In the summer of 2010, the CHIP Steering Committee brought together a broad array of community partners to review community health data. After analyzing the community data, the following health priorities were identified:

1. Adequate, Appropriate and Safe Food & Nutrition
2. Oral Health
3. Unhealthy Alcohol & Drug Use

Three action planning groups, consisting of diverse community members from over 30 agencies in Brown County, met regularly to develop a plan for each priority with goals, outcomes, and actions. These groups continue to be facilitated by Bellin Health System & Hospital Sisters Health Systems.

This program meets state requirements for public health systems, as well as not-for-profit health network requirements. The local health improvement plan links to the state level planning document entitled, “Healthiest Wisconsin 2020” which is in its third decade-long plan.

Thank you to these agencies for continued support:

- Aging & Disability Resource Center
- Aurora Health Center
- Bay Area Community Council
- Bellin Health System
- Brown County UW-Extension
- Brown County Health Department
- Brown County Human Services
- Brown County United Way
- City of De Pere Health Department
- City of De Pere Police Department
- Green Bay Police Department
- Hospital Sisters Health System
- Libertas Treatment Center
- Live54218
- NEW Community Clinic
- Northeast Wisconsin Technical College
- St. Norbert College
- University of Wisconsin- Green Bay
- WIC
Goal 1
By 2014, 70% of all primary care providers in Brown County/De Pere will incorporate an alcohol, depression and substance abuse screening tool for patients over 18 years of age.

Accomplishments:
- 100% of primary care provider are conducting screenings.
- Local health systems participated in piloting alcohol, drug and depression screening into the annual physicals.

Goal 2
By 2015, the incidence of binge drinking in accordance with county rankings will decrease from 27% to 25%.

Accomplishments:
- Current reported binge drinking rate: 25% (county health rankings)
- Collaborated with Heroin Task Force and the Brown County Drug Alliance to discuss common goals/objectives.
- Collaboration with the Tavern League
- Presentations have been done throughout the community related to the impact of alcohol and drug misuse.
- Pharmacy card initiative implemented focusing on customer education/community resources.
- Supported sobriety checkpoints initiative (preliminary result)
- Revised and disseminated safe serving for special events brochure

Goal 3
Zero deaths from alcohol induced traffic fatalities by 2020.

Accomplishments:
- 3 alcohol related traffic fatality (preliminary result)
- Supported sobriety check points initiative
- Local media coverage related to impact of alcohol and drugs

ACTIVE MEMBERS
- Scott Katzka
- Laura Hieb, Coalition Leader
- Judy Friederichs
- Pat Finder
- Becki Detaege
- Father Paul Demuth
- Jedd Bradley
- Dan Braaten
- Bill Bongle
- Sharla Baenen
- Annie Kuhr
- Terri Zahorik
- Chrystal Woller
- Ann VanLanen
- Dan Terrio
- Heidli Selberg, Coalition Leader
- Christine Vandenhouten, RN, Ph.D.
- Ann VanLanen
- Jody Wilmet RN
- Erin Borgers, RN
- Catherine Thieren
- Elaine Doxtator RN
- Bonnie Parrot RN

ORAL HEALTH

Goal 1
By 2015, reduce the number of oral health related emergency room visits by adults.

Accomplishments:
- Disseminated dental hygiene kits for distribution in local Emergency Departments.
- Identified and implemented strategies to women aged 18-44, who are the largest group of Emergency Room dental patients.
- Implemented the basic screening survey questions in primary care practices
- Developed and disseminated referral materials for primary care practices

Goal 2
By 2015, improve the oral health services available for Medicaid patients.

Accomplishments:
- Planned and supported Mission of Mercy event that was hosted in Brown County providing access to free dental care.
- Worked with the local oral surgeon groups to provide voluntary services at NEW Community Clinic dental clinic beginning September 2014

ACTIVE MEMBERS
- Scott Anderson
- Cirde Becker
- Bonnie Kuhr RN
- Stacy Ross, RN
- Heidi Selberg, Coalition Leader
- Christine Vandenhouten, RN, Ph.D.
- Ann VanLanen
- Jody Wilmet RN
- Erin Borgers, RN
- Catherine Thieren
- Elaine Doxtator RN
- Bonnie Parrot RN

ADEQUATE, APPROPRIATE AND SAFE
FOOD & NUTRITION

Goal 1
From 2012-2015, reduce the barriers and accelerate the use of WIC Farmer’s Market Nutrition Program (FNPMP) vouchers and Wisconsin Quest card from Food Share Electronic Benefits Transfer (EBT) program for low income residents of Brown County.

Accomplishments:
- Doubled sales from EBT customers.
- Doubled the amount of families using EBT at the markets.
- Increased the number of repeat visits by EBT customers.
- Implemented a “Text Alert” program to assist EBT and WIC customers.
- Summer 2014 - Expansion of EBT program and education was supported by the Basic Needs Partnership Fund through the Greater Green Bay Community Foundation.
- Secured additional sponsorship for Double Your Bucks incentive from United Healthcare.

Goal 2
From 2012-2015, improve the food choices offered by food pantries, increasing the percentage of healthy food options and reducing the amount of low-nutrient foods, (as defined by dietary guidelines)

Accomplishments:
- 22% Increase in overall food donations at “Scouting For Food.”
- 14% Increase in vegetable donations between 2012 and 2014.
- Developed and promoted public education message “Food Drive Five.”
- Collaborated with “Scouting For Food” food drive. Printed “Food Drive Five” message on donation bags.

ACTIVE MEMBERS
- Nicci Beeck, Community Health Educator
- Jamie Campbell, RD
- Karen Early, RD
- Meredith Hansen, CSW
- Sarah Himmelheber, Ph.D.
- Ellen Moore, RN
- Melinda Morella, M.S. Ed., Assistant Director
- Lynne Nelson
- John Rocheleau, Coalition Leader
- Leanne Zhu, Ph.D.
- Rose Jensen
- Regina Young, RD

GET INVOLVED
Consider joining one of the health priority committees to make a real difference in your community!

CALL
Brown County Health Department
920-448-6400
De Pere Health Department
920-339-4054

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De Pere Health Department
www.de-pere.org
“Community Health Improvement Planning Process”