



Eau Claire  
**Healthy Communities**  
*Everyone Living Better, Longer*

## 2015-2018 Eau Claire County Community Health Improvement Plan

High-Risk Drinking Prevention

Mental Health

Chronic Disease Prevention

Healthy Relationship Promotion

Oral Health Promotion



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# 2015-2018 Eau Claire County CHIP

## Executive Summary

The 2015-2018 Eau Claire County Community Health Improvement Plan details the recent comprehensive community health planning effort for Eau Claire Healthy Communities. Eau Claire Healthy Communities is a coalition that promotes the health of individuals, families and communities.



The community health planning effort includes two major phases: a community health assessment (CHA) and a community health improvement plan (CHIP).

- Included is a summary of the community engagement methods and prioritization process for the 2015 Eau Claire County Community Health Assessment (CHA). Through this process, residents identified obesity, alcohol misuse, and mental health as top priorities. Existing Eau Claire Healthy Communities action teams adopted these priorities. Healthy Communities also committed to continue work through existing action teams that address Healthy Relationship Promotion and Oral Health Promotion.
- The CHIP also provides the community with a plan and goals for improving the health of Eau Claire County in the health priorities identified by Eau Claire Healthy Communities over the next three years. It reflects the collective work of many dedicated individuals and organizations who are working to improve health in our county for groups facing health disparities as well as the population as a whole.

Over the next 3 years, Healthy Communities’ Action Teams will continue implementation and evaluation of evidence-based practices in order to reach our goals. Efforts will be updated to align with community resources and needs as necessary. The CHA, CHIP and action team work plans are available at [www.ehealthycommunities.org](http://www.ehealthycommunities.org).

### Community Health Improvement Plan Overview

Healthy Communities utilized the *County Health Ranking and Roadmaps Take Action Cycle* to guide the community health improvement process. This included:

- Review of key findings from the 2015 CHA-qualitative data from surveys, listening sessions and community health improvement events, as well as quantitative data from local, state and national indicators.
- Review of evidence-based practices through “What Works for Health” and additional resources.
- Identification of strategies based on evidence, community input, and community assets. Strategies were also chosen to align with state and national health plans.
- Consideration of populations with disparate health outcomes.
- Development of a detailed work plan to track progress and outcomes - available at [www.ehealthycommunities.org](http://www.ehealthycommunities.org).



Source: County Health Rankings & Roadmaps

## Summary of 2015-2018 Community Health Improvement Plan Goals



### High Risk Drinking Prevention Action Team

Works to create a positive change around the culture of drinking in our community.

#### Goal:

- Decrease high risk drinking.



### Mental Health Action Team

Works to improve access to mental health services as well as focuses on children and youth mental health.

#### Goals:

- Decrease the annual death rate due to suicide and the number of hospitalizations due to self-inflicted injury.
- Promote the mental, social and emotional development of children and adolescents in Eau Claire County.



### Chronic Disease Prevention Action Team

Works to prevent the onset of chronic disease by making the easy choice the healthy choice where people live, work and play.

#### Goals:

- Decrease the percentage of community members who are overweight or obese.
- Utilize the worksite wellness setting as an environment to impact health behaviors that may contribute to obesity and chronic disease.
- Increase the number of individuals connected to evidence-based programs to prevent or improve chronic conditions.
- Increase the percentage of healthy food purchases by community members.



### Healthy Relationship Promotion Action Team

Works to promote healthy relationships to the youth of the community in order to create safer and healthier relationships for the future.

#### Goals:

- Increase community awareness of the elements of a healthy relationship.
- Provide education to adolescents about safe dating practices.



### Oral Health Promotion Action Team

Works to increase community awareness about the importance of oral health care throughout an individual's life.

#### Goals:

- Increase community awareness about the importance of oral health.
- Increase community awareness about the benefits of water fluoridation.

# About Eau Claire Healthy Communities

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**Vision:** Everyone Living Better, Longer

**Mission:** Promote the health and well-being of individuals, families and communities of Eau Claire County through collaborative focused action.

Since 1996, Eau Claire Healthy Communities has provided a “table” where stakeholders collaborate to understand current and future health needs of Eau Claire County through a process of assessing, prioritizing and addressing health needs. Over 200 diverse partners from across the county participate in Eau Claire Healthy Communities, a community-based coalition developed to create and maintain healthy communities. Together they work to better align efforts among community partners and create a strategic framework for collaborative local health improvement activities. Over the past 20 years, Eau Claire Healthy Communities’ has been vital to bringing several successful programs to our county. For a list of accomplishments since the *2013 Community Health Improvement Plan*, see page 26 of this document.



Eau Claire Healthy Communities is committed to using health data and best practice to inform our decision-making process. The coalition provides an online data website for the community that provides up-to-date health data at the county, state and national level. Healthy Communities’ website also provides information about what is happening to improve the health of the community through Eau Claire Healthy Communities Action Teams and other health information resources.

Visit us online at [www.ehealthycommunities.org](http://www.ehealthycommunities.org) to find:

- Easy access to the most up-to-date local, state and national health data
- Meeting minutes for Eau Claire Healthy Communities Council and Action Teams
- The *2015 Community Health Assessment* and *2015-2018 Community Health Improvement Plan*
- Examples of initiatives that are a model or promising practice to improve health outcomes



# Structure of Eau Claire Healthy Communities

Eau Claire Healthy Communities consists of a broad-based council and action teams that are all working to promote the health and well-being of individuals, families and communities of Eau Claire County.



## Healthy Communities Council

Broad collaborative providing oversight/accountability, structure, and connections for collaborative health improvement

## Healthy Communities Steering Committee

Core team of Council leadership focused on agenda planning, Council organizations/structure/membership, and Council support/leadership.



### Chronic Disease Prevention Action Team

works to prevent the onset of chronic disease by making the easy choice the healthy choice where people live, work and play.



### Mental Health Action Team

works to improve access to Mental Health Services as well as focuses on Children and Youth Mental Health.



### Healthy Relationship Promotion Action Team

works to promote healthy relationships to the youth of the community in order to create safer and healthier relationships for the future.



### Healthy Eau Claire Legislative Task Force

works with the Eau Claire City-County Board of Health to strengthen relationships with legislators to improve community health.



### Oral Health Promotion Action Team

works to increase community awareness about the importance of oral health care throughout an individual's life.



### Assessment/Planning Action Team

observes health data in order to identify, prioritize, and decide how best to assess health problems in the community.



### High Risk Drinking Prevention Action Team

works to create a positive change around the culture of drinking in our community.

Visit us online at: [www.ehealthycommunities.org](http://www.ehealthycommunities.org)

Contact us at [healthy.communities@co.eau-claire.wi.us](mailto:healthy.communities@co.eau-claire.wi.us) or 715-839-2869

# About CHA/CHIP

The community health improvement process includes two major phases: a community health assessment and a community health improvement plan. Assessing needs and planning collaboratively helps solve complex health issues. The goals of a Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) are to engage the community in addressing priority health issues.

**Community Health Assessment (CHA)** is a process that engages community members and partners to collect and analyze data and information from a variety of sources to assess the health needs and strengths of the community. Together, the community identifies top health concerns. The findings of a CHA can inform community decision-making, the prioritization of health concerns, and the development and implementation of the community health improvement plan. It is known that health is greatly influenced by where people live, how they work, the safety of their surroundings and the strength and connectivity of families and communities. The assessment provides a greater understanding of these *social determinants of health*, which is critical when developing best strategies to improve identified health priorities and is a first step to eliminating health disparities.



As a result of the 2015 *Community Health Assessment*, Eau Claire Healthy Communities committed to continuing work on the health priorities of Alcohol Misuse, Mental Health, and Obesity, all of which were identified by the community as priority issues for 2015-2018.

**Community Health Improvement Plan (CHIP)** is a roadmap that will guide the work on health priorities for community health improvement. It is an action-oriented plan that guides community partners in implementing evidence-based strategies to produce better health outcomes. The CHIP provides overarching goals, specific objectives, and evidence-based strategies that will mobilize the community to collaborate toward policy, system and environmental strategies related to the areas of concern identified in the CHA. Eau Claire Healthy Communities' plan addresses the three identified health priorities as well as the existing identified health priorities of Healthy Relationship Promotion and Oral Health Promotion.

Eau Claire Healthy Communities utilized the *County Health Rankings and Roadmaps Take Action Cycle* to guide their CHIP process. Improving community health requires people from multiple sectors to work collaboratively on a variety of activities and the Take Action Cycle guides communities on how to move diverse stakeholders forward to action.



Source: County Health Rankings & Roadmaps

# 2015 Community Health Assessment Process

To combine efforts and resources, and better serve the community, Eau Claire Healthy Communities collaborated with local non-profits, healthcare systems, and health departments to conduct a two-county community health assessment in 2015. The prior CHA and CHIP process for Eau Claire Healthy Communities took place in 2013. The health priorities from the 2013 Community Health Assessment and Community Health Improvement Plan (Chronic Disease Prevention, Alcohol Misuse, and Mental Health) were similar to those identified in 2015 (Obesity, Alcohol Misuse and Mental Health).

The *2015 Community Health Assessment* was completed through a collaborative partnership between nine partner organizations in Eau Claire and Chippewa Counties to jointly assess the health needs and assets of the community, as well as identify the top health concerns and mobilize the community in working toward prevention for these areas of concern.

Partners included:

- Chippewa County Department of Public Health
- Chippewa Health Improvement Partnership
- Eau Claire City-County Health Department
- Eau Claire Healthy Communities
- HSHS Sacred Heart Hospital and St. Joseph’s Hospital
- Marshfield Clinic
- Mayo Clinic Health System
- United Way of the Greater Chippewa Valley



Existing Eau Claire Healthy Communities Action Teams adopted the identified health priorities. The Chronic Disease Prevention Action Team made the decision to remain focused on chronic disease prevention instead of solely focusing on obesity, as they know obesity is a risk factor for chronic diseases. Eau Claire Healthy Communities also committed to continue work through existing action teams that address Healthy Relationship Promotion and Oral Health Promotion, even though the areas were not selected as top issues during Eau Claire County’s community health assessment process. The action teams understand that though they may focus on a single priority, each of these health needs are related and interconnected. For example, poor oral health can lead to chronic diseases; healthy relationships can improve mental health by increasing social support and decreasing use of substances such as alcohol.

## Eau Claire Healthy Communities Action Teams



Chronic Disease Prevention



Healthy Relationship Promotion



High-Risk Drinking Prevention



Mental Health



Oral Health Promotion

## Timeline for Community Health Assessment Process

Sept.  
2014

- Collaborative partners decided the "frame" for the community health assessment would use the health improvement priorities from both national and state health improvement priorities.
- The 14 identified health focus areas to be assessed were: alcohol misuse, chronic disease prevention & management, communicable disease prevention & control, environmental & occupational health, healthy growth & development, healthy nutrition, injury & violence, mental health, obesity, oral health, physical activity, reproductive & sexual health, substance use, and tobacco use & exposure.
- Collaborative partners decided the assessment process would include a survey, listening sessions and look at existing data.

Oct.  
2014

- 1,322 Eau Claire County residents completed the community health survey that was distributed widely throughout the community. Survey respondents were asked to rate each of the health focus areas on a four-point scale indicating how much of a problem they felt each area to be for the community (1=not a problem, 4= major problem) and identify reasons they felt the area was a problem.

Nov.  
2014

- Targeted listening sessions were held at three locations with almost 50 residents from 3 populations in the county: senior residents, Hmong residents and those residents whose highest education level is high school or some college. These populations were selected due to lower survey response rate and likelihood to suffer from disparate health outcomes.
- At these sessions, information on barriers and resources for making healthy choices in the community were gathered. Words that community members used when defining health and a healthy community included clean, stress free, well-lit streets, fresh fruits and veggies, and supportive. Additional definitions are listed in the **Appendix I of the CHA**. Collaborative partners also began compiling secondary health data to be included in the CHA.

Dec.  
2014

- Available county and state population health data related to each health priority was compiled to develop secondary data summary.

Feb.  
2015

- Partners hosted Community Conversations in Eau Claire (2 sessions), Augusta, Altoona, and Fall Creek to engage the community and receive input during facilitated group discussions on how to prioritize the 14 health focus areas. Draft health priorities were identified.

Mar.  
2015

- Partners hosted a Community Health Improvement event to obtain public feedback on the preliminary CHA results and to enhance the focus and understanding of the top three priority areas of **mental health, alcohol misuse, and obesity**. Attendees participated in facilitated small-group discussion to better identify root causes, existing community resources, and community gaps in services for the top three priority areas.

May  
2015

- Eau Claire Healthy Communities approved and adopted the 2015 Community Health Assessment.

# 2015-2018 Community Health Improvement Plan

The process for developing the Community Health Improvement Plan follows the *County Health Ranking & Roadmaps Take Action Cycle*. Each step of the action cycle is a critical piece toward improving community health for all.

## Work Together

*Everyone has a role to play in improving the health of communities. To move from data to action, Eau Claire Healthy Communities engaged diverse stakeholders from multiple sectors.*

- Eau Claire Healthy Communities includes over 200 diverse stakeholders to collaboratively work on identified health issues to improve the health of our community members.
- Every other month, the Healthy Communities Council meets to review all action team progress as well as to continue to support broad collaborative action.
- Each month, Healthy Communities’ action teams meet and work together to plan, implement and evaluate their goals/objectives.
- The diverse group of stakeholders involved in each action team continually reviews their membership list to ensure that stakeholders identified to help them accomplish their goals and objectives are “at the table.”



Source: County Health Rankings & Roadmaps

## Assess Needs & Resources

*Eau Claire Healthy Communities explored the community’s needs, resources, strengths, and assets.*

- After the Eau Claire Healthy Communities Council adopted the *2015 Community Health Assessment* in May 2015, Action Teams reviewed and discussed the health assessment data along with health priority areas and themes identified by community members during community health improvement meetings.
- At the Council meeting in July 2015, asset mapping and power mapping tools were shared to assist the Council and Action Team members to map out strengths and assets in the community. Using the *County Health Ranking & Roadmaps Take Action Cycle*, Council and Action Team members identified stakeholder groups that could be at the “table” for each action team to help carry out the goals of identified health priorities. The tools and ideas generated from this Council meeting were shared at individual action team meetings to continue the conversation around stakeholder engagement and asset mapping.
- Council and Action Team members also reviewed existing assets and resources from the *2015 Community Health Assessment*.

## Focus on What's Important

*Eau Claire Healthy Communities determined the most important issues to address in order to achieve the greatest impact on the identified health priorities.*

- Existing Action Teams adopted the 2015 *Community Health Assessment* health priorities and committed to continued work on Healthy Relationship Promotion and Oral Health Promotion.
- Action Teams reviewed their respective goals and objectives from the 2013 *Eau Claire Healthy Communities CHIP* and discussed successes/challenges to guide the future focus and direction of the Action Teams.
- Action Teams reviewed the root cause analysis created by community members at the community health improvement event held in March 2015. Root cause analysis provides an understanding of the causes of a health issue in order to identify effective solutions. The table below details the information gleaned from the root cause analysis process.
- A Wisconsin Area Health Education Centers (AHEC) intern and Health Department provided support to research evidence-based interventions to address root causes of the identified health priorities utilizing information from the root cause analysis. Learning what worked in other communities helped Action Teams prioritize the most effective approach for Healthy Communities. Community health problems are complex and require a systems perspective as well as multi-faceted approaches.

*Table of Health Priority Areas and Themes from 2015 Community Health Assessment Process*

Alcohol Misuse Themes	
<p><b>Root Causes:</b></p> <ul style="list-style-type: none"> <li>• Social events often serve alcohol</li> <li>• Easily accessible in the community; more available than formal mental health care for personal problems.</li> <li>• Stigma related to alcohol misuse issues</li> <li>• Community environment: high number of alcohol establishments, rural community, university town</li> <li>• Alcohol taxes are important economic factor</li> <li>• Laws are permissive of drinking culture and alcohol misuse</li> </ul>	<p><b>Linked to:</b></p> <ul style="list-style-type: none"> <li>• Mental health (can be used to self-medicate)</li> </ul> <p><b>Gaps in Services or Understanding</b></p> <ul style="list-style-type: none"> <li>• Awareness of binge and low-risk drinking</li> <li>• Activities without alcohol or during winter season</li> <li>• Insurance coverage for alcohol treatment</li> </ul>
Mental Health Themes	
<p><b>Root Causes:</b></p> <ul style="list-style-type: none"> <li>• Lack of understanding/education</li> <li>• Social taboo/stigma related to mental health issues</li> <li>• Lack of providers in community; limited treatment options</li> <li>• Economic downturn has led to poverty</li> <li>• Lack of coverage of mental health services [by insurance]</li> <li>• High stress/high pressure culture</li> <li>• Lack of empathy and mindfulness</li> </ul>	<p><b>Linked to:</b></p> <ul style="list-style-type: none"> <li>• Healthy nutrition</li> <li>• Culture of drinking</li> </ul> <p><b>Gaps in Services or Understanding</b></p> <ul style="list-style-type: none"> <li>• Time, training, or treatment options for adolescents</li> <li>• Healthy family relationships and support</li> <li>• Treatment options are not personalized for patients</li> </ul>

Obesity Themes	
<p><b>Root Causes:</b></p> <ul style="list-style-type: none"> <li>• Long winter season</li> <li>• Poor eating habits due to food quality, cost, time, education, serving size, and stress</li> <li>• No support or safe space for age-appropriate physical activity</li> <li>• Lack of skill and/or knowledge in preparing healthier foods</li> </ul>	<p><b>Linked to:</b></p> <ul style="list-style-type: none"> <li>• Mental health</li> <li>• Physical activity: cultural shift toward sedentary play</li> <li>• Built environment is not conducive to routine exercise</li> <li>• Healthy nutrition: lack of affordability and awareness</li> </ul> <p><b>Gaps in Services or Understanding</b></p> <ul style="list-style-type: none"> <li>• Facilities for physical activity for adults &amp; youth</li> <li>• Access to healthy foods</li> <li>• Awareness of how to be healthy</li> <li>• Incentives for healthy choices</li> </ul>

## Choose Effective Policies & Programs

*Eau Claire Healthy Communities chose effective strategies to align with goals and objectives based on evidence, community input, community assets and resources, health disparities and community readiness. Strategies were also chosen to align with state and national health plan goals.*

- Action Teams reviewed 2015 CHA data, root cause analysis, community assets and resources.
- A Wisconsin Area Health Education Centers (AHEC) intern worked with Action Teams to identify evidence-based or best practice interventions and strategies at all levels to effectively address health priorities. Evidence-based strategies were gathered from “What Works for Health” and additional resources about evidence-based practice resources from the state and national health plans.
- Additional evidence-based policies and programs were explored based on feedback from Action Team members. Action Teams focused on policy, systems and environmental change, as a way to modify the environment to make healthy choices practical and available to all community members. By changing policies, systems and/or environments, Healthy Communities will be able to better tackle the complex health issues identified by the community.
- Action Teams explored interventions that would affect disparate populations in our community: Hmong, rural, and low-income residents. Using health data, assessment survey results and community partner input, Action Teams had discussions around additional populations affected unequally by identified health priorities.
- Action Teams assessed the community’s level of readiness through discussion of local efforts and their effectiveness, the extent to which appointed leaders and influential community members are supportive of the issue, community climate toward the issue, community knowledge about the issue, and resources available to support prevention efforts.
- Action Teams brainstormed draft goals and objectives and accepted responsibility for implementing strategies outlined in the CHIP.

## Act on What's Important

*Eau Claire Healthy Communities' Action Teams defined what they want to achieve with each program or policy, and how they will achieve it.*

- A work plan template was created to track progress on goals and objectives. Council and Action Team Co-Chairs reviewed and provided feedback on this work plan. Each Healthy Communities Action Team used the finalized work plan template to delineate how they will achieve their goals and objectives through clearly identified activities and action steps. (Sample plan attached in Appendix I.)
- Each Action Team work plan includes community health priority goals, measureable objectives, improvement strategies and activities, time frame, status of the effort, person(s) responsible, indicators, strength of evidence, and a place for results/notes. These work plans will be used throughout the community health improvement plan timeline to track and share progress with the Council and community at-large.

## Evaluate Actions

*Eau Claire Healthy Communities Action Teams identified measures available to monitor Action Teams' progress over time.*

- As Action Teams continue to work together, they will use evaluation tools to assess community readiness for implementation of policies/program, monitor results of implemented policies/programs, and evaluate policy/program outcomes.
- Healthy Communities will review at least quarterly and update work plans online to monitor the Action Teams' progress toward achieving the goals and objectives that they have identified in the CHIP. The work plans are evolving documents and will be publicly accessible through the [Eau Claire Healthy Communities](#) website so that partners, community organizations, and community members can track progress and provide input into areas of improvement. Healthy Communities will document when the work plan has been reviewed and revised. The information from the work plan will be shared in an annual report on the progress Healthy Communities has made in implementing strategies in the CHIP.

## Communicate

*Communication is an ongoing step in the Take Action Cycle. In addition to regular meetings, Eau Claire Healthy Communities strives to have high levels of communication with members and partners.*

- In December 2015, a work plan template to track progress of goals and objectives was shared at the with Action Team Co-Chairs at the Steering Committee meeting.
- In January 2016, a draft of the CHIP was shared at the Council meeting. Members provided feedback to make the document more useful for them. Revisions were made to the CHIP based on this feedback.
- The updated CHIP and work plan template was shared at the February Healthy Communities Steering Committee meeting. Additional edits were made based on feedback from Action Team Co-Chairs.
- In March 2016, the Council voted to approve and adopt the *2015-2018 Community Health Improvement Plan*. The CHIP is available online at [www.ehealthycommunities.org](http://www.ehealthycommunities.org) and has been shared with community partners and the community-at-large.

Visit us online at [www.ehealthycommunities.org](http://www.ehealthycommunities.org) to stay up-to-date with our progress!

# Health Priority Areas

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The following sections summarize the impact each health area has to the community, as well as 2015-2018 goals for each of these five areas prioritized by Eau Claire Healthy Communities.

- High Risk Drinking Prevention
- Mental Health
- Chronic Disease Prevention
- Healthy Relationship Promotion
- Oral Health Promotion

# High Risk Drinking Prevention

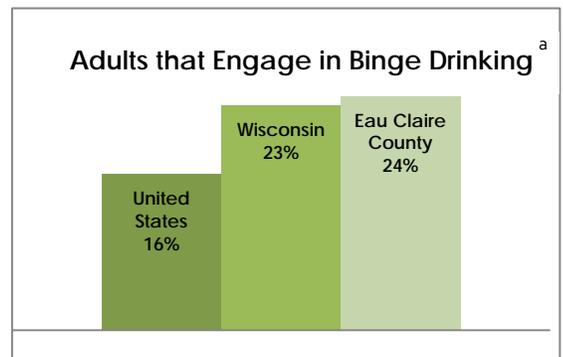
**High-risk drinking is a health priority in Eau Claire County** because Wisconsin and Eau Claire County have some of the highest rates of problem drinking in the U.S.<sup>1</sup> Underage alcohol consumption, consumption during pregnancy, binge drinking (4+ drinks per occasion for women, 5+ drinks per occasion for men) are all examples of high-risk alcohol use. Consequences of high-risk drinking include, but are not limited to motor vehicle and other injuries, fetal and childhood disorders, alcohol/drug dependence, a variety of diseases, and both violent and nonviolent crimes.<sup>2</sup>

**Prevention of high-risk drinking is important to Eau Claire County.** 71% of Eau Claire County residents feel alcohol misuse is a moderate to major problem in the community.<sup>3</sup> High-risk drinking results in significant consequences and costs. The economic cost of binge drinking in Eau Claire County is \$160.4 million per year; a cost of \$1,624 to each resident.<sup>4</sup> In 2011, high-risk drinking contributed to at least 19 alcohol-related deaths, 1,115 alcohol-related hospitalizations, and 1,829 alcohol-related arrests.<sup>5</sup>

## Facts and Statistics

**High-risk drinking starts at an early age and continues into adulthood.**

- Eau Claire County youth report first using alcohol at the age of 13.<sup>6</sup>
- Youth who begin drinking before age 15 are **four times** more likely to develop a serious alcohol problem than those who begin to drink at age 21. If drinking is delayed until age 21, the risk of serious alcohol problems is decreased by 70%.<sup>7</sup>
- At 26.1%, Wisconsin has the highest binge drinking rate for women of reproductive age (18-44 years) in the nation.<sup>8</sup>
- 1 out of 2 University of Wisconsin-Eau Claire students report binge drinking in the previous two weeks.<sup>9</sup>



## Eau Claire County Survey Results<sup>10</sup>

- Both Eau Claire County residents and community organizations comment stronger laws are needed to change cultural norms.
- 82% of survey respondents from community organizations report alcohol and other drug use is a problem for their clients.
- 86% of county residents feel it is never acceptable for an adult to provide alcohol to youth.

## High-Risk Drinking Prevention Action Team Goals

Members of the High-Risk Drinking Prevention Action Team identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), and community readiness. The action team will achieve these goals through increased awareness, education, and policy change related to high-risk drinking. The evidence-informed practices/policies listed below were identified through the CHIP process as potential strategies to discourage unhealthy use of alcohol. The action team considered these strategies as they developed the following goals and objectives.

**Current stakeholders involved:** Alliance for Substance Abuse Prevention, Chippewa Valley Technical College, Community Representatives, Eau Claire City-County Health Department, Eau Claire County Department of Human Services, HSHS Sacred Heart Hospital, Mayo Clinic Health Systems, United Way of the Greater Chippewa Valley, University of Wisconsin-Eau Claire Center for Alcohol Studies and Education (CASE)

### Goal 1: Decrease high risk drinking in Eau Claire County through increased awareness, education & policy change.

**Objective 1:** By 2018, create and implement a plan to increase awareness of the societal costs and consequences of high-risk drinking.

**Objective 2:** By 2018, identify new resources and partnerships to support and enhance the capacity to decrease high-risk drinking.

**Objective 3:** By 2018, collaborate with the Alliance for Substance Abuse Prevention to strengthen and enforce at least three policies, practices, laws, and codes to decrease high-risk drinking.

#### Current work to accomplish goal

- Providing presentations to raise community awareness around alcohol.
- Reviewing social host, sober server, alcohol licensing, and public impairment policies and ordinances to learn more in-depth information about each ordinance to assess capacity, the need for, (and the community's readiness for) potential implementation of one of these policies and ordinances.

### Evidence-informed practices and policies that will be considered by action team to discourage unhealthy use of alcohol<sup>11</sup>:

- Responsible beverage service
- Sober server polices
- Alcohol tax increase
- Drink special (e.g., all-you-can-drink) restrictions
- Temporary alcohol license requirements to include conditions such as sober servers, fenced areas, etc.

# Mental Health

**Mental health is a health priority in Eau Claire County** because about 75% of people in Eau Claire County with mental health conditions receive no treatment at all for their mental illness.<sup>12</sup> One reason the community feels mental health issues are a problem is difficulty of access to mental health services. The term “mental health services” refers to forms of support, both personal and professional, to address mental health conditions. Examples of mental health conditions include but are not limited to depression, anxiety, bipolar disorder, and post-traumatic stress disorder.

**Prevention of mental health issues is important to Eau Claire County.** Mental illnesses affect all ages and influence many areas of one’s well-being. Mental health issues are commonly associated with physical health problems and increased risk factors like substance abuse, smoking, physical inactivity, and obesity. These risk factors can lead to chronic disease, injury, and disability, which decrease overall quality of life. The cost of mental health to systems and the community are high; they were the third most costly diseases in the U.S in 2010, with direct costs of \$175.7 billion.<sup>13</sup>

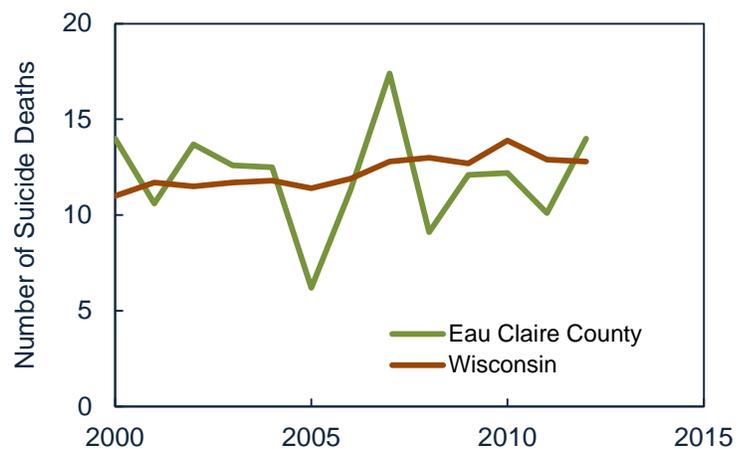
**Circumstances Surrounding Suicide in WI<sup>b</sup>**



## Facts and Statistics

- 60% of Eau Claire County residents feel mental health is a moderate or major problem.<sup>14</sup>
- 1 in 5 Wisconsinites, including children, are affected by a mental illness each year.<sup>15</sup>
- Nearly 1-in-5 Americans over age 18 will experience a diagnosable mental health disorder in a given year; nearly 1-in-2 will experience a mental health disorder in their lifetime.<sup>16,17</sup>
- During 2012-2013, suicide was the second leading cause of death for Wisconsin youth ages 10-18.<sup>18</sup>
- Younger adults in Eau Claire County ages 18-44 experience the highest rate of psychiatric hospitalizations (based on hospital diagnosis code, excludes those related to alcohol or drugs).<sup>19</sup>

**Suicide Deaths in Eau Claire County and Wisconsin<sup>c</sup>**



## Mental Health Action Team Goals

Members of the Mental Health Action Team identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA) and community readiness. This action team will work to increase awareness and education of mental health community resources and positive mental health development of children and youth. The evidence-informed practices/policies listed below were identified through the CHIP process as potential strategies to increase awareness of mental health and encourage coordination of mental health care. The action team considered these strategies as they developed the following goals and objectives.

**Current stakeholders involved:** Boys and Girls Club of the Greater Chippewa Valley, BRAIN team, Children’s Hospital of Wisconsin, Chippewa Valley Free Clinic, Community Representatives, Eau Claire Area School District, Eau Claire Coalition for Youth, Eau Claire City-County Health Department, Eau Claire County Department of Human Services-Adult Protective Services & Intensive Case Management, Eau Claire Police Department, Family Literacy Center, Family Resource Center, Group Health Cooperative of Eau Claire, HSHS Sacred Heart Hospital, Joining our Neighbors Advancing Hope (JONAH), Marshfield Clinic, Marriage and Family Health Services, Mayo Clinic Health System, NAMI (the National Mental Alliance on Mental Illness)-Chippewa Valley, Prevent Suicide Chippewa Valley, United Way of the Greater Chippewa Valley, University of Wisconsin-Eau Claire, University of Wisconsin-Extension, and Wellness Shack

### Goal 1: Decrease the annual death rate due to suicide and the number of hospitalizations due to self-inflicted injury in Eau Claire County.

**Objective 1:** By 2018, collaborate with Eau Claire Area Hmong Mutual Assistance Association (ECAHMAA) to provide mental health/wellness education at least annually at Wellness Days for Hmong Elders.

**Objective 2:** By 2018, provide Question, Persuade, Refer (QPR) Gatekeeper Suicide Prevention Training to at least 2,000 community members.

**Objective 3:** By 2018, identify and implement at least three new activities and/or policies to increase mental health awareness presence in the community.

#### Current work to accomplish goal 1

- Continuing collaboration with ECAHMAA to offer several mental health and wellness trainings.
- Working with partners to provide QPR training to adults and adolescents in our community.
- Continue sharing of educational materials developed to help increase awareness of mental health services.
- Assessing capacity, the need for, and the community’s readiness for potential implementation of strategies, programs and policies that increase mental health awareness presence such as a warm line. A warm line is a peer-run listening line staffed by people in recovery themselves.

**Goal 2: Promote the mental, social and emotional development of children and adolescents in Eau Claire County.**

**Objective 1:** By 2018, community members surveyed will demonstrate an increase in knowledge of healthy social-emotional development after participating in educational activities/events, including early warning signs of mental illness.

**Objective 2:** By 2018, the Mental Health Action Team will collaborate with Eau Claire County Schools and other early childhood programs to increase education related to mental health and social-emotional development for children, adolescents and staff.

**Objective 3:** By 2018, increase the number of children and adolescents who receive mental health screening through community partners by 25%.

**Current work to accomplish goal 2**

- Continuing collaboration with Eau Claire BRAIN Team and Eau Claire Coalition for Youth to host a mental health summit to gather stakeholders, start community conversation about children and adolescent mental health and create an awareness of resources available.
- Assessing capacity, the need for, and the community's readiness for implementation of strategies, programs and policies that increase mental health education and screening for children and adolescents.

**Evidence-informed practices and policies that will be considered by action team to increase awareness of mental health and encourage coordination of mental health care<sup>20</sup>:**

- Use of mental health screening tools across all medical settings, communities, and schools
- Comprehensive mental health and school-based interventions
- Training, support, and consultation for primary care providers in treatment of mental health problems
- Systematic changes to provide comprehensive care coordination that require an integrated care delivery model to support populations at risk for suicide
- Mental health benefits legislation



# Chronic Disease Prevention

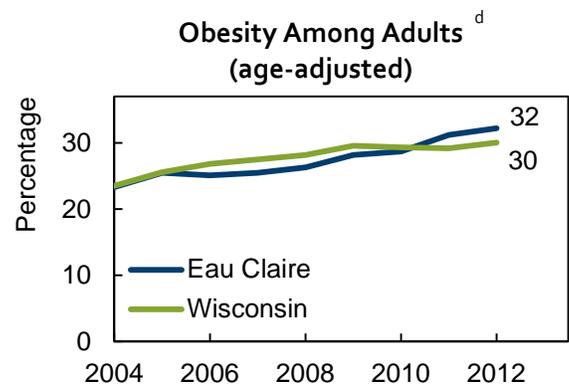
**Chronic Disease Prevention is a health priority in Eau Claire County** because obesity and obesity-related disease rates are a growing concern. In 2014, 31% of Wisconsin adults were obese and about 65% were overweight or obese.<sup>21</sup> Since 1990, the obesity rate for Wisconsin adults has more than doubled.<sup>22</sup> The presence of an excessive amount of body fat can increase the risk for heart disease, high blood pressure, diabetes, or other chronic diseases.

**Prevention of obesity is important to Eau Claire County.** Chronic diseases such as heart disease, stroke, cancer, and diabetes can all be linked to obesity.<sup>23</sup> These chronic conditions are some of the leading causes of preventable death, according to the CDC. Maintaining a healthy weight is important for reducing the risk of developing these chronic conditions. Currently, 7 of the 10 leading causes of death in Wisconsin and the U.S. are due to chronic disease, accounting for approximately 2 of every 3 deaths annually.<sup>24</sup> Almost 50% of Americans live with at least one chronic illness.<sup>25</sup>

## Facts and Statistics

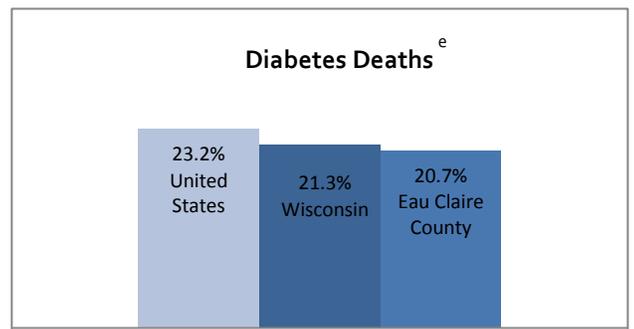
### Obesity

- 81% of Eau Claire residents feel obesity is either a moderate or a major problem in our community.<sup>26</sup>
- Obese employees are nearly twice as likely to be absent from work as lower weight employees because of their higher rate of obesity-related diseases.<sup>27</sup>
- 1 in 14 Eau Claire County adults have been diagnosed with diabetes.<sup>28</sup>



### Cost of Diabetes in Eau Claire County

- In Eau Claire County, an estimated 25,750 people aged 20 years and older have pre-diabetes.<sup>29</sup> Prediabetes means one's blood sugar level is higher than normal but not high enough to be classified as type-2 diabetes. Without intervention, prediabetes is likely to become type-2 diabetes.
- An estimated 9% of Eau Claire County adults have diabetes.<sup>30</sup>
- The direct cost of diabetes (e.g. medical care, prescription medications) for Eau Claire County in 2009 was estimated at \$60 million and indirect cost (e.g. increased absenteeism, reduced productivity at work) was estimated at \$30 million, totaling approximately \$90 million.<sup>31</sup>



## Chronic Disease Prevention Action Team Goals

Members of the Chronic Disease Prevention Action Team identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA) and community readiness. This action team will work to promote opportunities for access to healthy food and for physical activity to be built into the community; increase awareness and education of evidence-based worksite wellness strategies; strengthen relationships with our community and clinical partners; and collaborate with food retailer partners to increase the percentage of healthy food purchases. The evidence-informed practices and policies listed below were identified through the CHIP process as potential strategies to encourage obesity prevention. The action team considered these strategies as they developed the following goals and objectives.

**Current stakeholders involved:** City of Eau Claire, Eau Claire Area Chamber of Commerce, Eau Claire City-County Health Department, Eau Claire County Aging and Disability Resource Center, Eau Claire County Department of Parks, Recreation and Forestry, Group Health Cooperative of Eau Claire, HSHS Sacred Heart Hospital, Marshfield Clinic, Mayo Clinic Health System, Novo Nodisk, University of Wisconsin-Eau Claire, University of Wisconsin-Eau Claire School of Nursing, University of Wisconsin-Extension, and YMCA of Eau Claire

### Goal 1: Decrease the percentage of Eau Claire County community members who are overweight or obese.

**Objective 1:** By 2018, increase awareness of what the built environment is and how it can affect health by providing education to at least 10 community organizations.

**Objective 2:** By 2018, assist and support Eau Claire Healthy Communities to strengthen and enforce at least three policies, practices, laws, and codes that address public health in the built environment.

**Objective 3:** By 2018, identify and engage at least 10 new stakeholders for the annual BE (built environment) Fit Forum that focuses on the connection between health and the built environment.

#### Current work to accomplish goal 1

- Continuing work on the BE (Built Environment) Fit Forum and planning future forums that will target specific groups.
- Collaborating in a grant project to pilot the Health Impact Assessment tool on the Cannery District redevelopment; involvement in Public Health Market feasibility study.
- Assessing capacity, the need for, and the community's readiness for implementation of strategies, programs, and policies such as the Safe Routes to School program.

**Goal 2: Utilize the worksite wellness setting as an environment to impact health behaviors that may contribute to obesity and chronic disease in Eau Claire County.**

**Objective 1:** By 2018, continue to assist and support Eau Claire Area Chamber of Commerce Health & Wellness Committee by providing evidence-based research and helping initiate at least 3 worksite wellness initiatives.

**Objective 2:** By 2018, collaborate with local organizations, including "Get the Shot" Committee, to develop flu-marketing materials and disseminate messaging to at least 20 worksites.

**Objective 3:** By 2018, increase awareness about diabetes and provide diabetes prevention information to at least 20 worksites.

**Current work to accomplish goal 2**

- Continuing work with the Eau Claire Chamber Health and Wellness Committee to offer Workplace Wellness Learning Circle opportunities for businesses to connect and receive information about evidence-based practices and policies for their work place wellness program. Emphasis on reaching those with fewer than 50 employees.
- Working to establish relationships and communication channels to disseminate wellness and prevention information to additional networks.

**Goal 3: Increase the number of individuals connected to evidence-based programs to prevent/improve chronic conditions in Eau Claire County.**

**Objective 1:** By 2018, create a tool/resource to help health care providers efficiently and effectively identify community resources appropriate for individual clients.

**Objective 2:** By 2018, assess gaps in community chronic disease prevention programs and identify additional needed evidence-based programs.

**Objective 3:** By 2018, establish working relationships with at least three representatives of key providers within each major health care system (people who are influential in referring patients to health care services).

**Current work to accomplish goal 3**

- Continuing role as the advisory board for the YMCA Diabetes Prevention Program, an evidence-based program for diabetes.
- Continuing work to identify how providers prefer to have patient resources available to them; who refers patients to resources-providers or ancillary staff; and if they already have existing databases or systems of resource referral.

**Goal 4: Increase the percentage of fruit and vegetable consumption of Eau Claire County community members.**

**Objective 1:** By 2018, identify and build new partnerships to support and enhance the capacity to increase fruit and vegetable consumption of Eau Claire County community members.

**Objective 2:** By 2018, implement at least one healthy food marketing initiative in Eau Claire County.

**Objective 3:** By 2018, identify, implement and/or support at least three new activities and/or policies to increase fruit and vegetable consumption of Eau Claire County community members.

**Current work to accomplish goal 4**

- Collaborating with Chippewa Health Improvement Partnership to explore health food marketing initiatives to implement across both counties.
- Assessing capacity, the need for, and the community's readiness for implementation of strategies, programs and policies to increase fruit and vegetable consumption.
- Continuing connection to the work being done around food insecurity in our community.

**Evidence-informed practices/policies that will be considered by action team to encourage obesity prevention<sup>32</sup>:**

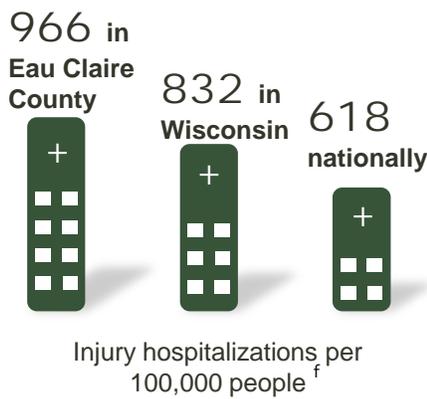
- Provide employers/employees with opportunities for individual, group, and at-home support for behavior change
- Provide employers/employees incentives for participation in worksite wellness, nutrition and physical activity
- Provide employers/employees with tools for self-assessment of eating and physical activity habits
- Prescriptions for physical activity
- Food hubs
- Point of purchase prompts for healthy foods

# Healthy Relationship Promotion

**Healthy Relationship Promotion is a health priority in Eau Claire County** because a lifetime of healthy, positive relationships leads to more engaged citizens and safer communities.

**Healthy Relationship Promotion is important to Eau Claire County.** Healthy parent-child relationships, positive family dynamics, and supportive communities provide a strong foundation for children. It is well established that adverse conditions such as family turmoil, enduring poverty, violent neighborhoods, and substandard daycare conditions put children at higher risk for mental health and developmental problems that can persist into school-age years and adulthood. Positive, healthy teen dating and peer relationships have many benefits for youth; and healthy adult relationships benefit entire communities. Everyone is positively impacted by healthy, positive relationships.

## Facts and Statistics



**1 in 3** teens nationally

is a victim of verbal, sexual, and/or emotional abuse from a girlfriend or boyfriend. If this holds true in Eau Claire County, over **2,500 teenagers** could be current victims.<sup>9</sup>

## Eau Claire County Survey Results<sup>33</sup>

- 38% of respondents feel that injury and violence are a major or moderate problem in our community. Injury and violence refers to preventing injury from intentional or unintentional accidents or violence, including self-inflicted injury, falls, accidental poisoning, motor vehicle crashes, gunshot wounds, child abuse, sexual assault, and domestic violence.
- Injury and violence was listed in the top five health problems by those aged 18-20 and 70-79.
- Top reasons why respondents feel injury and violence prevention is a problem are because people are not aware as to how to prevent violence in relationships, people are not aware of resources available for victims of violence and people are not aware of how to prevent injury or violence in the home or workplace.

## Healthy Relationship Promotion Action Team Goals

Members of the Healthy Relationship Promotion Action Team identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA) and community readiness. The action team will achieve these goals through increased awareness and education about healthy relationships.

This action team is re-energized with a specific focus on prevention and is in the process of developing objectives to meet their goals. Eau Claire Healthy Communities is committed to continue work on this health priority as they see the connection and impact it has on all other identified health priorities.

**Current stakeholders involved:** Bolton Refuge House, Community Representatives, Eau Claire City-County Health Department, Family Support Center and Planned Parenthood

**Goal 1: Increase community awareness of the elements of a healthy relationship in Eau Claire County.**

**Goal 2: Provide education to Eau Claire County adolescents about safe dating practices in order to break the cycle of dating violence and to increase access to resources**

### Current work to accomplish goals

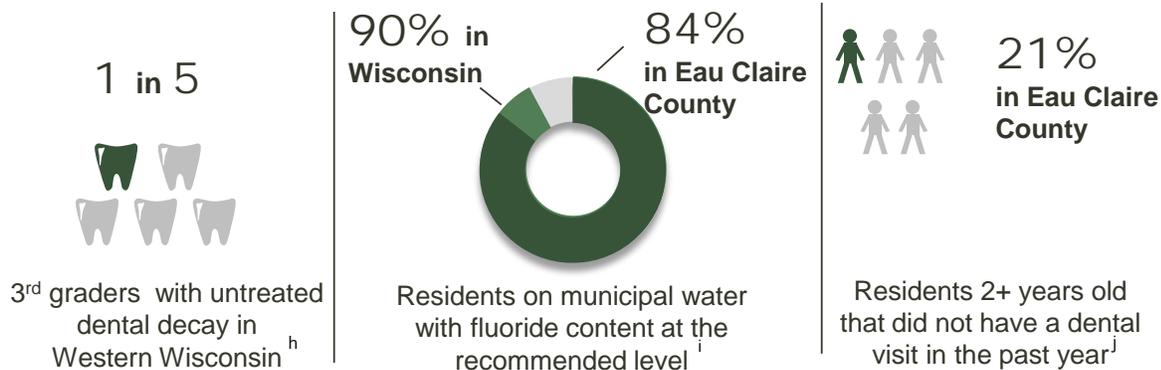
- Implementing the *Safe Dates* program, an evidence-based program to prevent teen dating abuse: a factor often linked to alcohol and other drug use.
- Assessing capacity, the need for, and the community's readiness for implementation of additional strategies, programs and policies that increase awareness of elements of a healthy relationships and access to resources in our community.
- Participating in the Healthy Wisconsin Leadership Institute's Community Teams Program to increase and develop collaborative leadership skills.

# Oral Health Promotion

**Oral Health Promotion is a health priority in Eau Claire County because** oral health is essential to the general health and well-being of people and can be achieved by everyone. Good oral health also includes the ability to carry on the most basic human functions such as chewing, swallowing, speaking, smiling, kissing, and singing. Oral health is integral to general health, and people cannot be healthy without good oral health. Oral health and general health should not be interpreted as separate entities. Many systemic diseases may initially start with and be identified through oral symptoms.

**Oral Health Promotion is important to Eau Claire County.** Early intervention with primary preventive measures (tooth brushing, flossing, good nutritional and infant feeding practices) begins during the preconception and prenatal periods. It includes care provided from both primary health care providers and oral health providers and continues through the life span. Achieving good oral health requires access to a dental home, which is not a building, but rather a team approach to providing comprehensive oral health care services in a high-quality and cost-effective manner.

## Facts and Statistics



### Eau Claire County Survey Results<sup>34</sup>

- 34% of survey respondents feel that oral health is a major or moderate problem in our community.
- Top reasons why survey respondents feel oral health is a problem are because people are not aware of the importance of quality dental care, that dental services are not easily accessible, dental clinics accepting BadgerCare are limited, and good dental care or personal dental practices are not affordable.

## Oral Health Promotion Action Team Goals

Members of the Oral Health Promotion Action Team identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA) and community readiness. This action team will work to increase awareness of the importance of oral health and water fluoridation through increased education.

Oral Health Promotion Action team is an existing action team identified by the community and our coalition several years ago. Eau Claire Healthy Communities is committed to continue work on this health priority as they see the connection and impact it has on all other identified health priorities.

**Current stakeholders involved:** *Chippewa Valley Technical Collee Dental Hygiene Program, Eau Claire Area School District, Eau Claire City-County Health Department, Junior League of Eau Claire, Marshfield Clinic, and Northwest Wisconsin Dental Hygienists' Association*

### Goal 1: Increase community awareness about the importance of oral health through increased education in Eau Claire County.

**Objective 1:** By 2018, increase the number of dentists providing care to one year olds from 63.64% to 80%.

### Goal 2: Increase community awareness about the benefits of water fluoridation through increased education and community presentations in Eau Claire County.

**Objective # 1:** By 2018, maintain the number of communities in Eau Claire County that have fluoridated water.

#### Current work to accomplish goals

- Promoting the *Dental Home by Age One* campaign to raise awareness about the importance of oral health in young children. The goal of the campaign is to have children visit a pediatric dentist by their first birthday to establish a 'dental home.'
- Promoting *Healthy Smiles for Mom and Baby*, a statewide program to integrate oral health into prenatal and pediatric health care systems.
- Assessing capacity, the need for, and the community's readiness for implementation of additional strategies, programs and policies that increase awareness of importance of oral health and benefits of water fluoridation.

# Acknowledgements

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Thanks to all the individuals and organizations involved in Eau Claire Healthy Communities for approving the CHIP and dedicating their time and expertise to implement goals and objectives listed in the plan.

- AIDS Resource Center of WI- Eau Claire
- Alliance for Substance Abuse Prevention
- Aging & Disability Resource Center of Eau Claire County
- Altoona School District
- Augusta School District
- Big Brothers Big Sisters
- Bolton Refuge House
- Career Development Center
- Center for Independent Living
- CESA-10
- City of Altoona
- City of Eau Claire
- Children’s Hospital of Wisconsin
- Children’s Mental Health Alliance
- Chippewa Valley Poverty Network
- Chippewa Valley Technical College
- Chippewa Valley Free Clinic
- Department of Public Instruction
- Dove Healthcare
- Eau Claire Area Hmong Mutual Assistance Association
- Eau Claire Area School District
- Eau Claire Area Schools- Early Learning Programs
- Eau Claire City Council
- Eau Claire City-County Health Department
- Eau Claire Coalition for Youth
- Eau Claire County Board
- Eau Claire County Community Representatives
- Eau Claire County Department of Human Services
- Eau Claire Parks, Recreation & Forestry Department
- Eau Claire YMCA
- Fahrman Center
- Fall Creek School District
- Family Resource Center for Eau Claire County
- Family Support Center
- Group Health Cooperative of Eau Claire
- GTP Associates
- Heinz Psychiatry
- Historic Randall Park Neighborhood Association
- Hunger Prevention Coalition
- HSHS Sacred Heart Hospital
- HSHS St. Joseph’s Hospital
- Junior League of Eau Claire
- JONAH
- Healthy Kids Coalition
- Lake Street Methodist Church
- Literacy Volunteers Chippewa Valley
- Lutheran Social Services
- Marshfield Clinic
- Mayo Clinic Health System
- Northwest Wisconsin Dental Hygienists Association
- The Community Table
- United Way of the Greater Chippewa Valley
- University of Wisconsin Eau Claire
- University of Wisconsin-Extension
- University of Wisconsin Health- Eau Claire Family Medicine Clinic
- Western Dairyland
- Wellness Shack
- Wisconsin Dairy Council
- **And Many More!!**

Special thanks to the Co-Chairs of the Eau Claire Healthy Communities Council and Action Teams, as well as additional Steering Committee Members who helped create our community health improvement plan (CHIP).

- Linda Bohacek
- Margie Buchholz
- Sara Carstens
- Jennifer Eddy
- Shae Havner-Sierer
- Abby Hinz
- Nate Jahn
- Joan Klimek
- Brian Larson
- Barb Powers
- Gina Schemenauer
- Chelsie Smith
- Pat Stein
- Karen Quinn
- Maribeth Woodford

# Accomplishments (2013-2015)

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Eau Claire Healthy Communities has contributed to our vision of *everyone living better, longer*. Since the *2013 Community Health Improvement Plan*, they have brought forward many diverse initiatives related to changes to policies, systems, and our environment. All of these contribute to how the community thinks about health, acts on health, and makes healthy choices. Listed below are a few accomplishments from the three health priorities of the *2013 Community Healthy Improvement Plan* that Eau Claire Healthy Communities has successfully achieved.

## Chronic Disease Prevention

- Strengthened partnership with the Eau Claire Chamber of Commerce Health & Wellness Committee. Through this partnership, they helped increase the number of worksites reached by evidenced-based worksite wellness strategies and helped increase the number of worksites that have achieved a Chamber Worksite Wellness award.
- Hosted the annual BE (Built Environment) Fit Forum in 2014 and 2015 to build awareness on how places can positively influence healthy choices and health outcomes. Over **100 individuals** from various community sectors attended the forum both years.

## High-Risk Drinking Prevention

- Provided presentations on what high-risk drinking is, as well as costs and consequences to **12** groups, reaching **343** people in 2014 and 2015
- Developed a survey for individuals to confidentially self-assess their alcohol use and receive feedback tailored to their assessment. **Over 915 people** completed this self-assessment. This team also held focus groups with **45 high-risk drinkers**. Data collected provided evidence to utilize *Hello Sunday Morning*, a motivational app and social media website that allows people to reflect on their personal relationship with alcohol.

## Mental Health

- Collaborated with multiple organizations to offer QPR (Question, Persuade, Respond) suicide prevention trainings to **over 700 community members** (since May 2015) in an effort to reduce stigma around mental health and to increase knowledge of suicide warning signs.
- Developed a [mental health guide](#) to help individuals who are looking to access mental health services in the community as well as an [English-Hmong Mental Health glossary](#) to develop a uniform translation of mental health terminology in the Hmong language.

# Get Involved!

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-Fill out a "Get Involved" form on our website ([www.ehealthycommunities.org](http://www.ehealthycommunities.org)) to join an action team or the council.

-Action teams meet monthly to move forward with health priorities.

-Council meets bi-monthly to provide action team support, networking, leadership/training opportunities, community updates and much more!

-Many community organizations & individuals serve on an action team and/or serve on the Council.



View the calendar on our [website](#) to find more details about a meeting or event.



-Read our Council and Action Team meeting minutes to see what's going on–

Find them on our [website](#).



-Take action to improve health!

-Write a letter to the editor.

-Contact your policy maker.

-Think about how your organization could be involved with Healthy Communities.



Not sure how to be involved?

Contact us at [healthy.communities@co.eau-claire.wi.us](mailto:healthy.communities@co.eau-claire.wi.us) or 715-839-2869!

# Appendix I: Sample Work Plan

Visit [www.ehealthycommunities.org](http://www.ehealthycommunities.org) for current work plans.

Chronic Disease Prevention Action Team Work Plan								
							Date last updated: March 2016	
Goal 3: Increase the of individuals connected to evidence-based programs to prevent/improve chronic conditions in Eau Claire County.								
Sub team	Action/activities	Start date	Progress	Date completed	results/notes	Person responsible	Indicators	Evidence
Community-Clinical Linkages	Objective 3: By 2018, establish working relationships with at least three representatives of key providers within each major health care system (people who are influential in referring patients to health care services).							
	a. Develop plan to make connections with gatekeepers to increase the number of individuals connected to YMCA Diabetes Prevention Program and other evidence-based programs	Sept. 2015	Partially met			Chronic Disease Prevention Action Team	# of working relationships established with providers	Scientifically Supported
	b.							

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- <sup>1</sup> Black, P., & Paltzer, J. (2013, March). The Burden of Excessive Alcohol Use in Wisconsin. Retrieved November 23, 2015, from <https://uwphi.pophealth.wisc.edu/publications/other/burden-of-excessive-alcohol-use-in-wi.pdf>
- <sup>2</sup> Black, P., & Paltzer, J. (2013, March). The Burden of Excessive Alcohol Use in Wisconsin. Retrieved November 23, 2015, from <https://uwphi.pophealth.wisc.edu/publications/other/burden-of-excessive-alcohol-use-in-wi.pdf>
- <sup>3</sup> 2014-2015 Eau Claire Community Health Assessment.
- <sup>4</sup> Black, P., & Paltzer, J. (2013, March). The Burden of Excessive Alcohol Use in Wisconsin. Retrieved November 23, 2015, from <https://uwphi.pophealth.wisc.edu/publications/other/burden-of-excessive-alcohol-use-in-wi.pdf>
- <sup>5</sup> Black, P., & Paltzer, J. (2013, March). The Burden of Excessive Alcohol Use in Wisconsin. Retrieved November 23, 2015, from <https://uwphi.pophealth.wisc.edu/publications/other/burden-of-excessive-alcohol-use-in-wi.pdf>
- <sup>6</sup> 2011-2012 PRIDE (Parent's Resource Institute for Drug Education) Survey Reports for Eau Claire County Schools.
- <sup>7</sup> Grant, B., & Dawson, D. (1997). Age at Onset of Alcohol Use and its Associations with DMS-IV Alcohol Abuse and Dependence: Results from the National Longitudinal Epidemiologic Survey. *Journal of Substance Abuse*, 103-110. Retrieved November 1, 2015, from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.473.9819&rep=rep1&type=pdf>
- <sup>8</sup> "State-Specific Alcohol Consumption Rates for 2013." *Centers for Disease Control and Prevention*. Centers for Disease Control and Prevention, 24 Sept. 2015. Web. 19 Feb. 2016.
- <sup>9</sup> University of Wisconsin Eau Claire. (2010). Core Alcohol and Drug Survey.
- <sup>10</sup> Community Health Assessment of Eau Claire County Residents/Organizations, 2012.
- <sup>11</sup> "What Works for Health: Evidence for Decision-Making." *What Works for Health: Policies and Programs to Improve Wisconsin's Health*. N.p., n.d. Web. 07 Mar. 2016.
- <sup>12</sup> United Way Annual Report, 2009-2010.
- <sup>13</sup> The Burden of Suicide in Wisconsin, accessed on December 12, 2012 from <http://www.dhs.wisconsin.gov/health/injuryprevention/pdf/bosfinal9%205.pdf>.
- <sup>14</sup> 2011 Wisconsin Youth Risk Behavior Survey, accessed on December 12, 2012 from <http://sspw.dpi.wi.gov/files/sspw/pdf/yrbs11execsumm.pdf>.
- <sup>15</sup> United Way Annual Report, 2009-2010
- <sup>16</sup> Substance Abuse and Mental Health Services Administration, Results from the 2013 National Survey on Drug Use and Health: Mental Health Findings, NSDUH Series H-49, HHS Publication No. (SMA) 14-4887. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2014.
- <sup>17</sup> CDC Report: Mental Illness Surveillance Among Adults in the United States. (2011, September 1). Retrieved November 23, 2015, from [http://www.cdc.gov/mentalhealthsurveillance/fact\\_sheet.html](http://www.cdc.gov/mentalhealthsurveillance/fact_sheet.html)
- <sup>18</sup> 2011 Wisconsin Youth Risk Behavior Survey, accessed on December 12, 2012 from <http://sspw.dpi.wi.gov/files/sspw/pdf/yrbs11execsumm.pdf>.
- <sup>19</sup> Eau Claire County Public Health Profile, 2009, 2010, 2014.
- <sup>20</sup> "What Works for Health: Evidence for Decision-Making." *What Works for Health: Policies and Programs to Improve Wisconsin's Health*. N.p., n.d. Web. 07 Mar. 2016.
- <sup>21</sup> Obesity Data - Wisconsin. (2014). Retrieved November 23, 2015, from <http://stateofobesity.org/states/wi/>
- <sup>22</sup> Obesity Data - Wisconsin. (2014). Retrieved November 23, 2015, from <http://stateofobesity.org/states/wi/>
- <sup>23</sup> Wisconsin Department of Health Services, Division of Public Health, Nutrition, Physical Activity and Obesity Program and Wisconsin Partnership for Activity and Nutrition, 2008.
- <sup>24</sup> Wisconsin Department of Health Services, Division of Public Health, Nutrition, Physical Activity and Obesity Program and Wisconsin Partnership for Activity and Nutrition, 2008.
- <sup>25</sup> Wisconsin Department of Health Services, Division of Public Health, Nutrition, Physical Activity and Obesity Program and Wisconsin Partnership for Activity and Nutrition, 2008.

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<sup>26</sup> 2014-2015 Eau Claire Community Health Assessment.

<sup>27</sup> Department of Health Services, Division of Public Health, Nutrition, Physical Activity and Obesity Program, Wisconsin Partnership for Activity and Nutrition. Wisconsin Worksite Resource Kit to Prevent Obesity and Related Chronic Diseases. December 2010.

<sup>28</sup> 2014-2015 Eau Claire Community Health Assessment.

<sup>29</sup> The 2011 Burden of Diabetes in Wisconsin Report accessed on November 27, 2012 from <http://www.dhs.wisconsin.gov/publications/Po/Poo284.pdf>.

<sup>30</sup> The 2011 Burden of Diabetes in Wisconsin Report accessed on November 27, 2012 from <http://www.dhs.wisconsin.gov/publications/Po/Poo284.pdf>.

<sup>31</sup> The 2011 Burden of Diabetes in Wisconsin Report accessed on November 27, 2012 from <http://www.dhs.wisconsin.gov/publications/Po/Poo284.pdf>.

<sup>32</sup> "What Works for Health: Evidence for Decision-Making." *What Works for Health: Policies and Programs to Improve Wisconsin's Health*. N.p., n.d. Web. 07 Mar. 2016.

<sup>33</sup> 2014-2015 Eau Claire Community Health Assessment.

<sup>34</sup> 2014-2015 Eau Claire Community Health Assessment.

### Graphical Data Sources

<sup>a</sup> Adults that Engage in Binge Drinking (p.12) WI Epidemiological Profile on Alcohol and Other Drug Use, 2014 (2008-2010)

<sup>b</sup> Circumstances Surrounding Suicide in WI (p.14) Eau Claire City-County Health Assessment 2013 (2001-2006)

<sup>c</sup> Number of Suicide Deaths (p.14) "WISH - Mortality Module." *Wisconsin Department of Health Services*. N.p., 09 Oct. 2014. Web. 07 Mar. 2016.(2000-2012)

<sup>d</sup> Obesity Among Adults (age-adjusted) (p.15) DHS Burden of Heart Disease & Stroke in Wisconsin 2010, (2004-2012)

<sup>e</sup> Diabetes Death (p.17) Source: National Vital Statistics System-Natality, (2010-2012)

<sup>f</sup> Injury Hospitalizations per 100,000 people (p.21) WI Interactive Statistics on Health, (2012)

<sup>g</sup> 1 in 3 teens victims nationally is victim of abuse from a boyfriend or girlfriend (p.21) The National Council on Crime & Delinquency Focus, (2008)

<sup>h</sup> 3<sup>rd</sup> graders with untreated dental decay in Western WI. (p.23) 2014-2015 Eau Claire County Community Health Assessment

<sup>i</sup> Residents on municipal water with fluoride content at the recommended level. (p.23) 2014-2015 Eau Claire County Community Health Assessment

<sup>j</sup> Residents 2+ years old that did not have a dental visit in the past year. (p.23) 2014-2015 Eau Claire County Community Health Assessment



Eau Claire  
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