



Healthy People Taylor County 2009-2013

**A Community Health Plan for Taylor
County Residents' Healthier Lifestyles**

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An Invitation to the Community

The Centers for Disease Control and Prevention defines healthy communities as "A community that is continuously creating and improving those physical and social environments and expanding those community resources that enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential."

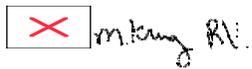
This plan is a result of the collaboration of community partners to create a tool for community organizations, local government, businesses, and citizens to take action to create a "Healthier Taylor County" for everyone who lives in our community.

This plan identifies priorities, goals, and strategies for identified areas to assist us with attaining a "healthy community" for Taylor County. The plan will have no impact on our community unless we take an interest in the plan, take action collectively, and commit to reach the goals addressed.

We invite all of you to participate in some capacity as part of an organization, committee or on a personal basis to address the areas in the plan so we can improve the health of each individual, their family and ultimately the health of our community.

A special thank you to the community partners who provided guidance and direction, and the citizens of Taylor County who provided input through our survey to create this document. Our agency greatly appreciates and values the collaboration it took by all to complete this plan. You can contact the health department if you are interested in participating on any community committees at 715-748-1410.

Sincerely,

A handwritten signature in black ink that reads "m. krug RN". To the left of the signature is a small rectangular box containing a red "X" mark.

Patricia M. Krug, RN, MSENPH
Health Officer
Taylor County Health Department

Taylor County Community Health Improvement Process Steering Committee

Michele Armbrust, Lead Public Health Nurse, Taylor County Health Department

Debbie Berends, Public Health Nurse, Taylor County Health Department

Sue Courtney, Director of Quality Services, Memorial Health Center

Joseph Greget, Director of Special Education, Student Services, Medford Area School District

Kaaron Keene, Vice President Patient Care Services, Memorial Health Center

Patty Krug, Director, Taylor County Health Department

Diane Niggemann, Director, Taylor County Commission on Aging

Peggy Nordgren, Family Living Agent, Associate Professor, UW-Extension

Pat Schilling, Public Health Nurse, Taylor County Health Department

Frances Soper, Taylor County Board of Health

Technical Support

Wisconsin Department of Health Services, Division of Public Health, Northern Regional Office

Jim Lawrence, Health Education Consultant

Angela Nimsgern, Epidemiologist

Potential Community Partners*

Aging Council
Biking and running clubs
Car dealers
City, county, township government agencies
Community based organizations
Community Garden members
Community Learning Center
Day care providers
Dental Providers
Faith based organizations
Family Health Center of Marshfield
Farmers markets
Food cooperatives
Food pantries
Friends of Downtown
Gilman Garden Club
Gilman Pride
Gilman School District
Health care Providers
Holy Rosary School
Immanuel Lutheran School
Indianhead Community Action Agency
Libraries
Retail alcohol outlets
Master Gardeners
Medford Area Chamber of Commerce
Medford Area School District
Medford School Health Advisory Council
Memorial Health Center – an Aspirus Partner
Memorial Health Center Occupational Health
Memorial Hospital dietician
Media
Northwest Regional Planning Commission
Parent Resource Center
Pharmacies
Physical therapists
Restaurants
Retail food stores
Rib Lake Commercial and Civic Club
Rib Lake School District
Safe Steps of Taylor County
School based organizations
Service clubs

Sports booster clubs
Stepping Stones, Inc.
Tavern League
Taxi companies
Taylor County Board of Supervisors
Committees:
Board of Health
Buildings, Grounds and Parks
Commission on Aging
Education
Extension
Forestry and Recreation
Human Services
Law Enforcement and Emergency Services
Rails-To-Trails Commission
Tourism
Traffic Safety Commission
Transportation Coordination
Zoning
Taylor County businesses
Taylor County Commission on Aging
Taylor County court system
Taylor County Fair Committee
Taylor County Head Start
Taylor County Health Department
Taylor County hotels
Taylor County Human Services
Taylor County Interagency Communication
Committee
Taylor County Law Enforcement
Taylor County Prevention Council
Taylor County Restorative Justice Committee
Taylor County Transportation Committee
Taylor County UW-Extension
Taylor County Wellness Committee
Taylor County WIC
Taylor County worksites
Taylor County Zoning Department
United States Forest Service
Westboro Pride
Wisconsin Department of Natural Resources
Wisconsin Well Woman Program

* This list is not all-inclusive.

Overview of the Process

Since 1995, communities throughout Wisconsin have developed and implemented local health plans to address health conditions affecting their residents. Wisconsin statutes require local health departments to regularly and systematically collect, analyze, and publish the health status of their community. In Taylor County, we followed the eleven health priorities identified in Healthiest Wisconsin 2010.

The Taylor County Community Health Improvement Plan . . .

- Is a locally based initiative
- Identifies local factors causing health concerns
- Recognizes community assets and resources
- Addresses local health priorities
- Links to state and national priorities
- Mobilizes community resources to improve the health of residents

Who was here . . .

- Representatives of the community
- Leaders with knowledge of the community
- Individuals interested and committed to creating a healthier community

Why did we do a community health improvement plan . . .

- Form and strengthen partnerships
- Increase community awareness
- Tap community's innovative ideas
- Integrate isolated efforts . . . build on existing services
- Conserve resources . . . prevent duplication of efforts
- Develop comprehensive strategies that will work in your community

How did we create a community health improvement plan . . .

- Examined data framed around Healthiest Wisconsin 2010 eleven health priorities: including morbidity, mortality, risk factors, community opinion
- Conducted a county wide survey
- Identified priority health problems: factors that can be impacted
- Identified community assets and resources to be supported or tapped

What risk factors did we focus on . . .

- Access to primary and preventive health services
- Adequate and appropriate nutrition
- Alcohol and other substance use and addiction
- Environmental and occupational health hazards
- Existing, emerging, and re-emerging communicable diseases
- High risk sexual behavior
- Intentional and unintentional injuries and violence
- Mental health and mental disorders

- Overweight, obesity, and lack of physical activity
- Social and economic factors that influence health
- Tobacco use and exposure

Why these risk factors . . .

- Eleven health priorities for the state to reach a Healthiest Wisconsin 2010
- Reflect the underlying causes of hundreds of diseases and health conditions that affect the people of Wisconsin

Where do we go from here . . .

- Present the health improvement plan to the community
- Establish workgroups for each of the Taylor County health priorities.
- Implement the identified strategies and measure success
- Publish an annual report on the progress of the plan

What you can do to make a difference . . .

- Read through the strategies listed after each objective.
- Find ways to incorporate these strategies into you home, your lifestyle, and your work.
- Business can work in partnership with Taylor County Health Department to implement these strategies to make worksites and Taylor County a healthier place.
- Collaborate on community initiatives promoting adequate and appropriate nutrition; increasing physical activity, access to primary and preventive care, and responsible use of alcohol; and eliminate illicit drug use in Taylor County.
- Contact Patty Krug, Director of the Taylor County Health Department, Courthouse
224 S. Second Street
Medford, WI 54451
715-748-1410
patty.krug@co.taylor.wi.us

Background

Poor diet and sedentary lifestyle are major causes of morbidity and mortality in the United States, Wisconsin, and Taylor County. These diseases and conditions include cardiovascular disease, hypertension, type-2 diabetes, overweight, obesity, anemia, malnutrition, and some cancers.

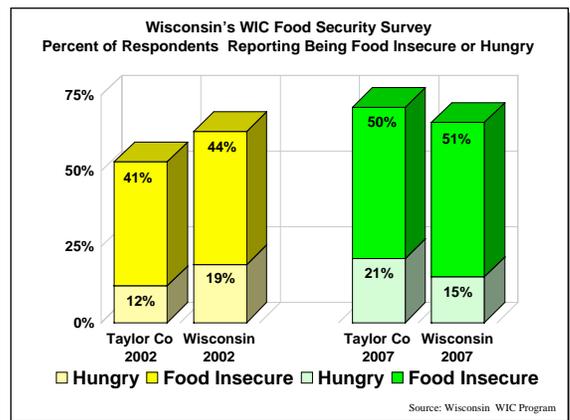
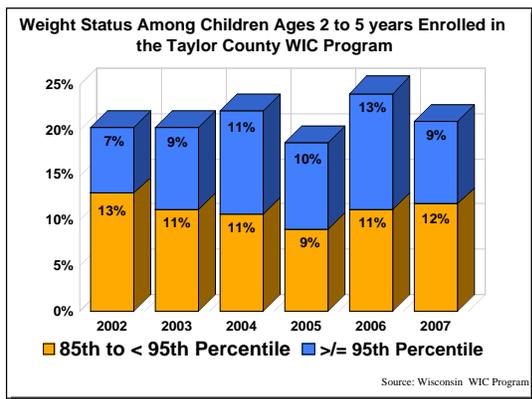
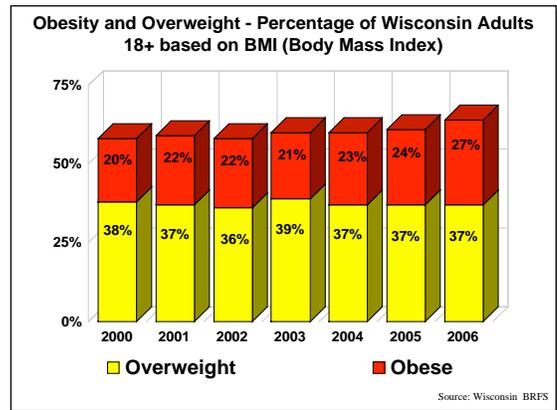
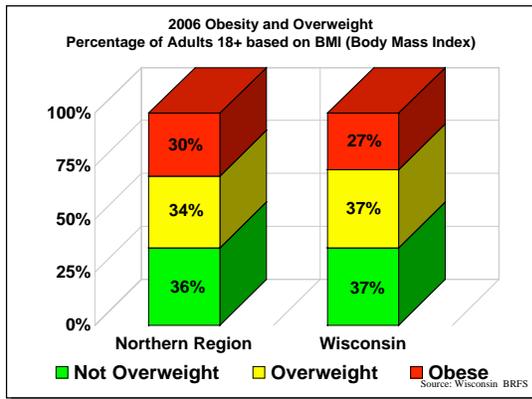
Lifestyle changes need to occur not only in the home, but in communities and worksites as well. Communities need to retool their environments and provide walking and biking trails, parks, and recreational facilities. Worksites are an important venue to address nutrition and physical activity issues and help employees reduce risk factors that contribute to chronic disease. Healthier employees are more productive. Employees with more risk factors, including being overweight and smoking, cost employers more to insure for health care than people with fewer risk factors.

An employee wellness program can raise awareness so employees with fewer risk factors remain in a lower-cost group. A program also can encourage employees with health risk factors to make lifestyle changes, to seek help for mental health problems and to improve their quality of life and lower costs. The payoff in dollars as well as in quality of life can have a big impact on a company's bottom line. The average cost/benefit ratio for wellness programs based on a summary of 28 articles was \$3.48 saved per \$1 invested. Healthier employees are more productive. This has been demonstrated in factory settings and office environments in which workers with workplace wellness initiatives miss less work. Presenteeism, in which employees are physically present on the job but are not at their most productive or effective, is reduced in workplaces that have wellness programs.

Rarely does a day go by without a news report on obesity and its complications. Obesity rates have increased at alarming rates over the past 20 years. The latest data from the National Center for Health Statistics show that 30 percent of U.S. adults 20 years of age and older (over 6 million people), are obese. This increase is not limited to adults. The percentage of young people who are overweight has more than tripled since 1980. Among children and teens 6-19 years of age, 16 percent (over 9 million young people), are considered overweight. Obesity has been labeled a public health epidemic. Overweight and obesity and their associated health problems also have a significant economic impact.

Regular physical activity makes important contributions to health and well being and helps to assure a healthy weight. Regular physical activity reduces the risk of certain chronic disease including high blood pressure, stroke, coronary artery disease, type 2 diabetes, colon cancer, and osteoporosis.

Data



According to the Department of Health Services:

- During 2002-2006, diseases attributed to obesity, overweight, lack of physical activity, or inappropriate nutrition caused 38% of deaths to Taylor County residents.
- During 2002-2006, the Taylor County age-adjusted mortality rate with cerebrovascular disease, (stroke), listed as the primary cause of death was 53.1 per 100,000. This is higher, and compares with the Wisconsin age-adjusted mortality rate of 49.3 per 100,000 and with the national age-adjusted mortality rate goal of 48.0 per 100,000.

In 2007, the Taylor County Health Department surveyed over 780 residents for their opinions on health conditions and health priorities that have an impact on their lives.

- 88 % of those residents agreed with the statement “People in Taylor County are overweight.”
- 85 % of those residents agreed with the statement “People in Taylor County don’t exercise enough.”
- 65 % of those residents agreed with the statement “People in Taylor County don’t get adequate nutrition from their daily diets.”

Focus Areas: **Healthier Lifestyles**

Primary Goals: Taylor County worksites will provide an environment that fosters healthy lifestyles including promoting healthy food choices and encouraging regular exercise.

Taylor County restaurants will provide healthy options on their menus; community events (fairs, festivals, service club outing, sports venues), will offer healthy eating options; and retail food stores will provide ongoing information on healthy menu planning.

Taylor County community gardens and farmers markets will provide nutritional information and health options at their locations.

Residents of Taylor County, through the increase of regular physical activity and healthy eating habits, will reduce the morbidity and mortality from the impact of chronic diseases, such as heart disease, diabetes, stroke, and cancer.

Objective #1: **By December 31, 2013, 10 Taylor County worksites will implement one or more initiatives from the Wisconsin Nutrition and Physical Activity Worksite Wellness Resource Kit.**

Baseline: New Initiative

Outcomes Include:

By December 31, 2009

- Assure Taylor County CHIPs members are part of the Taylor County Wellness Committee.
- Survey Taylor County worksites to determine what is in place and to determine which worksites may participate.
- Collaborate with the Medford Chamber of Commerce and other Taylor County organizations to develop a recognition award for worksites.

By December 31, 2011

- Identify organizations that can help promote the Wisconsin Nutrition and Physical Activity Worksite Wellness Resource Kit to Taylor County worksites.
- Identify Taylor County worksites that will participate in piloting initiatives from the Wisconsin Nutrition and Physical Activity Worksite Wellness Resource Kit.
- Identify and pilot strategies that encourage Taylor County worksites to offer incentives for their employees that adopt healthy lifestyle choices.
- Identify and pilot physical activity strategies employees can implement at Taylor County worksites including stretching and exercises they can do during their breaks in their workday.

By December 31, 2013

- Convene organizations that can help promote the Wisconsin Nutrition and Physical Activity Worksite Wellness Resource Kit to Taylor County worksites and assist in implementing initiatives from the resource kit.
- Implement and promote strategies that encourage Taylor County worksites to offer incentives for their employees that adopt healthy lifestyle choices.
- Implement and promote physical activity strategies employees can implement at Taylor County worksites including stretching and exercises they can do during their breaks in their workday.
- Publish a brochure that highlights worksites that have implemented healthy lifestyles and the types of strategies they offer to their employees.

Objective #2: By December 31, 2013, five Taylor County venues, such as restaurants, community events, and retail food stores will offer healthy selections.

Baseline: New Initiative

Outcomes Include:

By December 31, 2009:

- Survey and identify restaurants, community events, and retail food stores that offer healthy choice options, with ingredients on menus, at events and healthy menu planning.
- Collaborate with the Medford Chamber of Commerce and other Taylor County organizations to develop a recognition award for restaurants, community events, and retail food stores.

By December 31, 2011:

- Identify and develop programs defining healthy choices for restaurants, community events, and retail food stores.
- Identify and develop strategies that encourage restaurants, community events, and retail food stores in offering healthy choice options with ingredients on menus, at events, and healthy menu planning.

By December 31, 2012:

- Implement and promote programs on healthy choices for restaurants, community events, and retail food stores.
- Implement and promote strategies that encourage restaurants, community events, and retail food stores in offering healthy choice options with ingredients on menus, at events and healthy menu planning.

By December 31, 2013:

- Publish a brochure that highlights restaurants, community events and retail food stores that offer healthy choices and provide nutritional information.

Objective #3: By December 31, 2013, Taylor County community gardens and farmers markets will provide nutritional information to participants.

Baseline: New Initiative

Outcomes Include:

By December 31, 2010:

- Survey and identify where community gardens and farmers markets are in Taylor County.
- Identify and develop programs on nutrition, healthy recipes, and physical activity for the community.
- Identify and develop programs on how to properly store, freeze or can summer and fall produce for future use in meal planning.
- Identify and develop specific strategies for populations impacted by obesity and poor nutrition.

By December 31, 2012:

- Identify and develop programs on the benefits of the healthy food choices provided at community garden and farmers market.
- Identify and develop strategies on pertinent nutritional information for products commonly available in community gardens and farmers markets.
- Identify and develop strategies so nutritional information displayed at community gardens and farmers markets are readily available.
- Implement and promote programs on nutrition, healthy recipes, and physical activity for the community.
- Implement and promote programs on how to properly store, freeze or can summer and fall produce for future use in meal planning.
- Implement and promote strategies for populations impacted by obesity and poor nutrition.

By December 31, 2013:

- Implement and promote programs on the benefits of the healthy food choices provided at community gardens and farmers markets.
- Provide nutritional information at community gardens and farmers markets.

Objective #4: By December 31, 2013, two new physical activity opportunities available in Taylor County will be promoted and published.

Baseline: New Initiative

Outcomes Include:

By December 31, 2009:

- Survey organizations (i.e. service clubs, schools, government agencies), and identify available biking, cross-country ski, snowshoe, and walking trails in Taylor County, including county, federal, and state forest areas.
- Survey organizations (i.e. service clubs, schools, government agencies), and identify physical activity options in urban and rural areas of Taylor County.
- Survey community organizations, and identify physical activity options at community sites in Taylor County.
- Survey and identify hotels that offer open swimming.

By December 31, 2011:

- Identify what type and where exercise classes for senior citizens are available.
- Identify gyms, martial art classes, yoga instruction, dance classes, recreational activities, and physical activity classes in Taylor County.
- Identify and develop strategies for family centered activities.
- Identify and develop strategies to implement “Walk and Bike to Work” programs.

By December 31, 2013:

- Develop additional biking, cross-country ski, snowshoe, and walking trails in Taylor County, including county, federal, and state forest areas.
- Increase the number of physical activity options in urban and rural areas of Taylor County.
- Collaborate with schools and increase hours of operation for schools to allow community access to physical activity facilities.
- Increase the number of physical activity options, such as indoor/outdoor walking at community sites.
- Identify, develop, and increase hotels that offer open swimming
- Increase the number of strategies for family centered activities.
- Promote “Walk and Bike to Work” programs
- Promote and increase exercise classes for senior citizens.
- Promote and increase the number of gyms, martial art classes, yoga instruction, dance classes, recreational activities, and physical activity classes available in Taylor County.

Access to Primary and Preventive Health Services

Background

Access to and affordability of primary and preventive services is crucial to a community's health. Not only are those services that treat illness and injury vital, but those that promote health and well-being are also an important component of health in the community.

Access means that primary and preventive health care services are available and organized in a way that makes sense to individuals and families who use them. Additionally, access means that people have the resources, financial and non-financial needed to obtain and use available services.

Accessible health care includes an infrastructure supporting a range of health services with the capacity to reach diverse people and adapt to the specific access issues that differ in communities.

The impact that access to primary and preventive health services has on society is substantial. When individuals and groups lack access to primary and preventive health care, critical opportunities are lost for the promotion of healthy lifestyle behaviors and for early diagnosis and treatment of health problems.

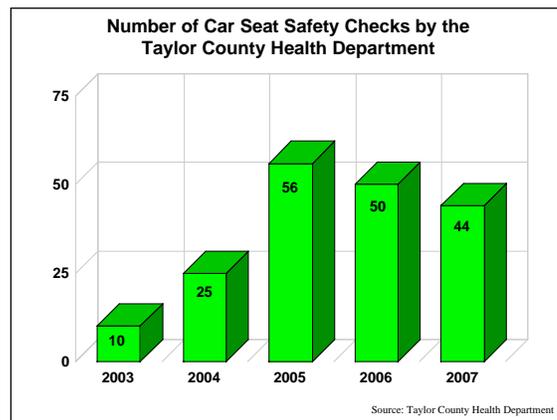
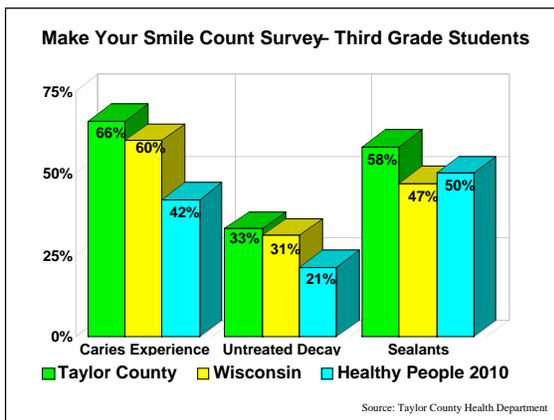
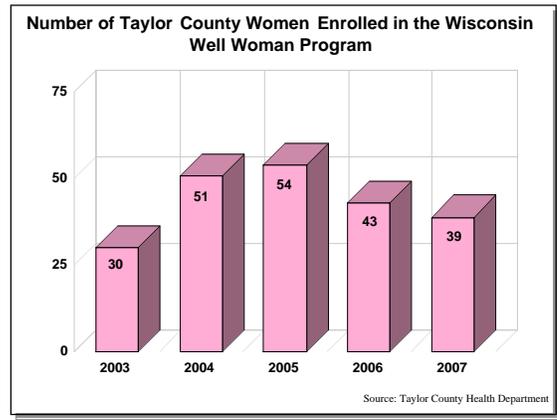
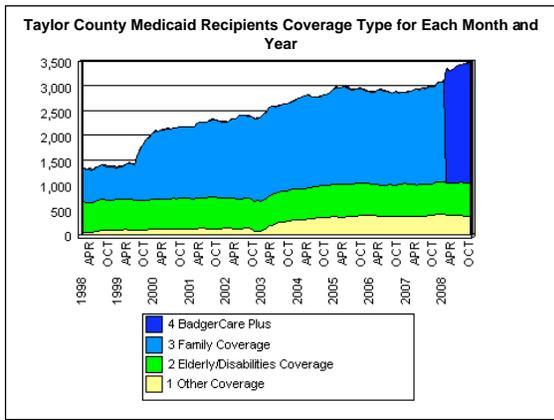
Lack of access to care results in short and long term adverse health consequences, including: higher mortality rates and years of productive life lost, greater rates of more advanced and difficult to treat disease (e.g., heart disease, cancer and stroke), and increased rates of preventable disease (e.g., dental and osteoporosis). Inadequate access to health care services contributes to an overall poorer health status among the medically underserved (Lewis & Altman, 2000).

Indicators of access to care:

- Ability to pay for needed care
- Insurance coverage
- Availability of providers for medical, mental and dental health care
- Transportation
- Availability of child care
- Ability to take time away from work to get care

Access to Primary and Preventive Health Services

Data



According to the United States Census Bureau

- In 2005, 13% of Taylor County children were living in poverty.

In 2007, the Taylor County Health Department surveyed over 780 residents for their opinions on health conditions and health priorities that have an impact on their lives.

- They rated Access to Health Care and Other Services has the most important factor to define a "Healthy Taylor County."

According to Taylor County Make Your Smile Count

- In 2005, only 2.5% of Taylor County Medicaid recipients received dental services.

Access to Primary and Preventive Health Services

Focus Area: Affordable Primary and Preventive Health Programs and Services**Primary Goals:** All Taylor County children will receive affordable dental care.

All Taylor County women will have access to breast cancer screening services.

All Taylor County parents, grandparents, and caregivers will have their children properly positioned in car seats as documented by Certified Car Seat Inspectors.

Objective #1: By December 31, 2013, there will be an increase in the number of Taylor County residents, presently having limited or no dental services, receiving adequate and appropriate dental services.

Baseline: New Initiative**Outcomes Include:****By December 31, 2009**

- Assure private water supply testing for fluoride is available for Taylor County residents.
- Continue surveillance and interventions in schools to provide fluoride varnish and fluoride supplements.
- Establish a baseline for the number of Taylor County residents that presently have limited or no access to dental services.

By December 31, 2011

- Educate health care providers and the public about the need to test for fluoride in private water supplies prior to using fluoride supplements.
- Collaborate with dental providers and develop strategies to remove barriers to providing care to residents with limited access.
- Identify and develop specific strategies that target children and prenatal care clients.
- Identify and develop specific strategies to increase access for those on Medicaid and those without insurance.

By December 31, 2013

- Implement and promote specific strategies that target children and prenatal care clients.
- Implement and promote specific strategies to increase access for those on Medicaid and those without insurance.
- Identify opportunities and develop strategies to increase the number of dental students providing services in Taylor County.
- Identify opportunities and develop strategies to increase the number of portable dental chairs for use in Taylor County schools.

Access to Primary and Preventive Health Services

Objective #2: By December 31, 2013, there will be an increase in the number of Taylor County women receiving mammography services.

Baseline: Between 2003 and 2007 an average of 43.4 women were enrolled in the Wisconsin Well Woman Program.

Outcomes Include:**By December 31, 2009**

- Educate the community and promote available breast cancer screening services and procedures.
- Continue to provide and expand outreach for the Wisconsin Well Woman Program (WWWP)

By December 31, 2011

- Determine barriers to access for Taylor County residents needing mammography services.
- Establish a baseline to determine the number of sites that offer mammography services for Taylor County residents.

By December 31, 2013

- Increase the number of sites that offer mammography services for Taylor County residents.
- Increase the number of sites that offer mammography services outside of regular clinic hours.

Objective #3: By December 31, 2013, there will be an increase in the number of car seat events provided and conducted by Certified Car Seat Inspectors for Taylor County parents, grandparents, and caregivers.

Baseline: Between 2003-2007, the Taylor County Health Department conducted an average of 37 car seat checks per year.

Outcomes Include:**By December 31, 2009**

- Establish a baseline of the number of child car seat safety events and the number of car seats checked each year by Certified Car Seat Inspectors.
- Identify and develop strategies, targeting parents, grandparents, and caregivers, to increase the number of Taylor County residents that demonstrate appropriate child car safety seat use.

By December 31, 2011

Access to Primary and Preventive Health Services

- Identify and develop programs to reduce recalled and compromised car seats in use in Taylor County.
- Identify and develop programs targeting worksites to provide opportunities for car seat checks.
- Identify and develop programs to educate the public on the dangers of selling and buying used car seats at rummage sales, garage sales, flea markets, etc..

By December 31, 2013

- Implement and promote programs to reduce recalled and compromised car seats in use in Taylor County.
- Implement and promote programs targeting worksites to provide opportunities for car seat checks.
- Implement and promote programs to educate the public on the dangers of selling and buying used car seats at rummage sales, garage sales, flea markets, etc..
- Secure funding for training Certified Car Seat Inspectors.
- Increase the number of Certified Car Seat Inspectors.
- Secure funding to provide car seats for Taylor County residents for reduced costs.
- Survey rummage sales, garage sales, and flea markets, etc., to purchase old car seats to remove them for use by the public.

Alcohol and Other Substance Use and Addiction

Background

Excessive alcohol consumption is the third leading cause of preventable death in the United States, and is a risk factor for many health and societal problems. Alcohol use is very common in our society. Drinking alcohol has immediate effects that can increase the risk of many harmful health conditions.

These immediate effects are most often the result of binge drinking. These effects can be unintentional injuries (traffic injuries, falls, drowning, burns, firearm injuries), violence (partner violence and child maltreatment), and alcohol poisoning. In addition, risky sexual behaviors associated with binge drinking can lead to unprotected sex, sex with multiple partners, and increase risk of sexual assault, unintended pregnancy, and sexually transmitted diseases. Pregnancies exposed to frequent binge drinking can lead to miscarriages, stillbirth and a combination of physical and mental birth defects among children that last throughout life.

The long term health effects of excessive alcohol use can lead to the development of chronic diseases, neurological impairments and social problems including dementia, stroke, cardiovascular disease, hypertension, psychiatric problems (depression, anxiety, and suicide), social problems (unemployment, lost productivity, family problems), cancer (mouth, throat, esophagus, liver, colon, breast), liver disease, and gastrointestinal problems. Additionally, drinking can cause short-term effects including headache, body aches, fatigue, nausea, and dehydration.

On March 6, 2007, the U.S. Surgeon General's Office appealed to Americans to do more to stop America's 11 million current underage drinkers from using alcohol, and to keep other young people from starting. Acting Surgeon General Kenneth Moritsugu, M.D., M.P.H., laid out recommendations for government and school officials, parents, other adults and the young people. "Too many Americans consider underage drinking a rite of passage to adulthood," said Dr. Moritsugu. "Research shows that young people who start drinking before the age of 15 are five times more likely to have alcohol-related problems later in life. New research also indicates that alcohol may harm the developing adolescent brain. The availability of this research provides more reasons than ever before for parents and other adults to protect the health and safety of our nation's children."

The impact of drug addiction can be far reaching as well. Cardiovascular disease, stroke, cancer, HIV/AIDS, hepatitis, and lung disease can all be affected by drug abuse. Some of these effects occur when drugs are used at high doses or after prolonged use; however, some may occur after just one use. Drug addiction is a brain disease. Although initial drug use might be voluntary, drugs of abuse have been shown to alter gene expression and brain circuitry, which in turn affect human behavior. Once addiction develops, these brain changes interfere with an individual's ability to make voluntary decisions, leading to compulsive drug craving, seeking, and use.

Drug abuse is a serious public health problem that affects almost every community and family in some way. Each year drug abuse results in around 40 million serious illnesses or injuries among people in the United States. Drug abuse also plays a role in many major social problems, such as drugged driving, violence, stress, and child abuse. Drug abuse can lead to homelessness, crime and missed work or problems with keeping a job. It harms unborn babies and destroys families. There are different types of treatment for drug abuse. However, the best is to prevent drug abuse in the first place.

The proper disposal of prescription drugs is an increasing concern in our society. Studies have shown that pharmaceuticals are present in our nation's water sources. Further research suggests that certain drugs may cause ecological harm. The traditional advice has been to flush unused drugs down the toilet or put

Alcohol and Other Substance Use and Addiction

them in the trash. Neither is a good method. Drugs can kill helpful bacteria in septic systems and pass largely untouched through sewage treatment plants. Children and animals can get into drugs tossed in the trash, and once in landfills, drugs can trickle into groundwater. Additionally, trends show that although teens are turning away from street drugs, they now are abusing prescription (Rx) and over-the-counter (OTC) drugs. This includes **painkillers**, such as those drugs prescribed after surgery; **depressants**, such as sleeping pills or anti-anxiety drugs; and **stimulants**, such as those drugs prescribed for attention deficit hyperactivity disorder (ADHD). Teens are also abusing over-the-counter drugs, such as cough and cold remedies. Parents and caregivers are the first line of defense in addressing the troubling trend of prescription and over-the-counter drug abuse.

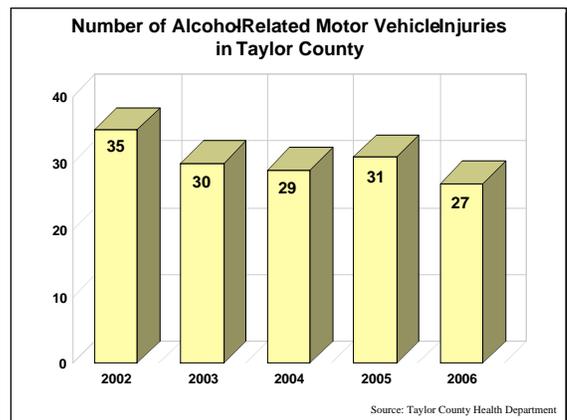
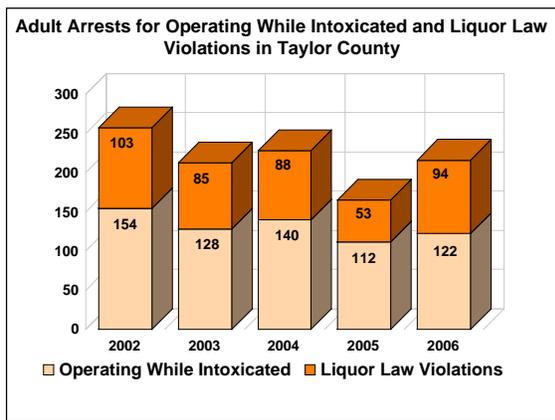
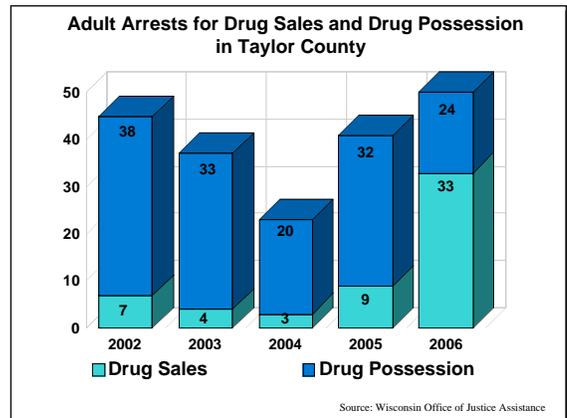
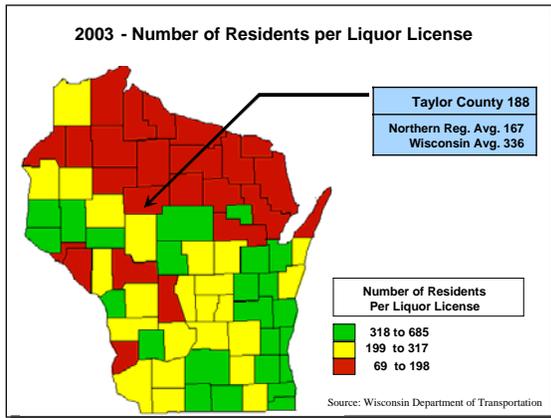
In the United States, every day 2,500 youth 12 to 17 years of age abuse a pain reliever for the very first time. More teens abuse prescription drugs than any illicit drug except marijuana. In 2006, more than 2.1 million teens ages 12 to 17 reported abusing prescription drugs. Among 12- and 13-year-olds, prescription drugs are the drug of choice. Because these drugs are so readily available, and many teens believe they are a safe way to get high, teens, who wouldn't otherwise touch illicit drugs, might abuse prescription drugs. Moreover, not many parents are talking to them about it, even though teens report that parental disapproval is a powerful way to keep them away from drugs.

There are serious health risks related to abuse of prescription drugs. A single large dose of prescription or over-the-counter painkillers or depressants can cause breathing difficulty that can lead to death. Stimulant abuse can lead to hostility or paranoia, or the potential for heart system failure or fatal seizures. Even in small doses, depressants and painkillers have subtle effects on motor skills, judgment, and ability to learn. The abuse of over-the-counter cough and cold remedies can cause blurred vision, nausea, vomiting, dizziness, coma, and even death. Many teens report mixing prescription drugs, over-the-counter drugs, and alcohol. Using these drugs in combination can cause respiratory failure and death. Prescription and over-the-counter drug abuse is addictive. Nationally, between 1995 and 2005, treatment admissions for prescription painkillers increased more than 300 percent.

The prevalence of prescription drug abuse among teens and young adults has increased and now ranks second behind marijuana as the most prevalent illegal drug problem in the US. New abusers of prescription drugs have also caught up with the number of new users of marijuana, the reason being the relative ease of access to prescription drugs. There is a need to promote awareness of the risks associated with using prescription drugs for non-medical purposes and the need for adults to strictly control access to pharmaceuticals within their homes. Approximately 60% of prescription pain killer abusers indicate that their drugs came from a friend or relative for free.

Alcohol and Other Substance Use and Addiction

Data



According to reports from Taylor County law enforcement

- During 2002-2006, there was an average of 37.4 juvenile arrests for liquor law violations in Taylor County.
- During 2002-2006, there was an average of 4.6 juvenile arrests for operating while intoxicated in Taylor County.

In 2007, the Taylor County Health Department surveyed over 780 residents for their opinions on health conditions and health priorities that have an impact on their lives.

- 81 % of those residents agreed with the statement “People in Taylor County drink alcoholic beverages more than they should.”
- 85 % of those residents agreed with the statement “People in Taylor County are affected by drug use or abuse.”

Alcohol and Other Substance Use and Addiction

Focus Areas: **Healthier behaviors related to alcohol and prescription drugs and the elimination of illicit drugs.**

Primary Goals: Assure pharmacy patrons receive information about prescription drugs, including side effects, appropriate methods for disposal and subsequently eliminate the improper disposal of prescription drugs in Taylor County.

Eliminate the use of alcohol and other drugs by Taylor County youth.

Eliminate the use of illicit drugs by Taylor County residents.

Eliminate injuries and deaths to Taylor County residents from drinking and driving.

Objective #1: **By December 31, 2013, increase the number of prescription and other pharmaceutical drug disposal options.**

Baseline: New Initiative

Outcomes Include:

By December 31, 2009

- Support the statewide registry database for controlled substances.
- Collaborate with community partners to increase the number of pharmaceutical drug disposal options.
- Establish a baseline of the number of current pharmaceutical drug disposal options.
- Assess what policy and practices hospitals, clinics and pharmacies have in place for drug disposal.

By December 31, 2011

- Identify and develop programs on the importance of the proper disposal of prescription drugs to disseminate through pharmacies.
- Identify and develop programs on the proper disposal of prescription drugs for nursing homes, health care providers, and the public.

By December 31, 2013

- Implement and promote programs on the importance of the proper disposal of prescription drugs to disseminate through pharmacies.
- Implement and promote programs on the proper disposal of prescription drugs for nursing homes, health care providers, and the public.

Objective #2: By December 31, 2013, all retail alcohol outlets will participate in keg registration.

Baseline: New Initiative

Outcomes Include:

By December 31, 2009

- Identify establishments with a license for retail sale of alcohol.

By December 31, 2011

- Identify and develop programs for community support for keg registration.
- Identify community partners (i.e. retail alcohol outlet establishments, law enforcement, schools), willing to develop programs on the need for keg registration and the importance of eliminating alcohol use by underage drinkers.
- Identify and develop a model ordinance for keg registration.

By December 31, 2013

- Implement and promote programs for community support for keg registration.
- Convene community partners (i.e. liquor storeowners, law enforcement, schools), to implement and promote programs on the need for keg registration and the importance of eliminating alcohol use by underage drinkers.
- Promote passage of a model ordinance for keg registration.

Objective #3: By December 31, 2013, decrease the number of Taylor County residents arrested for operating while intoxicated (OWI), and illicit drug use.

Baseline: Between 2002-2006, there was an average of 34.6 arrests for drug sales and possession in Taylor County.

Between 2002-2006, there was an average of 131.2 arrests for operating while intoxicated.

Outcomes Include:

By December 31, 2013

- Taylor County schools will participate in the Wisconsin Youth Risk Behavior Survey to establish a baseline for reported youth alcohol and other drug abuse.

Outcomes for Alcohol Include:

Alcohol and Other Substance Use and Addiction

By December 31, 2010

- Identify and develop programs designed for parents about the consequences of underage drinking and operating while intoxicated.
- Identify and develop guidelines for alcohol-free events (i.e. post-prom parties, lock-ins).
- Identify and develop programs on social drinking (i.e. how much is too much, the effects of alcohol on your health, and the hazards of alcohol for the aging population).
- Identify and develop programs for groups serving alcohol at festivals and fundraisers.
- Identify and promote evidence-based school prevention programs.

By December 31, 2012

- Implement and promote programs designed for parents about the consequences of underage drinking and operating while intoxicated.
- Implement and promote guidelines for alcohol-free events (i.e. post-prom parties, lock-ins).
- Implement and promote programs on social drinking (i.e. how much is too much, the effects of alcohol on your health, and the use of alcohol for the elderly population.)
- Implement and promote programs for groups serving alcohol at festivals and fundraisers.
- Implement and promote evidence-based school prevention programs.

By December 31, 2013

- Explore “Safe-Ride-Home” options.
- Identify and develop designated driver programs and encourage taverns to offer free soda to designated drivers.
- Identify and develop sources that will provide funding for alcohol education and surveillance (i.e. court system, community based organizations, school based organizations, service clubs).

Outcomes for Drug Use Include:**By December 31, 2010**

- Identify and develop programs related to the prevention of illegal drug use targeting youth as well as adults (i.e. misuse of prescription drugs for the elderly, use of marijuana).
- Identify and develop programs to help parents and caregivers identify drugs their children use.
- Identify and develop programs on the proper use and the hazards of abuse of prescription drugs for the elderly population.
- Identify community partners to engage in the development of programs for identified child abusers who also use drugs.
- Identify organizations that offer treatment options for drug abusers.

Alcohol and Other Substance Use and Addiction

- Identify and develop sources that will provide funding for drug abuse programs (i.e. court system, community based organizations, school based organizations, service clubs).

By December 31, 2012

- Implement and promote programs related to the prevention of illegal drug use targeting youth and adults (i.e. misuse of prescription drugs for the elderly, use of marijuana).
- Implement and promote programs to help parents and caregivers identify drugs their children use.
- Implement and promote programs on the proper use and the hazards in abuse of prescription drugs for the elderly population.
- Convene community partners to engage in the implementation of programs for identified child abusers who also use drugs.

By December 31, 2013

- Convene organizations that offer treatment options for drug abusers and explore strategies to provide better continuity of service.
- Identify and develop sources that will provide funding for drug abuse programs (i.e. court system, community based organizations, school based organizations, service clubs).

Other Healthiest Wisconsin 2010 Priorities

The Community Health Improvement Process examined the health of Taylor County citizens based on Wisconsin's eleven 2010 health priorities. Data was reviewed in relationship to state and national 2010 goals. For each health priority, an inventory was completed of current programs, services, and initiatives that support the 2010 health priority and related goals. All priorities influence both health and illness and each have a role in behavioral, environmental, and social aspects. Continued community efforts addressing these priorities are vital. They need support and growth to assure the continued improvement in the health of citizens in our county.

While the remaining health priorities were not selected as the top priorities for the Taylor County Community Health Improvement Plan, sustaining and building upon current community-wide efforts around all of the health priorities will be critical in order to assure continual improvement in the health of Taylor County citizens and communities.

Environmental and Occupational Health Hazards

Environmental and occupational health hazards continue to contribute significantly to disease, disability, and premature death in Wisconsin. Environmental and occupational health hazards include: exposure to toxic substances, noise, vibration and other hazardous agents in the environment or workplace that can create or aggravate health conditions.

Wisconsin's 2010 Goals

- Decrease the incidence of illness resulting from contamination of food and drinking water.
- Reduce the incidence of illness and death from respiratory diseases related to, or aggravated by environmental and occupational exposures.
- Reduce by 30% the occurrence of occupational injury, illness, and death.
- Reduce by 50% the occurrence of illness and death related to chemical and biological contaminants in the home.

Taylor County Actions

- Continue to provide the food and safety licensing and inspection program.
- Continue to support local policies that promote the conservation of land and water, and protect watersheds.
- Continue to support public and private partnerships to reduce environmental and occupational health hazards.
- Continue to educate residents, health care providers, and employers of known environmental and occupational health hazards, and actions they can take to reduce known hazards.

Existing, Emerging, and Re-emerging Communicable Diseases

Communicable disease remains a major cause of illness, disability, and death. New infectious agents and diseases are being detected, and some diseases once considered under control have re-emerged in recent years. Attention has recently been focused on increasing surveillance ability of communities to detect and respond to emerging and re-emerging infectious diseases such as food and waterborne outbreaks, pertussis, influenza, and biological threats.

Wisconsin's 2010 Goals

- Assure 90% or more of children and adults are fully immunized.
- Reduce disease caused by reportable food borne and waterborne pathogens.

- Ensure the use of antibiotics and antimicrobials is appropriate.

Taylor County Actions

- Continue to educate the public and maintain awareness of the importance of hand washing.
- Continue to educate the public on the importance of immunizations as a method for the prevention of communicable disease.
- Continue emergency preparedness planning and quarterly meetings among all providers.

High Risk Sexual Behavior

High-risk sexual behavior makes a person more susceptible to infectious diseases that include syphilis, gonorrhea, chlamydia, hepatitis B, human immunodeficiency virus (HIV), and hepatitis C, or can result in an unplanned pregnancy.

Wisconsin's 2010 Goals

- Decrease to 30% the proportion of Wisconsin high school youth who report ever having sexual intercourse.
- Reduce the percentage of unintended pregnancies to 30%.
- Promote responsible sexual behavior throughout the life span to prevent sexually transmitted infection, including HIV.

Taylor County Actions

- Continue to support local clinics.
- Continue to educate the public on the possible consequences of high risk sexual behavior

Intentional and Unintentional Injuries and Violence

Injury is classified into two categories: unintentional and intentional. Unintentional includes injuries such as falls, burns, motor vehicle crashes, poisonings, and drowning. Intentional injuries include suicide, homicide, violent injury, and assaults such as sexual, intimate partner violence, and child and elder abuse.

Wisconsin's 2010 Goals

- Reduce by 10% the number of children who are abused and neglected in Wisconsin.
- Decrease motor vehicle-related deaths and serious injuries.
- Reduce injury and deaths from falls among all populations in Wisconsin.

Taylor County Actions

- Support the efforts of current agencies and programs.
- Encourage local programs to develop bullying prevention and coping materials.

Health Priority: Mental Health and Mental Disorders

Mental health is inextricably linked with physical health and is fundamental to good health and human functioning. Mental health is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with adversity. Mental health is indispensable to personal well-being, family and interpersonal relationships, and meaningful contribution to community and society. *Mental illness* is the term that refers collectively to all diagnosable mental disorders. *Mental disorders* are health conditions that are characterized by alterations in thinking, mood, or behavior, or some combination thereof, which are associated with

distress and impaired functioning and result in human problems that may include disability, pain, or death (U.S. Department of Health and Human Services, 1999)

Wisconsin's 2010 Goals

- Increase State-administered employee group health plans, Medicaid-funded programs, BadgerCare, and SSI managed care that will incorporate questions for mental health problems into their screening and referral processes.
- Increase by 15 percent of the public who will demonstrate an understanding that individuals with mental health disorders can recover through treatment to lead productive, healthy, and happy lives.
- Increase by 15 percent of the public who will demonstrate the belief that individuals with mental health disorders are capable of sustaining long-term productive employment.
- Increase by 10%, Wisconsin's public mental health clients who have access to "best practice" and "evidence-based" mental health treatments.

Taylor County Actions

- Support the efforts of current agencies and programs.
- Continue public education efforts for mental illness screening
- Continue efforts to remove the "stigma" attached with mental illness
- Continue to update resources available for mental health services

Social and Economic Factors Impacting Health

There is a direct relationship between the socioeconomic status of a population and its health. Those who are socio-economically better off, typically do better on most measures of health. Factors that impact the health of a population and the health of an individual are: age composition, family structure, educational level, gender, race, ethnicity/culture, and income.

Wisconsin's 2010 Goals

- 70% or more of Wisconsin households will have annual income at or above 300% of the federal poverty level.
- No more than 5% of families will be at or below 200% of the federal poverty level.
- Increase the literacy rate in Wisconsin to 91%.
- No family will pay any more than 20% of their income toward day care expenses.

Taylor County Actions

- Support promotion of the region, especially to young adults.
- Encourage residents to invest in the area's younger generation.
- Make the public aware of the poverty rates and amount of homeless people in the area.
- Support efforts to work towards affordable housing.
- Support the Taylor County Transportation Coordination Committee to find viable transportation for Taylor County residents to access resources and services.

Tobacco Use and Exposure

Tobacco use is the single most preventable cause of disease and death in Wisconsin and the United States. Tobacco use is attributed to health care costs paid as a result of diseases caused by smoking, and also contributes to the cost of lost productivity. Recent national and state tobacco prevention and control efforts have been focused on preventing youth from starting to smoke, promoting cessation to those who are current smokers, and eliminating exposure to second-hand smoke.

Wisconsin's 2010 Goals

- Reduce tobacco use among adolescents and adults, and decrease the proportion of non-smokers exposed to second-hand smoke.

Taylor County Actions

- Continue to support partners' efforts to prevent youth from starting to smoke, promote tobacco cessation services, and adopt clean indoor air policies in public settings.
- Continue to support health care providers' assessments of tobacco use with youth, pregnant women, and adults in general.
- Continue to support state programs: First Breath, QuitLine, and WI Wins.
- Encourage public and private agencies, organizations, and businesses to adopt formal and informal policies to reduce and eliminate exposure to second-hand smoke in their environment.

Appendix A

Taylor County Public Opinion Survey

The Taylor County Community Health Assessment Committee is interested in your opinion of how these health issues affect people who live in Taylor County. Please circle the number that shows how you feel about each of the statements below.

1. In the following list, please circle what you think are the five most important factors that define a “Healthy Taylor County” (factors that most affect the quality of life in Taylor County)?

Access to health care and other services	Low crime / safe neighborhoods
Affordable housing	Low death and disease rates
Arts and cultural events	Low level of child abuse
Clean environment	Parks and recreation
Community involvement	Religious or spiritual values
Good jobs and healthy economy	Strong family life
Good schools	Tolerance for diversity
Healthy behaviors and lifestyles	Other _____
Injury prevention programs (e.g., bike helmet distribution, car seat checks)	

2. How would you rate Taylor County as a healthy community to live in?

Unhealthy Somewhat Unhealthy Somewhat Healthy Healthy

3. How satisfied are you with your access to health care?

Satisfied Somewhat Satisfied Somewhat Dissatisfied Dissatisfied

4. How satisfied are you with the quality of your health care?

Satisfied Somewhat Satisfied Somewhat Dissatisfied Dissatisfied

5. In the following list, please circle what you think are the five most important “health problems” in Taylor County? (Problems that have the greatest impact on overall community health.)

Aging problems (arthritis, hearing/vision loss, etc.)	Infectious diseases (Hepatitis, TB, etc.)
Alcohol and other drug abuse	Lack of access to health care
Child abuse / neglect	Mental health issues
Chronic diseases (cancer, heart or lung disease, diabetes, etc.)	Motor vehicle crashes
Dental care access	Poor diet / inactivity
Domestic violence	Rape / sexual assault
Firearm-related injuries	Sexually Transmitted Infections (HIV, STDs)
Homelessness	Suicide
Homicide	Teenage pregnancy
Hunger	Tobacco use
	Other _____

6. About how long has it been since you visited a dentist?

Less than a year ago 1 to 2 years ago 3 to 4 years ago 5 or more years ago Never

7. If you needed dental care in the past year, were you able to get these services in your community?

Yes No

8. What is your primary type of health care coverage?

No health care coverage	BadgerCare and Health insurance sponsored by employer
Medical Assistance	Medicare and VA
Badger Care	Medicare and ins employee sponsored
Medicare	Medicare and private
Veterans benefits	Medicare and HSA
Health insurance sponsored by employer	Medicare and something else
Health insurance that you pay for (private insurance)	VA and Health insurance sponsored by employer
A health savings account	Health insurance sponsored by employer and private
Or something else	Health insurance sponsored by employer and Health Savings Account
MA and Badgercare	Private Insurance and Health Savings Account
MA and Medicare	
MA and Health insurance sponsored by employer	
BadgerCare and Medicare	

People in Taylor County:	Disagree Strongly	Disagree Somewhat	Agree Somewhat	Agree Strongly	Don't Know
9. are not able to get health care when they need it.	1	2	3	4	DK
10. drink alcoholic beverages more than they should.	1	2	3	4	DK
11. are affected by drug use or abuse.	1	2	3	4	DK
12. don't get adequate nutrition from their daily diets.	1	2	3	4	DK
13. use too much tobacco. (Tobacco means cigarettes, cigars, chew, and snuff.)	1	2	3	4	DK
14. are overweight.	1	2	3	4	DK
15. don't exercise enough.	1	2	3	4	DK
16. miss too much school, work, or other activities due to the flu, pneumonia, or other illnesses.	1	2	3	4	DK
17. are concerned about exposure to harmful substances in the air and water.	1	2	3	4	DK
18. are concerned about a lack of food safety at public places and events.	1	2	3	4	DK
19. are prone to injuries. (This means accidents, falls, burns, suicide, and crimes like domestic abuse and murder.)	1	2	3	4	DK
20. don't practice safe-sex. (This means having many partners and not using protection.)	1	2	3	4	DK
21. are affected by depression and mental health issues. (This includes things like Alzheimer's, eating disorders, and schizophrenia.)	1	2	3	4	DK

Additional Comments:
