

2016

Jackson County Community Health Improvement Plan CHIP



Acknowledgements

The priorities and objectives identified in this CHIP were decided through analysis of data from the Jackson County Community Health Survey, Jackson County Community Health Assessment, and through a community health forum composed of Jackson County professionals from many sectors.

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Table of Contents

Executive Summary.....	5
Jackson County Demographics.....	7
Public Health Issues and Strategies	
Issue One: Access to Health Services.....	8
Issue Two: Healthy Eating/Active Living for Chronic Disease Prevention	12
Issue Three: Drug and Alcohol Misuse	16
Issue Four: Intentional/Unintentional Injuries	19
Next Steps.....	23

Executive Summary

The Jackson County Public Health Department presents the following Community Health Improvement Plan (CHIP) after a year-long process of identifying and prioritizing community issues. The process for creating this document involved conducting a Community Health Survey, with the support of the University of Wisconsin Population Health Institute, data analysis with the help of Sarah Hale, Health Administration Intern, and a community health forum. This plan was created in collaboration with Black River Memorial Hospital to meet statutory and regulatory requirements.

This document is for the entire community: residents, community leaders, and organizations. In order to make progress on issues identified, the entire community will need to engage in the process of implementation.

The Community Health Assessment (CHA) was structured after the *County Health Rankings*, a publication of the Robert Wood Johnson Foundation and the UW Population Health Institute that ranks the 72 counties in Wisconsin on overall health outcome measures and also on health factors (behaviors, clinical care, social and economic and physical environment) that contribute to the overall health outcomes of a community. Data was pulled from multiple sources and local data was used whenever possible. Data sources utilized for the Community Health Improvement Plan included:

- ***Wisconsin County Health Rankings & Roadmaps***
- ***Wisconsin Department of Health Services, Division of Public Health***
- ***U. S. Census***
- ***WISH Data***
- ***Local Health Care Agencies***
- ***Federal Reserve Bank Outreach Director – Minneapolis, MN***
- ***Bureau of Labor Statistics, Quarterly Census of Employment and Wages***
- ***Bureau of Economic Analysis***
- ***American Community Survey***
- ***Wisconsin Department of Health Sciences***
- ***Centers for Disease Control and Prevention***
- ***Modern Healthcare Magazine, 11/23/15 Issue***
- ***Community Benefit Connect***

The data in the CHA was presented to the community in a community health forum on July 13, 2016. The participants (listed previously) identified four issues as health priorities. They are:

- **Access to Health Services**
- **Active Living/Healthy Eating for Chronic Disease Prevention**
- **Drug and Alcohol Misuse**
- **Intentional/Unintentional Injuries**

Goals and objectives relating to these issues are listed as well as possible strategies to impact the problem. Community resources and barriers are also listed.



Figure 1 Jackson County Department of Health and Human Services is one of many agencies in Jackson County that offers preventive programming and other services for citizens of Jackson County.

Jackson County Demographics



Jackson County is located in Western Wisconsin. It is primarily a rural county with a population of 20,554 (US Census January 2015). The population is mostly Caucasian; however there are also Native American, African American, White Hispanic, and Asian populations. Jackson County saw an increase of 223 persons between 2010 and 2014. Persons aged 65 and older saw the greatest increase in numbers from 2010 to 2016, with persons 45 to 64 as the second highest population growth. Persons aged 15 to 44 noted a decline in population.

While Jackson County has many beneficial programs and community resources, the county faces significant challenges. Some of these challenges include high rate of poverty within families, the need for increased behavioral health resources and an increasing aging population. The 2016 *County Health Rankings*, an annual publication produced by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation ranks counties within Wisconsin, ranked Jackson County 45th out of 72 Wisconsin counties based on health outcomes. Within this category, Jackson County ranked 65 out of 72 counties for quality of life which includes a higher percentage of residents reporting poor physical and mental health days, and a higher rate of smoking among pregnant women and a higher number of low birthweight births compared to most Wisconsin counties.

Issue one:

Access to Health Services

Access to Health Services:

Data noted in the Jackson County Community Health Assessment, from the Jackson County Health Survey and from information noted from a community health forum, highlighted that access to behavioral health services and increased services for long term care for Dementia/Alzheimer's or behavioral health needs was the most important issue to address in Jackson County.

What is the community currently doing to address the issue?

There are several resources that provide access to health services in Jackson County. The **Krohn Clinic, Black River Memorial Hospital and Ho-Chunk Health Clinic** provide behavioral health and medical services in Jackson County. Jackson County Department of Health and Human Services (DHHS) recently added an outpatient behavioral health clinic to provide counseling, case coordination, AODA counseling and nurse prescriber services. Several counseling agencies have been added within Jackson County including Stein Counseling, Northwest Journey, and Family and Children's Center. At this time there is

only one residential treatment facility for AODA clients.

Together for Jackson County Kids (TFJCK) and UW-Extension have collaborated to implement resources for anti-bullying and coping skills for children within Jackson County schools and are currently working toward streamlined referral and assessments for behavioral health needs. Jackson County's DHHS Behavioral Health Unit and TFJCK have implemented community wide Taking Care of You (TCY) Classes designed to provide additional resources to Jackson County residents for coping.

Transportation services currently available include Jackson Count Interfaith Caregivers, Jackson County Aging Unit and BRF taxi service.

48%

of Jackson County citizens

identified that **Mental Health** was an identified need for services in the 2015 Community Health Survey

Jackson County Community Health Survey, 2015- University of Wisconsin Public Health Institute

What has the community identified as major problems in this area?

While there have been some increases in access to health services, the community has identified several barriers to access:

1. Long waiting list for Behavioral Health Services in Jackson County due to limited psychological and psychiatric specialties.
2. Limited reliable transportation to get to appointments, especially in the outlying communities.
3. Stigma and fear of using Behavioral Health Services exists in Jackson County. In the Jackson County Health Survey it was identified that persons don't want others to know they are in need of assistance due to being sad, anxious or blue and they deal with these issues themselves.
4. No adult daycare programs exist within Jackson County.
5. Four community-based residential facilities are licensed within Jackson County with limited beds and only two residential care complexes are available for assisted living needs.

Data received from the 2016 Jackson County Community Health Forum, noted that the need for increased mental health/AODA providers and the need to increase resources for Alzheimer's/Dementia were rated as the top priorities for Jackson County.



Issue 1 continued...

<u>Goal</u>	<u>Outcome Objectives/Indicators</u>
<ol style="list-style-type: none"> 1. Increase access to behavioral health services within Jackson County by December 2022 2. Increase resources for persons and their families needing long term care within Jackson County by December 2022 	<ul style="list-style-type: none"> ➤ Development & implementation of a system wide policy/procedure for consistent screening & referral tools for behavioral health services by December 2022 ➤ Increase behavioral health services within Jackson County by adding at least two additional service providers by 2022 ➤ Increase capacity for long term care of dementia and behavioral health/AODA clients by 2022 ➤ Increase coping and resiliency skills for Jackson County Youth by implementing evidence based programming by 2022 ➤ Increase transportation options by adding two additional services by 2022 ➤ Implement screenings for dementia/Alzheimer's at primary care visits by 2022 ➤ Increase resources for caregivers and clients experiencing chronic disease by 2022

<p><u>Contributing Factors/Barriers</u></p> <ul style="list-style-type: none"> ✓ Lack of health insurance coverage (or insufficient coverage or high deductibles) ✓ Cost for care ✓ Unavailability of resources (not sufficient resources for the need) ✓ Fear/Stigma related to behavioral health services ✓ Lack of employer resources ✓ Limited hours 	<p><u>Suggested Intervention Strategies</u></p> <ul style="list-style-type: none"> • Work collaboratively with TFJCK, BRMH, schools, and law enforcement to create a streamlined referral and assessment tool for behavioral health services • Locate and contract with specialized transportation services that are available 24/7 within Jackson County • Assess the feasibility of a Federally Qualified Health Center in Jackson County for behavioral health services • Collaborate with area providers to increase behavioral health services within their institutions or through other new entities
<p><u>Resources Available</u></p> <ul style="list-style-type: none"> • Krohn Clinic • Jackson County DHHS • Black River Memorial Hospital • Essential Health Clinic • Interfaith Caregivers • Footprints In Time • Ho-Chunk Nation • Pine View Care Center • Atrium Healthcare 	<p><u>Impact Objectives</u></p> <ul style="list-style-type: none"> • Observe a five year decline in the number of reported mentally unhealthy days in past 30 days as documented by County Health Ranking Data by December 2022 (<i>2016 reported mentally unhealthy days noted in County Health Ranking data is 3.6</i>) • Observe an increased number of behavioral health services and long term care beds/facilities available by December 2022.

Issue Two:

Healthy Eating/ Active Living for Chronic Disease Prevention

Jackson County has elevated rates of cancer, diabetes and heart disease. Similar to the rest of Wisconsin, Jackson County anticipates facing an epidemic of persons with Alzheimer's or Dementia. According to data received from 2009-2013 Department of Health Statistics, Jackson County has elevated rates of prostate, colon/ rectal, lung, and breast cancer. Uterine cancer is nearly double the rate of Wisconsin. While it is not known how to prevent Alzheimer's/Dementia, it is known that a healthy diet and an active lifestyle may have a positive impact on Alzheimer's /Dementia and decrease the risk of developing chronic diseases such as heart disease, diabetes, and cancer. In the 2011 WI Burden of Diabetes reported almost 2,000 people or 10% of the population has diabetes. Another 20%, or 5,300 Jackson County residents, 20 years and older have pre-diabetes.

Colon, Rectal, Prostate, Lung, Breast and Uterine Cancer all have higher rates of incidence in Jackson

What is the community currently doing to address the issue?

The group identified many community resources that can be built upon in the improvement plan. The Women, Infants, and Children program (**WIC**) provides an education program to pregnant mothers and to mothers with children up to age 5. Local **Farmer's Markets** have been expanded for easier access for Jackson County Citizens and accept WIC vouchers. **Community gardens and nature trails** encourage physical activity. In particular, county parks and the Black River Foundation Trail are available at low or no cost for utilization and have safe & paved areas for hiking, biking and running.

Local high school curriculums incorporate nutrition topics in health classes. The UW Extension nutrition educator provides nutrition education lessons at local elementary schools. Local schools offer free and reduced lunch and universal breakfast for students.

The **Friends Sharing Food** community program coordinates a weekly food pantry in Black River Falls, monthly food pantries in four outlying communities and a weekend food backpack at two local school districts throughout the school year. There are local weight loss programs such as **Weight Watchers** and **TOPS**. Fitness options

Include the new Lunda Community Center, personal trainers, and a 24/7 gym; however these are fee- for-service facilities.

The **Jackson in Action Coalition (JIA)**, formed in 2011, includes a variety of collaborative partners. This coalition provides community education such as the Harvest of the Month (HOM), supports the Annual Pace and Pedal run/bike/walk event, Snow Shoe Shuffle, & Gobbler Giveback. JIA support/coordinate local Farmer's Markets and other educational nutritional venues.

Black River Memorial Hospital (BRMH) sponsors a Diabetes Education and Support Group (DESG) that meets monthly and Better Breathers Club that meets bi-monthly. Jackson County Public Health (JCPH) and BRMH have collaborated on hosting a free Diabetic Health Fair for the past 18 years within Jackson County. Living Well with Chronic Conditions Workshops are offered locally 1-2 times a year.

What has the community identified as major problems in this area?

The community identified several issues related to community nutrition and education and support groups related to cancer and heart disease to be addressed in the community improvement plan.

- **Lack of access to healthy and affordable food options:** The current food environment in Black River Falls favors low cost fast food restaurants that currently outnumber available healthy alternatives. Within other communities' limited access to healthy food options exist. Currently the only grocery stores within the county are located in the city of Black River Falls.
- **Limited walking paths in Jackson County:** Safe walking for school aged children in and around elementary schools is limited. Outlying Jackson County communities have extremely limited access to safe walking paths.
- **Lack of parental involvement in nutrition:** There is a need for adult nutrition education in order to pass healthy habits onto the next generation.
- **Lack of education and support groups:** Jackson County lacks education/support for those diagnosed with cancer, diabetes, and other chronic diseases as well as for their families.

<p><u>Goal:</u></p> <ul style="list-style-type: none"> • Provide education and programming to enhance the health and well-being of the citizens of Jackson County. 	<p><u>Outcome Objectives/Indicators</u></p> <ul style="list-style-type: none"> ➤ Two new community resources for nutrition education for families will be created by December 2022. ➤ Create awareness and promote increased use of low cost or no cost active living options by December 2022. ➤ Create at least one support/education venue for those diagnosed with cancer/ cancer survivors by December 2022. ➤ Create at least one support/education venue for those diagnosed with heart disease/diabetes by December 2020.
<p><u>Contributing Factors</u></p> <ul style="list-style-type: none"> ✓ Lack of knowledge about importance of nutrition and healthy food options and understanding of how to prepare quick healthy meals at home ✓ Food deserts throughout Jackson County ✓ Lack of time/financial means and understanding of how to exercise at home ✓ Lack of resources related to creating and sustaining support groups for chronic disease ✓ Poverty 	<p><u>Suggested Intervention Strategies</u></p> <ul style="list-style-type: none"> • Utilize social marketing for healthy eating and active living media campaign • Increase the number of nutritional education programs for families including 5210 and Fit Families programming within Jackson County • Assess and support potential healthy option choices at local grocery & convenience stores • Create media campaign around free and accessible exercise options within the community and at home • Create a cancer support group for persons diagnosed with cancer and their families

Issue Three:

Drug and Alcohol Misuse

Substance misuse of heroin, methamphetamine, prescription drugs as well as tobacco and alcohol were identified by the community, the Public Health Department, and data from the 2016 Community Health Assessment as an important area of community focus.

What is the community currently doing to address the issue?

The **Together for Jackson County Kids (TFJCK) Coalition** aims to decrease youth access and increase community awareness of the hazards of heroin, methamphetamines, prescription drug misuse, and alcohol use by forming youth/adult and community partnerships to creatively deal with these threats.

The **Ho-Chunk Nation and Jackson County Board of Supervisors** have officially prioritized drug abuse prevention/awareness and support creating initiatives and collaboration to decrease drug abuse in the county.

Prescription drug drop off sites are available at the Jackson County Sheriff's Department, Ho-Chunk Nation, and Krohn Clinic pharmacy.

Needle disposal sites have been established at the Jackson County Recycle Center and the Ho-Chunk Nation Social Services.

The **Jackson County Tobacco -Free Coalition** currently supports education and prevention activities within all 3 school districts. Due to Jackson County's continued high rate of smoking during pregnancy, initiatives such as First Breath have been implemented within the Jackson County WIC and Prenatal Care Program, the Ho-Chunk Nation Health Care System and Black River Memorial Hospital.

What has the community identified as major problems in this area?

1. Drug Abuse:

Use of drugs such as heroin, methamphetamines and prescription drugs have been identified as a problem for both youth and adult populations.

In 2015, due to the high number of Heroin/Opioid overdoses and deaths in Jackson County both the Ho-Chunk Nation and Jackson County Board of Supervisors created resolutions identifying problematic drug issues and the need for drug prevention efforts as a priority for Jackson County and the Ho-Chunk Nation

Support groups exist (Narcotics Anonymous, AA, and Alanon) and the community understands the need for prevention and access to hazardous waste disposal to prevent prescription drug misuse.

<p><u>Goal</u></p> <ul style="list-style-type: none"> • Reduce misuse of alcohol, tobacco and other drugs 	<p><u>Outcome Objectives/Indicators</u></p> <ul style="list-style-type: none"> ➤ Provide two educational events related to Narcan access and its appropriate use within two Jackson County communities by December 2019. ➤ Increase the number of AODA providers accessible to Jackson County residents from the current one provider to at least two by December 2022. ➤ Utilization of the PDMP (Prescription Drug Monitoring Program) by all medical prescribers in Jackson County by December 2022 ➤ Obtain data resources to create a baseline measurement of methamphetamine and heroin use and drug overdose deaths within Jackson County by December 2018.
<p>Contributing Factors</p> <ul style="list-style-type: none"> ✓ Peer pressure ✓ Low cost of meth and heroin ✓ Low self-esteem ✓ Lack of support for smoking cessation ✓ Poverty 	<p>Suggested Intervention Strategies</p> <ul style="list-style-type: none"> • Education for parents and youth about consequences of substance use and strategies to prevent/quit • Increase outreach to expectant mothers through programs like First Breath and CO monitoring • Create social marketing campaign related to dangers of substance use and abuse • Increase referrals to alcohol/tobacco/drug support groups that already exist in Jackson County • Increase awareness of legislative initiatives (HOPE legislation) related to drugs and alcohol

Resources Available and recent interventions	Impact Objectives
<ul style="list-style-type: none">✓ TFJCK (Together for Jackson County Kids)✓ First Breath (CO monitoring)✓ Community support groups (Quit Line, Narcotics anonymous, AA, Alanon)	<ul style="list-style-type: none">• Decrease smoking during pregnancy as reported by public health profiles over a 5 year period ending from 29% to 25% by December 2022.• Decrease by 5% the number of drug overdose deaths of Jackson County residents by December 2022.• 5% of the Jackson County residents will demonstrate use of social media included in a social marketing campaign related to the dangers of drug and other substance use by December 2019.



Issue Four:

Intentional/ Unintentional Injuries

Concerns about intentional and unintentional injuries were voiced by participants at the Community Health Forum. Data from the Community Health Assessment also identifies this topic as a challenge for Jackson County. Specifically, concerns related to suicide and falls are supported by statistical evidence as issues for Jackson County. Suicide data indicate that Jackson County has nearly twice the rate than the State of Wisconsin with a majority of suicide deaths being men. Falls at home accounted for 30% of Jackson County EMS calls in 2015.

What is the community currently doing to address the issue?

The community is currently working in several areas to address these issues:

- **Suicide:** The community is currently working on reducing suicide. The Zero Suicide program is being developed within the Department of Health and Human Services to assure clients are consistently assessed for suicidal risk. The Medical College of Wisconsin has funded a grant for Together for Jackson County Kids to streamline the referral process for mental

health services as well as increase efficient, effective, and collaborative mental health resources. This grant funds and supports resources to increase healthy coping skills among youth and adults with programming including Mind Up, Taking Care of You, and Mindfulness Matters. Question, Persuade, Refer (QPR) trainings, designed to understand the signs and symptoms of suicide and when to get help, occur ongoing in all school districts for faculty. Black River Falls and the Alma Center-Humbird-Merrillan School District train all incoming freshman in QPR.

- **Falls:** A Falls Prevention coalition consisting of community partners, including Jackson County Emergency Medical System, Black River Memorial Hospital, Public Health, Jackson County Aging Unit, and the Ho-Chunk Nation has been recently formed to address this issue. Currently BRMH offers the evidence based programming entitled, "Stepping On," targeted for seniors to increase strength and mobility to decrease falls.

What has the community identified as major problems in this area?

As mentioned, the most urgent areas are:

- **Suicide:** Increased resources are needed to identify at risk individuals (primarily men) to provide assistance before suicide is completed. Suicide is often linked to depression, alcohol, and other drugs so addressing these areas will be significant to suicide reduction. The need to locate sustainable resources to continue programming is essential as well as increasing healthy coping and resiliency skill building among citizens of Jackson County.
- **Falls:** Falls resulting in serious injury creates a strain on limited health care resources within Jackson County and EMS response for non-injurious falls creates decreased response capacity within the county.



According to Jackson County Youth Risk Behavior Survey Data:

- *Between 2012 and 2014, the percentage of middle school students planning suicide doubled and the percentage who attempted suicide tripled.*
- *In 2014, 20.6% of Jackson County High School students have considered attempting suicide, while 8.4% indicated an attempt.*

Issue 4 continued

<u>Goal</u>	<u>Outcome Objectives/Indicators</u>
<ul style="list-style-type: none"> • Reduce injuries and death from suicide and falls 	<ul style="list-style-type: none"> ➤ At least two new behavioral health services will be added to Jackson County by December 2022 ➤ At least two school districts in Jackson County will implement Mind Up or a similar evidence based curriculum by December 2019 ➤ Evidence based resiliency programming will be provided within at least two Jackson County population groups by December 2022 ➤ Fall prevention programming for senior populations will be implemented in two outlying communities by December 2022 ➤ At least one local healthcare facility will implement a fall risk assessment tool within their practice by December 2022 ➤ Assistive lifting devices will be readily available for use by local EMS personnel by December 2020

<p><u>Contributing Factors</u></p> <ul style="list-style-type: none"> • Lack of access to mental health services and resources (suicide) • Stigma associated with seeking help for depression/mental health (suicide) • Lack of social support (suicide) • Aging population • Impoverished population 	<p><u>Suggested Intervention Strategies</u></p> <ul style="list-style-type: none"> • Increase resources and access for mental health services • Create increased community awareness for suicide signs and symptoms and response, particularly in males and elderly • Implement evidence based resiliency/coping skills curriculum within two local school districts • Implementation of a fall risk assessment tool by local health care providers and other agencies who work with seniors
<p><u>Resources Available</u></p> <ul style="list-style-type: none"> ✓ Together for Jackson County Kids (TFJCK) ✓ Fall Prevention Coalition (elderly falls) ✓ Jackson County DHHS ✓ Black River Memorial Hospital ✓ Essential Health Clinic ✓ Jackson County Interfaith Caregivers ✓ Footprints In Time ✓ Ho-Chunk Nation ✓ Krohn Clinic ✓ Alma Center-Humbird-Merrillan Schools ✓ Black River Falls Schools ✓ Melrose-Mindoro Schools 	<p><u>Impact Objectives</u></p> <ul style="list-style-type: none"> • Decrease suicide attempts among high school students to below 5% (2014 YRBS--data was 8.4%) by December 2022 • Decrease high schools students who plan to complete suicide to below 10% (2014 YRBS rate was 13.6%) by December 2022 • Decrease adult male rate of suicide to below a 3 year average of 35/100,000 by December 2022. (WI Violent Death Reporting System) • Decrease rate of suicide in persons 55 and older to below 30/100,000 by December 2022 (WI Violent Death Reporting System) • Decrease the number of EMS responses for falls at home to below 20% by December 2022 (2015 Jackson County EMS data-28%)

Next Steps

The CHIP Process is a cyclical progression towards improved community health for Jackson County. This document concludes the assessing/planning portion of the cycle, but for the process to succeed a transition to the action phase of the cycle is crucial. This document serves as a call to action for community members and organizations to engage in community health improvement efforts. The assessment and improvement plan were created using community input throughout the entire process and should continue in the action phase. The next step involves assuring that priority objectives and interventions are being addressed within the community and by which agency within Jackson County. A Community Health Improvement Network (CHIN) will come together at least yearly to review and address CHIP priorities and to identify continued gaps and resources and to collaborate in regards to completing initiatives and objectives. The first meeting of the CHIN is slotted for January 2017.

Please contact the Jackson County Public Health Department if you are interested in participating or for more information.