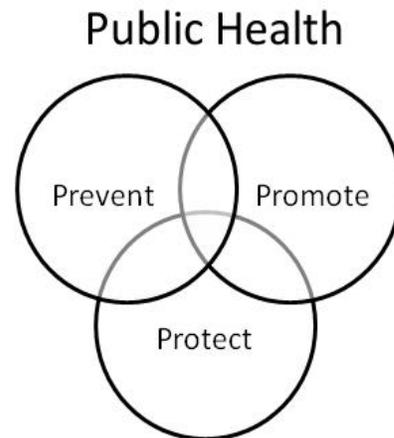


COMMUNITY

HEALTH

IMPROVEMENT

PLAN



Oconto County
Department of Health and Human Services

2008

LETTER OF INVITATION

The Community Health Improvement Plan outlined in this report is the result of a rigorous assessment process. It was completed by a broad representation of Oconto County residents. It is intended for use as a guide by those interested in improving the health of Oconto County citizens and to serve as the foundation for their efforts.

The plan will be considered a success only if concrete action is taken, actual improvements are measured, and the level of Oconto County health status is raised. This kind of change is difficult but entirely possible with the right amount of dedication and commitment from every sector. I invite all Oconto County residents, community and civic organizations to join in a collective action to improve individual, family, and community health.

To become involved or for more information please contact:

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Public Health Division
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Oconto, Wisconsin 54153

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<http://www.co.oconto.wi.us>

A sincere thank you is extended to all of those who have already contributed to the success of the Oconto County Community Health Improvement Plan, especially the members of the Core Committee. Without your talents, interest, insights and knowledge, this report could not have been completed.

Sincerely,

Debra Konitzer
Health Officer
Oconto County Health and Human Services

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VISION AND MISSION STATEMENTS

VISION STATEMENT

“A Healthier Oconto County”

MISSION STATEMENT

“To improve the health of Oconto County residents by community stakeholders working together to support behavior change at individual, system and community levels”

EXECUTIVE SUMMARY

Since 1995, Wisconsin counties have been involved in the Community Health Improvement Process (CHIP). This initiative is intended to improve the health status of county residents by establishing an ongoing process for identifying and addressing health needs. Although this initiative coordinates with other efforts to improve county life, it is unique in focusing specifically on health issues.

In 1998, Oconto County began its first five-year implementation of a Community Health Improvement Plan. This report represents the continued effort in the ongoing planning process for the county. Data will be reviewed every five years to both monitor progress toward reaching identified goals and to establish new priorities as needed.

CHIP is a community driven initiative. The Core Committee (an assessment team) representing a broad spectrum of Oconto County, including health care, government, education, not-for profit agencies, local businesses, and citizens participated in this study. A complete listing of all core committee members is included in the *Committee Membership* section of this report. Partnerships drawn from many components within the county will likewise be created to implement the health plan developed by the core committee.

Throughout the summer of 2008, the core committee met regularly to review state and county health data specific to Oconto County. The data concerned the eleven health priorities identified by the Wisconsin Division of Health in their plan, *Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public*. These priorities are outlined in *Appendix I*. It is important to note that all Oconto residents were considered in the review. The core committee then compared the data to the benchmarks defined in the Wisconsin report as well as in the *Healthy People 2010* study prepared by the United States Department of Health and Human Services.

Once the core committee completed their analysis of the data, they selected three of the eleven priorities for focus by Oconto County during 2008 – 2013. These top three priorities are as follows:

- Access to Primary and Preventative Health Care
- Adequate and Appropriate Nutrition
- Overweight, Obesity and Lack of Physical Activity

As the next step in the process, the core committee developed work plans to address each of the selected priorities. The work plans, presented in this report, carefully articulate goals, target behaviors and populations, outcomes,

Executive Summary

and key strategies and activities. The final task of the core committee is to mobilize community resources to successfully implement their work plans. A list of potential partners is contained in Appendix II.

Although the core committee only selected three of the eleven health priorities for focus, they realize that in order to assure the continual improvement in the health of Oconto County residents, their efforts must give some consideration to the remaining eight priorities. A brief summary of the Oconto County data relating to these priorities is also included in this report.

In closing, the benefits of the Community Health Improvement Plan process should be identified. The CHIP process raises awareness in the community of the health status of the residents. It assists the public health officials in determining what they are doing well and where they need to focus additional efforts. It results in the development of new and innovative strategies that are tailor made to fit the unique needs and assets of a particular community. Most importantly, it enhances the sense of shared community responsibility in addressing unmet health needs.

Health Priority I

Access to Primary and Preventative Health Care

HEALTH PRIORITY I: ACCESS TO PRIMARY AND PREVENTATIVE HEALTH CARE

I. NEEDS ANALYSIS

Access to primary and preventative care is emerging as an increasingly important health issue. In the United States and in Wisconsin, more and more people, especially among the underserved populations, are becoming unable to obtain quality health care services. This problem has turned maintaining an appropriate level of good health into an even more difficult struggle.

DEFINITION OF THE PROBLEM

Access to primary and preventative health is defined as meaning that health care services are available at all times to all residents in a community. To be available, the health care services offered must be ample enough to fully meet the need, organized in way that makes sense, and supported by an infrastructure that includes a range of services that are broad enough to reach diverse populations and flexible enough to adapt quickly to unique and constantly changing circumstances. Most importantly, they must be easily within the grasp of the financial and non-financial resources possessed by the average community member. Several indicators of available health care services have been identified including the: 1) ability to make payment, 2) possession of insurance coverage, 3) availability of providers, 4) access to transportation, 5) presence of child care, and 6) ease in getting time away from work to obtain needed services.

IMPACT OF LACK OF ACCESS TO PRIMARY AND PREVENTATIVE CARE ON OCONTO COUNTY

The lack of access to primary and preventative care has serious health consequences. Most severely, it leads to an increase in the Years of Potential Life Lost (YPLL) and higher mortality rates. It also can result in greater rates of more advanced and difficult to treat diseases such as heart disease, stroke, and some cancers as well as preventable health problems like birth defects and dental disease.

Health Priority I

Access to Primary and Preventative Health Care

HEALTHIEST WISCONSIN 2010 GOALS

The *Healthiest Wisconsin 2010: A Partnership to Improve the Health of the Public* study has identified access to primary and preventative health care as one of the top eleven health priorities confronting Wisconsin communities. In addressing this issue it has outlined three major objectives. They are as follows:

- Increase to ninety-three percent, the proportion of the population with health insurance for all the year.
- Reduce by ten percent, the proportion of the population that reports difficulties, delays, or the inability to receive ongoing primary and preventative care.
- Increase by ten percentage points, the proportion of each of the following populations who receive ongoing preventative and restorative oral health care: Medicaid, Badger Care Plus, uninsured and underinsured populations.

OCONTO COUNTY RESIDENTIAL DATA

The Oconto County Community Health Improvement Plan Core Committee agrees that access to primary and preventative health care is essential to the wellbeing of a community, and like the *Healthiest Wisconsin 2010* study, has identified this priority as one of the top three health issues currently facing Oconto County. In addressing this priority, they have elected to focus on the objective outlined in the *Healthiest Wisconsin 2010* study that relates to access to dental health care.

In Oconto County, access to dental health care is clearly a problem. According to the *2007 Wisconsin County Health Rankings*, 27.8% of all Oconto County residents, or well over four percentage points more than all Wisconsin residents, made no dental visits in the previous year. Among the 72 Wisconsin counties, Oconto County ranks 42 when it comes to dental care.

Wisconsin County Health Rankings Oconto County 2007

Health Determinant	Current Rank
No dentist visit in the past year: Oconto County: 27.8% Wisconsin: 23.5%	42

Health Priority I

Access to Primary and Preventative Health Care

Access to dental health care by Medicaid eligible residents is even more limited. According to the *FY 2004 Wisconsin Medicaid Dental Facts*, only 22.2% of all Medicaid eligible residents in the state received dental services. Thus fewer than 950 of the estimated 4,300 Medicaid eligible residents in Oconto County would have received dental services. This problem is attributed in part to the absence of dental health care providers. The *FY 2004 Wisconsin Medicaid Dental Facts* indicate that there are only 9-licensed dentist practicing in Oconto County. Given that only 44.7% of licensed dentist in the State of Wisconsin are Medicaid certified, in all likelihood fewer than four dentists are available in Oconto County to treat 4,300 patients.

Wisconsin Medicaid Measures of Dental Services – Oconto County in 2003

# Licensed Dentist in Oconto County	% Licensed Dentist who are Medicaid Certified in Wisconsin	# Medicaid Eligible per Oconto County (Average)	% Medicaid Eligible Receiving Dental Services in 2004 in Wisconsin
9	44.7%	4,300	22.2%

Data collected in 2002 from third grade students by the Make Your Smile Count Survey for the *Youth Oral Data Collection Report*, indicate that limited access to dental health care also adversely affects children. Of the 727 children screened by the survey in the northeastern region of the state, 32.3%, or about one-third, needed early or urgent dental care. The number for the state is almost identical. Of particular concern is the number of children having a history of dental caries. Sixty-three percent of the children surveyed in the northeastern region and 60.1 % of the children surveyed in the entire state have a history of dental caries. This is over 10.0% more that the Federal Healthy People 2010 goal.

Health Priority I

Access to Primary and Preventative Health Care

**Make Your Smile Count Survey Results
Compared to Federal Healthy People 2010 Goals
Department of Health and Family Services
Northeastern Region**

Variable	Northeast Region Results	Federal Healthy People 2010 Goal for Age 6-8	Wisconsin Results
# Children Screened	727		
Untreated Decay	32.2 %	29.0 %	30.8 %
Caries History	63.0 %	52.0 %	60.1 %
Sealants	40.0 %	50.0 %	47.0 %
Treatment Urgency			
No Obvious Problem	67.7 %	N/A	68.9 %
Early dental Care needed	31.2 %		27.1 %
Urgent dental care needed	1.1 %		4.0 %

COMMUNITY HEALTH IMPROVEMENT PLAN PUBLIC OPINION SURVEY

The residents of Oconto County themselves also realize that access to dental health care is a concern for their community. When surveyed, only 37.0% responded that they felt their neighbors were able to get dental care when needed. Almost half of the respondents agreed that increased access to dental care was one of the top five factors that would make Oconto County a healthier place to live.

II. GOAL

Reduce the incidents of dental caries experienced by Oconto County WIC children six months to five years of age, particularly those under-insured, uninsured, or covered by Badger Care Plus.

SELECTED HEALTH BEHAVIOR: Participation in early childhood caries prevention program by Oconto County WIC children six months to five years of age, particularly those under-insured, uninsured, or covered by Badger Care Plus. Early childhood caries prevention programs are defined as those providing the following: 1) anticipatory guidance for parents and other caregivers, 2) oral assessments for infants and children six months to five years of age, 3) fluoride varnish applications, and 4) dental referrals.

Health Priority I

Access to Primary and Preventative Health Care

OUTCOMES

- **Short-Term:** By December 31, 2010, the number of early childhood caries prevention programs serving Oconto County will be increased by three.
- **Mid-Term:** By December 31, 2011, the number of Oconto County children six months to five years of age, particularly those under-insured, uninsured, or covered by Badger Care Plus, participating in an early childhood caries prevention program will be increased by one percent.
- **Long-Term:** By December 31, 2013, the number of Oconto County children six months to five years of age, particularly those under-insured, uninsured, or covered by Badger Care Plus, receiving ongoing and restorative oral health care will be increased by ten percent.

OBJECTIVE A: By December 31, 2009, increase the number of early childhood caries prevention programs serving Oconto County by three.

Strategy A-1: Fluoride Varnish Program

- Establishment of a fluoride varnish program to serve Oconto County WIC children six months to five years of age, particularly those under-insured, uninsured, or covered by Badger Care Plus.
- Participation in a fluoride varnish program by Oconto County WIC children six months to five years of age, particularly those under-insured, uninsured, or covered by Badger Care Plus.

Strategy A-2: Fluoride Varnish Program and Primary Health Care

- Integration by Oconto County health care providers of a fluoride varnish program into primary health care visits for patients six months to five years of age.
- Participation in fluoride varnish programs in association with primary health care visits by patients six months to five years of age.

Success Indicators for Objective A

- Increased number of Oconto County early childhood caries prevention programs.
- Increased number of Oconto County children participating in early childhood caries prevention programs.

Health Priority I

Access to Primary and Preventative Health Care

OBJECTIVE B: By December 31, 2010, establish a dental health care network in Oconto County.

Strategy B-I: Dental Health Care Network

- Establishment of a dental health care network to address the issue of early childhood caries prevention programs and restorative dental care.
- Development and adoption by the dental health care network of an intervention action plan to address the issues of early childhood caries preventative programs and restorative dental care.
- Implementation by the dental health care network of an intervention action plan to address the issues of early childhood caries preventative programs and restorative dental care.

Success Indicators for Objective B

- An intervention plan to address Oconto County early childhood caries prevention programs and restorative dental care is adopted and implemented by a dental health care network.

Health Priority II: Adequate and Appropriate Nutrition

HEALTH PRIORITY II: ADEQUATE AND APPROPRIATE NUTRITION

I. NEEDS ANALYSIS

Adequate and Appropriate Nutrition is a significant health issue. In the United States and in Wisconsin only a very low number of people consume the amount of nutritious food necessary to support an active and healthy lifestyle. This problem is compounded by the fact that the recommended foods often simply are not readily available.

DEFINITION OF THE PROBLEM

This health priority consists of two distinct yet closely related parts including 1) adequate nutrition and 2) appropriate nutrition. In this instance, adequate nutrition refers to food security. Food security has been defined by the United Nation's Food and Agriculture Organization as meaning that, "all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life." Another commonly used definition is the one developed by the United States Department of Agriculture which states that, "food security for a household means access by all members at all times to enough food for an active, healthy life. Food security includes, at a minimum, 1) the ready availability of nutritionally adequate and safe foods, and 2) assured ability to acquire acceptable foods in a socially acceptable way.

The second component of this health priority concerns appropriate nutrition. Appropriate nutrition means a healthy diet. According to the guidelines published in 2005 by the United States Department of Agriculture, a healthy diet is one that 1) emphasizes fruits, vegetables, whole grains and fat-free or low-fat milk and milk products, 2) includes lean meats, poultry, fish, beans, eggs, and nuts, and 3) is low in saturated fats, trans fats, cholesterol, salt, and added sugars.

IMPACT OF ADEQUATE AND APPROPRIATE NUTRITION ON OCONTO COUNTY

The lack of adequate and appropriate nutrition has serious health consequences. Along with the lack of physical activity, it is the primary cause of obesity. The 2007 Oconto County Health Rankings indicate that 28.4% of

Health Priority II: Adequate and Appropriate Nutrition

Oconto County residents, or almost six percentage points higher than all Wisconsin residents, are obese. Out of 72 Wisconsin counties, Oconto County ranks 59 in terms of obese residents.

Oconto County Rankings: Obesity Oconto County 2007

Health Behavior: Obesity (%BMI > 30)	Current Rank
Oconto County 28.4 %	59
Wisconsin 22.8 %	

HEALTHIEST WISCONSIN 2010 GOALS

The *Healthiest Wisconsin 2010: A Partnership to Improve the Health of the Public* study has identified adequate and appropriate nutrition as one of the top eleven health priorities confronting Wisconsin communities. In addressing the issue it has outlined two major objectives. They are as follows:

- Increase the proportion of Wisconsin's population that make health food choices
- Increase the number of Wisconsin households that have access to adequate food at all times.

OCONTO COUNTY RESIDENTIAL DATA

The Oconto County Health Improvement Plan Core Committee considers access to adequate and appropriate nutrition key to the overall good health of Oconto County residents and, along with the *Healthiest Wisconsin 2010 study*, has made it one of the top three issues facing Oconto County. In Oconto County, appropriate nutrition is a legitimate concern. According to the 2007 Wisconsin County Rankings, 79.9% of Oconto County residents consume less than the recommended five servings of fruits and vegetables a day. Among the 72 Wisconsin counties, Oconto County ranks 39 in terms of fruit and vegetable consumption.

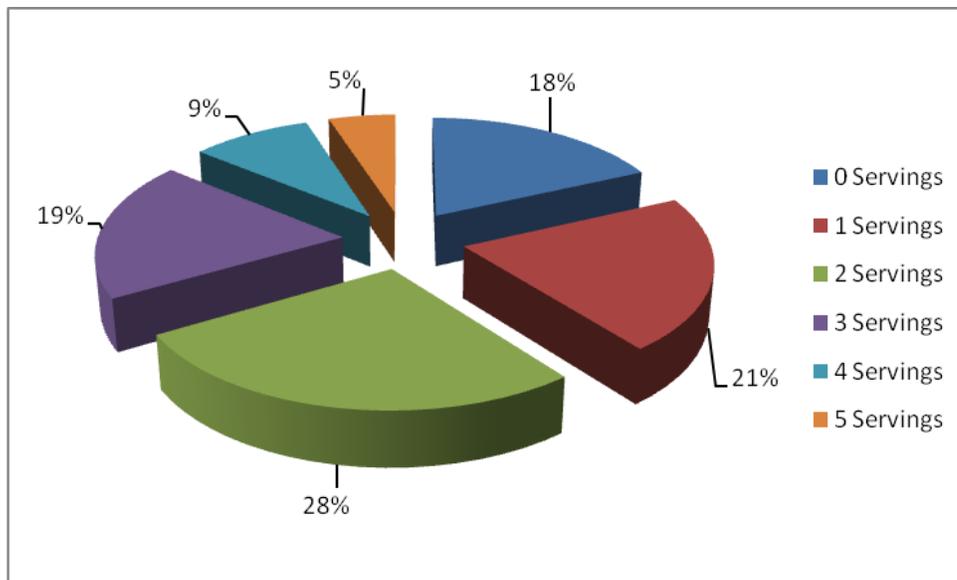
Health Priority II: Adequate and Appropriate Nutrition

Oconto County Rankings: Fruit and Vegetable Consumption

Low fruit and vegetable consumption: % < 5 a day	Percent	Rank
Oconto County	79.9 %	39
Wisconsin	77.9 %	

The trend of Oconto County residents to consume less than the recommended number of servings of fruits and vegetable is similar to the trend of Wisconsin residents, especially among its adolescent population. The *2005 Wisconsin Youth Risk Behavior Survey* conducted by the Wisconsin Department of Public Instruction, reported that only 33% of Wisconsin youth ate three or more servings of fruit and as many as 17% reported eating no servings of fruit on the previous day.

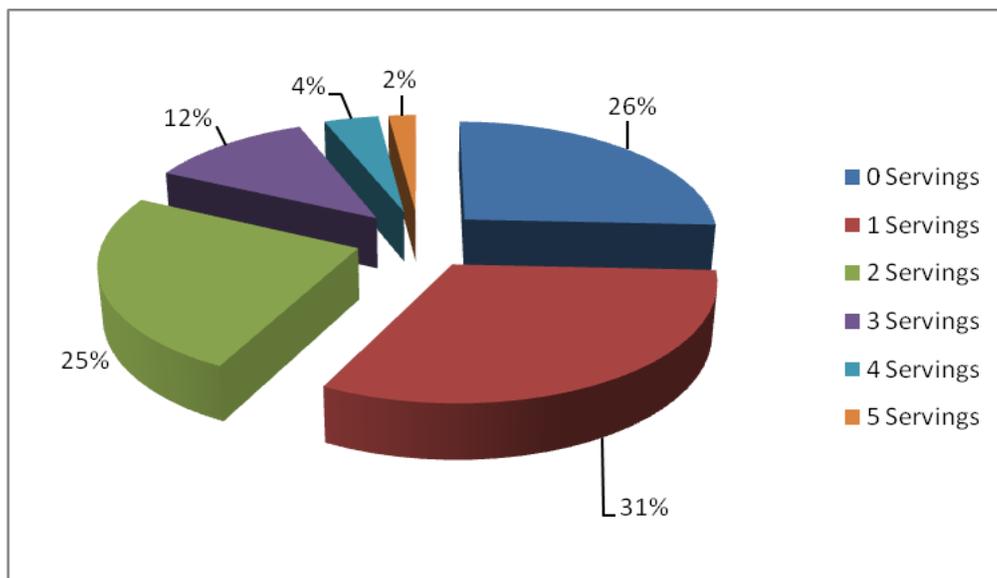
Percent of Wisconsin High School Students (Grades 9 – 12) Who Consume 0 or More Servings of Fruits Yesterday - 2005



Health Priority II: Adequate and Appropriate Nutrition

The numbers of Wisconsin youth consuming vegetables was even lower. Only 18.0% of Wisconsin youth ate three or more servings of vegetables and as many as 26.0% reported eating no servings of vegetables on the previous day.

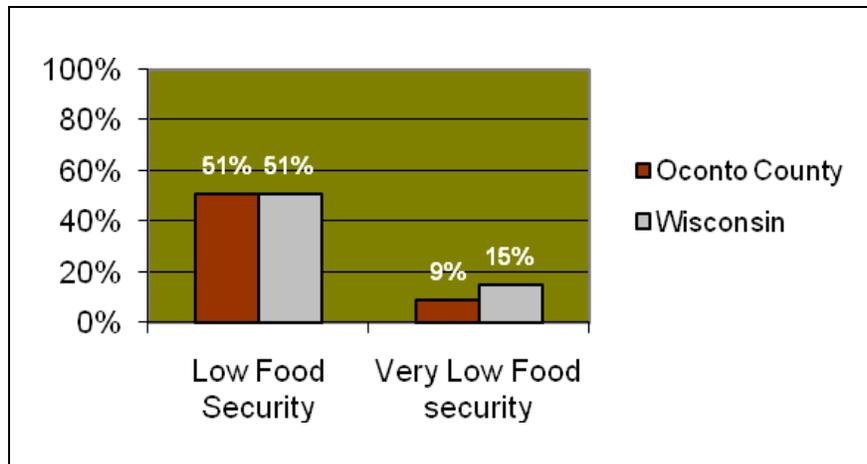
Percent of Wisconsin High School Students (Grades 9 -12) Who Consume 0 or More Servings of Vegetables Yesterday



In addition to its problems concerning appropriate nutrition, Oconto County also has issues with adequate nutrition. According to the *2007 WIC Food Security Profile*, 51.0% of the Oconto County residents surveyed indicated that they had low food security and another 9.0% of them indicated that they had very low food security. These results are almost identical to the ones for the entire State of Wisconsin. Of all the Wisconsin residents surveyed 51.0% indicated that they had low food security and, a slighter greater percent, or another 15.0% indicated that they had very low food security.

Health Priority II: Adequate and Appropriate Nutrition

Food Security 2007



COMMUNITY HEALTH IMPROVEMENT PLAN PUBLIC OPINION SURVEY

The residents of Oconto County themselves also realize that adequate and appropriate nutrition is a major concern for their community. When surveyed, only 27.0% responded that they thought their neighbors ate enough healthy food. Over half of the respondents, agreed that a healthy life style, which would include a healthy diet, was one of the top five factors that would make Oconto County a healthier place to live.

II. GOAL

Reduce the number of overweight and obese Oconto County residents

SELECTED HEALTH BEHAVIOR: Consumption of fruits and vegetables.

OUTCOMES

- **Short-Term:** By June 30, 2010, the amount of fruits and vegetables consumed by Oconto County WIC families will be increased.
- **Short-Term:** By June 30, 2010, access to fruits and vegetables by Oconto County WIC families will be increased.
- **Mid-Term:** By December 31, 2011, Oconto County children will consume the recommended amount of fruits and vegetables.

Health Priority II: Adequate and Appropriate Nutrition

- **Long-Term:** By December 31, 2013, the number of overweight and obese Oconto County children will be reduced.

OBJECTIVE A: *By April 1, 2009, increase the membership of the Community Wellness Partnership of Marinette and Oconto County by two project specific partners from each county.*

Strategy A-1: Recruit Additional Coalition Members

- Prepare mailing list of potential coalition members
- Develop letter of introduction
- Send invitations to potential coalition members
- Set meeting dates for new coalition members
- Conduct first meeting with newly recruited coalition members

Strategy A-2: Re-evaluate Coalition Capacity

- Survey new coalition members
- Recruit additional coalition members to fill remaining gaps in expertise
- Review 2008 Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
- Provide coalition partners with training as deemed necessary by the survey results

OBJECTIVE B: *By June 30, 2009, ratify an intervention plan that has been approved by the Community Wellness Partnership of Marinette and Oconto County.*

Strategy B-1: Conduct Membership Retreat to Develop Intervention Plan

- Select site for intervention plan development retreat
- Select facilitator to lead intervention plan development discussions
- Present draft of intervention plan
- Select health outcomes
- Select health behaviors
- Select target audience
- Review evidence-based projects
- Write SMART objectives
- Select intervention plan strategies
- Select intervention plan evaluation methods

Strategy B-2: Ratify Intervention Plan

- Finalize intervention plan
- Send intervention plan to the coalition partners for their review
- Ratify intervention plan

Health Priority II: Adequate and Appropriate Nutrition

Success Indicators for Objectives A and B

- Established coalition having diverse members continues to actively address the issue of appropriate food and nutrition and successfully implements an intervention plan

OBJECTIVE C: *By July 31, 2009, increase the availability of fruits and vegetables to Oconto County WIC families by establishing an on-site farmers market that sells locally grown produce on WIC check pickup days.*

Strategy C-1: Secure Farmer's Market Location

- Meet with local officials to discuss the Oconto County Courthouse as a possible site for the farmer's market

Strategy C-2: Recruit and Train Vendors

- Obtain guide to locally grown fruits and vegetables from the Oconto County University of Wisconsin Cooperative Extension horticulture agent
- Recruit local farmers to become WIC approved vendors
- Train local farmers to become WIC approved vendors

Strategy C-3: Educate Oconto County WIC Families

- Enlist the Wisconsin Nutrition Education Program (WNEP) to develop displays and educational programming on the health benefits of consuming fruits and vegetables
- Run an informational campaign in the spring promoting the upcoming farmer's market season
- Develop and distribute a schedule of the upcoming area farmer's markets
- Offer taste testing and cooking demonstrations using the "Veggin-Out" curriculum at WIC locations

OBJECTIVE D: *By summer 2009, increase the availability of fruits and vegetables to Oconto County WIC families by coordinating the distribution of fresh seasonal produce with local, established community gardens on WIC check pickup days.*

Strategy D-1: Determine Feasibility of Distribution Plan

- Acquire contact information for community garden sites
- Contact community garden facilitators by letter
- Develop produce procurement and delivery schedules to WIC sites

Health Priority II: Adequate and Appropriate Nutrition

OBJECTIVE E: *By summer 2009, increase the availability of fruits and vegetables to Oconto County WIC families by promoting the establishment of small scale gardening efforts.*

Strategy E-1: Coordinate With Existing Community Resources

- Draw upon the expertise of the Oconto County University of Wisconsin Cooperative Extension horticulture agent
- Partner with the NEWCAP seed distribution program

Strategy E-2: Distribute Gardening Supplies and Other Resources

- Distribute gardening supplies to Oconto County WIC families
- Develop educational resources concerning small-scale gardening

OBJECTIVE F: *By winter 2009-2010, increase the intake of fruits and vegetables by Oconto County low income families by promoting the economical and seasonal fruit and vegetable consumption throughout the year.*

Objective F-1: Educate Oconto County WIC Families

- Introduce the new WIC-approved food list on the nutrition and affordability of fruits and vegetables throughout the year
- Enlist the Wisconsin Nutrition Education Program (WNEP) to develop displays and educational programming and purchasing and using fresh, canned, and frozen vegetables

Objective F-2: Increase Availability of Fruits and Vegetables in Rural Areas

- Work with retailers to increase the varieties of fruits and vegetables sold in their shops

Success Indicators for Objectives C, D, E, and F

- Increased availability of fruits and vegetables to Oconto County low income families.
- Increased consumption of fruits and vegetables by Oconto County low income families.

Health Priority III

Overweight, Obesity and Lack of Physical Activity

HEALTH PRIORITY III: OVERWEIGHT, OBESITY AND PHYSICAL ACTIVITY

I. NEEDS ANALYSIS

Overweight and obesity is a critical health issue. In the United States and in Wisconsin its prevalence among males and females from all age groups, races, and educational levels has increased dramatically over the past thirty years. This rapidly escalating trend has been further exacerbated by a concurrent reduction in levels of physical activity.

DEFINITION OF THE PROBLEM

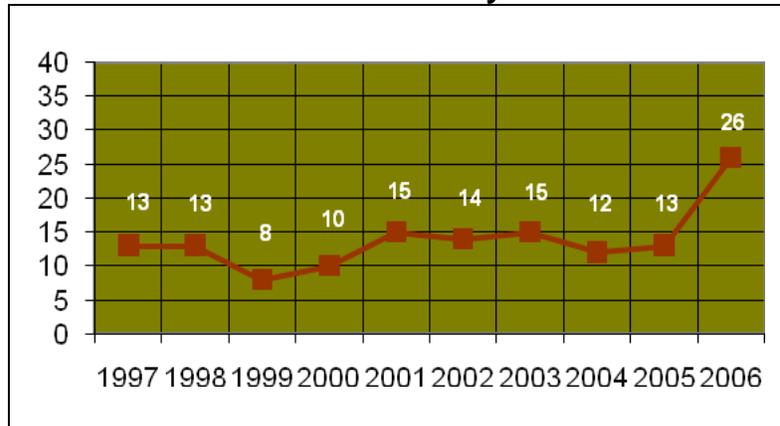
Overweight and obesity is a condition defined as an excess of body fat that has accumulated to such an extent that health is likely to be negatively impacted. It is commonly determined by applying the Body Mass Index or BMI. The BMI is a ratio of weight to height correlated with body fat and is a far better predictor of disease than weight alone. A BMI between 18.5 and 24.9 is normal while a BMI between 25.0 and 29.9 is considered pre-obese or overweight. Any BMI exceeding 30.0 falls within the obesity range. Since BMI does not take into consideration muscle or bone mass, critics have called its accuracy into question. Most maintain, however, that it is a better way to look at weight and health than the old measures which it replaces.

IMPACT OF OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY ON OCONTO COUNTY

Overweight and obesity, coupled with the lack of physical activity, has serious health consequences. Most commonly, it is known to precipitate diabetes. The Wisconsin Department of Health and Family Services reported that between 1997 and 2004, 35.8% of all Oconto County deaths were due to complications relating to diabetes. This is well over ten percentage points higher than the number of deaths owing to complications relating to diabetes in the Northeast region and Wisconsin. Overweight, obesity and lack of physical activity is also linked to an increased risk of heart disease, stroke, some cancers, obstructive sleep apnea, and osteoarthritis.

Health Priority III Overweight, Obesity and Lack of Physical Activity

Oconto County Number of Deaths
1997 – 2006 Caused by Diabetes



2000-2004 Mortality Rate	
Oconto County	35.8 %
Northeast Region	24.2 %
Wisconsin	24.3 %

HEALTHIEST WISCONSIN 2010 GOALS

The *Healthiest Wisconsin 2010: A Partnership to Improve the Health of the Public* study has identified overweight, obesity and lack of physical activity as one of the top eleven health priorities confronting Wisconsin communities. In addressing the issue it has outlined three major objectives. They are as follows:

- Reduce the proportion of children who are overweight from 11.4% to 9.4%.
- Reduce the proportion of adolescents who are overweight from 10.0% to 8.0%.
- Reduce the proportion of adults who are obese from 20.0% to 15.0%

OCONTO COUNTY RESIDENTIAL DATA CONCERNING OVERWEIGHT, OBESITY AND LACK OF PHYSICAL ACTIVITY

The Oconto County Health Improvement Plan Core Committee acknowledges the seriousness of the overweight and obesity epidemic and, like the *Healthiest Wisconsin 2010* study, has made the reversal of this trend one of the top three health issues currently facing Oconto County. Their concerns are certainly justified. According to the *2007 Wisconsin County Health Rankings*, 28.4% of Oconto County residents, or almost six percentage points more than all Wisconsin residents, have BMI indexes in excess of 30.0% and consequently

Health Priority III

Overweight, Obesity and Lack of Physical Activity

qualify as obese. Among the 72 Wisconsin counties, Oconto County ranks 59 in terms of obese residents.

Oconto County Health Rankings: Obesity Oconto County 2007

Health Behavior: Obesity (%BMI > 30)	Current Rank
Oconto County 28.4 %	59
Wisconsin 22.8 %	

Because physical exercise combined with diet is the primary treatment for obesity, the *Healthiest Wisconsin 2010* study has established a separate set of objectives aimed exclusively at increasing the levels of physical activity among state residents. These objectives are as follows:

- Increase to 37%, the number of adolescents who engage in at least thirty minutes of moderate physical activity on five or more of the previous seven days.
- Increase to 38%, the number of adults who engage regularly, preferably daily, in moderate physical activity for thirty minutes or more per day.

Once again the Oconto County Health Improvement Plan Core Committee has taken the lead from the *Healthiest Wisconsin 2010* study and has made increasing the levels of activity among its residents a priority. The *2007 Wisconsin County Health Rankings* indicate that 49.0% of Oconto County residents, or about three percentage points more than all Wisconsin residents, are physically inactive. Among 72 Wisconsin counties, Oconto County ranks 30, or just within the top half of all Wisconsin Counties, when it comes to physically active residents.

Oconto County Health Rankings: Physical Inactivity Oconto County 2007

Health Behavior: Physical Inactivity	Current Rank
Oconto County 49.0 %	30
Wisconsin 46.8 %	

Health Priority III

Overweight, Obesity and Lack of Physical Activity

COMMUNITY HEALTH IMPROVEMENT PLAN PUBLIC OPINION SURVEY

The residents of Oconto County themselves also realize that overweight, obesity, and lack of physical activity is a major concern for their community. When surveyed, only 22.0% responded that they thought their neighbors were a healthy weight and only 16% responded that they felt they exercised enough. Over half of the respondents agreed that a healthy life style, which would include improved nutrition and increased exercise, was one of the top five factors that would make Oconto County a healthier place to live.

II. GOAL

Reduce the number of overweight and obese Oconto County adult residents.

SELECTED HEALTH BEHAVIOR: Participation in increased levels of activity by Oconto County adult residents.

OUTCOMES

- **Short-Term:** By December 31, 2009, a best practice or research based project/program to increase the level of physical activity by Oconto County adult residents will be implemented.
- **Mid-Term:** By December 31, 2011, fifty-six percent of Oconto County adult residents will be participating in the recommended amount of physical activity.
- **Long-Term:** By December 31, 2013, the number of overweight and obese Oconto County adult residents will be reduced from sixty-four percent to sixty-three percent.

OBJECTIVE A: By December 31, 2009, implement a best practice or research based project/program to increase the level of physical activity by Oconto County adult residents.

Strategy A-I: Best Practice or Research Based Project/Program

- Establishment of a group of community stakeholders to address the issue of increased levels of physical activity by Oconto County adult residents. This group may be a sub-unit of the Community Wellness Partnership of Marinette and Oconto Counties.
- Development and adoption by the group of community stakeholders of a best practice or research based project/program to increase the level of physical activity by Oconto County adult residents.

Health Priority III

Overweight, Obesity and Lack of Physical Activity

- Implementation by the group of community stakeholders of a best practice or research based program/project to increase the level of physical activity by Oconto County residents.
- Monitoring by the group of community stakeholders the effectiveness of the best practice or research based project/program to increase the level of physical activity by Oconto County adult residents.

OBJECTIVE B: By June 30, 2010, roll out a fitness focused website for distributing information to assist Oconto County adult residents in increasing their level of physical activity.

Strategy B-I: Fitness Focused Website

- Establish and maintain a website including, but not limited to: 1) resources to remain active, 2) resources to access food items, 3) strategies to integrate physical activities into daily living activities, 4) resources similar to the worksite wellness toolkit, “Got Dirt,” to aid places such as worksites and schools in assisting their constituencies to increase their levels of physical activities.

Success Indicators for Objectives A and B

- Oconto County adult residents access physical activity options and information from the website.

OTHER HEALTH PRIORITIES

The Community Health Improvement Plan Core Committee selected 1) Access to Primary and Preventative Health, 2) Adequate and Appropriate Nutrition, and 3) Overweight, Obesity and Lack of Physical Activity as the major health issues currently confronting Oconto County. In order to assure the improved health of Oconto County residents, however, several other health priorities of concern also must be kept in mind. Among these are included 1) Inappropriate Use and Abuse of Alcohol and Other Substances, 2) Mental Health, 3) Social and Economic Factors Impacting Health, 4) Intentional and Non-Intentional Injuries, and 5) Tobacco Use and Exposure

I. INAPPROPRIATE USE AND ABUSE OF ALCOHOL AND OTHER SUBSTANCES

In a report published by the American Psychiatric Association in 1994, inappropriate use and abuse of alcohol is defined as consumption exceeding the safe or prescribed amount or frequency, or consumption that poses a health or safety risk to the user or to other people. The report cites the following examples of inappropriate use and abuse of alcohol: drinking during pregnancy, driving while intoxicated, drinking to incapacitation, and drinking underage. The American Psychiatric Association definition of use and abuse also applies to the infrequent or experimental use of illegal street drugs.

The inappropriate use and abuse of alcohol and other substances is commonly known to adversely affect the health of the user, especially in relation to diabetes, hypertension, stroke, and certain cancers. It also is associated with a wide array of societal, public safety, and economic problems. In 1987 the United States Department of Health and Human Services found that alcohol and other substance abuse contributed to accidental injury and death, suicide, homicide, assault, robbery, domestic violence, child abuse, delinquency, teen pregnancy, family dysfunction and break-up, and low academic and workforce performance.

According to the *Wisconsin Behavioral Risk Factor Survey* completed in 2006, high percentages of both male and female Oconto County adults engage in heavy alcohol consumption and binge drinking. More troublesome, however, is the large number of high school students (grades nine through twelve) that were reported to have used and abused alcohol. Given the widespread consumption of alcohol in Oconto County combined with the negative health, societal, public safety, and economic implications, any health improvement plan

Other Community Health Priorities

must keep the use and abuse of alcohol and other substances on its radar screen.

Oconto County Inappropriate Use and Abuse of Alcohol and Other Substances Concerns

- Negative impact of inappropriate use and abuse of alcohol and other substances by Oconto County youth on their mental health and on their life opportunities

Wisconsin's 2010 Goals

- Reduce stigma, by increasing understanding among the general public, that alcohol, substance abuse, addiction, and substance use during pregnancy are health problems
- Ninety percent of the public health system partners will use evidence-based prevention practices, which focus on age of first use by youth, binge drinking, use by pregnant women, and use by elderly persons
- Eighty percent of persons receiving services by the public health system partners will be screened for alcohol, tobacco, and other substance use
- Appropriate and timely alcohol and other substance use and addiction treatment will be accessible to eighty percent of those who seek such treatment, and will be delivered to sixty percent of those who are affected by these conditions
- Dysfunctions (injuries, illness, work or school attendance/performance) in family members of persons with substance use disorders, will be decreased by making appropriate prevention, screening, and treatment services available

Oconto County Actions

- Support established programming currently sponsored by local agencies

II. MENTAL HEALTH

In a report published in 2002, the Wisconsin Department of Health and Human Services claimed that mental health is inextricably linked with physical health and is fundamental to good health and human functioning. Good mental health facilitates the ability to successfully carry out productive activities, form human relationships, and adapt to change and cope with adversity. By so doing, it is indispensable to personal well-being, family and interpersonal relationships, and meaningful contributions to the community and society.

The term mental illness refers collectively to all diagnosable mental disorders. Mental disorders were defined by the United States Department of Health and Human Services in 1999 as conditions that are characterized by

Other Community Health Priorities

alterations in thinking, mood, or behavior which are associated with distress and impaired functioning and result in human problems that may include disability, pain, or death. Mental disorders include but are not limited to anxiety disorders, and mood disorders such as depression, cognitive disorders such as dementia, and eating disorders.

In Wisconsin and Oconto County mental illness is a worrisome health threat. A high percent of adults assess their mental health status as “Not Good.” The situation among high school students (grades nine through twelve) is even bleaker with large numbers reporting having experienced frequent bouts of hopelessness and having seriously considered suicide. In Oconto County the suicide mortality rate per 100,000 between 2001 and 2005 was 8.6. Although this is significantly lower than the 11.6 for Wisconsin, it is higher than the 6.0 national 2010 goal.

Mental illness is a real health condition. It can afflict people of any age, gender, ethnic or racial group, educational background or socio-economic level. The good news is that, while often exacts a staggering toll on affected individuals and their families, it can be treated and should be incorporated in some capacity into any plan for the improvement in the health of Oconto County residents.

Oconto County Mental Health Concerns

- High percentage of Wisconsin high school students (grades nine through twelve) reporting having experienced feelings of hopelessness and having seriously considered attempting suicide
- Inaccessibility of mental health screening and treatment, especially for youth

Wisconsin’s 2010 Goals

- Reduce by ten percent the proportions of the population that reports difficulties, delays, or the inability to receive “best practice” mental health treatment
- Increase the number of people with a mental health need who have timely access to best evidence-based treatment

Oconto County Actions

- Support established programming currently sponsored by local agencies

III. SOCIAL AND ECONOMIC FACTORS IMPACTING HEALTH

Social and economic factors have a tremendous impact on health. Financial status, for example, is directly linked to the health of a population. Those having higher incomes typically score better on most health measures

Other Community Health Priorities

than those coming from lower income brackets. Social factors also can influence the health needs and health issues of a specific population. The Wisconsin Department of Health and Human Services has found, for example, that different age groups require different health programs. While the elderly need programs for chronic diseases, children have a need for immunization and WIC programs and females aged fifteen to twenty-four require programs related to teenage pregnancies. They also have noted the populations coming from different racial and ethnic backgrounds are exposed to different health risks. American Indians are at increased danger of developing diabetes and African-Americans are more prone to hypertension. Other social factors impacting the health of a population include gender, family structure, and educational levels. Since they play such an important role in health outcomes, any assessment of the health of a population and evaluation of health priorities needs to take a demographics analysis into consideration.

Oconto County Concern

- The high percentage of Oconto County residents whose low socio-economic status negatively impacts their health

Wisconsin's 2010 Goals

- Increase to seventy percent the number of Wisconsin households that have annual income at or above 300% of the federal poverty level.
- Increase the literacy rate in Wisconsin from eighty-six percent to ninety-one percent
- Decrease to zero the number of families that have to pay more than twenty percent of their income toward day care expenses.
- Decrease to five percent the number of families who are at or below 200% of the federal poverty level.

Oconto County Actions

- Consider social and economic factors when evaluating health priority strategies
- Support the efforts of agencies and current programs

VI. INTENTIONAL AND NON-INTENTIONAL INJURIES

Injuries can be classified into two major categories including intentional and non-intentional injuries. Intentional injuries include things such as suicide, homicide, and assaults, especially sexual assaults, intimate partner violence and child and elder abuse. Non-intentional injuries, on the other hand, encompass things like falls, burns, motor vehicle crashes, poisonings, and drowning.

Other Community Health Priorities

Intentional and non-intentional injuries remain a serious health concern in Wisconsin. They are the fourth highest category of death by underlying cause, surpassed only by cancer and illnesses related to the circulatory and respiratory systems. In 1998 the Wisconsin Department of Health and Human Services reported 2,700, or six percent of all deaths, were associated with intentional and non-intentional injuries. In Oconto County the injuries relating to motor vehicle crashes are a major issue. The motor vehicle mortality rate per 100,000 between 2001 and 2005 was 32.7. This is double the 16.7 for Wisconsin and almost four times the 9.0 National 2010 goal.

Intentional and non-intentional injuries, even motor vehicle crashes, do not happen by chance. Like diseases, they often follow a pattern and can be predicted or even prevented. Because they present severe but treatable hazard, intentional and non-intentional injuries should be taken into account by any plan for the improvement in health of Oconto County residents.

Oconto County Intentional and Non-Intentional Injuries Concerns

- High percentage of deaths associated with injuries caused by alcohol related motor vehicle crashes.

Wisconsin's 2010 Goals

- Reduce by ten percent the number of children who are abused and neglected in Wisconsin
- Decrease motor vehicle-related deaths and serious injuries from 140 to 104 per 100,000
- Reduce injuries and deaths from falls among all populations in Wisconsin to 9 per 100,000

Oconto County Actions

- Support the established Child Passenger Safety Program currently sponsored by the Oconto County Safe Kids Chapter
- Support the established Focus on Senior Safety Program
- Support established programs concerning positive parenting skills such as Healthy Babies, the Parenting Resource Center, and School-Based Programming

V. TOBACCO USE AND EXPOSURE

Tobacco use and exposure is the single most preventable cause of disease and death in Wisconsin and the United States. The Wisconsin Department of Health and Human Services, defined a current smoker as one who smokes either every day or only some days and has smoked more than one hundred cigarettes in their lifetime. They went on to report that in Oconto County

Other Community Health Priorities

between 2000 and 2004, twenty-two percent of all adults eighteen years of age and older were smokers. This is almost twice the National 2010 Goal to decrease smoking among adults to twelve percent.

Tobacco use and exposure is a known health threat. It is directly related to the onset of lung and breast cancer, obstructive pulmonary disease, Ischemic/coronary heart disease, and cerebrovascular disease. These illnesses account for a significant portion of the causes of death in Oconto County.

Not only does tobacco use and exposure create serious health issues, it also has a negative economic impact. In their report *The Burden of Tobacco in Oconto County* released in 2006, the Oconto County Department of Health and Human Services reported that in 2003 health care costs attributed to smoking totaled 14.7 million dollars. In the same report, they also indicated that productivity lost due to smoking cost an additional 11.2 million dollars.

Recently national and state efforts aimed at the prevention of tobacco use and exposure have been initiated. These efforts are focused on preventing youth from starting to smoke, promoting cessation to current smokers, and eliminating exposure to second hand smoke. The plan for improving the health of Oconto County residents should include some support for these programs.

Oconto County Tobacco Use and Exposure Concerns

- Absence of a Wisconsin smoke free air in the workplaces law
- High percentage of Oconto County pregnant smokers

Wisconsin's 2010 Goals

- Twenty-five percent decline in tobacco use among Wisconsin youth ages eleven to seventeen
- Twenty percent reduction of tobacco use by Wisconsin adults ages eighteen to twenty-four
- Decrease in the proportion of non-smokers exposed to second-hand smoke

Oconto County Actions

- Support the established programs encouraging public and private agencies, organizations, and businesses to advocate for smoke-free policy to reduce and eliminate exposure to second-hand smoke in the environment that are sponsored by the Partnership for a Smoke Free Oconto County
- Support the Quit-Line and WI WINS programs sponsored by the State of Wisconsin

APPENDIX I: Modifiable Risk Factors Effects on Health Conditions

Healthiest Wisconsin 2010 Health Priorities Or Modifiable Risk Factors [Red Box] Top Three Priorities [Grey Box] Other Significant Priorities	Selected Health Conditions										
	Breast Cancer	Diabetes	Heart Disease	HIV & Sexually Transmitted Infections	Homicide	Infant Mortality	Influenza & Pneumonia	Lung Cancer	Motor Vehicle Crashes	Stroke	Suicide
Access to Primary & Preventative Health Services	X	X	X	X	X	X	X	X	X	X	X
Adequate and Appropriate Nutrition	X	X	X			X		X		X	
Alcohol & Other Substance Use and Addiction	X		X	X	X	X			X	X	X
Environmental and Occupational Health Hazards			X	X			X	X	X		
Existing, Emerging, & Re-emerging C.D's				X		X	X				
High-Risk Sexual Behavior				X		X	X				
Intentional & Unintentional Injuries & Violence				X	X				X		X
Mental Health & Mental Disorders					X						X
Overweight, Obesity, & Lack of Physical Activity	X	X	X							X	X
Social & Economic Factors that Influence Health	X	X	X	X	X	X	X	X	X	X	X
Tobacco Use and Exposure	X	X	X			X	X	X		X	

APPENDIX II

Body Mass Index (BMI) Chart for Adults

Obese (>30)
 Overweight (25-30)
 Normal (18.5-25)
 Underweight (<18.5)

WEIGHT	HEIGHT in feet/inches and centimeters																					
	4'8"	4'9"	4'10"	4'11"	5'0"	5'1"	5'2"	5'3"	5'4"	5'5"	5'6"	5'7"	5'8"	5'9"	5'10"	5'11"	6'0"	6'1"	6'2"	6'3"	6'4"	6'5"
lbs (kg)	142cm	147	150	152	155	157	160	163	165	168	170	173	175	178	180	183	185	188	191	193	196	
260 (117.9)	58	56	54	53	51	49	48	46	45	43	42	41	40	38	37	36	35	34	33	32	32	31
255 (115.7)	57	55	53	51	50	48	47	45	44	42	41	40	39	38	37	36	35	34	33	32	31	30
250 (113.4)	56	54	52	50	49	47	46	44	43	42	40	39	38	37	36	35	34	33	32	31	30	30
245 (111.1)	55	53	51	49	48	46	45	43	42	41	40	38	37	36	35	34	33	32	31	31	30	29
240 (108.9)	54	52	50	48	47	45	44	43	41	40	39	38	36	35	34	33	33	32	31	30	29	28
235 (106.6)	53	51	49	47	46	44	43	42	40	39	38	37	36	35	34	33	32	31	30	29	29	28
230 (104.3)	52	50	48	46	45	43	42	41	39	38	37	36	35	34	33	32	31	30	30	29	28	27
225 (102.1)	50	49	47	45	44	43	41	40	39	37	36	35	34	33	32	31	31	30	29	28	27	27
220 (99.8)	49	48	46	44	43	42	40	39	38	37	36	34	33	32	32	31	30	29	28	27	27	26
215 (97.5)	48	47	45	43	42	41	39	38	37	36	35	34	33	32	31	30	29	28	28	27	26	25
210 (95.3)	47	45	44	42	41	40	38	37	36	35	34	33	32	31	30	29	28	28	27	26	26	25
205 (93.0)	46	44	43	41	40	39	37	36	35	34	33	32	31	30	29	29	28	27	26	26	25	24
200 (90.7)	45	43	42	40	39	38	37	35	34	33	32	31	30	30	29	28	27	26	26	25	24	24
195 (88.5)	44	42	41	39	38	37	36	35	33	32	31	31	30	29	28	27	26	26	25	24	24	23
190 (86.2)	43	41	40	38	37	36	35	34	33	32	31	30	29	28	27	26	26	25	24	24	23	23
185 (83.9)	41	40	39	37	36	35	34	33	32	31	30	29	28	27	27	26	25	24	24	23	23	22
180 (81.6)	40	39	38	36	35	34	33	32	31	30	29	28	27	27	26	25	24	24	23	22	22	21
175 (79.4)	39	38	37	35	34	33	32	31	30	29	28	27	27	26	25	24	24	23	22	22	21	21
170 (77.1)	38	37	36	34	33	32	31	30	29	28	27	27	26	25	24	24	23	22	22	21	21	20
165 (74.8)	37	36	34	33	32	31	30	29	28	27	27	26	25	24	24	23	22	22	21	21	20	20
160 (72.6)	36	35	33	32	31	30	29	28	27	27	26	25	24	24	23	22	22	21	21	20	19	19
155 (70.3)	35	34	32	31	30	29	28	27	27	26	25	24	24	23	22	22	21	20	20	19	19	18
150 (68.0)	34	32	31	30	29	28	27	27	26	25	24	23	23	22	22	21	20	20	19	19	18	18
145 (65.8)	33	31	30	29	28	27	27	26	25	24	23	23	22	21	21	20	20	19	19	18	18	17
140 (63.5)	31	30	29	28	27	26	26	25	24	23	23	22	21	21	20	20	19	18	18	17	17	17
135 (61.2)	30	29	28	27	26	26	25	24	23	22	22	21	21	20	19	19	18	18	17	17	16	16
130 (59.0)	29	28	27	26	25	25	24	23	22	22	21	20	20	19	19	18	18	17	17	16	16	15
125 (56.7)	28	27	26	25	24	24	23	22	21	21	20	20	19	18	18	17	17	16	16	16	15	15
120 (54.4)	27	26	25	24	23	23	22	21	21	20	19	19	18	18	17	17	16	16	15	15	15	14
115 (52.2)	26	25	24	23	22	22	21	20	20	19	19	18	17	17	16	16	16	15	15	14	14	14
110 (49.9)	25	24	23	22	21	21	20	19	19	18	18	17	17	16	16	15	15	15	14	14	13	13
105 (47.6)	24	23	22	21	21	20	19	19	18	17	17	16	16	16	15	15	14	14	13	13	13	12
100 (45.4)	22	22	21	20	20	19	18	18	17	17	16	16	15	15	14	14	14	13	13	12	12	12
95 (43.1)	21	21	20	19	19	18	17	17	16	16	15	15	14	14	14	13	13	13	12	12	12	11
90 (40.8)	20	19	19	18	18	17	16	16	15	15	15	14	14	13	13	13	12	12	12	11	11	11
85 (38.6)	19	18	18	17	17	16	16	15	15	14	14	13	13	13	12	12	12	11	11	11	10	10
80 (36.3)	18	17	17	16	16	15	15	14	14	13	13	13	12	12	11	11	11	11	10	10	10	9

Note: BMI values rounded to the nearest whole number. BMI categories based on CDC (Centers for Disease Control and Prevention) criteria.
www.vertex42.com BMI = Weight[kg] / (Height[m] x Height[m]) = 703 x Weight[lb] / (Height[in] x Height[in]) © 2009 Vertex42 LLC

APPENDIX III: Potential Partners

POTENTIAL PARTNERS

HEALTH

- Health Care Systems
- Health Care Providers
- Dental Health Care Providers

GOVERNMENT

- Oconto County Board of Supervisors
- Town/Village /City Councils
- Oconto County Department of Health and Human Services
- Oconto County Women, Infant and Children Program (WIC)

EDUCATION

- Area School Districts
 - Gillett
 - Lena
 - Oconto
 - Oconto Falls
 - Suring
- Oconto County University of Wisconsin Cooperative Extension

COMMUNITY COALITIONS

- Community Wellness Partnership of Marinette and Oconto Counties
- Northeastern Wisconsin Community Action Program (NEWCAP)
- Partnership for a Smoke Free Oconto County

LOCAL BUSINESSES

- Grocery Stores

APPENDIX III: Potential Partners

- Day Care Centers
- Farmers
- Manufacturing
- Community Gardens

**COMMUNITY HEALTH IMPROVEMENT PLAN
PUBLIC OPINION SURVEY**

The Oconto County Community Health Improvement Plan Development Committee is interested in your opinion of how these health issues affect people who live in Oconto County. Please circle the number that shows how you feel about each of the statements below.

Most of the people you know in Oconto County:	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	Don't Know
are able to get medical care when they need it.	1	2	3	4	DK
are able to get dental care when they need it.	1	2	3	4	DK
drink beer and other alcohol responsibly.	1	2	3	4	DK
are not affected by drug use or abuse.	1	2	3	4	DK
eat enough healthy foods.	1	2	3	4	DK
are tobacco free. (Tobacco means cigarettes, cigars, chew, and snuff.)	1	2	3	4	DK
are a healthy weight.	1	2	3	4	DK
exercise enough.	1	2	3	4	DK
avoid getting sick from the flu, pneumonia, or other illnesses.	1	2	3	4	DK
are concerned about exposure to harmful substances in the air and water.	1	2	3	4	DK
take steps to prevent injuries. (safe car seat use, wear seat belts and/or bike helmets, have working smoke detectors, etc.)	1	2	3	4	DK
practice safe sex. (This means having one partner and using protection.)	1	2	3	4	DK
do not suffer from depression and/or mental health issues.	1	2	3	4	DK

How would you rate Oconto County as a healthy county to live in? (circle one)

1. Healthy
2. Somewhat Healthy
3. Somewhat Unhealthy
4. Unhealthy

From the following list, please choose five factors that would make Oconto County an even healthier place to live:

- | | |
|---|---|
| <input type="checkbox"/> Access to dental care | <input type="checkbox"/> Injury prevention programs (car seat checks, bike helmet distribution, etc.) |
| <input type="checkbox"/> Access to medical care | <input type="checkbox"/> Low crime/safe neighborhoods |
| <input type="checkbox"/> Affordable housing | <input type="checkbox"/> Low level of child abuse |
| <input type="checkbox"/> Clean environment | <input type="checkbox"/> Parks and recreation |
| <input type="checkbox"/> Community involvement | <input type="checkbox"/> Religious and/or spiritual values |
| <input type="checkbox"/> Good jobs | <input type="checkbox"/> Strong family life |
| <input type="checkbox"/> Good schools | <input type="checkbox"/> Tobacco-free workplaces |
| <input type="checkbox"/> Healthy lifestyles (good eating habits, enough exercise, etc.) | <input type="checkbox"/> Other, please list: _____ |
- _____
- _____

Please provide comments on other health concerns affecting the people of Oconto County:

My age is:

- | | | |
|----------------------|-------------------|---------------------|
| _____ under 19 years | _____ 30-49 years | _____ 65-74 years |
| _____ 19-29 years | _____ 50-64 years | _____ over 74 years |

I am:

- | | |
|--------------|------------|
| _____ Female | _____ Male |
|--------------|------------|

I live in the following area: (check only one)

- Abrams
- Gillett
- Lakewood/Mountain/Townsend
- Lena
- Little Suamico/Sobieski
- Pound/Coleman
- Oconto
- Oconto Falls
- Suring