



Community Health Needs Assessment

*Mayo Clinic Health System –
Chippewa Valley in Bloomer*



OCTOBER 2015



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Executive Summary

Enterprise Overview:

Mayo Clinic is a nonprofit, worldwide leader in patient care, research and education. Each year, Mayo Clinic serves more than 1 million patients from communities throughout the world, offering a full spectrum of care from health information, preventive and primary care to the most complex medical care possible. Mayo Clinic provides these services through many campuses and facilities, including 24 hospitals located in communities throughout the United States, including Arizona, Florida, Georgia, Iowa, Minnesota and Wisconsin.

A significant benefit that Mayo Clinic provides to all communities, local to global, is through its education and research endeavors. Mayo Clinic reinvests its net operating income funds to advance breakthroughs in treatments and cures for all types of human disease, and brings this new knowledge to patient care quickly. Through its expertise and mission in integrated, multidisciplinary medicine and academic activities, Mayo Clinic is uniquely positioned to advance medicine and bring discovery to practice more efficiently and effectively.

In addition, through its Centers for the Science of Health Care Delivery and Population Health Management, Mayo Clinic explores and advances affordable, effective health care models to improve quality, efficiency and accessibility in health care delivery to people everywhere.

Entity Overview

Mayo Clinic Health System – Chippewa Valley in Bloomer is a 25-bed critical access hospital located in Bloomer, Wisconsin. Since 1961, the hospital has been dedicated to promoting health and meeting the health care needs of our patients. In 2011, the hospital became known as Mayo Clinic Health System – Chippewa Valley in Bloomer and continues its longstanding commitment to providing personalized and compassionate care to patients in the communities it serves.

Mayo Clinic Health System – Chippewa Valley in Bloomer is one of 17 hospitals within Mayo Clinic Health System. It is part of the northwest Wisconsin region of Mayo Clinic Health System, which also includes hospitals in Barron, Eau Claire, Menomonie and Osseo. Mayo Clinic Health System – Chippewa Valley supports the community through inpatient and outpatient services.

Mayo Clinic Health System is a family of clinics, hospitals, and health care facilities serving more than 70 communities in Georgia, Iowa, Minnesota and Wisconsin. It includes more than 900 providers and serves more than half a million patients each year. As part of Mayo Clinic, a leading caregiver with nearly 150 years of patient care, research and medical education expertise, the organization provides a full spectrum of health care options to local neighborhoods, ranging from primary to highly specialized care. Mayo Clinic Health System is recognized as one of the most successful regional health care systems in the United States.

Mayo Clinic Health System provides patients with access to cutting edge research, technology and resources. Our communities have the peace of mind that their neighbors are working together around the clock on their behalf.

Mayo Clinic Health System was developed to bring a new kind of health care to communities. By putting together integrated teams of local doctors and medical experts, we've opened the door to information sharing in a way that

allows us to keep our family, friends and neighbors healthier than ever before.

Mayo Clinic’s greatest strength is translating idealism into action. It’s what our staff does every day for our patients, and it’s how we transform hope into healing.

Mayo Clinic Health System was created to fulfill the commitment to bring Mayo Clinic quality health care to local communities. As part of this commitment, the system has a long tradition of supporting community health and wellness. In 2014, Mayo Clinic Health System – Chippewa Valley in Bloomer provided more than \$453,000 in charity care and over \$1 million in bad debt. They also provided \$17,642 through philanthropic donations to support programs, such as the American Heart Association, American Red Cross bloodmobiles, local food pantries, after-prom parties, runs and walks, sports fundraisers, Safety Net and community gardens.

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Mayo Clinic Health System – Chippewa Valley in Bloomer also provides a wide range of wellness and prevention programs for the community, including blood pressure and glucose screenings. In 2014, the hospital provided health and wellness activities for children, including information on backpack safety and proper hand washing techniques. Staff also participate in an annual clinic kid’s day and teach babysitting classes, growing up classes for boys and girls and safety camp. Other community programs include CPR, water aerobics and family cooking classes.

In addition, the hospital assists in collecting school supplies for local schools, food for local food pantries, and Christmas gifts and food for needy families. In 2014, we reached over 10,000 residents through community support and health and wellness activities.

The Mayo Clinic Health System Community Health Needs Assessment (CHNA) process advances and strengthens our commitment to community health and wellness activities by providing focus on high priority community needs and bringing additional ones to light.

Summary of Community Health Needs Assessment

The Mayo Clinic Health System – Chippewa Valley CHNA process was led by a regional Community Health Needs Assessment Committee (CHNAC). This committee followed a systematic process to evaluate the health needs of our communities and determine the health priorities.

The primary input into the assessment and prioritization process was the 2014-2015 Chippewa County Community Health Assessment. This report was created through a joint effort of area health care organizations, the Department of Public Health, the United Way and the Chippewa Health Improvement Partnership (CHIP). This effort, led by the Community Health Assessment Planning Partnership Committee, began with the goal of evaluating community health in order to improve the quality of life for everyone in the community.

Qualitative and quantitative data collection methods included:

- Analysis of existing data gathered from a variety of sources, such as census data, government reports, health department statistics, information collected from local hospitals and local community service organizations
- Electronic and paper surveys widely distributed to community resource organization representatives and residents, with 1,322 responses received from county residents
- Listening sessions with typically underserved populations
- Community conversations with local governmental and resource organization leadership, as well as the general public



The Wisconsin Department of Health Services recent health agenda, *Healthiest Wisconsin 2020*, as well as County Health Rankings, a joint effort of the Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute, were also taken into consideration.

Community Input

Community input was received at numerous stages and from a variety of levels of leadership throughout the CHNA process. The Community Health Assessment Planning Partnership Committee participated in gathering and analyzing local health data, as well as planning for and distributing community health surveys. Input was also received during the Community Conversations. Input was collected from the traditionally underserved community through community health surveys distributed to the local senior center and community meal site. Surveys were also distributed to and received from representatives of local community resource organizations that serve traditionally underrepresented, medically underserved, low-income, and minority populations. Organizations that received surveys include area schools, Aging and Disability Resource Center, Boys & Girls Club, Bloomer Area Food Pantry, Salvation Army Food Pantry, River Source Family Center, faith-based organizations and others. All surveys were received electronically or on paper within a month of survey launch. In addition, listening sessions with underrepresented groups were held at the Chippewa Falls Area Senior Center and Agnes' Table (Chippewa Falls) in order to gather additional primary data on perceived community health needs and assets. Written comments were collected at the final community health improvement event in which community members, policy makers and resource organization representatives gathered to discuss evidence-based approaches to the priority health areas selected for Chippewa County.

After completing an extensive analysis of the 2014-2015 Chippewa County Community Health Assessment and reviewing other qualitative and quantitative data, the top community health needs identified by Mayo Clinic Health System – Chippewa Valley are listed below. Each of these health focus areas are equally important, however, they are ranked in this priority order:

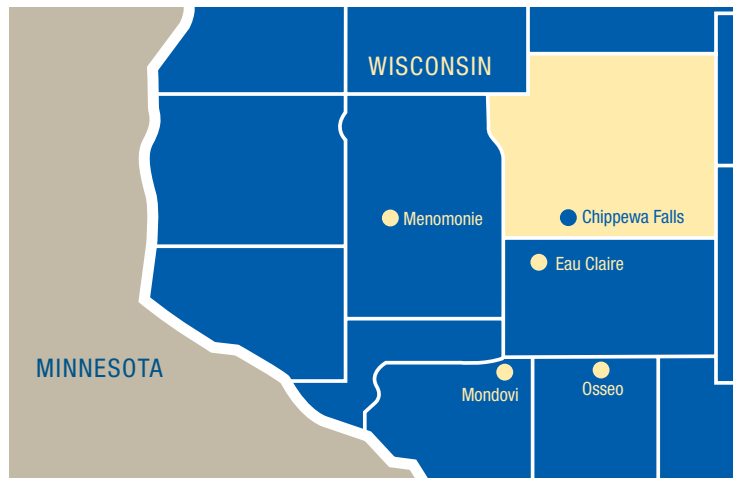
- Mental health
- Obesity
- Chronic disease prevention and management

Our Community

Geographic Area

Chippewa County is located in west-central Wisconsin. Five cities and four villages are present in the county. Two additional hospitals serve Chippewa County residents: HSHS St. Joseph’s Hospital in Chippewa Falls and Our Lady of Victory Medical Center in Stanley. Neighboring Eau Claire County provides secondary and tertiary level care (Mayo Clinic Health System in Eau Claire and Sacred Heart Hospital), including level II trauma care (Mayo Clinic Health System in Eau Claire).

For the purpose of this assessment, Mayo Clinic Health System – Chippewa Valley’s community is defined geographically as Chippewa County.



Demographics

In 2014, the county population was 63,460, approximately 46% of which is rural. The population of Bloomer is 3,542. Chippewa County experienced a 13% increase in population from 2000 to 2010. Demographically, the county is 95% Caucasian, 1.5% Asian, 1.6% African-American, and 3% native, another race or of mixed race. The average annual income for Chippewa County residents is \$50,551, which is less than the state average of \$52,413.

The education level of Chippewa County residents compares well to the statewide average. According to the latest census estimates, 92% of county residents have obtained a high school degree or higher. Approximately 32% of Chippewa County residents have obtained a two-year college degree or higher. The estimated percentage of the population living in poverty is 11%. The largest employers in Chippewa County include production agriculture, computer information systems and seasonal tourism focused on outdoor recreation. The average unemployment for 2014 was 5.5%. Additional demographic detail has been included in Appendix A.

Health Providers

As a member of Mayo Clinic Health System, the hospital has seamless access to the care offered at the world-renowned Mayo Clinic in Rochester, Minnesota. Chippewa County also is home to St. Joseph’s Hospital, located in Chippewa Falls, Wisconsin, approximately 20 miles from Bloomer. In addition to these care centers, residents of Chippewa County have access to the following:



Mental Health Services

Aging and Disability Resource Center, Chippewa Falls
Department of Human Services, Chippewa Falls
L.E. Phillips Libertas Center, Chippewa Falls

Marriage and Family Health Services, Chippewa Falls
Marshfield Clinic, Chippewa Falls
Western WI Regional Center for Children and Youth
with Special Health Care Needs, Chippewa Falls

Dental Clinics

Blue Diamond Family Dental, Bloomer
Christman Dental, Chippewa Falls
Haley Dental, Chippewa Falls
Marshfield Clinic Pediatric Dentistry, Chippewa Falls
NorthPark Dental, Chippewa Falls

Open Door Clinic, Chippewa Falls
Park Avenue Dental, Chippewa Falls
Stanley Dental Clinic, Stanley
Winn Family Dentistry, Chippewa Falls

Assisted Living & Nursing Homes

Brotoloc Health Care, Chippewa Falls
Care Partners Assisted Living, Bloomer
Chippewa Manor Nursing & Rehab, Chippewa Falls
Comforts of Home Assisted Living, Chippewa Falls
Cornell Area Care Center, Cornell
Eagleton Residence Assisted Living, Bloomer
Hetzal Care Center, Bloomer

Home Suite Home, Chippewa Falls
Lake Hallie Memory Care, Chippewa Falls
New Hope, Chippewa Falls
Our House Senior Living, Chippewa Falls
Rutledge Home Assisted Living, Chippewa Falls
Wissota Springs, Chippewa Falls

Drug & Alcohol Facilities

Community Counseling Services, Chippewa Falls
L.E. Phillips Libertas Center, Chippewa Falls

Watershed Addiction Treatment Services,
Chippewa Falls



Assessing the Needs of the Community

Overview

Mayo Clinic Health System – Chippewa Valley identified and prioritized community health needs through a comprehensive process that included input from a cross-section of community and organizational leadership, as well as direct input from the community. The assessment process was particularly aimed at understanding the needs of the traditionally underserved in the community.

The Mayo Clinic Health System regional CHNAC led the process of evaluating the health needs of our communities and determining our health priorities. The committee was chaired by the regional CEO and included leadership from the northwest Wisconsin region of Mayo Clinic Health System, which is comprised of five hospitals located in Barron, Bloomer, Eau Claire, Menomonie and Osseo. Committee members were chosen for their expertise in directly providing services to meet the health needs of our communities and for their involvement in existing community programs and services. The committee was responsible for executing a thorough and organized needs assessment process, as well as developing an effective plan to meet those needs.

Process and Methods

The assessment process began with a thorough review of the 2014-2015 Chippewa County Community Health Assessment, which was completed by a local coalition made up of local health care organizations (including Mayo Clinic Health System), Department of Public Health, the United Way and the Chippewa Health Improvement Partnership (CHIP). The purpose of this report was to assess the needs in our community, identify resources to address the most urgent needs and encourage action plans to solve community problems. This report is a resource for promoting greater collaboration among organizations working to improve the health and well-being of the population. The list of partner organization representatives who participated in the health assessment has been included as Appendix B.

[View the complete report](#)

The local partners* involved in the 2014-2015 Chippewa County community health assessment process included:

- Chippewa Health Improvement Partnership
- Chippewa County Department of Public Health
- Eau Claire City-County Health Department Community Health Assessment Project Manager
- HSHS St. Joseph’s Hospital
- Marshfield Clinic
- Mayo Clinic Health System
- United Way of the Greater Chippewa Valley

* Note that the Eau Claire County and Chippewa County health assessment processes were conducted concurrently by a single project manager. The Community Health Assessment Planning Partnership Committee oversaw assessment activities in both counties. This report highlights only data collection/analysis activities and community participation as it relates to Chippewa County.



All partners contributed financial and personnel resources to the assessment and met twice a month from May 2014 through May 2015 to plan and implement the Community Health Assessment. These resources were used to fund a part-time, limited-term project manager who facilitated meetings between the planning committee, gathered data and coordinated assessment activities.

The collaborative health assessment process began by engaging the public through a community health needs survey. The objective of the survey was to increase understanding of the community's needs and the perceived greatest health challenges facing the community. The survey was available online and by paper copies distributed widely through the community. Survey questions focused on 14 health areas, based on the Wisconsin Department of Health Services health plan, *Healthiest Wisconsin 2020*. The health focus areas addressed in the survey were: alcohol misuse, chronic disease prevention and management, communicable disease prevention and control, environmental and occupational health, healthy growth and development, healthy nutrition, injury and violence, mental health, obesity, oral health, physical activity, reproductive and sexual health, substance use, and tobacco use and exposure. Survey respondents were asked to rate each of the health focus areas on a four-point scale indicating how much of a problem they felt each area to be for the community (1=not a problem, 4=major problem) and identify reasons they felt the area was a problem.

A total of 926 Chippewa County residents responded to the survey. Survey respondents represented a wide range of county residents, including a variety of income and educational levels, age and household size. Survey analysis was completed by the Eau Claire Mayo Clinic Health System Marketing Research Department.

Analysis of the survey respondent demographics indicated that a relatively low number of surveys were received from the population in Chippewa County over age 70 and residents who had not completed a college education. To gain additional input from these groups, targeted listening sessions were held to gather information on barriers to and resources for making healthy choices in the community. These sessions were held in November and December 2014 at the Chippewa Falls community meal site Agnes' Table and the Chippewa Falls Area Senior Center. Each listening session was conducted by at least one Community Health Assessment Planning Partnership organization representative. Session participants were asked a series of questions related to community health and their responses were recorded.

Recurring themes that arose through the listening sessions were affordability and accessibility of healthy food and transportation to grocery stores or medical appointments. Several respondents indicated barriers to healthy living included a lack of awareness of nutritious eating habits and how to cook healthy meals. A summary of listening session responses are available in Appendix C.

Mayo Clinic Health System – Chippewa Valley staff were heavily involved in several events in which community feedback was sought during the assessment process. These events were open to the public and well attended by representatives of community resource organizations. These opportunities included five community conversations held in rural and urban areas of the county in which local health data and results from the survey were shared. Following facilitated discussion, participants were asked to prioritize the top health concerns of the county from the 14 health areas under consideration. The results of this prioritization indicated that the top three health priorities for Chippewa County residents were mental health, alcohol misuse and substance use.

One subsequent public event provided a structured opportunity for discussion of root causes, resources and gaps in services for the top three priority areas identified. These discussions were recorded and included in the 2014-2015 Chippewa County Community Health Assessment. A total of 114 community members representing sectors as broad as local and regional government, cooperative educational services, health care providers, university faculty



and students, nonprofit organizations and retired citizens participated in the public discussion events. Data gathered at these events is being used to form specific community action plans to assist in creating real, lasting change in our area through the health department and other community health-oriented organizations.

Along with reviewing the 2014-2015 Chippewa County Community Health Assessment, evaluation and discussion of the county community health assessment included a thorough review of primary and secondary data collected throughout the year-long process, as well as community rankings as provided by County Health Rankings. Launched in 2010, the County Health Rankings program aimed to produce county-level health rankings for all 50 states. County Health Rankings identify the multiple health factors that determine a county’s health status and indicate how health status can be impacted by where we live. Factors that can determine the health status of a community include environment, education, jobs, individual behaviors, access to services and health care quality. The 2014 Chippewa County Health Rankings report is included in Appendix D. Other data sources included in the Chippewa County Community Health Assessment are the state health plan *Healthiest Wisconsin 2020*, U.S. Census, Behavioral Risk Factor Surveillance System, Youth Risk Behavior Surveillance System, Wisconsin Department of Public Health and other local and national sources.

Prioritization Process and Criteria

The CHNAC used these data sources to compile a listing of community health needs to be addressed. Community health needs were then evaluated using a matrix called the CHNA Process to Identify and Prioritize Needs. This process measured each need on a set of criteria: Comparison to State and National Performance, Community Impact, Ability to Impact, Community Readiness, Gaps in the Community and Voice of the Local Customer. Following group discussion, each need was given a ranking of high, medium or low for each criterion. The rankings were then assigned a numerical value from 1 to 3, where 3 was equivalent to high.



Addressing the Needs of the Community

Overview

After completing an extensive analysis of the Chippewa County Community Health Assessment data and County Health rankings, the top community health needs identified as Mayo Clinic Health System –Chippewa Valley priorities are:

- Mental health
- Obesity
- Chronic disease prevention and management

The prioritization matrix used during the analysis is included as Appendix E.

The Mayo Clinic Health System – Chippewa Valley priorities selected were among the top priorities identified in the Chippewa County Community Health Assessment process. The CHNAC felt that top priorities in the county process were being adequately addressed by other community resources. The CHNAC resolved, when possible, to support other efforts to address top county priority health areas that were not selected as a priority for Mayo Clinic Health System – Chippewa Valley in the community, such as the work being done by Chippewa Health Improvement Partnership action teams.

Identified Health Needs

Mental Health

The mental health focus area refers to services and support to address how we think, act and feels as we cope with life. Mental health is essential for personal well-being, caring family and interpersonal relationships, and meaningful contributions to society. Mental health conditions may include but are not limited to depression, anxiety, post-traumatic stress disorder and bipolar disorder.

Good mental health allows us to form positive relationships, use our abilities to reach our potential and deal with life's challenges. Mental illnesses are medical conditions that impair a person's thinking, mood, ability to relate to others and ability to cope with the daily demands of life.

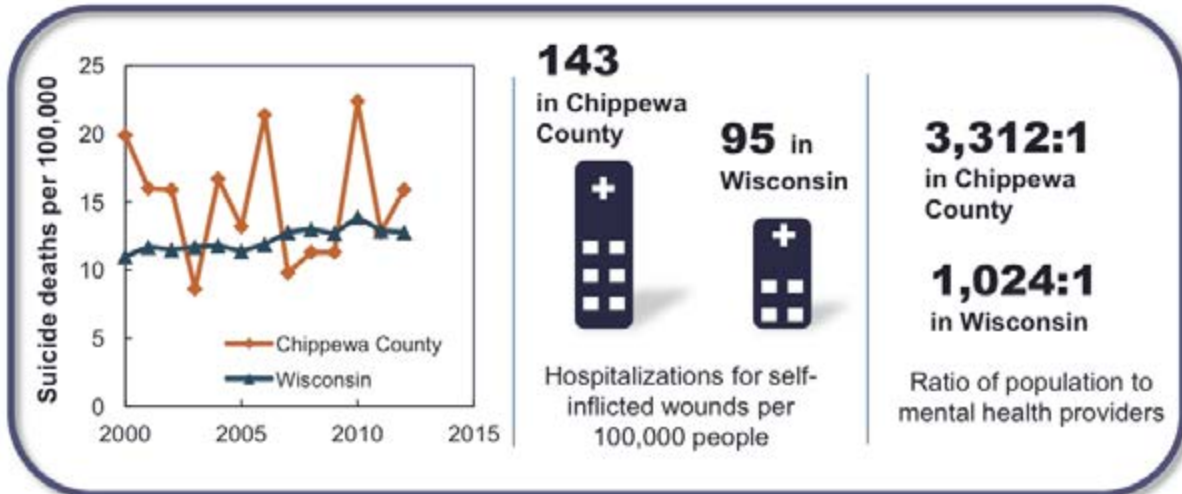
Mental illnesses are often associated with physical health problems and risk factors such as smoking, physical inactivity, obesity and substance abuse: factors that can lead to chronic disease, injury and disability. Additional information from the *Healthiest Wisconsin 2020* plan can be found at <https://www.dhs.wisconsin.gov/publications/p0/p00816-mental-health.pdf>.

Data Highlights from Community Health Assessment

Population mental health is difficult to quantify outside of self-reported data. However, several measures can serve as a proxy for mental well-being in a community, such as adverse childhood experiences and self-inflicted injuries. In Chippewa County, age-adjusted self-inflicted injury hospitalizations have exceeded the statewide average since 2000 and exhibited an increasing trend since 2009.

In Chippewa County:

- Eighty-eight percent of Community Health Needs Assessment Survey respondents indicated mental health is a problem in our community.
- Self-inflicted injuries are highest in the 25 to 44 year old age group.
- Chippewa County residents reported an average of 2.7 mentally unhealthy days in the past 30 days.



Obesity

Obesity is defined as the presence of excessive body fat that can increase the risk of heart disease, high blood pressure, diabetes, cancer and other chronic diseases. A body mass index (BMI) over 30 is considered obese.

Obesity in our communities can contribute to increased medical costs and decreased productivity, resulting in significant economic impacts. The prevalence of Wisconsin adult obesity increased from 24% to 30% from 2004 to 2012 (Wisconsin Department of Health Services). Maintaining a healthy weight is also important for reducing the risk of developing chronic conditions that may have a major impact on quality of life. Healthy weight management promotes good mental health, healthy nutrition, physical activity and a longer life.

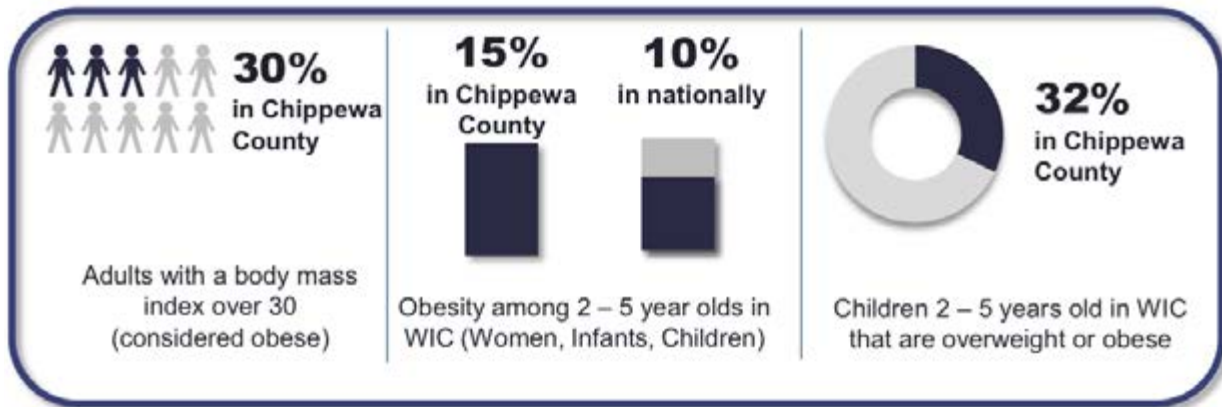
Obesity prevention focuses on increasing healthy eating habits and physical activity for our community members. However, busy lifestyles or lack of access to healthy food and recreational areas often are barriers to making healthy choices. To overcome these barriers, we must work to make the healthy choice affordable and easy for everyone within our community. Additional information from the *Healthiest Wisconsin 2020* plan can be found at <https://www.dhs.wisconsin.gov/publications/p0/p00816-physical-activity.pdf> and <https://www.dhs.wisconsin.gov/publications/p0/p00816-nutrition.pdf>.

Data Highlights from Community Health Assessment

Obesity is closely linked to many common chronic diseases, such as heart disease, high blood pressure and diabetes. Similar to statewide trends, obesity among adults in Chippewa County has increased steadily over the past 10 years.

In Chippewa County:

- Ninety-five% of Community Health Needs Assessment Survey respondents indicated obesity is a problem in our community.
- The number of fast food restaurants in Chippewa County increased by 11% from 2007 to 2012.
- One in 14 Chippewa County adults has been diagnosed with diabetes.



Chronic Disease Prevention & Management

According to *Healthiest Wisconsin 2020*, the goals of chronic disease prevention and management are “to prevent disease occurrence, delay the onset of disease and disability, lessen the severity of disease, and improve the health-related quality and duration of the individual’s life.”

Four modifiable health risk behaviors — unhealthy diet, insufficient physical activity, tobacco use and secondhand smoke exposure, and excessive alcohol use — are responsible for much of the illness, suffering and early death related to chronic diseases. Prevention isn’t always possible, so it’s important that effective management also is part of the health care system.

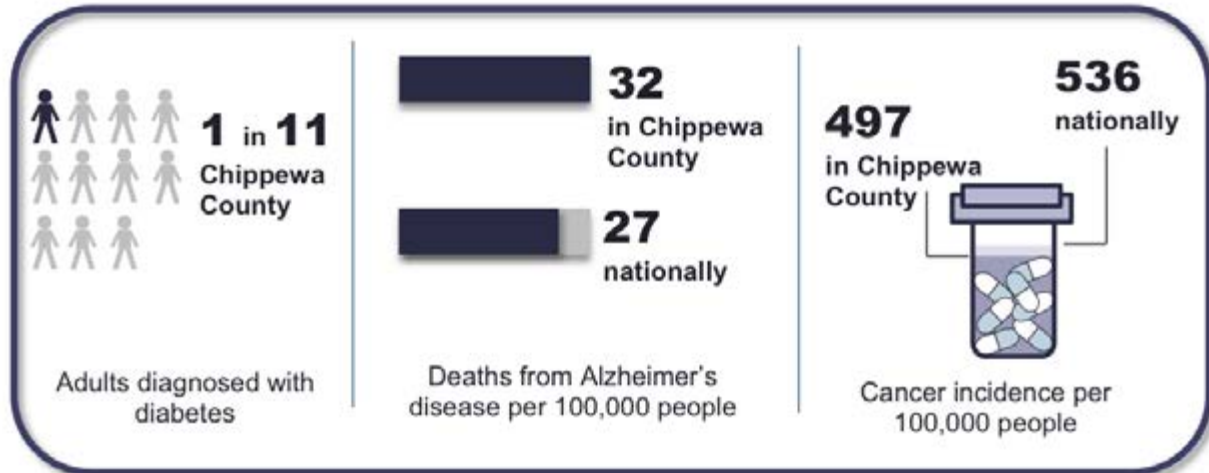
Although chronic diseases usually become clinically apparent in adulthood, the exposures and risk factors that precede disease onset occur at every stage of life. Childhood and adolescence are critical times to deliver and reinforce health education messages. Additional information included in the *Healthiest Wisconsin 2020* Health Focus Areas report can be found at <https://www.dhs.wisconsin.gov/publications/p0/p00816-chronic-disease.pdf>.

Data Highlights from Community Health Assessment

Chronic diseases, such as heart disease, stroke, cancer, diabetes, asthma and arthritis, are among the most common and costly of all health problems in the U.S. Currently, chronic diseases account for seven of the 10 leading causes of death in Wisconsin and for approximately two out of every three deaths nationwide.

In Chippewa County:

- Cancer and cardiovascular disease accounted for over half of all Chippewa County deaths in 2012.
- Fifty-one residents were hospitalized for asthma in 2012, with an average cost of \$11,536 per admittance.
- Eighty-eight percent of Community Health Needs Assessment Survey respondents indicated chronic disease prevention and management is a problem in our community.



Available Resources

Community resources available to support and address the top community health concerns identified in the Chippewa County community health assessment are provided as an appendix to the 2014-2015 Chippewa County Community Health Assessment, which can be found at <http://www.co.chippewa.wi.us/home/showdocument?id=7638>.

Evaluation of Prior CHNA and Implementation Strategy

In 2013, Mayo Clinic Health System – Chippewa Valley in Bloomer identified community engagement and wellness as a strategic priority, and work began in identifying processes, programs, partnerships and sponsorships that would benefit our focus areas of physical activity, nutrition, and chronic disease prevention and management.

Community Engagement and Wellness

A formal Community Engagement and Wellness Department (CEW) was created in 2014 with the primary focus of impacting change on the three identified health needs. The department has made significant strides in promoting capacity building, forming and growing community coalitions, building strong partnerships with local organizations and schools, increasing the number of community wellness activities to our residents and playing active roles in teams focused on improving health.

A CEW Committee, made up of organization leaders and others interested in community health, is charged with supporting the development and implementation of the organization’s community wellness and engagement strategy. Members help coordinate and implement wellness programs and work with community partners to bring programming and education to the Eau Claire community.

A generous annual budget allows this team to provide support for existing community programs and to pay our employees to spend time organizing, implementing and becoming trainers for evidence-based programming.

In 2014, Mayo Clinic Health System – Chippewa Valley offered 72 community wellness classes and events reaching more than 600 people.

A snapshot of programs and activities created to impact our focus areas are described below:

- **Community Garden** – Community garden plots are available to the community where nutritious produce is grown.
- **Camp Wabi** – In a fun outdoor setting, children who struggle with obesity learn how to make lifestyle changes necessary to maintain a healthy weight. This is a 12-day summer camp held at the local YMCA Camp Manitou.
- **Junior Gardeners** – Elementary school-age children learn about planting, watering, weeding and harvesting a garden.
- **Train with the Bloomer Blackhawks** – Youth learn drills and interact with local baseball team
- **Grocery Store Tours** – Dietitians and health educators educate on healthy food choices, reading labels, and finding healthy and affordable on-the-go options.
- **Living Well with Chronic Conditions** – Workshop for those who have or live with someone that has a chronic condition focusing on maintaining an active and fulfilling life.
- **American Heart Association CPR/First Aid** – Attendees are taught basic first aid skills and techniques of adult, child and infant CPR.
- **Mayo Clinic Diet** – Ten-week class focused on healthy foods and portions, becoming more active and developing new habits for a healthier lifestyle and weight.
- **Let’s Get Moving** – Youth exercise their way to super strength with superhero bingo, completing the movement activity on the card for a chance to win prizes.
- **American Red Cross Baby Sitter Training** – Youth learn how to care for and understand children, make good decisions and respond to emergencies.



- **Know Your Numbers** — Three-part adult series focusing on high blood pressure, diabetes and cholesterol.
- **Stepping On** — Seven-week, evidence-based prevention program works on improving balance, strength training, home environment safety and medication review.

Partnerships

Strong partnerships with local organizations have only strengthened the impact of sharing healthy living messages in the community. In the past two years, relationships with the following organizations have been enhanced and/or developed:

- Aging & Disability Resource Center of Chippewa County
- Bloomer Food Pantry
- Chippewa County Department of Human Services
- Chippewa County Department of Public Health
- Chippewa Health Improvement Project
- Family Support Center
- G.E. Bleskacek Family Memorial Library
- New Auburn Food Pantry
- Parents4Learning

Hometown Health Grant

In 2015, we introduced a Hometown Health grant, thanks to the Mayo Clinic Health System – Eau Claire Foundation. This grant supports innovative efforts to improve nutrition, increase physical activity and reduce chronic disease in local schools, workplaces and neighborhoods. This grant works in partnership with community-based organizations and residents to translate their vision for healthy communities into visible, concrete changes and, ultimately, a healthier hometown.

More than \$182,000 in grant money was awarded to nine nonprofits in our service area. The program opened to applicants in January 2015, and funds were awarded in June. We plan to offer grants yearly. We know that by investing in our community partners, we can make a bigger impact in improving the health of all in the area. Awardees in 2015 were:

- City of Eau Claire: Outdoor Fitness Zone at Owen Park, \$25,000
- Eau Claire YMCA: YMCA Healthy Living, \$25,000
- Boys and Girls Club of Chippewa, Dunn and Eau Claire counties: Drug, Alcohol & Positive Behavior Program, \$25,000
- Barron Boys & Girls Club: Healthier Out of School Time (HOST), \$25,000
- Stepping Stones of Dunn County: Project Share a Meal, \$25,000
- Feed My People Food Bank of western Wisconsin: Nutritious Foods for All, \$20,000
- Barron County Health & Human Services: Diabetes Prevention Program, \$15,000
- Junior League of Eau Claire: Kids in the Kitchen, \$12,000
- Community Table of Eau Claire: Senior Meals Project, \$10,634

While it may be premature to measure significant behavioral change in our community, at this point, we believe the efforts above have made an impact in raising awareness that health is more than the absence of illness. It includes an environment that supports the physical, emotional and social well-being of those who live, work and play here.



References

[2014-2015 Chippewa County Community Health Assessment](#)

[Healthiest Wisconsin 2020](#)

[County Health Rankings](#)

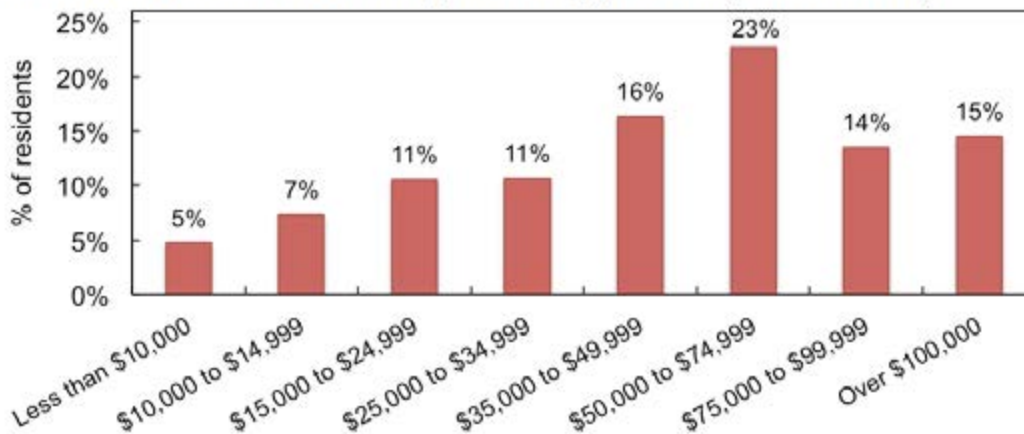
[U.S. Census 2013 Estimates](#)

[Chippewa County Public Health Profile 2012,
Wisconsin Department of Health Services](#)

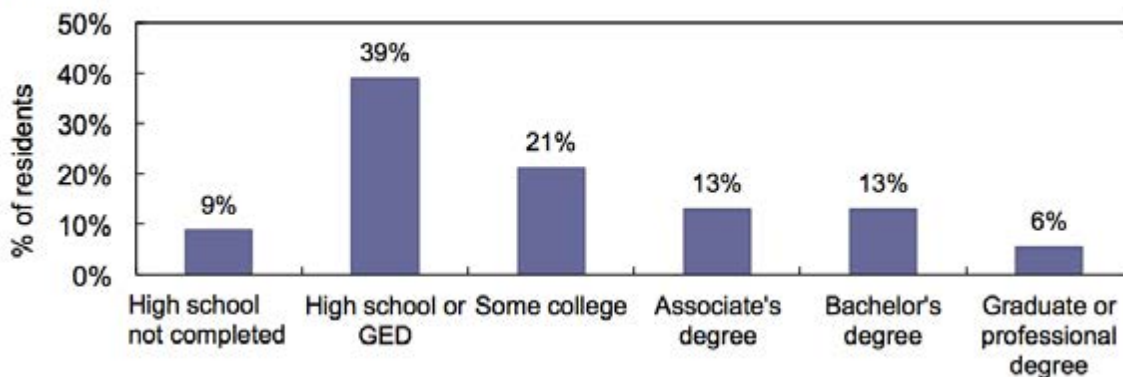
Appendix A: Demographic Data

Chippewa County Demographics	
Sex:	48% Female, 52% Male
Median household income:	\$50,551
Percentage of population in poverty:	11%
2014 average unemployment rate:	5.5 %
Population growth rate:	13% from 2000 to 2010

Household income distribution in Chippewa County (US Census, 2013 estimates)

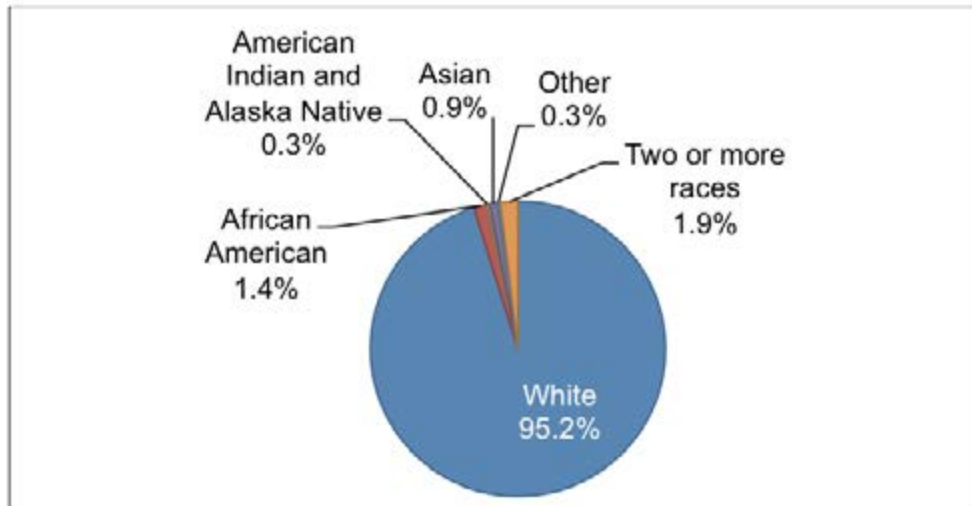


Highest education level attained by Chippewa County residents over age 25 (U.S. Census, 2013 estimates)

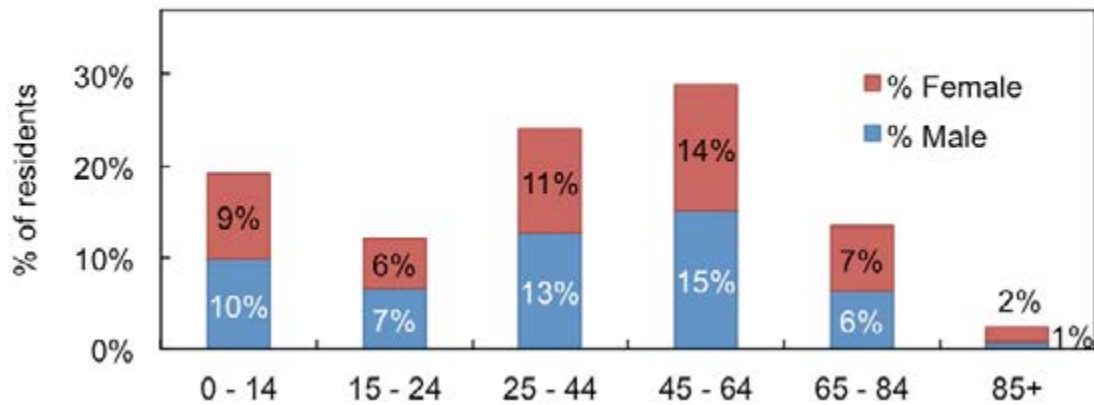




Racial distribution in Chippewa County (U.S. Census, 2013 estimates)



Age distribution of Chippewa County residents (DHS public health profile, 2012)



Appendix B: Individuals Involved in CHNA

2014-2015 Chippewa County Community Health Assessment Planning Partnership

Community Health Assessment Project Manager
Division Director, 3D Community Health HSHS Sacred Heart and St. Joseph's Hospitals;
Director of Chippewa Health Improvement Partnership
Director of Community Wellness and Engagement, Mayo Clinic Health System
Community Health Educator, Eau Claire City-County Health Department
Public Affairs Director, Mayo Clinic Health System
Administrator, Marshfield Clinic – Eau Claire Center/Director/Health Officer,
Eau Claire City-County Health Department
Director of Community Investment, United Way of the Greater Chippewa Valley
Marketing Specialist, HSHS St. Joseph's Hospital; Chair of Chippewa Health Improvement Partnership
Executive Director, United Way of the Greater Chippewa Valley; Co-Chair Eau Claire Healthy Communities
Director/Health Officer, Chippewa County Department of Public Health
Public Affairs Account Coordinator, Mayo Clinic Health System
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Division Director, Marketing Communication, HSHS Sacred Heart and St. Joseph's Hospitals
Healthy Lifestyles Program Manager, Marshfield Clinic
Mayo Clinic Health System Marketing Research Supervisor, provided analysis of health needs survey data.

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Community Health Needs Assessment Committee

Mayo Clinic Health System
Randall Linton, MD, CEO – Mayo Clinic Health System, Northwest Wisconsin
Susan Albee, RN – Nurse Administrator
Dean Eide – Vice President of Operations
Andra Palmer – Legal Counsel
Lynn Salter – Public Affairs Account Coordinator
Jay Edenberg – Public Affairs Director
Rita Sullivan – Vice President of Operations
Ed Wittrock – Vice President of Operations
Mary Bygd – Assistant Administrator
Sara Carstens – Community Engagement and Wellness Director
Susan Zukowski – Corporate Health Services Director
Lori Rongstad – Finance Manager
Benjamin Rindone – Hospital Medicine Director
Hannah Johnson – Administrative Fellow
Paul Bammel – Chief Financial Officer, Northwest Wisconsin

Appendix C: Listening session responses

	Session held by: Laura Baalrud (CHIP) Date: 11/12/14 Location: CF Senior Center Number in attendance: Appx. 50	Session held by: Kristine Kelm (CCDPH) & Laura Baalrud (CHIP) Date: 11/13/14 Location: Agnes' Table Number in attendance: Appx 75
Question 1: What makes it hard for people to be healthy?	<ul style="list-style-type: none"> • Lack of insurance coverage • Lack of money — making ends meet is tough • Transportation to appointments, stores, the senior center • It's hard to cook healthy for one person and many live alone • Not educated about how to make healthy choices 	<ul style="list-style-type: none"> • Lack of homeless shelter • Price of nutritious food is expensive • Transportation • Winter roads • Elderly have trouble figuring out medications • Only one grocery store — prices too high • Some people would rather spend money on alcohol than healthy food
Question 2: What would help to make it easier to make healthy choices?	<ul style="list-style-type: none"> • Transportation • Money • Have more notices of programs around town (respondents indicated they find out about things information from Senior Times and courthouse) 	<ul style="list-style-type: none"> • Having more money/lower prices • Education • Transportation to more stores that have lower prices, ride share does not go as far as Walmart • People need an incentive to make healthy choices • Know where to go for help • Be able to use food share card at the farmers market or have a system for people to have \$ assistance to use at farmers markets
Question 3: Programs or services helping now to make healthier choices	<ul style="list-style-type: none"> • Can't think of anything — when people get to a certain age, they don't check • Senior Center • ADRC 	<ul style="list-style-type: none"> • There are programs out there, but it is hard to qualify • Community gardens • People are treated with respect at the courthouse • Growing our own food • YMCA for SSI individuals • Agnes' Table & Barnabas House
Question 4: What does a healthy community look like?	<ul style="list-style-type: none"> • The Senior Center — there are a lot of healthy offerings here 	<ul style="list-style-type: none"> • Encouragement to exercise • Eat fruits and vegetables • Socializing • Less fast foods or more healthy food options • Clean environment and healthy people

Appendix D: County Health Ranking

Chippewa County: 2014 County Health Rankings Snapshot					
	Chippewa County	Error Margin	Top U.S. Performers	Wisconsin	Rank of 72
Health Outcomes					26
Length of Life					36
Premature death	5,900	5,176-6,624	5,317	5,878	
Quality of Life					20
Poor or fair health	11%	8-15%	10%	12%	
Poor physical health days	2.3	1.4-3.3	2.5	3.2	
Poor mental health days	2.7	1.8-3.6	2.4	3	
Low birthweight	6.10%	5.4-6.7%	6.0%	7.0%	
Health Factors					30
Health Behaviors					49
Adult smoking	24%	16-33%	14%	18%	
Adult obesity	30%	24-36%	25%	29%	
Food environment index	8.4		8.7	8.3	
Physical inactivity	18%	14-24%	21%	22%	
Access to exercise opportunities	51%		85%	78%	
Excessive drinking	21%	15-29%	10%	24%	
Alcohol-impaired driving deaths	50%		14%	39%	
Sexually transmitted infections	300		123	431	
Teen births	26	24-29	20	29	
Clinical Care					30
Uninsured	10%	8-11%	11%	10%	
Primary care physicians	1,365:1		1,051:1	1,233:1	
Dentists	1,851:1		1,392:1	1,660:1	
Mental health providers	3,312:1		521:1	1,024:1	
Preventable hospital stays	69	63-76	46	55	
Diabetic monitoring	91%	84-98%	90%	90%	
Mammography screening	74.20%	66.8-81.6%	70.7%	70.2%	
Social & Economic Factors					29
High school graduation	86%			87%	
Some college	61.80%	58.0-65.6%	70.2%	65.3%	
Unemployment	6.50%		4.4%	6.9%	
Children in poverty	17%	13-21%	13%	18%	
Inadequate social support	14%	10-19%	14%	17%	
Children in single-parent households	26%	23-30%	20%	30%	
Violent crime	109		64	248	
Injury deaths	69	60-79	49	62	
Physical Environment					25
Air pollution - particulate matter	11.5		9.5	11.5	
Drinking water violations	1%		0%	6%	
Severe housing problems	13%	11-14%	9%	15%	
Driving alone to work	80%	79-82%	71%	80%	
Long commute - driving alone	24%	22-26%	15%	26%	
*90th percentile; i.e., only 10% are better					
Note: Blank values reflect unreliable or missing data					

Appendix E: Prioritization Matrix

Community Need	
Comparison to State and National Performance	How is Chippewa County doing in comparison to Wisconsin and national performance?
Community Impact	How is Chippewa County currently and in the future going to be affected by the health priority in terms of: <ul style="list-style-type: none"> • Number of people affected • Costs associated in not doing something (health care, lost work, supportive living) • Severity of the condition (chronic illness, disability, death) • Impact on quality of life
Ability to Impact	Are there know strategies to make a difference? Are there adequate resources available in Chippewa County to address the health priority? Are there adequate internal resources available to address the health priority?
Community Readiness	Is the community ready to address the health priority in terms of : <ul style="list-style-type: none"> • Stakeholders awareness of concern • Community organization receptiveness to addressing the health priority • Citizens being somewhat open to hearing more about the health priority
Gaps in Community	Is there a gap(s) in community efforts to address the health priority?
Voice of Local Customer	Did focus groups identify this as an issue? Did survey data identify this as an issue? Did conversations with people who represent the community served identify this as an issue?