


Trempealeau County

Community Health Improvement Plan

2022 - 2026



Table of Contents



Executive Summary	1
Acknowledgments	2
CHA & CHIP Overview	3
Trempealeau County Demographics	8
Community Data	9
CHIP Goal, Objectives, and Strategies	11
Indicators of Objectives	13
Next Steps	14
Sources/References	15

Executive Summary



The Community Health Improvement Plan (CHIP) is a long-term, systemic effort to address public health problems in a community based on a Community Health Assessment (CHA) and other community data sources and conversations. The CHIP is developed collaboratively and is one step in working towards improving community health. The assessment and planning processes are rooted in the principles of health equity and multi-sector engagement.

The Trempealeau County 2021 CHA was developed in collaboration with Great Rivers United Way. The assessment is completed every three years and gathers information from Trempealeau County residents about various aspects of life in our county. Following surveying and key informant interviews, comprehensive data review and community conversations occur that identify top health focus areas of Trempealeau County. The comprehensive data review and community conversations that occurred in 2020-2022 identified mental health as the leading health priority of our community. Following identification of the top health priority area, the CHIP process began.

The CHIP is a five-year action plan created using evidence-based and evidence-informed health improvement activities to address the health priorities identified by the CHA. It is developed collaboratively with community partners and stakeholders. The CHIP outlines our goal to improve the top health need and actions to help create measurable change within our community.

Acknowledgments

The Trempealeau County Health Department would like to extend a special thank you to the following individuals and organizations for devoting time, resources, and assistance in developing the CHIP.

Collaboration and collective action between partners makes this assessment and plan possible.

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Molly McCormick - American Red Cross Southwest WI Chapter
Jenny Root - La Crosse Area Suicide Prevention Initiative
Steve Young - Trempealeau County Veterans Office
Aron Newberry - Trempealeau County Health Department
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Kaitlyn Niebur - Trempealeau County Health Department
Patty Hunstad - Trempealeau County Health Department

CHA & CHIP Overview

The comprehensive community health improvement process includes two major phases: a community health assessment (CHA) and a community health improvement plan (CHIP). These phases utilize the County Health Ranking's Action Cycle and the 10 Essential Public Health Services to guide the processes. The CHA and CHIP are rooted in the principles of health equity and multi-sector engagement and work hand in hand to help identify and address priority health issues in a community.

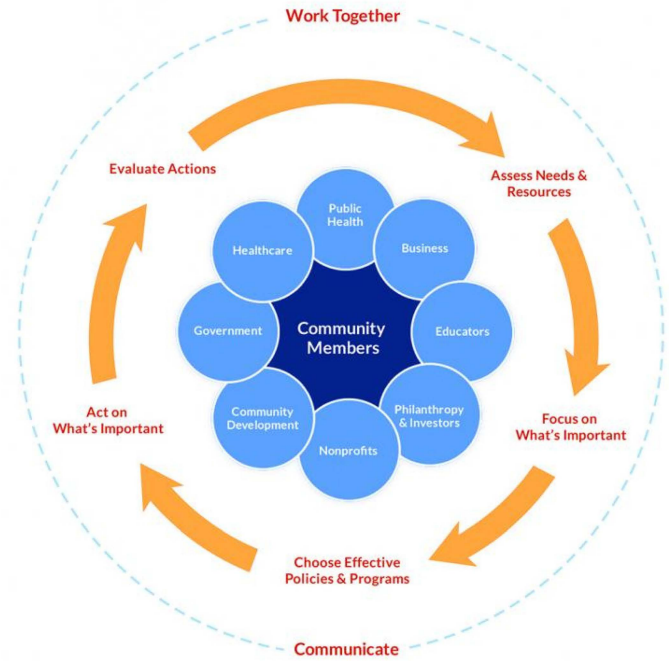
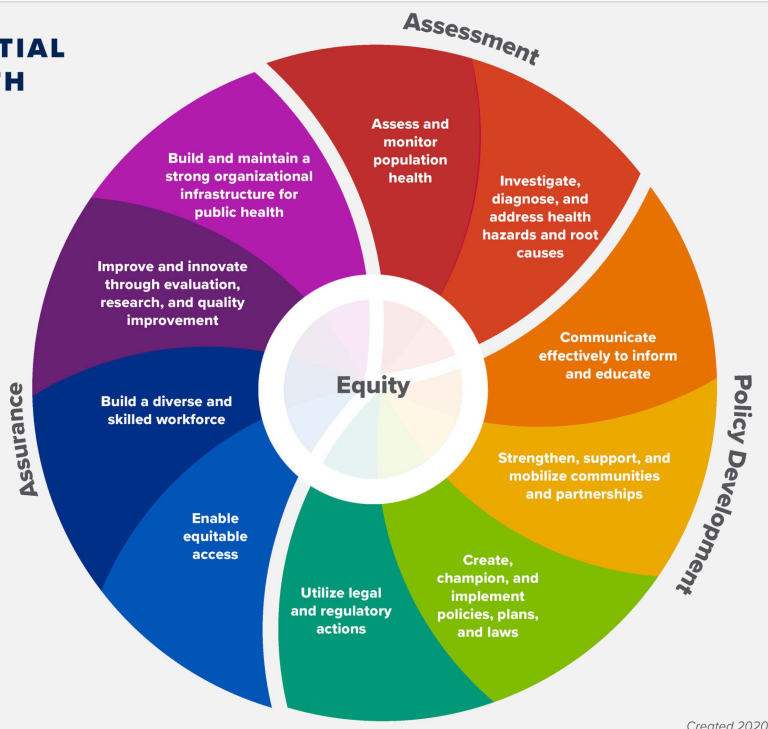


Image source: <https://www.countyhealthrankings.org/take-action-to-improve-health/action-center/take-action-cycle>

THE 10 ESSENTIAL PUBLIC HEALTH SERVICES

To protect and promote the health of all people in all communities

The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve optimal health for all, the Essential Public Health Services actively promote policies, systems, and services that enable good health and seek to remove obstacles and systemic and structural barriers, such as poverty, racism, gender discrimination, and other forms of oppression, that have resulted in health inequities. Everyone should have a fair and just opportunity to achieve good health and well-being.



Created 2020

Image source: <https://www.cdc.gov/publichealthgateway/publichealthservices/essentialhealthservices.html>

Community Health Assessment (CHA)



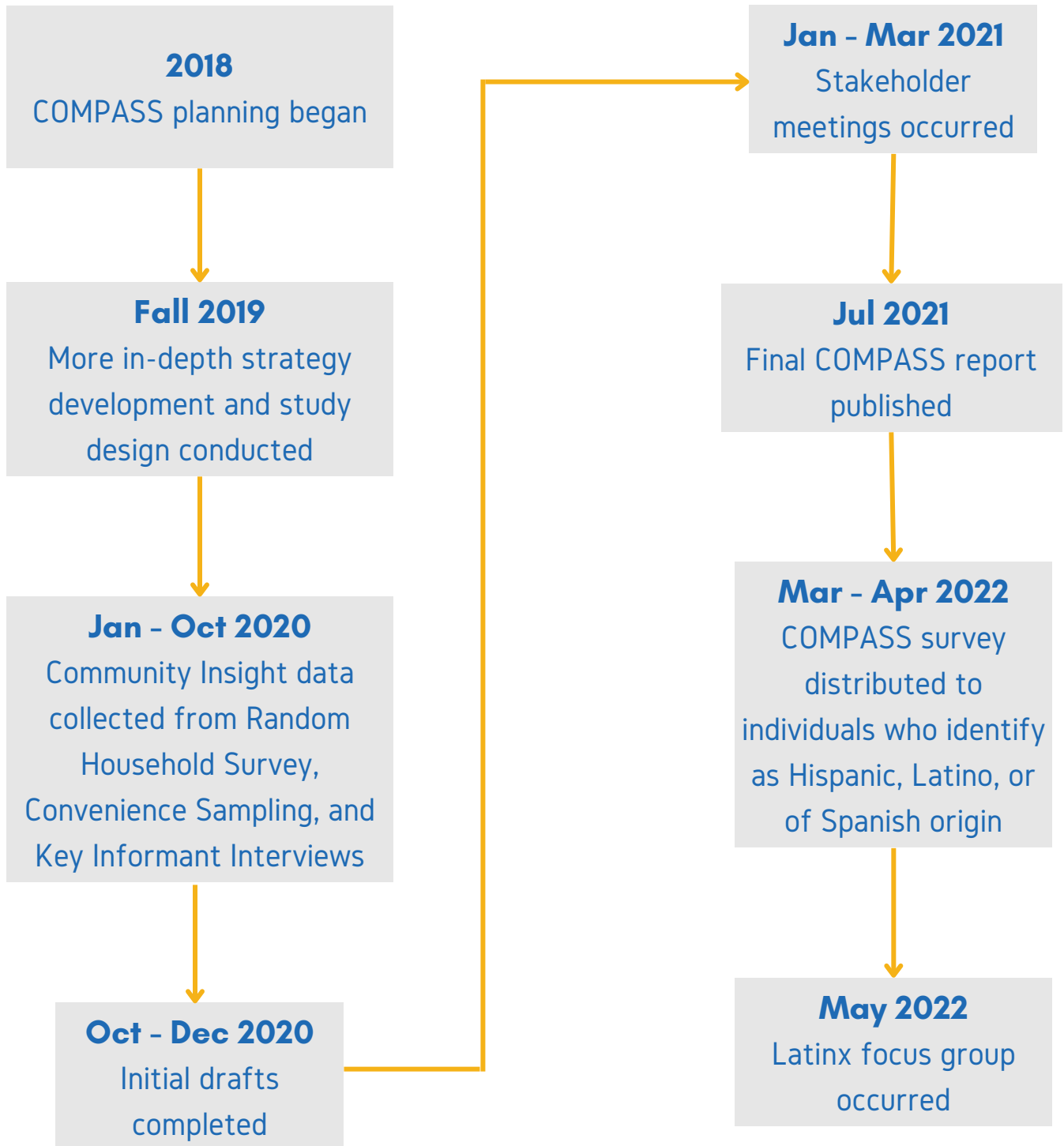
The Community Health Assessment (CHA) refers to a state, tribal, local, or territorial health assessment that identifies critical health needs and issues through systematic, comprehensive data collection and analysis. The CHA process develops a thorough understanding of Trempealeau County residents' health issues through various data collection methods to connect with several different demographic groups in the community. Data sources include primary data via random household and convenience sampling surveys, focus groups, and secondary data sources. Trempealeau County's CHA is conducted in collaboration with Great Rivers United Way through the COMPASS Community Needs Assessment. Trempealeau County's full 2021 COMPASS Community Needs Assessment can be found here:

https://www.greatriversunitedway.org/wp-content/uploads/2021/08/2021-compass-now-report_trempealeau.pdf

In the early months of 2022, the demographic makeup of respondents to the Trempealeau County 2021 COMPASS primary data collection was compared to the demographic makeup of Trempealeau County residents to identify any gaps. Through that comparison, it was identified that individuals who identify as Hispanic, Latino, or of Spanish origin were underrepresented in the primary data collection. In the COMPASS report, <1% of survey respondents identified as Hispanic, Latino, or of Spanish origin, whereas ~10% of Trempealeau County residents identified as Hispanic, Latino, or of Spanish origin, according to the U.S. Census. To aid in primary data equitably representing the population makeup, a supplemental CHA was completed in March-May of 2022, similar to what was done in 2021.

In both the 2021 COMPASS and the supplemental CHA in 2022, Trempealeau County community members and stakeholders were invited to prioritize the areas of identified need: mental health, addiction and lack of treatment options, preventable behaviors, safe and affordable housing, representing minorities, access to childcare, financial stability, EMS and police patrol coverage of the whole county, food desert/food insecurity/food access. As a result, mental health was selected as the top priority for Trempealeau County.

CHA Timeline



Community Health Improvement Plan (CHIP)

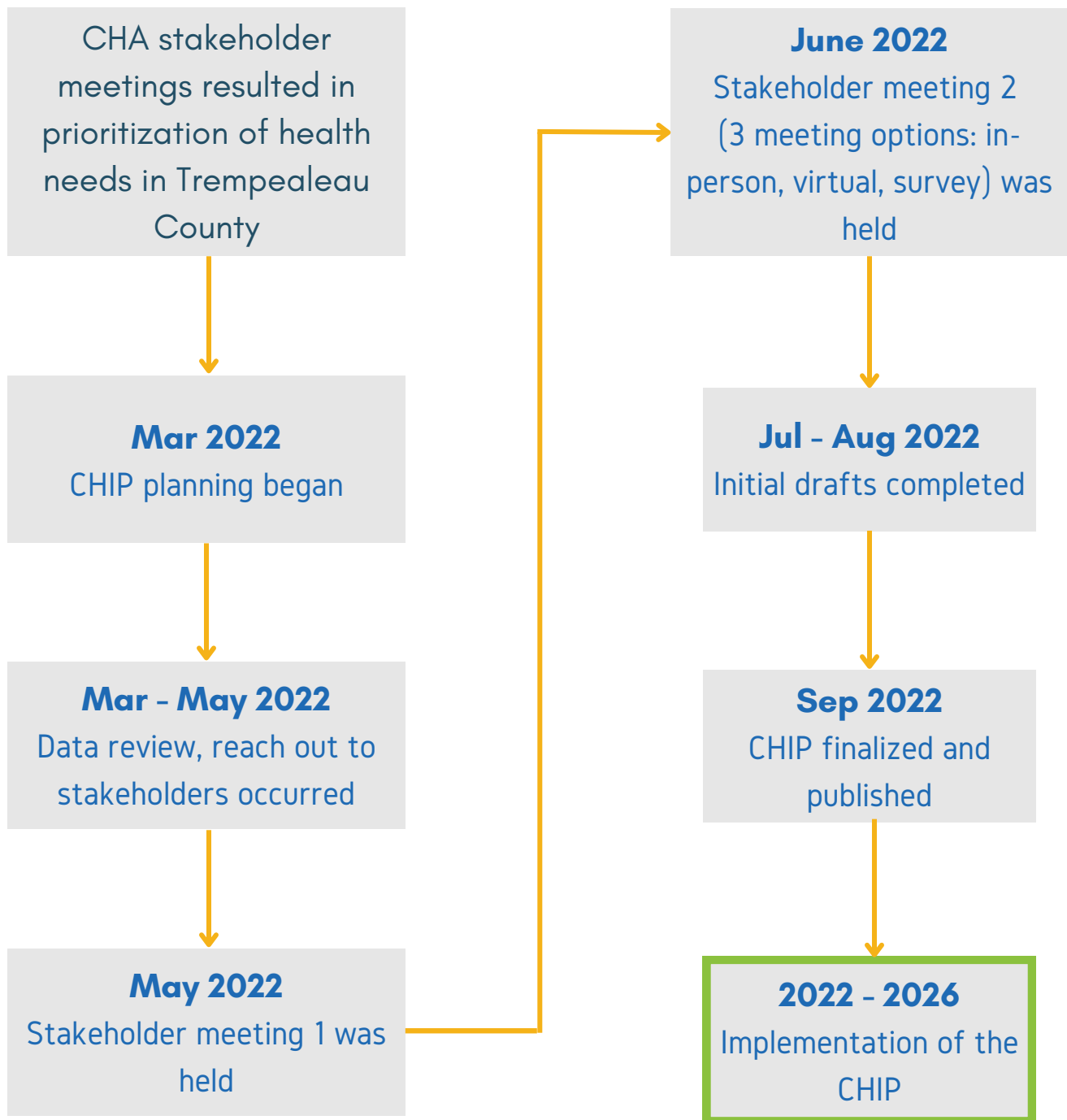


The Community Health Improvement Plan (CHIP) uses the results of the CHA to collaboratively develop a long-term systematic plan to address public health problems in a community. The CHIP provides an overarching goal, specific objectives, and evidence-based strategies to help create measurable change within our community. Improving community health requires people from multiple sectors to work collaboratively on various activities, and the Take Action Cycle guides communities on how to move forward.

Throughout May – July of 2022, community stakeholders convened to collaboratively assess needs and resources, focus on what's important, and choose effective policies and programs that fit the needs of Trempealeau County residents. CHIP community stakeholders were selected to ensure representation from a wide range of sectors throughout Trempealeau County and include organizations serving Trempealeau County residents.

The following timeline details the process that took place in Trempealeau County.

CHIP Timeline



Trempealeau County

Demographics

Trempealeau County is a primarily rural county in western Wisconsin that spans 742 square miles. It is comprised of 6 cities, 5 villages, and 13 townships. The largest city is Arcadia, with a population of about 3,000. In the 2021 United States Census, the county population was estimated at 30,724.

Trempealeau County Racial Distribution (2021 U.S. Census Bureau Estimates)

Non-Hispanic Black	0.4%
American Indian & Alaskan Native	1.5%
Asian	0.7%
Native Hawaiian/Other Pacific Islander	0.1%
Hispanic	9.3%
Non-Hispanic White	88.4%

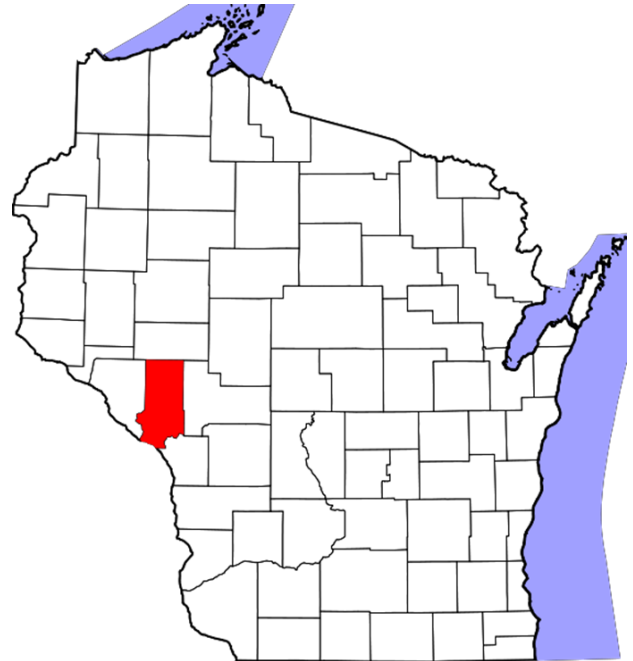
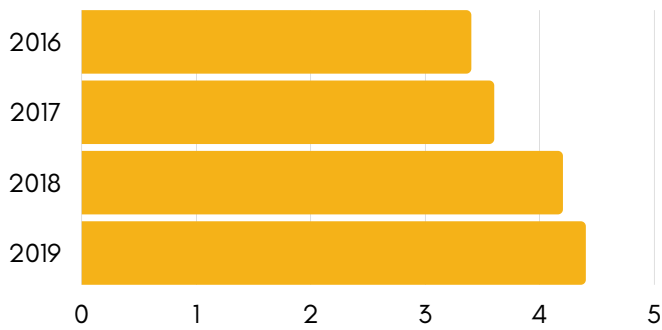


Image source:
https://commons.wikimedia.org/wiki/File:Map_of_Wisconsin_highlighting_Trempealeau_County.svg

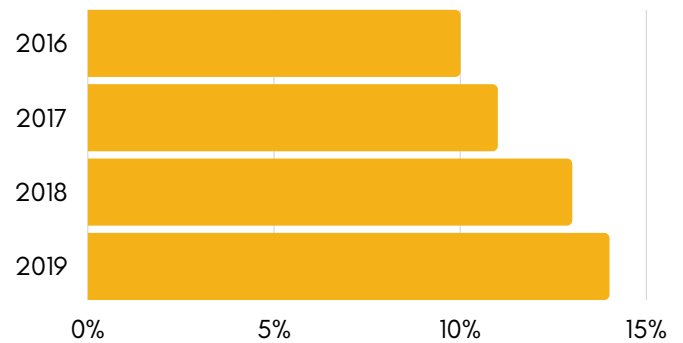
The county is served by seven public school districts and three private schools. Economic drivers in the county include manufacturing and agriculture. A critical-access hospital and rural health clinic are located in Whitehall: Gundersen Tri-County Hospital and Clinic. Gundersen Tri-County also has two additional rural health clinics in Trempealeau County: Blair and Independence. The county also has two Mayo Clinic locations: Arcadia and Osseo.

Community Data

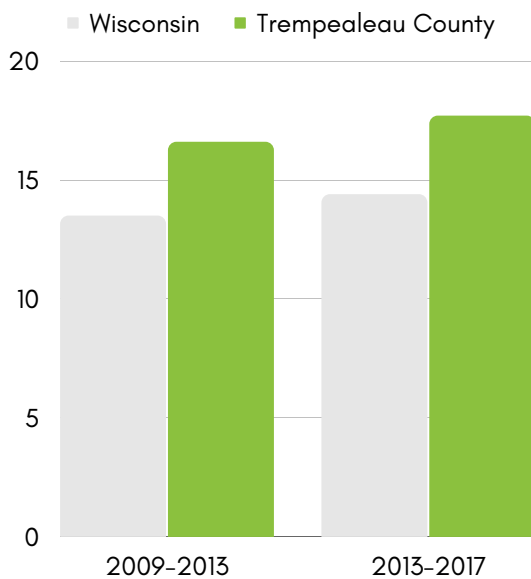
The average number of mentally unhealthy days reported in the past 30 days in Trempealeau County has increased from 2016 to 2019



The percentage of Trempealeau County adults reporting 14+ days of poor mental health per month has increased from 2016 to 2019



The suicide rate per 100,000 residents is higher in Trempealeau County than the state of Wisconsin

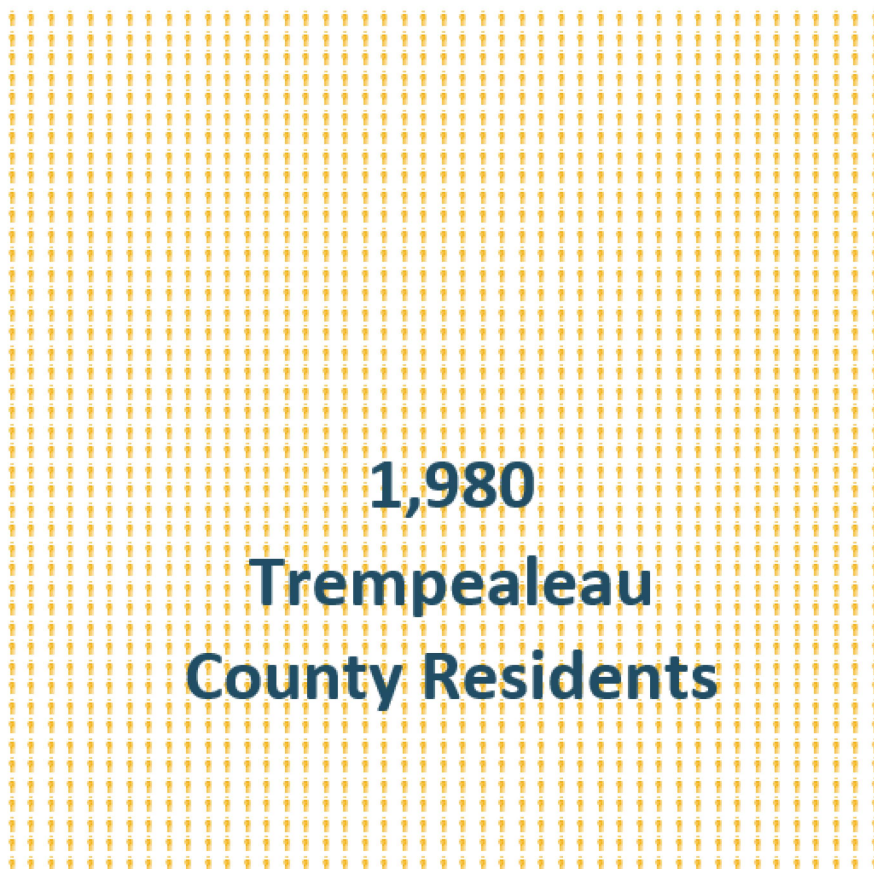


56% of Trempealeau County 2021 COMPASS respondents stated they are moderately or very concerned about mental health in the community



Trempealeau County middle and high school students responses to mental health questions in the Youth Risk Behavior Survey from the 2018-2019 school year.

Behavior in past 12 months	Middle School (6th - 8th Grade)	High School (9th - 12th Grade)
Problems with anxiety	50%	42%
So sad or hopeless that stopped usual activities	27%	25%
Seriously considered suicide	18%	14%
Made a suicide plan	12%	12%
Attempted suicide	5%	6%
Self-harm	20%	15%
Answered affirmatively to any of the previous 6 questions	58%	50%



Per 1
Mental
Health
Provider

CHIP Goal, Objectives, and Strategies

Goal: Improve the mental health of Trempealeau County residents

Objectives and Strategies:

1. By December 31, 2023, Trempealeau County will create a comprehensive list of mental health services available to the county residents and create at least one flowchart explaining the mental health referral process.
 - a. Work with community partners to identify what mental health offerings are currently available in Trempealeau County
 - b. Identify free call/text/chat support lines available and identify the use of each
 - c. Work with community partners, including health care, to create a flowchart that outlines how to navigate a mental health referral best
2. By December 31, 2024, Trempealeau County will implement at least one bilingual (English/Spanish) social media campaign to decrease the stigma around mental health.
 - a. Form a focus group to create a community-driven social media campaign bringing awareness to mental health
 - b. Promote community events, groups, classes, and programs offered locally on social media, our website, and in print
 - c. Encourage help-seeking behaviors by educating the public on mental health
 - d. Share mental health resources in various community areas such as libraries, schools, churches, community events, etc.

3. By December 31, 2025, offer at least three Mental Health First Aid or similar trainings in Trempealeau County, with at least one of the trainings available in Spanish.
 - a. Form a group of stakeholders that can work together collectively to bring this training to Trempealeau County
 - b. Identify who offers these trainings
 - c. Identify and secure funding sources such as grant opportunities to provide this as a free or low-cost training
 - d. Establish locations and best times these trainings can be provided
4. By December 31, 2026, at least one new or existing strategy will be implemented, strengthened, or expanded upon to help increase and enhance mental health resources in Trempealeau County K-12 schools.
 - a. Identify grant opportunities to help further this work
 - b. Create a space for all Trempealeau County school mental health coordinators, counselors, school psychologists, etc. in Trempealeau County to collaborate
 - c. Collaborate with external community organizations to help explore and create creative solutions to bringing more mental health services into K-12 schools
 - d. Promote activities that increase connectedness between individuals, family, and organizations
5. By December 31, 2026, at least one new or existing strategy will be implemented, strengthened, or expanded upon to help address the linkage between substance abuse and mental health concerns.
 - a. Form an overdose death review team to analyze root causes
 - b. Form a suicide death review team to analyze root causes
 - c. Collaborate with other departments and agencies that work on this topic to identify what work is already being done and where there are gaps
 - d. Expand the Narcan program

Indicators of Objectives



Short-term Indicators

- Identify gaps in mental health resources through the development of a comprehensive resource list
- Increase the number of evidence-based programs in Trempealeau County
- Increase access to mental health services
- Decrease the number of crisis calls
- Increase in the number of proactive approaches
- Increase in the number of community conversations related to mental health

Long-term Indicators

- Decrease in rates of deaths of despair (suicide, drug overdose)
- Decrease number of hospitalizations related to suicide attempts
- Decrease in rates of arrests or police interactions for drug/alcohol problems or mental health crises
- Decrease percentages of reported self-harm and suicidal ideation of middle and high school students – compare Youth Risk Behavior Survey (YRBS) results over the years
- Decrease in the number of poor mental health days – compare County Health Rankings of Trempealeau County over the years
- Decrease in the number of referrals

Next Steps

This CHIP document concludes the initial assessing and planning portion of this cycle. The transition into the action phase is crucial. This document outlines strategies to help achieve the goal of improving the mental health of Trempealeau County residents.

For the process to succeed, we need the help of community members across all sectors. This is a call to action for community members and organizations to engage in community health improvement efforts.

The Trempealeau County Health Department staff and community partners will document their progress and share accomplishments throughout the next five years. If you wish to be involved in any of the initiatives, please reach out to tchealth@co.trempealeau.wi.us



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