

Community Health Improvement Plan



2021-2023



HEALTHY
SHEBOYGAN
COUNTY

TABLE OF CONTENTS

1

Introduction

2-3

Community Profile

4

Timeline/Process

5-8

CHIP Focus

9

COVID-19 Impact

10

Community Partners



INTRODUCTION

Healthy Sheboygan County (HSC) is a community-based initiative formed in 1993 which is designed to make positive changes in the health status of Sheboygan County. The Sheboygan County Community Health Improvement Plan is part of the ongoing effort put forth by Healthy Sheboygan County and Sheboygan County Health and Human Services, Division of Public Health to improve the health and quality of life in our community. The diverse membership, which includes public health, local health care agencies, schools, businesses, and community representatives, all work together to achieve the ultimate goal of the community living better, longer lives.

The coalition's main goal is to operate under a collective impact framework that acknowledges that while our community organizations and programs work diligently to make Sheboygan County a healthier place — the way to make a true impact will be through alignment of our efforts, measurement and focus.

This plan's development is based on the comprehensive and collaborative data collection process, known as our Community Health Needs Assessment. This needs assessment was paired with key stakeholder involvement, community input, and a community call to action, to ultimately identify the following priorities as our common agenda and focus areas for our work:

- Collect and analyze data/resources in the community
- Support community members in navigating/accessing resources
- Positive Mental Health
 - Promote Trauma Informed/Resilient Community
 - Increase awareness of Suicide/Decrease Stigma
- Responsible Substance Use
 - Reduce Binge Drinking
 - Decrease Stigma
- Activity and Nutrition
 - Increased initiation and duration rates of breastfeeding
 - Increased Access to and Consumption of Nutrient-Dense/Healthy Foods
 - Ensure that everyone experiences food security
 - All Community Members have access to safe, free physical activity

The goal of this plan is to serve as a framework and common agenda for the alignment of contributions towards health in our community. This plan attempts to describe the state of our community, our vision for change, and how to align our community initiatives on our journey to make Sheboygan County a place where Everyone Lives Better, Longer.



SHEBOYGAN COUNTY COMMUNITY PROFILE

**Overall Health
Ranking
14
of 72 Wisconsin
Counties**

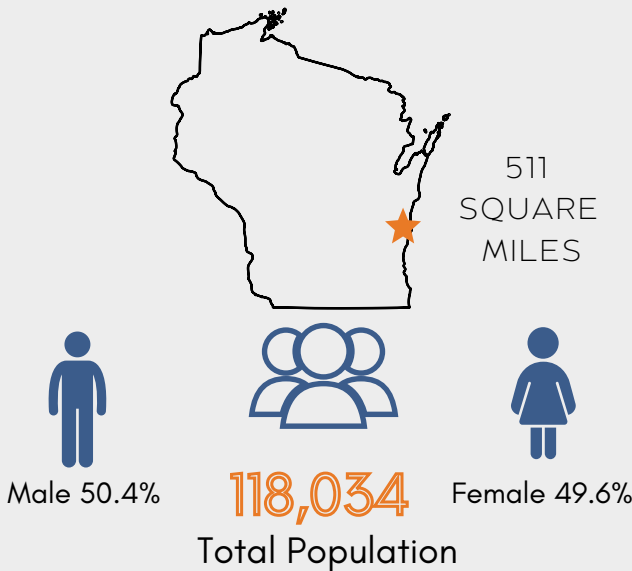
Looking at County Health Rankings and Roadmaps

Located on the coast of Lake Michigan, Sheboygan County is home to just over 118,000 residents. When we look at the overall health of those residents, it is important to understand the many factors that influence it.

The County Health Rankings and Roadmaps program is a collaboration between UW Population Health Institute and the Robert Wood Johnson Foundation that focuses on providing local data to communities to help them identify opportunities to improve their health. The rankings are based on a model of population health that emphasizes the many factors that, if improved, can make communities a healthier place to live, work, learn, and play. The model helps illustrate the many factors that affect the health of our communities, and to what degree they play a role in determining our health.

County rankings measure health in terms of health outcomes and health factors. These include looking at elements such as educational attainment, binge drinking rates, obesity, health care access and early death.

For more detailed information about the County Health Rankings and Roadmaps, go to <http://www.countyhealthrankings.org>



Median Age: **41.5** **\$60,696**
Average Life **79.6** Median
Expectancy: **7.24%** Household
Poverty Rate: Income

Of the 72 counties in Wisconsin in 2021, the following is how Sheboygan County ranks:

- 14** in Health Outcomes – How healthy our county is
- 12** in Health Factors – Things that influence health
- 13** in Health Behaviors – How healthy we live
- 13** in clinical care – How good is our healthcare
- 15** in Social and Economic Factors – How strong is our social fabric
- 34** in Physical Environment – How healthy our environment is



SHEBOYGAN COUNTY COMMUNITY PROFILE

Total Population **118,034**

Race and ethnicity are two concepts related to ancestry. "Race" is usually associated with physical characteristics and "ethnicity" is typically linked with cultural expression and identification. It is possible to identify with one or more groups within established concepts of race and ethnicity, or to identify as outside of pre-established racial or ethnic groups.

RACE/ETHNICITY

- 89.6%** White Alone
- 6.7%** Hispanic Community
- 5.8%** Asian Alone
- 2.3%** Black or African American Alone
- 1.7%** Two or More Races
- 0.6%** American Indian/Alaska Native Alone

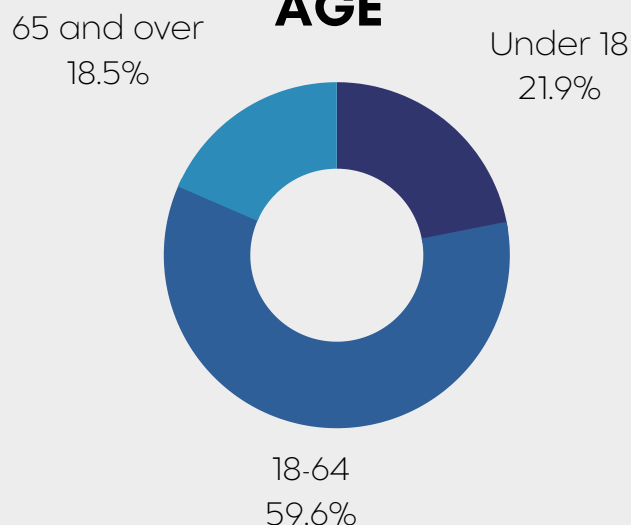
People may identify in more than one race/ethnicity group

Sources:

<https://www.census.gov/quickfacts/fact/table/sheboygancountywisconsin/POP010220#POP010220>

<https://williamsinstitute.law.ucla.edu/visualization/lgbt-stats/?topic=LGBT&area=55#density>

AGE



LGBTQ+



LGBTQ+ is an all-encompassing term meant to describe individuals who identify as lesbian, gay, bisexual, transgender and questioning or queer. This term refers to factors related to sexual identity and/or gender identity.

4% Adults (18+) in WI who identify as LGBTQ

4% WI workforce members who identify as LGBTQ

29% LGBTQ adults in WI (25+) who are raising children



CHIP TIMELINE/PROCESS

Phase 1 JANUARY 2020 COMMUNITY HEALTH ASSESSMENT DATA COLLECTION

In 2020, Health Sheboygan County, with community partners completed the 2020 Community Health Assessment. This included:

- **Community Health Survey:** To gather specific data on behavioral and lifestyle habits, prevalence of risk factors, and disease conditions existing within the adult population.
- **Key Informant Interviews:** To supplement the Community Survey and give a diverse picture of the needs of our community through the local experts.
- **Secondary Data:** To complement and supplement the community health survey and key informant interviews, to develop a community health portrait of Sheboygan County.

COVID-19 Pandemic Began

Phase 2 FEBRUARY 2021 IDENTIFY COMMUNITY HEALTH PRIORITIES AND GAPS IN CARE

Over 280 participants representing health care systems, human service agencies representing various populations within the community, public safety, education and private/corporate employers came together in February 2021 to discuss this process and begin the development of the action plan.

Phase 3 MARCH-AUGUST 2021 DEVELOPMENT OF ACTION PLANS

Over the 6 months that followed the community call to action, members of Healthy Sheboygan County held several work sessions to identify our existing strengths under each pillar area, as well as gaps that exist, and what key stakeholder agencies we would need at the table to successfully implement these strategies.

Phase 4 OCTOBER 2021 IMPLEMENT AND EVALUATE

3 workgroups were formed to implement these action plans to address each of the community health priorities (the HSC Pillars) - Positive Mental Health, Responsible Substance Use and Activity and Nutrition. These workgroups were comprised of diverse community partners and content experts.



CHIP FOCUS

The final 2021-2023 Community Health Improvement Plan should continue to build on the work accomplished by the Community Health Coalitions (CHC) in the particular areas of:

Positive Mental Health

Create an Environment that supports Positive Mental Health in Sheboygan County

Collect and Analyze data (resources) in the Community

Support Community Members in Navigating/Accessing Resources

Promote Trauma Informed/Resilient Community

Increase Awareness of Suicide/Decrease Stigma

Responsible Substance Use

Create an Environment that Promotes a Responsible Substance Use Culture in Sheboygan County

Collect and Analyze data (resources) in the Community

Support Community Members in Navigating/Accessing Resources

Reduce Binge Drinking

Decrease Stigma

Activity and Nutrition

Create an Environment that Promotes Physically Active and Healthy Nutrition Options in Sheboygan County

Collect and Analyze data (resources) in the Community

Support Community Members in Navigating/Accessing Resources

Increased initiation and duration rates of breastfeeding

Increased Access to and Consumption of Nutrient-Dense/Healthy Foods

Ensure that Everyone Experiences Food Security in Sheboygan County

All Community Members Have Access to Safe, Free Physical Activity

Health Equity

Social Connection

Resilient Community



WHY POSITIVE MENTAL HEALTH?

What is Mental Health?

The World Health Organization defines mental health as a state of wellbeing in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully and is able to make a contribution to his or her community.

Why is Mental Health a Priority for HSC?

Mental illnesses are real and treatable health conditions that affect people of all walks of life. According to the National Institute of Mental Health (NIMH), an estimated 1 in 4 adults suffers from a diagnosable mental disorder in a given year. Additionally, mental health disorders are the leading cause of disability in the United States. This can have an overwhelming toll on affected individuals and their families. Mental health and physical health are closely linked and affects one's ability to maintain good overall health. Conditions like depression and anxiety impact people's ability to participate in health-promoting behaviors.

Our Goal: Create an Environment that Supports Positive Mental Health in Sheboygan County

Objective 1: Collect and Analyze data (resources) in the Community

- Streamline data collection/sharing across systems
- Supporting schools with completion of the Youth Risk Behavior Survey (YRBS)

Objective 2: Support Community Members in Navigating/Accessing Resources

- Create community navigator training
- Support navigation/access for youth through education
- Increase the number of peer support specialists (youth and adult)

Objective 3: Promote Trauma Informed/Resilient Community

- Workshop on trauma informed approaches
- Streamline/align community data collection around ACES scores

Objective 4: Increase Awareness of Suicide/Decrease Stigma

- Train sectors in QPR
- Postvention
- Peer to peer support



WHY RESPONSIBLE SUBSTANCE USE?

What is Substance Abuse?

Substance abuse means any use of a substance resulting in negative outcomes. This includes mood-altering substances such as alcohol, illegal mood-altering substances and prescriptive medications. Negative consequences include operating a motor vehicle while intoxicated, drinking during pregnancy, binge drinking, underage drinking, tobacco and illicit drug use.

Why is Substance Abuse a Priority for HSC?

Historically, Wisconsin has had a difficult time countering the alcohol culture and has been accepting of many of these negative outcomes caused by excessive alcohol use. Alcohol abuse causes many issues that communities need to address, like traffic accidents and fatalities, drug and alcohol hospitalizations, disorderly conduct and domestic disturbances. It is important to recognize that alcohol and other drugs have large scale impact on our communities.

Our Goal: Create an Environment that Promotes a Responsible Substance Use Culture in Sheboygan County

Objective 1: Collect and Analyze data (resources) in the Community

- Streamline data collection/sharing across systems
- Supporting schools with completion of the Youth Risk Behavior Survey (YRBS)

Objective 2: Support Community Members in Navigating/Accessing Resources

- Create community navigator training
- Increase the number of peer support specialists (youth and adult)

Objective 3: Reduce Binge Drinking

- Festival toolkit
- Sticker shock campaign

Objective 4: Decrease Stigma

- Peer to peer support specialists
- Education campaign
- Start opioid fatality review



WHY PHYSICAL ACTIVITY AND NUTRITION?

What is Physical Activity and Nutrition?

Physical activity is any activity that enhances or maintains physical fitness and overall health. Nutrition focuses on consumption of foods that support physical, emotional and social well-being for all people.

Why is Physical Activity and Nutrition a Priority for HSC?

Nutrition and physical activity are important to the health across the lifespan. A healthy diet and regular exercise reduces the risks for several chronic health conditions like heart disease, high blood pressure, Type 2 diabetes, high cholesterol, stroke, osteoporosis and can help alleviate symptoms of depression. At the same time, poor nutrition and lack of physical activity can lead to obesity, putting people at risk for these chronic conditions.

Our Goal: Create an Environment that Promotes Physical Activity and Healthy Nutrition Options in Sheboygan County

Objective 1: Collect and Analyze data (resources) in the Community

- Streamline data collection/sharing across systems

Objective 2: Support Community Members in Navigating/Accessing Resources

- Create community navigator training
- Increase the number of peer support specialists (youth and adult)

Objective 3: Increased Initiation and Duration Rates of Breastfeeding

- Increase utilization of community support services early in pregnancy and after discharge
- Support breastfeeding in community and workplace settings

Objective 4: Increasing Access to and Consumption of Nutrient-Dense/Healthy Foods

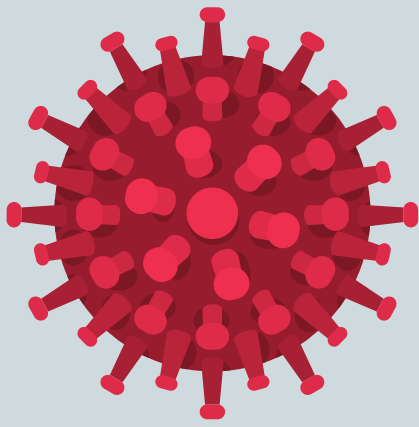
- Increase fruit and vegetable intake among specific populations
- Provide evidence-based, learner-centered nutrition education programs
- Explore ways to improve nutrition policy in community, school and workplace settings

Objective 5: Ensure that Everyone Experiences Food Security in Sheboygan County

- Increase the utilization of health donated foods
- Utilize food deserts/mapping/SDOH - review with anti-hunger coalition/nutrition taskforce

Objective 6: All Community Members Have Access to Safe, Free Physical Activity

- Promote place based physical activity
- Assess community level resources/walkability



COVID-19 IMPACT

The coronavirus pandemic has impacted health outcomes in many ways across the globe. Sheboygan County has been affected by this largescale incident and our public health system has responded.

While we are beginning to understand just how COVID-19 affects health, there are still many unknowns including potential longer-term effects.

Our community's response has been to come together, partner, and work in a coordinated way to navigate the pandemic. However, the strains on public health, in terms of both resources and the workforce, has stretched already-limited resources even thinner.

Additionally, workers and families continue to carry the weight of job loss, childcare concerns, financial hardships, mental health challenges and more. COVID-19 is shining a light on the fact that communities who have historically been impacted to a higher degree are disproportionately affected by the pandemic.

However, our public health system in Sheboygan County is strong and we will continue to work together to ensure a healthy community for ALL of Sheboygan County.



BUILDING CAPACITY DURING A PANDEMIC

- Establish a strong, active Leadership Council
- Develop shared measures, operational definitions and performance metrics
- Identify opportunities to increase funding and align contributions across focus areas
- Engage key stakeholders to play an active role in priority work
- Ensure the overarching themes of health equity, social connection, and resilient community remain central in all Healthy Sheboygan County work.





COMMUNITY HEALTH IMPROVEMENT PLAN PARTNERS

Advocate Aurora Health Care
Black American Community Outreach
Boys and Girls Club
City of Sheboygan Common Council
Community Members
Family Resource Center
Great Marriages
Hmong Mutual Assistance Association
Horizons4Girls
Hospital Sisters Health System/
St. Nicholas Hospital
Lakeland University
Latinx Community
Love INC
Lutheran Social Services
Manitou Girl Scouts
Mayor - City of Sheboygan
Mental Health America
Northeast Wisconsin Area Health
Education Center
Partners for Community Development
Plymouth School District
Prevea

Random Lake School District
Rehabilitation Center of Sheboygan
Rogers Behavioral Health
Salvation Army
Sargento Foods
Sheboygan Area School District
Sheboygan County Administrator
Sheboygan County Head Start
Sheboygan County Health and Human Services
Sheboygan County HHS Committee
Sheboygan County LGBTQ Alliance
Sheboygan County Planning & Conservation
Sheboygan County Sheriff
Sheboygan Falls School District
Sheboygan Fire Department
Sheboygan Housing Authority
Sheboygan Police Department
Sheboygan Well County Initiative
United Way
UW-Green Bay-Sheboygan
WIRCO
Wisconsin Primary Health Care Association
YMCA

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