

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.



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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



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Annual Report 2014

ALCOHOL & OTHER DRUG USE

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 through out the community related to the impact of alcohol and drug misuse.
- Pharmacy card initiative implemented focusing on customer education/community resources.
- Held a public policy breakfast educating stakeholders/elected officials on alcohol misuse and best-practice policies for municipalities.
- Educated elected officials on alcohol related ordinances at license committee meetings (De Pere and Green Bay)
- 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

- | | |
|---------------------------------------|--------------------|
| • Tom Arndt | • Michele LaFond |
| • Sharla Baenen | • Randall Lawton |
| • Tina Baeten | • Tyler Luedke |
| • Bill Bongle | • Mary Miceli-Wink |
| • Dan Braaten | • Mike Panosh |
| • Jedd Bradley | • Pat Phillips |
| • Barbara Coniff | • John Plageman |
| • Father Paul Demuth | • Pat Ryan |
| • Becki Detaege | • Heidi Selberg |
| • Cathy DeValk-Holl | • Jim Sweeney |
| • Tom Doughman | • Dan Terrio |
| • Pat Finder-Stone | • Erin Tisch, RN |
| • Judy Friederichs | • Ann VanLanen |
| • <u>Laura Hieb, Coalition Leader</u> | • Chrystal Woller |
| • Scott Katzka | • Bob Woessner |
| • Bonnie Kuhr | • Terri Zahorik |



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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
- Cinde Becker
- Bonnie Kuhr RN
- Stacy Ross, RN
- Heidi Selberg, Coalition Leader
- Christine Vandenhouten, RN, Ph.D.
- Ann Van Lanen
- Jody Wilmet RN
- Erin Bongers, RN
- Catherine Therrien
- Elaine Doxtator RN
- Bonnie Parrott 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 (FNMP) vouchers and Wisconsin Quest card from Food Share Electronic Benefits Transfer (EBT) system 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 the 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 | • Leanne Zhu, Ph.D. |
| • Jamie Campbell, RD | • Rose Jensen |
| • Karen Early, RD | • Regina Young, RD |
| • Meredith Hansen, CSW | |
| • Sarah Himmelheber, Ph.D. | |
| • Ellen Moore, RN | |
| • Melinda Morella, M.S. Ed., Assistant Director | |
| • Lynne Nelson | |
| • John Rocheleau, Coalition Leader | |

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



SEARCH

Brown County Health Department

www.co.brown.wi.us/health

De Pere Health Department

www.de-pere.org

"Community Health Improvement Planning Process"