

2023-2027

MARQUETTE COUNTY

COMMUNITY HEALTH NEEDS ASSESSMENT AND IMPROVEMENT PLAN



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Table of Contents

Page Number

Part 1 Overview

2

Acknowledgements

3

Executive Summary

4

Community Profile

5

Social Determinants of Health

7

Health Disparities and Inequities

8

Part 2 Community Health Assessment

9

CHA/CHIP Process

10

Timeline

11

Data Collection Methods & Use

13

Part 3 Health Priorities

15

Health Priority #1: Equity

16

Health Priority #2: Access to Healthcare

19

Health Priority #3: Affordable Housing

22

Part 4 What's Next?

25

More Information

26

Annual Progress

27



Part 1 Overview

Acknowledgements	3
Executive Summary	4
Community Profile	5
Social Determinants of Health	7
Health Disparities and Inequities	8

Acknowledgements

Dear Marquette County Residents,

As a County Health Department, it is our responsibility and passion to promote wellness and improve health conditions in our communities. To assure we are serving you the best we can, we evaluate our progress by sending out community surveys, hosting focus groups, and convening diverse stakeholders to tell us what we need most in Marquette County. This is done every five years to help us create our Community Health Improvement Plan (CHIP); a document that guides our departmental goals and programs.

To make sure we stay on track, we measure our progress, challenges, and successes along the way. But these efforts are not ours alone. The betterment of our communities can only be accomplished with the help and dedication of numerous partners, businesses and residents. And we are continuously grateful for them!

I hope you find value, and possibly inspiration in this report.

Jayne Sophia

Health Officer/Director
Marquette County Health Department

Our Vision: To build equitable access to services and opportunities, assuring everyone has the ability to achieve their best life.

Our Mission: Improve the health of Marquette County communities by increasing access to services and opportunities through strong partnerships, policy changes, and education.

Our Values:



Steering Committee

Nancy Charles: Budda Box

Mary Bornhoeft: Budda Box

Rob Lulling: Director EMS

Annett Mooney: Economic Support

Colleen Sengbusch: Aging Unit

Dawn Woodard: Clinical Services

Judi Nigbor: Board of Health

Les Crandall: Sheriff's Office

Damaris Thome: Health Care Worker

Andrea Klapper: Montello Library Director

Dawn Eskau: Public Health Nurse

Jayme Sopha: Health Officer

Executive Summary

Wisconsin state statute requires that all county health departments perform a Community Health Assessment (CHA) every 5 years. The CHA is a collection of information about the community that helps identify key strengths and areas of improvement to guide future actions by the health department, community partners, and policymakers.



This information is a combination of both primary and secondary data. Primary data is collected directly from community members through a community needs assessment survey, key informant interviews, and focus group discussions.



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Secondary data is collected through databases like County Health Rankings, vital records, environmental profiles, and others. The combination of these two types of information provides us with unbiased scientific data, as well as the opinions, observations, and concerns of community members.

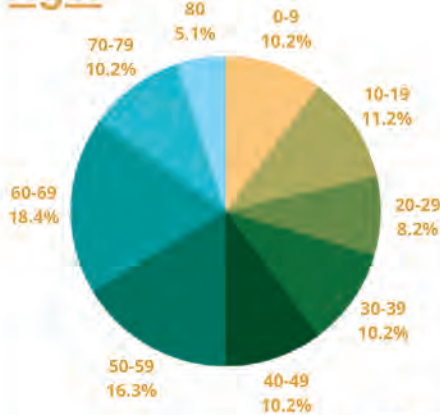
This process clearly identified gaps in equity, access to healthcare, and access to housing. The data collected helped us develop a roadmap to direct resources where services are needed most, and impact will be the greatest. The goal of the Marquette County Health Department is to work with community partners to address these gaps.

Community Profile

Demographics:

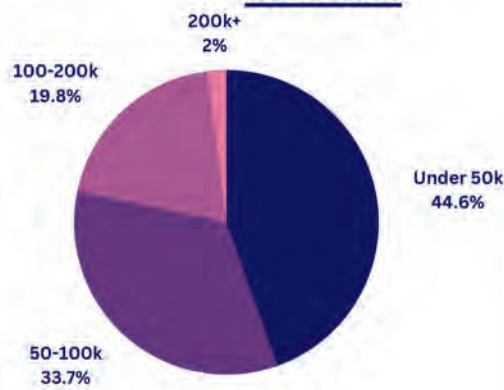


Age:

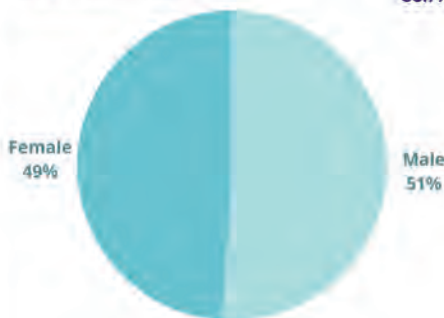


Marquette County is located in south central WI covering 464 square miles. It consists of 17 municipalities and a population of about 15,500 people. It is a rural community with abundant natural scenery to explore and is located on the homeland of Menominee and Ho-Chunk Nations.

Income:



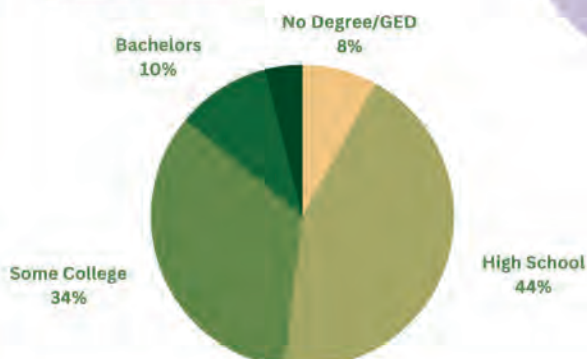
Gender:



Ethnicity:



Education:



Data and Trends

Socioeconomic:

- **6.7%** residents are unemployed
- **24** injury-related deaths a year
- **10.25%** adults, **14%** of children, and **8%** of seniors (65+) live in poverty
- **\$30,428** per capita income
- Average time to travel to work is **30.4** minutes

Health Behaviors:

- **1 in 5** adults are smokers
- **36%** of adults are obese
- **1 in 4** residents are physically inactive
- **26%** of residents have access to exercise
- **24%** of residents excessively drink
- **44%** of driving deaths involve alcohol
- **224.7** Sexually Transmitted Diseases reported in 2020
- **19** teen births reported in 2020

Community Profile

Clinical Data

Primary Care Physicians: **15,570 : 1**

Dentist: **3,900 : 1**

Mental Health Providers: **1,200 : 1**

Flu Vaccinated: **45%**

Top 3 Causes of Death:

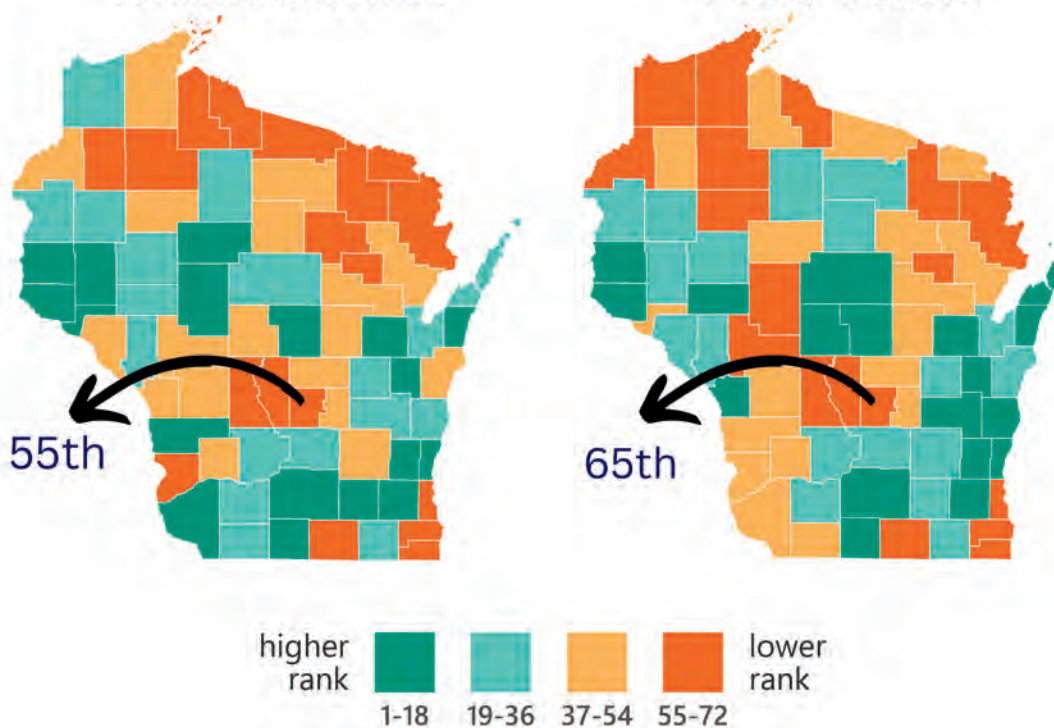
1. Cancer
2. Heart Disease
3. Respiratory-Related Conditions



County Health Ranking

Health Outcomes

Health Factors



Marquette County is ranked among the **least** healthy counties in Wisconsin in:

Health Outcomes-
(How healthy a county is right now).

And **Health Factors-**
(Things we can modify to improve the length and quality of life for residents).

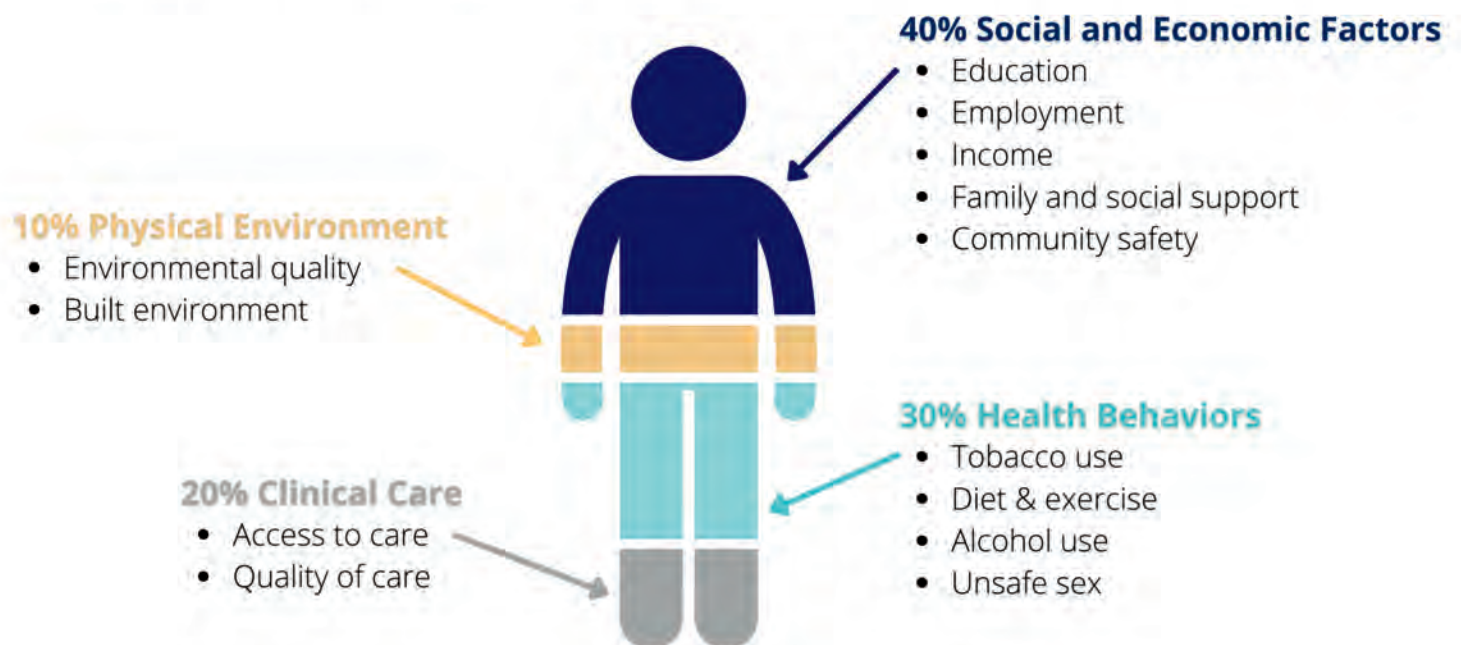
Social Determinants of Health



The World Health Organization's definition of "health" is:

A state of complete physical, mental, and social well-being and not merely the absence of disease and infirmity.

This means that there are many things that go into a person's health, and not all of them can be controlled by the individual. Both of the visuals on this page show how outside factors like a person's economic standing, where they grew up, or their educational attainment impact a person's overall health. It's important to recognize that people do not always have control over these circumstances.



Health Disparities and Inequities

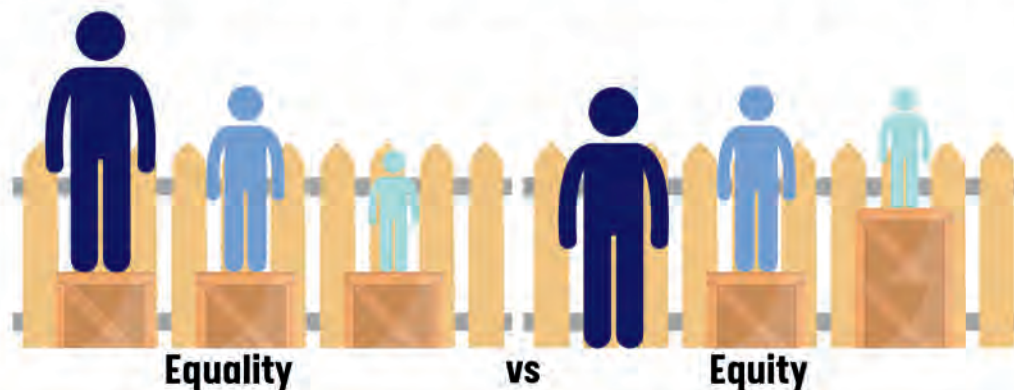
Not all factors that determine a person's health are equal in nature (such as a person's environment and the educational opportunities they are allowed). It's the work of organizations like health departments, schools, businesses, and other community partners to put their efforts towards reducing those gaps. In other words, improve Health Equity.

"Health equity" is defined by the World Health Organization as:

The absence of avoidable or remediable differences among groups of people, whether those groups are defined socially, economically, demographically or geographically.

Put simply, health equity is when **everyone** has an opportunity to be healthy no matter who they are, where they live, or the circumstance they were born into.

Given that health inequities exist in our communities, we continue to put our efforts towards "leveling the playing field" by assuring healthy opportunities for all. Because not all factors are equal in nature, more resources may be needed to improve health outcomes for groups of people who have less to begin with.



Some differences in health and quality of life are expected, like the prevalence of heart disease in older adults versus adolescents. These are called **health disparities**. However, some differences in health and quality of life come from differences in social factors that are systemically unfair and unjust. These differences are called **health inequities**.

Inequities have long been experienced by rural populations, those in poverty, minority groups, and People of Color through systems of racism, discrimination, and exclusion. All of which have created inadequate access to opportunities and resources. These conditions are still occurring today, which is why we must continue this work.



Part 2

Community Health Assessment

CHA/CHIP Process	10
Timeline	11
Data Collection Methods and Use	13

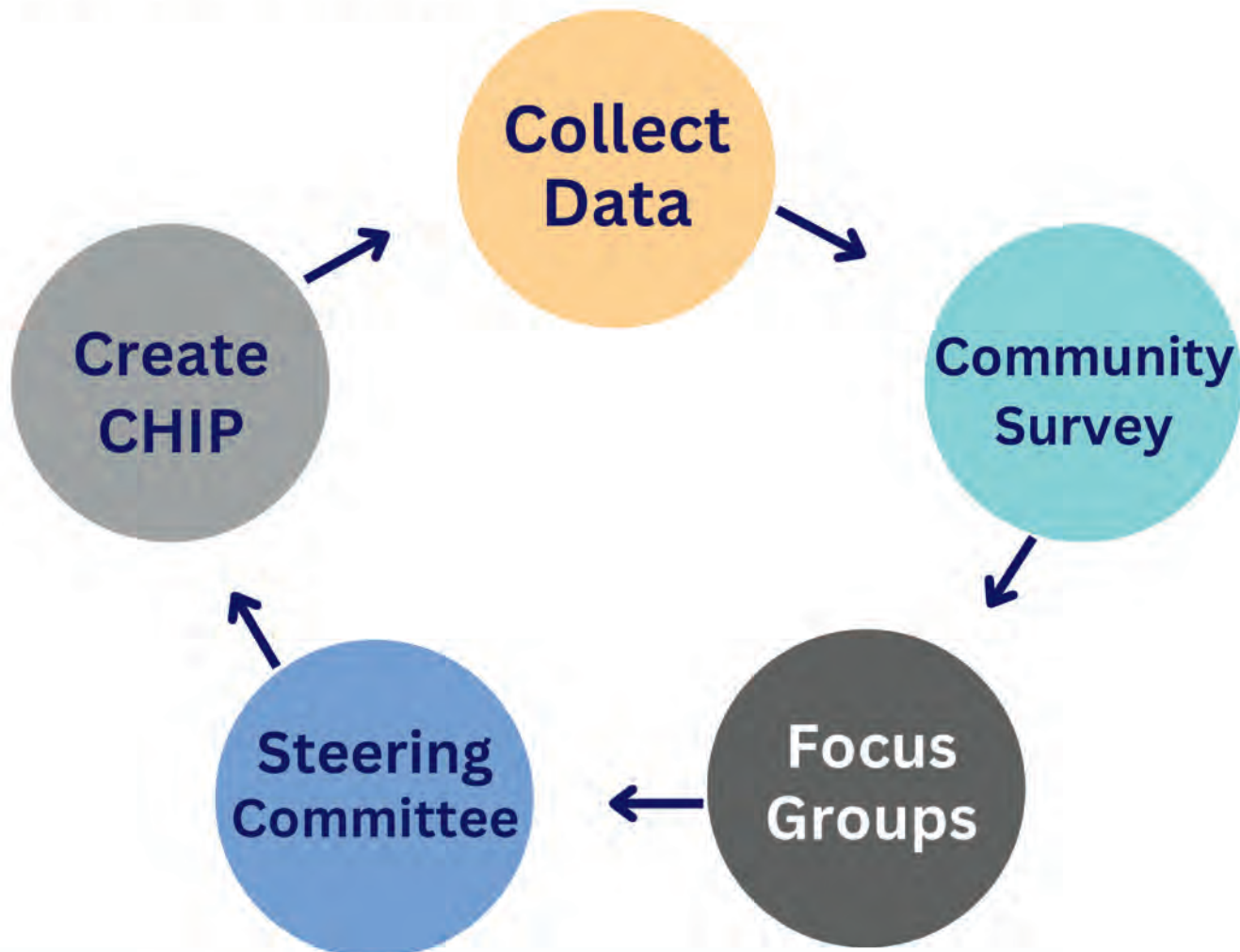
CHA/CHIP Process

Community Health Assessment (CHA):

The process by which data is collected and we seek the opinions and perceptions of **community members** to determine what our department's priorities should be.

Community Health Improvement Plan (CHIP):

We use the data collected during the CHA and the guidance of a Steering Committee comprised of community stakeholders to develop a **5-year plan** to accomplish these goals.



Project Timeline



Community Feedback

Focus Groups:

1. Montello City Council
2. Montello Chamber of Commerce
3. Endeavor Church
4. Teen Court
5. Clinical Services
6. AODA Treatment Group
7. Local Tavern League
8. Care & Share Food Bank Volunteers
9. Golf Club



"The people are so friendly!"

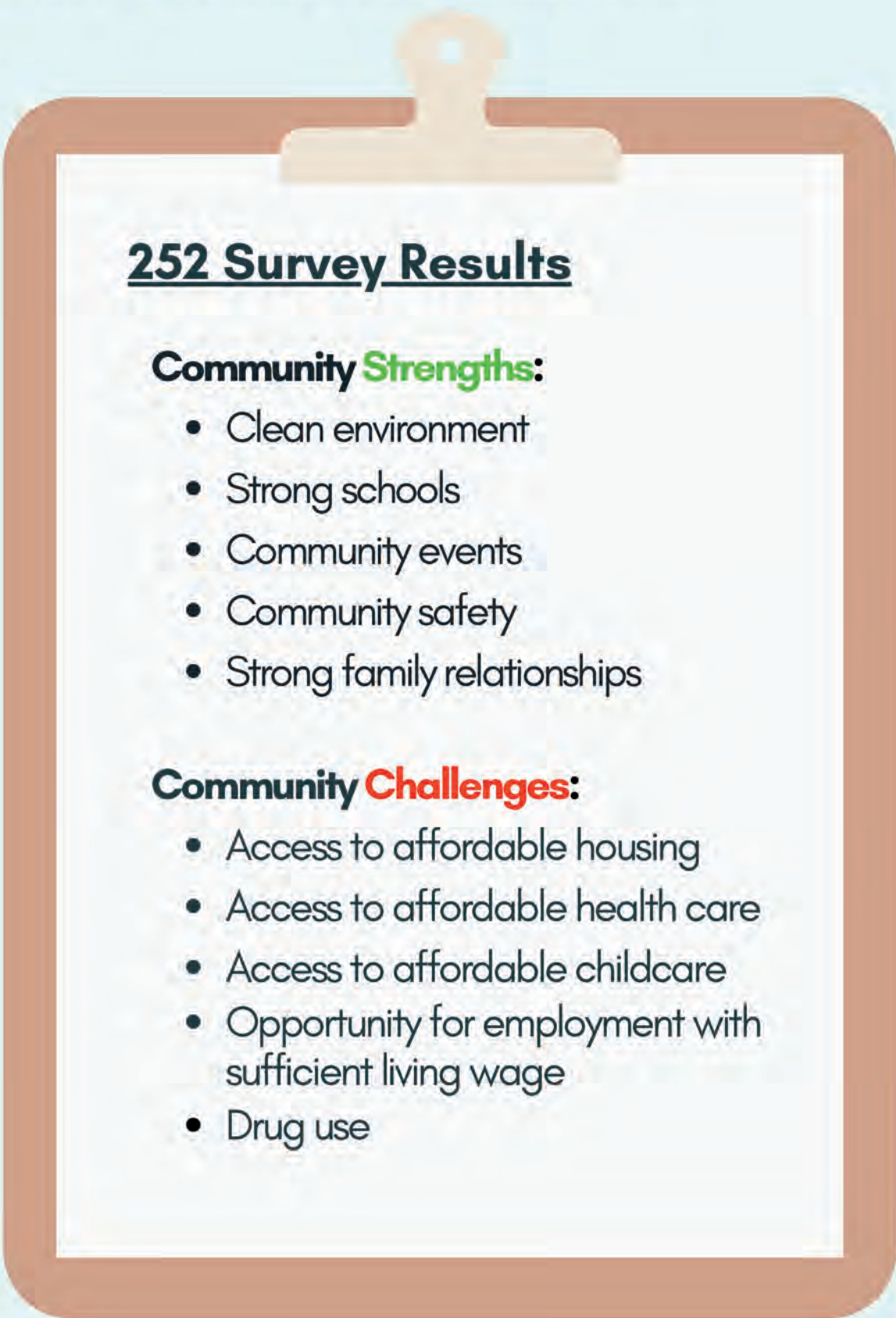
"I love that it's so quiet!"

"Everybody knows everybody and we can count on each other."

"I love watching the wildlife."

"I feel very safe here."

Data Collection and Use



252 Survey Results

Community Strengths:

- Clean environment
- Strong schools
- Community events
- Community safety
- Strong family relationships

Community Challenges:

- Access to affordable housing
- Access to affordable health care
- Access to affordable childcare
- Opportunity for employment with sufficient living wage
- Drug use

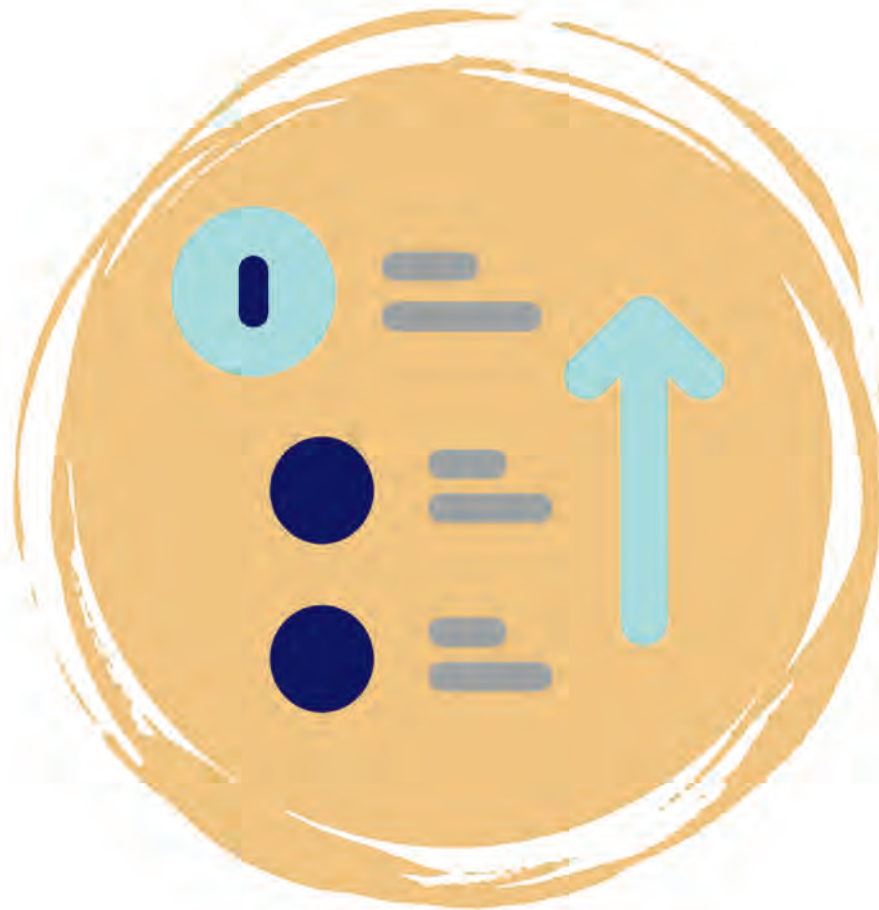
Data Collection and Use continued...

Survey Results Continued...

The Top Seven Opportunities for Improvement Identified by Community Feedback

1. Affordable housing
2. Access to healthcare
3. Access to childcare
4. Increase in activities for kids and adults
5. Jobs that pay a living wage
6. Drug use
7. Access to transportation





Part 3

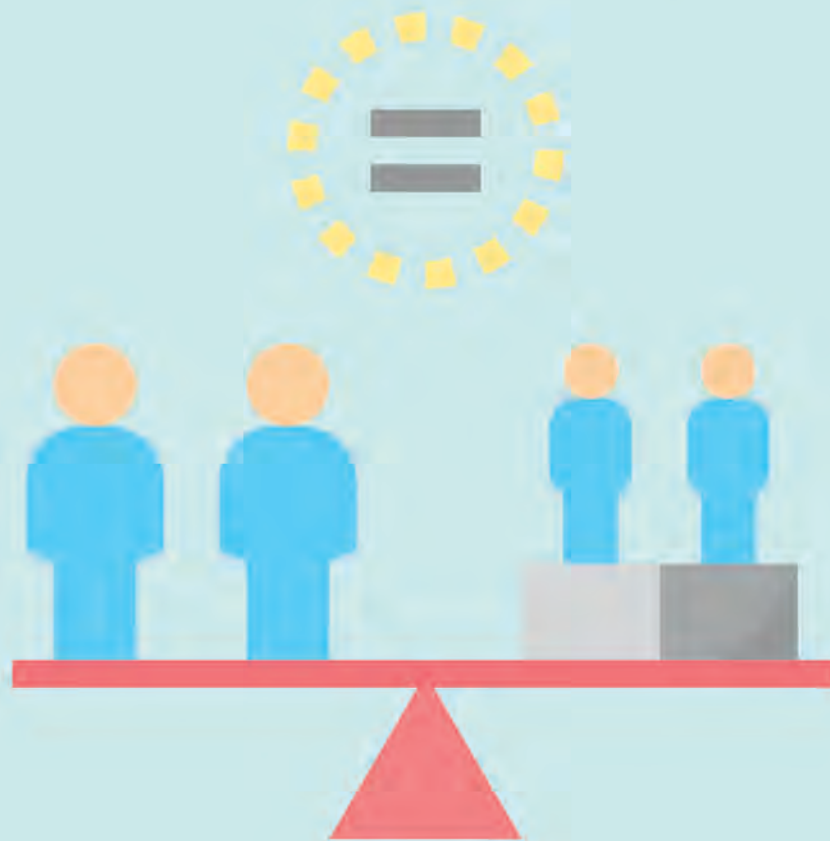
Health Priorities

Selected with guidance from our
CHIP Steering Committee

Health Priority #1: Equity	16
Health Priority #2: Access to Healthcare	19
Health Priority #3: Affordable Housing	22

Health Priority #1: Equity

Residents in Marquette County do not always have access to the resources they need to be their healthiest.



Goal: Assure a fair and just opportunity for everyone to be healthy.

Resource Efforts and Strategies

1

211 Wisconsin: Easy access to community resources by phone call, text, and online.

Strategy: By October 2023, at least one employee at the Marquette County Health Department will be a registered 211 Wisconsin member. Resources will be updated bi-annually and promoted through various forms of media.

Result: More community members connected with the resources they need to help them thrive.

2

Monthly Event Calendar: Online resource for community members to learn about local activities and events available to the public.

Strategy: By December 2024, a calendar will be populated and promoted throughout the county via social media, flyers, and newspapers.

Result: Improved attendance at community events which will help local businesses succeed, increase community belonging, and decrease social isolation.

Childcare and Internal Efforts and Strategies

3

Daycare: Increase the number of safe and affordable licensed childcare providers and improve access for families. Have at least one daycare open for nonstandard hours (2nd/3rd shift and/or weekends).

Strategies: Through December 2027, participate in the "Dream Up, Project Growth" grant spearheaded by Economic Development. Have one staff member attend at least 75% of meetings.

Result: Childcare becomes more easily accessible and affordable for parents in Marquette County.

4

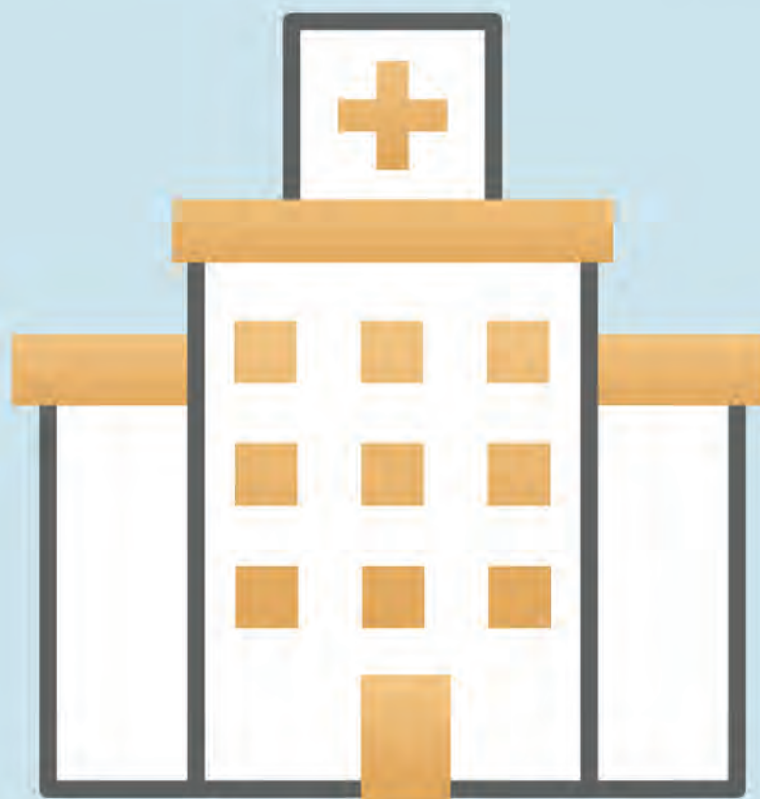
Internal Equity Audit: A standardized survey for health department employees of Marquette County on equity and biases.

Strategies: Complete the internal audit from the state of WI by June 2023. Analyze the results and fill the gaps in our own policies and procedures by December 2024.

Result: Ensure that fairness is being maintained throughout our organization by maximizing opportunities for staff responsibility, performance, knowledge, skills, and attainment of experience.

Health Priority #2: Access to Healthcare

Marquette County residents cannot always obtain care when needed.



Goal: Promote and provide preventative health services to reduce the need for clinical care. Leverage partnerships to bring clinical healthcare services to Marquette County.

Prevention Efforts and Strategies

1

Slips, Trips, and Falls Prevention Programming: Education aimed at older population at risk for injury due to falls.

Strategy: Continue to expand and promote the prevention programs and maintain an interconnected relationship with local EMS through December 2027.

Result: Increase the educating of slip, trip, and fall prevention to members of the community, reducing the need for healthcare by lessening the number of injuries.

2

Living Well with Chronic Conditions: An evidence-based workshop for people with ongoing health problems such as arthritis, obesity, high blood pressure, heart disease, depression, and others.

Strategy: Promote the program to relevant parties and provide at least two workshop courses per year through December 2027.

Result: Those who participate can better manage their condition and symptoms after completing the program.

Harm Reduction and Partnership Strategies and Efforts

3

Harm Reduction: This practice aims to minimize adverse health, social, and economic consequences of substance misuse.

Strategies: Through December 2027, provide and promote NARCAN training to community members. Complete at least two larger scale community trainings a year. Promote NARCAN and other related resources on Facebook and in the newspaper.

Results: Increased awareness of NARCAN and its importance, as well as a reduction in addiction stigma, and a decline in the number of overdoses and deaths in Marquette County.

4

Build Relationships with Local Partners

Strategies: Initiate discussions with neighboring healthcare providers (Gunderson Moundview, EMS, Aspirus, ThedaCare Marshfield, FHLC etc.) to brainstorm improved access to care for Marquette County residents through December 2027.

Result: Increased access to primary, preventive, and critical care resources, improving the overall health of Marquette County.

Health Priority #3: Affordable Housing

Marquette County residents often struggle to find affordable and safe housing options.



Goal: Support local efforts to assure safe, accessible, and affordable housing for residents at all stages of life.

Promotion Strategies and Efforts

1

Promote the Community Development Block Grant: This grant provides funds to low and moderate income persons, helping them repair their homes.

Strategy: Spread the word of the grant opportunity via tax notices, Facebook, and local newspapers through December 2027.

Result: Improved housing opportunities for residents of Marquette County.

2

Create a Housing Committee: Collaborate with local organizations to improve housing opportunities.

Strategy: Invite local partners such as the ADRC, Health Department, Economic Development, Habitat for Humanity, local banks, citizens, realtors, and more to join this committee. Have committee up and running by December 2027.

Result: Disparities will be better addressed by the diverse group of people brought together.

Promotion Strategies and Efforts Continued:

3

Promote Subsidized Housing Programs: Improve access to government programs that assist low-income families, disabled individuals, and the elderly afford quality housing.

Strategies: Promote Section 8, the Housing Choice Voucher Program, and others to relevant businesses and property owners through December 2027.

Result: Increased awareness of what government subsidized housing means and the regulations behind it, reasons to enroll, and how it can benefit the community.





Part 4

What's Next?

More Information

26

Annual Progress

27

More Information

A copy of this plan can be found online on the Marquette County Health Department website. Printed copies are available for review at your local library or for pick up at our office:

**428 Underwood Ave, Montello, WI
608-297-3135**



Are you an organization that's already doing great things in Marquette County?

Contact the Health Department if you or your organization are already taking action to improve health. We would love to discuss ways we can partner to make our communities even more healthy and inviting!

Additional information and raw data from our community survey is available upon request.

Annual Progress Reports

As we continue to work towards achieving our community health priorities, we will generate annual reports for accountability and to demonstrate the benefit of our Public Health efforts.

These reports will be added to the end of our Community Health Improvement Plan as they are completed.

