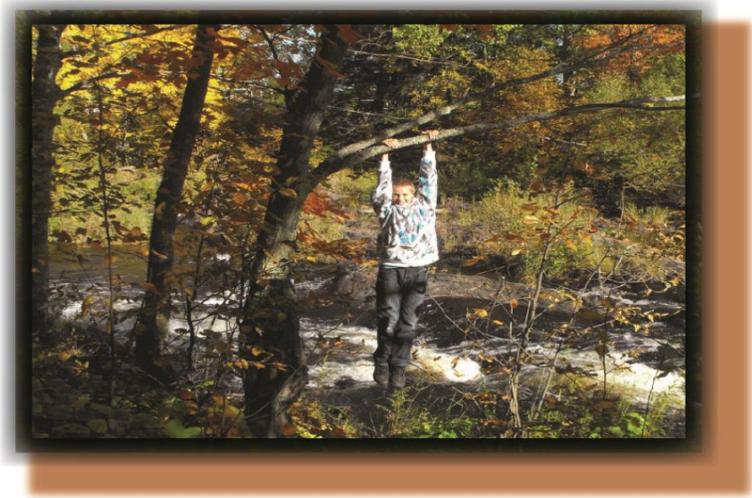


*Community  
Health  
Improvement  
Plan*



**Our Mission....  
Promote Health,  
Protect the Environment,  
Prevent Disease and Injury**



**Public Health**  
Prevent. Promote. Protect.



**ACKNOWLEDGEMENTS.....**

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Initial CHIP: June 29<sup>th</sup>, 2012

Annual Updates/Revisions:

July 25, 2013

August 22, 2014

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**Healthiest Wisconsin 2020 Vision: Everyone Living Better, Longer**

**Healthiest Wisconsin 2020 Mission: To assure conditions in which people can be healthy and members of a healthy, safe, and resilient families, and communities**

**Healthiest Wisconsin 2020 Goals:  
Improve health across the lifespan  
Eliminate Disparities and achieve health equity**

The Iron County Health Department shares the vision of the Healthiest Wisconsin 2020 Plan and aligns with the mission for statewide community health. The Iron County Community Health Improvement Plan reflects the shared goals of improving health across the lifespan, eliminate health disparities, and achieve health in Iron County.

**The following are shared values of the Healthiest Wisconsin 2020 Plan:**

- Accountability*
- Alignment*
- Collaboration*
- Community Assets*
- Evidence*
- Fairness*
- Infrastructure*
- Justice*
- Leverage*
- Performance Improvement*
- Prevention*
- Science*
- Strategic leadership at all levels*
- Sustainability*

Organizations, agencies, systems, and communities are encouraged to share these values to address the public health issues in Iron County. No one entity alone is expected to solve emerging health issues, but part partnerships among entities can. Working together to address common public health problems conserves resources, eliminates gaps in care, and prevents unnecessary duplication of services.

## Community Health Improvement Process Framework

**Background:** Since 1995, Wisconsin communities have developed local health plans to address health conditions impacting their residents. This process has been referred to as the “*Community Health Improvement Process*.” (CHIP), named in part, due to the resulting health status changes in a community and the people that live there.

### What is a Community Health Improvement Plan?

- *A locally based initiative*
- *Identifies local factors causing health concerns*
- *Recognizes community assets and resources*
- *Addresses local health priorities*
- *Linked to state and national priorities*
- *Mobilizes community resources to improve the health of residents*

### Top reasons why it is important for Iron County residents to engage in the Community Health Improvement Process & Plan.....

1. **To meet state requirements:** Wisconsin statute 251.05(3)(a) Regularly and systematically collect, assemble, analyze and make available information on the health of the community, including statistics on health status, community health needs and epidemiologic and other studies of health problems.
2. **To meet the needs of our community:** There are numerous benefits to participating in the Community Health Improvement Process and Plan which include the following:
  - *Forming and strengthening partnerships*
  - *Increasing community awareness*
  - *Tapping into innovative ideas amongst the community*
  - *Integrating isolated efforts and build existing services*
  - *Conserving resources and prevent duplication of efforts*
  - *Developing comprehensive strategies that will work in your community.*

## Process of Creating the Community Health Improvement Plan



### Community Health Improvement Process and Plan.....

On July 29<sup>th</sup>, 2011 a public meeting was held at the Iron County Courthouse to engage community members in the Community Health Improvement Process. Key leaders, stakeholders, and other community residents spent the day reviewing the health status data, identifying priority health concerns, and discussing community assets, needs, and resources. Additional information was gathered through interviews with key partners, monthly Integrated Family Services (IFS) meetings, and community perception surveys to create the new health improvement plan for Iron County.

The Healthiest Wisconsin 2020 twelve focus areas were reviewed and community members identified five of these focus areas as health priorities for Iron County

### *Top Five Health Priorities....*

- *Alcohol and Other Drug Use*
- *Mental Health*
- *Physical Activity*
- *Adequate, Appropriate, and Safe Food and Nutrition*
- *Chronic Disease Prevention and Management*

**Framework to address top community health priorities....**

The Socio-Ecological Model was used as a framework to formulate goals, measurable outcomes, and strategies to address the top five health priorities. This model illustrates the multiple influences on community health and how there may be barriers to health improvement. In order to impact change in the health of our community it is important to recognize the external conditions and factors such as policy, systems, and environmental changes that determine individual health behaviors. Community-level changes such as policy are essential in improving the health of the community because they are more sustainable, impact infrastructure, and aid in the shifting of social norms.

**PUBLIC POLICY: National, state, local ordinances, and regulations**

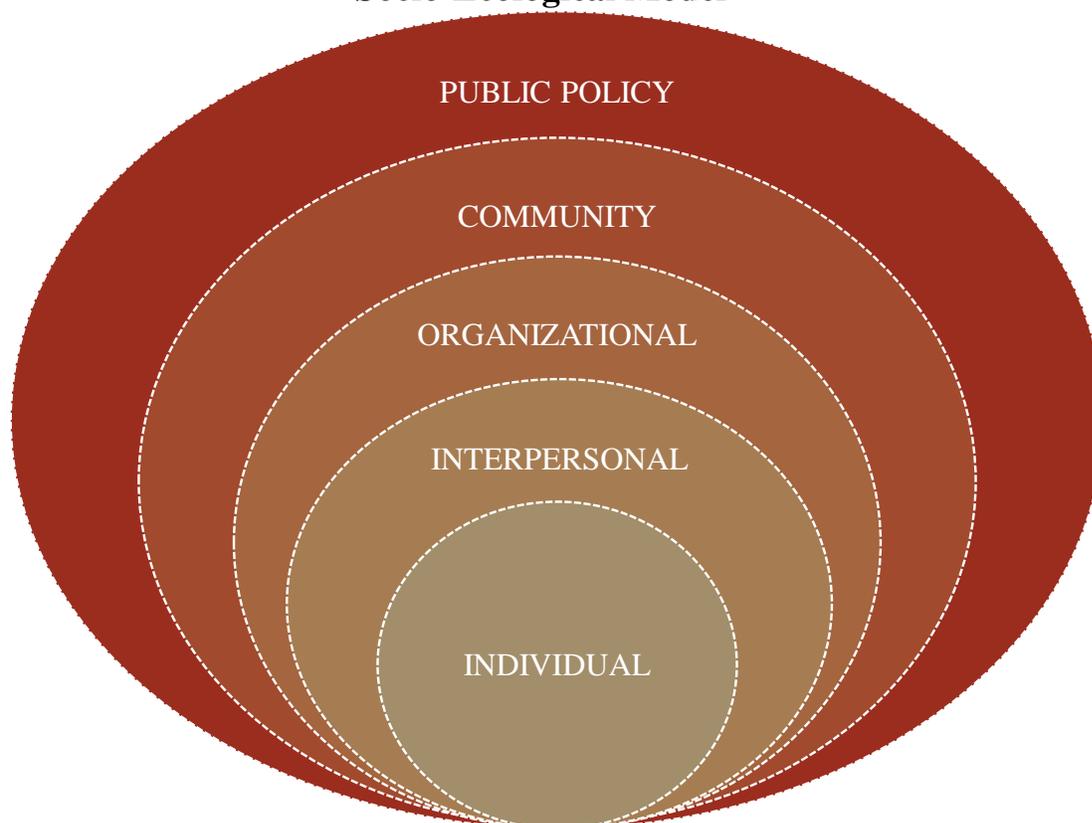
**COMMUNITY: Relationships among organizations, systems**

**ORGANIZATIONAL: Organizations, social institutions**

**INTERPERSONAL: Family, friends, social networks**

**INDIVIDUAL: knowledge, attitudes, skills**

**Socio-Ecological Model**



**HEALTH PRIORITY: Alcohol and other drug use**

*The consequences of alcohol or drug abuse include motor vehicle and other injuries; fetal alcohol spectrum disorder and other childhood disorders; alcohol and drug-dependence; liver, brain, heart and other diseases; infections; family problems; and both non-violent and violent crimes*

**Community Perception Survey Results:**

- 84% of parents/guardians feel that it is very common for underage youth to consume alcohol in the community.
- 80% of residents feel that “binge drinking” is a serious problem among youth.
- According to the survey, the most common way for youth to obtain and consume alcohol is through adult friends or siblings providing alcohol and the second being from their homes and parents.

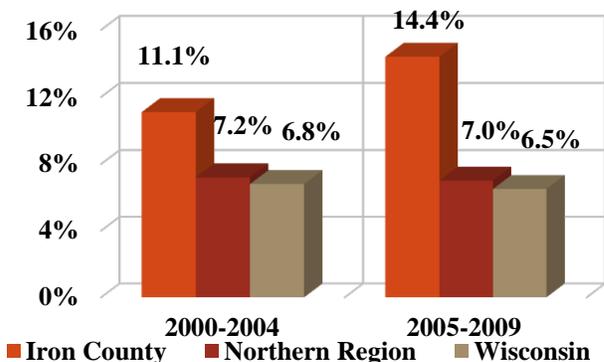
**Youth Risk Survey Results:**

- Thirty-eight percent of Hurley High School students participated in binge drinking at least once in the past 30 days.
- Eighteen percent of Hurley High School students say their parents would not think it’s wrong to drink at least two times per month.
- Twenty-eight percent of 10<sup>th</sup> graders and 62% of 12<sup>th</sup> graders reported being drunk in the last month.

**Data on Access to Alcohol**

- Iron County’s has 66 residents per liquor license. This is in the high range as compared to other counties in Wisconsin. This compares with the average number of residents per liquor license for the Wisconsin Northern Region at 196 and for Wisconsin at 348.
- The lower the number of residents per liquor license, means there are more opportunities to access alcohol. Iron County at 66 had the lowest number of residents per liquor license in the state.

**2000-2004 and 2005-2009 Comparison percent of alcohol-related motor vehicle crashes by county of occurrence**



*The percent of alcohol-related motor vehicle crashes in Iron County has increased since 2000 in contrast to the decreased percentage of these occurrences in the Northern Region and Wisconsin.*

## HEALTH PRIORITY: Alcohol and other drug use-Marijuana

*Health effects of marijuana include: exposure to known carcinogens; Impaired ability to create new memories; episodes of acute psychosis (i.e. hallucinations); and increased risk of chronic cough and bronchitis*

### Marijuana Use is on the Rise...

- According to the 2010 National Survey on Drug Use and Health, marijuana is currently the most used illicit drug in the United States with 17.4 million people reporting past month usage

### Marijuana in Iron County...

- According to the Iron County Community Perception Survey 73% of parents and guardians believe that marijuana is one of the most accessible drugs among youth

### The Emerging Threat of “Synthetic Marijuana”

“Synthetic drugs” such as “K2” and “Spice” are being marketed as legal alternatives to marijuana. These drugs are absorbed by the body like marijuana and cocaine and are easily accessible among youth.

The use of synthetic drugs has skyrocketed all over the country and is emerging as a problem in the Iron County Community.



*“Synthetic Drugs are under the guise of everyday products like “bath salts”, “glass cleaner”, “plant food,” “jewelry cleaner,” and “spice” and are accessible in many stores and online.*

**HEALTH PRIORITY: Alcohol and other Drug Use-Prescription Drugs**

*The Abuse of prescription and OTC drugs can lead to poisonings and deaths. Mixing prescription and OTC drugs with alcohol and other drugs could lead to dangerous drug interactions and other serious medical consequences.*

**The Epidemic of Prescription Drug Abuse: Facts**

Prescription drugs are the second-most abused category of drugs.

Nearly one-third of Iron County residents age 12 or older who used illicit drugs for the first time in the past year began by using prescription drugs non-medically.



**Most commonly abused prescriptions drugs**

Opioids: Oxycodone, Hydrocodone, and Methadone  
CNS Depressants: Butalbital, Valium, and Xanax  
Stimulants: Ritalin and Adderall

**Prescription Drug Abuse is a Concern in Our Community**

- According to community perception survey results parents and guardians understand that Vicodin and Oxycodone are the most abused prescription drugs
- Parents and guardians believe the prescription drugs are one of the most accessible illicit drugs in the community
- Parents and guardians think that people who abuse prescription drugs usually buy or trade from friends or steal from their friends or family

**What can you do to prevent alcohol and prescription drug abuse in your community?**

**Safeguard** all prescription drugs and alcohol in the home. Monitor quantities and control access.

**Set clear rules** about alcohol and drug use and consequences for breaking them.

**Be a good role model** by not sharing prescription medications and if you choose to drink do so in moderation.

**Properly conceal and dispose** of old or unused prescription drugs at the community drop off box.

**Ask friends and family** to safeguard their prescriptions drugs.

**HEALTH PRIORITY:** Alcohol and other drug use  
**GOAL:** Create an environment that supports the reduction of alcohol and other drug use in Iron County.  
**OBJECTIVE:** At least one new strategy will be implemented or an existing strategy will be expanded annually in Iron County that indicates success at reducing alcohol and other drug use.

<b><i>Existing Strategies and Activities</i></b>
Expand alcohol and other drugs (AODA) services to include preventative programs. Existing AODA Services: half-time counselor
Promote Alcohol Anonymous (AA) programs and reduce stigma. Existing AA Programs: AA meeting offered in Iron and Gogebic Counties
Implement evidence-based programs in the schools to prevent alcohol and drug abuse
Utilize media resources to support and promote alcohol and drug free events and activities in the community. Existing events: Brian Nasi Annual Walk/Run
Support and promote safe ride home programs and give recognition and support to retailers/taverns that offer these programs
Support law enforcement to increase alcohol compliance checks in local establishments to reduce and discourage underage drinking.
Hold annual SAMSHA Town Hall Meetings to educate the community on the consequences of underage drinking and empower members to make take preventative actions. Last SAMSHA town Hall Meeting held during recent Iron County Health Fair.
Encourage on-premises and off-premises alcohol retailers to participate in the responsible beverage service program.
Support law enforcement and court system in enforcing youth possession sanctions and laws.
Hold annual “take back” events in the community. Last community “take back” event held in 2011.
Utilize media resources to promote use of permanent drop off locations for prescription drug disposal. Currently, The Iron County Sheriff’s department has a 24 hour drop box
<b><i>New Strategies and Activities:</i></b>
Engage community members in coalition building to assist in implementing strategies to address alcohol and other drug use by utilizing existing committees such as Integrated Family Services (IFS).
Educate parents and other caregivers about the negative impacts of alcohol and other drug use on brain development
Offer evidence-based programs for parents and other caregivers such as “Parent’s Who Host, Lose the Most” and “You Use, You Lose” to reduce non-commercial access of alcohol to minors.
Create built environments in the community that promote alcohol/drug free activities for youth and families such as the Iron County Memorial Building Project
Offer evidenced-based alcohol and other drug programs in schools such as “All Stars” which targets middle-school age students, Athena (Athletes targeting healthy exercise and nutrition) targeting female student athletes, and Atlas (Athletics training and learning to avoid steroids) targeting male student athletes).
Implement a teen “peer” court program to divert youth with substance abuse treatment needs from entering the juvenile justice system

**HEALTH PRIORITY: Mental Health**

**The risks and consequences of untreated Mental Illness:**

*Mental health issues are associated with physical health problems and risk factors such as smoking, physical inactivity, obesity and substance abuse; factors that can lead to chronic disease, injury, and disability.*

*Adults living with serious mental illness die 25 years earlier than other Americans largely due to treatable medical conditions.*

**Nationwide Statistics:**

- One in four adults, approximately 57.7 million Americans, experience a mental health disorder in a given year.
- One in 17 lives with a serious mental illness such as schizophrenia, bipolar disorder, or major depression.
- About one in 10 children live with a serious mental or emotional disorder.

**Untreated mental illness leads to consequences for the individual as well as society:**

Unnecessary disability, unemployment, substance abuse, homelessness, inappropriate incarceration, suicide and wasted lives, and economic costs

**Iron County Data on Mental Health...**

- From 2000-2009, there were 11 Iron County residents with suicide listed as the primary cause of death. An average of 1.1 per year.
- 3.7 % of non-institutionalized adults are estimated to have a severe mental illness

**Youth Risk Behavior Survey Results**

- 14.7% of Hurley High School students reported feeling sad or hopeless every day for two weeks in a row
- 6.1% of Hurley High School students reported that they have made a plan about how they would attempt suicide
- 12.3% of high school students report having a long-term (6 months or more) emotional or mental health problems like depression, anxiety, ADD/ADHD, eating disorders, or cutting.

**The Facts of Mental Illness: Dispelling Myths**

Mental illnesses are medical conditions that disrupt a person’s thinking, feeling, mood, ability to relate to others and daily functioning.

Mental illnesses are serious medical conditions. They cannot be overcome through “willpower” and are not related to a person’s “character” or intelligence.

Mental illnesses are not a result of personal weakness or poor upbringing.

**HEALTH PRIORITY: Mental Health**

**GOAL: Create an environment that supports emotional health and wellbeing across the lifespan.**

**OBJECTIVE: At least one new strategy will be implemented or an existing strategy will be expanded annually in Iron County that indicates success at reducing rates mental health conditions.**

Expand 24 hour crisis services to all community residents. Current crisis services include the 24 hour crisis line for consumer of the Community Support Program (CSP).
Expand mental health counseling/alcohol and other drug (AODA) services to jail inmates. Iron County Human Services currently has two mental health counselors providing outpatient services
Increase mental health and suicide prevention education in schools, health care clinics, and aging units. Existing suicide prevention activities include QPR trainings offered in the community.
Promote and encourage youth to participate in 4-H youth development through Iron County UW-Extension such as engaging in existing 4-H clubs, projects, summer youth camp, L.E.A.F., and Trailblazers
Increase educational and social support programs for seniors. Recent program “Stepping On” held in May at the Iron County Senior Center
Promote and support new mentoring programs such as “Big Brothers Big Sisters.” Existing mentoring programs offered through Iron County Human Services and the Hurley K-12 School District “midget Mentoring.
Promote and support new parenting support groups and programs. Existing programs include love & logic series offered this past year at the Hurley and Mercer School Districts
<b><i>New strategies and activities:</i></b>
Engage community partners in coalition building to create a mental health collaborative system of care to address mental health needs in our community.
Offer additional rehabilitation service programs such as Comprehensive Community Services(CCS) and Community Recovery Services(CRS), or Supported Employment or Individual Placement and Support (IPS) programs for persons with severe and persistent mental illness
Offer evidenced-based mental health programs for seniors such as Improving Mood-Promoting Access to Collaborative Treatment (IMPACT), Programs to Encourage Active Rewarding Lives for Seniors (PEARLS), or Identifying Depression, Empowering Activities for Seniors (Healthy IDEAS).
Establish a National Alliance on Mental Illness(NAMI) chapter in Iron County
Offer evidenced-based curriculums such as “positive action” in schools that promotes mental health and prevents substance abuse
Support former consumers on recovery in becoming “peer specialists”
Include consumers to mental health trainings held in Iron County
Implement after school peer counseling programs such as “friends helping friends.”
Collaborate and partner with faith based communities to increase mental health services.

**HEALTH PRIORITY: PHYSICAL ACTIVITY**

*Physical Activity is a preventative factor for obesity and the risk for many adverse health conditions: Coronary heart disease, stroke, high blood pressure, type 2 diabetes, cancers, such as endometrial, breast, and colon cancer, high total cholesterol or high levels of triglycerides, liver and gallbladder disease, sleep apnea and respiratory problems, degeneration of cartilage and underlying bone within a joint (osteoarthritis), mental health conditions, and reproductive health complications such as infertility.*

**Nationwide Statistics...**

- **Obesity now affects 17% of all children and adolescents in the United States - triple the rate from just one generation ago.**



**Iron County Data on Youth:**

- **According to the Hurley K-12 Youth Risk Behavior Survey in Iron County only 16 % of youth were physically active for at least 60 minutes per Day.**

**Physical Activity Guidelines for Children and Adolescents...**

**60 or more minutes of physical activity each day including:**

- **Aerobic-walking or running**
- **Muscle strengthening-gymnastics or push-ups**
- **Bone strengthening-jumping rope or running**



**Iron County Data on Adults:**

- **26.3-29.7% of adults age 20 and older are obese.**
- **9.3 % of adults have diabetes**
- **From 2000-2009 diabetes was listed as the primary cause of death for 15 residents**
- **From 2000-2009 breast cancer was listed as the primary cause of death for 9 residents**

**Physical Activity Guidelines for Adults...**

- **Adults need at least 2 hours and 30 minutes of moderate-intensity aerobic activity every week and muscle-strengthening on 2 or more days a week.**

**HEALTH PRIORITY: PHYSICAL ACTIVITY**

**GOAL: Increase physical activity across the lifespan in Iron County**

**OBJECTIVE: At least one new strategy will be implemented or an existing strategy will be expanded annually that indicates success in reducing obesity rates in Iron County.**

<b><i>Existing strategies and activities:</i></b>
Support building new facilities and renovations to existing buildings such as the Memorial Building Renovation Project to hold indoor physical activities for the community. Existing facilities include the Community Fitness Center and the Mercer K-12 School.
Encourage more workplaces to offer worksite wellness programs. Existing workplace wellness programs offered at the Iron County Courthouse.
Expand evidenced-based physical activity community programs such as the Strong Women Program.
Offer more extracurricular sports and after school activities for children and families. Existing physical activities offered through the Students Together After School Reach Success Program (STARS).
Enhance or expand school-based physical education programs. Existing physical education curriculum offered at the Hurley and Mercer School Districts.
Organizing more recreational sports leagues for adults in the community. Existing activities include flag football offered through the Hurley K-12 School, biking and cross-country ski club through UW-Extension’s Next Generation Initiative.
Promote and support new youth development programs. Existing programs offered through UW-Extension 4-H including Iron County Summer Youth Camp, L.E.A.F., and Trailblazers.
<b><i>New strategies and activities:</i></b>
Encourage and support cities and townships collaborative efforts in securing grant dollars for “Safe Routes to Schools.”
Encourage community partners to participate in the state-wide coalition network “Mobilizing rural communities to assess and improve the ecological environment to prevent childhood obesity.”
Educate the community on free physical and recreational activities offered to children and families in the community through media resources such as the Hurley School Notebook.
Encourage businesses and organizations to collaborate and offer free or low cost recreational events that promote physical activity for the community.

**HEALTH PRIORITY: ADEQUATE, APPROPRIATE, AND SAFE FOOD AND NUTRITION**

*Adequate and appropriate nutrition is a cornerstone for preventing chronic disease and promoting vibrant health. One key issue is for this focus area is food security, or assured access to enough food to lead to an active and healthy lifestyle*

**Indicator of Food Hardship: Food Share**

Indicator	Iron County	Iron County Rank	Wisconsin
Percentage of population receiving food stamps	11.18% (N= 767)	33 of 72	12.07%
Percentage of child population receiving food stamps	22.91% (N= 305)	21 of 72	22.72%

- **Iron County is in congressional district 7, where 14.8% of the population reported food hardship “Food hardship” in these data means that over the past year household members did not always have money to buy the food they needed.**
- **In Iron County, the number of Foodshare participants increased from 256 in 2000 to 1,156 in 2010.**
- **The rate of Foodshare participants in 2010 was 20% higher than the statewide rate of 17%**

**How does poverty impact food security?**

**Poverty puts households at much higher risk of food insecurity and hunger. Hunger and food security, in turn are linked to other problems. For children, these include poor health, behavioral problems, and learning and academic problems.**

- **2011 Health Rankings indicate that Iron County has 21% of children in poverty as compared to 14% in Wisconsin and the national benchmark of 11%.**
- **This report also indicates that only 50% of families in Iron County have access to healthy foods compared to 59% in Wisconsin and the national benchmark of 92%**

**HEALTH PRIORITY: ADEQUATE, APPROPRIATE, AND SAFE FOOD AND NUTRITION**

**GOAL: Increase access to adequate, appropriate, and safe food and nutrition across the lifespan**

**OBJECTIVE: At least one new strategy will be implemented or an existing strategy will be expanded annually that indicates success with reducing the rates of food insecurity**

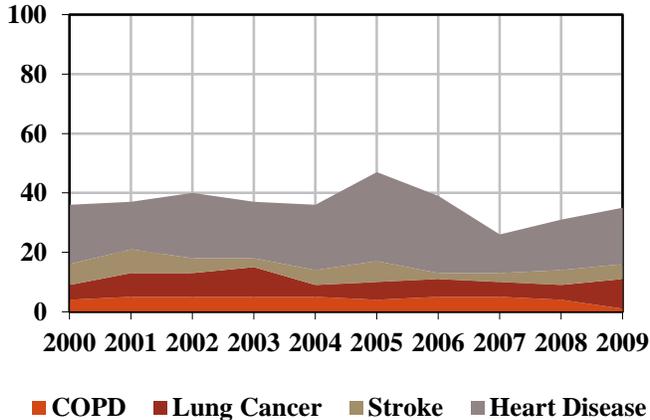
<b><i>Existing strategies and activities:</i></b>
Promote and support the development of school community gardens and expansion on existing gardens. Existing community garden located near the Iron County Courthouse.
Encourage partnerships between farmer’s market’s, food pantries, and the master gardener program to increase donations of healthy foods to low-income individuals and families.
Promote and support new community nutrition education programs. Existing programs include healthy harvest-nutrition education series, WIC program, Dining with Diabetes, UW-Extension’s food preservation/ preparation programs, and cooking classes.
Increase Community education on healthy nutrition by providing information through media resources, flyers, newsletters, and booths at grocery stores, clinics, schools, libraries, and other public buildings and events.
Promote and support the Green & Health School Committee through the Hurley K-12 School District with implementing health eating and lifestyle programs.
<b><i>New strategies and activities:</i></b>
Assist schools with implementing policy changes to the breakfast, lunch, and snack program to meet new federal guidelines.
Encourage community partners to engage with the state-wide coalition network “Mobilizing rural communities to assess and improve the ecological environment to prevent childhood obesity.”
Encourage schools, workplaces, and businesses to provide healthy vending machine options and encourage the sale of nutritious food during fundraisers and other events.
Collaborate with farmer’s markets to offer fresh fruits and vegetables to food share participants

**HEALTH PRIORITY: CHRONIC DISEASE PREVENTION AND MANAGEMENT**

*Chronic diseases, such as heart disease, stroke, cancer, diabetes, and arthritis, are among the most common and costly of health problems. Rates will rise over the decade as the average age of the population increases and because of the current epidemic of obesity.*

*Chronic diseases can be prevented or mitigated in many ways, including healthy diet and physical activity, eliminating tobacco use and substance abuse, screening, and*

**Tobacco Related Diseases and the Number of Deaths to Iron County Residents**



- According to the 2010 Burden of Tobacco report for Iron County, Approximately 18 residents die annually from of smoking-related illnesses.
- In 2004-2009, Iron County was in the high range compared to all counties in Wisconsin for age-adjusted mortality rate with ischemic/coronary heart disease and lung cancer listed as the primary cause of death.

**Other Health Factors that contribute to the incidence of chronic disease include adult obesity, physical inactivity, and limited access to clinical care**

	Iron County	Error Margin	National Benchmark*	Wisconsin	Rank (of 72)
Health Factors					27
Health Behaviors					7
Adult smoking	13%	8-22%	14%	20%	
Adult obesity	28%	23-33%	25%	29%	
Physical inactivity	24%	19-29%	21%	23%	
Clinical Care					26
Uninsured	13%	12-15%	11%	11%	
Primary care physicians	1,551:1		631:1	744:1	
Preventable hospital stays	43	29-56	49	59	

**HEALTH PRIORITY: CHRONIC DISEASE PREVENTION AND MANAGEMENT**

**GOAL: Increase access to high-quality, culturally competent, individualized chronic disease management across the lifespan**

**OBJECTIVE: At least one new strategy will be implemented or an existing strategy will be expanded that indicates success in reducing the rates of chronic disease in Iron County.**

<i>Existing strategies and activities:</i>	
Offer evidence-based prevention programs including Living Well with Chronic Conditions, Dining with Diabetes, and Strong Women at least once per year.	
Educate the community on chronic illness management by distributing information through flyers, newsletters, and booths at grocery stores, clinics, schools, libraries, and other public buildings and events.	
Educate the community on free or low-cost health care services available locally or in nearby counties to increase access to health care among individuals and families who are uninsured or underinsured.	
Promote and increase preventive screenings (cholesterol testing, cancer screening, blood pressure, glucose screening, etc) offered in the community	
Encourage Integrated Family Services(IFS) Team members to engage in the process of implementing strategies and programming for chronic disease prevention and management	
Educate the community on the importance of preventive annual exams (to include pelvic/pap test, mammogram, PSA test, lab work, skin screening, etc.)	

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**Community Strategic Planning Process July 25, 2013**

**9:00-12:00 Iron County Court House**

**Review of Health Priorities**

**Priority #1: Alcohol Drug use**

Strengths

Drugs boxes adding two more to the county Springstead and Saxon.  
Last blast  
Brian Nasi walk /run  
New staff in Human Services  
Prevention Alcohol/Drug programs back

Weaknesses

None

**Priority #2: Mental Health**

Strengths

Strong Teen Mentors  
Tela- health services- ICHS  
New staff in Human Services (therapist)  
In home program  
Relationship with others  
QPR training

Weaknesses

No big brother/ big Sisters  
No place for teens to go.

**Priority #3: Physical Activity**

Strengths

Stars  
Snowshoeing  
Cross country skiing  
Biking  
Safe routes to school  
Youth camp  
Gardening  
Stay strong stay/ healthy programs for seniors  
Fitness business give breaks  
Cary Park

Swim buddies

Weaknesses

Money

Need more men to get involved.

Walk ability of our streets

Have not started pickle ball

Struggling to get kids to attend anything

Need leaders for seniors

Someone in charge of volunteer schedule

**Priority #4: Adequate, Appropriate, Safe Food and Proper Nutrition**

Strengths

School garden

Using garden food in school

Farmers market

Senior dining sites

Mercer School Nutrition Program for seniors

Weaknesses

**Priority # 5: Chronic Disease Prevention and Management**

Strengths

Multiple evidence-based programs offered in the county

- a. Living Well with chronic Conditions
- b. Living Well with Diabetes
- c. Strong Women
- d. Stepping On
- e. Caring for Caregivers
- f. Dining with Diabetes

Health fairs

Mercer heart health month/brunch

Local Support groups

Aspirus Grand View programming/support groups

Strong Bones Program at Highline

Weaknesses

Nothing for mentally challenged clients

Transportation for adults that are mentally challenged.

**Community Health Improvement Plan (CHIP) August 22, 2014**

**9:00-12:00 Iron County Court House**

**Review of Health Priorities**

**Attendance:**

Alicia Cook, AGVH

Melissa Geach, community member

Amy Nosal, VISTA UW-Extension

Andrea Newby, U-W Extension

Kevin Genisot, Hurley K-12 School

Dorrene O'Donnell, Hurley Chamber

Star Kolesar, DOVE

Norene Gilbertson, former health officer, community member

Donna Reinerio, Highline Corp.

Brandy Craig, Iron County Human Services

Father Frank Kordek, St. Mary's Catholic Church Hurley

Deborah Saari, Hurley Head Start

Gerri Reynolds, Mercer Health and Wellness

John Smith, Board of Health

Joy Schelble, U-W Extension

Joe Pinardi, Hurley Mayor/County Board Chair

Sue Herlevi, Iron County Health Department

Zona Wick, Iron County Health Officer

**Priority #1: Alcohol Drug use**

**Strengths**

Grandview Hospital ER is cutting back on the prescription drugs they give out  
We are adding two more Drug boxes to Iron County, locations will be Springstead and Saxon.  
Last Blast continues as drug free graduation party  
Brian Nasi walk /run continues and is growing  
4H programs

New program for locker checks and drug dogs in Hurley School (Oneida County drug dog)

Weaknesses

Heroin and meth use is on the rise in Iron County  
Girls playing in bar leagues  
5<sup>th</sup> quarter of school games are at a bar  
Need education on Vitamin D use  
Medical Marijuana (MI) has become a big problem of Law Enforcement/GIANT team  
Need a grant for a drug dog in Iron County, \$12,000-14,000  
Need more non-bar businesses on the main street  
Need a youth center, activities without alcohol/Memorial Building for youth activities/dances  
Boys and Girls Clubs of America recommended

**Priority #2: Mental Health**

Strengths

Telehealth services continue ICHS  
QPR training continues  
CCS and CST starting  
Man Therapy in Iron County  
Suicide Prevention programming through CDR team

Weaknesses

No Big Brothers/ Big Sisters  
No place for teens to go  
No NAMI group

**Priority #3: Physical Activity**

Strengths

Mercer Health and Wellness is very successful with their programs:  
Gardening, Strength training, sing alongs, Breakfast for your Brain, and Pickle ball  
100 Mile Club/Color Run  
Michigan trail project  
STARS  
Snowshoeing at Head Start and in the community  
Cross country ski programs in the Hurley School

Weaknesses

Money/grants/grant writing  
Walkability of our streets

Trailhead project slow

**Priority #4: Adequate, Appropriate, Safe Food and Proper Nutrition**

Strengths

Mobile food pantry  
School garden to market program  
Using garden food in school  
Farmers market

Weaknesses

Expand farmers market in Hurley and add a Mercer farmers market  
No grocery store in Hurley

**Priority # 5: Chronic Disease Prevention and Management**

Strengths

Multiple evidence-based programs offered in the county

- g. Living Well with chronic Conditions
- h. Living Well with Diabetes
- i. Strong Women/People/Bones
- j. Stepping On
- k. Caring for Caregivers
- l. Dining with Diabetes

Health fairs  
Mercer heart health month/brunch  
Local groups supporting diabetes prevention and breast cancer awareness  
Aspirus Grand View programming/support groups

Weaknesses

Public Transportation





