

Outagamie County

Community Health
Improvement Plan
2014-2019

Annual Review
2018



Public Health
Prevent. Promote. Protect.
Outagamie County

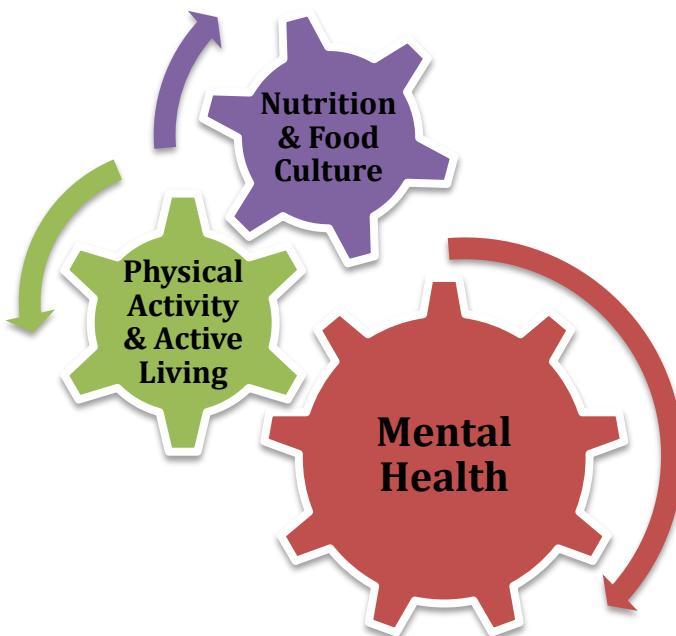
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Overview of the Community Health Improvement Plan (CHIP)

In April 2014, Outagamie County Public Health Division (OCPH) brought together over 50 key stakeholders, leaders and community members to review Outagamie County's Community Health Assessment and identify health priorities for the CHIP. Ranking issues based on **seriousness of the problem** and **feasibility for change**, the group identified 3 community health priorities based on local data; physical activity, nutrition and mental health.

The CHIP is a 5 year plan, intended to be a community effort and remain fluid to allow for the greatest community impact.



By making a difference in physical activity & active living, nutrition & food culture, and mental health, we hope to see a difference in the overall health of our community.

2018 Annual Review Connecting Strategies and Data

Process OCPH has been tracking the CHIP indicators annually and sharing updates to community partners. For the 2018 annual review, OCPH reviewed 2017 efforts and incorporated community recommendations as well as updates. Taking guidance from the Public Health Accreditation Board's Standards and Measures, the significance of reviewing the CHIP is described in the following way:

Effective community health improvement plans are dynamic. While goals, objectives, and priorities are meant to be long range, strategies may need to be adjusted. Strategies may need revision based on a completed objective, an emerging health issue, a change in responsibilities, or a change in resources and assets.

The 2018 Annual Review includes the most current available data. Unavailable data because of no new data is indicated as N/A in the performance measure tables. For 2018, if data for the performance measure was unable to be retrieved in previous years, the performance measure has been removed. The goals, objectives, performance measures, and strategies for each of the priority areas are included. This review also recognizes the key community partner(s) leading the effort. While we would like to include every partner and person contributing to improving health in Outagamie County, that is an impossible task. OCPH is one of many building a culture of health where all individuals have an opportunity to enjoy the highest standard of health.

New strategies are included and designated by (new). As previously noted, strategies change as partners work together and implement new ideas.

Opportunities for improvement for the new community health assessment (CHA) and community health improvement plan (CHIP) include:

- Increase the amount of primary data
- Increase the community level engagement with specific populations impacted by an issue within our community
- Incorporate more ways to visually display the data
- Assessment of populations most at risk
- Increase connection between community work and our agency performance management, quality improvement, and strategic plan
- Incorporate process measures and outcome measures
- Improve identification of measures that can be consistently collected and analyzed over 5 year period



Physical Activity & Active Living

Goal: Improve physical activity and support active living in Outagamie County

Objective 1: Increase percentage of population reporting that they are physically active.

Why this is important to our community:						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
% of adults reporting they are physically active	80%	78%	81%	80%	81%	81%
% of high school students reporting they are physically active	50%	48%	45%	46%	N/A	49%

Objective 2: Decrease percent of adults age 20 and older with body mass index (BMI) greater than 30.

Why this is important to our community:						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
% of adults with BMI > 30	25%	29%	30%	32%	30%	30%

Objective 3: Increase number of worksites with active and comprehensive wellness programs in Outagamie County.

Why this is important to our community:						
Worksite wellness programs can improve the work environment to support healthy eating and physical activity during the workday.						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Number of employers with Well Workplace designation	15	10	10	11	13	20

Objective 4: Ensure that opportunities to be physically active are accessible to all county residents, with an emphasis on older adults, people with disabilities, and youth.

Why this is important to our community:						
Being physically active is a critical component in maintaining health throughout one's lifespan. Physical activity is an effective prevention strategy that supports independence for older adults and people with disabilities.						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Increase offerings of Strong Women™ (a/k/a Strong Bones) classes	9	6	8	19	20	25
Increase offerings and attendance of Stepping On: Falls Prevention Workshop	7	6	7	9	11	10
Increase the number of schools that participate in Safe Routes to School (71 total schools eligible)	24	19	19	25	42	52

NEW Data

Results from the 2018 Community Health Survey: Reasons not participating in physical activities more often (Respondents who did not meet the recommendation) (2018 data only-not asked previously)

	Outagamie County	Tri-County
Not enough time to exercise	21%	24%
Difficult to motivate self	19%	24%
Afraid of getting injured or injured recently	10%	10%
Inconvenient	9%	11%
Boring	7%	11
No parks, sidewalks, etc or safe/pleasant walking paths convenient to home/office	5%	5%

Strategy, Progress and Partnerships

1. Support Weight of the Fox Valley (WOTFV) goals and strategies.
 - WOTFV is a tri-county initiative with a shared vision of working together to achieve and maintain a healthy weight at every age. WOTFV employs multiple strategies with an emphasis on policy, systems, and environments in multiple settings to create sustainable change.
 - OCPH is an active member and participates on the Leadership Team, Worksite Wellness Team, Active Communities Team, and Early Care & Education Team. The Worksite Wellness Action Team led “Maintain Don’t Gain” at the regional level in worksite settings. OCPH lead a team of Outagamie County employees to increase employee wellness efforts through the Outagamie County Wellness Committee.
 - New in 2018, OCPH participated in an assessment of the accessibility and availability of healthy kids menus in restaurants in Outagamie County. As a result of the assessment, there is a comprehensive review menu offerings aimed at children. OCPH staff conducted 158 children’s menu assessments. This information can serve as baseline data for future project implementation.
2. Encourage community design and development that supports physical activity and facilitates access to safe, accessible, and affordable places for physical activity.
 - East Central WI Regional Planning Commission (ECWRPC) along with WOTFV led efforts to increase access to biking and walking by implementing complete street policies (e.g. bike lanes, sidewalks, safe crossings). They are also increasing wayfinding signage for local trail systems to support active transportation and recreation.
3. Promote and strengthen early learning, school, and worksite policies and programs that increase physical activity, including joint use agreements and wellness policies and plans.
 - This strategy is aimed at creating and implementing policies in multiple settings. Progress in worksite wellness includes a regional partnership between Well City Fox Cities and Well Oshkosh.
4. Ensure that opportunities to be physically active are accessible to all county residents, with an emphasis on older adults, people with disabilities, and youth.
 - UW Extension and Outagamie County Aging and Disability Resource Center continue to offer classes to older adults and people with disabilities.
 - ECWRPC is working together with Outagamie County elementary schools to increase the number of Safe Routes to School programs.
5. Community engagement
 - In 2018, the Fox Valley Thrives Transportation Team held focus groups with transit users, pedestrians and bicyclists to identify factors that impact their transportation routes. This work, funded by Medical College of WI, will result in a summary report with recommendations to improve transit access in order to advance health outcomes in the greater Fox Valley region.
 - Fox Valley Thrives Transportation Team is a strategic alliance to advance health equity.

- OCPH is an active member on the team.

6. Performance Measures

- OCPH will continue to monitor the Physical Activity and Active Living performance measures.



Nutrition & Food Culture*

*The term *food culture* does not imply cultural or ethnic food. It is intended to encompass the broader system of food and the understanding of how it impacts our lives.

Goal: Improve nutrition and food culture among all people in Outagamie County

Objective 1: Increase skills and knowledge regarding food systems, including food procurement, cultivation, preservation, programming and support.

Why this is important to our community:						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Increase number of community and school gardening opportunities		2	2	2	8	N/A*
Increase number of UW-Extension Nutrition Education classes /events	99	99	181	268	117	33
Increase number of people attending UW-Extension Nutrition Education classes	1797	1198	1523	1126	1010	300

Objective 2: Increase number of worksites with active and comprehensive wellness programs in Outagamie County.

Why this is important to our community:						
Worksite wellness programs can improve the work environment to support healthy eating and physical activity during the workday.						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Increase number of employers with Well Workplace designation	15	10	10	11	13	20

Objective 3: Increase percent of infants who are exclusively breastfed through the first three months of life.

Why this is important to our community:						
Breastfeeding provides unmatched health benefits for babies and mothers. Breast milk not only meets the nutritional needs of a growing infant but also creates bonding opportunities. ¹						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Increase the percent of infants who are exclusively breastfed through the first three months of life	46%	35%	34%	30%	32%	29%

Strategy, Progress and Partnerships

1. Support the development of a community food system and ensure residents are able to access affordable, safe, and fresh food.
 - At the end of 2017, the Goodwill Grows program ended its operation of eight community gardens.*
 - Extension Outagamie County, University of Wisconsin-Madison has transitioned to a new administrative home at UW-Madison. Their mission and focus on educational programs continue to support people throughout Outagamie County. Outagamie County Extension provides nutrition education classes through its FoodWIse Program that supports the voluntary adoption of healthy food choices and active lifestyles. Educational classes have fluctuated during the transition period and staff turnover.
 - OCPH's WIC Farmers' Market Nutrition Program serves all eligible Outagamie County residents and provides vouchers for WIC clients.
 - OCPH developed a listing of all food pantries that could serve the residents of Outagamie County.

¹ (Petersen, 2018)

2. Promote and strengthen early learning, school, worksite, and community policies and programs that increase access to healthy and affordable foods (including fruits and vegetables) and decrease access to sugar-sweetened beverages and other less nutritious foods.
 - Progress in worksite wellness includes a regional partnership between Well City Fox Cities and Well Oshkosh. WOTFV is a key partner in organizing the efforts.
 - OCPH WIC Program serves all eligible Outagamie County residents.
3. Support policies and programs that promote breastfeeding and increase community knowledge on the importance of breastfeeding.
 - New in 2018, OCPH's Maternal and Child Health program to increase breastfeeding expanded to include worksites with a breastfeeding friendly designation. OCPH worked with Outagamie County to update their policy and designate a space for breastfeeding employees.
 - Breastfeeding Alliance of Northeastern WI (BFAN) leads the effort to promote breastfeeding. The mission of BFAN is to support families with information and education about the benefits of breastfeeding for both moms and babies. A goal of BFAN's is to create a culture of breastfeeding by providing breastfeeding support resources mothers need to assist them in meeting their breastfeeding goals. They organize an annual walk to increase knowledge and acceptance of breastfeeding.
 - OCPH's Maternal and Child Health program continues their work to increase the number of childcare centers with a breastfeeding friendly designation by providing technical assistance to childcare centers.
 - OCPH WIC Program continues to promote breastfeeding to pregnant women and support breastfeeding mothers. The WIC program has a part-time breastfeeding peer support staff member.
4. Inform and educate the community about nutrition information (new)
 - WOTFV launched a regional Maintain Don't Gain Worksite Wellness challenge to increase awareness about holiday weight gain and promote healthy eating strategies around the holidays. OCPH staff led the challenge for Outagamie County employees.
 - OCPH and WIC developed nutritional messages through social media.
5. Performance Measures
 - Extension Outagamie County data reported from previous years included regional numbers rather than specifically Outagamie County.
 - OCPH will work with partners to clarify definitions and parameters for performance measures.
 - OCPH will remove the community & school garden measure and continue to monitor the remaining Nutrition and Food Culture performance measures.



Mental Health

The mental health strategies developed were in coordination and collaboration with NEW Mental Health Connection's strategic plan to align and compliment their work. From the time the strategies were finalized in 2014, the NEW Mental Health Connection underwent a change in leadership. As a result, strategic direction was reviewed and updated. The NEW Mental Health Connection is a collaboration of over 80 community stakeholders including OCPH.

Goal 1: Mental Health literacy

Mental health literacy is not just knowledge of mental health, but the skills and ability to do something with that knowledge.

Objective 1: Increase the use of evidence-based practices at the community, provider and policy levels by increasing the number of people who are trained in Question, Persuade, Refer (QPR), Mental Health First Aid, and Mental Health 101.

Why this is important to our community:						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Increase number of people trained by 10% on annual basis: QPR	1855	742	1342	1697	2062	1380
Increase number of people trained by 10% on annual basis: Youth Mental Health First Aid (includes people trained outside of Outagamie County)	900	0	396	369	55	286

Objective 2: Promote positive early childhood development by increasing the number of children who are safe, healthy, and ready to learn.

Why this is important to our community:						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Safe: Maintain or decrease rate of child abuse substantiation (current: 3.1)	3.1 per 1000	3.1 per 1000	2.2 per 1000	2.1 per 1000	1.8 per 1000	N/A
Healthy: Increase 24 month immunization rate by 5%, from 81% to 86%	86%	81%	81%	85%	82%	83%
Ready to Learn: Increase number of facilities with 4 or 5 star YoungStar rating	20	17	23	24	29	25

Strategy, Progress and Partnerships

1. Convene community partners and establish baseline for number of people trained in QPR, Mental Health First Aid, Mental Health 101
 - Zero Suicide Community Coalition, Prevent Suicide Fox Cities, and trained QPR facilitators provides free QPR trainings to community groups, businesses and anyone interested in the training.
 - Youth Mental Health First Aid is a training for adults who interact with adolescents. Outagamie County currently has 8 trainers.
2. Support efforts of and partners involved with the Fox Valley Early Childhood Coalition
 - The Fox Valley Early Childhood Coalition (FVECC) continues work to enhance the system for children to be safe, healthy and ready to learn. OCPH staff members are actively involved on the Executive Committee for the coalition that is working to establish a backbone organization for early childhood efforts in Outagamie, Calumet and Winnebago Counties. Key Partners that make up the FVECC include Community Early Learning Center, Birth to Three Early Intervention Program, Winnebago & Calumet County Public Health Agencies, and Family Services of Northeast Wisconsin.
3. Support efforts of the Outagamie County Child Death Review Team, which will lead a comprehensive and multidisciplinary review of child deaths and all domestic abuse related deaths in order to better understand how and why these deaths occur and use findings to take action to prevent other deaths and improve the health and safety of our community
 - OCPH leads the Outagamie County Child Death Review Team for the entire county with the assistance of the Coroner's office. In 2018 the team reviewed 12 child deaths age 19 or younger. Prevention for suicide deaths is led by Zero Suicide Coalition, supported by NEW Mental Health. Prevention for safe

sleep environment deaths is led by Safe Kids Fox Valley.

4. Adverse Childhood Experiences (ACES) Strategies

- United Way's 2-1-1 staff are trained in trauma informed care
- Promote provider and community-wide training and awareness on trauma informed care and use of ACES screening tool among primary care provider
 - United Way coordinates a learning circle of twelve organizations implementing trauma informed care as a universal precaution approach. The ACES screening tool is no longer the focus.
 - REACH Counseling provides professional trainings and educational events about the effects of trauma for businesses, healthcare providers, schools and service organizations.
 - The United Way of the Fox Valley focuses on trauma informed care as a universal precaution rather than screening for ACES as more people will benefit from the trauma informed care approach.

5. Performance Measures

- Several performance measures have been deleted because data has not been available for several years.

Goal 2: Access to quality mental health and substance abuse prevention, treatment, recovery, and support services for all persons

Objective 1: Maintain or increase number of mentally healthy days.

Why this is important to our community:						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Adults: Maintain national benchmark of 2.3 mentally unhealthy days in the past 30 days	2.3	2.3	2.3	3.1	3.1	3.4
Reword: Decrease number of adults reporting 3 or more mentally unhealthy days	20%	23%	24%	N/A	N/A	31%
Youth: Decrease number of students reporting 1 or more days in the past 30 days when mental health was not good		64.3%	61.7%	64.3%	N/A	65%
Reword: Decrease number of youth reporting 3 or more mentally unhealthy days	20%	43%	N/A	44%	N/A	45%

NEW Data

Data from Outagamie County Community Health Survey Report (2018) Commissioned by Fox Valley Community Health Improvement Coalition.

Highlighted areas show noteworthy increases

Table 4. At Least Three Mentally Unhealthy Days in Past Month by Demographic Variables for Each Survey Year (Q3)^{①,②}

		2011	2015	2018
	Total	23%	24%	31%
Gender	Male	18%	18%	26%
	Female	28%	30%	36%
Age	18-34	33%	28%	47%
	35-44	25%	34%	36%
	45-54	19%	26%	28%
	55-64	16%	18%	18%
	65 and older	14%	11%	17%
Education	High school or less	22%	29%	26%
	Some post high school	23%	25%	34%
	College Graduate	23%	20%	32%
Income	Bottom 40% income	36%	32%	41%
	Middle 20 % income	26%	14%	20%
	Top 40% income	16%	16%	32%
Marital Status	Married	17%	22%	29%
	Not married	33%	28%	34%
Overweight Status	Not overweight/obese	27%	23%	33%
	Overweight/obese	21%	26%	31%
Physical activity	Inactive	N/A	21%	34%
	Insufficient	N/A	28%	32%
	Recommended	N/A	21%	29%
Smoking Status	Nonsmoker	18%	22%	31%
	Smoker	44%	39%	32%
Excessive Drinking past month	Yes	24%	30%	31%
	No	23%	23%	31%

^①Percentages occasionally may differ by 1 or 2 percentage points from previous reports or the Appendix as a result of rounding, recoding variables and response category distribution.

^②In 2018, excessive drinking was defined as binge drinking (5+ drinks for males and 4+ drinks for females on an occasion in past month) or heavy drinking (61+ drinks for males and 31+ drinks for females in the past month). In 2011 and 2015, heavy drinking questions were not asked, as a result, excessive drinker is defined as having 5+ drinks on an occasion in past month.

--In 2011, physical activity asked differently.

¹demographic difference at $p \leq 0.05$ in 2011; ²demographic difference at $p \leq 0.05$ in 2015

³demographic difference at $p \leq 0.05$ in 2018

^ayear difference at $p \leq 0.05$ from 2011 to 2018; ^byear difference at $p \leq 0.05$ from 2015 to 2018

Objective 2: By 2019, at least 50% of medical providers will be screening for mental health using accepted tools.

Why this is important to our community:						
Screening for mental health issues allows for early identification and intervention.						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
All ages: Decrease suicide rate for all ages (rate is per 100,000)	13.1	14.1	12.9	15.1	15.9	14.2
Youth: Decrease percent of youth who seriously considered attempting suicide	13.5%	17.9%	17.6%	15.1%	N/A	15%

Objective 3: Increase the number of mental health providers and the capacity of the workforce that utilizes evidence-based practices.

Why this is important to our community:						
Examining the ratio of mental health and primary care providers allows the community to determine if there are workforce shortages in our county.						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Decrease ratio of population to mental health providers	2714:1	3847:1	755:1	690:1	660:1	620:1
Decrease the ratio of population to primary care providers	631:1	1196:1	1200:1	1230:1	1230:1	1170:1

Strategy, Progress and Partnerships

1. Develop a system that identifies and addresses mental health needs in a competent and timely manner
 - Samaritan Counseling, in collaboration with the NEW Mental Health Connection, continue to expand their Connected Community Wellness Screen and case management in area schools. A system of care is being implemented to better connect youth through the school districts into mental health services available in the community.
 - The NEW Mental Health Coalition website, MyConnectionNEW.org, is a resource for the community to find local mental health and substance use service providers, resources and screening tools for the public.
2. Develop and implement comprehensive crisis intervention and community trauma response program in Outagamie County
 - Outagamie County is served by the Victim Crisis Response Team (VCR), a group of trained volunteers who assist law enforcement in responding to the immediate needs of victims. The VCRs respond to a

variety of incidents including domestic violence, suicide, abuse, death notifications, and more. The VCRs provide emotional support to victims as well as resources and referrals.

3. Assure accurate and consistent mental health data collection in community health surveys
 - New in 2018, county level survey reports are available on our website
 - The Outagamie County Community Health Survey Report (2018)
 - The Tri-County Community Member and Stakeholder Report (2018)
 - OCPH is an active member of the Fox Valley Community Health Improvement Coalition (FVCHIC), a partnership between local healthcare systems and local health departments sharing resources to fund community surveys.
4. Support strategies to increase mental health literacy
 - 2-1-1, a resource supported by United Way of the Fox Cities, provides information on mental health services in the community
 - NAMI of the Fox Valley provides comprehensive support to the community through education, support, and outreach. NAMI offers education and training, provides support groups for people living with mental illness and family members, and works to eliminate stigma.
 - NEW Mental Health Connection brings organizations and individuals together to increase mental health literacy. Many partners from mental health service providers to the school districts in Outagamie County to Youth Serving Organizations are working to improve the mental health of the community, focusing on reducing stigma, increasing help seeking behavior and providing more skills to individuals, including parents, teachers and care givers, to thrive throughout their lifespan, from infancy to elderly.
5. Promote early identification of mental health needs of individuals and access to quality services: Connected Community Wellness Screen, emergency department, primary care, community, online
 - The NEW Mental Health Connection maintains their website, MyConnectionNEW.org, as a resource for the community to find local mental health service providers, information and screening tools for the public.
 - Samaritan Counseling leads Connected Community Wellness Screening in Outagamie County schools. The emotional wellness screening provides early identification of and intervention in highly treatable mental health needs.
 - United Way sponsors the PATH Program (Providing Access To Healing) in eight out of nine Outagamie County school districts. Local counseling agencies provide mental health treatment in the school setting. Each school districts determine which middle and elementary schools host the PATH Program, while the majority of high schools are utilizing the PATH Program.
 - United Way 2-1-1 provides access to mental health services. They expanded their program by incorporating an online chat and two-way texting.
6. Actively engage youth regarding child and adolescent mental health
 - Sources of Strength, an evidence-based suicide prevention program and a school-based wellness program, is being implemented in school districts throughout the tri-county region. NEW Mental

Health Connection is leading efforts to improve youth mental health, supported by an eight year grant from an endowment at Medical College of WI.

- Outagamie County high schools and middle schools participate in Pre-Action Network, a county-wide effort to share youth prevention and wellness resources, receive prevention grants from Outagamie County Division of Mental Health. The prevention grants must be utilized to promote wellness and prevent substance use.
- (NEW) The Community Early Learning Center is implementing a mindfulness-based kindness curriculum in preschool and four-year-old kindergarten classrooms, as a result of a United Way grant.
 - Curriculum developed by Dr. Richard J. Davidson at the Center for Healthy Minds, associated with UW Madison.

7. Identify, recruit and support a high quality workforce

- New in 2018, NEW Mental Health Connection received a grant to provide Zero Suicide training to all emergency departments in the tri-county. The grant will also cover CALM (Counseling on Access to Lethal Means) training to mental health providers as well as a train the trainer opportunity. Trainings will occur summer of 2019.
- Many organizations in the tri-county region are engaged in the Zero Suicide philosophy, including Outagamie County Division of Mental Health. A component of Zero Suicide is assuring staff are trained to address suicide risk and provide appropriate treatment.

8. Workforce development

- The strategies below are incorporated into trauma informed care and the Zero Suicide toolkit.
 - Improve service quality through provision of training and support to the workforce (including organization of and opportunities for continuing education)
 - Organizations involved in the POINT Trauma Informed Care Team include: Appleton Area School District, Boys & Girls Club of the Fox Valley, Catalpa Health, CHAPS Academy, Family Services of NE WI, Homeless Connections, NAMI Fox Valley, Partnership Community Health Center, Reach, Sexual Assault Crisis Center, UW Extension-Winnebago Co, United Way Fox Cities, Youth Go
 - Improve service quality through well-informed, culturally and linguistically competent and engaged workforce

9. Performance Measures

- OCPH will continue to monitor the mental health performance measures.

Goal 3: A resilient community**Objective 1: Increase the percent of population reporting social or emotional support.**

Why this is important to our community:						
Dealing with stress is a normal part of life. Having social and emotional support systems are beneficial in handling stress.						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Adults: Increase percent reporting the support necessary to maintain positive mental well-being	90%	88%	79%	79%	N/A	82%
Youth: Increase the percent of students who report adequate love and support from family	88%	84%	88%	87%	N/A	86%
Youth: Increase the percent of students who report adequate care and encouragement from teachers	66%	63%	66%	88%	N/A	65%*
Youth: Increase the percent of students who feel like they belong at their school	74%	69%	70%	71%	N/A	69%*

(*new analysis in 2018)

Objective 2: Increase number of worksites with active and comprehensive wellness programs in Outagamie County.

Why this is important to our community:						
Comprehensive worksite wellness programs can improve the work environment to support mental health wellness as well as increase physical activity and improve nutrition.						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Increase number of employers with Well Workplace designation	15	10	10	11	13	20

Objective 3: Increase disaster, crisis, and emergency behavioral health resources.

Why this is important to our community:						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Increase the number of people who are trained in Critical Incident Stress Management (CISM)		N/A	N/A	N/A	10	10

Objective 4: By 2019, Outagamie County will work to decrease acceptability of underage alcohol use.

Why this is important to our community:						
Performance Measures	Goal	Baseline 2014	2015	2016	2017	2018
Increase the number of municipalities in Outagamie County with a social host ordinance* from 0 to 2.	2	0	0	0	State law passed	N/A
Decrease underage alcohol use (for all grades)	25%	32%	27.8%	23.4%	N/A	24%*
Decrease underage binge drinking (for all grades) by 10%	14.2%	19.5%	15.8%	12.5%	N/A	11%*
Increase students' perception of parental disapproval (students' report their parents feel regular use of alcohol is wrong or very wrong), especially among 12th grade students.	95%	88.5%	89%	91%	N/A	92%*

(*new analysis in 2018)

Strategy, Progress and Partnerships

1. Support and facilitate programs designed to increase feelings of school connectedness for youth and educators
 - Sources of Strength, an evidence-based suicide prevention program and a school-based wellness program, is being implemented in school districts throughout the tri-county region. NEW Mental Health Connection is leading efforts to improve youth mental health, supported by an eight year grant

from an endowment at Medical College of WI.

2. Support school and community participation in the *Parents Who Host Lose the Most* campaign
 - Outagamie County high schools continue to participate in the state wide *Parents Who Host Lose the Most* campaign
3. Support Outagamie County Pre-Action Network (school-based prevention efforts)
 - The Outagamie County Division of Mental Health Prevention Specialist leads the Pre-Action Network and OCPH staff attend.
4. Coalition work
 - New in 2018, Outagamie Recovery Community Alliance (ORCA) formed to focus on Recovery Oriented Systems of Care, putting the goal of recovery in the forefront for people struggling with addiction.
5. Addressing alcohol
 - The Wisconsin Addiction Helpline was developed by WI Department of Health Services. United Way's 2-1-1 is an access point to the Wisconsin Addiction Recovery Helpline, a statewide resource for finding substance use treatment and recovery services. The helpline is free, confidential and available 24/7.
6. Community
 - Facilitate social connectedness and community engagement across the lifespan
 - UW Extension programming, Goodwill, local faith-based organizations and many other community groups and non-profits are building awareness around the importance of social connectedness and community engagement.
 - Increase the understanding of the relationship between physical, mental, social and spiritual health.
 - Sources of Strengths is being implemented in many Outagamie County school districts.
7. Worksite
 - Engagement and development of worksite wellness programs that are comprehensive
 - Outagamie County's worksite wellness in partnership with the Human Resources Department expanded mental health wellness activities for all staff.
 - Promote and increase awareness of Employee Assistance Programs (EAP)
 - Outagamie County encourages employees to utilize EAP.
8. Workforce Development
 - Utilize comprehensive and inclusive teams when developing and maintaining crisis and emergency plans for schools, organizations, and communities, including a special emphasis on mental health, public health, and emergency management.
 - Outagamie County's Children, Youth and Families Division maintains the staff listing for critical incident debriefing team. The purpose of the critical incident stress management debriefing is to ensure agency staff receive proper confidential and responsive support following a critical incident involving clients, co-workers, or an event in the agency.

- OCPH develops public health preparedness response plans which identifies resources for special populations including mental health.

9. Performance Measures

- OCPH is unable to collect the number of people who are trained in Functional Assessment Service Team (FAST), Critical Incident Stress Management (CISM), and Mental Health First Aid. This measure will be discontinued until data becomes more readily available.

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MaryBeth	Wohlrabe	UW-Madison Division of Extension Outagamie County
Sarah	Wright	Weight of the Fox Valley