



Healthy People Healthy Oneida County (HPHOC) Annual Report 2012

Creating a healthier Oneida County through community partnerships

Haven't Heard of HPHOC?

Healthy People Healthy Oneida County (HPHOC) is a health improvement plan for Oneida County. Many community partners are dedicated to improving the health of residents and visitors in Oneida County. In 2011, these partners, led by the Oneida County Health Department identified and created a five year county health improvement plan focusing on three identified health priorities:

1. Chronic Disease
2. Alcohol & Other Substance Abuse Use & Addiction
3. Mental Health

Strategies were developed to address each health priority in Oneida County. Interested community members came forward and committees were formed to address the identified priorities.

To view the entire Healthy People Healthy Oneida County Community Health Improvement Plan for 2012-2016 visit:

<http://oneidacountypublichealth.org>

or you can request a copy by calling the Oneida County Health Department at 369-6111 or email the Health Department at ochd@co.oneida.wi.us.



Healthy People Healthy Oneida County Accomplishments 2012

Alcohol & Other Substance Abuse Use & Addiction

Progress towards HPHOC AODA Indicators

Goal 1: Increase Adult Education on AODA issues(Rx abuse and UAD):

Short Term Outcome Indicators (3-5 years) for Goal 1

- Number of established parent networks. (baseline=0)
- Number of parent education sessions/ contact.
- Number of participants in social media.
- Number of Oneida County communities participating in "Parents Who Host" annually.
- Number of identified volunteer leaders and volunteers for social marketing campaign.
 - Parents Who Host (PWH) campaign to increase awareness of underage drinking and its consequences. Lawn signs and posters were distributed by students. AODA Coalition members were interviewed on TV12 Live At Five on April 25th, 2012.
 - Post Prom Parties- Sent letter to law enforcement to increase party patrols during prom season. Purchased I-Tune cards to donate to school sponsored post-prom parties.
 - RHS Graduation- Notices via letters and electronic messaging system sent to parents of graduating seniors about the consequences of providing alcohol at graduation parties.
 - Created a fact sheet on alcohol effects on Adolescent Brain Development.
 - Organized an AODA presentation for the CHAMPS parents supper scheduled to be held early Spring 2013 to increase parents awareness of young people access to drugs and alcohol in the younger grade levels.
 - AHEC medical students developed fact sheets and a PowerPoint presentation on Rx abuse which was shared among HPHOC Coalitions.
 - Koinonia Recovery celebration raised money to purchase additional videos for AODA Coalition lending library per school requests.

Goal 2: Increase Community engagement to reduce alcohol and drug abuse:

Short Term Outcome Indicators (3-5 years) for Goal 2

- Number of media events discussing AODA issues.
- Key leaders, number of communities participating in educational events.
- Number of engaged partners from law enforcement and health care.
- Increase in the utilization of "Safe Ride" home program.
 - Promoted the April 28th and Sept. 29th the National TAKE BACK Rx drug collection dates. Promoted on TV Channel 12 for the September event.
 - Contacted Chamber of Commerce to determine if there was interest to look at "social host ordinance" for community events to not include alcohol, (Art in the Park, downtown events, 4th of July parade, etc.).
 - Participated in a Candidate Forum for the State Senate and 34th State Representatives to address what legislators can do to help reduce AODA problems in our community.
 - Participated in Oneida County Health Department's OPEN HOUSE on November 13th to discuss AODA Coalition work

What are you doing to make a Healthier Oneida County?

If you can check all of the items below, great! If not, try to implement one or two in 2011.

- Do you talk to your children or grandchildren about the dangers of alcohol, tobacco, and other drugs?
- Do you keep roads safer by never drinking and driving?
- Do you choose healthy choices in vending machines and restaurants?
- As an adult, do you strive to get 30 minutes of physical activity most days? (children 60 minutes a day.)
- Do you only frequent smoke-free public places?
- Are you supportive and encouraging to friends and family addicted to alcohol, tobacco, or other drugs?
- Have you contacted your elected officials regarding one or more of the four priority areas?
- Have you made a pledge not to allow underage consumption of alcohol in your home?
- Are you aware of BadgerCare+? Getting access to health insurance is easy. To apply, visit badgercareplus.org or call 1-800-362-3002.

Let's Make it Happen!

We can make a healthier Oneida County, but only with YOUR help.

We invite you to actively support Healthy People Healthy Oneida County's Community Health Improvement Plan. The following are ways to get involved:

- Volunteer to participate in HPHOC, by assisting with an event or being a member of an area coalition.
- Partner with your family, worksite or a community organization that you are part of to promote access to care, responsible use of alcohol, physical activity/good nutrition and reduced tobacco use and exposure.

November 13th to discuss AODA Coalition work.

- Wrote a petition urging the Rhinelander City Council not to eliminate the city ordinance that prohibits gas stations to sell alcohol.
- Posted Blog on Oneida County Health Department website on Alcohol Awareness month.

Goal 3: Data collection and management system:

Short Term Outcome Indicators (3-5 years) for Goal 3

-Better local data available for outcome evaluation.

-Data mapping for key health indicators.

- Used SURVEYMONKEY to solicit AODA Coalition members' interest and participation in the coalition work.
- Use YRBS information to develop community educational materials.

Goal 4: Strengthen the capacity of the coalition:

Short Term Outcome Indicators (3-5 years) for Goal 4

-Strategic plan based on evidence-based interventions.

- Used AODA budget to pay for AODA Coalition members travel to other statewide prevention meetings (WIS DELLS Prevention Conference and Stevens Point Prevention Network meeting).
- We paid for AODA Coalition members to attend Flo Hillard lecture on March 1st, 2012 at Rhinelander High School.
- Paid for tele-conferencing for each monthly meeting for those members who want to attend from their work computer stations.
- Promoted the GRANDROUNDS <http://www.cdc.gov/about/grand-rounds/archives/2012/march2012.htm> and Policy Webinars for our members to become more familiar with the concepts of prevention coalition work.
- Highlighted links that provides more information on AODA issues including SAMHSA website at: <http://www.samhsa.gov/index.aspx> , KNOW! <https://www.drugfreeactionalliance.org/know> and cyber bullying at: <http://www.cyberbullying.us/> . We also informed our members of the link to medical articles published in CDC MMRW on Hepatitis C Cluster Outbreak in Northern WI, related to drug abuse user under the age of 30.
- Collaborated with Mental Health Coalition during their Mental Health Summit on May 11, 2012. We had the opportunity to present AODA coalition information there. Also shared Power Points and fact sheets on Drug interaction with adolescent brain development at: <http://oneidacountypublichealth.org/wp-content/uploads/2010/07/Alcohol-and-Prescription-Drug-Use-by-Teens-Information-for-Parents.pdf>
- At least one member of the AODA Coalition and the Mental Health Coalition attend each other's meetings to provide coordination and collaboration on common goals.

Chronic Disease

Progress towards Chronic Disease Indicators

Goal 1: Establish a functioning chronic disease prevention and management coalition in Oneida and Vilas Counties.

Short Term Outcome Indicators (3-5 years) for Goal 1

-Coalition will be active and effective in the community.

-Coalition will have a working strategic plan and annual work plan.

- **Objective 1: Establish a functioning coalition**

- Research coalition development – Kyla and Teri
- Hold Meet & Greet events for coalition recruitment – Kyla and Teri
- Develop member list and contacts – Kyla and Teri
- Hold monthly meetings – Kyla and Teri
- Determine structure and bylaws – Laura, Ron, Sue, Catherine, Kyla, Teri

Who made it Happen in 12'

Thank you to our community partners who helped us to create a Healthier Oneida County.

Aspirus
Business Improvement District
Campfire USA
Cesa 9
City of Rhinelander Police Department
Concerned Citizens
Family Partners
Family Resource Center
GFWC-Rhinelander Woman's Club
Great Lakes Intertribal Council
Headwaters
Howard Young Foundation
Human Service Center
Kids In Need
Kohler Behavioral Health
Lakeland Area Breakfast Rotary Club
Lakeland School District
Marshfield Clinic Center for
Community Outreach
Marshfield Clinic-Lakeland Center
Ministry Health Care
Ministry Behavioral Health
Ministry Rehabilitation Services
Minocqua Chamber of Commerce
Minocqua Police Department
Nicolet Area Technical College
Northwood's Connection/Family
Resources
Northwood's Media
Oneida County Health and Aging
Committee
Oneida County Department on Aging
Oneida County Health Department
Oneida County Landfill
Oneida County Media Outlets
Oneida County Sheriffs Dept.
Options Treatment Program
Rhinelander Chamber of Commerce
Rhinelander Kiwanis
Rhinelander Rotary Club
Rhinelander School District
Oneida County Dept. of Social Services
St. Mary's Hospital
Three Lakes Area Public Schools
Three Lakes Information Bureau
University of Wisconsin-Extension
Wausau Paper Company
Wisconsin Family Ties
YMCA of the Northwoods

***We apologize for anyone we
advertently omitted. We value all of
our partners.***

- **Objective 2: Develop a strategic plan**
 - Gather community input – Kyla and Teri
 - Acceptance into Healthy Wisconsin Leadership Institute – Laura, Ron, Sue, Catherine, Kyla, Teri
 - Strategic Plan in progress – Laura, Ron, Sue, Catherine, Kyla, Teri
- **Objective 3: Apply for CDC CHANGE grant**
 - Successful application for CDC CHANGE grant – Teri, Brenda, Kyla
 - Assemble community team for CHANGE activities – Kyla, Teri, Jaclyn
 - Data collection in progress – Kyla, Teri, Jaclyn

Mental Health

Progress towards Mental Health Indicators

Goal 1: Increase the awareness of mental health disorders while simultaneously decreasing social stigmas commonly associated with mental illness.

Short Term Outcome Indicators (3-5 years) for Goal 1

- Mental Health public awareness campaign.
- Mental Health summit annually with 2 sustainable initiatives.
- Promote QPR, youth group activities with youth.
 - January 2012: 2 WXPB radio topics: post-partum depression and MH Crisis Line
 - Ongoing updates of MH resources and educational blogs on OCHD website
 - Mental Health Inter-Agency Council (MHIAC) board presentation at MH summit & OCHD Open House
 - Target high risk: 1. 65 high school students attended summit. 2. Ongoing collaboration with Rhinelander School District/ YouTube/videos Mental Health Campaign June 2012. 3. NAMI, DOA, Veterans presenters at Summit. 4. Support of Tri-County Council on Domestic Violence and Sexual Assault June 2012.
 - Access to Care: Continued support of Oneida County CST Committee adolescent pilot wraparound care program with department of Social Services and Human Service Center.
 - *MH Summit* 05/11/12: 211 attendees, 65 students, 16 speakers
 - Ministry & Frank B. Koller Foundation to invest \$6000.00 and use of planner/facilitator for future MH Summits.

Goal 2: develop and implement a Mental Health collaborative system of care across the lifespan.

Short Term Outcome Indicators (3-5 years) for Goal 2

- Youth involvement in CST.
- Identify gaps in service providers.
- Host an annual mental health summit.
 - Braininsights materials used: OCHD post-partum packets & WIC, Ministry Pediatrics, Birth to 3.
 - Braininsights speaker/vendor at MH Summit.
 - ASQ-SE now in use by Ministry Pediatrics.
 - Support/input into AHEC intern & Vilas Co. HD CYSHCN Resource Guide (inc. MH resources).
 - Several AODA mtgs. attended by MHIAC members.
 - 2 new AODA members to MHIAC
 - Behavioral Youth Risk Assessment completed.
 - Co-sponsored Flo Hilliard March 2 & 3 with AODA & Rhinelander School

District, day event: Alcohol Use & Gender

- NIAAA Alcohol Screening & Brief Intervention for Youth Guide materials to MHIAC & CST members.
- In partnership with AODA Coalition: presentation by Bob Kovar, Parenting Network - Voted to put RSD Parent/MHIAC/AODA Network on hold for 2012.

Goal 3: establish a system of data collection and management to provide a stable and ongoing source of reliable community-specific information about mental health issues.

Short Term Outcome Indicators (3-5 years) for Goal 3

- Agreements with school districts to implement youth behavior risk survey.
- Creation of a data mapping coalition.
 - NATH Newsletter emailed out OCHD list serves.

Goal 4: strengthen the capacity of coalition and coalition membership to continually improve effectiveness and sustainability of programmatic efforts.

Short Term Outcome Indicators (3-5 years)

- Collaboration among HPHOC groups.
- Annual SWOT Analysis.
- Improve technology of coalition work.
 - Membership diverse: 20 members
 - Two consumers (note: most go to NAMI meetings d/t format & speakers).
 - Teleconferencing avail at Ministry Conf. rooms & OCHD.
 - OCHD collaborated with NHAHEC for suicide prevention grant monies.
 - 1000.00 NHAHEC Award: sponsor 2 QPR Train-the-Trainers from MHIAC.
 - Spring 2013 QPR training event to be planned.



We Look Forward to a Healthy 2013