



Jackson County Community Health Improvement Plan

2023-2027



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ACKNOWLEDGEMENTS

The Community Health Improvement Plan (CHIP) is a guiding document which supports active engagement by community members and organizations in improving the health of Jackson County. It is intended to be a framework for measurable change, grounded in the social determinants of health.

The CHIP is a document required by Wis. Stat. § 251.05(3)(c) and Wis. Admin. Code §§ DHS 140.04(1)(g)3-5. However, in Jackson County, the CHIP is more than a required activity. It is a commitment by leaders within the public health system to improve the health of Jackson County by advocating for and directing resources towards health priorities and advancing strategies which support the chosen priorities.

Special thanks for their time, resources and assistance in this process to Jackson County Public Health, Black River Memorial Hospital, the Servant Led Community of Jackson County, Children's Wisconsin of Black River Falls, and the Medical College of Wisconsin. The collaboration and efforts of these organizations resulted in a list of priorities and strategies significantly different from the past, with a collective focus on social determinants of health and health equity in our community.

Steering Committee Members

Tammy Handly
Jackson County Public Health

Marianne Torkelson
Servant Led Community

Lindsey Purl
Great Rivers HUB

Christine Hovell
Jackson County DHHS

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Leslie Ruffalo
Medical College of Wisconsin

Dawn Jacobson
Jackson County Public Health

Julie Woodbury
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Medical College of Wisconsin

Maggie Lass
Jackson County Public Health

Miranda Greenwold
Black River Memorial Hospital

Community Forum Attendees

The following people are recognized and thanked for participating in the forums and giving their expertise on the priorities Jackson County should focus on during the next five years.

Theo Boone, Footprints in Time

Melissa Cantwell, Children's Wisconsin

Brad Chown, City of Black River Falls

Lori Chown, Interfaith Caregivers

Amy DeFranco, Footprints in Time

Vicki Fisher, Black River Falls Public Library

Tim Gamble, Ho-Chunk Nation Dept of Health

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Kathy Laudon, Servant Led Community

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Angela Marciullionis, Black River Healthcare Clinic

Brianne Massman, Lunda Community Center

Julie Murray, Black River Falls Area Foundation

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Leslie Ruffalo, Medical College of Wisconsin

Kerry Scanlan, Medical College of Wisconsin

Nicole Schweitzer, Black River Memorial Hospital

Carl Selvick, Black River Memorial Hospital

Shelly Severson, School District of Black River Falls

Angie Shafer, Jackson County ADS

Beth Smetana, Jackson County DHHS Board

Jessica Stinson, Jackson County Behavioral Health

Jody Stoker, Black River Falls EMS and Fire

Pam Thunder, Ho-Chunk Nation

Marianne Torkelson, Co-op Credit Union

Austin Voves, Footprints in Time

John Warmke, Friends Sharing Food

Mary Beth White-Jacobs, Servant Led Community

Julie Woodbury, Children's Wisconsin

Chelsey Yeskie, Workforce Connections

*Thank
You*



EXECUTIVE SUMMARY

The Jackson County Public Health Department presents the following Community Health Improvement Plan (CHIP) after a process of identifying and prioritizing community issues. Throughout 2022 and 2023, organizations came together to determine the highest priority health needs to focus on in Jackson County.

TOP HEALTH-RELATED PRIORITIES FOR JACKSON COUNTY

- 1 Family and Community Support and Resources**
- 2 Mental Health - Suicide and Self Harm**
- 3 Healthcare and Mental Health - Access to Care**
- 4 Housing - Affordability and Availability**

The Community Health Needs Assessment started with surveying Jackson County residents during Spring 2022 to gather community feedback on the health concerns of the residents of Jackson County. Over 1500 individuals responded to the survey, providing valuable information on the challenges Jackson County residents are facing which impact their health. This information was considered alongside many additional data sources to compile the data presented in our 2022 Community Health Needs Assessment, completed and published in Fall 2022. The full Community Health Needs Assessment can be downloaded from the Jackson County Public Health webpage.

Community members then came together during a series of discussions to explore the data and determine the health priorities for our community.

HOW DID WE PRIORITIZE?

- Magnitude of the problem
- Severity of the problem
- Community's capacity and willingness to act on the issue
- Ability to have a measurable impact on the issue
- Availability of organizational and community resources
- Existing interventions focused on the issue
- Whether the issue is a root cause of other problems
- Trending health concerns in the community

Overview of Identified Priority Areas

Family and Community Support and Resources

Jackson County has many resources available to assist families and individuals through challenges, yet knowing how and where to access these resources is often difficult. This priority area will focus on creating better ways to connect community members to resources. It will also look at new services that can be provided to help meet the challenges our residents are facing, and how we can strengthen the family unit by focusing on parenting skills, coping skills, and connectedness in our community.



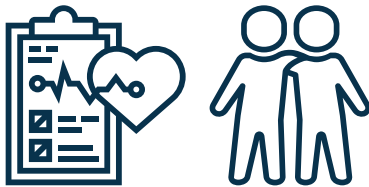
Mental Health: Suicide & Self-Harm

Jackson County consistently has a higher rate of suicide and self-harm, as compared to Wisconsin overall. Data collected show an alarming level of hopelessness and despair, with far too many individuals in our county expressing thoughts of suicide. A high priority for Jackson County is to dig deeper into this alarming trend to connect those individuals and concerned families and friends with the help needed.



Healthcare and Mental Health: Access to Care

Residents in Jackson County described a number of reasons for not seeking the healthcare, dental care, and mental healthcare needed. The number of medical providers available is only one part of the problem. Residents expressed difficulties taking time off work for healthcare, high costs, challenges with scheduling appointments, insurance issues, and other factors that keep them and their families from receiving needed care. This priority will focus on creative solutions to making sure every resident in Jackson County has access to the healthcare they need.



Housing: Affordability and Availability

Several issues rose as concerns regarding housing in Jackson County. Homelessness and unstable housing are issues for residents in Jackson County, as well as unsafe or unsanitary living conditions. On the other end of the spectrum, there is a lack of available housing for professionals who want to live in our community and for elderly who are ready to downsize into safe, appropriate homes. Jackson County Public Health will focus on homelessness and unstable housing as a priority area.



Creating our Community Health Improvement Plan

In creating the Community Health Improvement Plan presented on the following pages, Jackson County Public Health carefully considered realistic goals and objectives to address each health priority. Jackson County Public Health is working to create new partnerships, strengthen existing partnerships, and to think outside the box to find solutions to address the health issues of Jackson County.

The top priorities selected are big issues which will take significant teamwork to address. A turnover in our county's health status will not be fast or easy, but Jackson County is filled with amazing people who want to work together to create a healthier, stronger community.

JACKSON COUNTY COMMUNITY PROFILE

OVERALL
HEALTH
RANKING

64

of 72
Wisconsin
counties

2022 COMMUNITY SNAPSHOT



54% Male

21,121
Total Population



46% Female

+ 3.4%

Population growth from
2010 to 2020



27.8% Urban



72.2% Rural



Median Age: 41.7

Average Life Expectancy: 77.1

\$57,200

Median Household
Income

12.7%

Persons in Poverty

11%

of Households spend 50%
or more of their household
income on housing



About 1 in 5 Jackson
County children live
in poverty



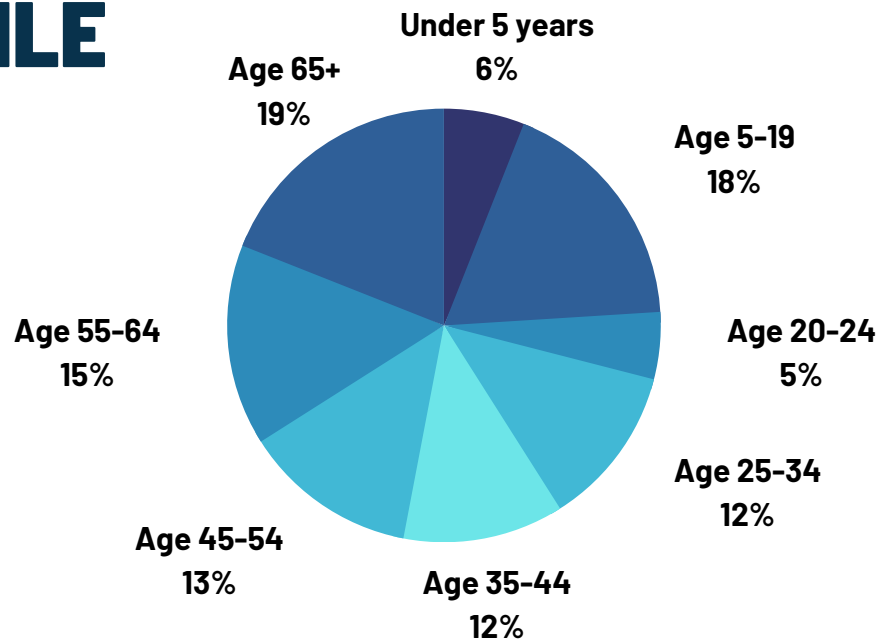
15.6% residents age 25 and
older have a Bachelor's
degree or higher



COMMUNITY PROFILE

Total Population: **21,121**

Race and ethnicity are two concepts related to ancestry. "Race" is usually associated with physical characteristics and "ethnicity" is typically linked with cultural expression and identification. It is possible to identify with one or more groups within established concepts of race and ethnicity, or to identify as outside of pre-established racial or ethnic groups.



RACE

- 88.1%** White Alone
- 6.9%** American Indian and Alaska Native Alone
- 2.5%** Black or African American Alone
- 0.5%** Asian Alone
- 0.1%** Native Hawaiian or Other Pacific Islander
- 1.9%** Two or More Races

ETHNICITY

- 3.8%** Hispanic Community

LGBTQ+

LGBTQ+ is an all-encompassing term meant to describe individuals who identify as lesbian, gay, bisexual, transgender and questioning or queer. This term refers to factors related to sexual identity and/or gender identity.

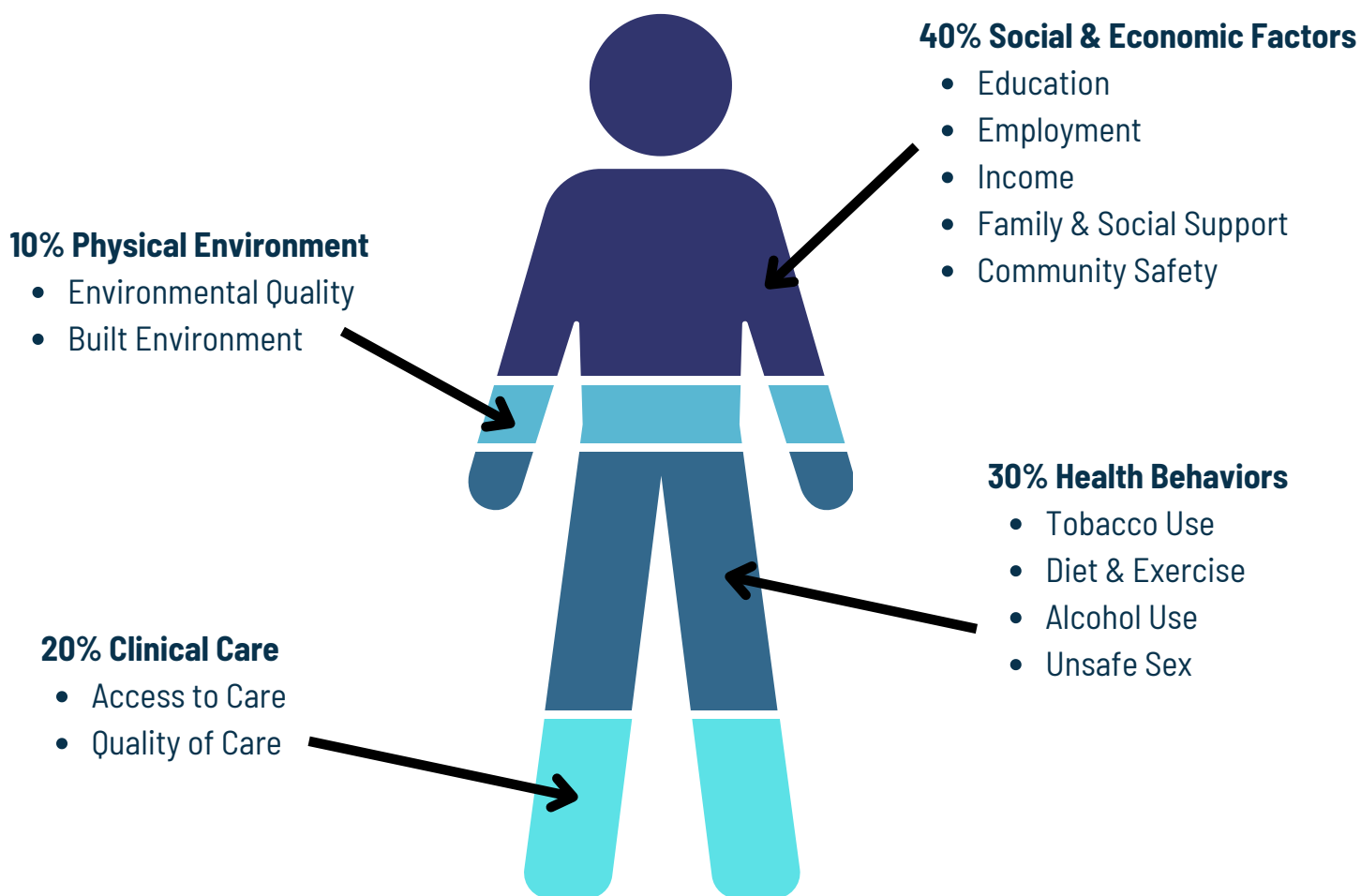
- 3.8%** Adults (18+) in WI who identify as LGBTQ
- 4%** WI workforce members who identify as LGBTQ
- 29%** LGBTQ adults in WI (25+) who are raising children

Sources: US Census Bureau <https://www.census.gov/quickfacts/jacksoncountywisconsin>; Movement Advancement Project https://www.lgbtmap.org/equality-maps/profile_state/WI; American Community Survey <https://data.census.gov/cedsci/table?q=DP05%20jackson%20county,%20wisconsin&tid=ACSDP5Y2020.DP05>



WHAT DETERMINES OUR COMMUNITY'S HEALTH?

Health involves more than just the decisions we make at an individual level. According to a model developed by the United States Centers for Disease Control and Prevention (CDC), health behaviors only make up 30% of our overall health. The other 70% of our overall health is determined by factors that are bigger than the choices we make daily. These factors, called the Social Determinants of Health, include: Economic Stability, Education Access & Quality, Healthcare Access & Quality, Neighborhood & Built Environment, and Social & Community Context. This means we must look at the larger picture, instead of just focusing on health outcomes, focusing on what is truly determining our health.





JACKSON COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

SUMMARY OF COMMUNITY HEALTH PRIORITIES

- 1 Family and Community Support and Resources**
GOAL: To increase Jackson County residents' awareness of and access to community resources, services, and support, to positively impact their overall health.
- 2 Mental Health - Suicide and Self Harm**
GOAL: To reduce the rate of suicide and self-harm in Jackson County.
- 3 Healthcare and Mental Health - Access to Care**
GOAL: To increase Jackson County residents' access to healthcare services.
- 4 Housing - Affordability and Availability**
GOAL: To decrease the number of individuals in Jackson County experiencing homelessness.



FAMILY AND COMMUNITY RESOURCES

GOAL: To increase Jackson County residents' awareness of and access to community resources, services, and support, to positively impact their overall health.

OBJECTIVE 1: By December 2024, Jackson County Public Health will engage partner organizations and community members in conversation and brainstorming related to family and community resources and support, to determine appropriate interventions for the current CHIP cycle.

OBJECTIVE 2: By December 2027, Jackson County Public Health will initiate and complete specific interventions related to family and community resources and support, in collaboration with community partners.

Jackson County Public Health will...



STRATEGY 1: Support the implementation of the Great Rivers HUB model and the placement of two Community Health Workers in Jackson County.



STRATEGY 2: Continue to evaluate needs and provide services related to maternal and child health, Birth to 3, and WIC in our community.



STRATEGY 3: Collaborate with partner organizations to create a unified directory of resources to improve interconnectedness and referrals between organizations.

Connecting people with the resources they need to thrive.



MENTAL HEALTH - SUICIDE & SELF-HARM

GOAL: To reduce the rate of suicide and self-harm in Jackson County.

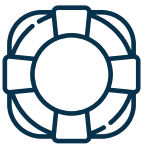
OBJECTIVE 1: By December 2024, Jackson County Public Health will engage partner organizations and community members in conversation and brainstorming related to reducing the rate of suicide and self-harm in Jackson County, to determine appropriate interventions for the current CHIP cycle.

OBJECTIVE 2: By December 2027, Jackson County Public Health will initiate and complete specific interventions related to suicide, self-harm, and substance use, in collaboration with community partners.

Jackson County Public Health will...



STRATEGY 1: Collaborate with Jackson County Behavioral Health to establish the Jackson County Resiliency Alliance, a new mental and behavioral health coalition with engagement from partners throughout the community.



STRATEGY 2: Increase community awareness and knowledge surrounding suicide and self-harm and increase the number of community members trained to recognize and respond in a potential mental health crisis.



STRATEGY 3: Support the Together for Jackson County Kids coalition in their continued prevention and education efforts related to suicide, self-harm, mental well-being, and risky youth behaviors.



STRATEGY 4: Explore evidence-based harm reduction strategies to be implemented in Jackson County to minimize the negative health outcomes related to mental health and/or substance use.

Addressing suicide and self-harm as a community effort.



HEALTHCARE AND MENTAL HEALTH: ACCESS TO CARE

GOAL: To increase Jackson County residents' access to healthcare services.

OBJECTIVE 1: By December 2024, Jackson County Public Health will engage partner organizations and community members in conversation and brainstorming related to access to healthcare, to determine appropriate interventions for the current CHIP cycle.

OBJECTIVE 2: By December 2027, Jackson County Public Health will initiate and complete specific interventions related to improving access to healthcare and mental healthcare in Jackson County, in collaboration with community partners.

Jackson County Public Health will...



STRATEGY 1: Educate the public on the positive health outcomes related to completing preventative care measures.



STRATEGY 2: Collaborate with local healthcare providers and businesses to identify innovative strategies to improve access to care.



STRATEGY 3: Support the implementation of the Great Rivers HUB model and the placement of two Community Health Workers in Jackson County, to help remove barriers to accessing healthcare for individuals and families.

Creating easier paths to receiving the care individuals need.



HOMELESSNESS AND HOUSING

GOAL: To decrease the number of individuals in Jackson County experiencing homelessness.

OBJECTIVE 1: By December 2023, the Jackson County Homelessness Coalition will create a strategic plan with actionable interventions to address homelessness in Jackson County.

OBJECTIVE 2: By December 2027, Jackson County Public Health will initiate and complete specific interventions related to homelessness in Jackson County, as identified during the strategic planning process in 2023.

Jackson County Public Health will support the Homelessness Coalition's efforts to...



STRATEGY 1: Increase the number of homes available to homeless families within Jackson County.



STRATEGY 2: Increase access points for housing resources in Jackson County, by creating awareness of current HMIS and non-HMIS access points and by increasing the number of non-HMS access points.



STRATEGY 3: Research options and engage in conversations related to creating a safe haven/resource center/drop-in center for homeless and others to obtain information and connect.



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. The Jackson County Public Health staff will create an internal dashboard to bring the strategic plans of each priority area together and track interventions taking place. This document will be reviewed quarterly, as a standing item on the Public Health staff meeting agenda. This dashboard will also serve as a place to introduce metrics that can be monitored over time.

In addition, a Community Health Improvement Steering Committee with multi-agency representation will come together at least two times per year to review and address CHIP priorities, to identify continued gaps and resources, and to collaborate in regards to completing initiatives and objectives.

Get Involved! Improve the Health of Jackson County!

Workgroups are tackling each of the identified priority areas, and we would love to see a wide representation of individuals across Jackson County serving on those teams. If you are interested in being a part of one of the workgroups, contact Jackson County Public Health at 715-284-4301 or email Tammy.Handly@jacksoncountyiwi.gov.

