

Langlade County Community Health Improvement Plan



Health Priorities:

1. Substance Abuse
2. Wellness and Prevention & Nutritional and Physical Activity
3. Affordability of Healthcare and Prescription Medication Services



Building a Healthier Langlade County
Langlade County Health Department & Partners

Building a Healthier Langlade County Coalition

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*Indicates Members who also served on the Community Health Improvement Plan steering committee

What are the health priorities of Langlade County?

The prioritization process was a collaborative effort of the Langlade County Health Department and community partners. Collaboration among providers and community health partners expands the community's capacity to address health needs through shared vision, shared resources and skills that creates a foundation for coordinated efforts to improve community health. Mental health is an over arching goal with these three identified health priorities:

- Substance Abuse
- Wellness & Prevention and Nutritional & Physical Activity
- Access to Health Care

How were these priorities identified?

The 2016-2021 community health improvement plan was started with Building a Healthier Langlade County, which is apprised of Langlade County Public Health nurses, staff and community partners. This committee looked at the Community Health Needs Assessment of Langlade County and County Health Ranking and Roadmaps. After reviewing this information three health priorities were selected.

How can you help?

Become an advocate- Educate your social circle including your family, friends and your coworkers.

Take Action- Attend a meeting or present your idea to a community group

Listen- Review this document and see how your strategic planning reflects the community needs.

Partner- We invite you to become involved with this project by contacting us at the Langlade County Health Department, 1225 Langlade Rd, Antigo, at (715)627-6250

Visit Langlade County Public Health

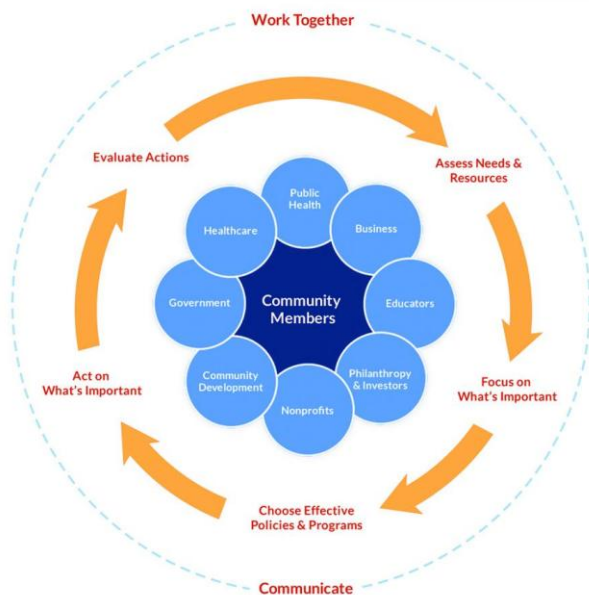
<http://www.co.langlade.wi.us/departments/health-department/>

Healthiest Wisconsin 2020

<https://www.dhs.wisconsin.gov/hw2020>

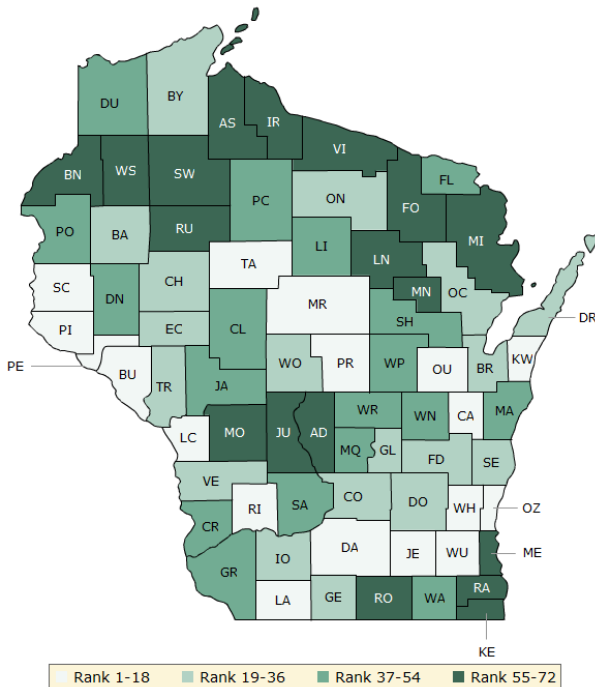
Healthy People 2020

<https://www.healthypeople.gov/>



What Determines a Healthy County?

2016 Health Outcomes- Wisconsin

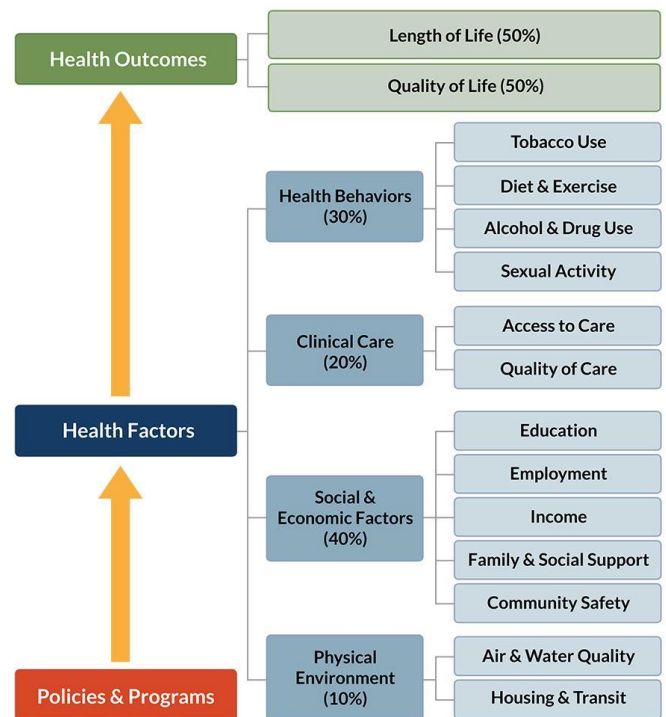


Each year UW Population Health Institute releases health rankings for each county in Wisconsin in partnership with the Roberts Wood Johnson Foundation. The rankings give us information on what the current health status of our county is. The health of the residents of the county is dependent on different factors. The factors such as education, jobs, income, social support, access to health care and environment play an important role in how healthy people are and how long we live. The rankings and review of the data helped us identify policies and programs needed to improve health.

The Model to the right shows the structure of the rankings. Visit www.countyhealthrankings.org to learn more.

Langlade County Ranking (of 72 Wisconsin Counties):

- Health Outcomes = 61 (how healthy we are)
- Health Factors = 54 (how healthy we can be)
- Health Behaviors = 58 (how healthy we live)
- Clinical Care = 29 (how good our health care is)
- Social & Economic Factors = 56 (how strong our social fabric is)
- Physical Environment = 22 (how healthy our environment is)

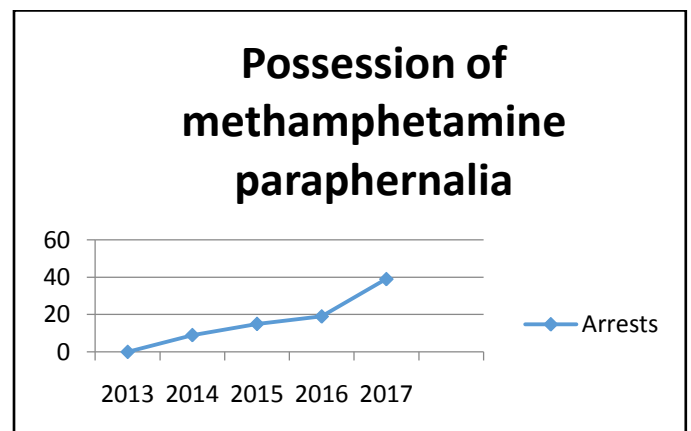
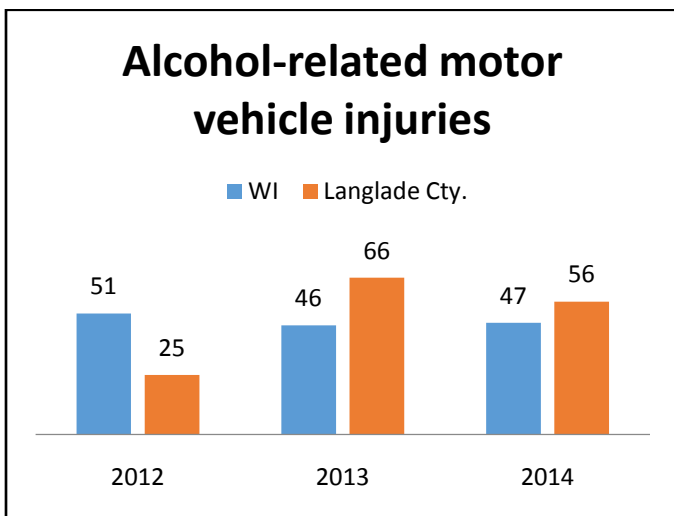


Health Priority: Substance Abuse

Substance abuse and chemical dependency from the use of alcohol and other drugs can impact mortality, morbidity and criminal behaviors. Abuse of these substances is one of the most serious health problems facing the United States, Wisconsin and Langlade County. Prescription Drug abuse and opioid usage has reached epidemic proportions nationwide and Langlade county is no exception. During the five year period from 2007 to 2011, the United States has seen a 117% increase in the number of emergency room visits made by patients seeking narcotics or related drugs. Prescription Drug misuse and diversion is another leading cause of drug addiction, morbidity and mortality and ranks as a number one drug problem in the State of Wisconsin.

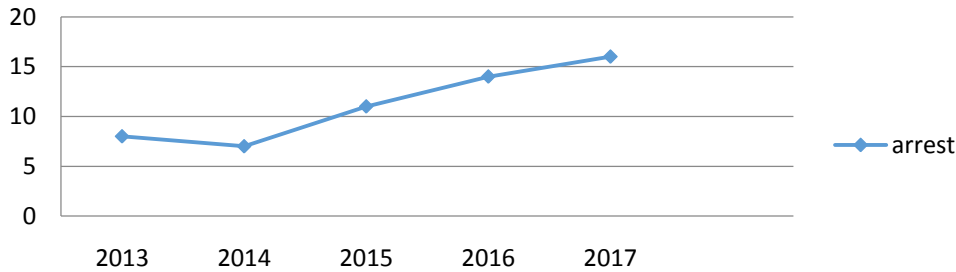
Statistics:

- Langlade County and Wisconsin for the years of 2010 to 2013 show self-reported excessive drinking as reported by the University of Wisconsin Population Health Institute are comparable.
- In 2011, the most recent year data is available, excessive alcohol consumption contributed to at least 7 alcohol related deaths, 200 alcohol related hospitalizations and 160 alcohol- related arrests.
- Smoking 32 % of pregnant women in Langlade County.
- Prescription drugs are the most common drug used for recreational purposes after marijuana.
- Tobacco use in Langlade County among adults is above state and National levels.
- Dangerous Drugs arrests were the second highest Arrest for Langlade County Sherriff's Department.
- Operating while Intoxicated was the top citations issued for Langlade County Sherriff's Department.



Information provided by Langlade Sheriff's Office

Maintaining a drug trafficking place arrests



Information provided by Langlade Sherriff's Office

Goal#1

Reduce substance abuse where public health, hospital and community partner intervention can have a positive impact.

Goal #2

Increase access to AODA services and programs in Langlade County

Objective:

- By December 31, 2021, one new or existing strategy will be implemented, strengthened or expanded upon to decrease alcohol and drug abuse in Langlade County.
- By December 31, 2021, the % of pregnant women smoking during their pregnancy will be reduced by 7% in Langlade County.

Action Plan:

- Develop and Education Series throughout Langlade County related to the following topics:
 - Adverse Childhood Experiences (ACES) and Question Persuade Refer (QPR), Mindful Strengthening Families, Trauma Informed Care provided for parent, teachers and clinicians. Northwoods Healthy Families Early Childhood home visitation program- evidence based.
 - Teen peer issues provided for youth, elementary, middle school, high school kids on drug abuse & mental health.

- Support the work of Action Alliance of Langlade County as it continues to research evidence based programs regarding substance abuse.
- Increase Naloxone access.
- Mass media campaigns against underage drinking and binge drinking.
- Parents Who Host Lose the Most – evidence based.
- Promote Pain Reductive programs- yoga, aquatic based program based options.
- Media Campaign regarding substance abuse awareness through “In Plain Sight” presentations & Library displays, promote AODA officer presentations.
- Establish additional Controlled Substance Drop Box sites.
- Promote First Breath smoking cessation program for pregnant women through referrals from Aspirus Health System, Health Department, WIC and Health First Clinics
- Media Campaign regarding the health risks to infant from environments where smoking is present.

Health Priority: Wellness & Prevention and Nutritional & Physical Activity

Wellness and prevention services paired with nutrition and physical activity can have a significant impact on many of the health issues identified in the research completed. The issues of substance abuse and access to healthcare can all be favorably affected by targeted wellness and prevention efforts. Increasing one's knowledge improves one's health and reduces both the personal and societal economic impact related to increased healthcare utilization.

Statistics:

- 30% of Langlade County Adult population is obese.
- Less than half of Langlade County Residence has access to exercise opportunities.
- In 2013 55% of students were receiving Free & Reduced Lunch.
- As of 2011, approximately 2,759 or 14.2% of the county population was living below the federal poverty guideline according to the USDHSS and US Census.
- The most recent 2017 ranking give Langlade County a ranking of 61 out of 72 for Health Outcomes and ranking of 54 for Health Factors.

Percent of School Children in Langlade County Free & Reduced Lunch by Year
(Wisconsin Council on Children and Families)

| Year | Langlade County | Wisconsin |
|------|-----------------|-----------|
| 2011 | 47% | 39% |
| 2012 | 55% | 40% |
| 2013 | 55% | 43% |



Langlade County is the County of Trails. We have 4 seasons of trails enjoyment and use by all ages. Snowshoe, cross county and downhill skiing, hiking and biking on a variety of terrains.

Through BHLC partners we will be promoting the variety of free or low cost activities for all ages and abilities to enjoy.



Goal#1

To increase awareness and knowledge for persons living in Langlade County of the positive personal health benefits to living healthy lifestyles.

Objective:

- By December 31, 2021, one new or existing strategy will be implemented, strengthened or expand the programs that support healthy nutrition.
- By December 31, 2011, one new or existing environmental strategy will be implemented, strengthened or expand the programs that support physical activity and healthy lifestyle.

Action Plan:

- Support the Food Pantries in the county to provide healthy food choices using the “my plate” model.
- Develop and maintain a comprehensive community help guide regarding available resources, contacts and related community assets. The guide would be modeled after the similar 2-1-1 Assistance Guide which was developed for Marathon County.
- Promote the Saturday Farmers’ market, McDougal’s CSA and Community Garden as opportunities for community members to take advantage of fresh produce throughout the growing season.

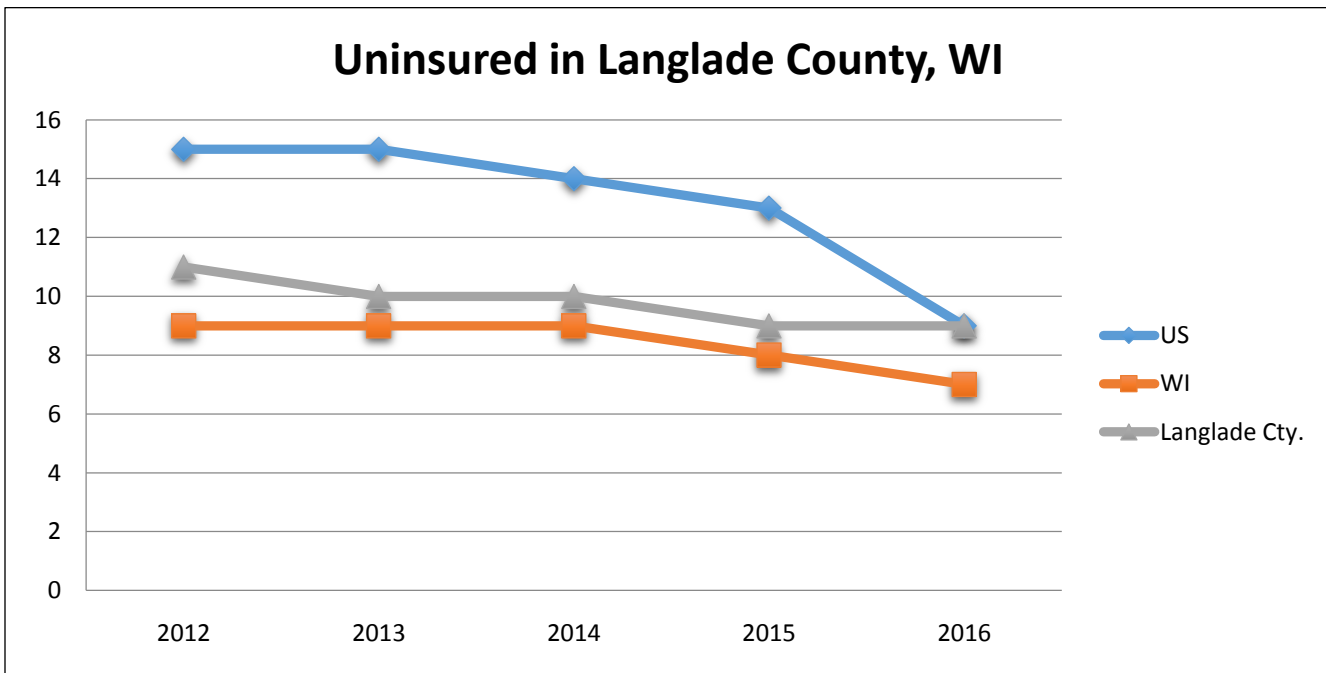
- Continue the expansion and support of the WeekEnd Backpack Program (WEB). The WEB program provides students with easy to open, child friendly food for needy families to eat over the weekend expansion in Antigo, White Lake and Elcho.
- Work with ADRC programming to increase offering of Living Well with Chronic Illness & Living Well with Diabetes.
- Community Arts programming has a positive health equality impact
- Implementation of the Strong Women Strong Bones Program an evidenced based strength training program for middle- aged and older women.
- Encourage participation with 100 mile club and in other physical activity programming for youth and families.
- Increase Healthy Ways walks, and other active physical opportunities.
- Increase Work place Wellness initiatives among Langlade County employers.
- Year around swimming lessons and classes at the Clara McKenna aquatic Center.
- Yoga classes available for total body fitness.
- A variety of trails are available in Antigo and throughout the County.

Health Priority: Affordability of Healthcare and Prescription Medication Services

The cost of Healthcare services including prescription medications in Langlade County is an important economic issue. Per capita income in Langlade County is substantially lower than state and National averages. Most recent income data indicates that 15.9% of the people living in Langlade County are living in poverty. In fact, oftentimes personal healthcare needs are forgone because disposable income is not available to cover the cost or other personal needs more pressing. This increases the likelihood that left untreated; a personal illness may become more severe and require more costly healthcare intervention at a later date.

Statistics:

- According to the University of Wisconsin Population Health Institute, approximately 13% of the population of Langlade County is uninsured.
- As of May, 2016, according to the Wisconsin Department of Health Services, there were a total of 4,300 Persons (one in five persons) in Langlade County who were Medicaid/Badger Care beneficiaries.



Medicaid/Badger Care Recipients in Langlade County 2009-2016 (May)
(Langlade County Department of Social Services)

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Medicaid | 1,272 | 1,286 | 1,458 | 1,606 | 1,580 | 1,091 | 1,088 | 1,124 |
| Badger Care | 3,213 | 3,857 | 3,778 | 3,745 | 3,586 | 3,603 | 3,266 | 3,176 |
| Total | 4,485 | 5,143 | 5,236 | 5,348 | 5,166 | 4,694 | 4,354 | 4,300 |

Goal#1

To increase access to healthcare services and health equity for people living in Langlade County who are economically or socially disadvantaged.

Objective:

- By December 31, 2021, one new or existing strategy will be implemented, strengthened or expanded on to increase access to reliable transportation in Langlade County.
- By December 31, 2021 one new or existing strategy will be implemented, strengthened or expanded on to increase health consideration during policy development to eliminate health disparities.

Action Plan:

- Support of Community Patient Transportation Project: Working to expand transportation resourced throughout Langlade County by collaborating with Red Robin Transit (Operated by Menominee Public Transit) to provide an additional on-Demand Service van to provide transportation throughout all of Langlade County Monday- Friday 6am-10pm and to provide two additional routed on the current in-town bus route.
- Explore new platforms of transportation such a Uber or Lyft as they become available.
- Promote mental health benefits legislation.
- Text-message based health interventions
- Tele-mental Health with Behavior Health primary care integration care integration.
- Trauma-Informed approaches to community health services.
- Facilitate social connectedness and community engagement across the lifespan.
- School nutrition policies.
- Promote affordable prescription medication options for residents of Langlade County.

The following sites provide a wide variety of additional evidence-based strategies in not only the three priority areas but in all areas of health and community improvement.

“Community Health Needs Assessment of Langlade County, WI”
Aspirus Langlade Hospital: Report to the Community June 2016
[Community Health Needs Assessment of Langlade County, WI](#)

UW Population Health Institute
Department of Population Health Services
[UW Population Health Institute](#)

Wisconsin Department of Health Services
[Wisconsin Department of Health Services](#)

County Health Ranking & Roadmaps
[countyhealthrankings.org](#)

United State Census Bureau
[www.census.gov](#)

CDC Community Health Improvement Navigator
<https://www.cdc.gov/CHInav/database/>

The Community Guide
<https://www.thecommunityguide.org/>

National Registry of Evidence-based Programs and Practices
<https://www.samhsa.gov/nrepp>

What Works for Health: Policies and Program to Improve Wisconsin’s Health
<http://whatworksforhealth.wisc.edu/>

What Works for Health- Rural Specific Approaches
<http://www.countyhealthrankings.org/what-works-strategies-improve-rural-health>

WISH (Wisconsin Interactive Statistics on Health)
<https://www.dhs.wisconsin.gov/wish/index.htm>