



Outagamie County

Community Health Improvement Plan

2023-2025



Public Health
Prevent. Promote. Protect.

Outagamie County
Health and Human Services



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Table of Contents

Executive Summary.....	3
Demographics	4
Timeline	5
Priority 1: Mental Health	6-7
Priority 2: Access to Care	8-9
Priority 3: Housing & Homelessness	10-11
Next Steps.....	12
Partner Acknowledgement.....	13

Executive Summary

The Outagamie County Public Health (OCPH) Community Health Improvement Plan (CHIP) 2023-2025 is a community-led plan to improve the health of our community. We have focused on cross-sector collaboration with community partners, alignment with national and state priorities on social determinants of health, and a focus on equity.

Health Priorities

Through a community vote in Fall 2022, three health priorities were identified:

Mental
Health



Access
to Care



Housing &
Homelessness



These priorities are in alignment with the [Wisconsin State Health Improvement Plan 2023-2027](#) health priority areas. Three collaborative workgroups were formed, one for each of the priorities, with multiple community partners. To ensure that we make progress on the CHIP priorities, the workgroups selected objectives for their priorities, identified strategies to achieve these objectives, and then assigned leads and supports for the strategy work.

CHIP Process

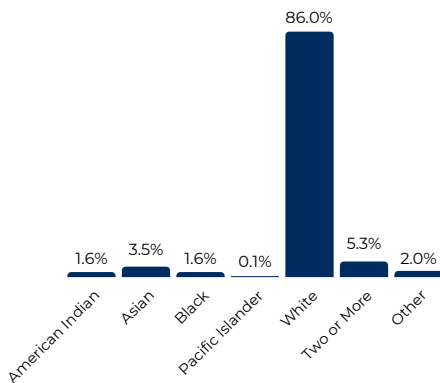
Local health departments in Wisconsin are required by state statutes to systematically collect data and make it available to the public as a Community Health Assessment (CHA) at least every five years. The [OCPH CHA](#) was last released in December 2021. Local health departments are also required to create and enact a CHIP to address the health priorities affecting their community by engaging the general public and community partners. The CHA collects data, while the CHIP works to address the health disparities identified in the CHA. OCPH follows the County Health Rankings [Take Action Cycle](#) framework for both our CHA and CHIP processes.

Achieving recognition as an accredited health department through the [Public Health Accreditation Board](#) (PHAB) in March 2022, our CHIP 2023-2025 has to meet PHAB standards. This means identifying community assets and resources, having measurable goals, and including policy recommendations aimed at alleviating health inequities. The full methodology for the development of the OCPH CHIP 2023-2025 will be available in a supplemental document.

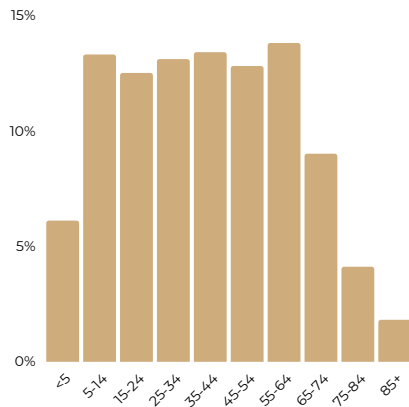
The OCPH CHIP 2023-2025 is a living document that will be reviewed and revised annually to continue to provide opportunities for health where people live, learn, work, and play.

Demographics

Racial Distribution



Age Distribution



Other Facts:

- Outagamie County population as of 2020 Census: 190,705
- 6.3% of households speak a language besides English at home
- 7.5% of residents live in poverty, with 8.8% of children in poverty
- 11.7% of residents have a disability
- 13% of high school-age residents identify as lesbian, gay, bisexual, and/or transgender
- 22.6% of county housing units are in rural areas
- 4.9% of residents identify as [Hispanic and/or Latino](#)
- To view the geography of Outagamie County, please visit [our website](#)

CHIP Timeline

PHASE 1

Winter 2021

COMMUNITY HEALTH ASSESSMENT

In 2021, Outagamie County Public Health worked with community partners to complete the Community Health Assessment. OCPH conducted local surveys, key stakeholder interviews, and secondary data collection to learn more about the overall health of the population and the resources that are available for our residents.

PHASE 2

Fall 2022

DETERMINING HEALTH PRIORITIES

- OCPH identified 10 health priority options by reviewing regional CHIPs, community surveys, and state health priorities. OCPH hosted two community stakeholder events.
- Data for each priority was presented and stakeholders used ranked choice voting to select the priority areas most important for our community to address.
- OCPH then recorded two videos: one video about what a CHA and CHIP are and one video about the 10 potential priority options. These videos were shared out to the community so the community members could also use ranked choice voting on which health priorities were most important to them.
- With over 300 ranked votes, it was determined that the three CHIP health priorities would be **Mental Health, Access to Care, and Housing & Homelessness**.

PHASE 3

Winter 2022

COMMUNITY HEALTH IMPROVEMENT PLAN WORKGROUPS

- OCPH and community stakeholders formed workgroups for each of the priority areas.
- Each workgroup conducted an environmental scan of existing work, funding, and resources for each priority, along with identified barriers that community members might face when accessing services and resources.
- The workgroups then selected objectives and strategies for each priority to address these identified gaps and affect change in these health priorities.

PHASE 4

Spring 2023

COMMUNITY HEALTH IMPROVEMENT PLAN

- OCPH published the Community Health Improvement Plan 2023-2025.
- There will be continuous work on these objectives and strategies until 2025.

NEXT STEPS

WHAT'S NEXT?

The CHIP workgroups will continue to meet at least quarterly throughout the next three years to work on the objectives and strategies chosen. The CHIP will be reviewed and revised annually to continue to meet the needs of residents. In 2024, OCPH will start the data collection process for the the next Community Health Assessment.

Mental Health

Definition

"Includes our emotional, psychological,
and social well-being"

United States Centers for Disease Control and Prevention

Why Mental Health?

Outagamie County residents overwhelmingly identified mental health as the most important public health issue facing our community. The NEW Mental Health Connection 2022 Mind Your Wellness Survey shows that over half of our residents are experiencing anxiety symptoms, and more than 40% are exhibiting symptoms of depression. Local and national trends show that it became harder to take care of our mental health during the COVID-19 pandemic. Our community needs to have appropriate mental health care, to know how to access mental health resources, to feel like available mental health supports meet our individual needs, and to promote good mental health in our everyday lives.



Mental Health

Objectives & Strategies

Objective 1: Increase availability and awareness of timely, appropriate mental health supports

- **Strategy 1:** Develop an outreach plan to promote person-to-person support in our community
- **Strategy 2:** Increase awareness of mental health supports by the creation of a "while you wait" resource guide
- **Strategy 3:** Increase the diversity of available peer support

Objective 2: Build a culture of mental wellness

- **Strategy 1:** Work with employers/business community to implement mental "Health in All Policies"
- **Strategy 2:** Work toward establishing a mentorship program with professionals of diverse cultural groups working at Outagamie County schools



Access to Care

Definition

“The potential for or actual entry of a population into the health system”

Public Health Accreditation Board

Why Access to Care?

Access to care is important to maintaining and improving the health of those in our community. According to a 2022 survey by Gallup, nearly 40% of Americans delayed medical care because of high costs. In addition to cost, there are many reasons that people can't adequately access healthcare, including transportation, medical debt, long wait lists, and communication barriers. Everyone in our community should be able to access the healthcare they need for routine care, emergencies, and everything in between.



Access to Care

Objectives & Strategies

Objective 1: Increase access to care by addressing barriers of trust and transportation in underserved areas

- **Strategy 1:** Attain a vehicle for mobile wellness checks and vaccinations in underserved areas of Outagamie County
- **Strategy 2:** Evaluate current non-emergency medical transport policy to ensure it is being used appropriately by Badgercare and Medicaid recipients

Objective 2: Improve the ability to navigate the healthcare system

- **Strategy 1:** Conduct an environmental scan to evaluate current resources for navigation of healthcare systems
- **Strategy 2:** Develop a resource, based on environmental scan
- **Strategy 3:** Prepare organizations to utilize No-wrong-door policy



Housing & Homelessness

Definition

"Healthy housing is shelter that supports a state of complete physical, mental, and social well-being."

World Health Organization Housing and Health Guidelines

Why Housing and Homelessness?

We heard from the community that we do not have enough affordable housing. We are resource rich with community services and organizations that help with housing and homelessness. However, there are still long wait lists for subsidized housing and many families and individuals live in shelters or are unsheltered. When affordable housing developments, like apartment buildings or townhomes, are proposed in neighborhoods, there can also be community concerns about not placing affordable housing near them, making it difficult to add new affordable housing.



Housing & Homelessness

Objectives & Strategies

Objective 1: Increase education for and awareness of affordable housing

- **Strategy 1:** Explore strategies to remove barriers to housing access for those with housing and rental assistance
- **Strategy 2:** Increase representation of landlords within Fox Cities Housing Coalition

Objective 2: Increase access to housing options for residents

- **Strategy 1:** Assess existing housing options and aggregate where the housing needs exist
- **Strategy 2:** Work toward implementing a down payment assistance program for 60-120% Median Family Income (MFI)

Objective 3: Increase single family housing supply targeted to ALICE (Asset Limited, Income Constrained, Employed) population

- **Strategy 1:** Work to increase diversity of housing units in neighborhood construction through a community-led master planning process



Next Steps

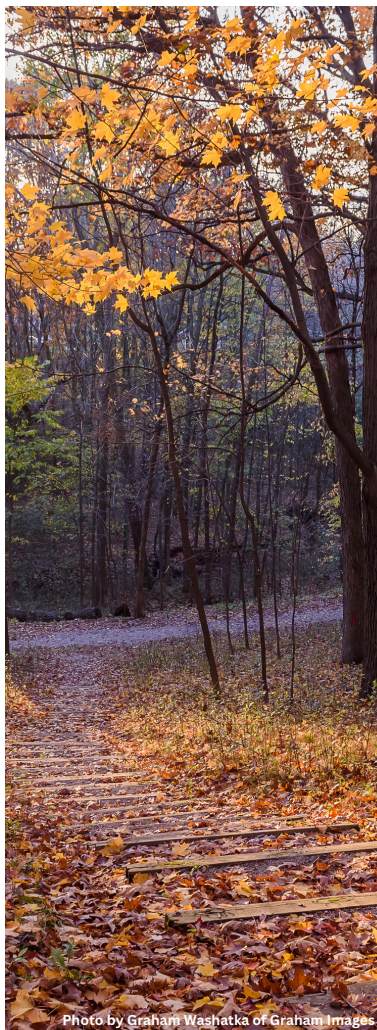


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The OCPH CHIP 2023-2025 is a living document that will be reviewed and revised annually. Our community is constantly evolving, and we want to ensure that our work reflects the health needs of our community.

The three workgroups will meet at least quarterly to address the objectives and strategies for each health priority. Updates will be provided to the community throughout implementation of the CHIP.

Community Health Assessment and Improvement Plans are a cyclical process. In 2024, data collection will begin for the next CHA, while the CHIP work continues with community partners.

Acknowledgements

A special thank you to these Outagamie County CHIP community partners for their time, insights, and continued collaboration.

- Appleton Area School District
- Appleton Health Department
- Appleton Housing Authority
- Bellin Health
- Catalpa Health - Appleton
- City of Appleton - Community and Economic Development
- City of Appleton Planning
- Community Action for Healthy Living
- Community Members at Large
- Diverse & Resilient
- ESTHER Fox Valley
- Fox Cities Housing Coalition
- Fox Valley Technical College
- Generative Local Community Institute
- Greater Fox Cities Area Habitat for Humanity
- Harbor House
- Home Builders Association of the Fox Cities
- Hope Clinic and Care Center
- Hortonville Area School District
- Multicultural Coalition, Inc.
- N.E.W. Mental Health Connection
- NAMI Fox Valley
- Outagamie County Aging and Long Term Support
- Outagamie County Development and Land Services
- Outagamie County Housing Authority
- Outagamie County Mental Health and Substance Use Services
- Outagamie County Public Health Division
- Partnership Community Health Center
- People of Progression
- Pillars
- Planned Parenthood of Wisconsin
- Primary Care Associates of Appleton
- REALTORS® Association of Northeast Wisconsin
- The Salvation Army-Fox Cities
- ThedaCare Rural Health Initiative
- United Way Fox Cities
- University of Wisconsin-Madison Division of Extension Outagamie County
- Valley Transit
- Vanney-MacSwain Home Planning
- Vida Medical Clinic and Support Services



Thank you!

