



2023 RICHLAND COUNTY

Community Health Improvement Plan

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Acknowledgements

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COMMUNITY HEALTH IMPROVEMENT PLAN

Message to Richland County

We are pleased to present the 2023-2027 Richland County Community Health Improvement Plan (CHIP). The plan is a combined effort by the Public Health Unit of Richland County Health and Human Services and many community partners. Special thanks to the individuals and organizations for the many hours of data analysis, community conversations, and planning. These contributions throughout the process are a reflection of Richland County's residents' commitment to improving the health of the community.

The plan is intended to be a call to action and a guide for all county stakeholders to take a leadership role in advancing community health. Each person must consider the amount of influence they have when it comes to everyday "health-impacting" choices. This includes what needs to be done as an individual, organization, or business to strengthen the health of the community. Another consideration is how we are helping our friends, co-workers, and neighbors gain access so that the right choice is the easy choice.

Simultaneously, it is important to consider how we can equally reach the entire population of Richland County, especially those who are disadvantaged. This plan was written with considerations of health equity in mind. Healthy People 2030* defines health equity as "The attainment of the highest level of health for all people. Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and health care disparities." Together we need to be intentional in our efforts to remove the barriers and obstacles which get in the way of the best health opportunities for all.

The CHIP includes goals, measurable objectives, and action steps for the two priority areas identified by the results of the 2022 Community Health Assessment. (CHA).

Richland County's Top 2 Identified Health Priorities.



MENTAL HEALTH



SUBSTANCE USE

Thank you for the many ways you positively influence your friends, co-workers, and family every day. We look forward to working with you as we come together as a community to implement the plan and improve the health of all in Richland County.

Healthiest regards,

Brandie Anderson

Brandie Anderson, RN, BSN

Public Health Manager, Interim Richland County Health Officer

Richland County Public Health

*<https://health.gov/healthypeople/priority-areas/health-equity-healthy-people-2030>

Section 1

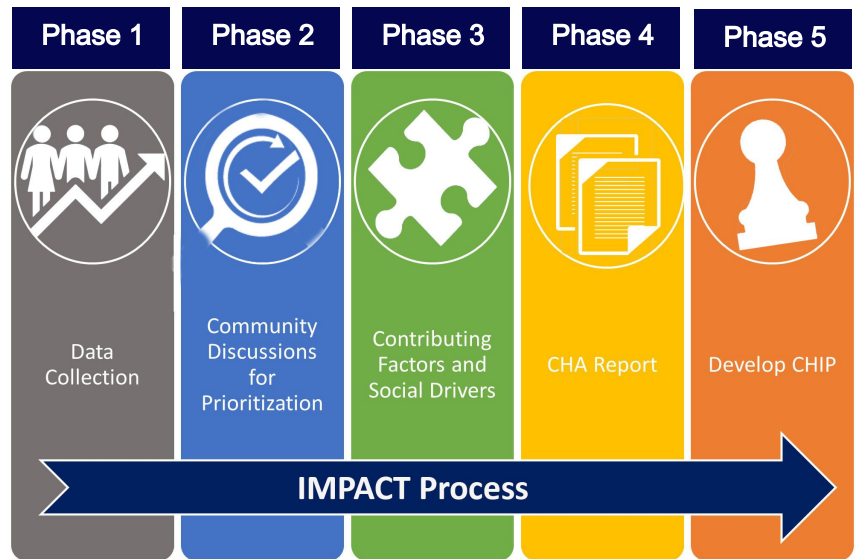
RICHLAND COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN PROCESS

Assessment

The approach for Richland's Community Health Assessment (CHA) approach was a collaborative one that involved key community partners in every phase of the work. Over the course of the five phases, data was collected and analyzed, community stakeholders' input was received, community meetings and discussions were conducted, and health priorities were prioritized for the Community Health Improvement Plan.

Top 2 Health Priorities Identified:

- Mental Health
- Substance Misuse



Following a science-based planning approach

The Strategic Prevention Framework (SPF) was established by Substance Abuse Mental Health Services Administration (SAMHSA).

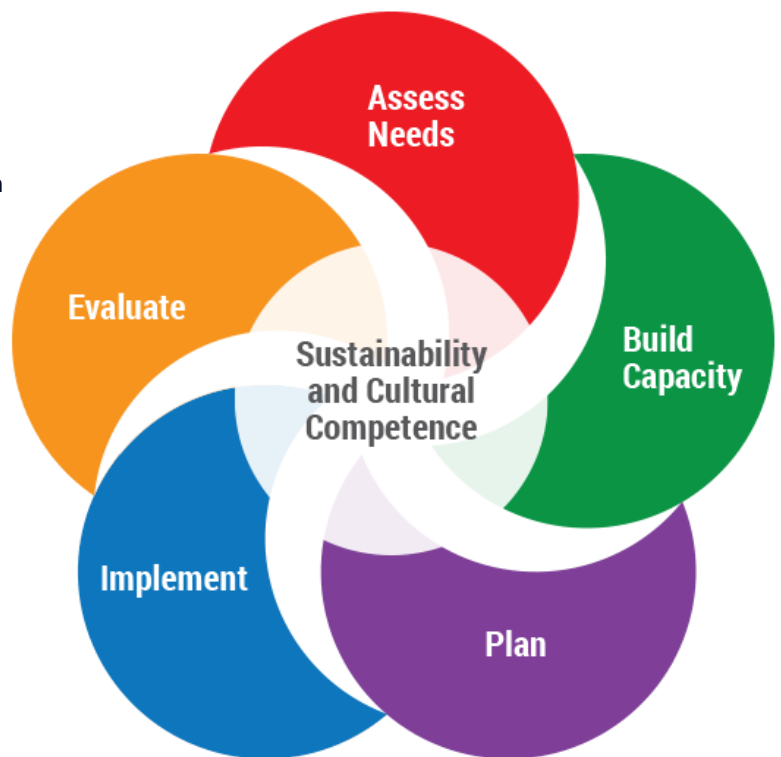
According to SAMHSA adherence to the principles in the Framework increases the likelihood that prevention efforts will produce anticipated outcomes, reduce harmful behaviors, and keep communities healthy and safe.

The SPF process is being followed for the Richland Community Health Improvement Plan.

During the Community Health Assessment, steps in the process included the collection and analysis of data, prioritization of issues, and identification of resources. For full details review the **2022 Richland County Community Health Assessment Report**.

This report will focus on the Community Health Improvement Plan which includes the goals and strategies identified to address the health priorities,

Over the next five years, community residents and organizations will work collectively to build capacity, implement the plan, evaluate the results, and identify opportunities for sustainability and health equity.



Strategic Prevention Framework
<https://www.samhsa.gov/resource/ebp/strategic-prevention-framework>

Developing the Strategic Plan for Impact

Community members were brought together to develop a data-driven strategic plan to address mental health and substance use. The work resulted in the creation of a logic model focused on addressing local conditions and factors contributing to the identified health priorities.

LOGIC MODEL COMPONENTS.

- **Problem Statement (Long-Term Objectives).** This statement is based on the identified health priority and is written as a SMART Goal (Specific, Measurable, Attainable, Relevant, and Time-based).
- **Causal Factor (Intermediate Objectives).** This looks at risk factors contributing to the problem that needs to be addressed or the protective factor that reduces the problem that can be enhanced. For instance, easy access to drugs, limited availability to services, or favorable attitudes toward unhealthy choices often are risk factors contributing to health priorities.
- **Local Conditions (Shor-Term Objectives).** The conditions in a community are perfectly suited to sustain the community's problems. until addressed. These conditions are what can be seen as results of the risk or protective factors. So if drugs are easy to access the local condition is that a majority are accessing and using. If services are limited to access, then people may wait until a crisis or find other means to fulfill their needs. If there is a favorable attitude this can lead to cultural norms where "everyone is doing it so it must be ok" perspective.

UTILIZING SEVEN STRATEGIES FOR CHANGE.

There is strong a consensus in the field of Public Health that it takes a comprehensive response to become a healthier community. Often there is no one silver bullet or single strategy that changes behaviors. It will take many strategies implemented together to change specific behaviors. Policy changes are the most cost-effective and sustainable strategy to influence behavior changes. However, if a community is not ready or understands why changes need to be made, policies can be hard to pass, implement, and sustain. Thus the Community Anti-Drug Coalitions of America (CADCA) recommends seven strategies that provide a comprehensive approach to community change and impact.

- 1. Providing Information.** Educational presentations, workshops or seminars or other presentations of data
- 2. Enhancing Skills.** Workshops, seminars or other activities designed to increase the skills of participants
- 3. Providing Support.** Creating opportunities to support people to participate in activities that reduce risk or enhance protection.
- 4. Enhancing Access/Reducing Barriers.** Improving systems/processes to increase the ease, ability and opportunity to utilize services
- 5. Changing Consequences.** Increasing or decreasing the probability of a specific behavior through incentives or disincentives.
- 6. Changing Physical Design.** Changing the physical design or structure of the environment (community) to reduce risk or enhance protection
- 7. Modifying/Changing/Developing Policies.** Formal change in written procedures, by-laws, proclamations, rules, or laws.

Individual Focus

- 1 Provide information**
- 2 Build skills**
- 3 Provide social support**

Community Focus

- 4 Reduce Barriers**
- 5 Change consequences**
- 6 Alter environment's physical design**
- 7 Change policies and rules**

CADCA 7 Strategies for Community Change
<https://www.cadca.org/sites/default/files/cadca-factsheet2018.pdf>

Richland County's Community Health Improvement Plan



Mission Statement

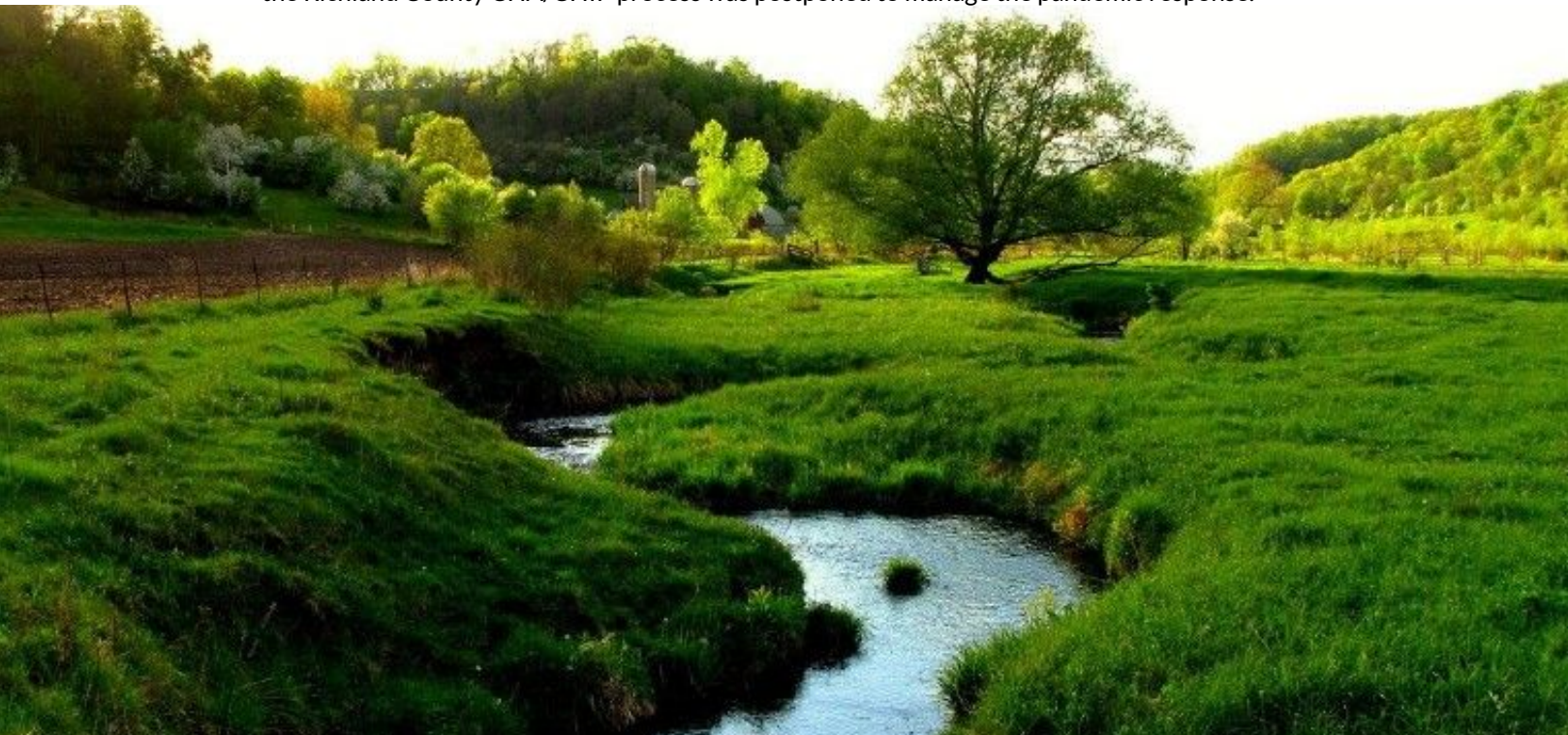
The mission of Richland County Public Health is to promote health and improve the quality of life of Richland County residents through the provision of a variety of public health programs based on primary prevention, early intervention, and health promotion.



Community Health Improvement Goals

- 1 - Improve the mental health of Richland County adults
- 2 - Reduce binge drinking among Richland County adults

Note: Due to COVID 19 public health emergency that occurred from March of 2020 through 2022, the Richland County CHA/CHIP process was postponed to manage the pandemic response.





Mental Health



Goal: Improve the mental health of Richland County adults

Long-term objective #1: Reduce the number of respondents who report that they face mental health challenges from 34.4% in 2022 to 15% in 2028 as measured by the Richland County Hospital Community Survey.

Source: <https://www.richlandhospital.com/2022-chna-document/>

Long-term objective #2: Reduce the number of poor mental health days reported by Richland County residents from 4.7 out of 30 in 2022 to 2 out of 30 in 2028 as measured by the 2022 County Health Rankings.

Source: <https://www.countyhealthrankings.org/>

Causal Factors (Contributing to poor mental health):

Access to mental health services.

Intermediate Objective #1. Reduce the number of respondents who report that screening/services for mental health/depression would improve the health of their family from 40.16% in 2022 to 20% in 2026 as measured by the Richland County Hospital Community Survey.

Stigma.

Intermediate Objective #2. Facilitate community conversations and key partner interviews to gather baseline data on perceptions and stigma related to mental health between September 2023 and September 2026.

Local condition:

Too many people are not able to access mental health services and screenings so seek crisis care.

Short-term Objective: Reduce the number of residents seeking crisis services from 139 in 2020 to 120 in 2025 as measured by WI DHS data.

Source: <https://www.co.richland.wi.us/departments/hhs/publichealth/pdfs/RCHHealthNeedsAssessment2022.pdf>



Mental Health

Seven Strategies for Community Change

Provide information	<ul style="list-style-type: none"> • Develop/update brochures for adults to expand awareness of mental health services and insurance option information. • Coordinate with mental health coalition to update list of mental health providers in the county. • Create a web-based hub of information. <p>Measures: # of brochures distributes. # of community partners. # of visitors to web-based hub.</p>
Enhancing Skills	<ul style="list-style-type: none"> • Create community-wide partnerships to coordinate information and increase awareness of options for mental health services. • Expand Comet trainings. <p>Measures: # of community partners. # of trainings held. # of participants attending trainings.</p>
Providing Support	<ul style="list-style-type: none"> • Expand community-based mental health screenings through new and existing community partnerships (988; gad 7; PHQ9; ASQ). • Explore Sources of Strength as a vehicle for screening adults. • Establish a warm hand off system where person requiring services is connected to a community navigator. <p>Measures: # of community partners. # of screenings conducted. # of settings where screenings take place.</p>
Enhancing Access/Reducing Barriers	<ul style="list-style-type: none"> • Translate materials and brochures into Spanish; make sure all materials – English and Spanish are at reading levels to accommodate literacy levels. • Implement a “network of care.” <p>Measures: # of materials translated. # of locations where materials are distributed. # of partners in network of care</p>
Changing consequences	<ul style="list-style-type: none"> • Provide incentives for agencies and partners who attend Comet trainings. • Explore possible funding sources for the following: Community Navigator, Network of Care, Social worker to accompany law enforcement on service calls that involve mental health issues. <p>Measures: # of community partners. # of trainings held. # of participants attending trainings.</p>
Physical Design	<ul style="list-style-type: none"> • Challenging stigma campaign including window clings, buttons, magnets, and signage. • Establish an access point for adults to be connected to mental health services at schools in Richland County. <p>Measures: # of community partners. # of materials developed. # of materials distributed. # of locations where materials are distributed. # of school-based locations where access points are established. # of persons who are referred using access points</p>
Modifying/Changing Policies	<ul style="list-style-type: none"> • Establish a web-based mechanism for all community partners to share information and resources. • Expand/establish workplace mental health screenings and have employers agree to conduct quarterly screenings. <p>Measures: # of community partners. # of businesses engaged. # of screening events held. # of persons screened. # of employers who sign agreement for quarterly screenings</p>



Substance Misuse



Goal: Reduce binge drinking among Richland County adults

Long-term objective #1: Reduce the number of emergency room visits due to alcohol in Richland County from 123 in 2021 to 50 in 2028 as measured by Richland Co Health and Human Services data.

Long-term objective #2: Reduce the number of Richland County residents who report binge drinking in the past 30 days from 26% in 2022 to 15% in 2028 as measured by the County Health Rankings.

Source: <https://www.countyhealthrankings.org/>

Causal Factors (Contributing to adult binge drinking):

Community Norms.

Intermediate Objective #1. Reduce the number of respondents who report that alcohol use is one of their top concerns from 49.3% in 2022 to 30% in 2026 as measured by the Richland County Hospital Community Survey.

Source: <https://www.richlandhospital.com/2022-chna-document/>

Stigma.

Intermediate Objective #2. Facilitate community conversations and key partner interviews to gather baseline data on perceptions and stigma related to seeking treatment for substance use between September 2023 and September 2026.

Local condition:

Adult binge drinking is taking place where children's activities are happening.

Short-term Objective: Reduce the number of family/children-centered activities that serve alcohol from baseline (to be gathered via environmental scan) in 2023 to 2025.



Substance Misuse



Seven Strategies for Community Change

Provide information	<ul style="list-style-type: none"> Develop and implement a county-wide outreach and education campaign focusing on why it is important to use alcohol responsibly while around youth. Engage youth in the presentations to adults. Measures: # of community partners. # of materials developed. # of presentations held. # of persons attending presentations. Pre/Post presentation surveys administered.
Enhancing Skills	<ul style="list-style-type: none"> Develop and deliver trainings to local elected officials and county fair board members. Measures: # of trainings held. # of leaders trained. Pre/Post presentation surveys administered.
Providing Support	<ul style="list-style-type: none"> Establish a CHIP workgroup to research the impact of adult binge drinking and community norms related to alcohol use and its impact on youth. Find key stakeholders and parents to champion the work to reduce the prevalence of alcohol at family-centered events. Measures: # of members in workgroup. # of meetings held. Action plan developed based upon CHIP strategies.
Enhancing Access/Reducing Barriers	<ul style="list-style-type: none"> Promote alcohol-free events – such as Family Night Out. Measures: # of events held. # of participants at each event. Event surveys administered
Changing consequences	<p>Explore possible funding sources to pay for law enforcement overtime to monitor alcohol use at family-focused events. Measures: # of grant applications written. # of businesses and sponsors contacted and secured. Amount of funding procured.</p>
Physical Design	<ul style="list-style-type: none"> Implement best practices for responsible alcohol service – including drink tickets, wrist bands and separate areas for alcohol service away from families and children. Measures: # of events held. # of participants at each event. Event surveys administered.
Modifying/Changing Policies	<ul style="list-style-type: none"> Establish restrictions for alcohol licenses. Work with at least 4 events to restrict/eliminate alcohol at family-focused events. Measures: # of events that implement restrictions. # of participants at each event. # of townships that implement restrictions for alcohol licenses. Event surveys administered

Moving to Action

Richland County Public Health will convene a CHIP workgroup of key stakeholders and community partners to develop action steps and a timeline to meet the goal and objectives outlined in this report. All are encouraged to assist with the plan.

Collaboration will be Key.

Everyone has a key role to play when it comes to improving the health of a community. As part of the community health improvement planning, community members and key stakeholder agencies were engaged at every phase of the process. Community member input was gathered in the form of community surveys and key informant interviews, as well as the three community forums that took place from November 2022 to April 2023. In fact, community input was a key driver in determining the health priorities and strategies outlined in this report. With community at the heart of this report and with key partners, coalitions, and agencies working together, we believe this plan is a solid path to improving community health in Richland County.

Success is in the Numbers.

Measurable goals have been identified for each priority area to show impact and track progress. Objectives under each goal will be measured through intermediate and short-term indicators that will be monitored and updated annually. To achieve these objectives, several strategies will be implemented. These strategies are designed to be implemented and monitored by the coalitions and community partners who will complete the activities. In some areas, part of the action planning includes obtaining baseline data. Measuring every aspect of the plan will allow for monitoring success as well as to identify where adaptations to the action plan can be made to increase effectiveness.

Together we will make a difference.



Data References

- University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2022. www.countyhealthrankings.org
- US Census
CensusReporter.org; ACS2022
- Richland County High School Youth Risk Behavior Survey (YRBS)
<https://dpi.wi.gov/sspw/yrbs>
- Wisconsin Department of Health Services. Mental Health: County Services Dashboard.
www.dhs.wisconsin.gov/mh/county-services-dashboard.htm
- Wisconsin Department of Health Services. Substance Use: County Services Dashboard.
www.dhs.wisconsin.gov/aoda/county-services-dashboard.htm

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