

Rock County, Wisconsin

COMMUNITY
health needs
assessment
— 2014 —

Rock County
Department of Health
Adopted June 17, 2014

ROCK COUNTY HEALTH DEPARTMENT

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Rock County Residents,

The federal government based "Healthy People" project provides science-based, national goals and objectives designed to guide national health promotion and disease prevention efforts to improve the health of all people in the United States. For three decades, Healthy People has established benchmarks and monitored progress over time in order to monitor and improve the health of our citizens.

The Healthy People 2020 vision for our citizens is: *a society in which all people live long, healthy lives*. Twelve (12) Leading Health Indicators have been selected to communicate high-priority health issues and actions that can be taken to address them. The 12 indicators are:

- Access to Health Services
- Clinical Preventive Services
- Environmental Quality
- Injury and Violence
- Maternal, Infant, and Child Health
- Mental Health
- Nutrition, Physical Activity, and Obesity
- Oral Health
- Reproductive and Sexual Health
- Social Determinants
- Substance Abuse
- Tobacco

In August 2013, Rock County Health Department and community partners, embarked on an assessment of the health of Rock County citizens. Monthly meetings were held with a planning committee to review available data, plan strategies to gather additional information, to compile and organize the data obtained, and to provide a written report from which health care organizations could devise programs to address needs.

Members of this planning committee include:

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Director of Quality Reporting and Community Health
Beloit Health System

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I wish to thank the members of the planning committee who met diligently for 10 months to collect and analyze the information. Your interest in our community is notable and your input invaluable. Special thanks go to Adam Loris and Ladd Udy who developed the surveys, compiled the data and were instrumental in getting the report written.

The information contained in this report identifies some of the health issues that impact Rock County citizens. The data show that Rock County citizens have important health needs that need to be addressed in order for Rock County to be considered as a place for people to maintain a high quality of life and productivity. While the work of the committee is finished, the work of improving the health of community continues on.

If you have any questions or need additional information, please feel free to contact me at the Rock County Health Department at 757-5440.

Sincerely yours,

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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.

Over an eleven-month period, the committee conducted secondary research, household surveys and data analysis to obtain a full picture of the strengths and areas of improvement for the Rock County health care infrastructure. The enclosed report is a result of the collaboration between various health care providers which will be used to prioritize treatment and disease prevention efforts.

Key Findings

Committee consensus identified the following as the most significant health risks to Rock County residents:

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

The CHNA Steering Committee members and their respective organizations have made a commitment to conduct regular meetings to address and monitor the priority health concerns listed above. In addition, as a requirement of recent health reform legislation, each non-profit hospital will formulate an action plan to address these health priorities and include the plans with their respective IRS 990 submissions.

The data presented in the enclosed report is a compilation of:

- Results from mailed survey distributed to a representative, random sample of 2000 Rock County residents;
- Health care data from secondary sources; and
- Demographic data from the U.S. Census Bureau's American Community Survey and other official sources.

Community Health Needs Assessment Methodology

To guide its assessment efforts, the steering committee used the **Mobilizing for Action through Planning and Partnerships (MAPP)** framework to collect and analyze health data, identify and prioritize community health issues, and develop action plans to address defined needs. The MAPP concept, developed by the Centers for Disease Control and Prevention (CDC), places an emphasis on collaboration, partnership development, and widespread community participation in order to create and implement a community health improvement plan.

The MAPP process is divided into six phases, all of which solicit the input and participation of community members.

PHASE I: ORGANIZING FOR SUCCESS AND PARTNERSHIP DEVELOPMENT

The Steering Committee was composed of a core group of agencies and community members who represent the spectrum of the healthcare infrastructure in Rock County. Community partners engaged in this process include representatives from the following organizations:

- Beloit Memorial Hospital
- Beloit Area Community Health Center
- Edgerton Hospital
- HealthNet of Rock County
- Mercy Health System
- Rock County Department of Health
- Rock County Human Services
- St. Mary's Janesville Hospital
- The University of Wisconsin Extension Office

The Steering Committee met monthly to monitor progress, analyze health data, and reach consensus decisions.

PHASE II: VISIONING

Over a series of several focused discussions, the Steering Committee developed a mission and vision statement to guide the planning and assessment process.

Mission:

To analyze the full array of Rock County's health needs through the evaluation of the public health infrastructure, measurement of disease prevalence for priority conditions, and comparison of Rock County's health indicators relative to state and national benchmarks.

Vision and Values

- Quality healthcare and community services accessible to all.
- Focus on prevention as much as treatment.
- Personal and community safety as a right and a shared responsibility so that all who live, work, and play here can pursue healthy activities.

PHASE III: CONDUCTING THE MAPP ASSESSMENTS

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. The assessment was conducted over an eleven month period in the following manner:

- The Steering Committee distributed health questionnaires 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).
- Once the survey responses were tabulated, the survey results were evaluated and analyzed for health and demographic trends.
- The full results were distributed to and discussed by the Steering Committee in monthly meetings.

In addition to the data gathered from household surveys and focus groups, the committee also analyzed health-related data from a variety of existing sources, 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.

PHASE IV: IDENTIFYING STRATEGIC ISSUES

In March and April of 2014, the Steering Committee reviewed results and themes from the MAPP assessments. After discussing the data, trends, and emerging concerns, the Steering Committee reached a consensus on the following issues as priorities to address:

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

PHASE V: FORMULATE GOALS AND STRATEGIES

The Formulate Goals and Strategies phase involves specifying goals for each of the strategic issues identified in the previous phase. The Steering Committee remains committed to working together to formulate a county-wide action plan to address the pressing health issues outlined above.

Issue	Strategy
Harmful lifestyle choices	<p>Committee members, on behalf of their respective organizations, will collaborate to conduct joint educational campaigns to alert residents of the trends in smoking, alcohol consumption, and obesity in Rock County.</p> <p>The Committee will communicate findings to the School Board and work to address unhealthy lifestyles among school-aged children.</p>
Mental health related issues, including substance abuse and inadequate access to treatment	Committee members will address this issue in their organization's respective action plan.
Underutilization of dental health services	Committee will continue to research and identify trends in dental care services utilization and develop targeted approaches to increasing access to these services.
Underutilization of certain preventative health screenings	Committee members will communicate underutilization of Pap and Colorectal screenings to their respective leadership groups, and address the issue in their respective action plans.

Community Health Status Assessment

PURPOSE

The Community Health Status Assessment seeks to answer three questions:

1. Who comprises the community?
2. What are the strengths and risks in the community that contribute to health?
3. What is the health status of the community?

To answer these questions, data was collected from the following categories:

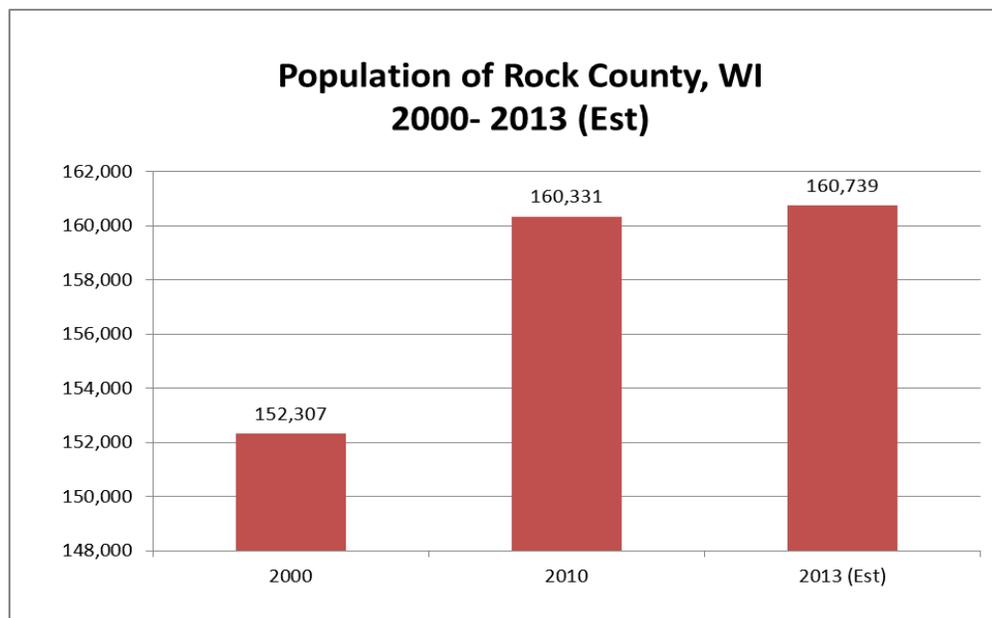
- Demographics
- Socioeconomics
- Education
- Quality of Life
- Environmental Health
- Behavioral Risk Factors
- Maternal and Child Health
- Chronic Conditions
- Infectious Disease
- Injury
- Hospitalizations
- Causes of Death
- Mental Health
- Health Resource Availability

Specific indicators were selected using MAPP recommendations and those included in Healthy People 2020. Additional information was collected to provide further depth or clarity to an issue.

ROCK COUNTY DEMOGRAPHIC PROFILE

POPULATION TRENDS

Rock County is the ninth most populous county in Wisconsin with a population (in 2010) of 160,739.¹ This represents a 5.5% increase from the 2000 Census and 15.2% increase from the 1990 Census.^{2,3} Population growth can be mainly attributed to natural changes (births minus deaths) more so than net migration (people moving into and out of the county).⁴ According to a projection by the Wisconsin Demographic Services Center, the population of Rock County is expected to increase 11% by the year 2035.⁵



Source: U.S. Census Bureau, American Community Survey, 1990, 2000, 2010 and American FactFinder, 2012.

RACE & ETHNICITY

The table below shows changes to the racial profile of Rock County from 1990 to 2012. The trend since 1990 shows a steady uptick in the racial diversity of the population, other than the 2012 numbers which reflect an estimated decreased percentage in the African American population in Rock County. However, that decrease is countered by the estimated increase of those reporting two or more races.^{6,7}

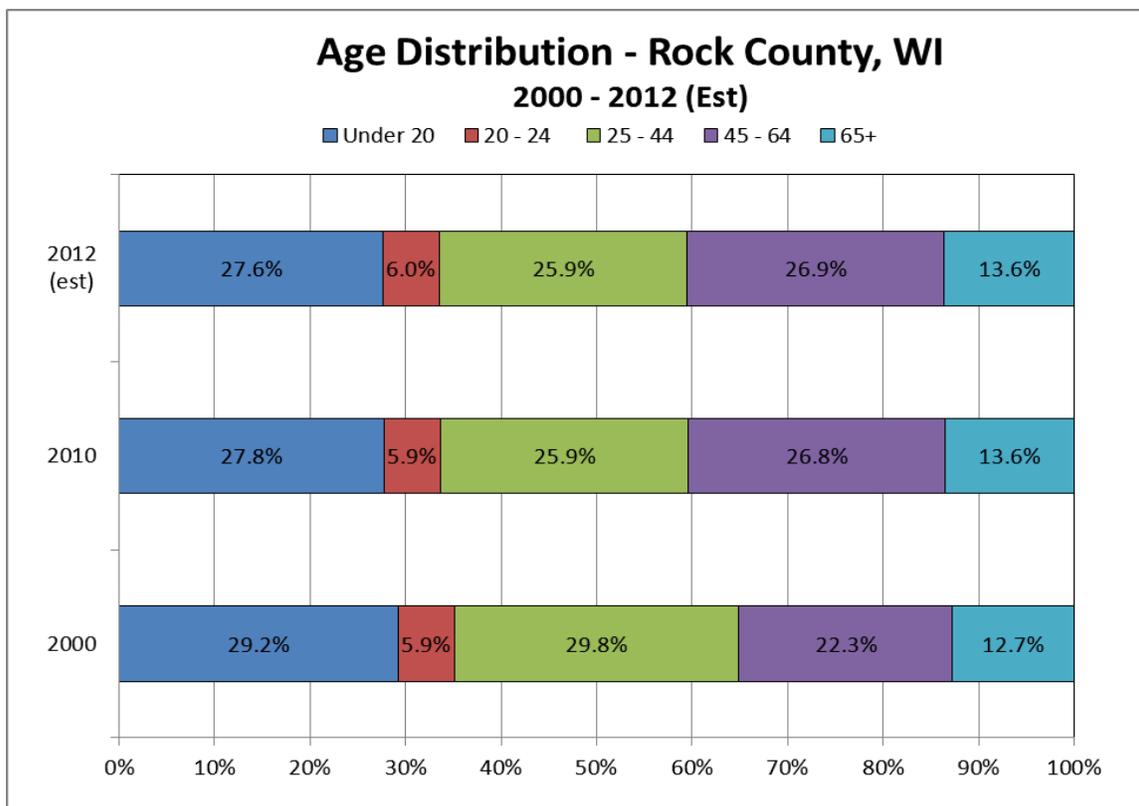
Race Distribution - Rock County, WI				
	1990	2000	2010	2012 (Est)
White	93.7%	91.0%	87.7%	90.4%
Black or African American	4.8%	4.6%	5.0%	3.9%
American Indian and Alaska Native	0.3%	0.3%	0.3%	0.3%
Asian	0.7%	0.8%	1.0%	1.0%
Other	0.5%	1.8%	3.7%	1.3%
Two or more races	xx*	1.5%	2.3%	3.1%

*xx = not measured

Source: U.S. Census Bureau, American Community Survey, 1990, 2000, 2010 and American FactFinder, 2012.

AGE

The median age of Rock County residents is 38.0 years, slightly below the state median age of 38.5 years and older than the national median of 37.2 years.⁸ The chart below shows a gradual increase in the proportion of residents age 65 and over from 12.7% in 2000 to 13.6% in 2010. This percentage held steady through 2012. Also, the proportion of Rock County residents age 45 to 64 increased to 27% over the same time period. In contrast the proportion of residents age 25 to 44 decreased nearly 20% from 1990 to 2000 and remained constant through 2012.^{9,10,11}

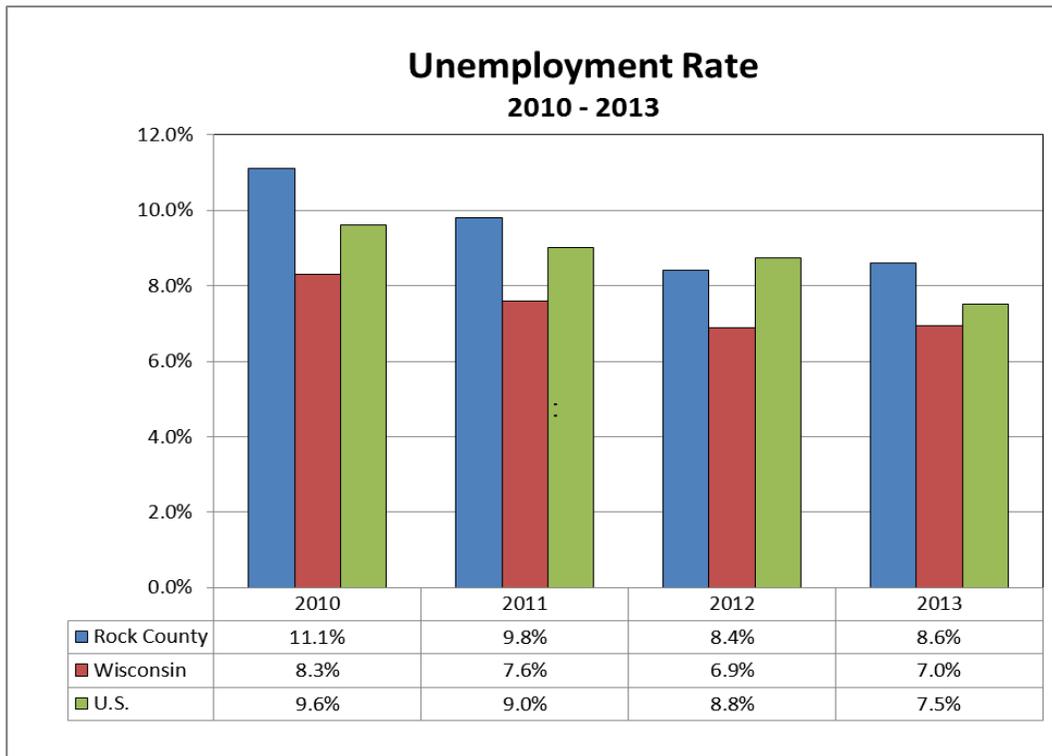


Source: U.S. Census Bureau, American FactFinder, 2012.

SOCIOECONOMIC STATUS

Unemployment

The table below compares unemployment rates in Rock County to those at the state and national levels. Rock County has experienced unemployment rates greater than the state and national averages in most recent years; however, the county's rate has been on a downward trend since 2009, other than a slight increase in 2013.¹²

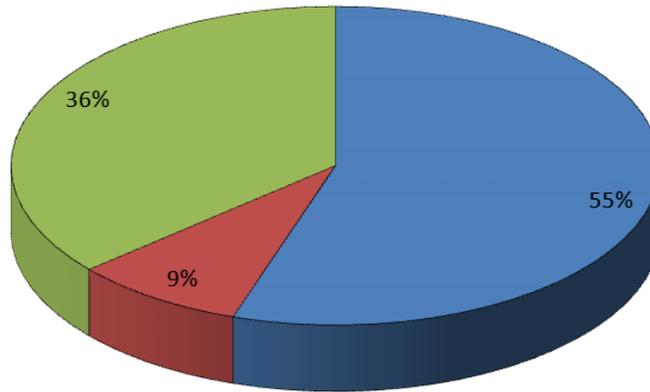


Source: U.S. Census Bureau, American Community Survey, Selected Economic Characteristics, 2012.

In 2012, 55% of Rock County residents were employed, while 36% did not actively participate in the workforce (e.g. hold a job or be actively searching for one). This represents a significant increase from 2009 data, which showed 64% employed and 26% out of the labor force, respectively. Overall, Wisconsin ranks 21 out of 50 states (1 is the best) for the number of residents who are underemployed, or those residents who are no longer seeking employment or those who are employed part-time who are seeking full-time work.¹³

Employment Status of Rock County, WI Residents 2012

■ Employed ■ Unemployed ■ Not in Labor Force



Source: U.S. Census Bureau, American Community Survey, Selected Economic Characteristics, 2012.

Income

Median household income is \$50,316, which is lower than both the state and national medians of \$52,627 and \$53,046, respectively.¹⁴ Self-reported household income of the 656 survey respondents was distributed according to the chart below.

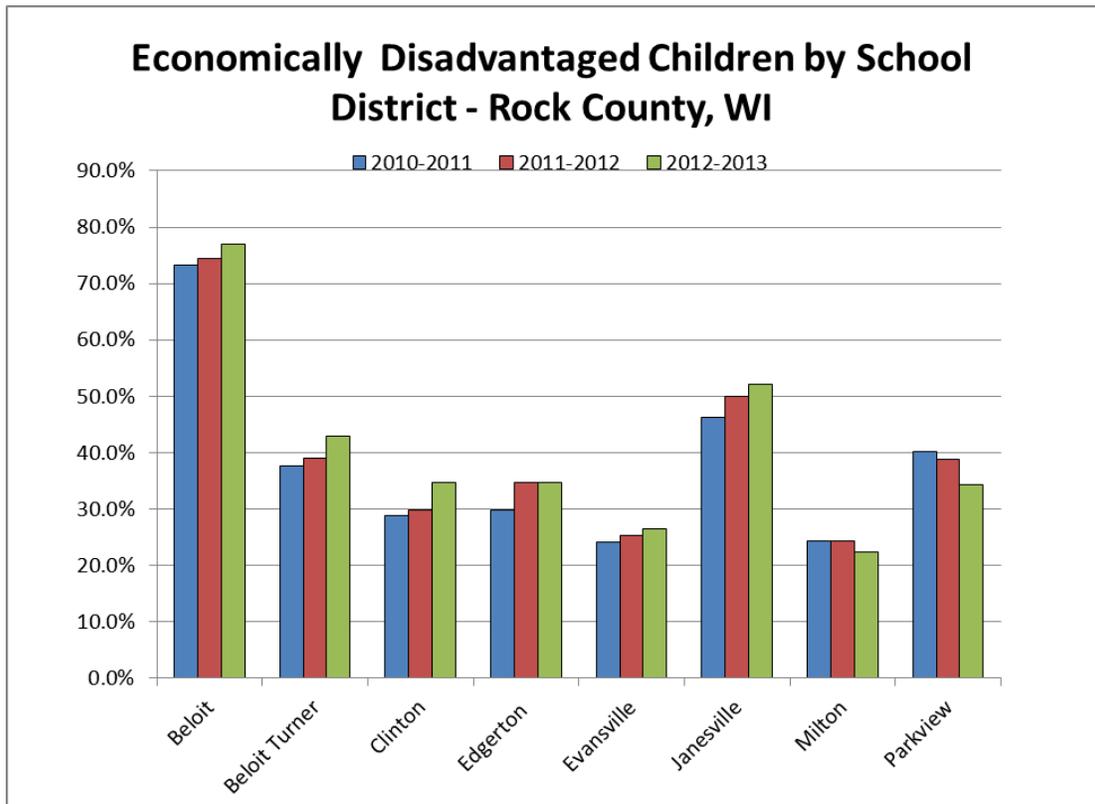
RESPONSE	NUMBER	PERCENT
Under \$10,000	6	0.9%
\$10,000 - \$24,999	45	6.9%
\$25,000 - \$39,999	97	14.8%
\$40,000 - \$59,999	122	18.6%
\$60,000 - \$75,000	95	14.5%
Over \$75,000	243	37.0%
No Answer	48	7.3%

Source: Rock County Community Health Needs Assessment Survey, 2014.

Poverty

The American Community Survey performed by the U.S. Census Bureau reports that about 13.5% of Rock County residents lived below the poverty level in 2012. This proportion exceeds the state average (12.5%) but is less than the national average (14.9%).¹⁵ However, the Wisconsin County Health Rankings reported a poverty rate in Rock County of 14.9% for the same period, which equals the national average.¹⁶ Nearly 23% of children live in poverty in Rock County, which is greater than the state average (18%).¹⁷ More than 880 children in Rock County were identified as homeless during the 2010-2011 school year.¹⁸

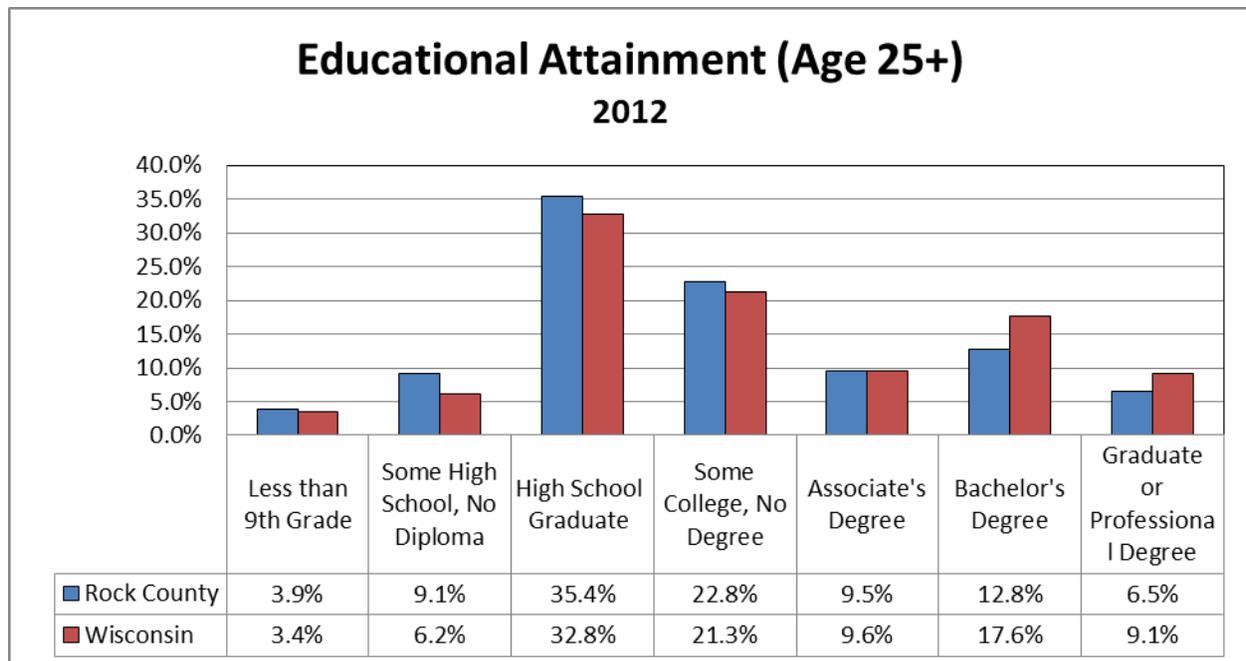
The proportion of children enrolled in a free or reduced lunch program is 41% in Rock County compared to 33% throughout the state.¹⁹ To be eligible for this program, the child's family must be at or below 185% of the federal poverty level. The number of students eligible for this program provides an indication of the percent of low-income families living in each school district. As seen in the chart below, the number of economically disadvantaged children in Rock County is increasing in nearly all districts. The districts with the highest percentages are Beloit (77.0%) and Janesville (52.1%).²⁰



Source: Wisconsin Department of Public Instruction, Wisconsin Information Network for Successful Schools, 2013.

EDUCATION

In 2012, the percentage of Rock County residents age 25 and over with at least a high school diploma was 87%, indicating that approximately one in eight residents did not graduate from high school. This percentage is even with the state average (87.0%).²¹ Wisconsin's graduation rate is among the best in the nation; it was tied for second in the most recent school year data reported by the U.S. Department of Education.²²



Source: U.S. Census Bureau, American Community Survey, Educational Attainment 2012.

GENERAL HEALTH STATUS

In 2013, Rock County ranked 62 out of 72 Wisconsin counties with respect to health outcomes (how healthy a county is) and 64 out of 72 in health factors (what influences the health of the county).²³ By contrast, in 2011, Rock County ranked 66 out of 72.²⁴ Approximately 15% of Rock County residents reported fair or poor health, which is three percentage points higher than the state average. Rock County residents also reported more physically and mentally unhealthy days (3.7 and 3.5 days, respectively) within a 30 day period compared to the state average (3.2 and 3.0 days, respectively).²⁵

QUALITY OF LIFE

In 2012, there were an estimated 63,006 households in Rock County, and nearly 72.1% of residents owned their own homes, which is a drop of nearly 2% from 2010.²⁶ The homeownership rate in Rock County exceeds the statewide rate (68.6%) due, in part, to lower housing costs.²⁷ Thirty-three percent of Wisconsin residents have high housing costs (those greater than or equal to 30% of a household's income) compared to 34% in Rock County.²⁸

In 2012, Rock County saw a decrease from the prior year in the levels of violent crime (2% reduction), murder (25% reduction), and aggravated assault (5% reduction). The amount of robberies stayed flat at 96. The count of reported rapes increased by 13%. During the same time period, property offenses decreased by 3%, burglary decreased by 19%, and arson decreased by 41%. Theft increased by 2%, and motor vehicle theft increased by 10%.²⁹ The violent crime rate per 100,000 persons in Rock County is 240, which is slightly less than the statewide rate (280).³⁰

ENVIRONMENTAL HEALTH

According to the Rock County Department of Health, the number of facility air emissions decreased substantially from 2008 to 2009 and are now 87% below the 10-year average. Air emissions in the latest year of reporting (2012) were less than 50,000 lbs as compared to a peak emission year (1999) in which Rock County Emissions were over 1.4 million lbs. This decrease is mainly due to the loss of major industrial operations, stricter emission regulations, and closure of an electrical generating station.³¹ Although not tallied in these numbers, air quality may also be improving due to reduced vehicle emissions.

According to County Health Rankings, 2% of Rock County residents were potentially exposed to water exceeding a violation limit during the past year. This is lower than the Wisconsin statewide percentage of 6%. However, despite these improvements, Rock County ranks 58 out of 72 counties in air and water quality, and 59 out of 72 in the health of the overall physical environment.³²

Roughly 2% of children age 6 and under in Rock County, and across Wisconsin, have elevated blood lead levels. In 2010, the Department of Health confirmed 25 high blood lead cases.³³ In 2013, there were 68 cases of elevated lead in children. New reporting criteria established in 2012 account for the increase over 2010.³⁴

According to the County Health Rankings report, 9% of Rock County residents have limited access to nutritious foods.³⁵ During the Rock County Community Health Needs Assessment, over ninety percent of the 656 survey respondents stated that they believe access to nutritious foods is good to very good.³⁶

Seventy-nine percent of Rock County residents report exercising at least once during the week.³⁷ The County Health Rankings reported that 23% of Rock county residents are physically inactive, which is slightly higher than the Wisconsin state percentage of 22%. However, 87% of Rock County residents have access to exercise opportunities, compared to 78% of Wisconsin residents as a whole.³⁸

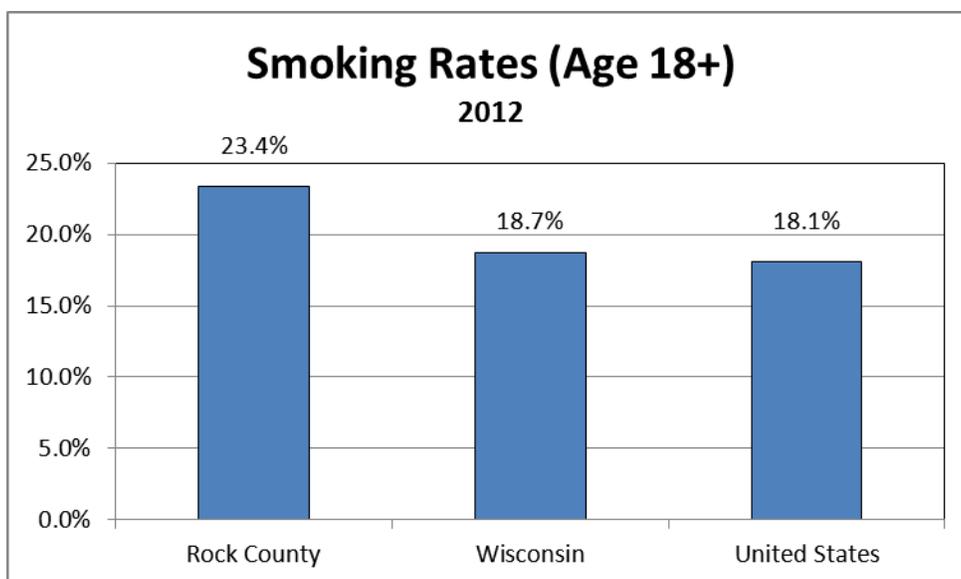
BEHAVIORAL RISK FACTORS

ALCOHOL USE

Wisconsin has the highest rates of alcohol consumption, binge drinking, heavy drinking, and alcohol abuse/dependence in the nation.³⁹ Alcohol consumption in Rock County is similar to that across the state. Twenty-six percent of Rock County residents reported binge drinking within the past 30 days compared to the state average of 24%.⁴⁰ Binge drinking occurs when an individual consumes large quantities of alcohol in a single session; the quantity varies for men and women.

TOBACCO USE

Wisconsin ranks twentieth in the nation for the percentage of adults who identify themselves as current smokers.⁴¹ 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%).⁴² Smoking was directly related to 17% of deaths in Rock County in 2009, compared to 15% across Wisconsin.⁴³



Source: Community Commons, Community Health Needs Assessment, Health Behaviors, 2012.

DRUG USE

There were 751 drug-related arrests in Rock County in 2011.⁴⁴ 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.⁴⁵ 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.⁴⁶

PREVENTIVE HEALTH CARE

With increased attention on healthcare costs and chronic disease, it is becoming increasingly important for individuals to have the appropriate preventive care, from dental visits to cancer screenings, in order to maximize years of life and improve the likelihood of positive health outcomes. Not only are chronic conditions the most costly, but they are also among the most preventable.⁴⁷ The table on the next page illustrates how 656 survey respondents in Rock County state that they utilize preventive care.

	WITHIN THE PAST 2 YEARS		GREATER THAN 2 YEARS		NEVER		NO ANSWER	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Been tested for colon or rectal cancer? (<i>adults age 50+</i>)	336	51.2%	19	2.9%	218	33.2%	83	12.7%
Had your blood cholesterol checked? (<i>adults age 50+</i>)	633	96.5%	4	0.6%	8	1.2%	11	1.7%
Had your blood pressure checked by a doctor, nurse or other health professional? (<i>adults age 50+</i>)	633	96.5%	4	0.6%	8	1.2%	11	1.7%
Had a mammogram? (<i>women age 50+</i>)	316	80.2%	6	1.5%	39	9.9%	33	5.0%
Had a pap smear? (<i>all women</i>)	282	71.6%	10	2.5%	17	4.3%	85	21.6%
Been check for prostate cancer? (<i>men age 50+</i>)	184	70.8%	2	0.8%	53	20.4%	21	8.1%

Source: Rock County Community Health Needs Assessment Survey, 2014.

As noted above, of survey respondents age 50 and over, prostate cancer screenings were received within the past two years by 70.8% of men. Just under 97% had their blood pressure checked by a health professional and received a cholesterol screening in the past year.

The table below shows how often Rock County residents visit the eye doctor, family doctor, dentist, gynecologist (women only) and chiropractor. Over 75% of residents visit a family physician at least annually, while only 40% of women visit a gynecologist on an annual basis.

	AT LEAST ONCE A YEAR		EVERY 2 YEARS		EVERY 3 OR MORE YEARS		NEVER		NO ANSWER	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Eye Doctor	292	44.5%	199	30.3%	100	15.2%	32	4.9%	33	5.0%
Family Doctor	497	75.8%	62	9.5%	52	7.9%	25	3.8%	20	3.0%
Dentist	526	80.2%	41	6.3%	43	6.6%	17	2.6%	29	4.4%
Gynecologist	158	40.1%	44	11.2%	64	16.2%	72	18.3%	56	14.2%
Chiropractor	147	22.4%	24	3.7%	59	9.0%	298	45.4%	128	19.5%

Source: Rock County Community Health Needs Assessment Survey, 2014.

DENTAL HEALTH

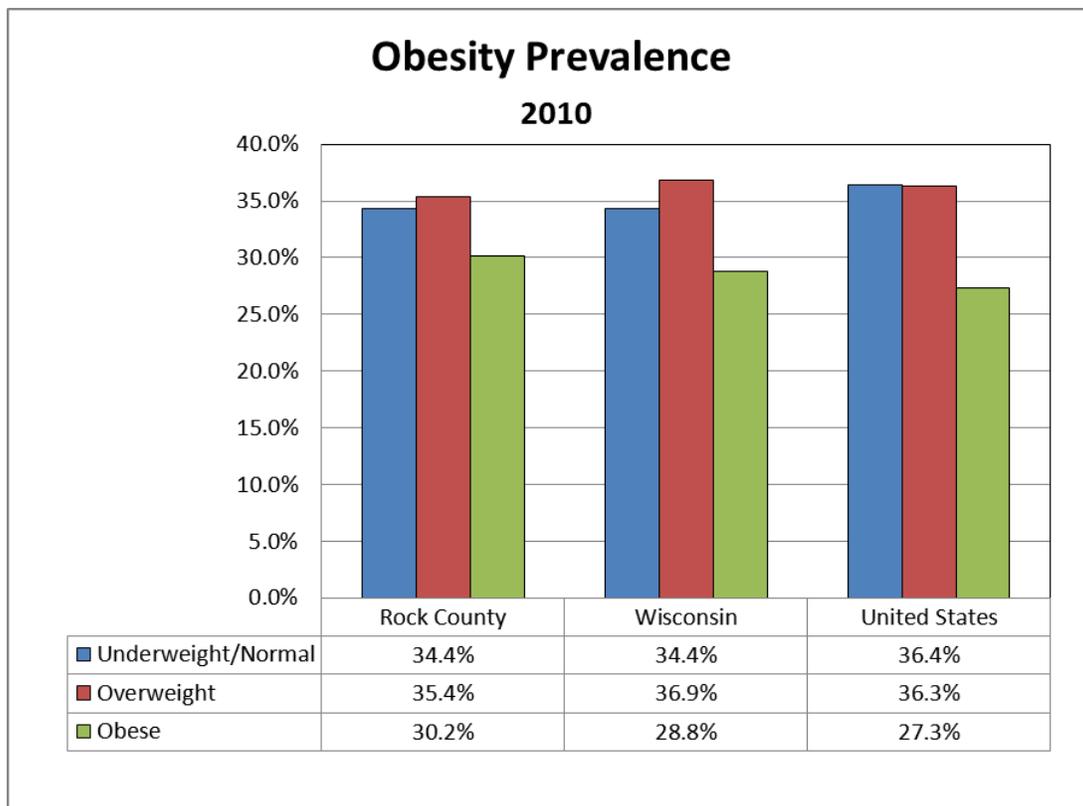
Information on the utilization of dental services and dental outcomes is not readily available at the county level. However, it is possible to compare state and national dental health data. The table on the next page shows that Wisconsin children are more likely to experience dental caries (at each age group) relative to the national level. Young Wisconsin children (aged 2-4) were more likely to have dental caries go untreated relative to national levels.⁴⁸

	National	Wisconsin
Dental caries (tooth decay) experience		
a) Young children, aged 2–4 years	24%	35%
b) Children, aged 6–8 years	53%	55%
c) Adolescents, aged 15 years	51%	56%
Untreated caries (tooth decay)		
a) Young children, aged 2–4 years	19%	26%
b) Children, aged 6–8 years	29%	20%

Source: Wisconsin Department of Health Services, *Burden of Oral Disease in Wisconsin - 2010*.

OBESITY

Throughout the United States, the number of individuals considered overweight or obese continues to rise. In addition to being costly for the U.S. healthcare system, obesity also can lead to or complicate other health conditions, including heart disease, stroke, diabetes and certain types of cancer.⁴⁹ According to the Wisconsin Department of Health Services, the percentage of Rock County residents considered overweight is 35.4%, which is less than the state rate of 36.9%. Obese adults in Rock County account for 30.2% of residents, compared to 28.8% statewide.⁵⁰ Across the United States, 63.6% of adults are considered overweight or obese.⁵¹ Contributing to the obesity epidemic is physical inactivity. Nineteen percent of survey respondents in Rock County stated that they are physically inactive.⁵²

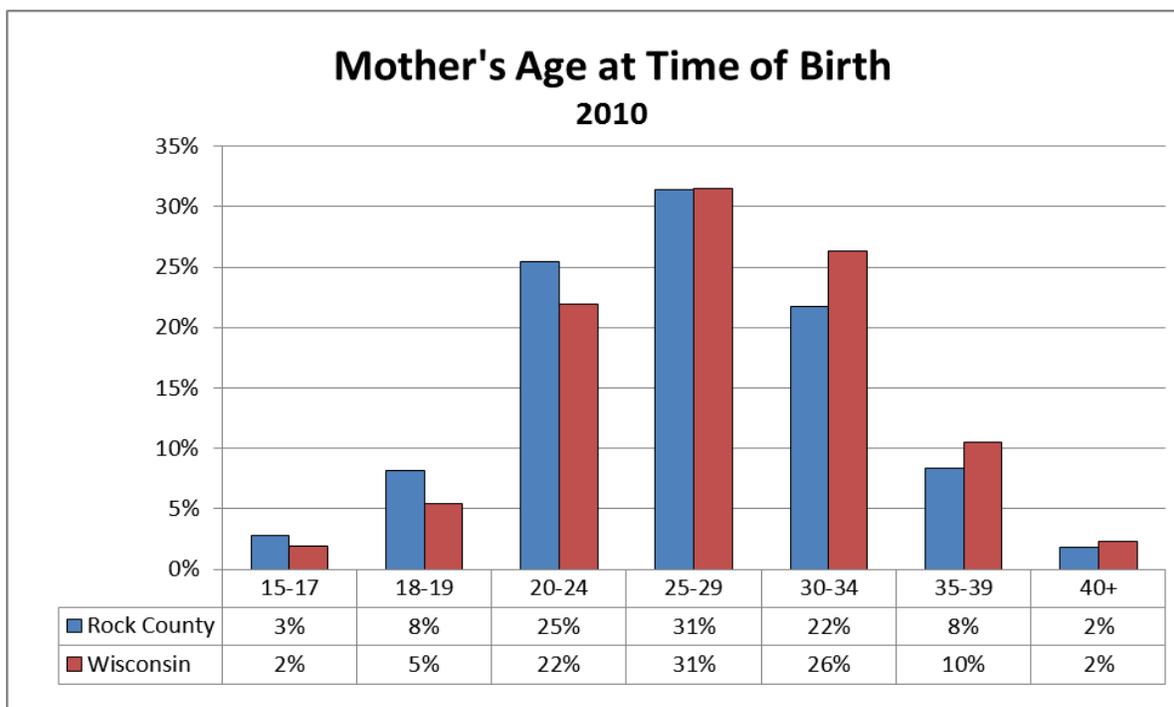


Source: Community Commons, Community Health Needs Assessment, Health Outcomes, 2010.

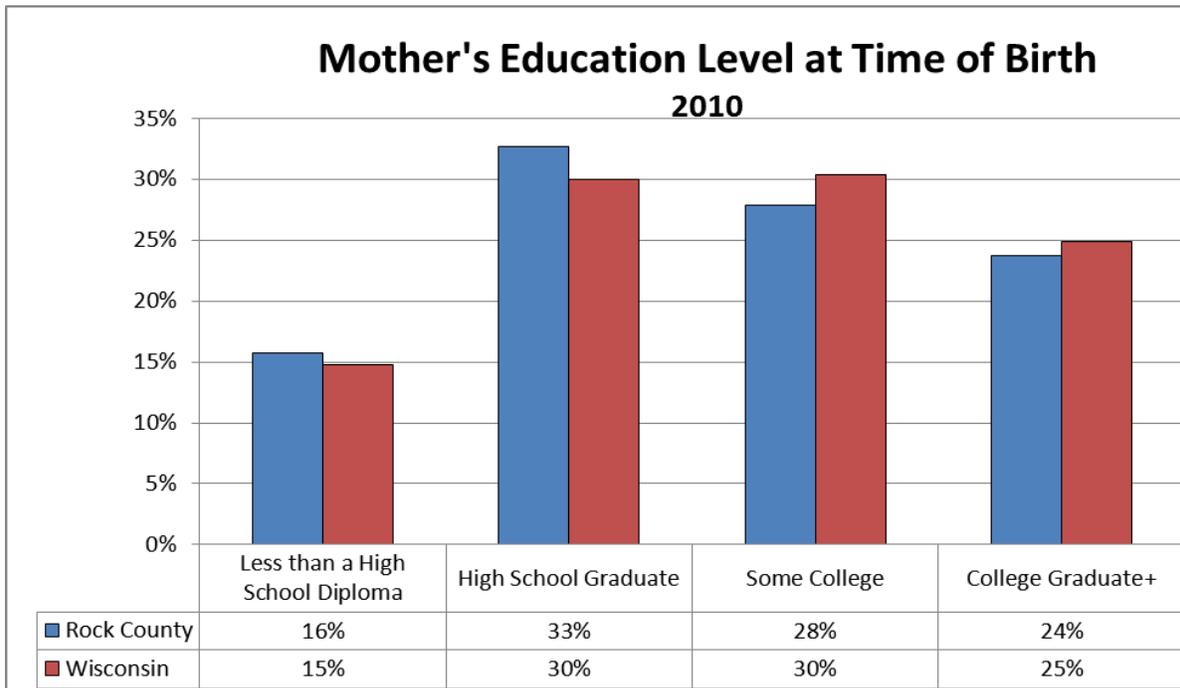
MATERNAL & CHILD HEALTH

Births

In 2010 there were 1,991 births in Rock County. The birth rate for Rock County is 12.4 per 1,000, which is less than the state and national rates of 12.0 per 1,000 and 13.0 per 1,000, respectively.^{53,54} The county's birth rate has been declining since 2007, which may be due to a decreasing proportion of residents age 18 to 44. The majority of births (78%) are to white mothers and a growing number of Hispanic and/or Latino mothers (11%). Fifty-four percent of the women who gave birth in Rock County are married, which is less than the state rate of 63% for the same period.⁵⁵ Within Rock County, the teen birth rate is 39 per 1,000, compared to the state and national averages of 26.5 per 1,000 and 39.1 per 1,000 persons, respectively. The charts below illustrate that mothers in Rock County are younger and have lower levels of education compared to other women in the state who are having children.⁵⁶



Source: Wisconsin Department of Health Services, Profile for Rock County, 2010.



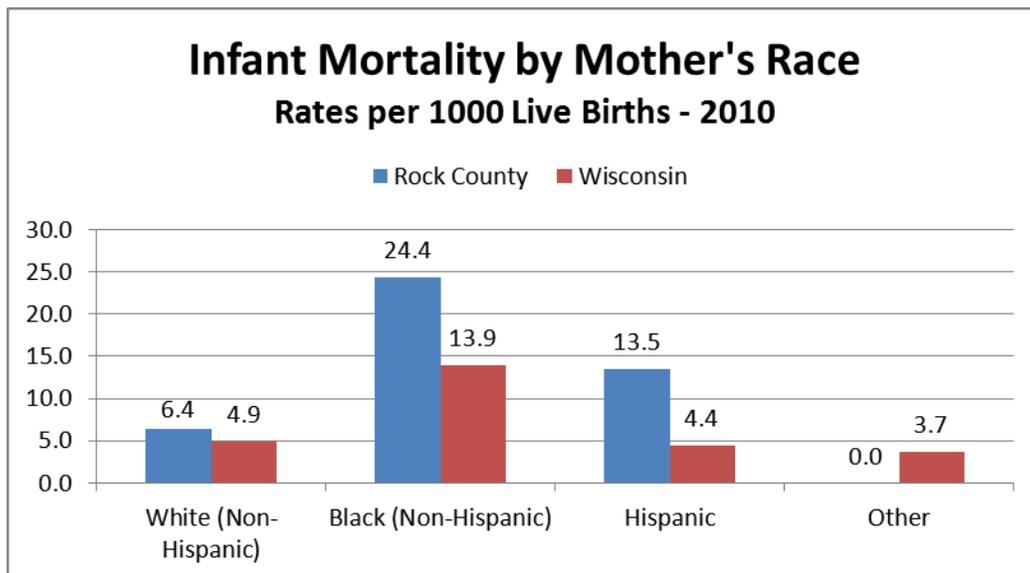
Source: Wisconsin Department of Health Services, Profile for Rock County, 2010.

Prenatal Care

Prenatal care is an important issue for Rock County. Pregnant women in the county are slightly less likely to attend their first prenatal visit within the first trimester compared to other women on the state and national level. Additionally, about 17% of mothers report smoking during pregnancy in Rock County, compared to 13% throughout the state.^{57,58}

Infant Mortality & Birth Weight

Infant mortality (death of an infant before the first birthday) in Rock County decreased from 7.87 per 1,000 live births in 2007 to 6.96 per 1,000 live births in 2009. However, in 2010, the rate was 8.5 per 1000 live births. This rate is roughly 49% higher than Wisconsin and U.S. rates. Data illustrate that infant mortality rates differ significantly depending on the race of the mother. For example, the infant mortality rate for African American mothers is almost four times the rate for white mothers and almost double the rate for Hispanic mothers.⁵⁹



Source: Department of Health Services, Wisconsin Interactive Statistics on Health, 2010.

The majority of infants born in Rock County (91.7%) are born with a birth weight at or above 2,500 grams, or 5.5 pounds. Of the 8.3% of infants born with low birth weights (less than 2,500 grams), 1.9% weighed 1,500 grams (3.3 pounds) or less. Twenty-five percent of infants with low birth weights were born to African American or Hispanic/Latino mothers. The proportion of infants born with low birth weights in Rock County exceeds both the state and national averages.⁶⁰

Children's Health

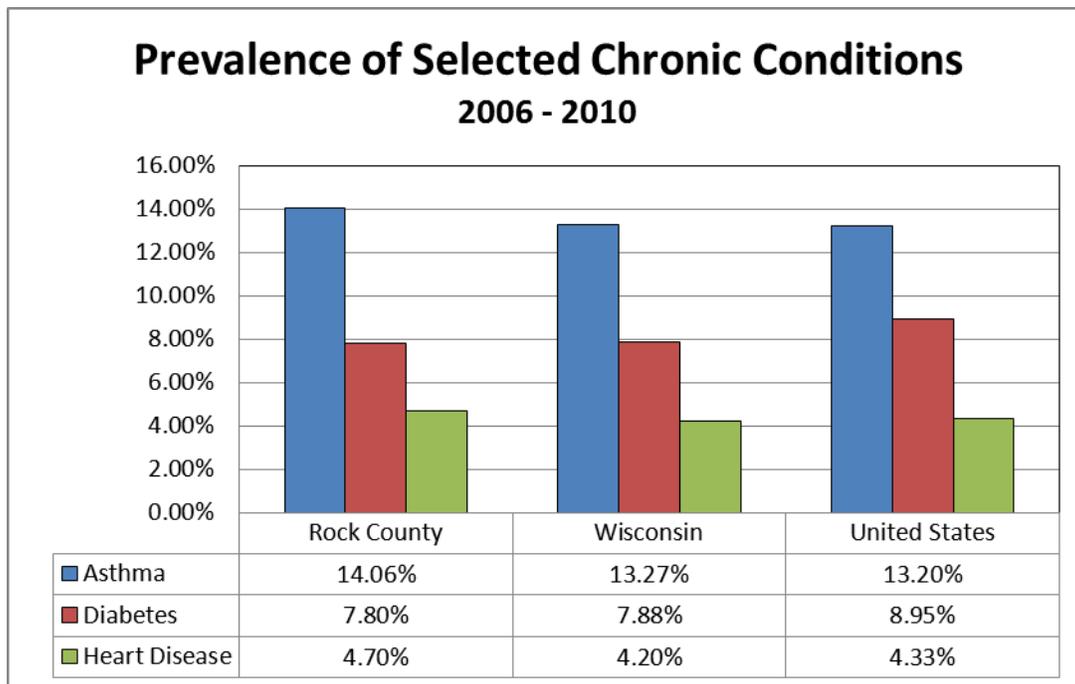
According to the Wisconsin Department of Health Services, 99.3% of school-aged children in Rock County are compliant with immunization requirements; the state rate is 91%.^{61,62} Also, compared to the national rate (31%), Wisconsin has a lower percentage of children considered overweight and/or obese (29%). In 2012, 4.7% of Wisconsin children did not have health insurance coverage, while 26% of children in the state are on a public plan such as Medicaid.⁶³

Nationally, 77% of children had a dental preventive care visit in the past 12 months, while 78% of children in Wisconsin received the same preventive services. Seventy-six percent of Wisconsin kids have teeth in excellent or very good condition; that number is just 71% nationally. Among children and teens in Wisconsin in 2012, 19% have been told by a doctor that they have one or more emotional, behavioral, or developmental conditions (autism, ADHD, developmental delays, depression or anxiety, or behavioral/conduct problems). Nationwide, that figure stands at 17% for the same reporting period.⁶⁴

CHRONIC CONDITIONS

Prevalence

More than ever, health care providers are focused on preventing and effectively treating chronic conditions. As reflected in the chart below, Rock County's prevalence of asthma (14.06%) is slightly higher than the prevalence in Wisconsin (13.27%) and nationally (13.20%). The prevalence of diabetes in Rock County (7.80%) nearly matches the prevalence rate of diabetes in Wisconsin (7.88%) and is lower than the national figure (8.95%). However, the prevalence of heart disease in Rock County (4.70%) slightly exceeded both that of Wisconsin (4.20%) and national (4.33%).⁶⁵



Source: Community Commons, Community Health Needs Assessment, Health Outcomes, 2010.

Community Health Needs Assessment survey respondents were asked if they had ever been diagnosed with certain chronic diseases. Their answers appear below.⁶⁶

RESPONSE	NUMBER	PERCENT OF TOTAL RESPONDENTS	PERCENT OF ANSWERING RESPONDENTS
Heart Disease	20	8.2%	20.6%
Diabetes	27	11.1%	27.8%
Cancer	11	4.5%	11.3%
Respiratory Problems	21	8.6%	21.6%
Eye Disease	18	7.4%	18.6%
Arthritis	9	3.7%	9.3%
Other	24	9.8%	24.7%
No Answer	147	60.2%	---

Source: Rock County Community Health Needs Assessment Survey, 2014.

The column labeled "Percent of Total Respondents" refers to the percentage of total people (656) who returned the survey. The column labeled "Percent of Answering Respondents" refers to the percentage of people who had been diagnosed with that particular disease as a percentage of all those who actually answered the question (many left it unmarked as it did not apply).

INFECTIOUS DISEASE

Rock County recorded a rate of communicable disease of 804 per 100,000 people, while the state showed a rate of 890 per 100,000.⁶⁷ There were 119 cases of HIV in 2010; this represents a rate of 90 per 100,000 persons as compared to the state rate of 107 per 100,000.⁶⁸ In addition, Rock County has one of the highest rates of sexually transmitted infections in the state. The table below shows the number of sexually transmitted infections reported in Rock County, with gonorrhea increasing in 2012, and chlamydia dropping.^{69,70,71}

Reported STI Cases in Rock County, WI						
	2010		2011		2012	
	N	Rate	N	Rate	N	Rate
Chlamydia	669	417	776	484	724	452
Gonorrhea	73	46	83	52	109	68
Total Cases	742		859		833	

N=Number of Cases. Rates are calculated per 100,000 population.

Source: Rock County Health Department, 2013.

INJURY

Motor Vehicle Accidents

According to the Wisconsin Department of Transportation, there were 2,890 motor vehicle crashes in Rock County in 2011, which resulted in 24 motor vehicle crash related deaths.⁷² Motor vehicle crashes resulted in a rate per 100,000 of 634 on-road emergency room visits and 73 off-road visits in 2012, compared to the state averages of 585 and 70, respectively. Of the 102 driving deaths in Rock County between 2008-2012, 43% (44 count) were alcohol-related.⁷³ The nonfatal injury rate for alcohol-related motor vehicle injuries in Rock County in 2010 was 67 per 100,000, and the death rate was 5 per 100,000.⁷⁴

Other Injuries

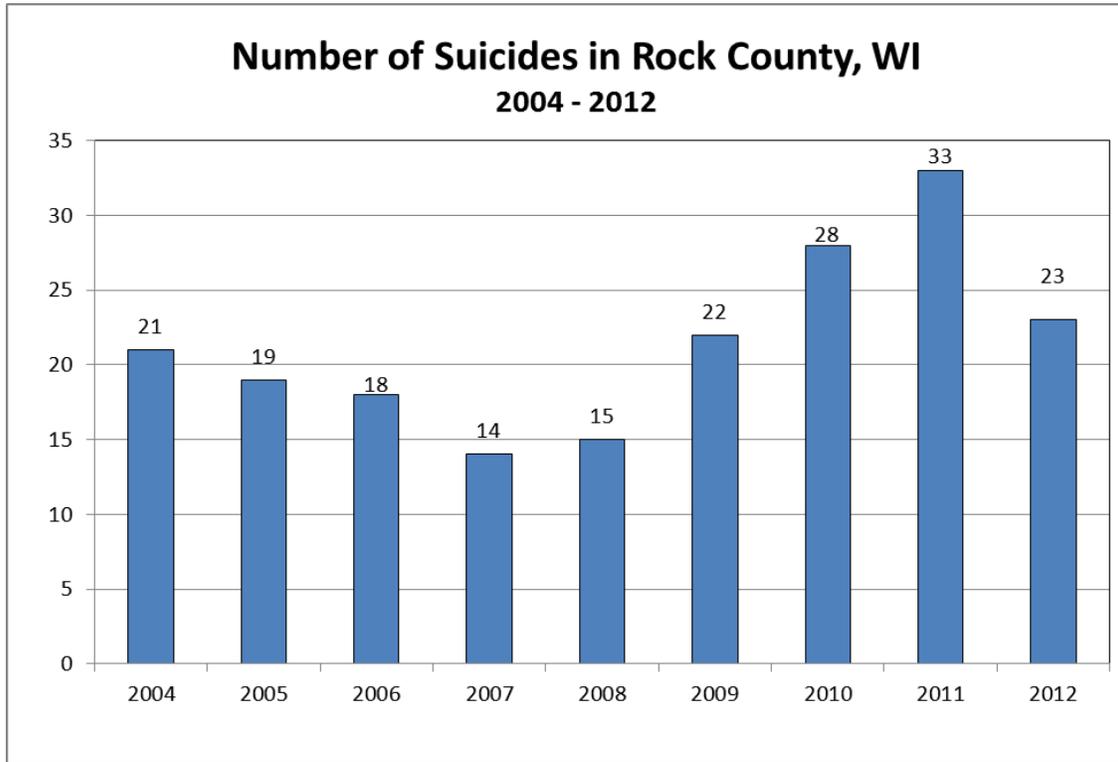
The table below compares the number of emergency department (ED) visits and hospitalizations for selected injury types. The most common injuries resulting in ED visits are falls, being struck by or against an object or person, cutting or piercing object, and overexertion. Injuries that resulted in the most hospitalizations are falls and poisonings.⁷⁵

Number of ED Visits and Hospitalizations for Selected Injuries - Rock County, WI						
	ED Visits			Hospitalizations		
	2010	2011	2012	2010	2011	2012
Cutting or Piercing Object	1011	1087	1216	35	52	47
Falls	3647	3629	4236	689	661	724
Fire, Heat, Chemical Burns	185	206	198	15	26	25
Firearms	X	8	12	6	5	7
Machinery	91	89	75	10	13	8
Motor Vehicle Crash - Motorcyclist	64	58	76	27	20	28
Motor Vehicle Crash - Occupant	815	771	795	78	74	60
Motor Vehicle Crash - Pedal Cyclist	17	16	13	X	X	6
Motor Vehicle Crash - Pedestrian	40	32	33	X	5	5
Non-Traffic Pedal Cyclist	193	194	234	24	8	13
Non-Traffic Transportation	150	135	127	22	23	22
Overexertion	1186	1082	1236	35	30	28
Poisoning	265	297	270	234	234	256
Struck By or Against Object or Person	1990	2099	2304	61	57	48
Suffocation	20	17	20	26	25	34

Source: Department of Health Services, Wisconsin Interactive Statistics on Health, 2012.

Suicides

Though the suicide rate in Rock County had been increasing in recent years (the number of suicides more than doubled from 2004 to 2011), it took a dip in 2012. 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.^{76,77}



Sources: Department of Health Services, Wisconsin Interactive Statistics on Health, 2010 and Rock County Department of Health, 2013.

HOSPITALIZATIONS

According to the Wisconsin DHS, the hospitalization rate for Rock County is 110.7 per 1000 persons, slightly less than the national average (112 per 1000) but higher than the Wisconsin rate (100 per 1000).⁷⁸ Of these hospitalizations, the Wisconsin DHS estimates that 2130, or 13.3 per 1000, could have been prevented with timely and effective ambulatory care. Leading causes for hospitalizations, excluding childbirth, include injuries (1484 cases), psychiatric conditions (1015 cases), coronary heart disease (528 cases) and cancer (612 cases). Coronary heart disease and cancer have the highest average cost, while injury-related accidents and coronary heart disease have the highest cost (charge) per capita. The cost of preventable hospitalizations in 2010 was \$323 per capita.⁷⁹

Average Charges for Selected Diseases in Rock County, WI - 2010		
Disease	Average Charge	Hospitalization Charge per Capita
Injury-Related	\$34,246	\$317
Coronary Heart Disease	\$51,948	\$171
Cancers	\$42,403	\$162
Cerebrovascular Disease	\$30,962	\$82
Pneumonia & Influenza	\$22,260	\$59
Diabetes	\$29,997	\$48

Source: Wisconsin Department of Health Services, Profile for Rock County, 2010.

CAUSES OF DEATH

In 2009 the total number of deaths in Rock County for all ages was 1379, resulting in a crude death rate of 860 per 100,000 population. This rate is greater than state death rate of 843 per 100,000.⁸⁰ Cancer is the leading cause of death, followed by diseases of the heart, lower respiratory disease, cerebrovascular disease and accidents. Deaths related to cancer and heart disease account for nearly half of the deaths in Rock County.⁸¹ While cancer-related deaths are more than the state average, those related to heart disease are slightly lower.⁸²

Rock County residents are also more likely to die prematurely; the years of potential life lost before age 75 per 100,000 population in Rock County are 6593, compared to the state average of 5878.⁸³ Specifically, 38.5% of the deaths in Rock County in 2010 were of individuals less than 74 years and 19% were of individuals between 35 and 64 years of age.⁸⁴

MENTAL HEALTH

Access to mental health services is an increasing priority for health care providers in Rock County and throughout the state of Wisconsin. 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.⁸⁵ In addition, 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%).⁸⁶ Compared to the national average, slightly more Wisconsin adults reported poor mental health (36%) in 2012. Of individuals reporting poor mental health in the past 30 days, females comprised five percentage points more than males.⁸⁷

HEALTH RESOURCE AVAILABILITY

ACCESS

A broad spectrum of healthcare services are available to residents of Rock County, including tertiary hospitals, physician offices, rehabilitation, home health, hospice and skilled nursing facilities. However, not every Rock County resident has been able to access the care that they feel they need. According to the 2014 Community Health Needs Assessment Survey, the most common reason why residents did not seek care was an inability to pay for health care services.⁸⁸

Residents can receive hospital-based services at the four hospitals located in Rock County: Beloit Memorial Hospital (Beloit), Edgerton Hospital (Edgerton), Mercy Hospital and Trauma Center (Janesville), and St. Mary's Hospital (Janesville). Health care services may also be received at little or no cost from several community health centers, including HealthNet (Janesville) and the Beloit Area Community Health Center.

Primary care and specialist providers are available throughout Rock County, providing general primary care services, advanced surgical interventions and coordinated treatment plans for multiple chronic conditions. While providers are available, Rock County (specifically Beloit) is designated as a Health Professional Shortage Area (HPSA) for primary, dental and mental health care. Beloit is also designated as a medically underserved area (MUA) due to its shortage of primary care providers, high infant mortality, high percent of the population living below the poverty level and a high population over age 65.⁸⁹ Compared to the state average (1233:1) and national benchmark (1051:1), the ratio of population to primary care provider in Rock County is 1601:1. Similarly, the ratio of population to mental health providers in Rock County (1256:1) exceeds the state average (1050:1).⁹⁰

According to the results of the 2014 Rock County Community Health Needs Assessment Survey, 35% of residents receive health care services outside the county. Twenty-two percent indicated that they receive at least some health care services in Madison, Wisconsin (Dane County). The table below shows where Rock County residents receive all or a portion of their health care. Reasons most often cited for receiving health care outside of Rock County include being instructed to do so by a doctor, inability to access care in the area, personal preference, and insurance reasons.⁹¹

If you go outside of Rock County for medical care, where do you go?

Location	Percent (%)
Madison, WI	22.0%
Milwaukee, WI	1.7%
Walworth County, WI	1.7%
Monroe, WI	0.6%
Fort Atkinson, WI	1.4%
Marshfield, WI	0.8%
Rockford, IL	2.6%
Other	4.3%

Source: Rock County Community Health Needs Assessment Survey, 2014.

INSURANCE COVERAGE

Approximately 11% of Rock County residents under age 65 are uninsured compared to state (10%) and national (15.6%) rates.⁹² Residents who did not have insurance frequently cited inability to pay premiums or deductibles and inability to qualify for medical assistance programs.⁹³ Affording dental care was also an issue; nearly 26% of Rock County residents, compared to 24% of Wisconsin residents, did not have a dental visit in the past year.⁹⁴

Next Steps

The 2014 MAPP health needs assessment has provided a rich source of data to draw from when prioritizing the health needs of the community. Completion of surveys, secondary research, and MAPP assessments revealed some of the challenges that Rock County faces in providing health care services to its residents. These challenges, used to identify the Steering Committee's priorities, include:

- Increasing levels of alcohol and drug abuse;
- Inadequate access to mental health professionals;
- Underutilization of dental health services;
- Poor lifestyle choices (e.g. smoking, inactivity); and
- Underutilization of certain preventive health screenings.

The Steering Committee will continue to monitor these health priorities and communicate the report's findings to health care providers in Rock County. Committee members, and their respective organizations, will continue to collaborate to set goals and formulate action plans to ensure that the priority conditions are understood by providers, administrators, school-board personnel, and most importantly, Rock County residents.

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