

Rock County, Wisconsin

2011
Health Needs
Assessment

Adopted March 1, 2012

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 June 2011, 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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I wish to thank the members of the planning committee who met diligently for 7 months to collect and analyze the information. Your interest in our community is notable and your input invaluable. Special thanks go to Kate Person and Brian Newell 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 June 2011, the Rock County Health Department convened 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 a seven month period, the committee conducted a series of focus groups, 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 Health Assessment 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 1,300 Rock County residents;
- Health care data from secondary sources;
- Results from the Rock County Local Public Health System Performance Assessment (a self-assessment tool from the Centers for Disease Control and Prevention which measures the efficacy of Health Departments); and
- Discussion from community focus groups.

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 Public Health Department
- 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. Committee members also planned and participated in various assessment exercises ranging from community focus groups to health survey distribution.

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 focus groups, surveys, and an evaluation of the effectiveness of the local public health capabilities across the area. The following assessments were conducted over an eight month period:

- **Community Themes and Strengths Assessment:**
Steering Committee members conducted nine focus groups with Rock County residents from each major community. The focus groups sought feedback from community members regarding their perceptions of health services in the area. Over the nine focus sessions, residents of Rock County offered various perspectives on opportunities for improvement and answered the question, “What constitutes a healthy community?”
- **Community Health Status Assessment:**
To complement the focus group discussions, the Steering Committee distributed health questionnaires to a random sample of Rock County residents. The forty-nine question survey, distributed to 1,300 members of the community, covered a wide range of topics ranging from access to care, quality of life, chronic illnesses, and lifestyle factors. Response rate was 19.6%. Once the survey responses were tabulated, the survey results were evaluated and analyzed for health and demographic trends.
- **Local Public Health System Assessment (LPHSA)**
The LPHSA provided a comprehensive assessment of all the organizations and entities that contribute to the delivery of health services in the area. Its main focus is on the question, “What are the components, activities, and capacities of the Rock County public health system?” While the previous two assessments concentrated on the individual’s perception of health status in Rock County, the LPHSA measured the capabilities and needs of the health infrastructure itself, providing a high level view of health care delivery.

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 January 2012 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
- Sentinel Events
- Health Resource Availability

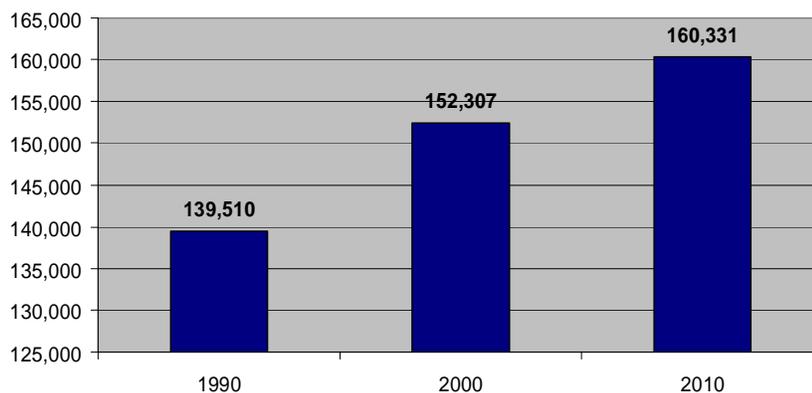
Specific indicators were selected using MAPP recommendations and those included in Health People 2020. Additional information was collected to provide further depth or clarity to an issue.

ROCK COUNTY DEMOGRAPHIC PROFILE

POPULATION TRENDS

Rock County is the eighth most populous county in Wisconsin with a population of 160,331.ⁱ This represents a 5.3% increase from the 2000 Census and 14.9% increase from the 1990 Census.^{ii,iii} Population growth can be mainly attributed to natural changes (births minus deaths) rather than to net migration (people moving into and out of the county).^{iv} According to a projection by the Wisconsin Demographic Services Center, the population of Rock County is expected to increase 20% by the year 2035.^v

**Population of Rock County, Wisconsin
1990 - 2010**



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

RACE & ETHNICITY

The table below shows changes to the racial profile of Rock County from 1990 to 2010. It is important to note that the U.S. Census Bureau considers Hispanic to be an ethnic identity, so it is not included in the categorization of race. Residents who identify themselves as Hispanic or Latino increased 485% from 1990 to 2010 and nearly 95% from 2000 to 2010.^{vi,vii,viii}

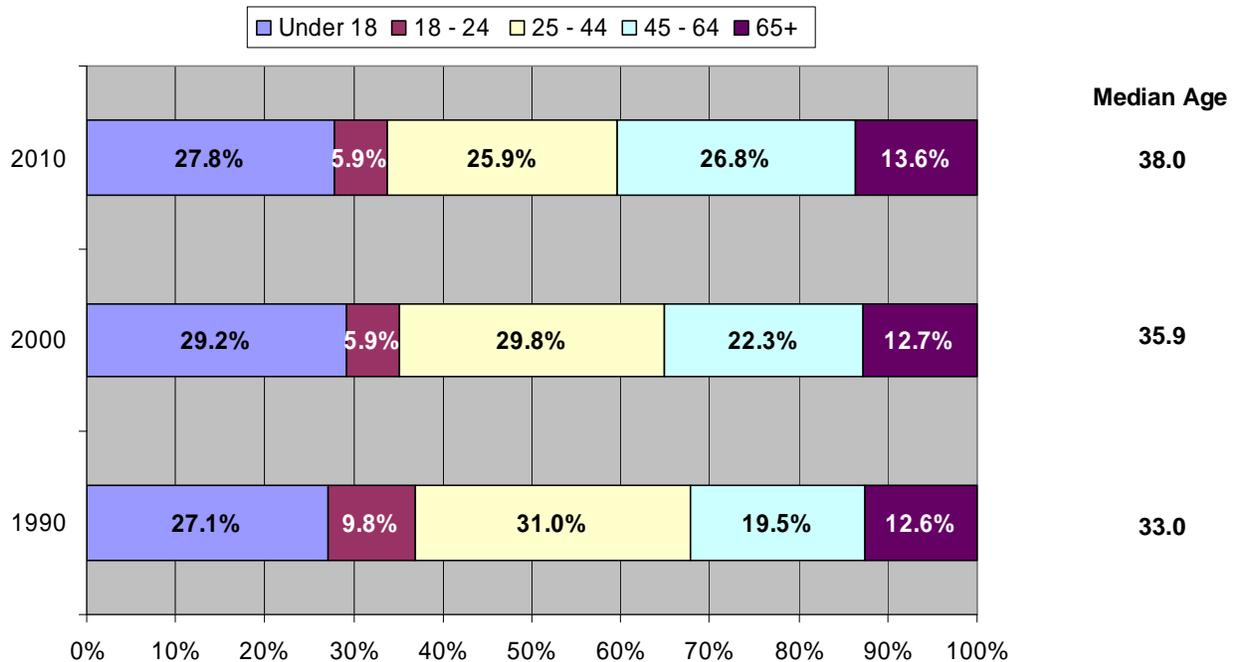
	1990	2000	2010
White	93.7%	91.0%	87.7%
African American	4.8%	4.6%	5.0%
Asian or Pacific Islander	0.7%	0.8%	1.0%
American Indian	0.3%	0.3%	0.3%
Other	0.5%	1.8%	3.7%
Hispanic or Latino Origin	1.3%	3.9%	7.6%
Two or More Races	Not Measured	1.5%	2.3%

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

AGE

The median age of Rock County residents is 38.0 years, which is younger than the state median age of 38.5 years and older than the national median of 37.2 years. The chart below shows a gradual increase in the proportion of residents age 65 and over from 12.6% in 1990 to 13.6% in 2010. Also, the proportion of Rock County residents age 45 to 64 increased 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 2010.^{ix,x,xi}

Age Distribution and Median Age: 1990 to 2010

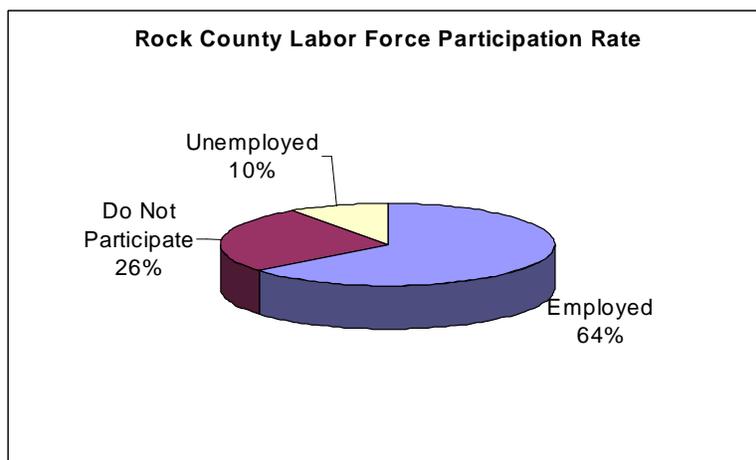


Source: U.S. Census Bureau, American Community Survey, 1990, 2000, 2010

SOCIOECONOMIC STATUS

In 2011 Rock County ranked 66 out of 72 Wisconsin counties with respect to social and economic factors.^{xii} Median household income is \$49,347, which is lower than both the state and national averages of \$49,994 and \$51,425, respectively. High unemployment rates and a decreasing labor force are two factors contributing to the overall economic climate in the county.^{xiii} 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 for several years; however, the county's rate has been on a downward trend since 2009. While the labor force declined considerably from 2006 through 2010, economic development efforts have resulted in labor force growth in 2010 and 2011.^{xiv} In 2009 64% of Rock County residents were employed, while another 26% did not actively participate in the workforce. 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.^{xv}

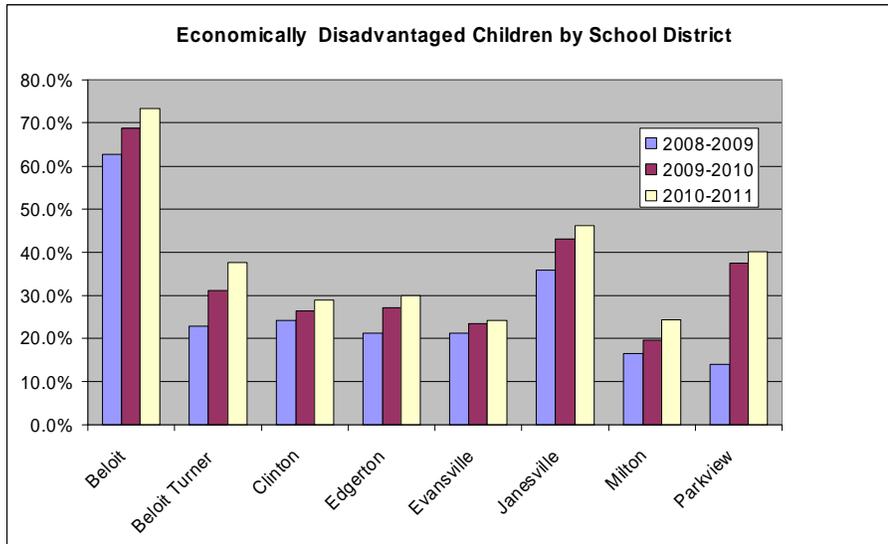
Unemployment Rate: 2008 – 2011				
	2008	2009	2010	2011
Rock County	6.2%	12.8%	11.1%	9.8%
Wisconsin	4.9%	8.8%	8.3%	7.6%
United States	5.8%	9.3%	9.6%	9.0%



Source: Wisconsin Department of Workforce Development, *Rock County Workforce Profile, 2009*

About 13% of Rock County residents lived below the poverty level in 2009. This proportion exceeds the state average (12.4%) but is less than the national average (15.1%). Rock County ranks 6 out of 72 counties for the number of Women, Infants and Children [WIC] nutrition program participants annually. Additionally, Rock County ranks 6 out of 72 counties for the number of residents currently enrolled in a food assistance program (e.g. food stamps).^{xvi,xvii}

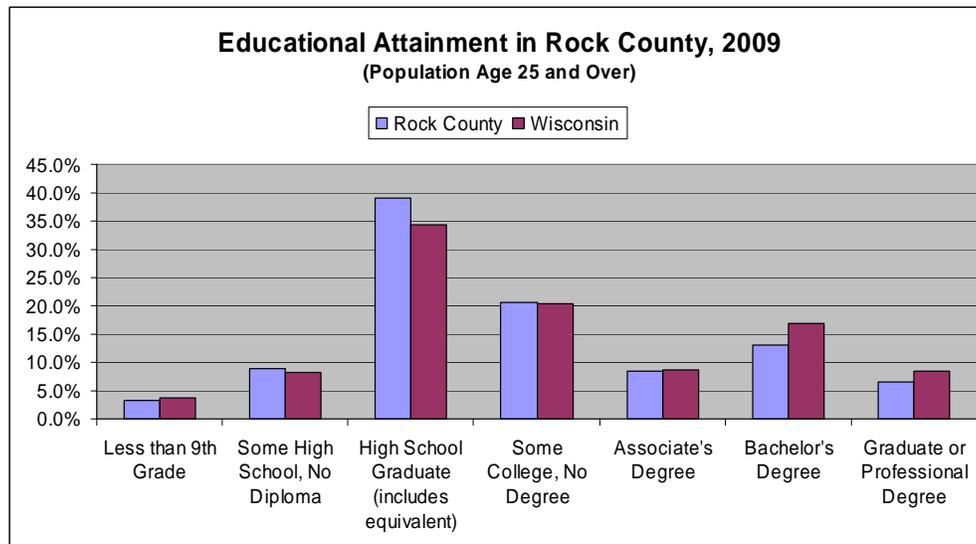
Approximately 16% of children live in poverty, which is greater than both the state average (14%) and national benchmark (11%).^{xviii} More than 880 children in Rock County were identified as homeless during the 2010-2011 school year.^{xix} The proportion of children enrolled in a free or reduced lunch program is 30% in Rock County compared to 32% throughout the state. To be eligible for this program, the child's family must be at or below 185% of the poverty level. As a result, 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 all Rock County school districts is increasing. The districts with the highest percentage of economically disadvantaged children are Beloit (73.3%) and Janesville (46.3%).^{xx}



Source: Wisconsin Department of Public Instruction, Wisconsin Information Network for Successful Schools, 2011.

EDUCATION

In 2009, the percentage of Rock County residents age 25 and over with at least a high school diploma was 87.7%, meaning one in eight residents did not graduate from high school. The number of residents age 25 and over who did not receive a high school diploma is slightly higher than the state average (11.0%).^{xxi} Approximately 15% of Rock County high school students do not graduate as expected, compared to 11% across Wisconsin. The drop out rate in Rock County ranges from 2.07% (Beloit Turner) to 18.12% (Beloit).^{xxii}



Source: U.S. Census Bureau, American Community Survey, Educational Attainment 2005-2009.

GENERAL HEALTH STATUS

Approximately 12% of Rock County residents reported fair or poor health (equal to the state average). Rock County residents also reported more physically and mentally unhealthy days (3.8 and 3.4 days, respectively) within a 30 day period compared to the state average (3.2 and 3.0 days, respectively).^{xxiii} According to the Community Health Status Report, the median percentage of U.S. adults who reported poor or fair health was 17.1%, compared to 13.3% in Rock County and 12.0% across Wisconsin.^{xxiv}

QUALITY OF LIFE

In 2010, there were 62,400 households in Rock County, and nearly 74% of residents owned their own homes. The homeownership rate in Rock County exceeds the statewide rate (69.9%) due, in part, to lower housing costs.^{xxv} Thirty-three percent of Wisconsin residents have high housing costs (those greater than or equal to 30% of a household's income) compared to 32% in Rock County.^{xxvi}

Overall, Rock County saw a slight increase in all major categories of crime. Assaults increased from 178 in 2009 to 185 in 2010, while the number of sexual assaults reported decreased from 11 in 2009 to 7 in 2010. No homicides occurred in Rock County in 2009 or 2010.^{xxvii} The violent crime rate per 100,000 persons in Rock County is 238, which is less than the state average (283).^{xxviii} Rock County has also experienced a decrease in the number of reported domestic violence incidents.

ENVIRONMENTAL HEALTH

According to the 2011 County Health Rankings, Rock County ranks 20 out of 72 counties on measures of physical environment, including air quality and access to nutritious foods.

Rock County residents have good air quality and report fewer unhealthy air quality days than the state average. 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. This decrease is mainly due to the loss of major industrial operations, stricter emission regulations, and closure of an electrical generating station.^{xxix}

About 82% of Rock County municipal water users are exposed to the maximum contaminant limit violation. This percentage is more than one and a half times the amount reported statewide.^{xxx} Over 20% of water tests performed by the Department of Health yielded "unsafe" bacteria tests.

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.^{xxxi}

Eighty percent of Rock County residents believe access to nutritious foods is good to very good, compared to the statewide rate of 59%.^{xxxii} Although nutritious foods are available in Rock County, nearly 4 out of 5 residents (79.5%) report consuming less than the daily recommended servings of fruits and vegetables.^{xxxiii} Eighty-three percent of Rock County residents report exercising during the week, which is greater than the state average (77.1%).^{xxxiv} Residents of Rock County also have less access to recreational facilities when compared to the state rate. Compared to other counties, Rock County also has more liquor stores and fast food restaurants per capita.^{xxxv}

BEHAVIORAL RISK FACTORS

ALCOHOL USE

Wisconsin has the highest rates of alcohol consumption, binge drinking, heavy drinking, and alcohol abuse/dependence in the nation.^{xxxvi} 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 23%.^{xxxvii} Binge drinking occurs when an individual consumes large quantities of alcohol in a single session; the quantity varies for men and women. Approximately 28.5% of high school students report binge drinking in the past 30 days, while 44.6% report having at least one drink of alcohol during the same time period.^{xxxviii}

TOBACCO USE

Wisconsin ranks twentieth in the nation for the percentage of adults who identify themselves as current smokers.^{xxix} The percentages of adults who smoke in Rock County and in Wisconsin exceed the percentage of adults who smoke across the United States (17.2%).^{xl} Smoking was directly related to 17% of deaths in Rock County in 2009, compared to 15% across Wisconsin.^{xli}

	Rock County	Wisconsin
Total Smokers	22.5%	16.3%
Adults (18+)	28.0%	19.5%
High School Youth	20.7%	20.7%
Middle School Youth	4.3%	4.3%

Source: Department of Health Services, 2010 Burden of Tobacco in Wisconsin.

DRUG USE

According to the Department of Health Services' Community Health Status Report for Rock County, 6.7% of residents have used illegal drugs within the past month.^{xlii} Drug abuse was identified as the underlying or contributing cause of 20 deaths in Rock County in 2009, representing a 54% increase from the previous year.^{xliii} Illegal drug use is also increasing within the teenage population. Twenty-three percent of teens (grades 5 to 12) have smoked marijuana in their lifetime, and 22.8% have taken a prescription drug without a prescription from a physician.^{xliii}

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.^{xliii} The table below illustrates how Rock County compares to state and national averages for screenings, dental visits and vaccinations.

	Rock Co.	WI	U.S.
Mammogram within the last two years (women age 50 & over)	80.0%	79.9%	77.8%
Pap test within the last two years (women over age 18)	72.5%	84.8%	80.9%
Colorectal cancer screening within the last two years (adults age 50 & over)	57.7%	69.4%	64.2%
Diabetic HbA1c screening at physician office visit (Medicare enrollees)	89.0%	89.0%	89.0%
Visit to a dentist or dental clinic within the past 12 months (all adults)	72.0%	75.1%	69.7%
Flu vaccine within the past 12 months (adults age 65 & over)	73.2%	68.4%	67.4%
Ever had a pneumonia vaccine (adults age 65 & over)	60.0%	73.1%	68.6%

Prostate cancer screenings were received by 83.9% of men in Rock County age 50 and over. Ninety-one percent of respondents to the Rock County Community Health Needs Assessment age 50 and over had their blood pressure checked by a health professional in the past year and 86.5% received a cholesterol screening.^{xvi,xvii}

The table below shows how often Rock County residents visit the eye doctor, family doctor, dentist, gynecologist (women only) and chiropractor. Over 55% of residents visit a family physician *and* a dentist a least annually, while only 41% of women visit a gynecologist on an annual basis.^{xviii}

	At Least Annually	Every 2 Years	Every 3 or More Years	Never	No Answer
Eye Doctor	45.1%	21.7%	14.3%	8.6%	10.2%
Family Doctor	71.3%	10.2%	6.6%	5.7%	6.1%
Dentist	72.1%	5.3%	7.8%	5.3%	9.4%
Gynecologist	40.7%	15.0%	10.2%	18.0%	16.2%
Chiropractor	24.6%	3.3%	4.9%	44.7%	22.5%

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 below 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.^{xlix}

	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%

OBESITY

Throughout the United States, the number of individuals considered overweight or obese continues to rise. Not only is obesity costly for the U.S. healthcare system, but also it often provides an impetus for other health conditions, including heart disease, stroke, diabetes and certain types of cancer.ⁱ Obesity among Rock County residents is becoming a more significant issue as the rate of residents who are considered to be of normal weight is decreasing and falls below the overall rate for the state of Wisconsin. According to the Wisconsin Department of Health Services, the percentage of Rock County residents considered overweight is 30.8%, which is less than the state rate of 36.7%. Obese adults in Rock County account for 34.5% of residents, compared to 27% statewide.ⁱⁱ Across the United States, 63.8% of adults are concerned overweight or obese.ⁱⁱⁱ Contributing to the obesity epidemic is physical inactivity. Twenty-three percent of adults age 20 and over in Rock County are physically inactive, equal to the statewide rate.ⁱⁱⁱⁱ

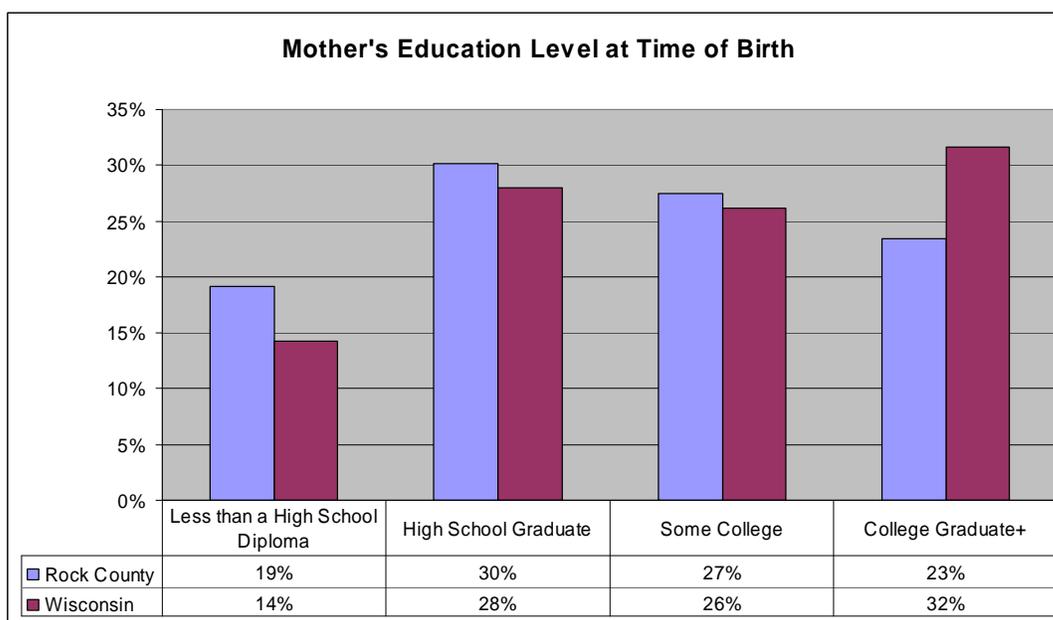
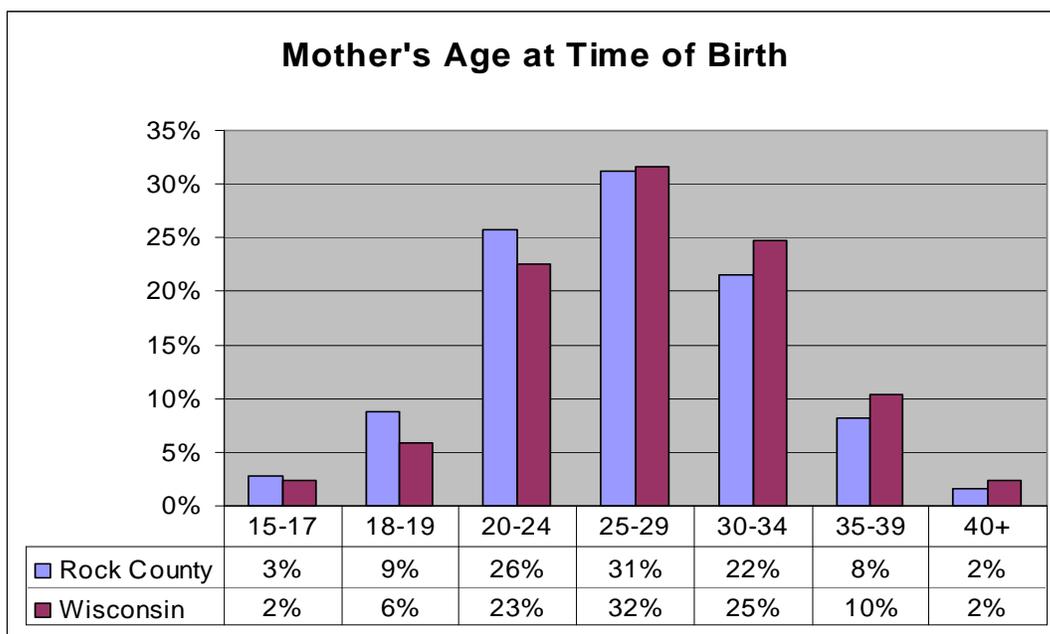
	Rock County	Wisconsin
Overweight	30.8%	36.7%
Obese	34.5%	27.0%
TOTAL	65.3%	63.7%

Source: Wisconsin Department of Health Services, Profile for Rock County, 2009

MATERNAL & CHILD HEALTH

Births

In 2009 there were 1,980 births in Rock County. The birth rate for Rock County is 12.3 per 1,000, which is less than the state and national rates of 12.8 and 14.0 per 1,000, respectively. The county's birth rate has been declining since 2007, partly due to a decreasing proportion of residents age 18 to 44. The majority of births (77%) are to white mothers and a growing number of Hispanic and/or Latino mothers. Fifty-five percent of the women who gave birth in Rock County are married, which is less than the state rate of 62% for the same period.^{iv} Within Rock County, the teen birth rate is 45 per 1,000, compared to the state and national averages of 31.3 per 1,000 and 41.5 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.^{iv}



Source: Wisconsin Department of Health Services, Profile for Rock County, 2009

Prenatal Care

Prenatal care is also an issue for Rock County. Pregnant women in the county are less likely to attend their first prenatal visit within the first trimester compared to other women on the state and national level. Additionally, about 20% of mothers report smoking during pregnancy, compared to 14% throughout the state.^{vi,lvii}

Infant Mortality & Birth Weight

Infant mortality (the death of an infant before his or her first birthday) in Rock County has decreased from 7.87 per 1,000 live births in 2007 to 6.96 per 1,000 live births in 2009. This rate is roughly 15% higher than Wisconsin and U.S. rates. Data illustrates 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 three times the rate for white and Hispanic mothers.^{lviii}

Infant Mortality Rate by Mother's Race		
	Rock County	Wisconsin
White, Non-Hispanic	6.2	4.9
Black, Non-Hispanic	17.3	14.3
Hispanic	5.4	5.5
Other	10.1	NA

NA = Not Available; Rate not calculated when there were fewer than 20 deaths.
Source: Department of Health Services, Wisconsin Interactive Statistics on Health, 2010

The majority are infants (91.9%) are born with a birth weight at or above 2,500 grams, or 5.5 pounds. Of the 8.2% of infants born with low birth weights (less than 2,500 grams), 1.6% weighed 1,500 grams (3.3 pounds) or less. Thirty-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.^{lix}

Children's Health

According to the Wisconsin Department of Health Services, 99.4% of school-aged children in Rock County are compliant with immunization requirements; the state rate is 96%.^{lx, lxi} Nearly 73% of children age 24-35 months in Rock County have received the appropriate immunizations, compared 82% in Wisconsin and 75% nationally. Also, compared to the national rate (31.6%), Wisconsin has a lower percentage of children considered overweight and/or obese (27.9%).

Nationally, 72% of children had a medical and dental preventive care visit in the past 12, while only 68% of Sixty-eight percent of children in Wisconsin received the same preventive services. Sixty-one percent of Wisconsin children received mental health care or counseling in the past year, compared to the national average of 60%.^{lxii} Rock County also recorded more mental health hospitalizations per 1,000 children (5.8 per 1,000) compared to the state average (5.7 per 1,000).^{lxiii}

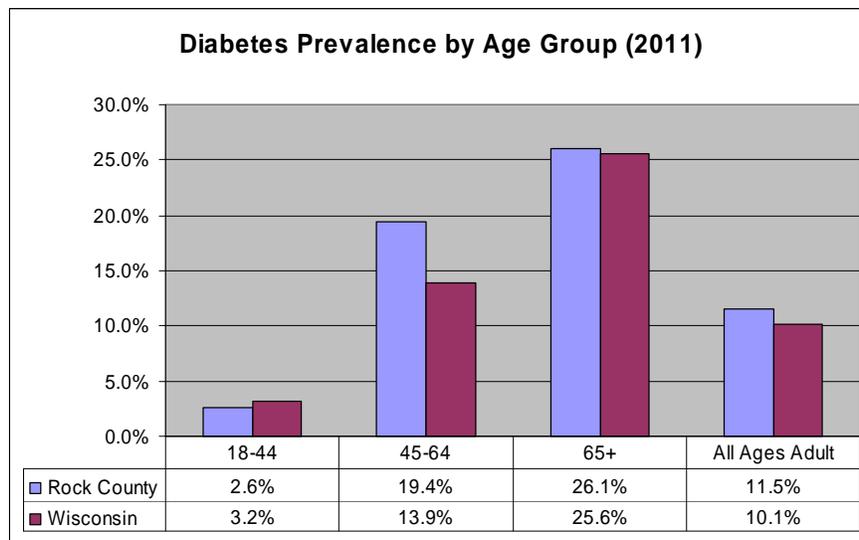
CHRONIC CONDITIONS

Prevalence

More than ever, health care providers are focused on preventing and effectively treating chronic conditions. The most prevalent chronic conditions in Rock County are hypertension (14%), arthritis (12%), diabetes (11.5%), asthma (7%), cancer (4%) and coronary heart disease (4%).^{lxiv,lv} Rock County exceeds the Wisconsin crude incidence rate for the incidence (new cases) of the following types of cancer: bladder, Hodgkin lymphoma, non-Hodgkin lymphoma and lung/bronchus.^{lxvi}

Diabetes

The prevalence of diabetes in Rock County exceeds the prevalence rate of diabetes in Wisconsin (10.1%). This rate includes both the estimated number of diagnosed and undiagnosed cases. Diabetes prevalence for Rock County residents age 18 to 44 and those ages 65 and over exceed the state averages for both categories.^{lxvii}



Source: Department of Health Services, 2011 Burden of Diabetes in Wisconsin.

INFECTIOUS DISEASE

Data from the Wisconsin Department of Health Services shows the most prevalent communicable diseases are Influenza A (201 cases), Hepatitis C (81 cases), food borne illness (50 cases), waterborne illness (38 cases), and Hepatitis B (34 cases). The prevalence of the human immunodeficiency virus (HIV) in Rock County is 89 per 100,000 persons. In addition, Rock County has one of the highest rates of sexually transmitted infections in the state. The table below shows a growing number of sexually transmitted infections reported in Rock County.^{lxviii,lxix,}

Number of Reported Cases of Selected Sexually Transmitted Infections, 2010 & 2011			
	2010	2011	Increase
Gonorrhea	73	83	13.7%
Chlamydia	695	777	11.8%
Both Gonorrhea & Chlamydia	26	28	7.7%
Total STIs Reported	768	860	12.0%

Source: Rock County Health Department, 2011.

INJURY

Motor Vehicle Accidents

According to the Wisconsin Department of Transportation, there were 2,879 motor vehicle crashes in Rock County in 2009, which resulted in 17 motor vehicle crash related deaths.^{lxx} The motor vehicle crash rate for Rock County is 20 per 100,000 persons, which is greater than the state average of 15 per 100,000 persons.^{lxxi} Motor vehicle crashes resulted in 698 on-road emergency room visits and 88 off-road visits in 2009, compared to the state averages of 687 and 85, respectively. Alcohol-related crashes injured 137 people and resulted in five deaths.

Other Injuries

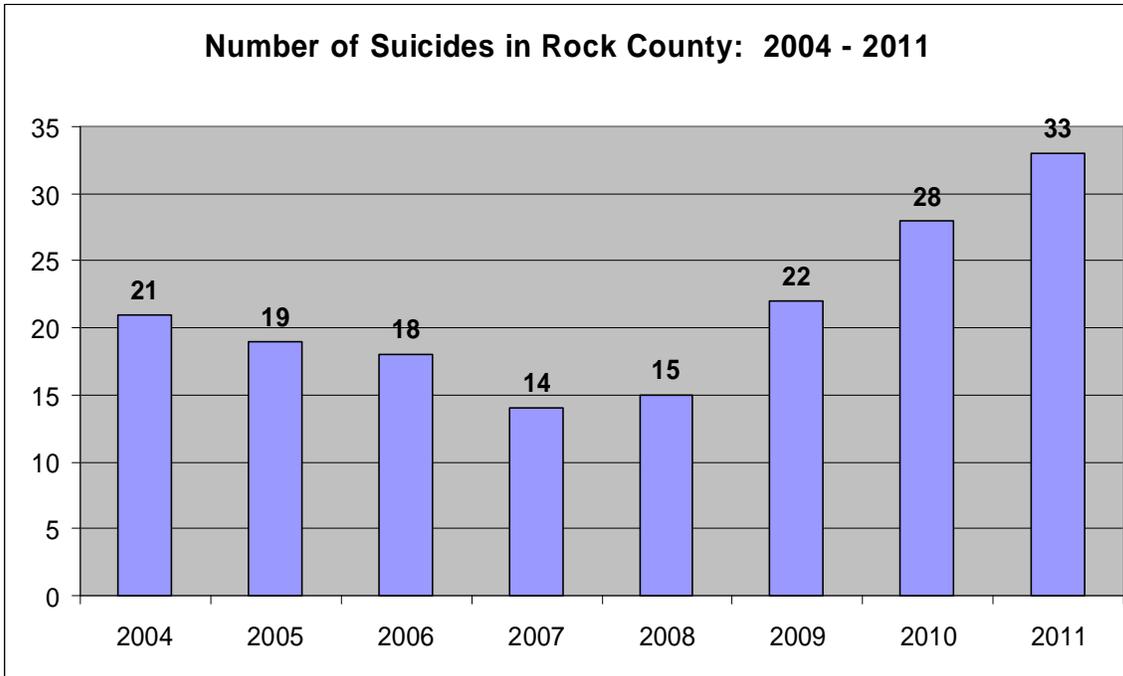
The table below compares the number of emergency department (ED) visits and hospitalizations for selected injury types. The most common injuries resulting in ED visits are falls, being struck by or against an object or person, cutting or piercing object, and overexertion. Injuries that resulted in the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

Number of ED Visits and Hospitalizations for Selected Injuries, 2008 & 2009				
	ED Visits		Hospitalizations	
	2008	2009	2008	2009
Cutting or Piercing Object	1,227	1,076	41	40
Falls	3,734	3,744	709	727
Fire, Heat, Chemical Burns	194	182	27	23
Firearms	9	7	6	7
Machinery	116	97	9	3
Motor Vehicle Crash – Motorcyclist	62	55	32	32
Motor Vehicle Crash – Occupant	808	728	96	85
Motor Vehicle Crash – Pedal Cyclist	16	26	14	19
Motor Vehicle Crash – Pedestrian	44	30	12	8
Non-Traffic Pedal Cyclist	190	196	3	2
Non-Traffic Transportation	137	162	24	34
Overexertion	1,170	1,082	54	49
Poisoning	290	255	225	245
Struck By or Against Object or Person	1,929	1,843	53	44
Suffocation	4	9	12	30

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

Suicides

While the statewide suicide rate is declining, the suicide rate in Rock County is increasing. Rock County has a greater rate of deaths caused by suicide (13.0) compared to the state and national suicide rates of 12.8 per 100,000 and 12.0 per 100,000, respectively. The county experienced a decline in the number of suicides from 2004 to 2006; however, the number of suicides more than doubled from 2004 to 2011.^{lxxii}



Sources: Department of Health Services, Wisconsin Interactive Statistics on Health, 2010; Rock County Department of Health, 2011.

HOSPITALIZATIONS

According to the Wisconsin DHS, the hospitalization rate for Rock County is 116.1 per 1,000 persons, slightly less than the national average (119 per 1,000). Of these hospitalizations the Wisconsin DHS estimates 2,258, or 14.1 per 1,000, could have been prevented with timely and effective ambulatory care. Leading causes for hospitalizations, excluding childbirth, include injuries (1,564 cases), psychiatric conditions (897 cases), coronary heart disease (673 cases) and cancer (647 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 2009 was \$286 per capita.^{lxxiii}

Disease	Average Charge	Hospitalization Charge per Capita
Injury-Related	\$33,060	\$322
Coronary Heart Disease	\$47,454	\$199
Cancers	\$40,165	\$162
Cerebrovascular Disease	\$31,438	\$76
Pneumonia & Influenza	\$20,094	\$68
Diabetes	\$23,822	\$39

Source: Wisconsin Department of Health Services, Profile for Rock County, 2009

CAUSES OF DEATH

In 2009 the total number of deaths in Rock County for all ages was 1,311, resulting in a crude death rate of 817 per 100,000 population. This rate is greater than state death rate of 803 per 100,000. 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.^{lxxiv} While cancer-related deaths are less than the state and national averages, those related to heart disease are slightly greater.

While the incidence of prostate cancer in Wisconsin is in the bottom quartile nationally, the likelihood of dying from prostate cancer is in the top quartile.^{lxxv} The death rate for colorectal cancer in the Midwest (24.5 per 100,000) is greater than the national rate (23.5 per 100,000) and is the highest in the U.S. compared to other geographic regions.^{lxxvi}

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 6,933, compared to the state average (6,230) and national benchmark (5,564).^{lxxvii} Specifically, 43% of the deaths in Rock County in 2009 were of individuals less than 74 years and 20% were of individuals between 35 and 64 years of age.^{lxxviii}

MENTAL HEALTH

Access to mental health services is an increasing priority for health care providers in Rock County and throughout the state of Wisconsin. Nearly 10% 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, only half believed they were able to access the care they needed. Those who did not receive the mental health services they needed reported an inability to pay for a doctor's visit and/or medications and a lack of insurance coverage.^{lxxix} In addition, nearly one in five adults in Rock County report inadequate social and/or emotional support, compared to the state average (17%) and national benchmark (14%).^{lxxx} Major depression has been diagnosed in approximately 5.6% of Rock County residents, according to a community health status report released by the Department of Health Services.^{lxxxi} Compared to the national average, more Wisconsin adults report poor mental health. Of individuals reporting poor mental health in the past 30 days, more than half were female.^{lxxxii}

SENTINEL EVENTS

Sentinel events are "unexpected occurrences involving death or serious physical or psychological injury or the risk thereof."^{lxxxiii} These events, defined by the Centers for Medicare and Medicaid Services [CMS] include falls, medication errors, pressure ulcers, suicides while under medical supervision, delays in treatment, retained objects after a procedure, and procedures performed on the wrong patient or site. It should be noted that sentinel events are not the same as medical errors.^{lxxxiv} At present, Wisconsin does not have mandatory reporting of sentinel events, so no data on the occurrence of these events in Rock County is available.

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. Approximately 2% of Rock County residents did not get needed health care in the past year, which is the same as the rate for Wisconsin overall. According to the 2011 Community Health Needs Assessment Survey, the most common reasons why residents did not seek care was an inability to pay for health care services and difficulties making appointments with local providers.^{lxxxv}

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 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.^{lxxxvi} 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.^{lxxxvii} Compared to the state average (744:1) and national benchmark (631:1), the ratio of population to primary care provider in Rock County is 778:1. Similarly, the ratio of population to mental health providers in Rock County (12,322:1) substantially exceeds the state average (8,437:1).^{lxxxviii}

According to the results of the 2011 Rock County Community Health Needs Assessment Survey, 44% of residents receive health care services within the county. Thirty-eight 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, and insurance reasons.^{lxxxix}

Location	Percent (%)
Rock County	44.0
Madison, WI	36.2
Milwaukee, WI	3.9
Rockford, IL	3.9
Other	2.9
Stoughton, WI	1.9
Fort Atkinson, WI	1.4
Walworth County, WI	1.4
Marshfield, WI	0.5

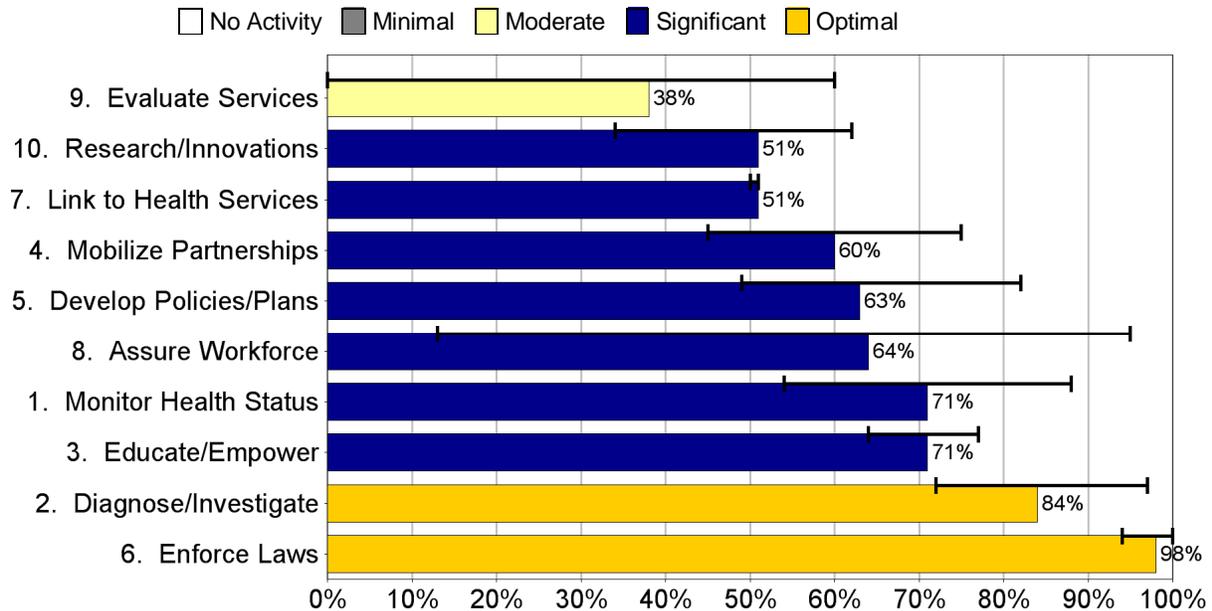
INSURANCE COVERAGE

Approximately 10% of Rock County residents under age 65 are uninsured compared to state (11%) and national (19%) rates. Residents who did not have insurance frequently cited inability to pay premiums/deductibles and inability to qualify for medical assistance programs.^{xc} Affording dental care was also an issue; nearly 26% of Rock County residents, compared to 25% of Wisconsin residents, did not have a dental visit in the past year.^{xcii}

Local Public Health System Performance Assessment

The local public health performance assessment measures the efficacy of the Rock County public health infrastructure. Thus, while the previous assessments have focused on individual behavior, risk factors, and access to care, the following instrument measures the capabilities of the health department and answers the question, “How well are we performing the essential public health services in our jurisdiction?”

While Rock County performs well on enforcing health-related laws and diagnosing/investigating public health concerns, there are opportunities for improvement in how the public health department evaluates medical services provided in the county.



The largest opportunities for improvement lie in the health department’s evaluation of personal health care services provided in Rock County county. A second area for improvement lies in evaluating the use of health information technology to determine its role in improving quality. Outlined below are specific measures (related to evaluating services) where the health department performed at less than optimal levels.

Essential Public Health Service	Score
9.2 Evaluation of Personal Health Care Services	0
9.2.1. In Personal health services evaluation	0
9.2.2 Evaluation of personal health services against established standards	0
9.2.3 Assessment of client satisfaction with personal health services	0
9.2.4 Information technology to assure quality of personal health services	0
9.2.5 Use of personal health services evaluation	0
10.1.2 Proposal of public health issues for inclusion in research agenda	0
10.1.4 Encouragement of community participation in research	0
10.2.2 Partnerships to conduct research	0

Next Steps

The 2011 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, focus groups, 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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- ^{xii} University of Wisconsin Population Health Institute. *County Health Rankings 2011* <<http://www.countyhealthrankings.org>>.
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