Oconto County Community Health Improvement Plan

2025-2027
By Oconto County Public Health

Substance Use | **Mental Health** | **Transportation**

OCONTO COUNTY
PUBLIC HEALTH
MOVING HEALTHY FORWARD

Table of Contents

Executive Summary

A Community Health Improvement Plan (CHIP) is a long-term, systematic effort to address public health issues identified through a community health assessment (CHA). It is developed collaboratively by various community stakeholders, including health departments, local governments, non-profit organizations, hospitals, and community members.

The CHIP is designed to improve the health and quality of life of people in the community through targeted actions and initiatives. By setting clear goals and objectives, the CHIP serves as a strategic guide for implementing evidence-based interventions. Regular evaluation and updates ensure that the plan remains responsive to the community's evolving needs. Community involvement and cross-sector collaboration are critical components, as they foster a shared vision and collective action towards creating a healthier environment for all residents.

The success of the CHIP relies on active involvement from a broad range of community partners, including local government, schools, businesses, healthcare providers, faith-based organizations, and residents. By working together, we can create sustainable change that positively impacts the health of the entire county.

CHIP Timeline

February 2023
Partners began planning the CHA process

March 2023
Community health survey released to community members

April 2023
Key informant interviews conducted

May 2023
Partners reviewed data and planned the next steps

June 2023
Partners began planning stakeholder event and compiling data

July 2023
Stakeholder event was held to select priorities

August 2023
Partners held a meeting to formally adopt priorities

September 2023
CHA document reviewed by partners

December 2023
CHA released to the community; and begin planning next steps to develop strategies and goals to address priorities

January-March 2024
Form working groups for each priority

April-September 2024
Collect more data on each prioity to inform planning

September-December 2024
Planning for the next year

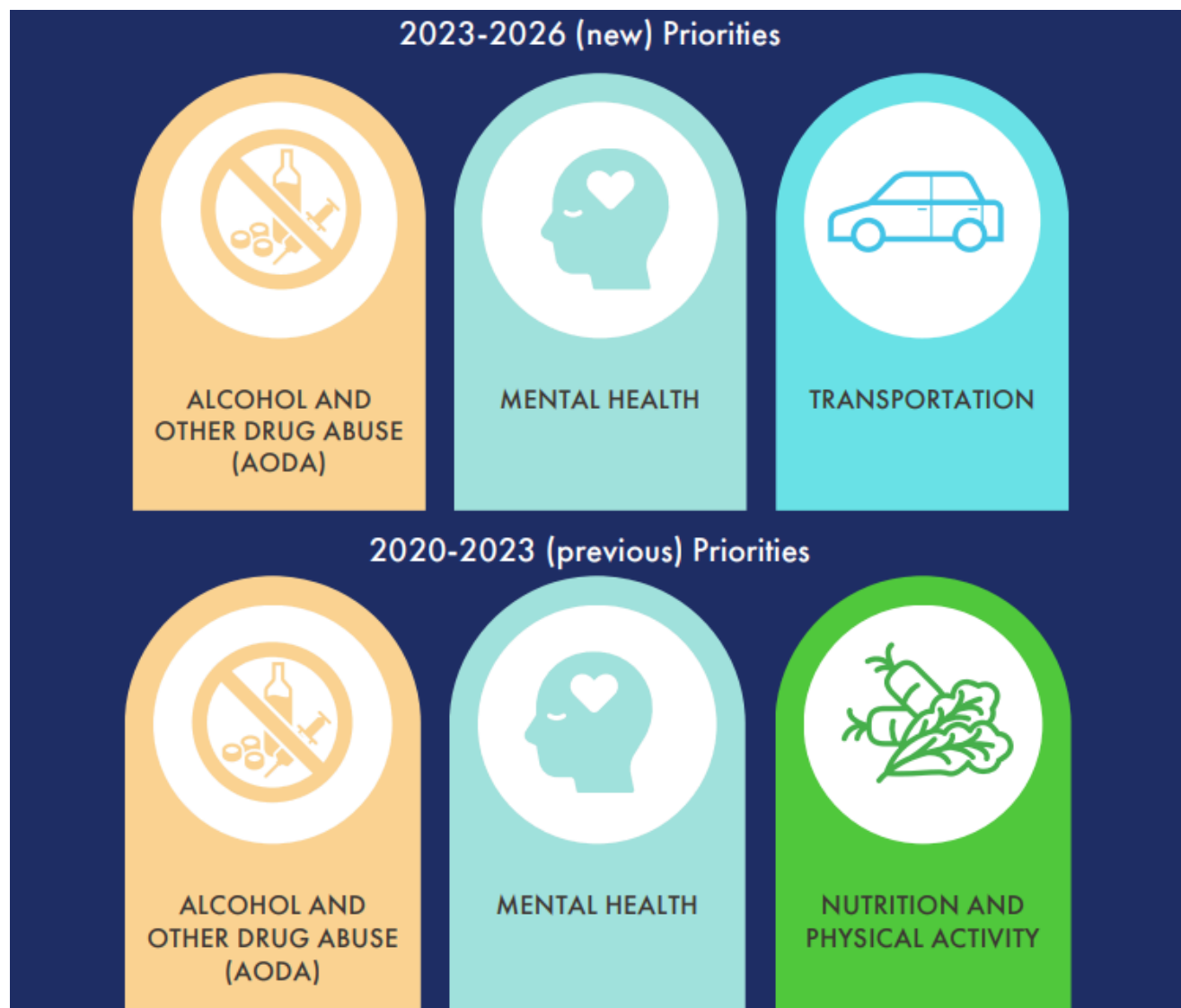**January 2025**
Author CHIP document and review

Next Steps

The CHIP workgroups will convene at least once every quarter over the next three years to focus on the selected objectives and strategies. An annual review and revision of the CHIP will ensure it remains aligned with the needs of the community. In 2026, OCPH will initiate the data collection process for the upcoming Community Health Assessment.

Priority Areas

Many factors were considered during the prioritization process. Healthy Oconto County members considered and compared primary local data sources such as the community health survey and key informant interviews. Secondary sources of data were also compared to the voting results from the Stakeholder Meeting. Selecting our priorities was a difficult task because there are many pressing health and social determinant of health needs that impact Oconto County residents. Healthy Oconto County truly feels that the selected priorities encompass the needs of the community.

2023-2026 (new) Priorities

ALCOHOL AND OTHER DRUG ABUSE (AODA) | MENTAL HEALTH | TRANSPORTATION

2020-2023 (previous) Priorities

ALCOHOL AND OTHER DRUG ABUSE (AODA) | MENTAL HEALTH | NUTRITION AND PHYSICAL ACTIVITY

About our Working Teams

A working team has been formed for each of the identified priorities, each team meets monthly and is comprised of individuals who have a direct stake in that priority. By fostering collaboration and creativity, we strive to amplify our impact and reach new heights in promoting our key initiatives.

With dedication and passion, we aim to engage with our community and stakeholders, igniting a spark of curiosity and support for our cause. Together, we can make a difference and create a lasting legacy of positive change.

As we continue on this journey, we invite everyone to bring their unique talents and experiences to the table, fostering an environment where creativity thrives and collective success is within reach. Through perseverance and teamwork, we believe that our shared vision will inspire others and leave a positive impact for many years to come.

Team	Priority	Chair Agency
Health and Wellbeing Community Action Team	**Mental Health and Wellbeing**	• **Bellin Health Oconto Hospital** • **UW Extension Oconto**
Substance Use Alliance for Change (SUAC)	**Alcohol and Other Drug Use (AOD)**	• **Oconto County Public Health** • **HSHS St. Clare Memorial Hospital**
Transporting Oconto County	**Transportation**	• **Oconto County Public Health** • **Tri-County United Way** **With strong support and advisement from New View Industries

Working Team Unified Values

Advocacy and Awarenes:
Each of our working teams has unified objective to increase awareness and advocate for solutions to their respective priorities. We are-
- Leveraging social media to engage with a wider audience and amplify community stories
- Promoting community resources through a broad range of mediums
- Encouraging feedback and reflection for personal and professional growth
- Sharing resources between groups to enhance connectedness

Collaboration and Partnership:
Our teams understand that scoring a winning touchdown requires a team. Thus, we are always on the lookout for new champions to support us on this journey. We are-
- Reaching out to new prospective champions
- sharing resources between groups to enhance connectedness

Innovation and Creativity:
We believe that innovative solutions and creative thinking are essential to addressing complex challenges. Our teams are encouraged to think outside the box and embrace new ideas. We are-
- Encouraging brainstorming sessions and creative problem-solving workshops
- Piloting innovative projects to test new approaches
- Partnering with thought leaders and innovators to inspire fresh perspectives

Substance Use

Why Substance Use?

Substance use presents a multifaceted challenge that demands a comprehensive strategy approach for sustainable resolution. Healthy Oconto County acknowledges the significant impacts it can have on individuals, families, and entire communities. While gathering data, residents of Oconto County consistently highlighted substance use as a critical issue affecting the county. In addition, numerous secondary data sources indicated that the consequences of substance use often lead to exceptionally poor outcomes.

Let's look at the data!

Primary Data (local)

400 out of the 681 Oconto County residents who completed the community health survey ranked substance use as the leading issue in Oconto County.	**Community Health Survey 2023**
4 out of 12 key informants said that substance use is a major issue in Oconto County	**Oconto County Key Informant Interviews 2023**
19 attendees from our stakeholder event listed AODA as a top issue in Oconto County.	**Community Health Survey 2023**
There were 19 overdose fatalities in Oconto County between 2020-2022	**Oconto County Sheriff**

Substance Use

Secondary Data (Data from a State Source)

Alcohol Impaired Driving Deaths 2017-2021 35%	**County Health Rankings**
Past 30 day use of alcohol in Oconto County High School students 24%	**Youth Risk Behaviour Survey (2021-2023)**
Between January 1-September 15, 2023, Oconto County Emergency Medical Services administered 15 doses of Naloxone (Narcan).	**Wisconsin Ambulance Run Data System (WARDS)**
Between January 1-September 15, 2023, there were 14 ambulance runs in response to opioid overdoses in Oconto County.	**Wisconsin Ambulance Run Data System (WARDS)**

Priority Action Team Name:
Substance Use Alliance for Change (SUAC)

***Strategies are subject to change upon finding new data or capacity changes. This is a fluid document that will be updates as changes occur**

Substance Use: Goals Strategies

Healthy Oconto County Goal: Reduce Alcohol Impaired Driving Deaths by 5%: baseline 35% (County Health Rankings data 2017-2021)		
Strategy	Partners	Measure of Impact
Community member's knowledge, attitudes, and skills reflect engagement in reducing and eliminating the stigma and harm associated with substance use	• Oconto County Schools • Local Law Enforcement • Oconto County Substance Use Alliance for Change	The number of coalition members and Public Health Staff who complete trainings.
Drug Take Back Events	• Bellin Health Oconto • Hospital HSHS St. Clare • Oconto County Sherriff's Department • Dept. Pharmacy • Oconto County Public Health	Increase amount in weight of unused prescription medication collected and disposed at drug take-back events. 2024 baseline: 198 lbs
Alcohol Policy and Ordinance Work	• Oconto County Public Health • Wisconsin Alcohol Policy Project (WISAPP)	# of local policies with revisions or changes meeting WISAPP standards.

Substance Use: Goals Strategies

Reduce past 30 day alcohol consumption in Oconto County high school students by 4%: Baseline 24% (YRBS 2021-2023).		
Strategy	Partners	Measure of Impact
Implement a school based curriculum in at least 3 Oconto County schools.	- Oconto County Schools - Oconto County Public Health - Oconto County Substance Use Alliance for Change	The number of schools who complete the determined hours of curriculum.
Ensure that all Oconto County schools are enrolled to complete the 2025 YRBS survey	Oconto County Public Health	the number of schools enrolled in YRBS
Engage with alcohol retailers to support alcohol compliance.	- Oconto County Public Health - Oconto County Sheriffs Department	Start as a new program in Oconto County.
Physical Environment Changes: Improve local advertising efforts and signage to educate about laws and ordinances	- Substance Use Alliance for Change - Oconto County Schools - Oconto County UW-Extension	The number of new signs in spots where alcohol is consumed. (Oconto County Fair, Youth sporting events)

Transportation

Why Transportation?

Healthy Oconto County believes that safe and accessible transportation is the foundation of health for residents. Without reliable transportation, individuals may struggle to access essential healthcare services, nutritious food, and social activities. Healthy Oconto County is committed to improving transportation options for all residents, ensuring that everyone has the opportunity to lead a healthy and fulfilling life. By investing in safe and accessible transportation systems, we can promote wellness, reduce isolation, and strengthen our community as a whole.

Let's Look at the Data!

Priority Action Team Name:
Transporting Oconto County

Primary Data (local)

623 out of 687 survey responses listed Public Transportation as limited, or non-existant in Oconto County.	**Community Health Survey 2023**
Out of 682 respondants, 409 listed "too far to drive/no resources in my area" as reasons that they are not taking steps to improve their health.	**Community Health Survey 2023**
15 stakeholders from our stakeholder event listed transportation as a top issue	**Oconto County Stakeholder Event 2023**

Transportation

Secondary Data (State)

80% of Oconto County residents drive alone to work	**County Health Rankings 2024**
8% of residents carpool to work	**Oconto County Housing Market Study and Needs Assessment | 2023**
2% of residents walk to work	**Oconto County Housing Market Study and Needs Assessment | 2023**
44% of Oconto County residents commute 30 minutes or more each day for work	**County Health Rankings 2024**
53% of residents work outside of the county	**Oconto County Housing Market Study and Needs Assessment | 2023**

Transportation: Goals and Strategies

Goal: Oconto County Public Health will work with community stakeholders to provide one new countywide transportation service that is equitable for Oconto County residents. The new service will be accessible for residents of all ages and zip codes within the county.		
Strategy	Partners	Measure of Impact
Address gaps in community infrastructure through partnerships	- Oconto County Law Enforcement 211 - Community Volunteers - Bellin Health Primary Care - Bellin Health Oconto Hospital - Northlakes Community Health Center - New View Industries - Tri-County United Way - UW Extension, Oconto County	Establish sub-committee to work on financial infrastructure and sustainability by Q2 2025. By 2027 a social determinate of health (SDOH) resource referral tracking system will be in place.
Work on bridging the gap of transportation in Oconto County by exploring new services, options and opportunities (Carepool; Uber Health; etc.)	- Tri-County United Way - NEWCAP - Inc. ADRC - New View Industries - Bellin Health - HSHS St. Clare - UW Extension, Oconto County	Partner with 1 new transportation service to establish as a resource in Oconto County by 2027.
Policy advocacy and expansion. Provide data, personal stories, and potential solutions to help officials understand the importance of investing in rural transportation infrastructure. Examine local ordinances pertaining to starting a rideshare program.	- TEDCOR - UW Extension, Oconto County - Tri-County - United Way External Affairs Team (Bellin) - New View Industries	Educate at least 1 elected official about rural transportation issues.

Mental Health and Wellbeing

Mental Health and well-being consistently arose as the most prominent community health priority in Oconto County during CHNA discussions. Many Oconto County residents ranked mental health as a top issue in the community health survey. Additionally, nutrition and physical activity arose as a significant opportunity to improve health behaviors that directly impact good Mental Health wellbeing.

Priority Action Team:
The Health and Well-being Community Action Team

Let's Look at the Data!

Primary Data (local)

Out of 684 responses, community members rated their sense of the belongling to the community a 6 out of 10.	**Community Health Survey 2023**
4 key informants said that Mental Health is a major issue in Oconto County	**Oconto County Key Informant Interviews 2023**
The number of responses that indicated that mental health treatment access was limited, or not available in Oconto County. 503 out of 687.	**Community Health Survey 2023**
Rank the top three issues that are the most prominant in Oconto County. 207 out of 681 selected mental health.	**Community Health Survey 2023**
The number of residents that indicated that mental health was a moderate or major problem in Oconto County- 539 out of 691 responses.	**Community Health Survey 2023**

Mental Health and Wellbeing

Secondary Data (State)

The number of suicides in Oconto County 2020-2022 was 22	**Prevent Suicide Wisconsin. Suicide in Wisconsin: impact and Response. September, 2020**
There is 1 menteal health provider to serve 2,640 people.	**County Health Rankings 2024**
In Oconto County, adults reported that their mental health was not good on 4.8 of the previous 30 days.	**County Health Rankings 2024**
In Oconto County, 13% of adults reported that they consider themselves in fair or poor health.	**County Health Rankings 2024**

Mental Health and Wellbeing: Goals and Strategies

Goal: Promote optimal health and wellbeing for Oconto County by increasing connections, awareness, and access to resources. The following measures for Oconto County will stabilize or improve: Poor or Fair Health: 13%, Poor Physical Health Days 3.3, and Poor Mental Health Days 4.8 as indicated by County Health Rankings and Roadmaps for Oconto County.

Strategy	Partners	Measure of Impact
Build connections around Mental Wellbeing through community events, partnerships, volunteerism and positive health behaviors. Use the following programs as a resource: • Annual Men's Event Bellin Oconto Fitness • HER/HIM program • Bellin Oconto Kids Triathlon	• Bellin Health - • Bellin Oconto Fitness - • HSHS St. Clare - • Northlakes Community Clinic - • Catholic Diocese of Green Bay - • CESA 8 - • NEWCAP, Inc. - • Oconto County Dept. of Health and Human Services • Oconto County Sheriff's Dept. - • Oconto County Veteran's Affairs - • UW Extension, Marinette and Oconto Counties - • Oconto County Schools - • Tri-County United Way - • Unity Recovery Services - • Foundations Health and Wholeness - Homegrown Fitness	2 new programs to support Mental Health are established by 2027 Expand existing 2024 programming participation by 20%. Increase the number of active community partnerships that engage in this work by 25% Baseline: 17; Goal 21
Create awareness of the importance of mental health and reduce stigma around mental health challenges.	• Primal Eats • Bellin Health Kids Triathlon • Oconto MS & HS • Oconto & Marinette County Public Health Departments	By 2027 Oconto and Marinette Counties will jointly develop and establish a local NAMI chapter. 25% average increase in Kids Triathlon participation annually By 2026, a HER/HIM program will be established in each Oconto County school district
Increase resources available to support community members to prevent and cope with mental health challenges.	• Tri-County United Way • 211/988/911 - • Oconto County Law Enforcement - HSHS St. Clare	By 2027, an Social Determinate of Health (SDOH) resource referral tracking system will be in place.

Next Steps

The OCPH CHIP 2025-2027 is a dynamic document that will undergo annual reviews and revisions. As our community continues to evolve, we aim to ensure that our efforts align with current health needs.

The three working teams will convene at least quarterly to discuss the objectives and strategies for each health priority. Throughout the implementation of the CHIP, the community will receive regular updates. The Community Health Assessment and Improvement Plans follow a cyclical process.

This collaborative approach ensures that our strategies remain relevant and effective, addressing the unique challenges and opportunities within our community. By engaging a diverse group of stakeholders, we foster an environment of inclusivity and shared responsibility for the health and well-being of all residents.

In 2026, we will commence data collection for the next CHA, while collaboratively working on the CHIP with community partners.

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Read our CHA here!

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