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Overview of the Community Health Improvement Plan (CHIP)

In April 2014, Outagamie County Public Health Division (OCPH) brought together over 50 key stakeholders, leaders and community members to review Outagamie County’s Community Health Assessment and identify health priorities for the CHIP. Ranking issues based on seriousness of the problem and feasibility for change, the group identified 3 community health priorities based on local data; physical activity, nutrition and mental health.

The CHIP is a 5 year plan, intended to be a community effort and remain fluid to allow for the greatest community impact.

By making a difference in physical activity & active living, nutrition & food culture, and mental health, we hope to see a difference in the overall health of our community.

2017 Annual Review Connecting Strategies and Data

Process OCPH has been tracking the CHIP indicators annually and sharing updates to community partners through email. The annual updates are also posted Outagamie County Public Health Division’s website. For the 2017 annual review, OCPH wanted to look more closely at the progress related to strategies in the CHIP. Taking guidance from the Public Health Accreditation Board’s Standards and Measures, the significance of reviewing the CHIP is described in the
Effective community health improvement plans are dynamic. While goals, objectives, and priorities are meant to be long range, strategies may need to be adjusted. Strategies many need revision based on a completed objective, an emerging health issue, a change in responsibilities, or a change in resources and assets.

The 2017 Annual Review includes the most current available data. Data unavailable because of no new data is indicated as N/A in the performance measure tables. The goals, objectives, performance measures, and strategies for each of the priority areas are included. This review also recognizes the key community partner(s) leading the effort. While we would like to include every partner and person contributing to improving health in Outagamie County, that is an impossible task. OCPH is one of many building a culture of health where all individuals have an opportunity to enjoy the highest standard of health.

New strategies are included and designated by (new). As previously noted, strategies change as partners work together and implement new ideas.
Physical Activity & Active Living

Goal: Improve physical activity and support active living in Outagamie County

Objective 1: Increase percentage of population reporting that they are physically active.

**Why this is important to our community:**
Engaging in regular physical activity is one of the most important things that people of all ages can do to improve their health. Benefits from regular physical activity include lower rates of high blood pressure, diabetes, and cancer.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of adults reporting they are physically active</td>
<td>80%</td>
<td>78%</td>
<td>81%</td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>% of high school students reporting they are physically active</td>
<td>50%</td>
<td>48%</td>
<td>45%</td>
<td>46%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Objective 2: Decrease percent of adults age 20 and older with body mass index (BMI) greater than 30.

**Why this is important to our community:**
Excess weight and living a sedentary lifestyle is one of the biggest risk factors to chronic disease and poor health outcomes.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of adults with BMI &gt; 30</td>
<td>25%</td>
<td>29%</td>
<td>30%</td>
<td>32%</td>
<td>30%</td>
</tr>
</tbody>
</table>
Objective 3: Increase number of worksites with active and comprehensive wellness programs in Outagamie County.

**Why this is important to our community:**
Worksite wellness programs can improve the work environment to support healthy eating and physical activity during the workday.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of employers with Well Workplace designation</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td>11</td>
<td>13</td>
</tr>
</tbody>
</table>

Objective 4: Ensure that opportunities to be physically active are accessible to all county residents, with an emphasis on older adults, people with disabilities, and youth.

**Why this is important to our community:**
Being physically active is a critical component in maintaining health throughout one’s lifespan. Physical activity is an effective prevention strategy that supports independence for older adults and people with disabilities.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase offerings of Strong Women™ (a/k/a Strong Bones) classes</td>
<td>9</td>
<td>6</td>
<td>8</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>Increase offerings and attendance of Stepping On: Falls Prevention Workshop</td>
<td>7</td>
<td>6</td>
<td>7</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Increase the number of schools that participate in Safe Routes to School</td>
<td>24</td>
<td>19</td>
<td>19</td>
<td>25</td>
<td>42</td>
</tr>
</tbody>
</table>

**Strategy, Progress and Partnerships**

1. Support Weight of the Fox Valley (WOTFV) goals and strategies.
   - WOTFV is a tri-county initiative with a shared vision of working together to achieve and maintain a healthy weight at every age. WOTFV employs multiple strategies with an emphasis on policy, systems, and environments in multiple settings to create sustainable change.
   - OCPH is an active member and participates on the Leadership Team, Worksite Wellness Team, Active Communities Team, and Early Care & Education Team. The Worksite Wellness Action Team led “Maintain Don’t Gain” at the regional level in worksite settings. OCPH lead a team of Outagamie County employees to increase employee wellness efforts through the Outagamie County Wellness Committee.
2. Encourage community design and development that supports physical activity and facilitates access to safe, accessible, and affordable places for physical activity.
   - East Central WI Regional Planning Commission (ECWRPC) along with WOTFV led efforts to increase access to biking and walking by implementing complete street policies (e.g. bike lanes, sidewalks, safe crossings). They are also increasing wayfinding signage for local trail systems to support active transportation and recreation.

3. Promote and strengthen early learning, school, and worksite policies and programs that increase physical activity, including joint use agreements and wellness policies and plans.
   - This strategy is aimed at creating and implementing policies in multiple settings. Progress in worksite wellness includes a regional partnership between Well City Fox Cities and Well Oshkosh.

4. Ensure that opportunities to be physically active are accessible to all county residents, with an emphasis on older adults, people with disabilities, and youth.
   - UW Extension and Outagamie County Aging and Disability Resource Center continue to offer classes to older adults and people with disabilities.
   - ECWRPC is working together with Outagamie County elementary schools to increase the number of Safe Routes to School programs.
   - OCPH along with Winnebago County Public Health organized the Meet in the Middle Trail Ride, highlighting a multi-use recreational trail extending between the two counties. The bike ride showcased a reading trail created by the Village of Hortonville Library.

5. Community engagement (new)
   - Fox Valley Thrives Transportation Team, a strategic alliance to advance health equity, hosted “Transportation and Tacos,” a listening session to assess transportation needs.
   - OCPH is an active member on the team.

6. Performance Measures
   - OCPH will continue to monitor the Physical Activity and Active Living performance measures.
Nutrition & Food Culture*

*The term food culture does not imply cultural or ethnic food. It is intended to encompass the broader system of food and the understanding of how it impacts our lives.

Goal: Improve nutrition and food culture among all people in Outagamie County

Objective 1: Increase skills and knowledge regarding food systems, including food procurement, cultivation, preservation, programming and support.

Why this is important to our community:
Eating healthy means consuming a variety of nutritious foods and beverages, especially vegetables, fruits, low and fat-free dairy products, and whole grains. Increasing knowledge and access to locally grown produce can increase consumption.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase number of community and school gardening opportunities</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Increase number of UW-Extension Nutrition Education classes /events</td>
<td>99</td>
<td>99</td>
<td>181</td>
<td>268</td>
<td>117</td>
</tr>
<tr>
<td>Increase number of people attending UW-Extension Nutrition Education classes</td>
<td>1797</td>
<td>1198</td>
<td>1523</td>
<td>1126</td>
<td>1010</td>
</tr>
</tbody>
</table>

Objective 2: Increase number of worksites with active and comprehensive wellness programs in Outagamie County.

Why this is important to our community:
Worksite wellness programs can improve the work environment to support healthy eating and physical activity during the workday.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase number of employers with Well Workplace designation</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td>11</td>
<td>13</td>
</tr>
</tbody>
</table>
Objective 3: Increase percent of infants who are exclusively breastfed through the first three months of life.

Why this is important to our community:
Breastfeeding provides unmatched health benefits for babies and mothers. Breast milk not only meets the nutritional needs of a growing infant but also creates bonding opportunities.¹

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the percent of infants who are exclusively breastfed through the first three months of life by 50%, from 23% to the national benchmark of 46%</td>
<td>46%</td>
<td>35%</td>
<td>34%</td>
<td>30%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Strategy, Progress and Partnerships

1. Support the development of a community food system and ensure residents are able to access affordable, safe, and fresh food.
   - At the end of 2017, the Goodwill Grows program ended its operation of eight community gardens. Seven gardens were able to continue under different leadership and coordination.
   - UW Extension provides nutrition education classes through its FoodWIse Program that supports the voluntary adoption of healthy food choices and active lifestyles.
   - OCPH’s WIC Farmers’ Market Nutrition Program serves all eligible Outagamie County residents and provides vouchers for WIC clients.
   - OCPH developed a listing of all food pantries that could serve the residents of Outagamie County.

2. Promote and strengthen early learning, school, worksite, and community policies and programs that increase access to healthy and affordable foods (including fruits and vegetables) and decrease access to sugar-sweetened beverages and other less nutritious foods.
   - Progress in worksite wellness includes a regional partnership between Well City Fox Cities and Well Oshkosh. WOTFV is a key partner in organizing the efforts.
   - OCPH WIC Program serves all eligible Outagamie County residents.

3. Support policies and programs that promote breastfeeding and increase community knowledge on the importance of breastfeeding.
   - Breastfeeding Alliance of Northeastern WI (BFAN) leads the effort to promote breastfeeding. The mission of BFAN is to support families with information and education about the benefits of breastfeeding for both moms and babies. A goal of BFAN’s is to create a culture of breastfeeding by

¹ (Petersen, 2018)
providing breastfeeding support resources mothers need to assist them in meeting their breastfeeding goals. They organize an annual walk to increase knowledge and acceptance of breastfeeding.

- OCPH’s Maternal and Child Health program continues their work to increase the number of childcare centers with a breastfeeding friendly designation by providing technical assistance to childcare centers.
- OCPH WIC Program continues to promote breastfeeding to pregnant women and support new mothers with breastfeeding. The WIC program has a part-time breastfeeding peer support staff member.

4. Inform and educate the community about nutrition information (new)
   - WOTFV launched a regional Maintain Don’t Gain Worksite Wellness challenge to increase awareness about holiday weight gain and promote healthy eating strategies around the holidays. OCPH staff led the challenge for Outagamie County employees.
   - OCPH and WIC developed nutritional messages through social media.

5. Support Weight of the Fox Valley Initiatives (new)
   - Smart Plate is a community wide initiative to provide nutritionally sound, smart food options at local restaurants and caterers. Menu items with a SmartPlate logo have been approved by medical professionals, made with fruits, vegetables, whole grains, and lean proteins, and reviewed for calories, fat, sodium, and sugar (Thedacare Optimal Nutrition Guidelines). The SmartPlate initiative has not been sustained by local restaurants, caterers or the community.

6. Performance Measures
   - OCPH will continue to monitor the Nutrition and Food Culture performance measures.
Mental Health

The mental health strategies developed were in coordination and collaboration with NEW Mental Health Connection’s strategic plan to align and compliment their work. From the time the strategies were finalized in 2014, the NEW Mental Health Connection underwent a change in leadership. As a result, strategic direction was reviewed and updated. The NEW Mental Health Connection is a collaboration of over 80 community stakeholders including OCPH.

Goal 1: Mental Health literacy

*Mental health literacy is not just knowledge of mental health, but the skills and ability to do something with that knowledge.*

Objective 1: Increase the use of evidence-based practices at the community, provider and policy levels by increasing the number of people who are trained in Question, Persuade, Refer (QPR), Mental Health First Aid, and Mental Health 101.

| Why this is important to our community: |
| Everyone can have a role in preventing suicide. Learning the right questions to ask, what signs to look for, and how to get professional help can save a life. |

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase number of people trained by 10% on annual basis: QPR</td>
<td>1855</td>
<td>742</td>
<td>1342</td>
<td>1697</td>
</tr>
<tr>
<td>Increase number of people trained by 10% on annual basis: Youth Mental Health First Aid</td>
<td>900</td>
<td>0</td>
<td>396</td>
<td>369</td>
</tr>
</tbody>
</table>
Objective 2: Increase knowledge and awareness of the impact of trauma on the lifespan.

### Why this is important to our community:
Adopting a trauma-informed approach to care has the potential to improve patient outcomes and build resiliency.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain providers (P) and agencies (A) certified in Trauma-Focused Cognitive Behavioral Therapy (TF-CBT)</td>
<td>29 P 11 A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Increase number of providers using Adverse Childhood Experiences (ACEs) screening tools</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Objective 3: Promote positive early childhood development by increasing the number of children who are safe, healthy, and ready to learn.

### Why this is important to our community:
Early childhood experiences have lasting, measurable consequences later in life. Therefore, positive early childhood development lays the foundation for overall health and wellbeing.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe: Maintain or decrease rate of child abuse substantiation (current: 3.1)</td>
<td>3.1 per 1000</td>
<td>3.1 per 1000</td>
<td>2.2 per 1000</td>
<td>2.1 per 1000</td>
<td>1.8 per 1000</td>
</tr>
<tr>
<td>Healthy: Increase 24 month immunization rate by 5%, from 81% to 86%</td>
<td>86%</td>
<td>81%</td>
<td>81%</td>
<td>85%</td>
<td>82%</td>
</tr>
<tr>
<td>Ready to Learn: Increase number of facilities with 4 or 5 star YoungStar rating</td>
<td>20</td>
<td>17</td>
<td>23</td>
<td>24</td>
<td>29</td>
</tr>
</tbody>
</table>

### Strategy, Progress and Partnerships

1. Convene community partners and establish baseline for number of people trained in QPR, Mental Health First Aid, Mental Health 101
   - Zero Suicide Community Coalition, Prevent Suicide Fox Cities, and trained QPR facilitators provides free QPR trainings to community groups, businesses and anyone interested in the training.
   - OCPH staff are involved as a QPR trainer and as a board member for Prevent Suicide Fox Cities.

2. Support efforts of and partners involved with the Fox Valley Early Childhood Coalition
The Fox Valley Early Childhood Coalition (FVECC) continues work to enhance the system for children to be safe, healthy and ready to learn. OCPH staff members are actively involved on the Executive Committee for the coalition that is working to establish a backbone organization for early childhood efforts in Outagamie, Calumet and Winnebago Counties. Key Partners that make up the FVECC include Community Early Learning Center, Birth to Three Early Intervention Program, Winnebago & Calumet County Public Health Agencies, and Family Services of Northeast Wisconsin.

3. Support efforts of the Outagamie County Child Death Review Team, which will lead a comprehensive and multidisciplinary review of child deaths and all domestic abuse related deaths in order to better understand how and why these deaths occur and use findings to take action to prevent other deaths and improve the health and safety of our community
   - OCPH leads the Outagamie County Child Death Review Team for the entire county with the assistance of the Coroner’s office. In 2017 the team completed the review of 15 deaths of children 19 or younger. Prevention for suicide deaths is led by Zero Suicide Coalition, supported by NEW Mental Health. Prevention for safe sleep environment deaths is led by Safe Kids Fox Valley.

4. Adverse Childhood Experiences (ACES) Strategies
   - Promote and educate community on ACES and impact on health and the lifespan
     - Children’s Hospital of Wisconsin, Fox Valley conducted community trainings at Fox Valley Technical College, showed the film Paper Tigers, and included a panel for discussion.
     - NAMI (National Alliance on Mental Illness) Fox Valley provides educational presentations on ACES and trauma informed care
     - Outagamie County’s Pre-Action Network convened a community discussion about ACES and showed Resiliency, a sequel to Paper Tigers.
   - Provide provider and community-wide training and awareness on trauma informed care and use of ACES screening tool among primary care provider
     - United Way coordinates a learning circle of twelve organizations implementing trauma informed care as a universal precaution approach. The ACES screening tool is no longer the focus.
     - REACH Counseling provides professional trainings and educational events about the effects of trauma for businesses, healthcare providers, schools and service organizations.
   - Establish community model to train, maintain and expand TF-CBT certification program
     - In 2013, Outagamie County Children, Youth, and Families (CYF) Division was selected for the WI Trauma Project. The goals of the project were to increase evidence-based trauma screening, assessment, and treatment in order to create a more trauma-informed responsive system of care.
     - Outagamie County CYF Staff have been trained in TF-CBT.
     - Reach Counseling have trained staff in TF-CBT.
   - Establish baseline data providers screening for ACES (including what tools they are using)
The United Way of the Fox Valley focuses on trauma informed care as a universal precaution rather than screening for ACES as more people will benefit from the trauma informed care approach.

5. Performance Measures
   - Keeping an accurate count of the number of providers and agencies certified in Trauma-Focused Cognitive Behavioral Therapy (TF-CBT) is difficult because of staff turnover. Discussion needed on how to improve this measure.
   - OCPH is unable to collect number of providers using Adverse Childhood Experiences (ACEs) screening tools. This measure will be discontinued.

Goal 2: Access to quality mental health and substance abuse prevention, treatment, recovery, and support services for all persons

Objective 1: Maintain or increase number of mentally healthy days.

<table>
<thead>
<tr>
<th>Why this is important to our community:</th>
<th>Mental health and emotional well-being is essential to overall health. Positive mental health allows people to realize their full potential, cope with the stresses of life, work productively and make meaningful contributions to their communities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance Measures</td>
<td>Goal</td>
</tr>
<tr>
<td>Adults: Maintain national benchmark of 2.3 mentally unhealthy days in the past 30 days</td>
<td>27.7</td>
</tr>
<tr>
<td>Youth: Decrease number of students reporting 1 or more days in the past 30 days when mental health was not good</td>
<td>64.3%</td>
</tr>
</tbody>
</table>

Objective 2: By 2019, at least 50% of medical providers will be screening for mental health using accepted tools.

<table>
<thead>
<tr>
<th>Why this is important to our community:</th>
<th>Screening for mental health issues allows for early identification and intervention.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance Measures</td>
<td>Goal</td>
</tr>
<tr>
<td>Increase number of providers screening for mental health using accepted tools</td>
<td>N/A</td>
</tr>
<tr>
<td>All ages: Decrease suicide rate for all ages</td>
<td>13.1 per 100000</td>
</tr>
</tbody>
</table>
Youth: Decrease percent of youth who seriously considered attempting suicide by 4.4%  

<table>
<thead>
<tr>
<th>Youth</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.5%</td>
<td>17.9%</td>
<td>17.6%</td>
<td>15.1%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Objective 3: Increase the number of mental health providers and the capacity of the workforce that utilizes evidence-based practices.

**Why this is important to our community:**
Examining the ratio of mental health and primary care providers allows the community to determine if there are workforce shortages in our county.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decrease ratio of population to mental health providers</td>
<td>2714:1</td>
<td>3847:1</td>
<td>755:1</td>
<td>690:1</td>
<td>660:1</td>
</tr>
<tr>
<td>Decrease the ratio of population to primary care providers</td>
<td>631:1</td>
<td>1196:1</td>
<td>1200:1</td>
<td>1230:1</td>
<td>1230:1</td>
</tr>
<tr>
<td>Increase number of providers trained in evidence-based practices by 10% each year</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Strategy, Progress and Partnerships**

1. Complete Fox Cities Mental Health Needs Assessment to identify needs in the community regarding mental health, substance abuse, and community mental health attitudes
   - Completed in June 2014

2. Develop a system that identifies and addresses mental health needs in a competent and timely manner
   - The NEW Mental Health Coalition launched a new website, [MyConnectionNEW.org](http://MyConnectionNEW.org), for the community to find local mental health service providers, resources and screening tools for the public.

3. Develop and implement comprehensive crisis intervention and community trauma response program in Outagamie County
   - Outagamie County is served for the Victim Crisis Response Team (VCR), a group of trained volunteers who assist law enforcement in responding to the immediate needs of victims. The VCRs respond to a variety of incidents including domestic violence, suicide, abuse, death notifications, and more. The VCRs provide emotional support to victims as well as resources and referrals.

4. Assure accurate and consistent mental health data collection in community health surveys
   - NEW Mental Health Connection and community partners continue to utilize the most current data collected locally from the Youth Risk Behavior Survey (YRBS) and the adult behavior risk community survey. OCPH advocates for all schools in the county to administer the YRBS. OCPH is an active
member of the Fox Valley Community Health Improvement Coalition (FVCHIC), a partnership between local healthcare systems and local health departments sharing resources to fund the community survey.

5. Develop and implement community mental health communications plan
   o No longer being pursued

6. Support strategies to increase mental health literacy
   o NAMI of the Fox Valley provides comprehensive support to the community through education, support, and outreach. NAMI offers education and training, provides support groups for people living with mental illness and family members, and works to eliminate stigma.
   o NEW Mental Health Connection brings organizations and individuals together to increase mental health literacy. Many partners from mental health service providers to the school districts in Outagamie County to Youth Serving Organizations are working to improve the mental health of the community, focusing on reducing stigma, increasing help seeking behavior and providing more skills to individuals, including parents, teachers and care givers, to thrive throughout their lifespan, from infancy to elderly.

7. Promote early identification of mental health needs of individuals and access to quality services: BeWell2Excel, emergency department, primary care, community, online
   o The NEW Mental Health Connection launched a new website, MyConnectionNEW.org, for the community to find local mental health service providers, resources and screening tools for the public.
   o Samaritan Counseling leads Connected Community Wellness Screening in Outagamie County schools. The mental health screening provides early identification of and intervention in highly treatable mental health needs.
   o United Way sponsors the PATH Program (Providing Access To Healing) in eight out of nine Outagamie County school districts. Local counseling agencies provide mental health treatment in the school setting. Each school districts determine which middle and elementary schools host the PATH Program, while the majority of high schools are utilizing the PATH Program.

8. Actively engage youth regarding child and adolescent mental health
   o In 2016, the NEW Mental Health Connection was the recipient of an eight year grant to improve mental health of teens in the tri-county region. As a result of this grant from an endowment at Medical College of WI, Sources of Strength, an evidence-based suicide prevention program, is being implemented in selected Outagamie County high schools with a plan to include all schools.
   o Outagamie County high schools and middle schools that participate in Pre-Action Network, a county-wide effort to share youth prevention and wellness resources, receive prevention grants from Outagamie County Division of Mental Health. The prevention grants must be utilized to promote wellness and prevent substance use.

9. Identify, recruit and support a high quality workforce
Since 2014 when the goals and strategies were outlined in the CHIP, Outagamie County social services, non-profit social service agencies, and community partners have committed to increasing knowledge, skills, and abilities around mental health services. More trainings and specialized certifications in mental health are provided by employers and job expectations.

A number of organizations in the tri-county region are engaged in the Zero Suicide philosophy, including Outagamie County Division of Mental Health. A component of Zero Suicide is assuring staff are trained to address suicide risk and provide appropriate treatment.

10. Workforce development

The strategies below are incorporated into trauma informed care and the Zero Suicide toolkit.

- Improve service quality through provision of training and support to the workforce (including organization of and opportunities for continuing education)
- Organizations involved in the POINT Trauma Informed Care Team include: Appleton Area School District, Boys & Girls Club of the Fox Valley, Catalpa Health, CHAPS Academy, Family Services of NE WI, Homeless Connections, NAMI Fox Valley, Partnership Community Health Center, Reach, Sexual Assault Crisis Center, UW Extension-Winnebago Co, United Way Fox Cities, Youth Go
- Improve service quality through well-informed, culturally and linguistically competent and engaged workforce

11. Create a community-wide standard of care.

This strategy is not well defined. If trauma informed care is the community-wide standard of care, then many organizations are implementing the approach. To continue as a strategy, community-wide standard of care needs a clear definition.

12. Performance Measures

- OCPH is unable to collect the number of providers screening for mental health and tools used. This measure will be discontinued until data becomes more readily available.
- OCPH is unable to collect the proportion of people that access appropriate services after screening. This strategy will be discontinued until data becomes more readily available.
- OCPH is unable to collect the number of providers trained in evidence-based practices. This measure will be discontinued until data becomes more readily available.
Goal 3: A resilient community

Objective 1: Increase the percent of population reporting social or emotional support.

<table>
<thead>
<tr>
<th>Why this is important to our community:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealing with stress is a normal part of life. Having social and emotional support systems are beneficial in handling stress.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults: Increase percent reporting the support necessary to maintain positive mental well-being by 2%</td>
<td>90%</td>
<td>88%</td>
<td>79%</td>
<td>79%</td>
<td>N/A</td>
</tr>
<tr>
<td>Youth: Increase the percent of students who report adequate love and support from family by 4%</td>
<td>88%</td>
<td>84%</td>
<td>88%</td>
<td>87%</td>
<td>N/A</td>
</tr>
<tr>
<td>Youth: Increase the percent of students who report adequate care and encouragement from teachers by 3%</td>
<td>66%</td>
<td>63%</td>
<td>66%</td>
<td>88%</td>
<td>N/A</td>
</tr>
<tr>
<td>Youth: Increase the percent of students who feel like they belong at their school by 5%</td>
<td>74%</td>
<td>69%</td>
<td>70%</td>
<td>71%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Objective 2: Increase number of worksites with active and comprehensive wellness programs in Outagamie County.

<table>
<thead>
<tr>
<th>Why this is important to our community:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensive worksite wellness programs can improve the work environment to support mental health wellness as well as increase physical activity and improve nutrition.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase number of employers with Well Workplace designation</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td>11</td>
<td>13</td>
</tr>
</tbody>
</table>

Objective 3: Increase disaster, crisis, and emergency behavioral health resources.

<table>
<thead>
<tr>
<th>Why this is important to our community:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having a community response system in place for emergency behavior health care makes our community more resilient and safer for everyone.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
</table>
Objective 4: By 2019, Outagamie County will work to decrease acceptability of underage alcohol use.

**Why this is important to our community:**
Underage drinking increases the chances of having a substance use disorder. Additionally, underage drinking is a risk factor for many other problems such as unwanted, unprotected sex, sexual assault, school problems, mental health issues, and other drug use.

<table>
<thead>
<tr>
<th>Performance Measures</th>
<th>Goal</th>
<th>Baseline 2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the number of municipalities in Outagamie County with a social host ordinance* from 0 to 2.</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>State law passed</td>
</tr>
<tr>
<td>Decrease underage alcohol use (for all grades) by 10%</td>
<td>25%</td>
<td>32%</td>
<td>27.8%</td>
<td>23.4%</td>
<td>N/A</td>
</tr>
<tr>
<td>Decrease underage binge drinking (for all grades) by 10%</td>
<td>14.2%</td>
<td>19.5%</td>
<td>15.8%</td>
<td>12.5%</td>
<td>N/A</td>
</tr>
<tr>
<td>Increase students' perception of parental disapproval (students' report their parents feel regular use of alcohol is wrong or very wrong), especially among 12th grade students.</td>
<td>95%</td>
<td>88.5%</td>
<td>89%</td>
<td>91%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Strategy, Progress and Partnerships**

1. Support and facilitate programs designed to increase feelings of school connectedness for youth and educators
   - Healthy Teen Minds grant provided an opportunity for a limited number of Outagamie County high schools to implement Sources of Strength, an evidence based suicide prevention program, focusing on resiliency and school connectedness through positive relationships with school staff and peers. More schools will implement the program in future years.

2. Participate in the Wisconsin Association of Local Health Departments and Boards' Community Health Improvement in Action (CHIA) project (2015-2016)
3. Support school and community participation in the Parents Who Host Lose the Most campaign
   - Outagamie County high schools continue to participate in the state wide Parents Who Host Lose the Most campaign

4. Support Outagamie County Pre-Action Network (school-based prevention efforts)
   - The Outagamie County Division of Mental Health Prevention Specialist leads the Pre-Action Network and OCPH staff attend.

5. Participate in the Fox Valley Substance Abuse Coalition's Prevention Pillar
   - The Fox Valley Substance Abuse Coalition struggled as a coalition in 2017. The coalition did not have capacity for sustaining the Four Pillar Approach: Prevention, Harm Reduction, Treatment, & Law Enforcement.

6. Addressing alcohol
   - WI state statute 125.07 was amended in December 2017 to broaden the definition of “premise” to make the law a “social host” law, holding the owner of a property responsible if they provide the location for underage persons to consume alcohol. Local social host ordinances became invalid after a Court of Appeals decision in 2016.
   - The following strategies are incorporated within various coalitions including, Kaukauna Alcohol, Tobacco, and Other Drug Abuse Prevention (KATODA) and Pre-Action Network
     - Encourage a broader substance abuse focus, including alcohol, to all of the Fox Valley Substance Abuse Coalition pillars
     - Complete The Community Alcohol Personality Survey
     - Utilize existing parent networks within school districts to educate parents on underage alcohol use and benefits of social host ordinances, and share tips regarding what parents can do to support healthy youth

7. Community
   - Facilitate social connectedness and community engagement across the lifespan
     - UW Extension programming, Goodwill, local faith-based organizations and many other community groups and non-profits are building awareness around the importance of social connectedness and community engagement.
   - Increase the understanding of the relationship between physical, mental, social and spiritual health.
     - A limited number of Outagamie County school districts implemented Sources of Strength. More schools will implement the program in 2018 and 2019.

8. Worksite
   - Engagement and development of worksite wellness programs that are comprehensive
     - Outagamie County’s worksite wellness in partnership with the Human Resources Department expanded mental health wellness activities for all staff.
o Promote and increase awareness of Employee Assistance Programs (EAP)
  ▪ Outagamie County encourages employees to utilize EAP.

9. Workforce Development
o Utilize comprehensive and inclusive teams when developing and maintaining crisis and emergency plans for schools, organizations, and communities, including a special emphasis on mental health, public health, and emergency management.
  ▪ Outagamie County’s Children, Youth and Families Division maintains the staff listing for critical incident debriefing team. The purpose of the critical incident stress management debriefing is to ensure agency staff receive proper confidential and responsive support following a critical incident involving clients, co-workers, or an event in the agency.
  ▪ OCPH develops public health preparedness response plans which identifies resources for special populations including mental health.

10. Performance Measures
o OCPH is unable to collect the number of people who are trained in Functional Assessment Service Team (FAST), Critical Incident Stress Management (CISM), and Mental Health First Aid. This measure will be discontinued until data becomes more readily available.

Special thank you to the following people and organizations for providing updates on current efforts.

Peggy Brinkman
Appleton Area School District
Cindy Brylski-Breit
Outagamie County Public Health
Beth Clay
NEW Mental Health Connection
Bridget Cullen
State of WI Division of Early Care and Education
Mary Dorn
Outagamie County Public Health
Christi Gabrilska
UW Extension-Waupaca
Misty Hommerding
Outagamie County Children, Youth and Family
Melissa Kraemer Badtke
East Central Wisconsin Regional Planning Commission
Cassy Stef
Outagamie County Public Health
Chris Wardlow
Catalpa Health & Outagamie County
Mary Wisnet
United Way Fox Valley
Sarah Wright
Weight of the Fox Valley
  Goodwill Industries
  NAMI Fox Valley
  Reach Counseling
  UW Extension-Outagamie County