



Eau Claire Healthy Communities

Everyone Living Better, Longer



2018–2021 Eau Claire County Community Health Improvement Plan

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

Table of Contents

2018–2021 Eau Claire County CHIP Executive Summary	1
About Eau Claire Healthy Communities	3
About CHA/CHIP	4
2018 Community Health Assessment Process	5
2018–2021 Community Health Improvement Plan	7
Health Priority Areas	15
Chronic Disease Prevention	16
Healthy Relationship Promotion.....	18
High-Risk Drinking Prevention	20
Mental Health	22
Oral Health Promotion.....	24
Substance Abuse Prevention	26
Alignment with State & National Plans	28
Acknowledgements	30
Accomplishments	31
Get Involved!	34
Data Sources	35

An Invitation to the Community

Eau Claire Healthy Communities strives to make Eau Claire County a healthy place to live, work, learn, and play. We know that a single person or organization cannot do this on its own and that is why we are thankful for the collaboration of individuals, agencies, and organizations dedicated to the improvement of the health of Eau Claire County. Many of you have helped ensure the success of the *2018 Community Health Assessment* and the creation of this *2018–2021 Community Health Improvement Plan*.



This Community Health Improvement Plan highlights the past accomplishments of and the new goals and objectives for our five Action Teams. The work of Eau Claire Healthy Communities is made possible by partnerships and shared community assets. Each partner strongly believes in improving the health of all people in the community with a focus on identifying health disparities, gaps, and barriers. Health disparities are population-based differences in health outcomes that are linked with social, economic, and/or environmental disadvantage. Eau Claire Healthy Communities strives to work toward high quality of health for all. We look forward to the continued work we do together to achieve our vision for Eau Claire – “Everyone Living Better, Longer.”

Please join us in promoting the health and well-being of individuals, families and the communities of Eau Claire County. What can you do to help create a healthier Eau Claire County? There are many ways to get involved! Learn more at www.echealthycommunities.org.

Sincerely,

Sarah Driever and Mark Gideonsen

Eau Claire Healthy Communities Council Co-Chairs

2018–2021 Eau Claire County CHIP Executive Summary

The *2018-2021 Eau Claire County Community Health Improvement Plan* details the recent comprehensive community health planning effort by 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).



- A variety of community engagement methods were used to collect quantitative and qualitative data for the *2018 Eau Claire County Community Health Assessment (CHA)*. This data was used to identify the top health priorities for our community. Through this extensive CHA process, residents prioritized mental health, substance use, and alcohol misuse as the top three health issues. Eau Claire Healthy Communities, a long-standing coalition, has been working on the identified CHA priorities over the past few years. The coalition is committed to continue efforts through existing Action Teams that address chronic disease, mental health, alcohol misuse, healthy relationships and oral health. To increase capacity and avoid duplication around the priority of substance abuse, Eau Claire Healthy Communities is strengthening its partnership with the Alliance for Substance Abuse Prevention.
- The CHIP provides the community with a plan and goals for improving the health of Eau Claire County over the next three years in the priority health issues identified by Eau Claire Healthy Communities. 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 three years, Eau Claire Healthy Communities' Action Teams will continue evaluation and implementation of evidence-based practices and policies in order to reach their 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.

Community Health Improvement Plan Overview

Eau Claire 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 *2018 CHA*, including 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," state and national plan strategies, 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 when selecting strategies.
- Development of a detailed work plan to track progress and share outcomes with community.

Summary of 2018–2021 Community Health Improvement Plan Goals



Chronic Disease Prevention Action Team

Work addresses chronic disease prevention, obesity, nutrition & physical activity

Goals:

- To increase Eau Claire County residents' access to healthy foods and beverages through education, outreach, collaboration and policy.
- To increase physical activity of Eau Claire County residents through education, outreach, collaboration, and policy.



Healthy Relationship Promotion Action Team

Work addresses healthy growth & development, reproductive & sexual health, injury & violence prevention

Goals:

- To promote healthy relationships in Eau Claire County by educating community members about protective factors and risk factors.
- To promote a culture of healthy social connections among Eau Claire County residents through increased messaging, outreach, and programming.



High-Risk Drinking Prevention Action Team

Work addresses alcohol misuse

Goals:

- To increase Eau Claire County residents' knowledge through messaging, education, and outreach on low-risk alcohol consumption.
- To decrease high-risk drinking behaviors in Eau Claire County through awareness, education, collaboration, and policy.



Mental Health Action Team

Work addresses mental health

Goal:

- To increase strong, healthy social connections among Eau Claire County residents across all life stages to promote mental wellness through education, programming, outreach, and policies.



Oral Health Promotion Action Team

Work addresses oral health

Goals:

- To improve oral health outcomes for the prenatal and early childhood populations in Eau Claire County through education and outreach.
- To increase community awareness and knowledge of the connection of oral health behaviors on overall health through increased education and outreach.



Alliance for Substance Abuse Prevention

Work addresses substance use, tobacco products use & underage alcohol use

Goals:

- To reduce youth substance use (alcohol, marijuana, and prescription drug misuse) in Eau Claire County.
- To increase collaboration and capacity of partners working to prevent youth substance use in Eau Claire County.

About Eau Claire Healthy Communities



Eau Claire
Healthy Communities

VISION: Everyone Living Better, Longer

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

Eau Claire Healthy Communities provides 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. Our coalition is committed to using health data and best practices to inform our decision-making process. Over the past **20+** years, Eau Claire Healthy Communities has been vital to bringing several successful programs to our community. See page 31 for highlights of the coalition’s accomplishments over the past years.

PARTNERS: Over **250** 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.

STRUCTURE: 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.



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.



Healthy Relationship Promotion Action Team

works to promote a culture of healthy social connections in order to create safer and healthier relationships for all.



Oral Health Promotion Action Team

works to increase community awareness about the importance of oral health care and the effects on “whole body” health.



High Risk Drinking Prevention Action Team

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



Mental Health Action Team

works to increase strong, healthy social connections across all life stages to promote mental wellness.



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.



Assessment/Planning Task Force

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

VISIT US ONLINE AT WWW.ECHEALTHYCOMMUNITIES.ORG

About CHA/CHIP

The comprehensive community health improvement process includes two major phases: a community health assessment (CHA) and a community health improvement plan (CHIP). Assessing needs and planning collaboratively helps solve complex health issues. The goals of a CHA and a CHIP are to work with the community to address 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 practices to improve identified health priorities and is a first step to eliminating health disparities.

Eau Claire Healthy Communities recently adopted the 2018 CHA and has committed to working on the health priorities of mental health, substance use, alcohol misuse, chronic disease, healthy relationship promotion, and oral health promotion.

Community Health Improvement Plan (CHIP) is a roadmap developed by community stakeholders that will guide the work on health priorities for community health improvement. The CHIP provides overarching goals, specific objectives, and evidence-based strategies. As an action-oriented plan, it guides partner collaboration toward policy, system and environmental strategies to produce better health outcomes in the areas of concern identified in the CHA and by Eau Claire Healthy Communities. Specific activities will be developed over time with input from community.

Eau Claire Healthy Communities utilized the *County Health Rankings and Roadmaps Take Action Cycle* to guide its 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

2018 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 2018. The prior Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) process for Eau Claire Healthy Communities took place in 2015. The health priorities from the 2015 CHA and CHIP (obesity, mental health, and alcohol misuse) were like those identified in 2018 (mental health, substance use, and alcohol misuse).

The *2018 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.

The following partners engaged a broad cross section of the community to develop the [2018 Community Health Assessment](#):

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



Timeline for Community Health Assessment Process

Jun
2017

- 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, community conversations and looking at existing data for the county, state, and nation.

Nov
2017

- Distribution of the community health survey to residents throughout Eau Claire County in November and December. The objective of the survey was to better understand the community's perception of the top health concerns in the county.
- Targeted health survey sessions were held throughout the county to increase survey response rate from populations with the likelihood to suffer from disparate health outcomes.

Dec
2017

- An abbreviated hardcopy survey was created for residents with limited health literacy. A translator was present during survey outreach sessions to provide assistance to community residents facing a language barrier.
- 1,876 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 was for the community (1=not a problem, 4= major problem) and identify reasons they felt the area was a problem.

Jan
2018

- Available county and state population health data related to each of the 14 health priority areas were compiled to develop a secondary data summary.

Feb
2018

- Partners hosted Community Conversations in Eau Claire and Augusta to engage the community and receive input during facilitated group discussions on how to prioritize the 14 health focus areas. Mental health, substance use, and alcohol misuse were identified as top health priorities.

Mar
2018

- Partners hosted a coalition meeting to obtain feedback on the preliminary CHA results and to enhance the focus and understanding of the top five priority areas of **mental health, substance use, obesity, alcohol misuse, and healthy nutrition**. Council attendees participated in facilitated small-group discussion on the preliminary results and to enhance focus and understanding of the top priorities.

May
2018

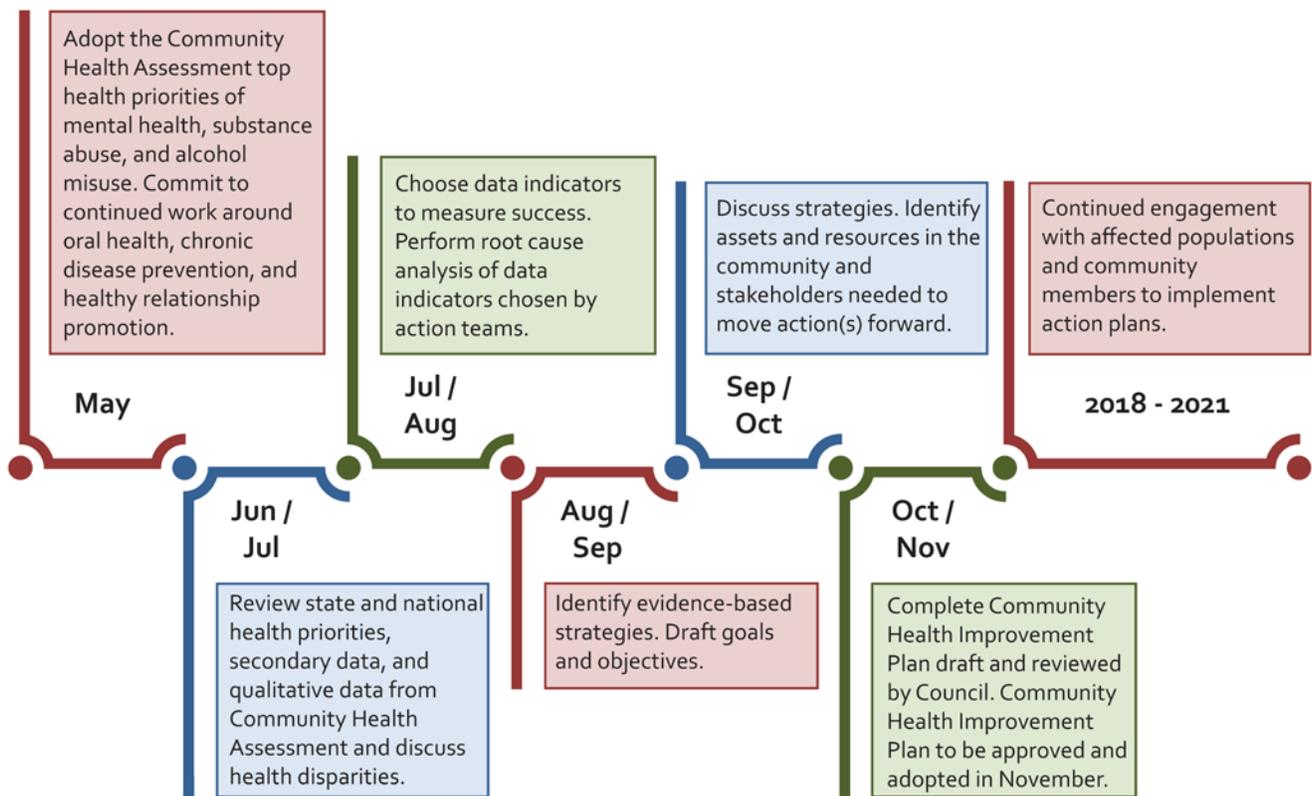
- Eau Claire Healthy Communities approved and adopted the 2018 Community Health Assessment.

2018–2021 Community Health Improvement Plan

PROCESS FOR DEVELOPING THE COMMUNITY HEALTH IMPROVEMENT PLAN: Eau Claire Healthy Communities 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. The steps are detailed in the following pages according to the steps in the *Take Action Cycle*.

Within the structure of Action Teams and the Council, Eau Claire Healthy Communities has over 250 diverse stakeholders that collaboratively work on identified health issues. Each month, Healthy Communities’ Action Teams meet and work together to plan, implement and evaluate its goals/objectives/strategies. Every other month, the Healthy Communities Council meets to review all action team progress as well as to continue to support broad collaborative action.

TIMELINE FOR THE COMMUNITY HEALTH IMPROVEMENT PLANNING PROCESS: Over the course of four meetings from June–November 2018, each action team followed the same process to assess needs and resources, help them focus on what’s important, and to choose effective policies and programs that fit the needs of Eau Claire County. Timeline and details are provided below.



Take Action Cycle:

Assess Needs & Resources

Eau Claire Healthy Communities explored the community's needs, resources, strengths, gaps, and assets.

May 2018: After approval of the 2018 Community Health Assessment, Eau Claire Healthy Communities adopted the following health priorities for its 2018–2021 Community Health Improvement Plan:

<i>Existing Eau Claire Healthy Communities Action Teams adopted the identified health priorities of mental health, alcohol misuse and chronic disease/obesity.</i>		<i>Eau Claire Healthy Communities committed to continue work through existing Action Teams that address healthy relationship promotion and oral health promotion.</i>			<i>Eau Claire Healthy Communities is strengthening its partnership with the Alliance to increase capacity and avoid duplication around the priority of substance abuse.</i>
					
Mental Health Action Team	High-Risk Drinking Prevention Action Team	Chronic Disease Prevention Action Team	Healthy Relationship Promotion Action Team	Oral Health Promotion Action Team	Alliance for Substance Abuse Prevention (Alliance) <i>*Local coalition in partnership with Eau Claire Healthy Communities</i>

INTERCONNECTEDNESS BETWEEN HEALTH PRIORITIES: The Action Teams understand that even though they may focus on a single priority, each of the health priorities are related and interconnected. See page 15 for more information.

June/July 2018 Action Team Meetings

- **Review 2015–2018 Goals:** Action Teams reviewed their respective goals and objectives from the 2015 CHIP and discussed successes/challenges to guide the future focus and direction of the Action Teams.
- **Discuss State & National Health Plan Alignment:** Action Teams reviewed Healthy People 2020, Healthy Wisconsin 2020, and Healthiest Wisconsin 2020 plans and discuss goals, objectives, and data indicators selected at the state and national levels to address our health priorities. Healthiest Wisconsin (HW2020) provides a broad overview of Wisconsin health issues and focus areas for improvement over the next ten years. Healthy Wisconsin 2020 provides a way to “dig deeper” into the HW2020 focus areas by prioritizing the top health areas of improvement by identifying goals and objectives to work towards. All the plans helped provide a strong framework for discussion around data indicators, goals and objectives to address locally.
- **Identify Assets/Resources:** Members of the Chronic Disease Prevention, Mental Health, and High-Risk Drinking Prevention Action Teams utilized the existing assets and resources page from the 2018 Community Health Assessment to identify local assets and resources. The Healthy Relationship Promotion Action Team and Oral Health Promotion Action Team went through brainstorming activities throughout the summer of 2018 to identify existing assets and resources in the community.
- **Determine Guiding Questions:** Members discussed the questions: *What is the “low-hanging” fruit? Where we can have the greatest impact on health in the long term? What is the change community members most want to see? How can we most efficiently use our resources? How can disparate outcomes impact certain populations?* These questions helped Action Teams move towards selecting priorities.

- **Review & Analyze Data/Health Equity:** Using secondary data and qualitative survey data from the CHA, Action Teams discussed the implications for the community and any themes or trends that emerged. Action Teams were particularly attentive to the issue of health disparities and health equity in the community.

Eau Claire Healthy Communities Works towards Advancing Health Equity in our Community

Training:

- Additional health equity training was provided to members at the annual Eau Claire Healthy Communities celebration in April 2018.
- At the July 2018 Council meeting, a speaker from the local Hmong Mutual Association agency engaged the Council in a discussion about cultural competency.

Data Discussion:

- Council and Action Teams had deliberate conversations around health equity when the annual County Health Rankings report was released (www.countyhealthrankings.org) in April 2018 with more specific health equity data for our community.
- Using the secondary data and qualitative survey data from the Community Health Assessment, Action Teams identified themes and trends in our community. To ensure that equity is considered in the Community Health Improvement Plan, Action Teams gave special consideration to groups in the community who are disproportionately burdened by health issues and made a plan to engage these populations as we move toward selecting and implementing strategies.

CHIP strategies:

- Action Teams identified specific strategies for prioritized populations. For example, Oral Health Promotion Action Team identified a need in the Amish community for oral health information and services. As a new objective, they will collaborate with community partners to implement a system and/or environmental change to encourage positive oral health behaviors. One strategy may be to work with a traveling dental clinic to provide on-site dental clinics within the Amish community. Another example is the Chronic Disease Prevention focusing on strategies within the rural community to increase physical activity and access to healthy foods and beverages, as obesity rates are found to be up to 10% higher in zip codes located outside the City of Eau Claire limits.¹

Focus on What's Important

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

July/August 2018 Action Team Meetings

- **Vote on data indicators:** Based on the data and discussions at the June/July 2018 Action Team meetings, members voted on health data indicators to narrow the focus for the 2018–2021 CHIP. These data indicators were used as the basis for the root cause analysis and will be used to show how strategies are making a difference. Each action team chose 3-6 data indicators to guide its work.
- **Analyze root causes:** In this meeting, action team members participated in a root cause analysis process using the selected data indicators as the basis for the process. Root cause analysis provides an understanding of the causes of a health issue to identify effective solutions. Groups discussed many factors (social, cultural, economic) that contribute to making the health priority an issue.

Root Cause Analysis Themes from July-August Action Team Meetings

Chronic Disease Prevention	<p>Root Causes:</p> <ul style="list-style-type: none"> • Culture of a fast pace life, no family meal times • Sedentary lifestyles • Limited self-care (not enough sleep, limited down time, high stress with limited coping skills) • Food marketing and affordability of unhealthy foods • Lack of skill and/or knowledge in preparing healthier foods • Insufficient physical activity • Poverty • Lack of knowledge, interest, motivation, access to preventative behaviors • Availability of food sources (locations of markets, transportation to stores) • Too much screen time for kids and adults (adult modeling for children/cultural norm) 	<p>Linked to:</p> <ul style="list-style-type: none"> • Increased physical activity boosts mental health/social connectedness • Sugar-sweetened beverages correlate with obesity, chronic diseases, and oral health issues • Increased screen time impacts mental health/ability to relate face-to-face with others <p>Gaps in Services or Understanding:</p> <ul style="list-style-type: none"> • Built environment is not conducive to routine exercise • High access to fast food and sugar-sweetened beverages • High cost of healthy foods • Lack of knowledge (what are healthy foods, how to prep, community resources and programs) • Knowledge of activities to stay fit in winter
Healthy Relationship Promotion	<p>Root Causes:</p> <ul style="list-style-type: none"> • Healthy relationships are not considered a public issue • Adverse childhood experiences (ACEs) • Lack of resiliency • How relationships are portrayed in media/social media • Relational bullying, normalized violence, screen time • Teen dating culture, peer pressure, and social media • Lack of skills to build healthy relationships, or awareness that it takes intentional effort • Stigma of recognizing problem and seeking assistance • Negative family dynamics or relationship modeling 	<p>Linked to:</p> <ul style="list-style-type: none"> • Mental health and alcohol and other drug use (AODA) impacts • Domestic violence / relational violence/ neglect <p>Gaps in Services or Understanding</p> <ul style="list-style-type: none"> • Need to shift the conversation from treatment of issues to prevention • Lack of community mental health, and AODA resources • Lack of integration of systems • Unhealthy behaviors are difficult to recognize
High-Risk Drinking Prevention	<p>Root Causes:</p> <ul style="list-style-type: none"> • Social norm/drinking culture—perception that alcohol misuse is accepted in community • Laws are permissive of drinking culture • High alcohol outlet density • Higher accessibility to alcohol at many community events, sporting events, and benefits • Lack of knowledge of typical drink size • Stigma associated with no drinking • Family history or relationship modeling 	<p>Linked to:</p> <ul style="list-style-type: none"> • Mental health • Social connectedness – culture of alcohol use • Oral Health • Results in younger people coming in with permanent liver damage due to heavy/chronic drinking <p>Gaps in Services or Understanding:</p> <ul style="list-style-type: none"> • Alcohol-free activities • Other: Lack of consistent definition for designated driver, lack of late-night transportation, and overnight parking

Mental Health	<p>Root Causes:</p> <ul style="list-style-type: none"> • Loss of social connections due to social media/technology (too much screen time) • Limited strong community/social connections • Stigma associated with mental afflictions and asking for/getting help • Peer/societal pressures, bullying • Lack of positive family involvement/connection • Financial stress and/or anxiety and limited down time • Adverse childhood experiences (ACEs) • Lack of coping strategies for those who are struggling • Limited access to mental health services • Lack of experience navigating the mental health system • Knowledge of how to handle emotions, especially males 	<p>Linked to:</p> <ul style="list-style-type: none"> • Poor mental health can be linked to poor nutrition • Culture of drinking/Alcohol and drug use • Increased screen time interferes with sleep, physical activity, connectedness to others <p>Gaps in Services or Understanding:</p> <ul style="list-style-type: none"> • Lack of services/providers/support (especially for adolescents), or finances to receive services • Lack of parent/peer modeling of healthy screen time • Lack of knowledge of mental health services • More promotion of mental wellness • Shortage of psych beds/services and long waits • Focus on reactive treatment (with medications) rather than prevention
Oral Health	<p>Root Causes:</p> <ul style="list-style-type: none"> • Cost of dental care • Parents lack of education on importance of baby teeth or on products that impact tooth decay, like sugar • Transportation (bigger issues to consider, such as homelessness) • Time (off from work, long waiting times/periods) • Lack of insurance • Little medical assistance (MA) acceptance • Language barriers/Culture around oral health care • Parent fear of dentist (cost/past experiences) • Misinformation of [young] child dental care, no referral, not many dental providers that see children • Marketing of sugar-sweetened beverages 	<p>Linked to:</p> <ul style="list-style-type: none"> • Diet/nutrition linked to chronic disease • Alcohol and other drugs have an impact on oral health (don't see/know about oral health impacts of meth use until after recovery) <p>Gaps in Services or Understanding:</p> <ul style="list-style-type: none"> • Lack of education • Referrals and providers that see children/accept MA, reimbursement for MA patients is low • Lack of dental insurance • Sugar sweetened beverages are widely available and affordable • Referral system between dental and medical providers • Knowledge of how beverages impact teeth • Knowledge that a dental visit can happen prior to age 2

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.

- **Explore evidence-based strategies:** Health Department provided support to research evidence-based interventions at all levels to effectively address root causes of the identified health priorities utilizing information from the root cause analysis.
 - 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.
 - Strategies were placed in an intervention planning matrix to help teams visualize strategies from several approaches (programs, systems change, environmental change, policy) that can influence different spheres of influence (individuals, families, and social networks; organizations & institutions; and community). Action Teams’ strategies are more heavily focusing on policy, systems and environmental change to modify the environment to make healthy choices practical and available to all community members. By changing policies, systems and/or environments, teams can better tackle the complex health issues identified by the community.
 - They also researched strategies used in other communities. Learning what worked in other communities helped Action Teams prioritize the most effective approach for Eau Claire Healthy Communities. Community health problems are complex and require a systems perspective as well as multi-faceted approaches.
 - Additional policies and programs were discussed at meetings based on member feedback.

August/September 2018 Action Team Meetings

- **Review goals:** Members reviewed draft goals and objectives and provided feedback for finalization.
- **Consider the impact:** Action Teams discussed how interventions would affect disparate populations in our community: Hmong, elderly, rural, underinsured or uninsured, low-income residents and additional populations affected unequally by identified health priorities. Action teams will continue to engage with affected populations and those who serve these populations as strategies are selected and implemented through the three-year plan.
- **Consider the community:** 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.
- **Consider the stakeholders:** Action Teams continued to discuss assets/gaps and how they could partner with organizations to either fill a gap or add additional capacity to community efforts.
- **Select the best strategy:** Action Team members identified evidence-based strategies based on the 2018 CHA secondary and community survey data, root cause analysis themes, and community assets and resources discussions had in previous meetings.

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.

September/October Action Team 2018 Meetings

- **Develop work plan:** A work plan template was created to track progress on goals and objectives and show responsibility for implementing strategies outlined in the CHIP. Each Eau Claire Healthy Communities Action Team used the finalized work plan template to show how they will achieve its goals and objectives through clearly identified activities and action steps.
 - Each Action Team work plan includes community health priority goals, measurable 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 CHIP timeline to track and share progress with the Council and community at-large. Progress will be reflected on these work plans as strategies are completed or new strategies are added over the three-year period.

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.

- **Build relationships:** After strategies had been selected in September/October 2018 meetings, action teams used the *County Health Ranking & Roadmaps Take Action Cycle* to identify stakeholder groups that could be at the "table" for each Action Team to help carry out their new goals in their identified health priorities. Action Teams review their membership list regularly to ensure that a diverse set of stakeholders are invited to join the team and help them accomplish their goals and objectives. As strategies are chosen and implemented throughout the three-year plan, efforts will be made to gain input from and engage affected populations and/or those that serve affected populations.



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.

October 2018:

- The draft CHIP was shared at the Steering Committee meeting. Revisions were made to the CHIP based on Action Team Co-Chair feedback.

November 2018:

- The updated CHIP was shared at the Eau Claire Healthy Communities Council meeting. The Council voted to approve and adopt the *2018-2021 Community Health Improvement Plan*. The CHIP is available online at www.echealthycommunities.org and has been shared with community partners and the community-at-large through social media, emails, and a press release.

Evaluate Actions

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

- **Prepare to evaluate:** 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.
- **Share evaluation results:** 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. Eau Claire 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 Eau Claire Healthy Communities has made in implementing strategies in the CHIP.
- **Review evaluation results:** Eau Claire Healthy Communities will review, and update work plans online at least quarterly to help the community monitor the Action Teams' progress toward achieving the goals and objectives that they have identified in the CHIP.

Sample Action Team Work Plan

Chronic Disease Prevention Action Team Action Plan									
									Date last updated: December 2016
Goal 2: To increase education and awareness of how the worksite wellness setting can be used to impact health behaviors that may contribute to obesity and chronic disease									
Data indicator(s): % of adults that report having been diagnosed as having diabetes and % of adults 18 years and over that report BMI >= 30 (Behavioral Risk Factor Surveillance System (BRFSS))									
Subteam	Action/activities	Start date	Progress	Date completed	Note	Person responsible	Indicators	Results	Evidence
	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 programs in Eau Claire County.								
	a. Develop Worksite wellness Learning Circle Network to provide education and networking for local employers with wellness programs.	Jan-16	Mostly met	Ongoing	Topics for learning circles are based on an evidence-based criteria for worksite wellness, developed by WELCOA. This is an ongoing project.	Chamber Health & Wellness Committee/ Worksite Wellness Committee		circles; 2017: 4 learning circles; 2018: 4 learning circles planned- 32 attended session in	Some Evidence
	b. Build process for recognition for those that attend worksite wellness circles.	Jan-16	Mostly met	Ongoing	Topic is discussed at monthly chamber meetings.	Chamber Health & Wellness Committee/ Worksite Wellness Committee		Process is put into place. Developed new ideas for current	

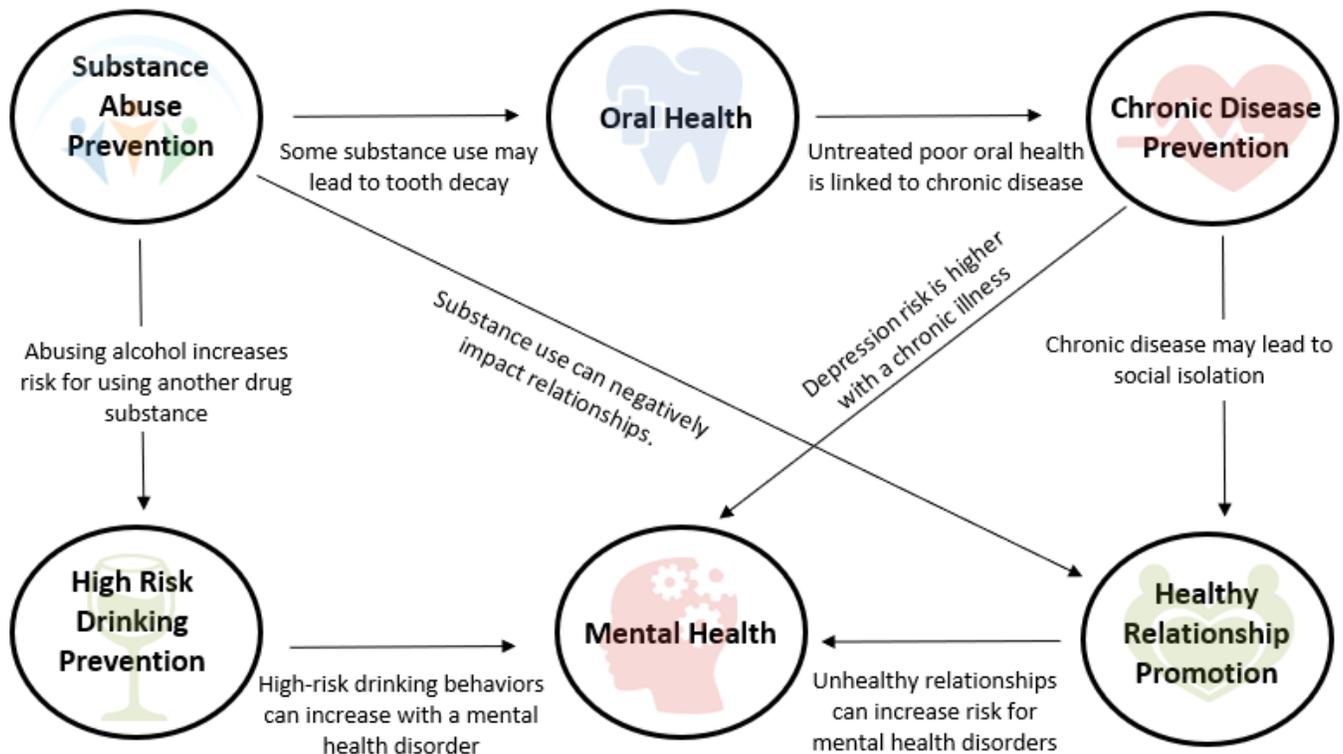
Visit us online at www.echealthycommunities.org to see current action plans and stay up-to-date with our progress!

Health Priority Areas

In the 2018–2021 Community Health Improvement Plan, Action Teams address the following health areas: high-risk drinking prevention, mental health, chronic disease prevention, healthy relationship promotion, oral health promotion and substance misuse. For each of these areas prioritized by Eau Claire Healthy Communities and the Alliance for Substance Abuse Prevention, the following pages summarize: the impact each health area has on the community, the importance of prevention, 2018–2021 Action Team goals, measures for Action Team success, current stakeholders, and strategies considered by Action Teams.

All these issues are complex to solve, as each health priority is interconnected with other priorities. The strategies selected by Action Teams in the following pages show the collaborative approach being taken to help make an impact in our community. Below is a graphic that shows a few examples of the many ways the health priority areas are interconnected.

Interconnectedness Between Health Priorities



Chronic Disease Prevention

Chronic Disease Prevention is a health priority in Eau Claire County because 7 out of 10 leading causes of death in Wisconsin are due to chronic diseases, accounting for two out of every three deaths annually.² (And 80% of chronic diseases are preventable!³) Obesity is also linked to chronic diseases. Between 40% –53% of Eau Claire County residents who visited a healthcare provider in 2015/2016 are obese.⁴ Obesity rates in rural zip codes were found to be up to 10% higher than rates in zip codes located within the city of Eau Claire.⁵



Prevention of chronic disease is important to Eau Claire County. People need to eat healthy foods, be active, and limit screen time to stay healthy throughout their life. Healthy eating and physical activity can reduce the risk for several chronic diseases such as type 2 diabetes, cancer, heart disease, stroke, and obesity. Maintaining a healthy weight is important for reducing the risk of developing these chronic conditions. If the obesity rate continues to rise at its current rate, more than half of Wisconsin adults will be obese by 2030.⁶ Multiple studies have also found a positive relationship between the amount of television viewed and obesity in children and adults.⁷ Chronic diseases are among the most common and costly of health problems, are rarely cured, and often get worse over time, resulting in disability later in life.



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), alignment with [state](#) and [national](#) plans, and community readiness.

Goal 1:

Increase Eau Claire County residents' access to healthy foods and beverages through education, outreach, collaboration, and policy.

- **Objective 1:** By 2021, implement at least three strategies to increase community *access to healthy foods and beverages*.
- **Objective 2:** By 2021, complete at least two collaborative efforts with Eau Claire Healthy Communities Action Teams and other organization to increase education, outreach, and/or policies that provide *access to healthy foods and beverages*.

Goal 2:

Increase physical activity of Eau Claire County residents through education, outreach, collaboration, and policy.

- **Objective 1:** By 2021, support, expand, or implement three initiatives or policies designed to engage, improve, and *strengthen community connectedness*, and/or *improve physical environments*.
- **Objective 2:** By 2021, complete at least two collaborative efforts with Eau Claire Healthy Communities Action Teams and other organizations to increase education, outreach, and/or policies that encourage *screen time reduction and increase physical activity*.



How we know we are making a difference: Action Team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National

DATA INDICATOR	County	Wisconsin	National
Food environment index ⁸	7.9	8.8 ✗	—
Percent of adults (20+) with body mass index of 30 or greater ⁹	28%	31% ✓	—
Obesity occurrence in WIC-enrolled children 2 to 5 years old ¹⁰	13%	15% ✓	15% ✓
Percent of high school students who played video games or used a computer for non-school purposes for 3 or more hours per day ¹¹	39%	40% ✓	43% ✓



Current stakeholders: Stakeholders involved in Action Team work.

- Aging and Disability Resource Center of Eau Claire County
- City of Eau Claire
- Chippewa Valley Pickleball Association
- Community Representatives
- Eau Claire City-County Health Department
- Eau Claire City Council
- Eau Claire Parks, Forestry, & Recreation Department
- Eau Claire YMCA
- Group Health Cooperative of Eau Claire
- HSHS Sacred Heart Hospital
- Marshfield Clinic Health System
- Mayo Clinic Health System
- Spectrum Insurance Group
- University of Wisconsin-Eau Claire
- University of Wisconsin-Extension (Chippewa, Dunn, and Eau Claire Counties)
- West Central Wisconsin Regional Planning



Strategies: Practices and policies considered by Action Team to encourage obesity prevention. (*=*evidence-informed strategies*)

- Environmental and policy approaches designed to provide opportunities, support, and cues to help people develop healthier behaviors*: make water available/promote consumption*; increase availability of fruits and vegetables*; set nutritional standards in schools*
- Provide point of decision prompts* for physical activity; community directory of free/low-cost activities
- Walkability-Safe routes to school* and other strategies
- Healthy kids' meals in restaurants
- Screen time interventions for children*
- Built environment approaches combining transportation system interventions with land use and environmental design*

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. Top reasons why Eau Claire County residents feel injury and violence prevention is a problem are because people are not aware how to prevent violence in relationships (59%), not aware of resources available for victims of violence (56%), and not aware of how to prevent injury or violence in the home or workplace (42%).¹²



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. A growing number of studies suggest that enhancing protective factors, like positive engagement with school or good peer relationships, helps children and adolescents avoid multiple behaviors that place them at risk for adverse health outcomes. Additionally, a strong sense of belonging and social connections is associated with physical and mental well-being. Enhancing protective factors also might buffer children and adolescents from the potentially harmful effects of negative situations and events, such as exposure to violence.¹³ Among Eau Claire County middle school students, 83% agree teachers care about them and give a lot of encouragement and 94% agree their family loves them and gives them help and support when they need it.¹⁴ Meanwhile, people in unhealthy relationships are at a higher risk for substance abuse, eating disorders, risky sexual behavior that can lead to pregnancy or sexually transmitted infections, and dating violence. Positive, healthy teen dating and peer relationships have many benefits for youth; and healthy adult relationships benefit entire communities. Healthy relationships positively impact everyone.



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, alignment with [state](#) and [national](#) plans, and community readiness.

Goal 1:

To promote healthy relationships in Eau Claire County by educating community members about protective factors and risk factors.

- **Objective 1:** By 2020, distribute resource toolkit to at least 10 agencies to increase knowledge of community resources.
- **Objective 2:** By 2021, implement and/or support at least two evidence-based youth programming that teach skills to *build safe and healthy relationships*.

Goal 2:

To promote a culture of healthy social connections among Eau Claire County residents through increased messaging, outreach and programming

- **Objective 1:** By 2021, develop at least four media messages annually around health awareness observances that relate to healthy relationships.
- **Objective 2:** By 2021, incorporate youth voice into at least three strategies to increase *social connectedness*.



How we know we are making a difference: Action Team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of high school students who have had sexual intercourse ¹⁵	29%	34% ✓	40% ✓
Percent of sexually active students who used condoms the last time they had intercourse ¹⁶	61%	63% ✓	54% ✗
Percent of students who have been electronically bullied in the past 12 months ¹⁷	19%	18%	15% ✗
Percent of high school students who agree that they feel like they belong at school ¹⁸	62% HS	71% HS ✗	—



Current stakeholders: Stakeholders involved in Action Team work.

- Anu Family Services
- Bolton Refuge House
- Community Representatives
- Eau Claire Area Hmong Mutual Assistance Association
- Eau Claire City-County Health Department
- Eau Claire County Restorative Justice
- Family Support Center
- Lutheran Social Services
- Marshfield Clinic Health System
- United Way of the Greater Chippewa Valley



Strategies: Practices and policies considered by Action Team to encourage a culture of healthy social connections. (*=*evidence-informed strategies*)

- Extracurricular activities for social engagement*
- Resource toolkit for youth and youth-serving professionals
- Community awareness campaigns related to promotion of healthy relationships
- Youth activisms around healthy relationships
- Intergenerational mentoring*
- Youth leadership programs*
- Safe Dates program and other evidence-based healthy relationship promotion programs*
- Screen time interventions*

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 binge drinking in the nation. Underage alcohol consumption, consumption during pregnancy, and 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.¹⁹



Prevention of high-risk drinking is important to Eau Claire County. 75% of surveyed Eau Claire County residents feel alcohol misuse is a moderate to major problem in the community.²⁰ High-risk drinking results in significant consequences and costs. Incidents, injuries, and deaths related to high-risk drinking are daily occurrences in Eau Claire County and cost every county resident \$1,624 each year.²¹ Binge drinking, heavy drinking, underage drinking, and drinking during pregnancy are all considered high-risk uses of alcohol. In 2015, high-risk drinking contributed to at least 18 alcohol-related deaths and 322 alcohol-related hospitalizations with an average medical charge of \$10,244 between diagnostic and discharge.²²



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), alignment with [state](#) and [national](#) plans, and community readiness.

Goal 1:

To increase Eau Claire County Residents' knowledge through messaging, education, and outreach on low-risk consumption.

- **Objective 1:** By 2021, incorporate at least two *media campaigns* annually around health observances that relate to alcohol use.
- **Objective 2:** By 2021, collaborate with at least two local organizations to collect *high-risk drinking behavior data*.

Goal 2:

To decrease high-risk drinking behaviors in Eau Claire County through awareness, education, collaboration, and policy.

- **Objective 1:** By 2021, complete at least two collaborative efforts with other local organizations and Eau Claire Healthy Communities Action Teams to increase *awareness of the connection between alcohol use, chronic disease and mental health*.
- **Objective 2:** By 2021, implement at least two best practices in the community that promote *safe alcohol use*.



How we know we are making a difference: Action Team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of adults (18+) engaging in binge or heavy drinking in the past 30 days ²³	25% ¹	26% ¹ ✓	17% ² ✗
Percent of individuals reporting there are too few alcohol-free activities ²⁴	37% ³	—	—



Current stakeholders: Stakeholders involved in Action Team work.

- Alliance for Substance Abuse Prevention
- Community Representatives
- Eau Claire City-County Health Department
- Eau Claire Department of Human Services
- Eau Claire Police Department
- HSHS Sacred Heart Hospital
- Lutheran Social Services
- Marshfield Clinic Health System
- University of Wisconsin-Eau Claire



Strategies: Practices and policies considered by Action Team to discourage unhealthy use of alcohol. (**=evidence-informed strategies*)

- 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 it is essential to personal well-being, family and interpersonal relationships, and the ability to contribute to community or society. Mental well-being is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with challenges. Even though mental health was the top identified community need⁶, there is still a stigma around addressing mental health. 83% of community health survey respondents identified the top reason why mental health is a problem in Eau Claire County is because people don't feel comfortable seeking services.²⁵ Over the past 10 years, the average number of mentally unhealthy days have increased 1.5 days for Eau Claire County residents.²⁶ Self-inflicted injury rate has continued to decrease for Eau Claire County. However, the county still has reported on average 60 more hospitalizations per year than the state average since 2010.²⁷ In 2016, there were 21 suicides in Eau Claire County.²⁸

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 plays a major role in people's ability to maintain good physical health. 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 can decrease overall quality of life. Increasing protective factors, such as nurturing and positive relationships, social connections and resiliency, will provide support and coping strategies.



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), alignment with [state](#) and [national](#) plans, and community readiness.

Goal 1:
To increase strong, healthy social connections among Eau Claire County residents across all life stages to promote mental wellness through education, programming, outreach, and policies.

- **Objective 1:** By 2021, implement at least three strategies to *build resilience* and expand mental health support for youth and adults.
- **Objective 2:** By 2021, at least three new or existing strategies around *stigma* will be implemented, strengthened, or expanded to *improve mental well-being*.
- **Objective 3:** By 2021, complete at least three collaborative efforts with Eau Claire Healthy Communities Action Teams and other organizations to strengthen partnerships.



How we know we are making a difference: Action Team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of high school students in the past year feeling sad and/or hopeless almost every day for two weeks or more ²⁹	29%	27% ✗	32% ✓
Percent of high school students in the past year with significant problems feeling very anxious, nervous, tense, scared, or like "something bad was going to happen" ³⁰	48%	40% ✗	—
Suicide deaths (rate per 100,000) ³¹	20.7	14.9 ✗	13 ✗



Current stakeholders: Stakeholders involved in Action Team work.

- Anthem Blue Cross Blue Shield
- Aging and Disability Resource Center of Eau Claire County
- Children’s Hospital of Wisconsin
- Community Members
- Chippewa Valley Technical College
- Eau Claire Area School District
- Eau Claire City- County Health Department
- Eau Claire County Department of Human Services
- Group Health Cooperative
- HSHS Sacred Heart Hospital
- Lutheran Social Services
- Marshfield Clinic Health System
- Mayo Clinic Health System
- Mosaic Counseling Group
- National Alliance on Mental Illness (NAMI) – Chippewa Valley
- United Healthcare
- United Way of The Greater Chippewa Valley
- University of Wisconsin-Eau Claire
- University of Wisconsin-Extension
- Wellness Shack



Strategies: Practices and policies considered by Action Team to increase awareness of mental health and encourage coordination of mental health care. (*=*evidence-informed strategies*)

- Question, Persuade, Refer (QPR) Suicide Prevention Training for youth and adults*
- Screen time interventions for children*
- Increase awareness of link between adverse childhood experiences (ACEs) and mental well-being
- Promote mental health policies and programs that reduce obesity, increase physical activity and nutrition, promote water consumption*
- Promote activities that increase connectedness between individuals, family, and organizations

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. Oral health is integral to general health, and people cannot be healthy without good oral health. Many systemic diseases may initially start with and be identified through oral symptoms. Top reasons why Eau Claire County residents feel oral health is a problem are because people are not aware of the importance of quality dental care (50%), that dental services are not easily accessible (54%), dental clinics accepting BadgerCare are limited (67%), and good dental care or personal dental practices are not affordable (78%).³² In Eau Claire County, 28% of residents (age 2+) have not had a dental visit in the past year.³³ This is slightly higher than the state percentage.



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. Research suggests an association between gum and tissue disease and diabetes, heart disease, stroke and adverse pregnancy outcomes.³⁴ Tooth decay can also develop any time after the first tooth comes in, starting around six months old. Good oral health habits should begin even earlier. Tooth decay, if left untreated even in the earliest stages of life, can have a serious impact on a child's health causing problems that often last into adulthood. In Western Wisconsin, 17% of 3rd graders have untreated dental decay.³⁵ Eating a healthier diet and limiting sugar-sweetened beverages will positively impact oral health.



Action Team Goals: Members of the Oral Health Action Team identified the following goals and objectives based on root cause, evidence, community input, assets, alignment with [state](#) and [national](#) plans, and community readiness.

Goal 1:

To improve oral health outcomes for the prenatal and early childhood populations in Eau Claire County through education and outreach.

- **Objective 1:** By 2021, Implement at least three strategies to increase community awareness and knowledge of the importance of *early dental visits for children*.
- **Objective 2:** By 2021, implement at least two strategies to increase awareness, knowledge and perception about the importance of *accessing dental services throughout pregnancy*.
- **Objective 3:** By 2021, coordinate with local organizations to develop at least two policies and/or practices to *provide children and women better access to oral health services*.

Goal 2:

To increase community awareness and knowledge of the connection of oral health behaviors on overall health through increased education and outreach.

- **Objective # 1:** By 2021, implement at least two community awareness campaigns to increase the awareness of *oral health's impact on overall health* throughout the lifespan.
- **Objective 2:** By 2021, collaborate with community partners to implement at least one system and/or environmental change to encourage *positive oral health behaviors*.



How we know we are making a difference: Action team chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of 3 rd graders with untreated dental decay ³⁶	17% Western Region	18% ✓	—
Percent of residents (age 2+) that did not have a dental visit in the past year ³⁷	28%	26% ✗	—



Current stakeholders: Stakeholders involved in Action Team work.

- Bright Smiles WI
- Children’s Health Alliance of Wisconsin
- Chippewa Valley Technical College Dental Hygiene Program
- Eau Claire City-County Health Department
- Marshfield Clinic Health System
- Northlakes Community Clinic
- Northwest District Dental Health Society
- Smiles for Eau Claire County



Strategies: Practices & policies considered by Action Team to increase community awareness of the importance of oral health and the effects on “whole body” health. (*=*evidence-informed strategies*)

- Dental caries (cavities): school-based dental sealant delivery programs*
- Dental caries (cavities): community water fluoridation*
- Improve access to care: passage of the Dental Hygiene Practice Act allows dental hygienists to practice in many more settings independent of a dentist*
- Promote dental-home-by-age-one campaign
- Promote healthy smiles for mom and baby campaign
- Promote programs and policies that limit sugar-sweetened beverages and encourage water consumption*

Substance Use

Substance use is a health priority in Eau Claire County because of the devastating effects that substances like methamphetamine (“meth”) or heroin and the misuse of prescription drugs have on the lives of individuals and their families. 78% of county residents surveyed in the community health assessment believe that substance use is a major or moderate problem, and many (65%) reported concern that substances are easily available in the community.³⁸



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Prevention of substance use is important to Eau Claire County.

Substance use is a disorder that is among the top conditions that cause disability and carry a high burden of disease in the United States. This results in significant costs to families, employers, and publicly funded health systems. According to the Substance Abuse Mental Health Services Administration, by 2020, mental and substance use disorders will surpass all physical diseases as a major cause of disability worldwide.³⁹ In addition, drug and alcohol use can lead to other chronic diseases such as diabetes and heart disease.

Preventing mental and/or substance use disorders and related problems in children, adolescents, and young adults is critical to Americans’ behavioral and physical health. Thus, it is important to look at the impact of substance use at the local level and identify prevention efforts to effect change towards a healthier community.



Alliance Goals: Members of the Alliance for Substance Abuse Prevention identified the following goals and objectives based on root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.

See www.getinvolved.asap.com for more information.

Goal 1:

To reduce youth substance use (alcohol, marijuana, and prescription misuse) through strategies that increase awareness and address access, acceptance and low-perceived risk.

- **Objective 1:** By 9/29/2019, provide knowledge and skill building opportunities for student leaders and staff advisors to raise awareness about drug and alcohol abuse with their peers.
- **Objective 2:** By 9/29/2019, support youth campaigns/activisms that focus on the risks and harm of substance abuse.
- **Objective 3:** By 9/29/2019, increase proper disposal of unused and expired prescription drugs and awareness of risk or prescription drug use by promoting use of permanent disposal sites and implementing a county-wide Prescription Drug Take-Back event.

Goal 2:

To increase collaboration and capacity of partners working to prevent youth substance use in the county.

- **Objective 1:** By 9/29/2019, implement at least two strategies to increase collaboration and communication with other community coalitions in Eau Claire County that address substance abuse.
- **Objective 2:** By 9/29/2019, participation of Alliance members and other community partners in at least two trainings on substance abuse prevention topics.



How we know we are making a difference: The Alliance chose data indicators that will measure success over time. **Key:** ✓ or ✗ = Indicates whether Eau Claire County did better or worse compared to Wisconsin or National.

DATA INDICATOR	COUNTY	WISCONSIN	NATIONAL
Percent of high school students who used prescription drugs in the past 30 days ⁴⁰	6%	11% ✓	14% ✓
Percent of high school students who used marijuana in the past 30 days ⁴¹	14%	16% ✓	20% ✓
Percent of high school students who believe there is moderate or great risk to using marijuana ⁴²	53%	—	53%
Percent of high school students who believe there is moderate or great risk: prescription drug without a doctor's prescription ⁴³	88%	—	83% ✓



Current stakeholders: Stakeholders involved in Alliance work.

- REALTORS® Association of Northwestern WI
- Eau Claire Morning Rotary Club
- UW Health
- Marshfield Clinic Health System
- Eau Claire County Sheriff's Office
- Eau Claire Police Department
- Lutheran Social Services
- Eau Claire Healthy Communities
- Cohen Law Office
- Eau Claire Area School District
- Eau Claire Board of Education
- WI Department of Health Services
- Eau Claire City-County Health Department
- Eau Claire City-County Human Services
- Youth Advisory Board
- Students Against Destructive Decisions
- Big Brothers and Big Sisters
- Boys and Girls Club
- Eau Claire YMCA



Strategies: Policies & practices considered by the Alliance to increase awareness and reduce substance use in the community. (**evidence-informed strategies*)

- Implement effective school- and community-based prevention programs*
- Increase access to culturally competent services *
- What Works for Health*
- Improve access for medication disposal*

Alignment with State & National Plans

Eau Claire Healthy Communities Action Teams and the Alliance for Substance Abuse Prevention reviewed our state and national plans throughout the planning process for data on health priorities, to help form goals and objectives, and for ideas of strategies that align with the vision of the state and nation and consider disparate populations. Listed below are the specific goals/objectives that align with the action team scope of work for the 2018–2021 community health improvement plan.

Healthiest Wisconsin 2020: <https://www.dhs.wisconsin.gov/hw2020>

Healthy Wisconsin 2020: <https://healthy.wisconsin.gov/>

Healthy People 2020: <https://www.healthypeople.gov/>



*Note: National and State Health Plans will be updated in 2020 thus goals and objectives might change.

Chronic Disease	<p>Healthiest Wisconsin 2020:</p> <ul style="list-style-type: none"> • Increase access to high-quality, culturally competent, individualized chronic disease management among disparity affected populations of differing races, ethnicities, sexual identities & orientations, gender identities, educational or economic status. • People in Wisconsin will eat more nutritious foods and drink more nutritious beverages through increased access to fruits and vegetables, decreased access to sugar-sweetened beverages and other less nutritious foods, and supported, sustained breastfeeding. • All people in Wisconsin will have ready access to sufficient nutritious, high-quality, affordable foods and beverages. • Increase physical activity for all through changes in facilities, community design, and policies. • Every Wisconsin community will provide safe, affordable and culturally appropriate environments to promote increased physical activity.
	<p>Healthy WI 2020 Goal: Eat healthier and move more.</p> <ul style="list-style-type: none"> • <i>Objective:</i> Increase consumption of healthy foods and beverages and increase physical activity.
	<p>Healthy People 2020:</p> <ul style="list-style-type: none"> • <i>Healthier food access:</i> (NWS-2) Increase the proportion of schools that offer nutritious foods and beverages outside of school meals. • <i>Weight Status:</i> (NWS-8) Increase the proportion of adults who are at a healthy weight, (NWS-9) Reduce the proportion of adults who are obese, (NWS-10) Reduce the proportion of children and adolescents who are considered obese, (NWS-11) Prevent inappropriate weight gain in youth and adults. • <i>Food insecurity:</i> (NWS-12) Eliminate very low food security among children, (NWS-13) Reduce household food insecurity and in doing so reduce hunger. • <i>Food & Nutrient consumption:</i> (NWS-14) Increase the contribution of fruits to the diets of the population aged 2 years & older; (NWS-15) Increase the variety and contribution of vegetables to the diets of the population aged 2 years and older. (NWS-17) Reduce consumption of calories from solid fats and added sugars in the population aged 2 years and older. • <i>Physical Activity:</i> (PA-1) Reduce the proportion of adults who engage in no leisure-time physical activity, (PA-8) Increase the proportion of children and adolescents who do not exceed recommended limits for screen time (A-15) Increase legislative policies for the built environment that enhance access to & availability of physical activity opportunities.
Healthy Relationships	<p>Healthiest Wisconsin 2020:</p> <ul style="list-style-type: none"> • Reduce disparities in injury & violence among populations of differing races, ethnicities, sexual identities & orientations, gender identities, educational or economic status. • Establish a norm of sexual health & reproductive justice across the life span as fundamental to the health of the public. • Establish social, economic and health policies that improve equity in sexual health & reproductive justice.
	<p>Healthy People 2020:</p> <ul style="list-style-type: none"> (AH-3) Increase the proportion of adolescents who are connected to a parent or other positive adult caregiver. (PA-8) Increase the proportion of children and adolescents who do not exceed recommended limits for screen time.

High-Risk Drinking	<p>Healthiest Wisconsin 2020 Objectives:</p> <ul style="list-style-type: none"> • Reduce unhealthy and risky alcohol and other drug use by changing attitudes, knowledge, and policies, and by supporting services for prevention, screening, intervention, treatment & recovery. • Assure access to culturally appropriate and comprehensive prevention, intervention, treatment, recovery support and ancillary services for underserved and socially disadvantaged populations who are at higher risk for unhealthy and risky alcohol and other drug use.
	<p>Healthy WI 2020 Goal: Prevent and reduce underage and excessive alcohol consumption.</p> <ul style="list-style-type: none"> • <i>Objectives:</i> Reduce heavy and binge drinking among adults 18 years and older and reduce alcohol-related deaths.
	<p>Healthy People 2020 Objectives:</p> <p>(SA-1) Reduce the proportion of adolescents who report they rode, during the past 30 days, with a driver who had been drinking alcohol.</p> <p>(SA-14) Reduce the proportion of persons engaging in binge drinking of alcoholic beverages.</p> <p>(SA-15) Reduce the proportion of adults who drank excessively in the previous 30 days.</p> <p>(SA-16) Reduce average annual alcohol consumption.</p> <p>(SA-17) Decrease the rate of alcohol-impaired driving (.08+ blood alcohol content [BAC]) fatalities.</p>
Mental Health	<p>Healthiest Wisconsin 2020 Objectives:</p> <ul style="list-style-type: none"> • Reduce disparities in suicide and mental health disorders for disproportionately affected populations, including those of differing races, ethnicities, sexual identities & orientations, gender identities, educational or economic status. • Reduce the rate of depression, anxiety & emotional problems among children with special health care needs.
	<p>Healthy WI 2020 Goal: Prevent suicide.</p> <ul style="list-style-type: none"> • <i>Objectives:</i> Reduce suicide rate, reduce suicide attempts, and increase and enhance protective factors.
	<p>Healthy People 2020 Objectives:</p> <p>(MHMD-1) Reduce the suicide rate.</p> <p>(MHMD-2) Reduce suicide attempts by adolescents.</p>
Oral Health	<p>Healthiest Wisconsin 2020 Objectives:</p> <ul style="list-style-type: none"> • Assure access to ongoing oral health education and comprehensive prevention, screening and early intervention, and treatment of dental disease in order to promote healthy behaviors and improve and maintain oral health. • Assure appropriate access to effective and adequate oral health delivery systems, utilizing a diverse and adequate workforce, for populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status and those with disabilities.
	<p>Healthy People 2020 Objectives:</p> <p><i>Oral Health of Children & Adolescents:</i></p> <p>(OH-1) Reduce the proportion of children and adolescents who have dental caries experience in their primary or permanent teeth.</p> <p>(OH-2) Reduce the proportion of children and adolescents with untreated dental decay.</p> <p><i>Access to preventable services:</i></p> <p>(OH-7) Increase the proportion of children, adolescents, and adults who used the oral health care system in the past year.</p>
Substance Abuse	<p>Healthiest Wisconsin 2020 Objectives:</p> <ul style="list-style-type: none"> • Reduce unhealthy and risky alcohol and other drug use by changing attitudes, knowledge, and policies, and by supporting services for prevention, screening, intervention, treatment and recovery. • Assure access to culturally appropriate and comprehensive prevention, intervention, treatment, recovery support and ancillary services for underserved and socially disadvantaged populations who are at higher risk for unhealthy and risky alcohol and other drug use. • Reduce tobacco use and exposure among youth and young adults by 50 percent.
	<p>Healthy WI 2020 Goal: Prevent and reduce smoking and use of other tobacco products.</p> <ul style="list-style-type: none"> • <i>Objective:</i> Reduce use of other tobacco products by youth.
	<p>Healthy People 2020 Objectives:</p> <p>(SA-1) Reduce the proportion of adolescents who report they rode, during the previous 30 days, with a driver who had been drinking alcohol.</p> <p>(SA-2) Increase the proportion of adolescents never using substances.</p> <p>(SA-3) Increase the proportion of adolescents who disapprove of substance abuse.</p> <p>(SA-4) Increase the proportion of adolescents who perceive great risk associated with substance abuse.</p> <p>(SA-14) Reduce the proportion of persons engaging in binge drinking of alcoholic beverages.</p> <p>(SA-19) Reduce the past-year nonmedical use of prescription drugs.</p>

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- AIDS Resource Center of WI- Eau Claire
- Aging & Disability Resource Center of Eau Claire Co
- Alliance for Substance Abuse Prevention
- Anu Family Services
- Altoona School District
- Anthem Blue Cross Blue Shield
- Augusta School District
- Bicycle/Pedestrian Advisory Committee
- Bolton Refuge House
- Boys & Girls Club of the Greater Chippewa Valley
- Bright Smiles of Wisconsin
- Children's Health Alliance of Wisconsin
- Children's Hospital of Wisconsin
- Children's Mental Health Alliance
- Chippewa County
- Chippewa County Department of Public Health
- Chippewa Valley Free Clinic
- Chippewa Valley Pickleball Association
- Chippewa Valley Technical College
- City of Altoona
- City of Eau Claire
- City of Eau Claire Police Department
- Clear Vision-Poverty Summit
- Community Members
- Department of Human Services
- Eau Claire Area Hmong Mutual Assistance Assoc.
- Eau Claire Area School District, School Board and Early Learning Programs
- Eau Claire City Council
- Eau Claire City-County Health Department
- Eau Claire City-County Board of Health
- Eau Claire Chamber
- Eau Claire Coalition for Youth
- Eau Claire County Board
- Eau Claire County Department of Human Services
- Eau Claire County District Attorney
- Eau Claire County Juvenile Detention Center
- Eau Claire County Planning & Development
- Eau Claire County Restorative Justice
- Eau Claire County Sheriff's Department
- Eau Claire Parks, Recreation & Forestry Dept.
- Eau Claire Police Department
- Eau Claire YMCA
- Fall Creek School District
- Family Resource Center for Eau Claire County
- Family Support Center
- Group Health Cooperative of Eau Claire
- Historic Randall Park Neighborhood Assoc.
- Hunger Prevention Coalition
- HSHS Sacred Heart & St. Joseph's Hospital
- Joining our Neighbors Advancing Hope (JONAH)
- Juvenile Detention Center
- Lake Street Methodist Church
- LE Phillips Senior Center
- Lutheran Social Services
- Marshfield Clinic Health System
- Mayo Clinic Health System
- Mosaic Counseling Group
- NAMI Chippewa Valley
- Northlakes Clinic
- Northwest Wisconsin Dental Hygienists Assoc.
- Family Health Center of Marshfield
- Prevea Health
- Security Health Plan
- Smiles for Eau Claire County LLC
- Spectrum Insurance Group
- The Community Table
- United Healthcare
- United Way of the Greater Chippewa Valley
- University of Wisconsin-Eau Claire
- University of Wisconsin-Extension
- University of Wisconsin-Stout
- Wisconsin Department of Natural Resources
- Wellness Shack
- West Central Wisconsin Regional Planning Commission
- Western Regional Oral Health Workforce
- Western Region Division of Public Health
- Youth Advocates
- **And Many More!!**

Special thanks to the Co-Chairs of the Eau Claire Healthy Communities Council and Action Teams who helped create our community health improvement plan.

- | | | |
|-----------------|----------------------|------------------|
| • Brook Berg | • Mark Gideonsen | • Barb Powers |
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Accomplishments (2015–2018)

Eau Claire Healthy Communities has contributed to the state vision of *everyone living better, longer*. Since the *2015 Community Health Improvement Plan*, it has implemented many diverse initiatives that have impacted policies, systems, and the environment. Listed below are a few accomplishments of the *2015–2018 Community Health Improvement Plan (CHIP)* that Eau Claire Healthy Communities has successfully achieved. Successes and lessons learned from the *2015–2018 CHIP* influenced the goal, objectives and strategies selected by the Action Teams for the *2018–2021 CHIP*.

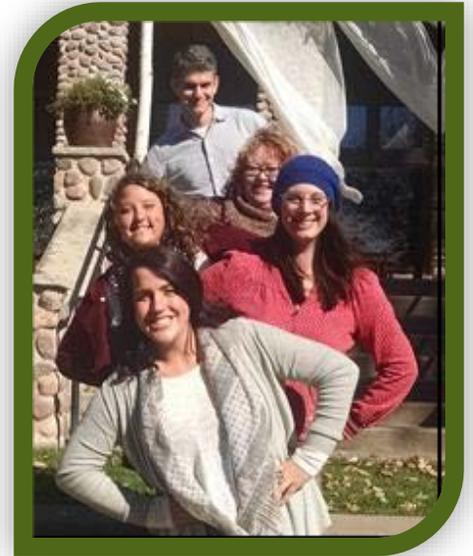
Chronic Disease Prevention

- Participated in the FNV (Fruits and Veggies) campaign with Chippewa and Dunn County coalitions and implemented a Healthy Corner Stores Project at nine convenience or small grocery stores across the 3 counties.
- Partnered with Chamber of Commerce to offer four Workplace Wellness Learning Circles each year to Eau Claire Chamber members with over 100 participants.
- Assisted in completion of the Cannery District Health Impact Assessment to understand how to best incorporate health into the process for developing and planning the spaces where we live, work, and play.
- 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.
- Hosted the Chippewa Valley Wavemaker Rally, an event supported by the statewide coalition, HealthTIDE, to build relationships and accelerate action around food environment. Over 60 attendees from Chippewa, Dunn and Eau Claire counties attended.



Healthy Relationship Promotion

- Developed a resource toolkit for youth-serving professionals and parents that directs them to reputable information about healthy relationships for teens, and to local resources in the Chippewa Valley.
- Launched *Safe Dates* program in Eau Claire County in 2016. *Safe Dates* is an evidence-based program that teaches teens how to prevent or intervene in teen dating abuse. Since fall of 2016, over 244 youth have received at least one session of Safe Dates. Over 75% of youth stated they learned about positive, healthy relationships from the program.
- Participated in the Healthy Wisconsin Leadership Institute's Community Teams Program to increase and develop collaborative leadership skills, which led to the development of a video to increase awareness of healthy relationship promotion.



High-Risk Drinking Prevention

- Organized a campaign, "The Cost of Alcohol," to raise awareness about how personal behaviors affect individual and community health.
- Hosted an event in partnership with local Kubb leagues to promote use of the "Hello Sunday Morning" app, an initiative to encourage people to evaluate their relationship with alcohol by taking a break from drinking or simply cutting back.
- Reviewed social host, sober server, alcohol licensing, and public impairment policies/ordinances to assess the capacity, the need for, and the community's readiness for implementation of one of these policies/ordinances.
- Provided presentations on what high-risk drinking is, as well as costs and consequences, to **12** groups, reaching **343** people in 2014 and 2015.
- **Over 915 people** completed a confidential self-assessment about their alcohol use. After taking the assessment, they received feedback tailored to their 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

- Participated in #BeThe1To campaign with a YouTube video that featured people within in the community of differing backgrounds telling how they will #BeThe1To start conversations to help someone who may be contemplating suicide. On Facebook the video reached over 5,000 people, had nearly 2,000 views, 85 “likes”, 34 “loves”, 15 comments, and 43 shares. Watch at <https://www.youtube.com/watch?v=EHDjSNtGY8Y&feature=youtu.be>
- Partnered with the Eau Claire County BRAIN Team and Eau Claire Coalition for Youth to host the Spotlight on Children & Adolescents Mental Health Summit in Fall 2016. This summit focused on children’s mental health and gave many community partners the opportunity to discuss how they can work together to set up our children for a lifetime of mental wellness. Over 150 participants attended the summit from a variety of sectors.
- Collaborated with multiple organizations to offer QPR (Question, Persuade, Refer) suicide prevention trainings to **over 700 community members** (since May 2015) to reduce stigma around mental health and to increase knowledge of suicide warning signs.
- Developed a [mental health guide](#) to help people 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.



Oral Health Promotion

- Discussed standards of oral healthcare during pregnancy with local dentists and dental hygiene students, which led to an increase in knowledge of oral healthcare during pregnancy as well as the creation of a referral list of dental clinics that accept and treat pregnant women according to standards and of clinics that accept medical assistance (MA).
- Hosted two interprofessional events with primary care providers, pediatricians, and dentists.
- Partnered with the Alliance for Substance Abuse Prevention to host a *Dose of Reality* event at Chippewa Valley Technical College.
- Partnered with WIC and local Amish community to develop and distribute an educational packet and books that provide information about the importance of oral healthcare for young children. Since 2017, we have distributed books and information to over 140 families and around 20 Amish families.



Get Involved!



- Fill out a "Get Involved" form on our website (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 Eau Claire Healthy Communities.



Not sure how to be involved?

Contact us at healthy.communities@co.eau-claire.wi.us or 715-839-2869!

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