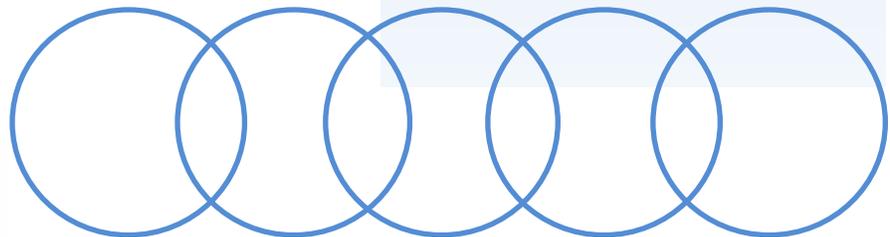


LANGLADE COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN 2010-2015

the Mission of Building a Healthier Langlade County is to assure a healthy population by facilitating communication, cooperation, and coordination among individuals, groups and agencies who affect the health and environment of individuals living in Langlade County and the surrounding area.



Building a Healthier Langlade County
Langlade County Health Department & Partners

January 2010

An Invitation to the Community

The following document is the Community Health Plan for Langlade County for 2010 – 2015. The development of this plan is an assessment process that brings together a representation of Langlade County residents every five years. This plan should be used as a guide by community agencies interested in improving the health and safety of Langlade County members. It is anticipated that this document will be used as a reference and foundation for many efforts within the county.

Creating healthy communities requires a high level of mutual understanding and collaboration with community individuals and partner groups. This health plan is being presented to Langlade County members so that we can work together as partners to make our community a healthier, safer place to live. It is with the help of you and others who will read and discuss this plan and assist with the strategies that we will assure a healthy community. We invite you to become involved with this project by contacting us at the Langlade County Health Department at (715) 627-6250.

I am extremely appreciative to the community partners who have spent numerous hours over the past year developing this plan. Their involvement has been most valuable in helping to identify the health priorities for our community. A very special “Thank you” goes to Kari Lazars, University of Wisconsin-Extension for her assistance and dedication in this process. I want to thank you for taking the time to read this plan, to learn more about how you can actively participate in helping to assure a healthy, safe community for yourself, your family, and the members of our community.

Sincerely,

Holly Matucheski

Holly Matucheski
Health Officer/Director
Langlade County Health Department

Building a Healthier Langlade County Coalition

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

Executive Summary

Building a Healthier Laclede County began in 1997 as a community-wide initiative with the goal of establishing an ongoing process for identifying and addressing health needs in Laclede County. This new health plan is the continued effort in the ongoing planning process for our community. Data will continue to be reviewed every five years, both to monitor progress toward identified goals, and to establish new goals and priorities as necessary.

The intent of this plan is to foster successful partnerships of many components of our community in order to improve the health of our residents. A community assessment team representing a broad spectrum of Laclede County including education, government, health care, business, not-for-profit agencies, and citizens reviewed county and state health data¹ in relationship to the State of Wisconsin health priorities for 2010. *Healthiest Wisconsin 2010: A partnership Plan to Improve the Health of the Public* was used as a guiding document to benchmark our community with state and national health goals.

After reviewing the data of the eleven health priorities, the Community Health Improvement assessment team identified three priorities as areas to focus on during 2010-2015:

- ✓ Alcohol, Tobacco and Drug Use and Abuse
- ✓ Youth Risk Behaviors: Youth Violence and High Risk Sexual Behavior
- ✓ Overweight, Obesity and Lack of Physical Activity

Goals, outcomes and suggested strategies for each of these priorities are included in this plan. Recognizing that collaboration is the key to success of the overall health of our community, potential partners for the workgroups are listed on page 19. This report concludes with a summary of accomplishments that have been completed over the past five years from the *Laclede County Community Health Plan, 2003-2008*.

It is necessary to note that the Community Health Improvement Team recognized “Social and Economic Factors That Influence Health” as underlying issues with the three identified health priorities. In addition, “Adequate and Appropriate Nutrition” has been combined with “Overweight, Obesity and Lack of Physical Activity” for the purpose of this plan.

As we implement the plan over the next several years, we will align our efforts with those of the Wisconsin’s State Health Plan: Healthiest Wisconsin 2020 – Everyone Living Better Longer. It is noted that Healthiest Wisconsin 2020 will include health focus areas identified in our plan and objectives related to those focus areas. Healthiest Wisconsin 2020 will also include overarching focus areas of social, economic and educational factors and health disparities.

¹ A list of data sources that were reviewed for this assessment is included on pages 17-18. Statistics specific to Laclede County were compiled into a report by Kari Lazars, Laclede County University of Wisconsin-Extension, July 2008.

Health Priority:

Create an environment in Langlade County that supports the reduction of alcohol, drug and tobacco use and abuse.

Alcohol Use and Abuse:

Excessive alcohol consumption is the third leading cause of preventable death in the United States, and is a risk factor for many health and societal problems. Alcohol use is very common in our society. Drinking alcohol has immediate effects that can increase the risk of many harmful health conditions.

These immediate effects are most often the result of binge drinking. These effects can be unintentional injuries (traffic accidents, falls, drowning, burns, firearm injuries), violence (partner violence and child maltreatment) and alcohol poisoning. In addition, risky sexual behaviors associated with binge drinking can lead to unprotected sex, sex with multiple partners, increase risk of sexual assault, unintended pregnancy and sexually transmitted diseases. Pregnancies exposed to frequent binge drinking can lead to miscarriages, stillbirth and a combination of physical and mental birth defects among children that last throughout life.

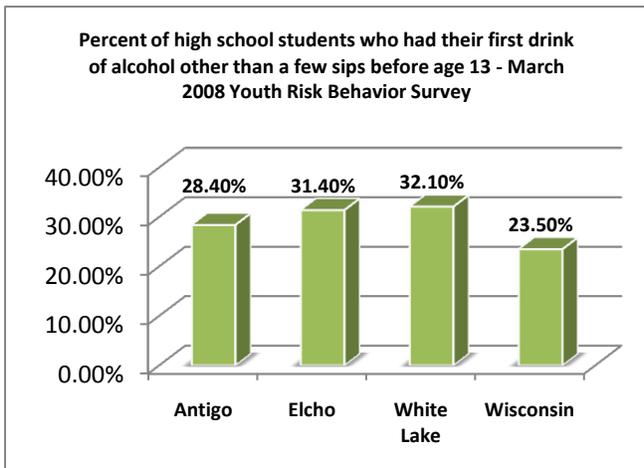
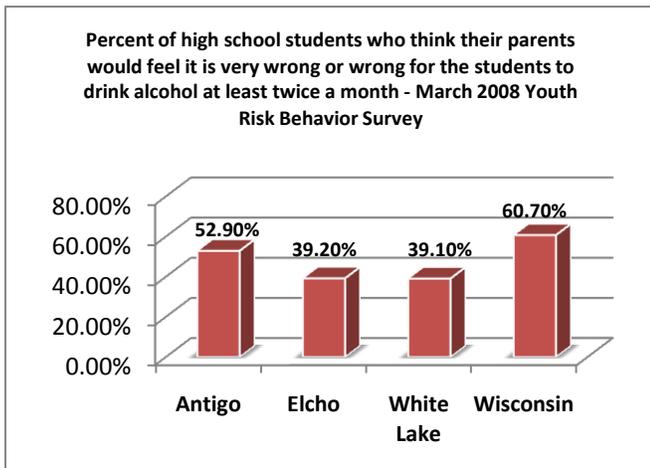
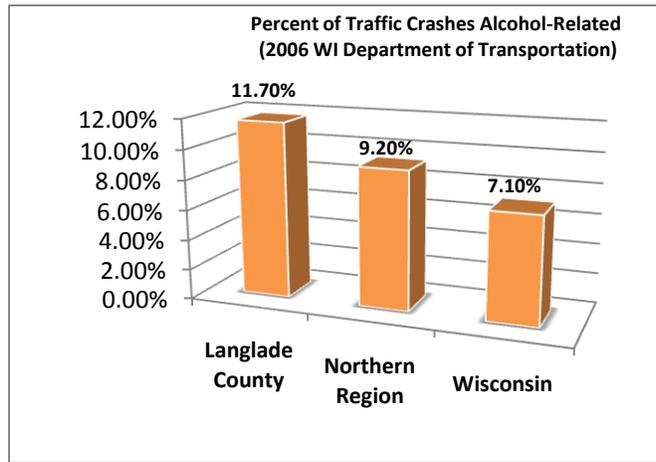
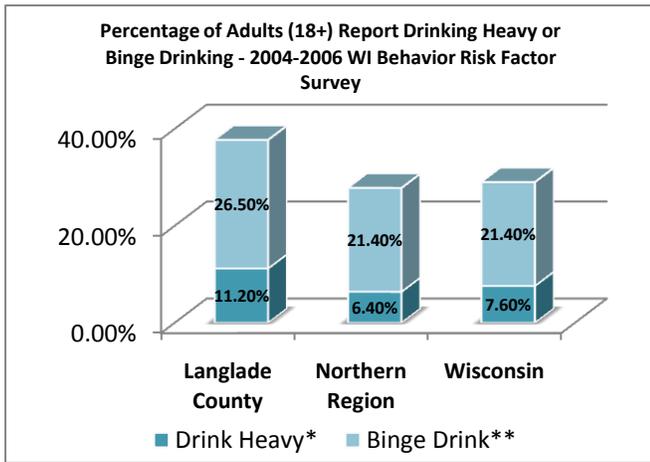
The long term effects of excessive alcohol use can lead to the development of chronic diseases (cardiovascular disease, hypertension); neurological impairments (dementia, stroke); psychiatric problems (depression, anxiety and suicide); social problems (unemployment, lost productivity, family problems); cancer (mouth, throat, esophagus, liver, colon, breast); liver disease and gastrointestinal problems. Additionally, drinking can cause short-term effects including headache, body aches, fatigue, nausea and dehydration.

On March 6, 2007, the U.S. Surgeon General appealed to Americans to do more to stop America's 11 million current underage drinkers from using alcohol, and to keep other young people from starting. The Surgeon General laid out recommendations for government, school officials, parents, other adults and youth. "Too many Americans consider underage drinking a rite of passage to adulthood. Research shows that young people who start drinking before the age of 15 are five times more likely to have alcohol-related problems later in life. New research also indicates that alcohol may harm the developing adolescent brain. The availability of this research provides more reasons than ever before for parents and other adults to protect the health and safety of our nation's children."¹

Langlade County youth are at high risk of developing these health, social and psychiatric problems associated with underage drinking. Langlade County high school students in all three school districts of Antigo, Elcho and White Lake participated in a national online Youth Risk Behavior Survey (YRBS) in March of 2008. Higher rates of local youth reported drinking at a younger age than other youth throughout the State of Wisconsin. Also, local youth reported that they did not think their parents would feel their underage drinking was wrong.

Langlade County adult residents self-reported their drinking status during a 2004-2006 Wisconsin telephone Behavioral Risk Factor Surveillance System (BRFSS) survey. Langlade County adults reported higher rates of heavy and binge drinking than the State of Wisconsin and Northern Region as indicated in the chart below. In addition, Langlade County has a higher rate of alcohol-related traffic crashes than the Northern Region and the State of Wisconsin.

¹ U.S. Department of Health and Human Services. The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking. Department of Health and Human Services, Office of the Surgeon General, 2007.



Northern Region Counties include: Ashland, Bayfield, Forest, Florence, Iron, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Sawyer, Taylor, Vilas and Wood Counties.

*Heavy Drinking: For females, average of more than 1 drink per day during past 30 days; for males, average of more than 2 drinks per day during past 30 days.

**Binge Drinking: For females, 4 or more drinks on at least one occasion during past 30 days; for males, 5 or more drinks on at least 1 occasion during past 30 days.

Goal #1
Increase awareness of the dangers of abusing alcohol for Langlade County residents, including youth.

Outcome:

By 2015, a minimum of four strategies will be implemented in Langlade County that indicates success at raising awareness of the dangers of abusing alcohol.

Suggested Strategies to Accomplish Outcome

- ✓ Partner with the Tavern League to increase awareness in local taverns about drinking and driving. This could include creating flyers to hang in restrooms of bars or just asking “Who is driving you home?”
- ✓ Complete a social norms campaign.

- ✓ Offer evidence-based programs, including Parents who Host, Lose the Most, Family Matters, Strengthening Families Program, 10-14 years old, SADD, and DARE.
- ✓ Look for and seek grants to continue alcohol compliance checks and other campaigns.
- ✓ Develop educational materials to be distributed in the community that highlights the legal, social, physical, psychological, and financial consequences of alcohol abuse.
- ✓ Encourage education at an early age and family education.
- ✓ Promote alcohol free activities for youth and adults.
- ✓ Create a brain development presentation on the impact of alcohol on fetal development and on teen brain development.
- ✓ Obtain and share with the community educational materials that promote open discussion about the consequences of alcohol abuse, for example *This Place*, *Smashed*, and *The Edge of Reality*.
- ✓ Organize an assembly for middle and high school students dealing with the deadly effects of drinking when combined with driving, other drugs, sexual promiscuity, or excessive amounts of alcohol.
- ✓ Develop a countywide mass media campaign promoting responsible drinking. The campaign could also include the legal, social, and financial consequences of drinking and driving.

Tobacco Use

Tobacco use is the single most preventable cause of disease and death in Wisconsin and the United States. Approximately 16% of all Wisconsin deaths are attributable to cigarette smoking.¹ The health and economic toll of tobacco use, in terms of health care costs, reduced productivity and premature death, remain considerable. One of the major conclusions reached in the recent Surgeon General's report is that "Smoking harms nearly every organ of the body, causing many diseases and reducing the health of smokers in general."²

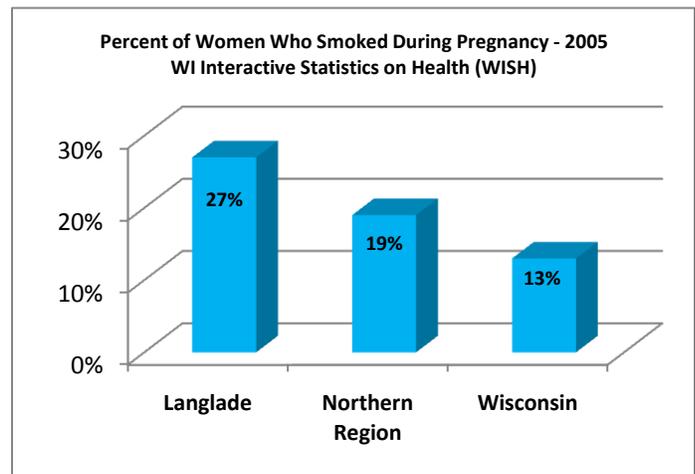
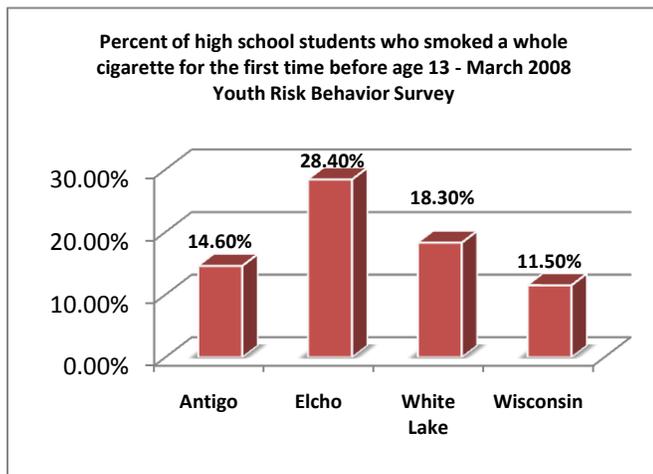
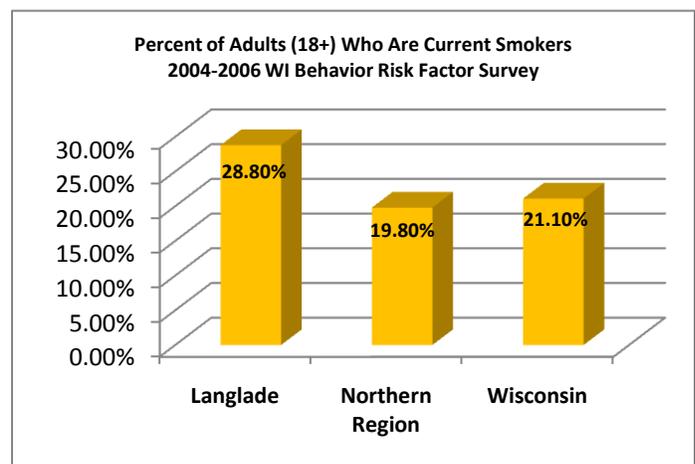
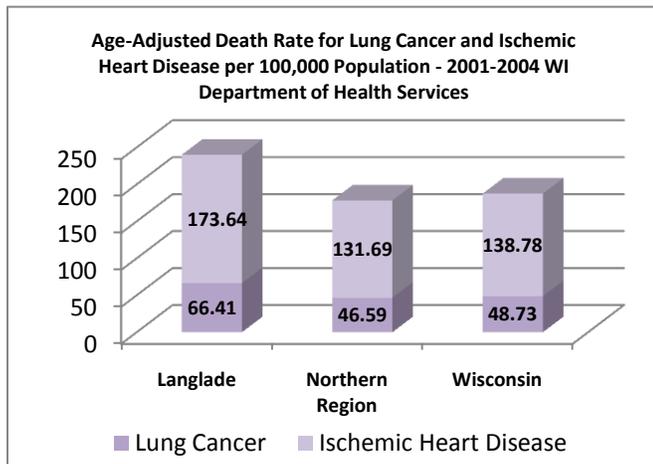
The disease-causing effects of smoking have been widely known for years (e.g., increased risk of cardiovascular disease, cancer, chronic bronchitis and emphysema, low birthweight and fire-related burns) and the list continues to expand. More recently, evidence has mounted on the health effects of smoking to non-smoking family members and others who often inhale cigarette smoke. It's estimated that exposure to secondhand smoke causes as many as 1,200 lung cancer and heart disease deaths in Wisconsin.¹

Preventing tobacco use among pregnant women and children remain critical priorities. Smoking during pregnancy increases the rate of low birthweight babies. Newborn babies and children exposed to secondhand smoke are at greater risk for respiratory and middle ear infections. Preventing youth from using tobacco dramatically decreases the likelihood that they will be regular tobacco users as adults, since most smokers begin tobacco use before they are 18 years old.

As indicated in the graphs below, Langlade County youth and adults have higher rates of smoking as compared to the State of Wisconsin and Northern Region averages. Even more disturbing is the percentage of women smoking during their pregnancies, placing babies and children at risk of experiencing poor health. Finally, Langlade County has a higher age-adjusted death rate from lung cancer and ischemic heart disease than the Northern Region and the State of Wisconsin. Smoking is a significant risk factor for both of these conditions.

¹ The Burden of Tobacco in Wisconsin, April 2002, collaborative report of the Wisconsin Division of Public Health, the American Cancer Society, the University of Wisconsin Comprehensive Cancer Center, and the Wisconsin Tobacco Control Board.

² The Health Consequences of Smoking, A Report of the Surgeon General, Executive Summary, 2004, US Department of Health and Human Services.



Northern Region Counties include: Ashland, Bayfield, Forest, Florence, Iron, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Sawyer, Taylor, Vilas and Wood Counties

Goal #2
Create awareness about the negative health consequences of tobacco use.

Outcome:

By 2015, four strategies will be utilized to make youth, adults, and pregnant women more aware of the negative health consequences of tobacco use.

Suggested Strategies to Accomplish Outcome

- ✓ Provide information for pregnant women on the consequences of tobacco use on their unborn child.
- ✓ Promote the use of the Quit Line.
- ✓ Provide information on tobacco cessation at WIC, the hospital, schools,...
- ✓ Provide information about the hazards of smokeless tobacco at the schools. This could be done at positive activities such as a school dance.
- ✓ Reach out to people living in poverty and make them aware of the negative health consequences of tobacco use.

- ✓ Promote changes in the law regarding tobacco and support the smoke free law.
- ✓ Encourage/look for grants that could continue the tobacco compliance check program locally.
- ✓ Offer and promote positive activities for youth and adults.
- ✓ Continue to utilize current tobacco resources at the schools and Boys and Girls Club, i.e. pig lung, baby bottle with cigarettes in it, displays, tobacco posters and pamphlets,...

Drug Abuse:

Drug abuse is a serious public health problem that affects almost every community and family in some way. Drug abuse plays a role in many major social problems, such as drugged driving, violence, stress and child abuse. Drug abuse can lead to homelessness, crime, missed work or problems keeping a job. It harms unborn babies and destroys families. There are different types of treatment for drug abuse. However, the best is to prevent drug abuse in the first place.

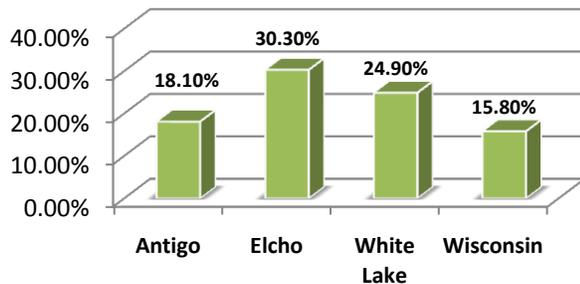
The proper disposal of prescription drugs is an increasing problem in our society. Traditional advice has been to flush unused drugs down the toilet or put them in the trash. Neither is a good method. Research suggests that certain drugs are present in our nation's water sources and may cause ecological harm. Children and animals can get into drugs tossed in the trash, and once in landfills, drugs can trickle into groundwater. Additionally, trends show that although teens are turning away from street drugs, they now are abusing prescription and over-the-counter drugs. This includes painkillers, such as those prescribed after surgery; depressants, such as sleeping pills or anti-anxiety drugs; and stimulants, such as those prescribed for attention deficit hyperactivity disorder (ADHD). Teens are also abusing over-the-counter drugs, such as cough and cold medicines. Parents and caregivers are the first line of defense in addressing the troubling trend of prescription and over-the-counter drug abuse.

There are serious health risks related to abuse of prescription drugs. A single dose of painkillers or antidepressants can cause breathing difficulty that can lead to death. Stimulant abuse can lead to hostility or paranoia, or the potential for heart system failure or fatal seizures. Even in small doses, antidepressants and painkillers have effects on motor skills, judgment and ability to learn. The abuse of over-the-counter cough and cold remedies can cause blurred vision, nausea, vomiting, dizziness, coma and even death. Many teens report mixing prescription drugs, over-the-counter drugs and alcohol. Using these drugs in combination can cause respiratory failure and death.

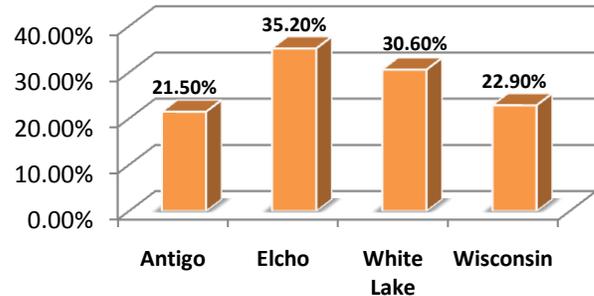
The prevalence of prescription drug abuse among teens and adults has increased because of the relative ease of access to prescription drugs. There is a need to promote awareness of the risks associated with using prescription drugs for non-medical purposes and the need for adults to strictly control access to pharmaceuticals within their homes.

Langlade County youth are not immune from these national and state trends of increased prescription drug abuse. As indicated in the charts below, Langlade County youth indicate higher than the state averages of taking prescription painkillers and other prescription drugs without a doctor's prescription. Strategies to address these issues will need to target not only the youth in Langlade County, but also parents and other adults in limiting access to these prescriptions.

Percent of high school students who have taken a prescription drug, such as Ritalin, Adderall, or Xanax, without a doctor's prescription, 1 or more times during their life - March 2008 Youth Risk Behavior Survey



Percent of high school students who have taken painkillers, such as Oxycontin, Percocet or Vicodin, without a doctor's prescription 1 or more times during their life March 2008 Youth Risk Behavior Survey



Goal #3

Increase awareness of the dangers and consequences of using illegal drugs and of using and/or abusing prescription drugs and painkillers.

Outcome:

By 2015, a minimum of four strategies will be implemented that raise awareness of the dangers of illegal drugs, including the misuse of prescription drugs and painkillers.

Suggested Strategies to Accomplish Outcome

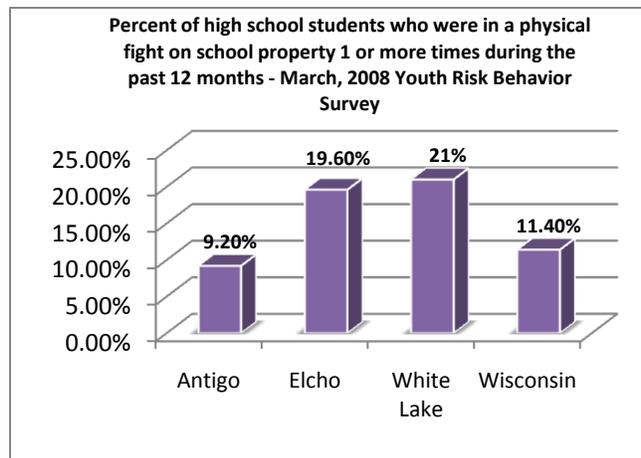
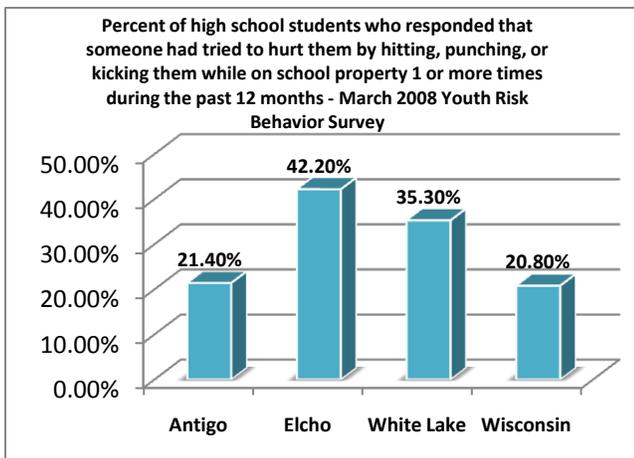
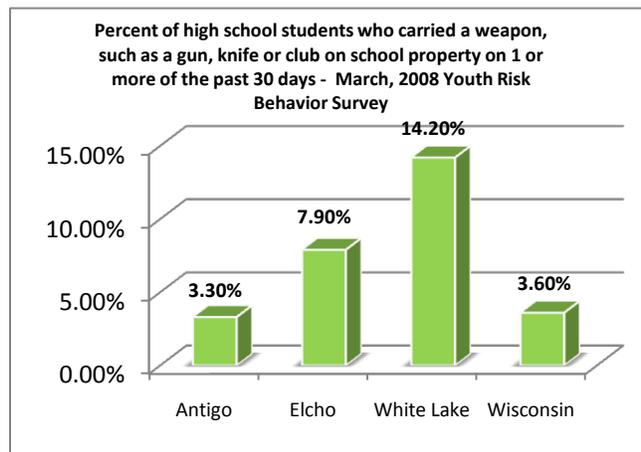
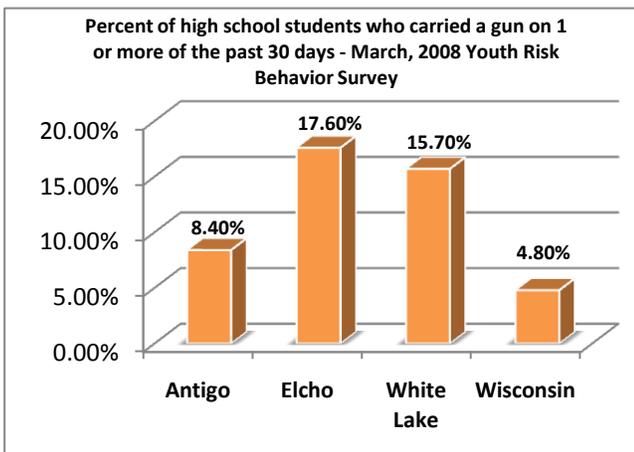
- ✓ Encourage medication disposal and seek to secure funding for the disposal.
- ✓ Complete a Social Norms Campaign to capitalize on positive peer pressure.
- ✓ Support positive alcohol and drug free activities and groups, such as Boy Scouts, 4-H, Boys and Girls Club, and Church youth groups.
- ✓ Support the creation of a registry to track commonly abused prescription drugs.
- ✓ Develop a presentation for parents on the access to prescription drugs and painkillers via the internet.
- ✓ Secure funding for programs that discourage drug use and encourage healthy living and behaviors.
- ✓ Provide education to youth, parents, and teachers about the drugs that are out there and what the dangers of those drugs are.
- ✓ Support having a relationship between the schools and the police through support of the DARE program and of a liaison officer.
- ✓ Facilitate community conversations about drug related issues and urge action.
- ✓ Write a series of articles for the newspaper that focuses on prescription drug abuse.
- ✓ Write a series of articles for the newspaper that focuses on illegal street drugs.
- ✓ Develop a presentation for parents on illegal street drugs, what the signs of use and abuse are, and what steps should be taken if they suspect their child is using.
- ✓ Organize an assembly for middle and high school students dealing with the deadly effects of drugs.
- ✓ Research effective state and national strategies and model programs that deter illegal drug use and prescription drug abuse among school age youth.

Health Priority: *Improve Youth Decision-Making Skills to Decrease Risky Behaviors*

Youth Violence:

Injury and violence are classified into two categories: unintentional and intentional. Unintentional includes injuries such as falls, burns, motor vehicles crashes, poisonings, and drowning. Intentional injuries and violence include suicide, homicide, violent injury and assaults such as sexual, intimate partner violence, child abuse and bullying. Having fulfilling relationships with other people, engaging in productive activities and the ability to adapt to change and to cope with adversity are skills that offset the distress and impaired functioning that often leads to intentional injuries and violence.

In March of 2008, Langlade County high school students in all three school districts of Antigo, Elcho and White Lake participated in a national online Youth Risk Behavior Survey (YRBS). Langlade County youth reported higher rates of carrying weapons, including guns on school property, than other youth throughout the state. Local youth also reported higher rates of physical fighting and fear of being hurt at school than other youth throughout the state.



Goal #1
Increase awareness of personal safety issues for youth and the strategies we all can use to create a safer environment in Langlade County.

Outcome:

By 2015, four strategies will be implemented in Langlade County that indicates success at providing a safer environment for youth.

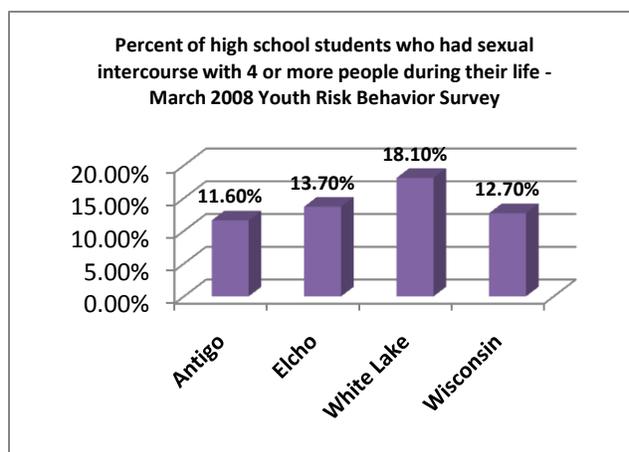
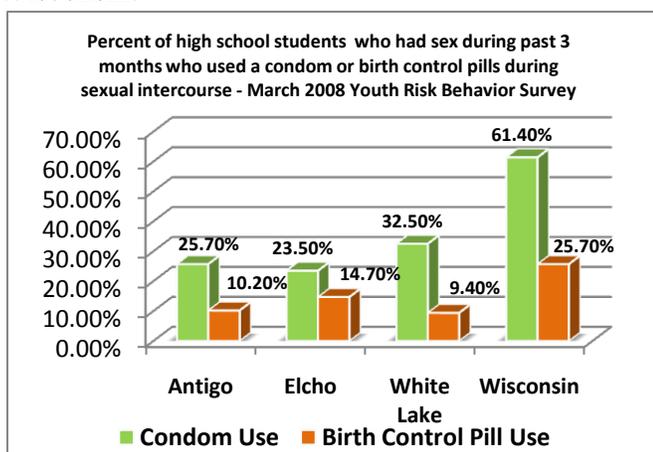
Suggested Strategies to Accomplish Outcome

- ✓ Offer evidenced based programs, including SADD, DARE, and Strengthening Families.
- ✓ Promote weapon-free schools.
- ✓ Complete a social norms campaign.
- ✓ Obtain and share community education materials related to cyber-bullying, safe computer chat rooms, and computer safety for families.
- ✓ Research effective strategies from counties that have successful anti-bully curriculum, share with teachers, clergy, counselors, safety officers.
- ✓ Support those programs already in the community that provide safe activities and programs for youth; 4-H, Boys and Girls Club, Boy Scouts & Girl Scouts, church youth programs.

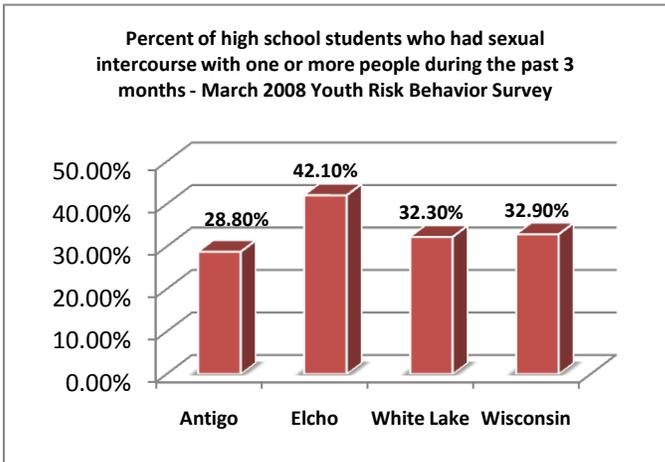
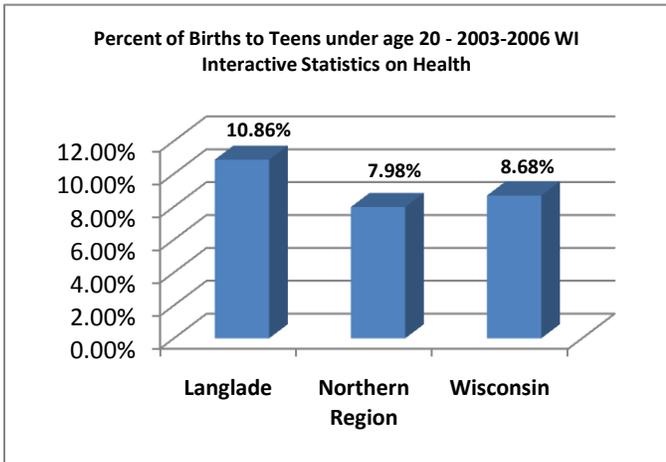
High Risk Sexual Behavior:

High risk sexual behavior makes a person more susceptible to infectious diseases that include syphilis, gonorrhea, chlamydia, Hepatitis B, Human Immunodeficiency Virus (HIV), and Hepatitis C, or can result in unplanned pregnancy. More than half of all pregnancies nationwide are unintended.¹ Unprotected sex and unintended pregnancy significantly affect the health of the public as well as the social and economic well being of individuals, families and communities.

In March, 2008, Langlade County high school students in all three school districts of Antigo, Elcho and White Lake participated in a national online Youth Risk Behavior Survey (YRBS). As indicated in the charts below, Langlade County youth report higher rates of high risk sexual behavior, such as in number of sexual partners, lack of use of birth and disease prevention methods, and a higher birth rate than the State of Wisconsin.



¹ *Unintended pregnancy in the United States*, Henshaw, S.K., 1998, *Family Planning Perspectives*, 30, 24-29



Northern Region Counties include: Ashland, Bayfield, Forest, Florence, Iron, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Sawyer, Taylor, Vilas and Wood Counties

Goal #2
Increase awareness of health dangers of risky sexual behaviors for Langlade County youth.

Outcome:

By 2015, at least five strategies will be implemented in Langlade County that demonstrate increased awareness of the dangers of risky sexual behaviors.

Suggested Strategies to Accomplish Outcome

- ✓ Invite health professionals and teachers that provide reproductive health education to youth together to discuss teaching strategies and find successful programs that are effective to model for our youth.
- ✓ Encourage evidenced based education to be introduced consistently throughout the county.
- ✓ Launch a social norms campaign.
- ✓ Promote safer sex behaviors for those who are sexually active.
- ✓ Inform youth of the health care options available to them to make healthy choices without barriers.

Health Priority: ***Promote Healthy Lifestyle Habits to Prevent Chronic Disease***

Overweight, Obesity and Lack of Physical Activity

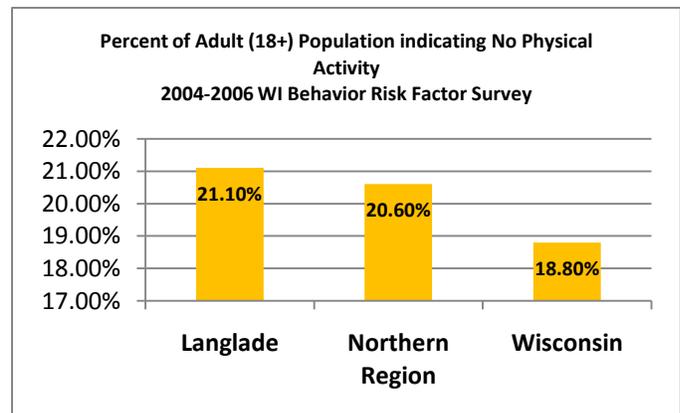
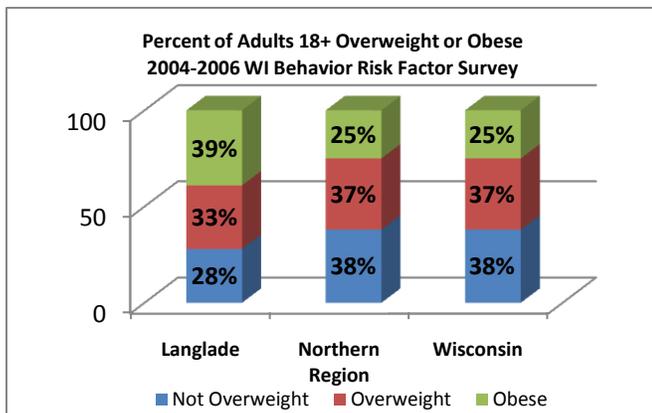
Overweight, obesity and lack of physical activity have been causally linked with breast cancer, stroke, diabetes, heart disease and increased risk of many chronic conditions: cardiovascular disease, type 2 diabetes mellitus, hypertension, stroke, osteoarthritis and some cancers (Must, Spodano, Coakley, Field & Dietz, 1999).

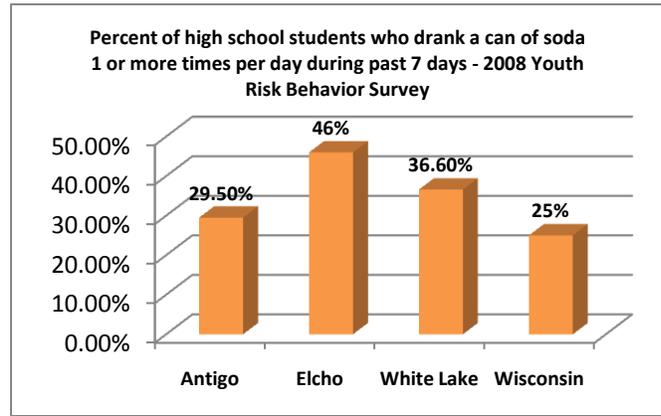
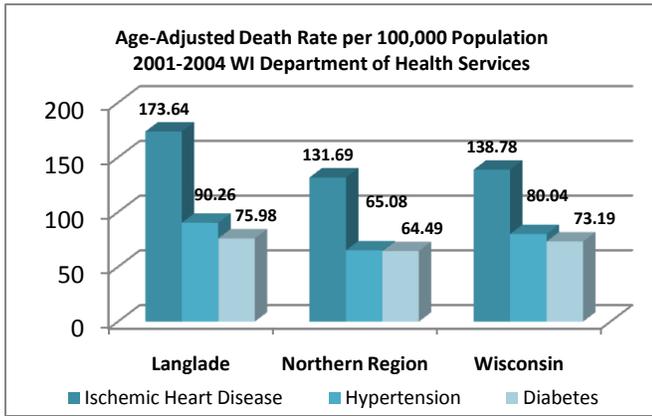
Similarly, lack of adequate and appropriate nutrition is linked to many health concerns. Their prevalence is increasing across the nation as well as in Wisconsin and Langlade County. Obesity has increased in every state, in both sexes, and across all age groups, races and educational levels. Resulting hospitalizations and medical care costs have produced a great burden.

Langlade County adult residents self reported their overweight and obesity status during a 2004-2006 Wisconsin telephone Behavioral Risk Factor Surveillance System (BRFSS) survey. Not only does Langlade County have a higher percentage of obese adults than the state average; more adults in Langlade County report no physical activity compared to the state average.

Caused in part by levels of overweight and obesity, diabetes, hypertension and heart disease have become chronic diseases in Langlade County. Langlade County has a higher age-adjusted death rate (per 100,000 population) for each of these chronic conditions compared to the state and northern region.

A 2003 American Academy of Pediatrics position paper on obesity stressed that pediatricians need to focus on prevention of childhood obesity and inactivity, stating that co-morbid conditions associated with obesity are likely to persist into adulthood. (Pediatrics, 2003). Although data is limited in reporting the overweight/obesity rates of Langlade County youth, high school students in all three school districts of Antigo, Elcho and White Lake participated in a national online youth risk behavior surveillance survey (YRBS) in March of 2008. Results from this survey indicate Langlade County youth were similar to other youth throughout the state in not eating a variety of fruits and vegetables, over-consumption of soda and spending a significant amount of time on computers or watching TV.





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Goal #1
**Promote knowledge of reliable, nutritional information and local resources to
 improve nutritional health.**

Outcomes:

- ✓ **By 2012, a directory of community organizations' health and wellness contacts will be created to improve the distribution of nutritional information throughout Langlade County.**
- ✓ **By 2015, a minimum of four strategies will be promoted and implemented to improve the nutritional health of Langlade County Residents.**

Suggested Strategies to Accomplish Outcome

- ✓ Create or modify a nutrition-based newsletter (or electronic newsletter) to distribute through directory, businesses, agencies and organizations that includes a local health calendar of events.
- ✓ Promote and support the Color Me Healthy Program in child care settings and Early Learning Centers
- ✓ Continue to support and promote Healthy Ways events and consider holding this event in different locations throughout the county.
- ✓ Support and promote the Wisconsin Nutrition Education Program.
- ✓ Support the Fresh Fruits and Vegetables Program through the Unified School District of Antigo.
- ✓ Promote the use of and assist in expanding community gardens and area farmers' markets.
- ✓ Promote the benefits of the healthy food choices provided at community gardens and farmers markets.
- ✓ Partner with community agencies in hosting health and wellness fairs and expositions to promote nutrition, healthy recipes and physical activity in the community.
- ✓ Identify strategies to increase fresh produce donations at area food pantries and to display nutritional information and healthy recipes using products commonly available at food pantries.

Goal #2

Promote knowledge of physical activity opportunities and benefits.

Outcomes:

- ✓ **By 2015, promote physical activity opportunities through media sources and nutrition directory.**
- ✓ **By 2015, create two new physical activity opportunities in Langlade County.**

Suggested Strategies to Accomplish Outcomes

- ✓ Develop quarterly news releases promoting an “Activity of the Month.”
- ✓ Partner with local initiatives in designing physical activities or develop incentives or challenges to increase usage.
- ✓ Partner with area community organizations to implement a kids’ triathlon event.
- ✓ Partner with community groups and businesses to promote activity challenges among groups.
- ✓ Develop and implement county-wide family fitness challenges.
- ✓ Partner with City of Antigo and Langlade County government agencies and local recreation clubs to establish fitness trails with health information available along the trail.

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Current Members of Workgroups

Action Alliance

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Bob Kovar
Cindy Kuhls
Brad Henricks
Debra Potschaidler
Denise Guenther
Holly Matucheski
Heather McCann
Julie Barger
Jennifer Smith
Keith Wolf
Karen Hegranes
Kitty Fassbender
Laura Hoffmeister
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Tom McGrath
Trisha Johnson
Virginia Jensen
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Healthy Ways

Vickie Husnick, Chairperson
Karen Kieper
Stephanie Mattson
Kathy Baginski
Bonnie Hessedal
Terry Hilger
Karen Hegranes
Sarah Zelazoski
Holly Matucheski
Michelle Koss
Jamie Rassmussen
Kathy Bender
Jessica Kerner
Gina Losser
Julie Warax
Kari Lazars
Barb Resch
Mary Meister
Judy Grimm
Amy Lynch
Maryann Kangas
Jill Weiland
Joan Cline
Pam Resch
John William
Donna Murra

Teen Health

Karen Hegranes, Chairperson
Sheila Rine
Carrie Kubacki
Deb Gallenberg
Georgia Fischer
Jennifer Smith
Tonja Fischer
Nick Sanchez

Potential Partners

Langlade County Health Department
Langlade Hospital
Unified School District of Antigo
Elcho School District
White Lake School District
NorthCentral Technical College
Lakewood Northern Health Centers
Family Corner Resource Center
City of Antigo
Langlade County Government
Langlade County Department on
Aging
Langlade County Department of
Social Services
Langlade County Sheriff's
Department

UW-Extension
Early Learning Centers
Community child care programs
Peace Lutheran School
All Saints School
Area churches
Businesses
Bike and Ski Club
Restaurants
Antigo Police Department
North Central Health Care Facility
Langlade County Tavern League
Langlade County Courts
Emergency Medical Services
Parent and Teacher Organizations
Family Planning Health Services

Women, Infants and Children (WIC)
Area clinics and health providers
Youth-serving organizations, Girl
Scouts, Boy Scouts, 4-H, Boys and
Girls Club
Rural Dental Health Clinic
Residents
AVAIL
United Way
Fitness centers
Service-based groups: Optimist Club,
Kiwanis Club, Rotary Club, Lions
Club
Media

This list is NOT inclusive; any additional partners interested in joining the efforts will be welcomed to the process.

Accomplishments of 2003-2008 Community Plan

Access to Health Care:

- ❖ Created the Building a Healthier Langlade County website listing the health services in Langlade County.
- ❖ Community Partners for Medication Safety created to implement the Red Bag Campaign to assist individuals in reviewing their medications for accuracy and avoid duplication.
- ❖ Supported the development of the Langlade County Coordinated Transportation Program that provides transportation for residents to various community locations.

Action Alliance:

- ❖ Workgroup addresses alcohol, drug and tobacco use and abuse issues within Langlade County.
- ❖ Implemented the Family Matters Program on four occasions with 6th graders in the Unified School District of Antigo.
- ❖ Implemented the Parents Who Host, Lose the Most campaign during prom and graduation for the past three years.
- ❖ Sponsored guest speakers within all three school districts to address underage drinking.
- ❖ Provided community education on alcohol and drug abuse at community fairs, such as Child Development Day, National Night Out, and Langlade County Health Fair.
- ❖ Presented *This Place* video to parents during Parent-Teacher meetings. Video address the over-exposure of children to alcohol advertising.

Healthy Ways:

- ❖ Workgroup address overweight, obesity and lack of physical activity within Langlade County.
- ❖ Implemented the *Color Me Healthy* curriculum to childcare and preschool centers throughout Langlade County and funded fitness equipment and healthy food samples used during classes.
- ❖ Partnered with local businesses involved with the WI Rural Health Initiatives grant to implement nutrition and physical activity programs on-site to improve employees' health.
- ❖ Funded and distributed pedometers to businesses, schools, community agencies and organizations to encourage more physical activity.
- ❖ Developed the Healthy Ways webpage as part of the Building a Healthier Langlade County website.
- ❖ Provided community education on healthy eating at community fairs and organizations, such as within schools, Boys and Girls Club, Girl Scouts, and Boy Scouts.
- ❖ Promoted healthy eating and physical activity through articles in the newspapers and on the radio.
- ❖ Hosted six annual Healthy Ways events with a variety of activities and demonstrations to encourage residents to eat healthy and be physically active.

Teen Health

- ❖ Workgroup to improve teen decision-making skills to decrease risk-taking behaviors, such as high-risk sexual behavior, violence, unsafe relationships, bullying, suicide and overall teen health.
- ❖ Sponsored guest speakers within all three school districts to address teen drinking and safe driving practices.
- ❖ Provided community education on teen health issues at community fairs, such as Child Development Day, National Night Out, and Langlade County Health Fair.
- ❖ Purchased books for families through the Baby's First Books program.
- ❖ Support and advertise activities of various community youth groups, such as Leaders Achieving Violence Awareness (LAVA), Run Away and Youth Services (RAYS), Students Against Destructive Decisions (SADD), and AIDS Teen Peers groups in all three school districts in Langlade County.
- ❖ Assisted Unified School District of Antigo guidance department in updating educational materials on bullying, healthy relationships, divorce, anger management, and study skills.
- ❖ Mentor teen peer groups in providing education to other youth on pregnancy, sexually transmitted diseases, and AIDS prevention.