



# 2016 COMMUNITY HEALTH IMPROVEMENT PLAN



## INTRODUCTION

Monroe Clinic conducted a 2016 Community Health Needs Assessment in fulfillment of its mandated obligation as a tax-exempt hospital, in accordance with the Patient Protection and Affordable Care Act (PPACA). As an active participant in the Green County Healthy Community Coalition (GCHCC), Monroe Clinic collaborated on the Community Health Needs Assessment process and prioritization of health needs. The mission of the GCHCC is: Fostering collaborative efforts to assess needs, define resources, and recognize opportunities to build healthier communities that support healthy lifestyles. The coalition is co-chaired by representatives from Monroe Clinic, Green County Health Department, and the University of Wisconsin-Extension.

The assessment incorporated components of primary data collection and secondary data analysis that focused on the health and social needs of the service area. It included collection and analysis of input from persons who represented the broad interests of the community served by Monroe Clinic, including those with special knowledge of public health. Based on the results of the primary and secondary data collection, health needs were identified.

## PRIORITY HEALTH NEEDS

The Green County Healthy Community Coalition undertook the process for the identification and prioritization of community health needs. As the framework for identifying health needs, the coalition adopted the state public health agenda, Healthiest Wisconsin 2020 and the national agenda, Healthy People 2020. An examination of data on health behaviors and the social, economic and educational factors that are determinants of health were used to determine Green County's most pressing health needs. The health needs were prioritized using a facilitated group consensus method. As a result of the prioritization process, the health needs that will be addressed by Monroe Clinic in partnership with the Green County Healthy Community Coalition are:

- Nutrition education and food security
- Mental health access
- Substance abuse
- Physical activity



# ADDRESSING HEALTH NEEDS

Monroe Clinic plans to meet the identified priority health needs through a commitment of resources for the following programs and services.

## NUTRITION EDUCATION AND FOOD SECURITY

### VISION STATEMENT

We envision communities that promote good nutrition and food security for all residents of Green County.

### PERFORMANCE MEASURES

#### SHORT TERM INDICATORS (1-3 YEARS)

- Annually increase Farmers Market attendance by 10%.
- Increase Supplemental Nutrition Assistance Program (SNAP) Electronics Benefits Transfer (EBT) machine usage at Farmers Market by 10%.

#### LONG TERM INDICATORS (5+ YEARS)

- Reduce Body Mass Index of third graders in Green County by 2%.



### Goal 1: By June 2019, Green County residents will have increased access to available food resources.

- Prepare a comprehensive list of available food resources in Green County, including location, usage, and date of food availability in 2016.
- Monitor excesses and shortages of food (food deserts) by resource and location, including food pantries' capacity for refrigerating produce in 2016.
- Identify resources that meet residents' transportation needs in 2016.
- Coordinate with the Monroe Farmers Market USDA grant to increase access to fresh foods for underserved population by 2018.
- Expand the Monroe Farmers Market with more vendors and customers, including increased participation by underserved population through the promotion of WIC and SNAP EBT at the market by 2018.
- Use the UW Extension Food Security Survey to continually evaluate the needs of the communities in Green County.
- Develop an educational outreach and awareness plan of available food resources in 2016.
- Research the feasibility, based on community partner support, for a point-of-need pantry for Green County schools by 2019.



## **Goal 2: By 2019, there will be increased availability and consumption of “healthier food” in food resource centers.**

- Expand gardens at schools with garden programs, in order to supply more produce to their cafeterias in 2018.
- Provide opportunities for ongoing education at various sites and referrals, such as meal planning, grocery shopping, recipes and tips on using healthy food alternatives by 2018.
- Collect and analyze child and adult Body Mass Index data and conduct a third grade countywide BMI survey in 2016.
- Interview food pantry coordinators to identify existing food quality, refrigeration resources and needs, pantry resources and usage, and ways to reduce waste in 2016.
- Assess food pantries’ desire to implement the Safe and Healthy Food Pantries project, and implement if willing in 2016.
- Share successes from the Monroe School District cafeteria PEP grant project with other Green County school meal programs in 2016.

## **Goal 3: By June 2019, a collaboration will be maintained between Green County Health Department, Monroe Clinic: Women’s Health, Birth Center and Pediatrics, La Leche League of Monroe, Stephenson County Health Department and advocates of breastfeeding to increase breastfeeding support, as evidenced by reaching and maintaining greater than 75% breastfeeding rates at one-month postpartum.**

- Secure two Monroe Clinic champions, who will endorse and promote a common breastfeeding message, with each champion’s role defined by the positions they hold in 2016.
- Conduct a breastfeeding survey of all Green County employers in 2016.
- Develop a comprehensive breastfeeding resource with a mainstream message that can be disseminated to the community by 2017.
- Create a centralized referral system for women who need breastfeeding support and increase the referrals by 2019. This includes expanding Breastfeeding Champion training for office staff.
- Complete a breastfeeding assessment with two Green County employers and offer resources to assist them in implementing breastfeeding friendly policies in 2016.
- Create a plan for a variety of shared learning opportunities and professional development in order to strengthen the capacity of the breastfeeding service delivery system (prenatal through pediatrics) and the continuation of skilled lactation support by 2018.
- Monroe Clinic will train two to four registered nurses as certified lactation counselors by 2017.

# MENTAL HEALTH ACCESS

## VISION STATEMENT

Green County residents will experience greater access to mental health services with an expansion of behavioral health prevention, intervention services and support services.

## PERFORMANCE MEASURES

### SHORT TERM INDICATORS (1-3 YEARS)

- Increase by 10% depression screening of primary care patients annually.
- Increase by 75% trained clergy and allied health professionals with an increased knowledge of mental health resources in the community, as reported in a quarterly survey.

### LONG TERM INDICATORS (5+ YEARS)

- Increase by 10% the number of people served by professional mental health services at Green County Mental Health and Monroe Clinic.

### **Goal 1: Identify and define the mental health needs in Green County by June, 2017.**

- Administer, study, and evaluate mental health assessment tools and results shown in Youth Risk Behavior Survey, BESS (Behavioral and Emotional Screening System), Better Brodhead, a physician survey, and an ER data summary.
- Create a written summary report of mental health needs, and publicize and present this report to community partners.

### **Goal 2: Improve the ability of para-professionals and community partners to support the mental health needs of the community by June, 2019.**

- Explore the integration of primary care resources with behavioral health care resources.
- Establish a clinical therapist within the Monroe Junior High School for grades 6 to 8.
- Plan and offer mental health first aid trainings in Green County communities.
- Explore the possibility of a satellite counseling office in the Brodhead area.
- Offer mental health trainings to allied health professionals and clergy.
- Implement a depression screening QI initiative in 2016 that will serve as a screening process metric for Monroe Clinic.
- Apply and support the Healthier Wisconsin Partnership Program for a Community Changemakers Behavioral Health Grant.

# SUBSTANCE ABUSE

## VISION STATEMENT

Residents will achieve a reduced level of drug and alcohol abuse in Green County.

## PERFORMANCE MEASURES

### SHORT TERM INDICATORS (1-3 YEARS)

- Conduct an awareness survey on drug and alcohol abuse as a problem and show an increased awareness from 51% to 75% by July 1, 2019.
- Complete all recommendations of the Wisconsin Heroin Epidemic: Strategies and Solutions report by July 1, 2019.
- Conduct an awareness survey of drug and alcohol abuse solutions and demonstrate a 25% increased awareness by July 1, 2019.

### LONG TERM INDICATORS (5+ YEARS)

- Decrease drug overdoses in Green County by 75%, according to Monroe Clinic emergency department and Northwest Connection records, by July 1, 2026.
- Decrease drug- and alcohol-related arrests by 25%, according to law enforcement records, by July 1, 2026.

### **Goal 1: Increase awareness of alcohol and drug abuse as a problem by June 2019.**

- Expand the campaign to have a billboard in each Green County community, and explore public service announcement opportunities by 2017.
- Educate and distribute medication safety information in 2016.
- Implement an educational program with speakers in the schools in 2016. Promote the Generation Rx program with speakers from UW School of Pharmacy in the schools by 2017.
- Obtain a Green County Human Services Prevention Specialist in 2016.
- Staff a Green County Fair booth with print materials and giveaway items, 2016 to 2019.
- Support, outreach and promote the PARTY Program at the PAC, 2016 to 2019.
- Collaborate with other community groups such as Better Brodhead, GUPPY (Green County United Prevention Professionals for Youth), FAITH Addiction (Fighting Addiction It Takes Help), etc., 2016 to 2019.
- Develop and implement a Green County businesses survey to determine the level of knowledge of substance abuse by area employers, 2016 to 2019.

## Goal 2: Develop solutions to drug and alcohol abuse in Green County communities by June 2019.

- Develop a Green County Drug Treatment court with higher accountability for the using offender by 2017. Staff will attend drug court training in June 2016.
- Distribute medication lock boxes to reduce access to medications of abuse, 2016 to 2019.
- Promote the sale of medication lock boxes to community pharmacies in 2016.
- Expand access to Vivitrol and other medication-assisted therapy to ensure effective treatment is available in a timely manner by 2019.

## Goal 3: Increase awareness of the drug and alcohol abuse solutions that have been developed by June 2019.

- Expand the campaign to have a billboard in each Green County community, and explore public service announcement opportunities, by 2018.
- Educate and distribute medication safety information in 2017.
- Support, outreach, promote, and staff Reality Check, 2016 to 2019.
- Staff a Green County Fair booth with print materials and giveaway items, 2016 to 2019. Expand with booths at other community events by 2017.
- Collaborate with Better Brodhead to promote behavioral change.
- Follow up and make recommendations based on the results of the Green County Businesses survey, which will determine employers' level of knowledge of treatment resources.



# PHYSICAL ACTIVITY IN GREEN COUNTY

## VISION STATEMENT

Green County residents will increase their physical activity as a way to achieve a healthier weight.

## PERFORMANCE MEASURES

### SHORT TERM INDICATORS (1-3 YEARS)

- Gather base-line data on current company physical activity programs.
- By 2019, 20 businesses will use the “Company to Company” physical activity tool kit.
- By 2019, reduce physical inactivity in adults from 21% to 19% based on annual County Health Rankings.

### LONG TERM INDICATORS (5+ YEARS)

- Increase companies that have an employee physical activity program by 20%.

### **Goal 1: Increase Green County residents’ usage of the Badger Trail by 11% from 42,000 to 46,000 by June 2019.**

- Obtain Department of Natural Resources trail usage data by 2016.
- Assess existing trails for conditions, barriers, connectivity and signage issues.
- Compile an assessment report, and distribute and educate stakeholders on the findings.
- Develop a marketing plan promoting trail usage.

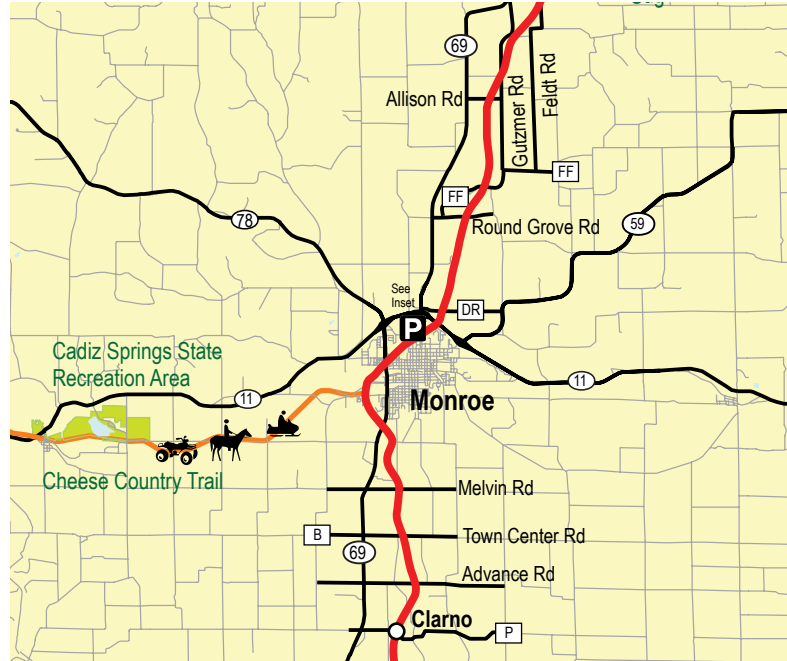
### **Goal 2: Promote to 20 Green County businesses a ‘Company to Company’ physical activity challenge by June 2019.**

- Conduct a survey of work places that are currently offering physical activity challenges to employees.
- Research the program that is most effective.
- Develop, implement and promote an employer tool kit to Green County businesses.
- Evaluate and track progress.

## APPROVAL

This plan was presented to the Monroe Clinic Board of Directors at the May 25th meeting for approval.





## NOTES





