

2017-2020 Marathon County Community Health Improvement Plan Midpoint Summary of Progress – January 2019

Alcohol and other Drug Misuse and Abuse

Changing social norms and strengthening collaboration: Multiple substance abuse prevention initiatives occurred including: continuation of the online “weekly Update” on trends in substance abuse; several activities and trainings to supporting recovery, including Recovery Coaching; inclusion of “vaping” in the local clean indoor air laws, multiple media stories; and tens of thousands of dollars of funds leveraged to support educational events in the community.

Measurement: The percent of students who report drinking in the past 30 days remains relatively constant at 24.2% (2015) and 24.1% (2017). The percentage of students reporting they ever used marijuana increased from 13.8% in 2015 to 17.8% in 2017.

Behavioral Health

Increasing awareness and improving access to treatment services: A Behavioral Health networking group was formed and members share new community initiatives including: creation of the Marathon County School-Based Counseling Consortium (MCS-BCC) and the Youth Risk Behavior video series with teens in Marathon County. The MCS-BCC facilitates the coordination of on-site mental health counseling in every public school in the County provided by independent mental health clinic practitioners.

Measurement: The average number of poor mental health days among adults remains constant (3.3/month). The number of teens who reported feeling depressed increased from 21.5 (2015) to 25.2 (2017).

ACES

Establish a network and increase understanding: The ACE’s collaborative meets regularly to network and plan interventions. There are now seven ACE Interface trainers in Marathon County Providing training in a variety of settings including childcare and the Criminal Justice Program students at Northcentral Technical College.

Healthy Weight

Healthy food choices and physical activity: Several “place-making” strategies have been implemented including: an Open Streets event; Way-Finding signs in Wausau to encourage walking; crosswalk murals in downtown Wausau; and the creation of a community engaged art initiative named RISEUP.

Measurement: Adults who are overweight or obese increased from 59.8 to 61.4 between 2015 and 2016. Teens reporting eating fruit 2+ times/ day increased from 26.9% in 2015 to 29% in 2017. Teens reported eating vegetables 2+ times per day increased from 23.9% in 2015 to 25.2 % in 2017.

Aging

Establish infrastructure for providers, information sharing, and messaging: The Partnership for Aging has been reestablished and the group is focusing efforts on the “Help Yourself to Better Health” campaign.

Oral Health

Expand oral health prevention: Bridging Brighter Smiles program is now serving eight school districts in Marathon County increasing access to early and affordable dental care to children.