

Welcome!

2015 Health Summit



Logistics/Acknowledgements

• Health Summit Planning Committee

- Matthew Bersagel Braley - Viterbo University
- Dan Duquette - UW-La Crosse
- Sarah Havens - Gundersen Health System
- Catherine Kolkmeier - La Crosse Medical Health Science Consortium
- Deb Mahr - Kaitlin's Table
- Brenda Rooney - Gundersen Health System
- Joanne Sandvick - La Crosse Medical Health Science Consortium
- Paula Silha - La Crosse County Health Department
- Aubrey Stetter-Hesselberg - Great Rivers United Way
- Sarah Thompson - La Crosse Area Family YMCA
- Christine Ditter, Michelle Wanty – Mayo Clinic Health System Interns and Adrienne Olson - United Way for Bright Spots and accomplishment video
- Viterbo University's class The Ethical Life: Global Health and Human Flourishing

- Gundersen Health System Medical Media department for recording today.

• Population Health Committee

- Matthew Bersagel Braley – Viterbo University
- Dan Duquette – UW-La Crosse
- Lori Freit-Hammes – Mayo Clinic Health System
- Betty Jorgenson – Mayo Clinic Health System
- Cindy Kartman – Western Technical College
- Catherine Kolkmeier – La Crosse Medical Health Science Consortium
- Jason Larsen – Great Rivers United Way
- Doug Mormann - La Crosse County Health Department
- Brenda Rooney - Gundersen Health System
- Joanne Sandvick – La Crosse Medical Health Science Consortium
- Paula Silha – La Crosse County Health Department
- Sarah Spah – La Crosse County Health Department



La Crosse Medical Health Science Consortium - Partnership

- Formed in 1993
- Partners:
 - Gundersen Health System
 - Mayo Clinic Health System
 - University of Wisconsin – La Crosse
 - Viterbo University
 - Western Technical College
 - School District of La Crosse and La Crosse County Health Department added in 2009
- Population Health Committee formed in 2005

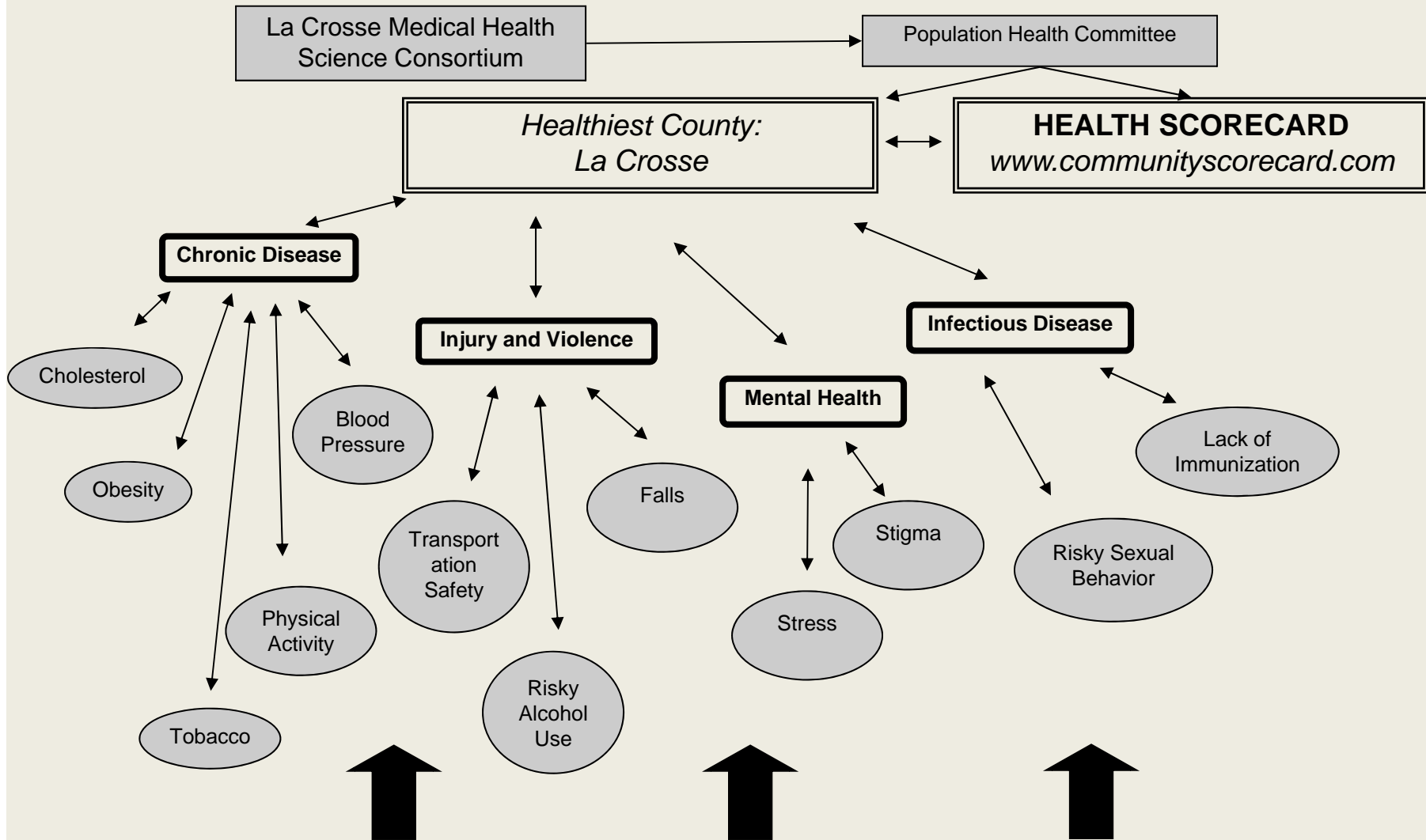


Previous Health Summits

2009

“Forging new partnerships to find new solutions.” If you were King or Queen what would you do to make La Crosse County healthier?

Diagram 1



Various coalitions, networks and organizations working within the different sectors, but all working towards a common goal

Healthiest County La Crosse Plan History

- Goal: To be the healthiest county in the state of Wisconsin by 2015

Using the County Health Rankings Model (from UWPHI & Robert Wood Johnson Foundation)

Development of a plan (goes through 12/31/15)

- Specifically focused on Policies and Environmental Projects.
- Using “Evidence Based Strategies” when possible.



**HEALTHY
COUNTY:
LA CROSSE**
LA CROSSE MEDICAL HEALTH SCIENCE
CONSORTIUM

**MAKING THE HEALTHY CHOICE
TOGETHER!**



Previous Health Summits

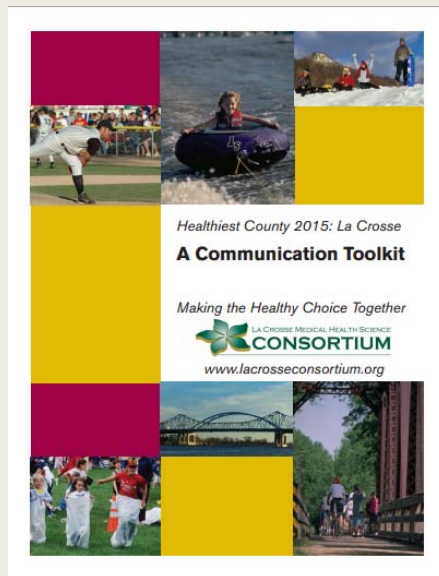
2010

Dr. Seth Foldy, Health Officer for the State of Wisconsin, spoke on the impact of health policy on health decision-making. **Shared the Healthy County Plan.**

Previous Health Summits

2011

Communication plan. How to communicate the Healthy County Initiative and other community health improvement work to all audiences. **“Making the healthy choice together!”**



Previous Health Summits

2012

John McKnight (Co-Director, Asset-Based Community Development Institute) Finding and empowering different sectors of the community to be engaged. **“Empowering the community”**

Previous Health Summits

2013

Karen Timberlake (Director of Population Health Institute at UW School of Med and Public Health) was the keynote speaker.

“Connecting Community Capacity.”

-collective impact,

- Bright Spots, and

-a focus on measures of success.

Previous Health Summits

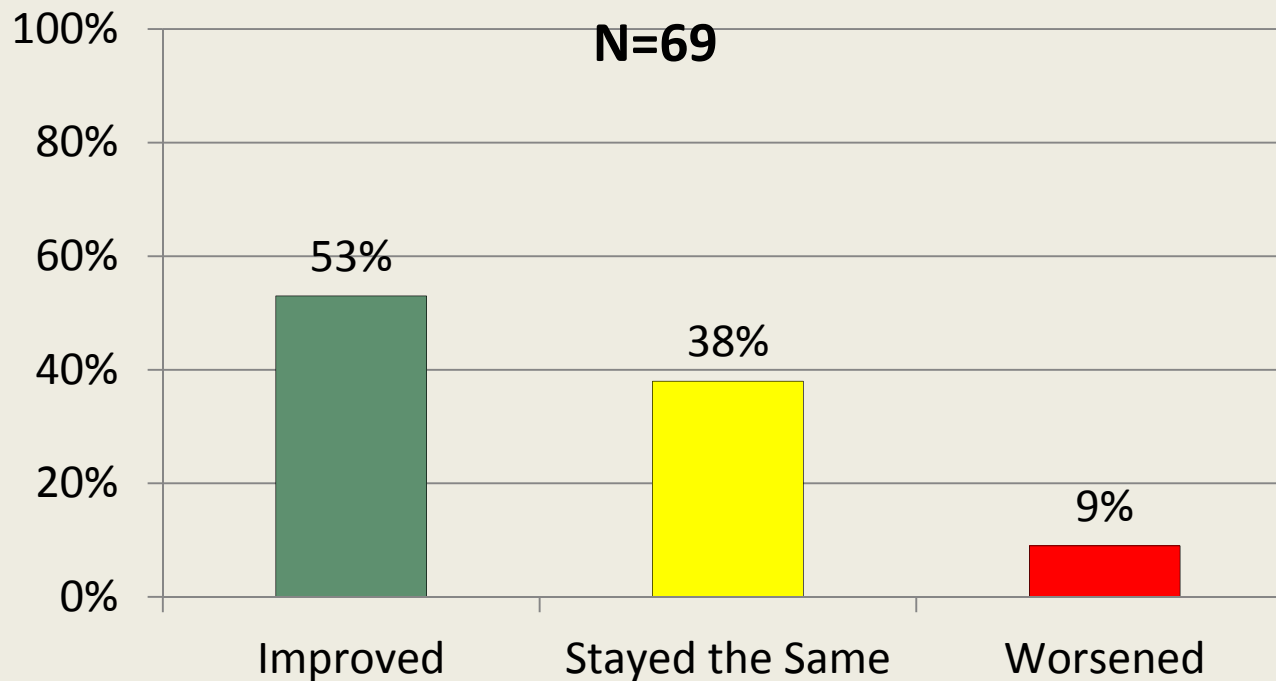
2014 Jordan Bingham (Health Equity Coordinator for Public Health-Madison & Dane County) **“Local health through an equity lens: addressing the social determinants of health through policy, programs and partnerships.”**



Have we made a difference?

- How has the **overall health** of the people of La Crosse County changed since 2009?
 - Improved
 - Stayed the same
 - Worsened

How has the **overall health** of the people of La Crosse County changed since 2009?



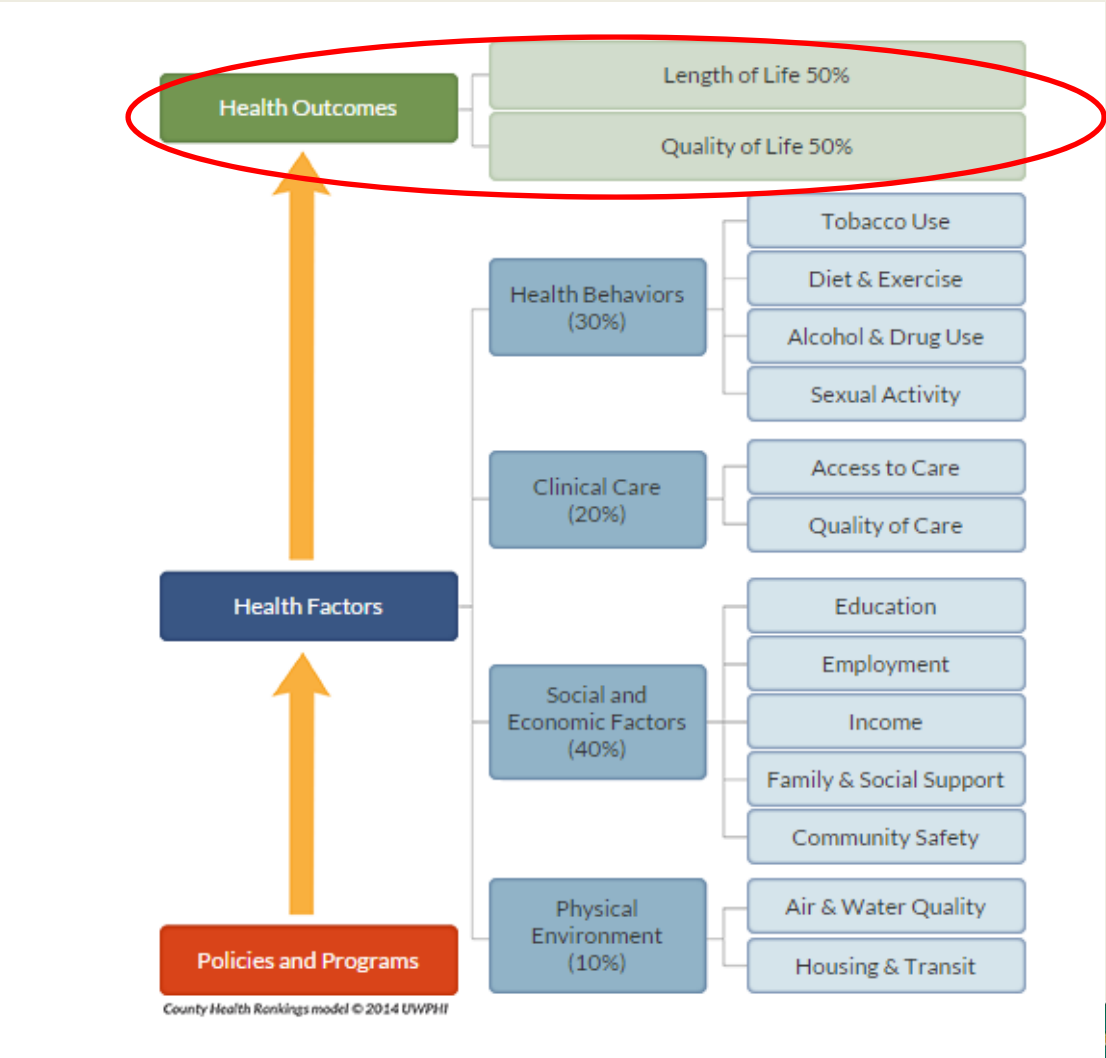
Overall Health of the community

COMPASS Now (La Crosse County responses only)

| | 2011 (n=520) | 2014 (n=435) |
|-----------|-----------------|-----------------|
| Excellent | 5% | 29% |
| Good | 73% | 60% |
| Fair/poor | 22% | 11% |

Older, less educated, and lower income rated overall health lower.

County Health Rankings Model



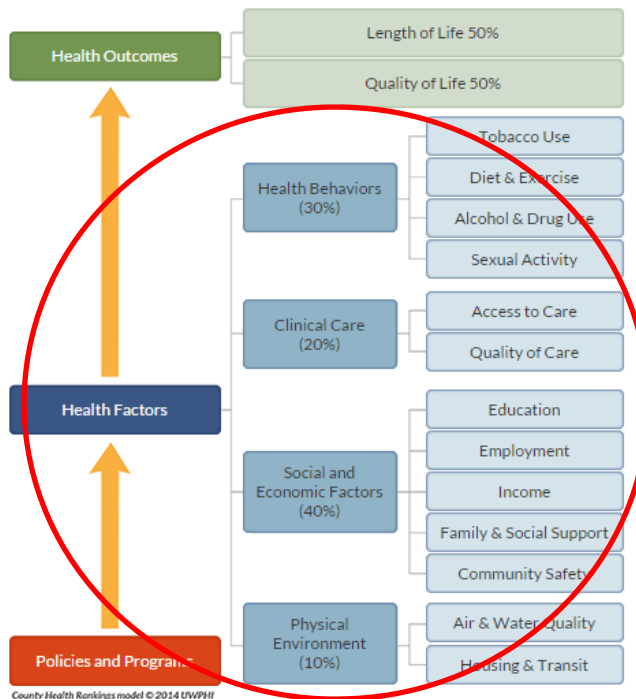
La Crosse County Rankings out of 72 counties in WI

| Measure | 2011 | 2012 | 2013 | 2014 | 2015 |
|-----------------|------|------|------|------|------|
| Health Outcomes | 22 | 23 | 21 | 19 | 19 |

County Health Rankings & Roadmaps University of Wisconsin
Population Health Institute. <http://www.countyhealthrankings.org/>

Have we made a difference?

- How have the **health factors** of the people of La Crosse County changed since 2009?

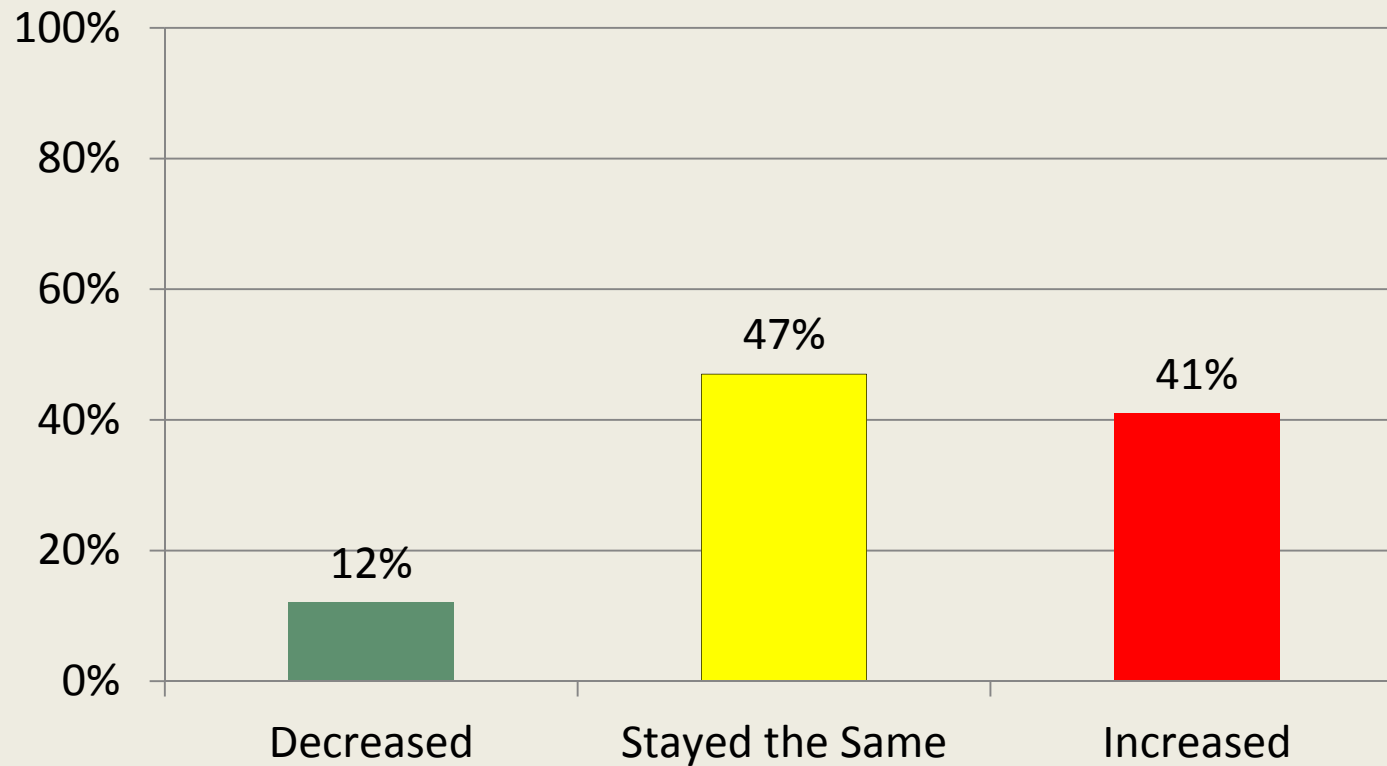


La Crosse County Health Factor Rankings out of 72 counties in WI

| Measure | 2011 | 2012 | 2013 | 2014 | 2015 |
|-----------------------|----------|----------|----------|----------|----------|
| Health Factors | 4 | 4 | 4 | 3 | 3 |
| Health Behaviors | 8 | 5 | 4 | 6 | 4 |
| Clinical Care | 1 | 2 | 3 | 2 | 2 |
| Social & Economic | 11 | 9 | 10 | 8 | 7 |
| Physical Environment | 21 | 50 | 60 | 38 | 36 |

Have we made a difference?

How has the rate of **obesity** in La Crosse County changed since 2009?



Nutrition Aspects from COMPASS Now

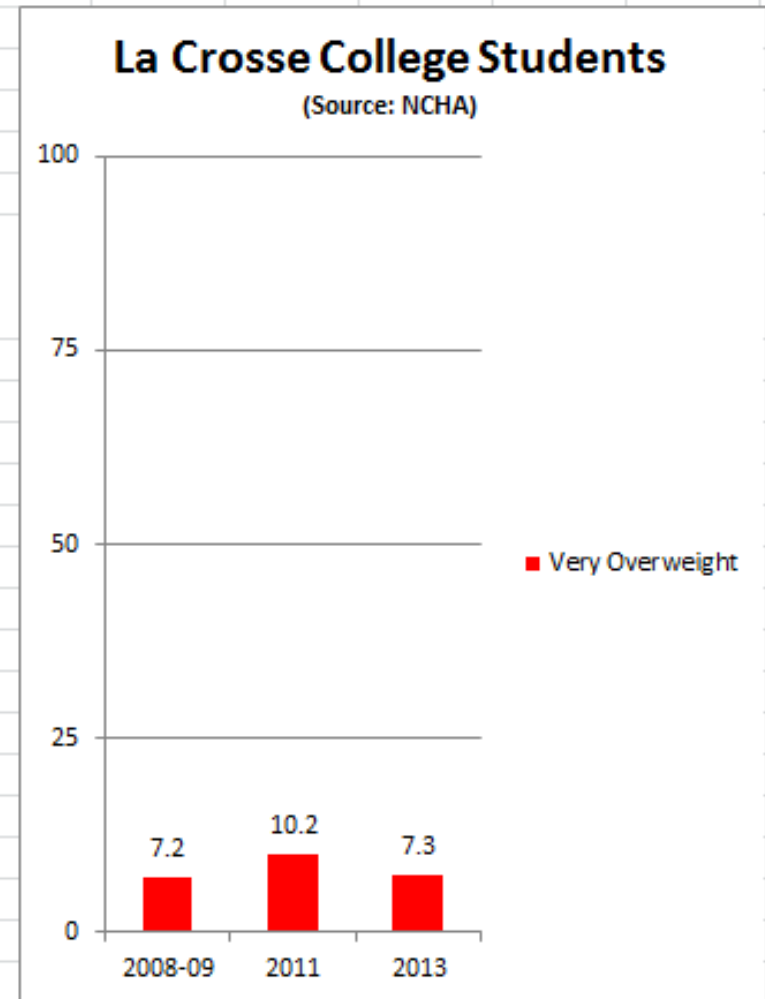
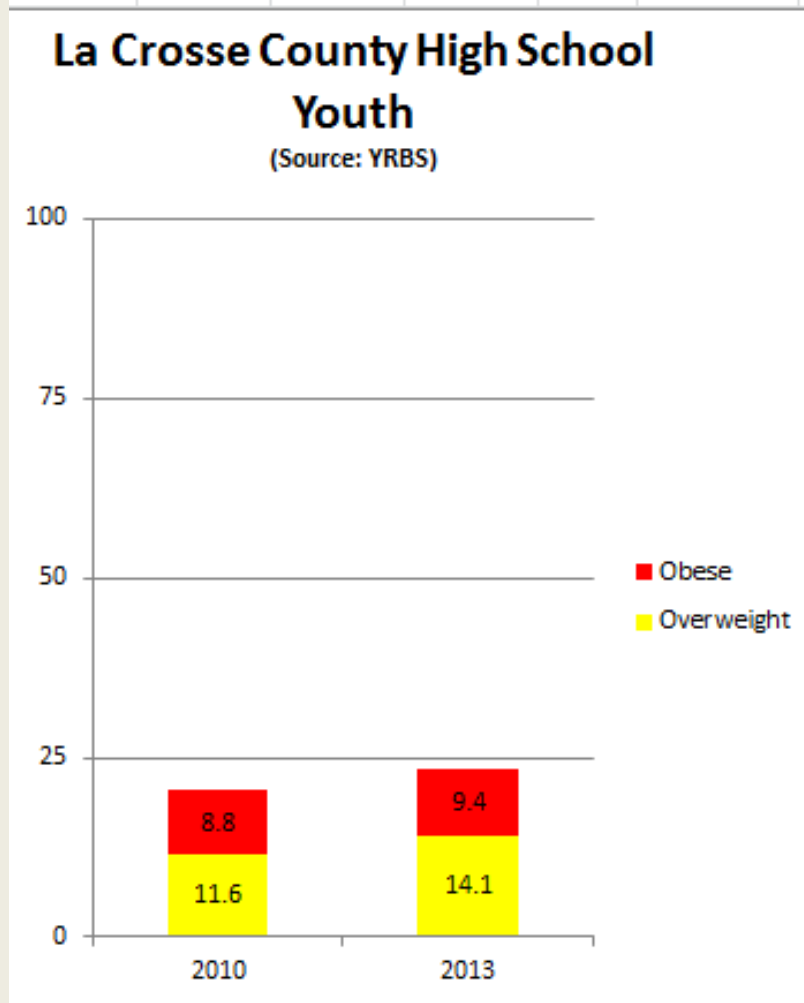
| | | 2011 | 2014 |
|--|-----------|------|------|
| Access to healthy food choices | Excellent | 51% | 56% |
| | Good | 37% | 37% |
| | Fair/poor | 12% | 7% |
| Ability to pay for healthy food choices (ns) | Excellent | | 26% |
| | Good | | 51% |
| | Fair/poor | | 23% |

Younger adults (18-50), less educated, and lower income rated these lower.

Physical Activity Aspects from COMPASS Now

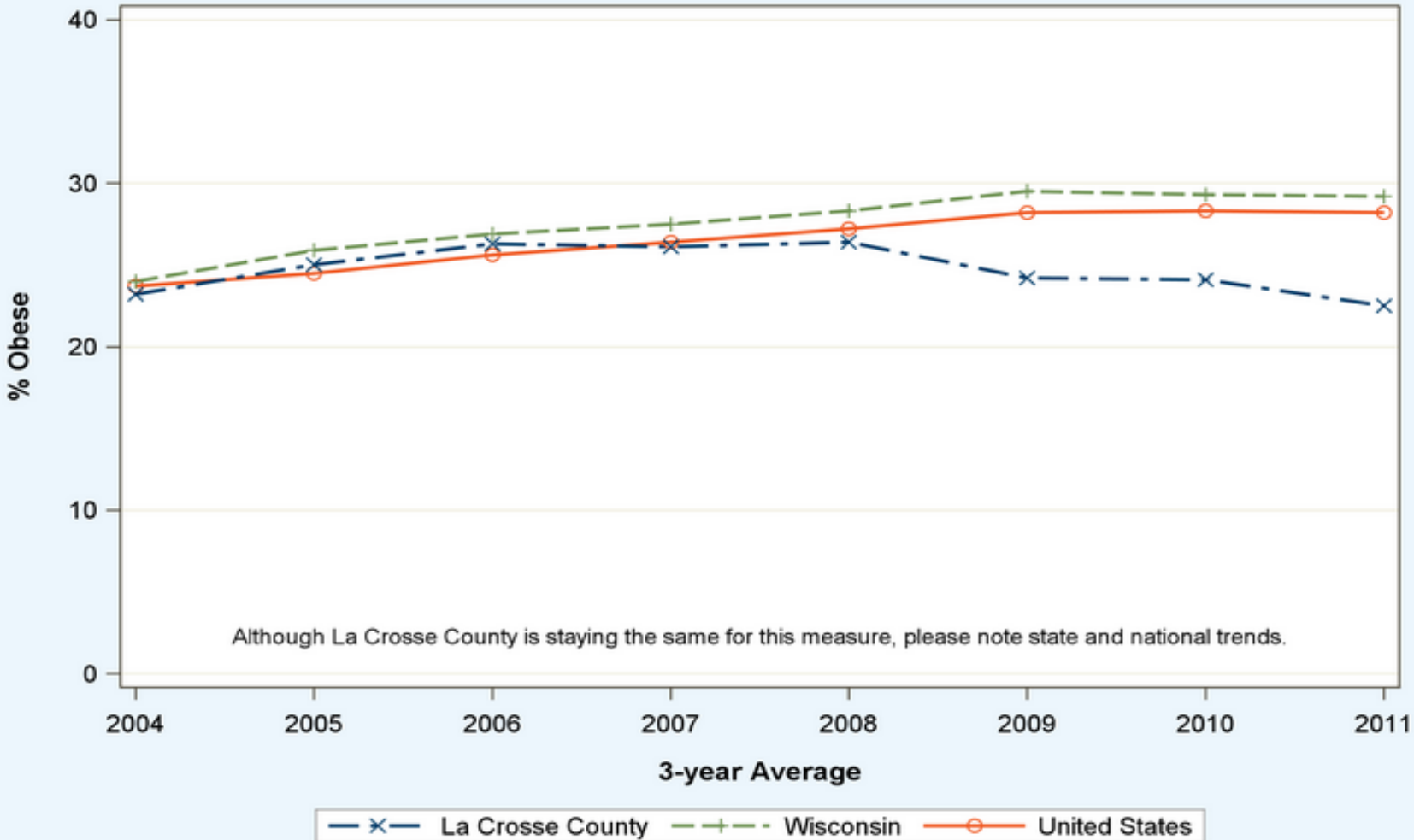
| | | 2011 | 2014 |
|-------------------------------------|-----------|------|------|
| Safe bike routes to school or work | Excellent | 11% | 18% |
| | Good | 41% | 44% |
| | Fair/poor | 48% | 38% |
| Physical recreation for adults (ns) | Excellent | 37% | 41% |
| | Good | 50% | 47% |
| | Fair/poor | 13% | 12% |

Obesity measures





Adult obesity in La Crosse County, WI County, State and National Trends



Although La Crosse County is staying the same for this measure, please note state and national trends.

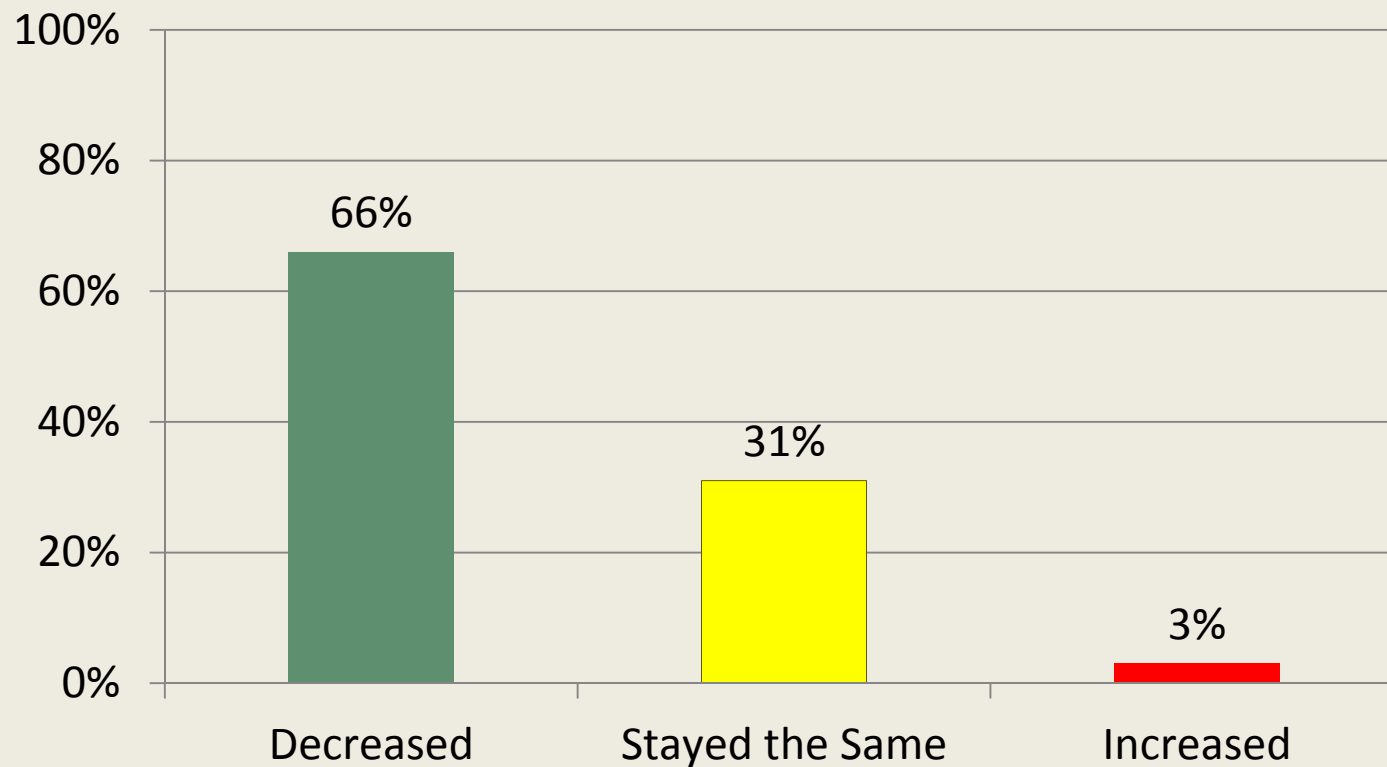
Please see Measuring Progress/Rankings Measures for more information on trends

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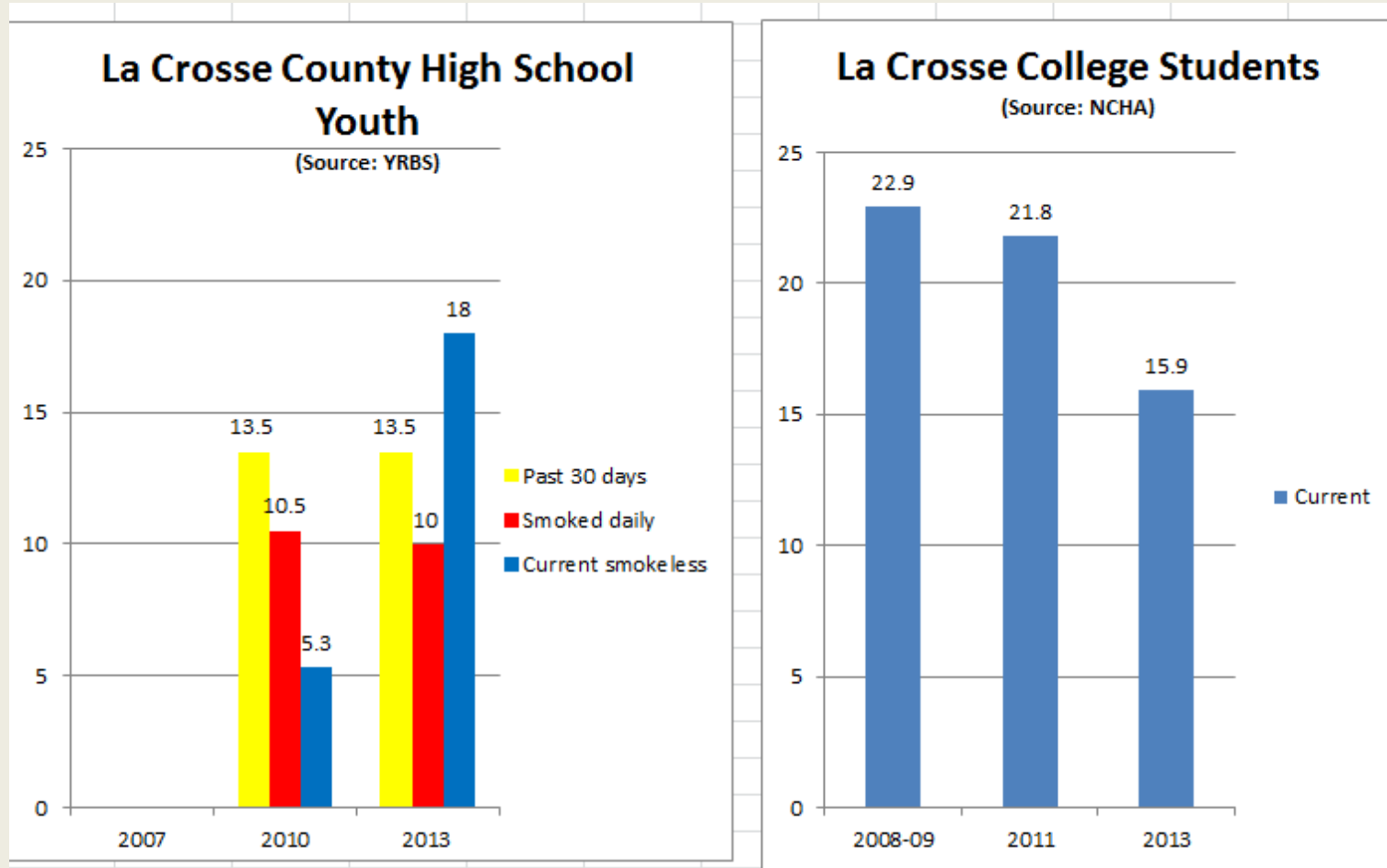


Have we made a difference?

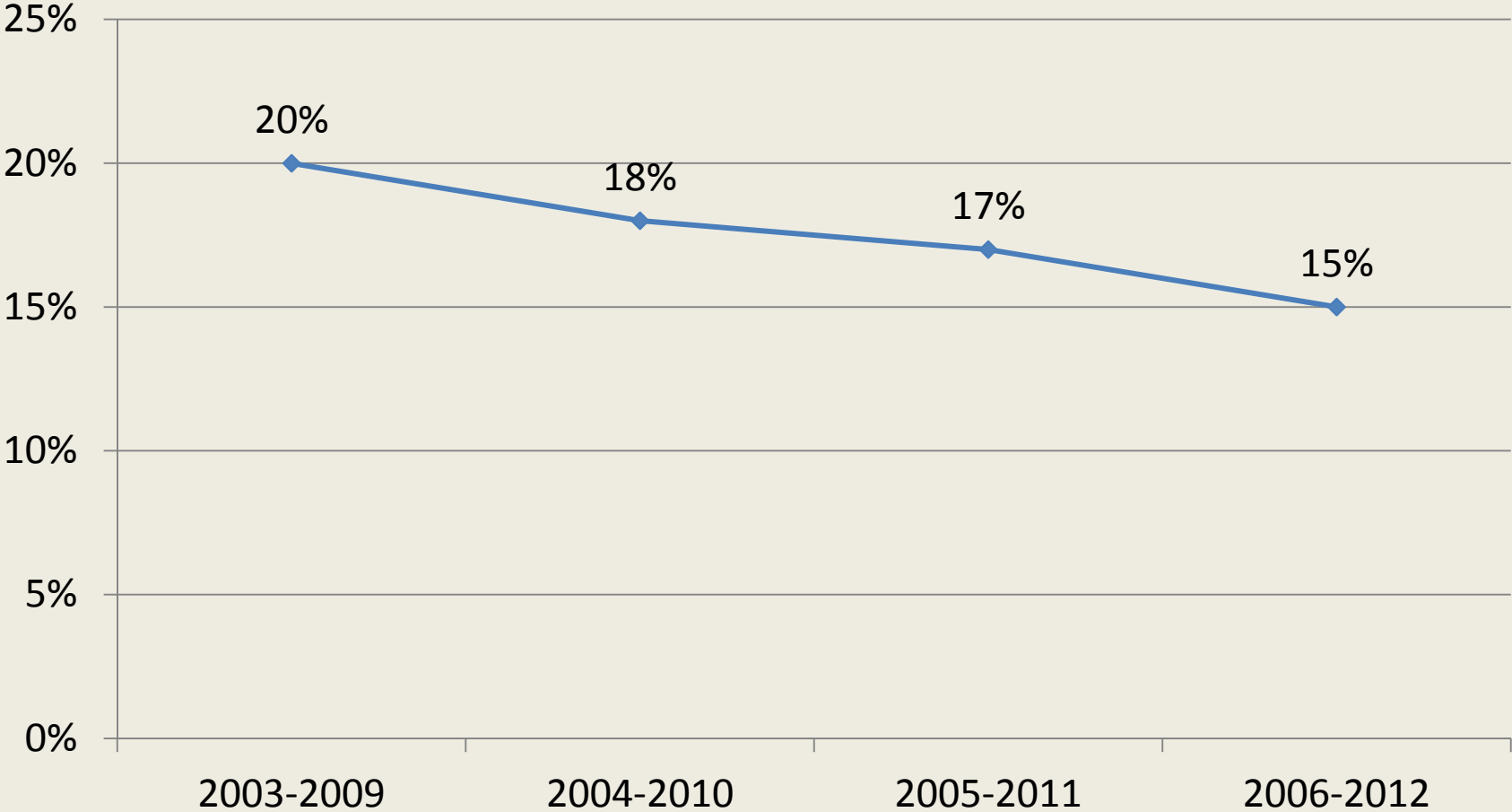
How has the rate of **tobacco use** in La Crosse County changed since 2009?



Tobacco use

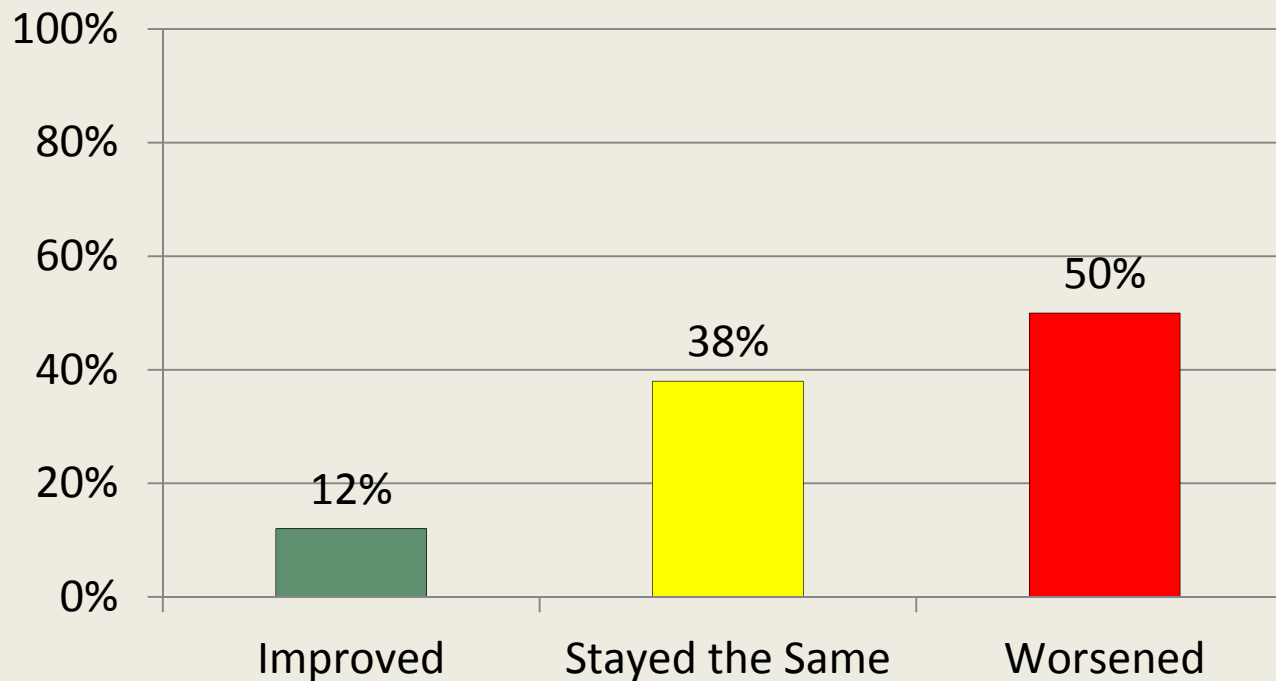


Tobacco Use – La Crosse County Adults (BRFSS)

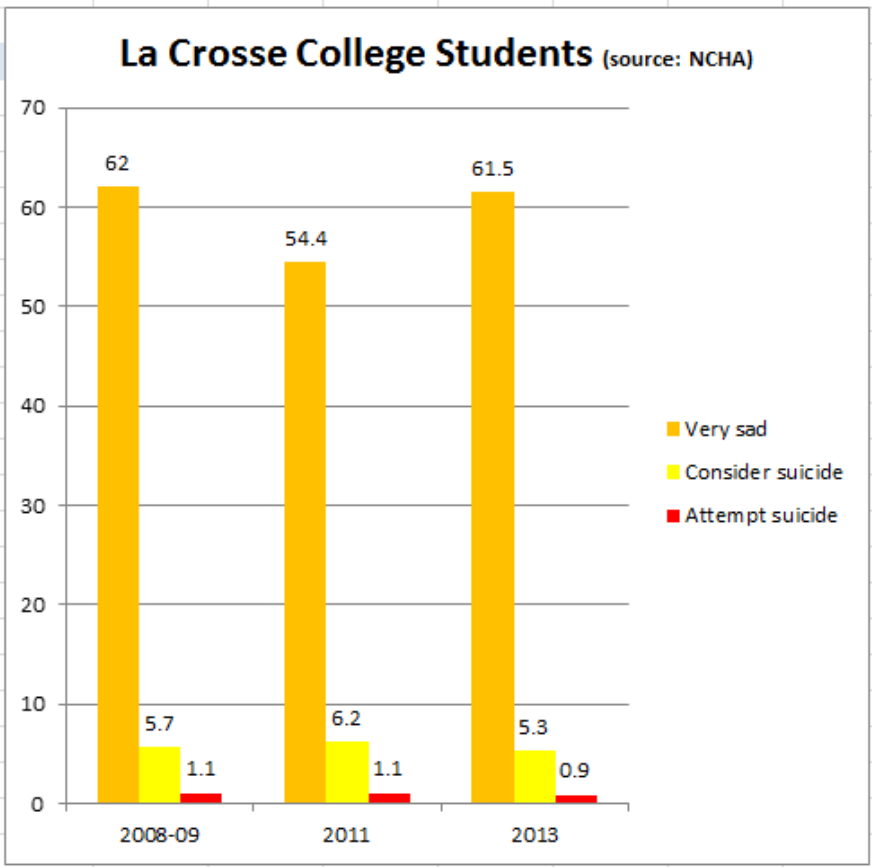
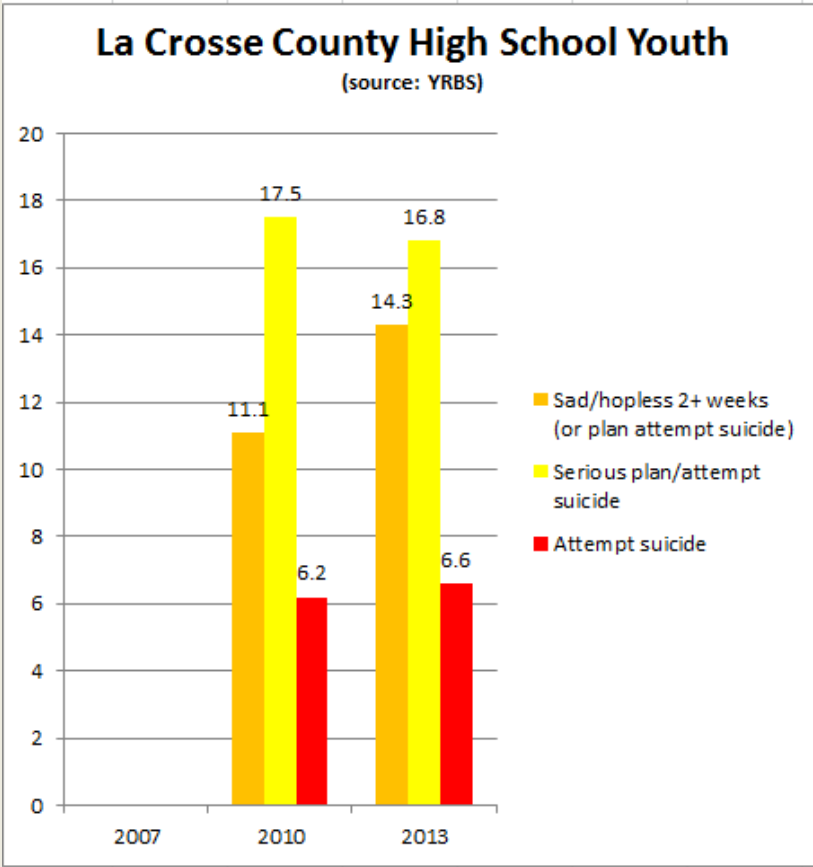


Have we made a difference?

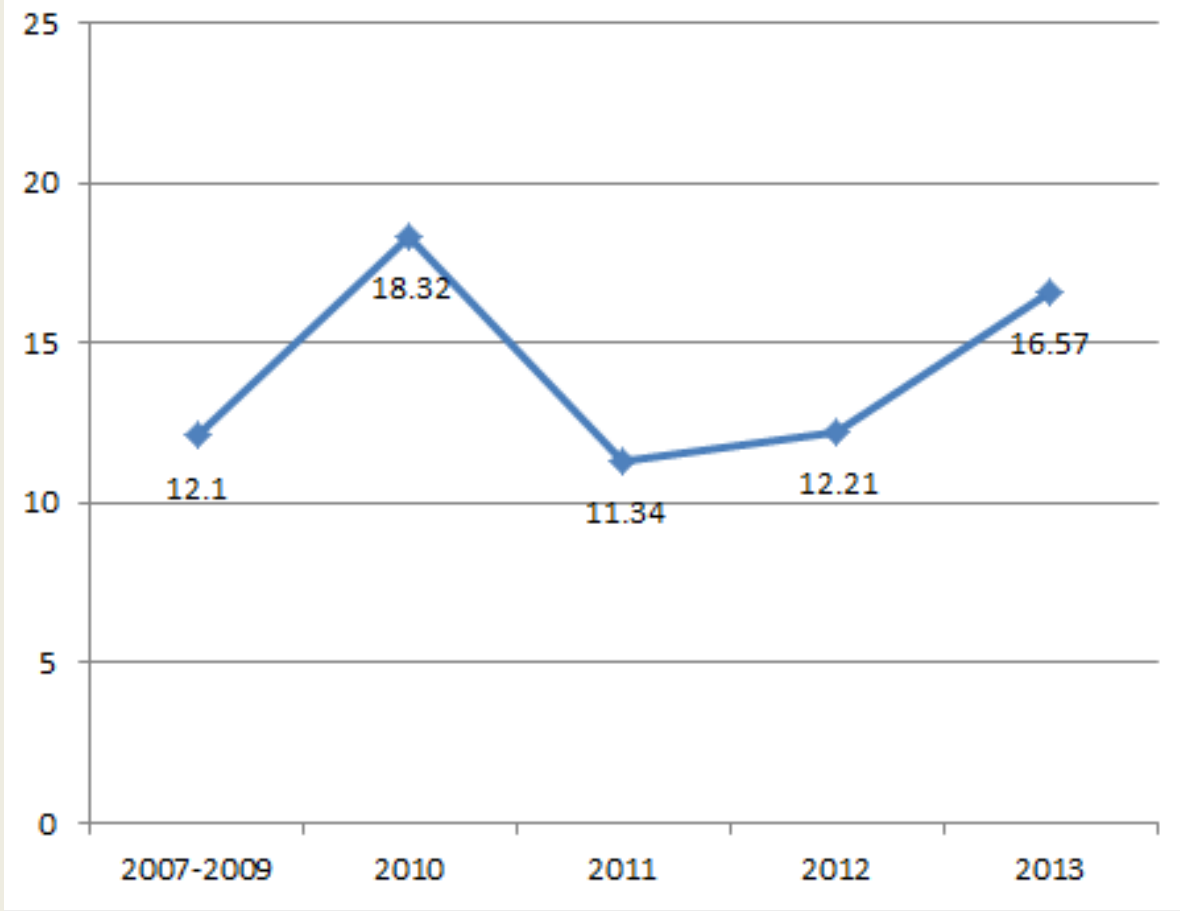
How has our **mental health status** changed in La Crosse County changed since 2009?



Mental Health

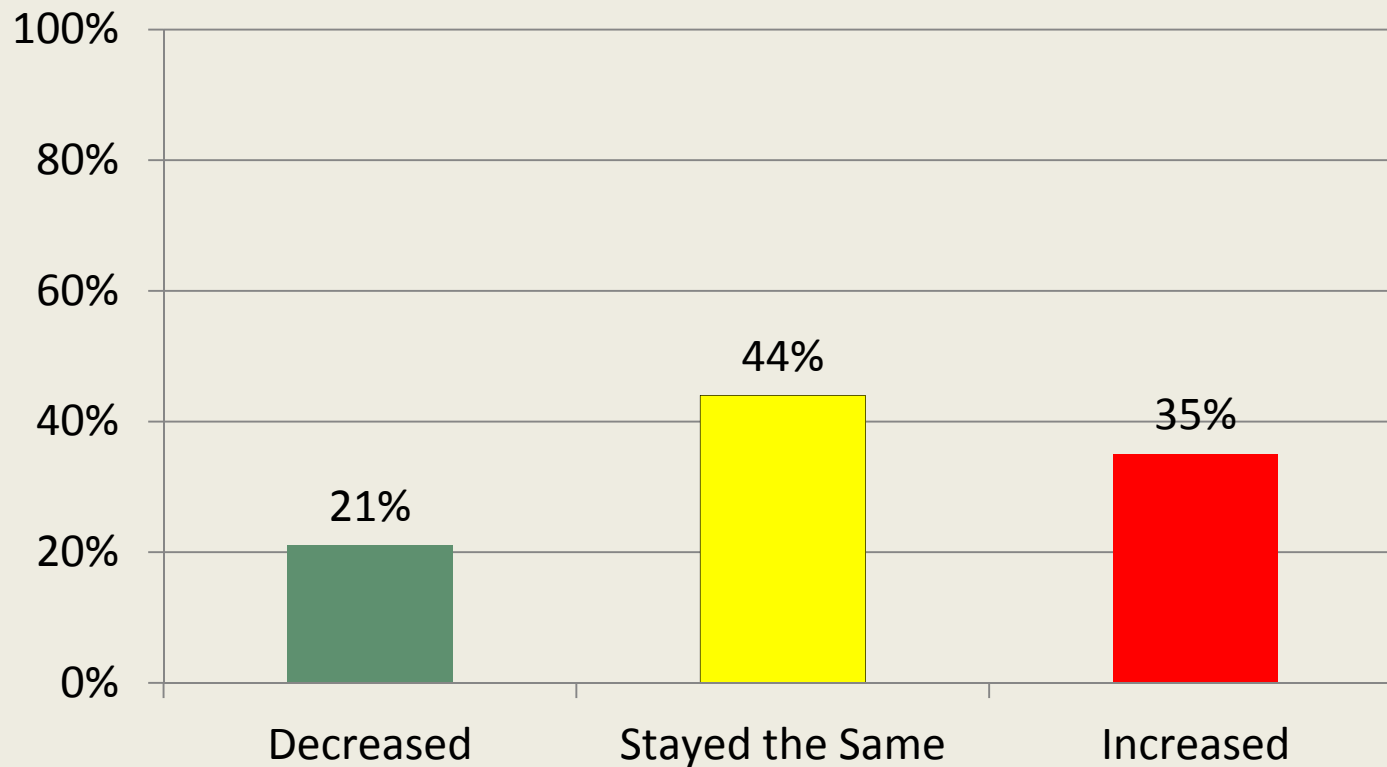


Suicide rate per 100,000 - all La Crosse County Residents

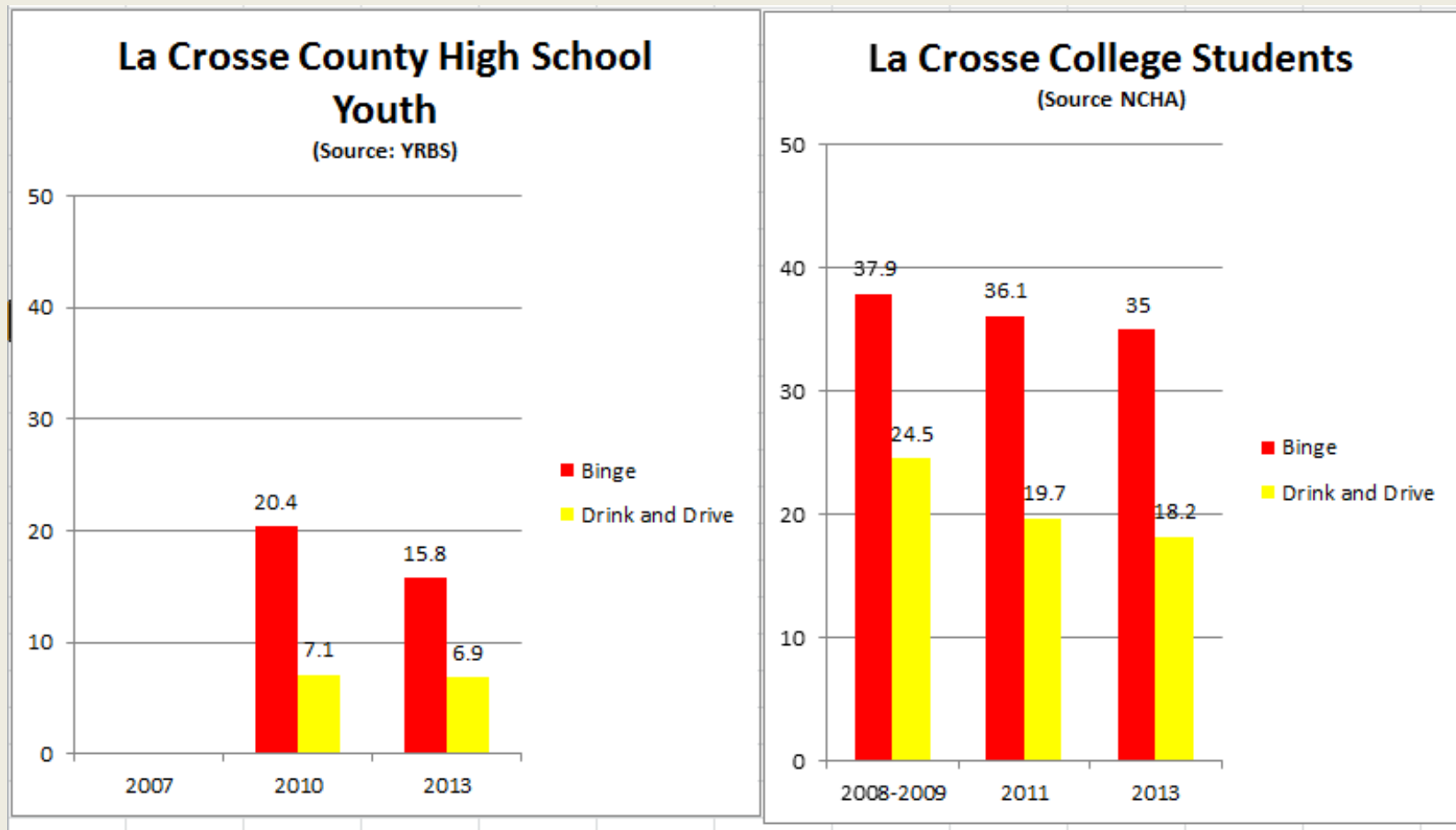


Have we made a difference?

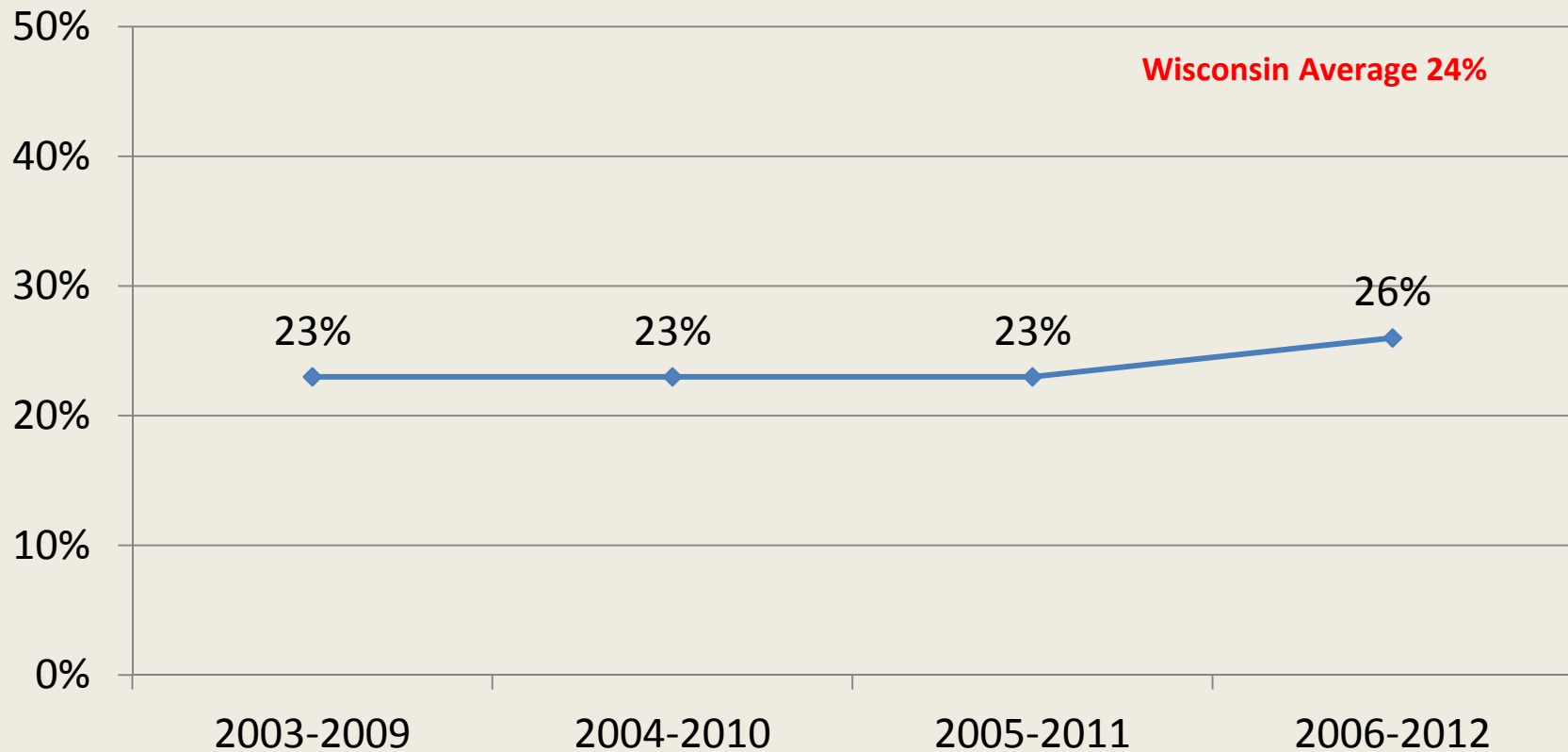
How has the rate of **risky alcohol use** in La Crosse County changed since 2009?



Risky Alcohol Use

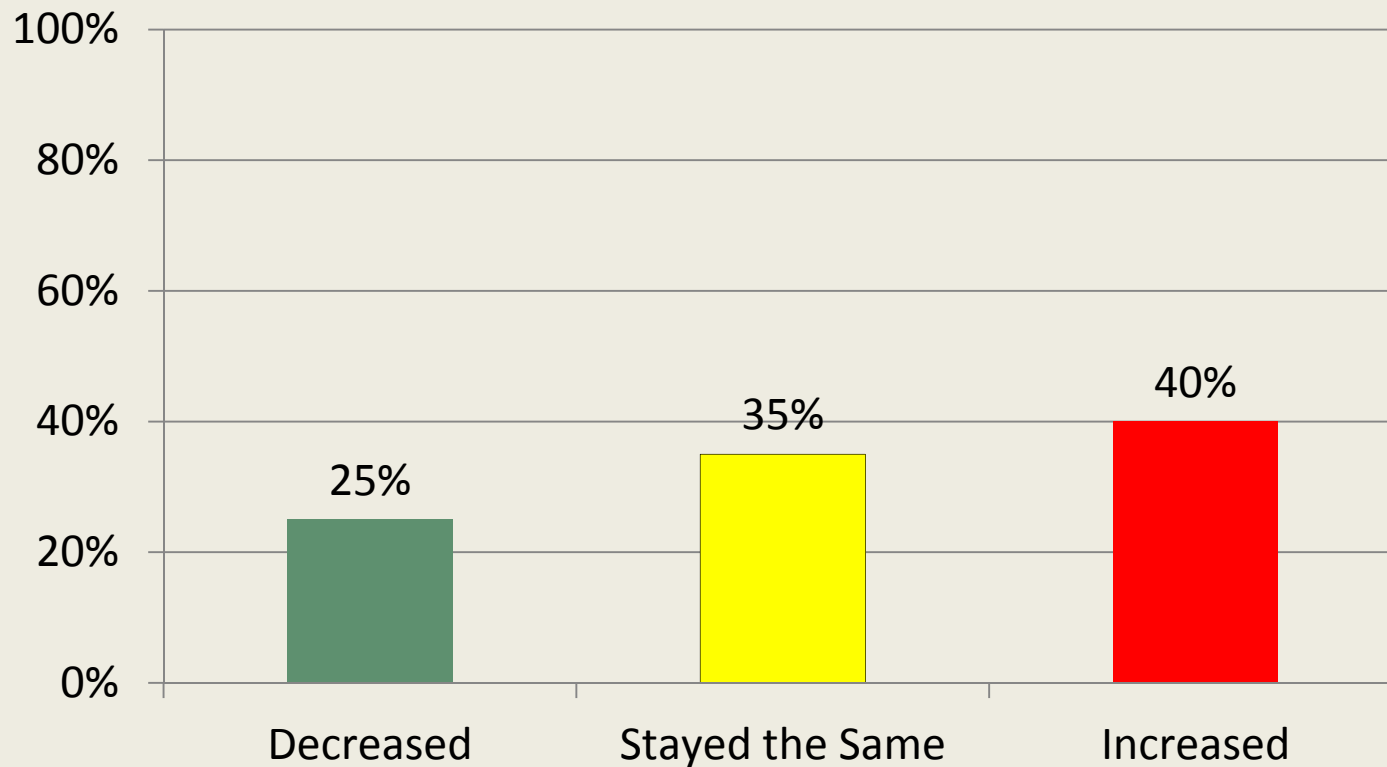


Percentage of adults reporting binge or heavy drinking



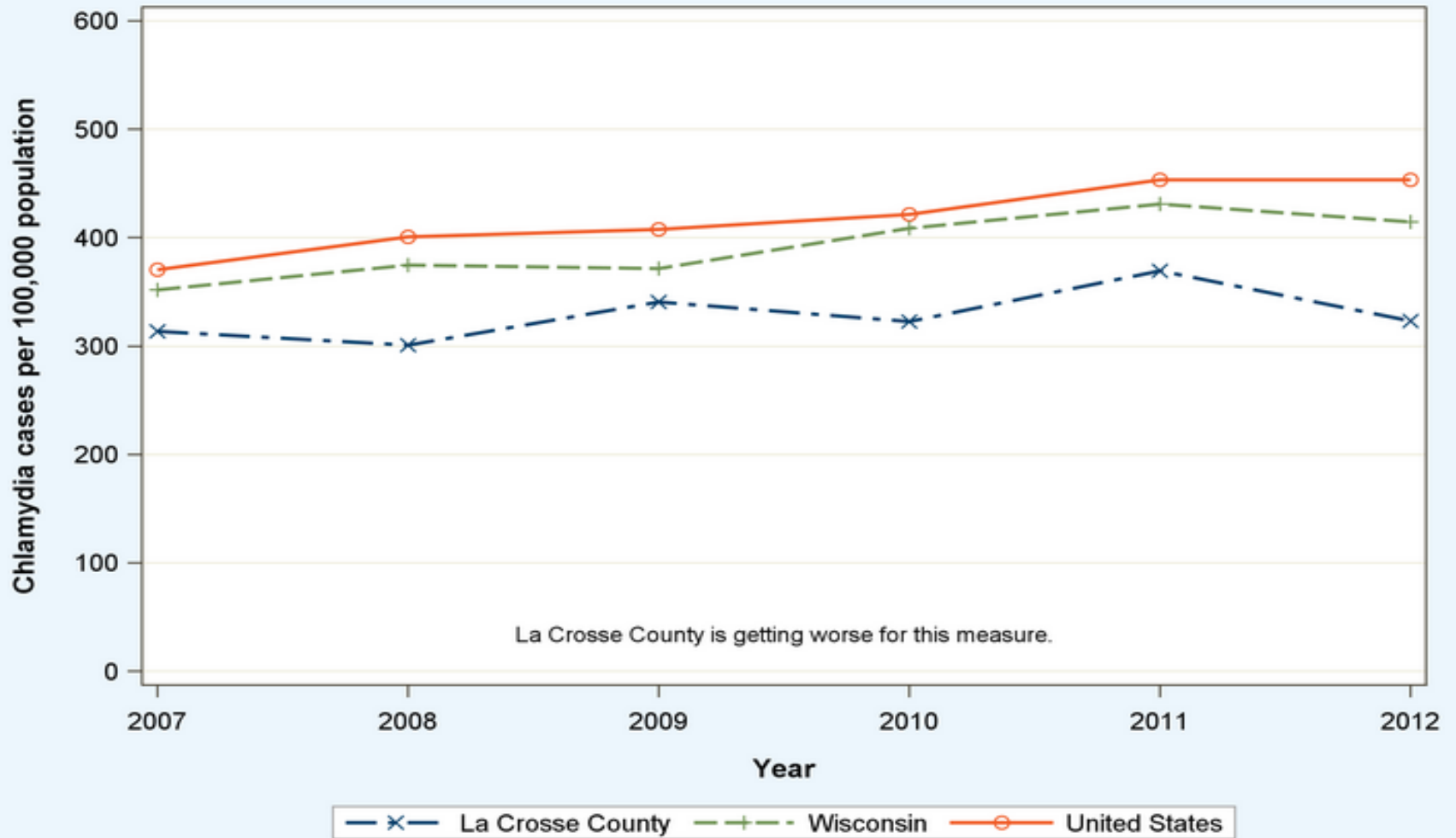
Have we made a difference?

How has the rate of **sexually transmitted diseases/infections** in La Crosse County changed since 2009?





Sexually transmitted infections in La Crosse County, WI County, State and National Trends



La Crosse County is getting worse for this measure.

Please see Measuring Progress/Rankings Measures for more information on trends

Have we made a difference?

Summary

| Problem | Expert Assessment/Impression |
|---------------------------------|--|
| Obesity | Same – though improvements in access to food and physical activity opportunities |
| Tobacco | Improved except OTP (other tobacco product use) worse |
| Mental Health | Worse? – though improved awareness |
| Risky Alcohol Use | Same – though improvements in underage consumption |
| Sexually transmitted infections | Worse? – though improved awareness |
| Overall Health | Improved? |

Culture Shifts

- Culture ate strategy for lunch- *Ford Motor Company*
- Change starts when someone sees the next step - *William Drayton*
- Culture does not change because we desire to change it. Culture changes when the organization is transformed; the culture reflects the realities of people working together every day - *Frances Hesselbein*
- Change is not a process for the impatient. - *Barbara Reinhold*
- A change in CULTURE takes time.



2.bp.blogspot.com



<http://i.stack.imgur.com/ICJz.jpg>



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<https://thenypost.files.wordpress.com/2013/08/052713citibike11b052420-525x300.jpg?w=322&h=215>

images.travelpod.com/tripwow/photos/ta-00a1-a2fe-679a/mountain-biking-with-the-family-was-a-blast-park-city-united-states+1152_12840564994-tpfil02aw-24816.jpg



Have we made a difference?

Have we changed the Culture?

- 2009 Wisconsin passed a policy prohibiting cigarette smoking at indoor worksites including restaurants and bars. Went into effect July of 2010.
- City of Onalaska banned e-cigarette use at worksites/public places
- At least 365 La Crosse County rental properties are smoke-free.
- All public elementary schools have adopted Farm2School programs.
- All walk-able public elementary schools have Safe Routes to School programs.
- New I-90 Bridge will accommodate bicycles



- La Crosse County, La Crosse, Onalaska, Holmen & West Salem have adopted Complete Streets policies or resolutions.
- Farmer's markets and community gardens in La Crosse County have proliferated!
- Cameron Street Market is taking EBT and debit cards.
- Food sustainability efforts have expanded – Hillview Urban Agriculture, Grow La Crosse
- CARE (Crisis Assessment Recovery Empowerment) Center opened in May 2010
- Gundersen Health System opened a new Behavioral Health Hospital in 2013
- Teen Center has grown significantly in programming and use and is addressing mental health

- Annual Suicide Prevention Summits started in 2009 and have increased awareness of suicide and stigma. We are the first community nation-wide to launch the “Changing Directions” initiative
- Heroin Task Force – formed with GREAT SUCCESSES
- Passed Social Host ordinance in La Crosse and Onalaska
- Corporate/Worksite Wellness has become a priority – launching Well County Initiative with the Wellness Council of America
- Neighborhood revitalization – Powell Poage Hamilton, Washburn, Lower Northside Depot
- Community Policing
- The Warming Center opened a new location in November 2014 after outgrowing previous space – opened in 2012.

Breakouts

1. Introduce yourself and why you are here today.
2. What is something new you learned today?
3. How do your current activities (volunteer or work) contribute to a Culture of Health?
4. How does what you heard today shift your thinking about your role in improving the community?
 - Consider where you live, work, worship and play
5. Who else could you connect with to work towards a Culture of Health?

On the Horizon...

- United Way – Collective Impact – Jason Larsen
- Y Teen Center – Lisa Luckey
- Change Direction – Dr. Todd Mahr
- La Crosse Housing and Rehabilitation - Mayor Tim Kabat
- La Crosse Family Collaborative - Audra Martine
- Well County La Crosse Initiative – Sarah Havens

In 6 words or less, tell us...

**What does a Culture of Health
mean to you?**

Thanks for attending!
See you next year!

