

## 2017-2020 MARATHON COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

### Identified Priorities

**Alcohol and Other Drug Misuse and Abuse** To create a culture in communities where alcohol is used responsibly and other drugs (tobacco, prescription, and illicit) are not misused.

#### Goal Statements:

- Change social norms, attitudes, and behaviors around substance abuse.
- Strengthen community collaboration around substance abuse prevention.
- Increase funding for AODA prevention, treatment, and enforcement.

#### Shared Measurement:

- Past 30-day use of substances in Marathon County high school students (Marathon County Youth Risk Behavior Survey)
- Percentage of high school students who report that their parents or other adults in their family would disapprove if they had five or more drinks of alcohol in a row within a couple of hours (Marathon County Youth Risk Behavior Survey)
- Percentage of students who report that their peers feel it would be wrong or very wrong to use alcohol (Marathon County Youth Risk Behavior Survey)
- Percentage of adults who reported binge drinking in the past 30 days (LIFE Survey)
- Percentage of adults who reported drinking and driving in the past 30 days (LIFE Survey)
- Percentage of adults who said there is a great risk in taking prescription medication not prescribed to them (Marathon County Medication Assessment)

Contact: Melissa Dotter at [Melissa.Dotter@co.marathon.wi.us](mailto:Melissa.Dotter@co.marathon.wi.us)

**Behavioral Health** Promote well-being by preventing or intervening in mental illness such as depression or anxiety, along with preventing or intervening in substance abuse or other addictions.

#### Goal Statements:

- Increase the public's awareness of the importance of good mental well-being and community services available to support their mental well-being.
- Improve alcohol and other drug abuse and mental health treatment services.
- Further integrate behavioral health within the delivery of health care.

#### Shared Measurement:

- Average number of poor mental health days reported by Marathon County in the past 30 days (County Health Rankings)
- Percentage of high school students who describe their mental health as not good, during the past 30 days before the survey, three days or more (Marathon County Youth Risk Behavior Survey)
- Percentage of high school students who felt so sad or hopeless almost every day for two or more weeks in a row that they stopped doing some usual activities during the 12 months before the survey (Marathon County Youth Risk Behavior Survey)
- Percentage of LIFE Report community respondents who reported not seeing a mental health provider when needed (LIFE Report)

Contact: Aaron Ruff at [Aaron.Ruff@co.marathon.wi.us](mailto:Aaron.Ruff@co.marathon.wi.us)

**Adverse Childhood Experiences (ACEs)** Preventing or reducing the impact of potentially traumatic events that can have negative, lasting effects on health and well-being. These experiences range from physical, emotional, or sexual abuse to parental divorce or the incarceration of a parent.

Goal Statements:

- To establish an Adverse Childhood Experiences/Trauma Informed Care Collaborative Initiative in Marathon County.
- To increase community provider's and the public's understanding of the link between Adverse Childhood Experiences and overall mental and physical well-being.

Shared Measurement:

- Number of ACEs trainings provided; number of groups and individuals trained.
- Percentage of high school students that reported having at least one teacher or other adult in their school who they can talk to if they have a problem (Marathon County Youth Risk Behavior Survey)

Contact: Sam Pinzl at [Samantha.Pinzl@co.marathon.wi.us](mailto:Samantha.Pinzl@co.marathon.wi.us)

**Healthy Weight** A weight that lowers your risk for health problems. Achievement or maintenance of a healthy weight includes healthy food choices and physical activity.

Goal Statements:

- Continue the collective efforts of the HEAL Coalition, striving to move to the "collaboration" phase.
- Identify aspects of healthy weight that are important to Marathon County residents.
- Strengthen the link between healthy weight and economic prosperity.

Shared Measurement:

- The percentage of the adult population that during the past month did not participate in any leisure-time physical activity or exercise such as running, calisthenics, golf, gardening, or walking for exercise (County Health Rankings)
- The percentage of the population who live reasonably close to locations for physical activity, including parks or recreational facilities (County Health Rankings)
- The percentage of students that ate fruit or vegetables (such as green salad, carrots, or green beans) 2 times per day (4 times per day total) (Marathon County Youth Behavior Survey)
- Within the (number of) school districts implementing Farm to School in Marathon County, the percentage implementing: procurement strategies, curriculum-related strategies, environmental strategies, school garden strategies, and field-work strategies (USDA Farm to School Census)

Contact: Ashley Deering at [Ashley.Deering2@co.marathon.wi.us](mailto:Ashley.Deering2@co.marathon.wi.us)

**Health Needs of Aging** Developing and maintaining optimal mental, social, and physical well-being and function in older adulthood. This includes addressing basic needs, optimizing health and well-being, promoting social/civic engagement, and supporting independence.

Goal Statements:

- Establish infrastructure for aging-related service providers to collaborate.
- Create or enhance centralized system for information—programs, services, and eligibility requirements.
- Establish community messaging about “planful aging.”

Shared Measurement:

- To be determined by Health Needs of Aging Collaborative Initiative

Contact: Amanda Ostrowski at [Amanda.Ostrowski@co.marathon.wi.us](mailto:Amanda.Ostrowski@co.marathon.wi.us)

**Oral Health** Promoting healthy teeth and the entire mouth such as gums, chewing muscles, palate, tongue, with the goal of being free of tooth decay, gum disease, oral cancer and chronic oral pain.

Goal Statements:

- Establish an oral health collaborative initiative in Marathon County that will focus community partners’ efforts.
- Further the integration of oral health within the delivery of health care.
- Expand current oral health prevention programs and services.

Shared Measurement:

- Percent of the Marathon County population on community water systems with access to optimal water fluoridation (Wisconsin’s Roadmap to Improving Oral Health 2013-2018)
- Percent of the Marathon County population (all water sources) served by fluoridated water (Wisconsin’s Roadmap to Improving Oral Health 2013-2018)
- Percent of LIFE community survey respondents that do not access dental care when needed (LIFE Report)

Contact: Amanda Ostrowski at [Amanda.Ostrowski@co.marathon.wi.us](mailto:Amanda.Ostrowski@co.marathon.wi.us)