



Memorial Medical Center

Neillsville, Loyal, Greenwood

Care...at its best



COMMUNITY
COMMUNITY HEALTH IMPROVEMENT PLAN
A HEALTHIER CLARK COUNTY
2016-2020

Healthy Clark County Coalition (HCCC):

The Healthy Clark County Coalition (HCCC) is represented by a variety of Clark County-based organizations and stakeholders. Together, these community representatives – many of whom were involved in the initial priority setting process – reviewed the health status of Clark County, reaffirmed the health priorities, and provided guidance in regard to strategies that will help to improve the health of our residents.

Community Health Improvement Plan (CHIP):

The Clark County *Community Health Improvement Plan* (CHIP) is both a planning process and procedure that outlines the strategic framework for implementing a comprehensive and focused approach to improving the overall health and quality of life for residents of Clark County, Wisconsin. This resulting document is the actual Community Health Improvement Plan.

Nutrition

Mental Health

Chronic Disease Management

ADEQUATE, APPROPRIATE, AND SAFE FOOD AND NUTRITION

*Based on feedback from respondents to the 2014 Clark County Community Health Surveys,
32% reported healthy nutrition as being a problem.*

Situation- Clark County

- According to the CDC, one measure of nutrition is fruit and vegetable intake. In Clark County, only 226 or 38.6% of students reported eating fruit one or more times per day over the past 7 days (WI average: 92.4%) (2014 Clark County YRBS, 2014)
- 51.7% of Clark County children are eligible for free/reduced lunch (WI average: 43.3%) (UW-Extension Wisconsin Food Security Project & WI WIC)
- 50% of Clark County WIC participants report being food insecure (Wisconsin WIC Program)
- 29% of Clark County adults are obese (WI average: 29%) (County Health Rankings & Roadmaps, 2014)
- 25% of Clark County adults are physically inactive (WI average: 22%) (County Health Rankings & Roadmaps, 2014)

Clark County Nutrition Goals:

1. By December 2020, residents of Clark County will eat more nutritious foods and drink more nutritious beverages through:
 - a. Increased knowledge of what is nutritious and nutritious options
 - b. Increased access to fruits and vegetables
 - c. Decrease access to sugar-sweetened beverages and other less nutritious foods
2. By December 2020, there will be increased access to nutritious, affordable foods and beverages
3. By December 2020, women who are nursing will have increased access to breastfeeding-friendly areas in public facilities
4. By December 2020, Clark County will reduce rates of adult obesity
5. By December 2020, Clark County will develop and incorporate public infrastructure promoting physical activity

MMC Current Actions:

- Employee full-time registered dietitian
- Attend +80% of eat right be fit coalition meetings
- Program develop a reimbursable weight loss program.
- Improve MMC cafeteria diet
- Complete 3-5 educational community talks
- Institute weight loss challenges in 3 industries.
- Extract key data from new EMR

MENTAL HEALTH

25% of Clark County residents reported that mental health was a problem for either them self or someone in their family (2014 Clark County Community Health Survey).

Situation- Clark County

- 53.7% of Clark County residents report that they or a loved one suffer from a mental health condition
- 25.9% of Clark County residents feel that there not enough information and are unsure of what services are available to help on mental health conditions in the community
- 20.4% of Clark County residents report that needed treatment is not available in this community
- 52.2% of Clark County residents report feeling that having more treatment options in this community would be helpful to them or their family
- 41.3% of Clark County residents feel that having more information for communities, schools, and employers about supporting mental health needs would be helpful to them or their family
- 18% of Clark County adults report being without adequate social-emotional support
- 37% of Clark County residents report that they do not feel comfortable seeking mental health services
- The ratio of Clark County resident to clinical mental health providers is 11,478 to 1
- Clark County ranks lowest in *Clinical Care* health factors in the state of Wisconsin
- 249 Clark County students (42.6%) reported that their mental health was not good one or more days out of the past 30
- 135 Clark County students (23.1%) reported feeling so sad or hopeless almost every day for 2 weeks that they stopped doing some usual activities
- 86 Clark County students (14.7%) did something to purposefully harm themselves without wanting to die, such as cutting or burning themselves during the past 23 months
- 69 Clark County students (11.8%) seriously considered suicide in the last 12 months
- 24 Clark County students (4.1%) reported that they attempted suicide in the past 12 months

MENTAL HEALTH (con't)

Clark County Health Improvement Goals:

1. By December 2020, decrease the stigma associated with mental illness.
2. By December 2020, increase access to emergency and adjunct mental health resources.
3. By December 2020, increase the ability of community members and providers to recognize the warning signs of suicide risk and respond through evidence-based, life-saving actions.

MMC Actions/Goals:

- **Rise Together:** A Wisconsin based outreach program, encourages students to stand up and speak out on the issues they care most about; breaking the silence around suicide, bullying, mental illness, drugs & alcohol. Rise Together was brought to Clark County and presented to over 1,800 students and three different high schools thanks to the partnership between Memorial Medical Center and the CCPP. Information was presented in large groups and one on one to help students find a place to heal.
 - **Our Mission:** Rise Together is creating a movement of young people by encouraging students to stand up and speak out on the issues they care most about; breaking the silence around suicide, bullying, mental illness, drugs & alcohol.
 - We EDUCATE, ENGAGE, and EMPOWER youth to become resilient leaders.
 - **Our Vision:** to create a community where our youth can be loved, heard, and inspired to live in hope.
- Recruit a full time behavioral health counselor in our rural health clinic
- Recruit an Advance Practice Provider with a mental health specialty
- Attend 80% of mental health task force meetings
- Identify further grant opportunities for advancement in mental health services
- Continue QRS training as needed
- Provide education to emergency department staff on acute management of mental health episodes.
- Employee market place navigators and hold ongoing enrollment opportunities
- Extract key data from new EMR
- Add two additional medical school contracts to host/train medical residents

CHRONIC DISEASE MANAGEMENT

Situation- Clark County

- Access to care
 - Primary Care providers 2,870:1 ratio
 - 91.7% Rural county
 - Medicare incident rate of co-morbidities higher than national average
 - Diabetes is most common chronic comorbidity
 - See nutrition facts above

Overall Chronic Management Actions/Goals:

- MMC became an Accountable Care Organization
- Employee care coordinators to assist with assist in monitoring chronic care on a regular basis
- Install chronic care management documents/education in EMR
- Recruit full-time primary care physician
- Further develop visiting endocrinologist practice
- Expand marketing materials to diabetic support group
- Extract key data from new EMR