):** 2015

**Long-term Outcomes:**

**Goal 4:** Promote (in county) reward/incentive program.

**Implementation Activities:**

- Offer reduced cost early detection screenings to "at risk" community.
- Increase workplace health (chronic conditions) screenings.

**Partners:** Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, local clinics.

**Measures of Success:**

- Goal 4: Percentage and number of people obtaining reduced cost screenings compared to normal rates.
- Goal 4: Percentage of workplace employees obtaining chronic condition screenings at work.

**Timeline (*Date of Completion*):** 2016

**Goal 5:** Develop resource list of available health screenings in community.

**Implementation Activities:**

- Develop resource list of available health screenings in community.

**Partners:** Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, local clinics.

**Measures of Success:**

- Goal 5: Development of resource list and number of people accessing resource list in the community.

**Timeline:** 2016

**Goal 6: Work with health partners to increase access to affordable health care.**

**Implementation Activities:**

- Offer reduced cost early detection screenings to at-risk community.

**Partners:** Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, local clinics.

**Measures of Success:**

- Goal 6: Increase in access to affordable health care in community.

**Timeline (*Date of Completion*):** 2016

\*Evaluation reports will be used to measure effectiveness of plan. Revisions will be made based off of evaluation results.

## **Appendix: Community Health Action Plan**

Mental Health	17-18
Harmful Lifestyle Choices	19-20
Dental Health	21-22
Preventative Health	23-24

## Rock County: Community Health Improvement Plan

### Mental Health

Data and Stats	Goals	Implementation Activities	Partners	Measure of Success	Timeline (Completion Date)
<ul style="list-style-type: none"> <li>● Rock County ranks 62 out of 72 counties in Wisconsin for County Health Rankings.</li> <li>● Leading causes for hospitalizations, excluding childbirth, include 1015 cases of psychiatric conditions.</li> <li>● 36% of Wisconsin adults reported poor mental health in 2012.</li> <li>● Over 6% of respondents to the Rock County Community Health Needs Assessment Survey reported being diagnosed with a mental illness within the past two years and of this group, nearly one-third believed they were unable to access the care they needed.</li> <li>● Those who did not receive the mental health services they needed cited an inability to pay for a doctor's visit, inability to pay for medications, services not being close to home, not knowing where to go for assistance, and a</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Identify mental health problems and gaps in mental health services.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: Increase awareness in the community about mental health problems. Provide mental health education.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 3: Decrease in the number of suicides and other mental health issues in Rock County.</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Meet with coroner, Criminal Justice Coordination Council, school officials, National Alliance on Mental Illness; to gather information regarding mental health issues and services available.</li> <li>● Goal 1: Review information about mental health problems from existing surveys completed by other agencies.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: Educate community through public service announcements, billboards, rotating mental health display throughout county.</li> <li>● Goal 2: Provide depression education programs to senior citizens, pregnant women, school children. Provide stress management techniques to public.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 3: Increase</li> </ul>	<p>Coroner, Youth Emotional Stability, Criminal Justice Coordination Council, school officials, National Alliance on Mental Illness, Rock County Health Department, Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary's Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, Rock County Human Service Department, Janesville Police Department, Rock County Area Schools.</p>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Look at data and statistics. Number of mental health area resources.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: Number of people attending mental health awareness events.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 3: Percentage in the number of suicides in Rock County compared with previous data. Number of calls coming in on crisis lines and those seeking mental health services. Increase in the number of mental health professionals. Percentage of people screened for mental health issues.</li> </ul> <p>*Evaluation Reports will be used to measure effectiveness of plan. Revisions will be made based off of evaluation results.</p>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: 2014</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: 2015</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 3: 2016</li> </ul>

<p>lack of insurance coverage as the primary reasons why they did not obtain care.</p> <ul style="list-style-type: none"> <li>● Nearly one in five adults (19%) in Rock County report inadequate social and/or emotional support, compared to the state average (17%) and national benchmark (14%).</li> <li>● Rock County has a lower rate of deaths caused by suicide (13.0) compared to the state rate of 13.4 per 100,000, though it is higher than the national suicide rate of 11.8 per 100,000, respectively.</li> <li>● According to the Rock County Health Rankings the ratio of the population to mental health services is 1,256:1.</li> </ul>		<p>promotion for mental health screening for people of all ages and settings.</p> <ul style="list-style-type: none"> <li>● Goal 3: Increase the number of mental health professionals.</li> </ul>			
---	--	---	--	--	--

## Rock County: Community Health Improvement Plan

### Harmful Lifestyle Choices

Data and Stats	Goals	Implementation Activities	Partners	Measure of Success	Timeline (Completion Date)
<ul style="list-style-type: none"> <li>● Rock County ranks 62 out of 72 counties in Wisconsin for County Health Rankings.</li> <li>● 65% of Rock County are considered overweight and obese.</li> <li>● 23% of adults aged 20 and over report no leisure time physical activity.</li> <li>● 19% of Rock County citizens state that they are physically inactive.</li> <li>● In Wisconsin, annual obesity-related medical costs were estimated at \$1.5 billion, of which almost \$626 million were Medicaid and Medicare expenditures.</li> <li>● Wisconsin has the highest rates of alcohol consumption, binge drinking, heavy drinking, and alcohol abuse/dependence in the nation.</li> <li>● 26% of the population in Rock County drink excessively/binge drink.</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Increase knowledge of benefits of healthy lifestyles (fruit/vegetable consumption, physical activity, smoking cessation, reduced alcohol consumption).</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: Increase consumption of healthy &amp; local foods.</li> <li>● Goal 3: Increase physical activity among Rock County residents (regular moderate physical activity for at least 30 minutes per day).</li> <li>● Goal 4: Reduce tobacco and alcohol consumption.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 5: Change policy surrounding nutrition and physical education. Increase health.</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Joint nutrition and physical activity education efforts with schools, community gardens groups and community partners; public messaging to Rock County citizens on the benefits of healthy lifestyles.</li> <li>● Goal 1: Partner with local organizations; promote activities already being implemented in the community.</li> <li>● Goal 1: Promote and distribute initiative and activities within the community that are already being held to increase participation.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: Work with area schools and community garden groups and establish gardens and provide health, nutrition and agricultural education around Rock County.</li> <li>● Goal 2: Work with area</li> </ul>	<p>Local organizations, Madison Dental Initiative, farmer's markets, UW-Extension, farmer's market directors, farmers, growers, producers, Ag in the Classroom educators, Rotary Gardens, local schools, local businesses, Velo Club, Strong/Men, Janesville Police Department, Youth2Youth.</p>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Document outreach efforts.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: Number of schools doing farm to school programming, Percentage of schools offering increased fruit and vegetable consumption on school menus.</li> <li>● Goal 3: Percentage of parks, recreational facilities and open spaces increasing access to physical activity.</li> <li>● Goal 4: Percentage of youth and adults indicating they binge drink, use alcohol and tobacco products. Percentage of partners willing to donate money to develop infrastructure to support county prevention initiative including obesity and nutrition.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 5: Percentage of schools and organizations</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: 2014</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: 2015</li> <li>● Goal 3: 2015</li> <li>● Goal 4: 2016</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 5: 2016</li> </ul>

<ul style="list-style-type: none"> <li>● 27% of high school students perceive there is 'no' risk or a 'slight' risk to "harming themselves" or "in other ways" when binge drinking (5 or more alcoholic drinks).</li> <li>● The percentages of adults who smoke in Rock County and in Wisconsin exceed the percentage of adults who smoke across the United States (18.1%).</li> <li>● Smoking was directly related to 17% of deaths in Rock County in 2009, compared to 15% across Wisconsin.</li> <li>● Between 2006 and 2011 Wisconsin experienced a 350% increase in heroin samples submitted to the WI State Crime Laboratory by law enforcement.</li> <li>● There were 749 drug-related arrests in Rock County in 2012.</li> <li>● Drug abuse was identified as the underlying or contributing cause of 20 deaths in Rock County in 2010, representing a 54% increase from the previous year.</li> <li>● The ratio of the population to primary care physicians is 1,601:1.</li> </ul>		<p>school nutrition programs to increase fruit/vegetable offerings on school menus.</p> <ul style="list-style-type: none"> <li>● Goal 2: Offer evidence based health programs in community and measure it.</li> <li>● Goal 3: Develop wellness initiatives to recognize local employees practicing healthier lifestyles.</li> <li>● Goal 3: Increase access to physical activity in public recreation, parks and open spaces.</li> <li>● Goal 4: Establish infrastructure for community collaboration related to substance abuse prevention.</li> <li>● Goal 4: Seek funds to develop infrastructure to support county prevention initiative including obesity and nutrition.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 5: Meet with partners to change policies surrounding nutrition and physical education.</li> </ul>		<p>changing policies surrounding nutrition and physical education.</p> <p>*Evaluation Reports will be used to measure effectiveness of plan. Revisions will be made based off of evaluation results.</p>	
--	--	---	--	--	--

## Rock County: Community Health Improvement Plan

### Dental Health Services

Data and Stats	Goals	Implementation Activities	Partners	Measure of Success	Timeline (Completion Date)
<ul style="list-style-type: none"> <li>● Rock County ranks 62 out of 72 counties in Wisconsin for County Health Rankings.</li> <li>● In Wisconsin, 35% of young children ages 2-4 had a caries experience (tooth decay).</li> <li>● In Wisconsin, 55% of children aged 6-8 had a caries experience (tooth decay).</li> <li>● In Wisconsin, 56% of adolescents aged 15 had a caries (tooth decay) experience.</li> <li>● 39.2% of adults had tooth loss due to decay or gum disease in Rock County (2006, 2008, 2010).</li> <li>● In 2010, there were 838 patient visits to a hospital emergency department for non-traumatic dental complaints.</li> <li>● 35 out of 67 dentists treat at least one Medicaid/BadgerCare+ patient, SFY10.</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Improved knowledge about dental services available in Rock County, to include, but not limited to HealthNet of Rock County inc. (free clinic) and Beloit Community Center (federally qualified health care center). The target population is residents with limited/no access to care.</li> <li>● Goal 2: Increase the awareness of acquiring and maintaining dental health.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 3: Increase the opportunities to provide dental education to Rock County community members.</li> <li>● Goal 4: Evaluate the model of free clinic which also provides services to residents with limited access (medical assistant) – potential change in mission for existing free clinic.</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Partner with Edgerton Hospital on their quarterly newsletter.</li> <li>● Goal 1: HealthNet to deliver tri-fold brochures and/or postcards to Rock County churches, food pantries, hospitals/clinics, and other non-profit businesses.</li> <li>● Goal 2: Develop education for schools to promote good dental behaviors (to be distributed through educational sessions and/or flyers).</li> <li>● Goal 2: Marketing at health fairs and local sponsored events.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 3: Increase representation at local fairs, expos and established events.</li> <li>● Goal 4 &amp; 5: Evaluation report on model of free clinic. Percentage of residents accessing free clinic.</li> </ul>	<p><b>Short Term:</b></p> <p>HealthNet of Rock County, inc., Madison Dental Initiative, Edgerton Hospital, Mercy Options: Mercy Hospital and Trauma Center Beloit Community Center, Rock County Health Department, Delta Dental of WI, American Dental Association, Early Childhood, Head Start, Rock County Area Schools (school registration days).</p>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Number of education materials distributed.</li> <li>● Goal 2: Number of schools allowing dental health promotion. Number of events promoting dental health.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 3: Number of events promoting dental health.</li> <li>● Goal 4: Evaluation report on model of free clinic. Percentage of residents accessing free clinic.</li> <li>● Goal 5: Meetings to discuss gaps and barriers in dental health.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 6: Number of partners donating funds and resources to dental health efforts.</li> </ul> <p>*Evaluation Reports will be used to measure effectiveness of plan.</p>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: 2015</li> <li>● Goal 2: 2015</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 3: 2015</li> <li>● Goal 4: 2015</li> <li>● Goal 5: 2015</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 6: 2016</li> <li>● Goal 7: 2016</li> </ul>

<ul style="list-style-type: none"> <li>● County Oral health Wisconsin Surveillance System (COWSS) says, "Population to dentist ratio is 2,393:1."</li> </ul>	<p>Goal 5: Establish dental gaps/barriers within Rock County.</p> <p><b>Long Term:</b> Goal 6: Increase access of free dental care through specific one-day events.</p> <p>Examples: "Give Kids A Smile Day", "Day of Caring".</p> <p>Goal 7: Advocate Dental Medicaid/BadgerCare Health Services within community.</p>	<ul style="list-style-type: none"> <li>● Goal 5: Meetings to discuss gaps and barriers in dental health.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 6: Identify resources willing to sponsor events.</li> <li>● Goal 7: Identify dentists willing to provide dental services to citizens with Medicaid/BadgerCare.</li> </ul>		<p>Revisions will be made based off of evaluation results.</p> <ul style="list-style-type: none"> <li>● Goal 7: Number of dentists accepting citizens with Medicaid/BadgerCare.</li> </ul>	
--	---	--	--	--	--

## Rock County: Community Health Improvement Plan

### Preventative Health

Data and Stats	Goals	Implementation Activities	Partners	Measure of Success	Timeline (Completion Date)
<ul style="list-style-type: none"> <li>● Rock County ranks 62 out of 72 counties in Wisconsin for County Health Rankings.</li> <li>● 33.2% of Rock County men have never been tested for colon or rectal cancer (<i>adults age 50+</i>).</li> <li>● 20.4% of Rock County men have been checked for prostate cancer (<i>men age 50+</i>).</li> <li>● Only 40% of women visit a gynecologist on an annual basis.</li> <li>● 66% of female Medicare enrollees receive mammogram screenings.</li> <li>● The ratio of the population to primary care physicians is 1,601:1.</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Increase knowledge/awareness of preventative health screenings.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: Increase participation in early detection of chronic diseases by promoting priority screenings.</li> <li>● Goal 3: Participate in community outreach events to promote awareness of screenings.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 4: Promote (in county) reward/incentive program.</li> <li>● Goal 5: Develop resource list of available health screenings in community.</li> <li>● Goal 6: Work with health partners to increase access to affordable health care.</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Educate community on the importance of preventive health screenings with appropriate health literacy methods.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2 &amp; 3: Multi-media educational efforts through local health care organizations to promote health screenings.</li> <li>● Goal 2 &amp; 3: Educate community on colorectal screenings.</li> <li>● Goal 2: Have “prevention health screenings” messages/videos on computer screens (or tv) in clinic rooms while patient is waiting for doctor.</li> <li>● Goal 3: Conduct healthy prostate awareness events targeting high risk men.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 4: Offer reduced cost early detection screenings to</li> </ul>	<p>Mercy Options: Mercy Hospital and Trauma Center, Dean Clinic and St. Mary’s Janesville Hospital, Beloit Health System, Edgerton Hospital and Health Services, local clinics, local media outlets.</p>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: Number of education and resource materials distributed.</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: Document number of media sources and media types used.</li> <li>● Goal 3: Number of events, number of attendees.</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 4: Percentage and number of people obtaining reduced cost screenings compared to normal rates.</li> <li>● Goal 4: Percentage of workplace employees obtaining health screenings at work.</li> <li>● Goal 5: Development of resource list and number of people accessing resource list in the community.</li> <li>● Goal 6: Increase in access to affordable health care in community.</li> </ul>	<p><b>Short Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 1: 2014</li> </ul> <p><b>Medium Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 2: 2015</li> <li>● Goal 3: 2015</li> </ul> <p><b>Long Term:</b></p> <ul style="list-style-type: none"> <li>● Goal 4: 2016</li> <li>● Goal 5: 2016</li> <li>● Goal 6: 2016</li> </ul>

		<p>"at-risk" community.</p> <ul style="list-style-type: none"><li>● Goal 4: Increase workplace chronic condition screenings.</li><li>● Goal 5: Develop resource list of available health screenings in community.</li><li>● Goal 6: Offer reduced cost early detection screenings to "at-risk" community.</li></ul>		<p>*Evaluation Reports will be used to measure effectiveness of plan. Revisions will be made based off of evaluation results.</p>	
--	--	---	--	---	--

