

# Bellin Health

## Community Health Needs Assessment 2018



## **BELLIN HEALTH COMMUNITY HEALTH NEEDS ASSESSMENT 2018**

**An assessment of Brown County, Wisconsin conducted jointly by Bellin Health, Brown County Health and Human Services Division of Public Health, HSHS, United Way of Brown County, and Aurora Bay Care.**

This Community Health Needs Assessment (CHNA) report is a joint CHNA report as permitted by Section 1.501(r)-3(b)(6)(v) of the Treasury Regulations. It applies to the following Bellin Health hospital facilities: Bellin Memorial Hospital, Inc., Bellin Psychiatric Center, Inc., and Bellin Health Oconto Hospital.

Provisions in the Affordable Care Act (ACA) require charitable hospitals to conduct a Community Health Needs Assessment (CHNA) and adopt implementation strategies to meet the needs identified. The CHNA is a systematic process involving the community to identify and analyze community health needs as well as community assets and resources in order to plan and act upon priority community health needs. This process results in a CHNA Report which is used to develop implementation strategies based on the evidence and assets and resources identified in the CHNA process.

Triennially, Bellin Health conducts a CHNA and adopts an Implementation Plan by an authorized body of the hospital in the same tax year, and makes the report widely available to the public. The hospital's previous CHNA Report and Implementation Plan was conducted and adopted in FY2015.

In FY2018 (October 1, 2017 through September 30, 2018), Bellin Health conducted its CHNA in partnership with representatives from the community. Upon completion of the CHNA, the hospital developed a set of implementation strategies and adopted an Implementation Plan to address priority community health needs. The population assessed was Brown County, Wisconsin. Data collected throughout the assessment process was supplemented with qualitative data gathered through a CHNA Steering Committee with broad community representation, secondary data report, and the opinions of community key stakeholders obtained via "Needs Assessment Summit" held in October 2017.

**Identification and Prioritization of Needs:** The following health needs were identified based on burden, scope, severity and urgency of the health need; the health disparities associated with the health need; the importance the community places on addressing the health need; the community assets and resources that could be leveraged through strategic collaboration in the Hospital's service area to address the health need; the secondary data sources; local expertise and input.

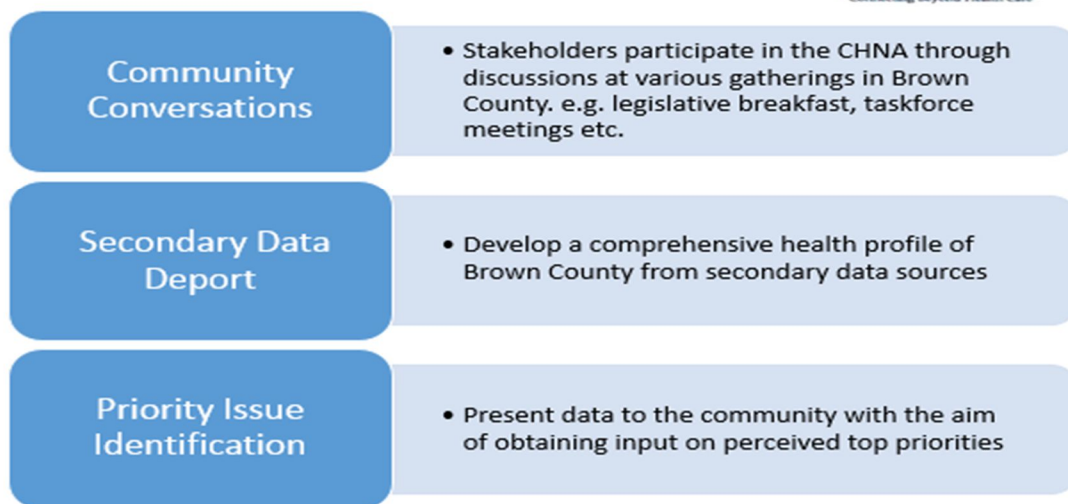
- **Alcohol, and Other Drug Abuse (AODA)**
- **Mental Health**
- **Physical Activity, Obesity and Nutrition**

Oral health was top priority for Brown County FY2012 and FY2015 CHNA. A consensus was reached that ongoing efforts should be sustained.

## IMPLEMENTATION PLAN DEVELOPMENT

As part of the engagement process with key stakeholders, attention was given to natural partnerships and collaborations that will be used to operationalize the Implementation Plan. The Implementation Plan is considered a “living document” – a set of strategies that can be adapted to the lessons learned while implementing Community Benefit activities and initiatives relevant to the priority needs. The broader set of community health needs will continue to be monitored for consideration as future focus areas.

### Community Health Needs Assessment



### Community Health Improvement Planning Process



## **HOSPITAL BACKGROUND**

For more than a century, Bellin Health has served the people of Northeast Wisconsin and Michigan's Upper Peninsula with caring, expertise and a second-to-none focus on quality that make it the region's premier health system. Known for its emphasis on preventive healthcare, Bellin is the area's leader in cardiac, orthopedics, sports medicine, digestive health, mental health and primary care medicine.

Bellin's flagship campus in Green Bay, Wis. is home to Bellin Hospital, a 244-bed general medical and surgical hospital that *Consumer Reports* rated as the safest in the nation in 2013. Just down the road, the 80-bed Bellin Psychiatric Center provides top-quality inpatient, outpatient and addiction treatment services for individuals from across the region. And 30 minutes to the north, Bellin Health Oconto Hospital, a 10-bed critical care access facility, offers care close to home for patients outside the Green Bay metro area. These facilities are supported by 388 community volunteers.

Bellin Health's vision is that the people in its region will be the healthiest in the nation, and the health system's 32 primary care physician clinics are at the heart of that effort. That aim is further bolstered by an ambulatory surgery center, urgent care services, 83 employer clinics, five Bellin Health FastCare retail health clinics, three Bellin Fitness Centers, and Bellin College, an accredited nursing and medical imaging institution. The Cancer TEAM at Bellin Health serves patients and families with a multidisciplinary approach to quality patient care, and Bellin is a founding partner of Unity Hospice, a nonprofit community provider of hospice care, palliative care and grief support serving Northeast Wisconsin.

In addition to serving its patients with award-winning care, Bellin Health is renowned for its community outreach efforts. Bellin is the official healthcare partner of the Green Bay Packers, a relationship that will be further strengthened by a new 52,000-square-foot sports medicine and orthopedics clinic that is scheduled to open in 2017 in the Titledown District just west of Lambeau Field. Bellin annually hosts one of the nation's largest 10K events, the Bellin Run, which brings walkers and runners of all ages and fitness levels to the streets of Green Bay in the spirit of health, wellness and community fun. The health system's 3,900 employees make it the second-largest employer in the Green Bay area, making Bellin Health a major contributor to the economic vitality of the region.

Even beyond its service area, Bellin is a powerful player in creating positive large-scale change around healthcare. The health system is a founding member of the Institute for Healthcare Improvement (IHI), an international organization dedicated to improving health and healthcare worldwide, as well as the Wisconsin Collaborative for Healthcare Quality. Through its Bellin-ThedaCare Healthcare Partners collaboration, Bellin was a participant in the Centers for

Medicare & Medicaid Services' (CMS) Pioneer Accountable Care program, generating \$14 million in savings while producing the highest quality and lowest cost in the country among Medicare ACOs. Bellin is now independently participating in the Next Generation ACO model, CMS' newest Accountable Care Organization program.

Bellin Health is the only health care system in our market with a locally governed Board of Directors, whom are community focused. In addition to community health improvement services guided by our triennial CHNA process, the hospital contributes to other needs through our broader community benefit program including community health services, health professional education, subsidized health services, financial and in-kind contributions and community building activities. In FY2017, the community benefit contributions totaled more than \$46 million.

### **CURRENT HOSPITAL SERVICES AND ASSETS**

Bellin Health System is an integrated healthcare delivery system comprised of:

**Bellin Hospital:** An acute care, 170-bed, multi-specialty hospital. Known as the region's heart center, it was the first hospital in the area to offer a comprehensive heart program. Over the years, Bellin has continued to keep pace with exciting technological advances in cardiac care by introducing nuclear cardiology, electrodiagnostics and electrophysiological studies.

Bellin Hospital specializes in:

- Emergency Care
- Pediatrics
- Digestive Health
- Pulmonary
- Obstetrics
- Rehabilitation
- Orthopedics
- Surgery, including Robotic Assisted
- Cancer Services
- Heart & Vascular

**Emergency Care Services:** Bellin offers three levels of care based on patient needs.

Emergency Department is staffed by board-certified emergency medicine physicians 24/7.

Urgent Care provide quick, thorough, friendly care at affordable prices in Bellevue, Green Bay, Oconto, and Marinette, WI day and evening hours, 7 days per week. FastCare is a chain of retail health clinics in select Shopko department stores throughout our primary and secondary markets along with national presence. Get acute care help without a wait.

**Bellin Psychiatric Center - Hospital Services:** Includes a licensed 80-bed freestanding hospital. The Center's team of professionals treats children, adolescents and adults with emotional or addictive disorders.

**Bellin Psychiatric Center - Counseling Services:** Offers mental health counseling in Green Bay and at various regional locations. Counseling helps individuals and their family members manage personal or work-related problems. The professional team at the clinic includes psychiatrists, psychologists and therapists.

**Bellin Health Primary Care:** Consists of several Family Medical Centers located throughout Northeast Wisconsin and Michigan's Upper Peninsula, providing physicians, nurse practitioners and physician assistants to advance the health and wellness of area residents of all ages.

**Bellin Specialty Group:** Consists of a large group of employed specialty providers who work collaboratively and provide support primary care.

**Bellin Health Fitness Center:** As the area's only hospital-based fitness center, Bellin Fitness is uniquely equipped to help members manage and improve their overall health. Open to the public, the center has three locations to help members achieve their goals and live a healthier lifestyle. Offerings include personal training, cutting-edge group fitness classes and more.

**Bellin Sports Medicine and Rehabilitation:** A provider of choice in Northeast Wisconsin for orthopedic and specialty rehabilitation services. This department includes a multidisciplinary acute care hospital and inpatient rehabilitation department and the state's largest athletic training outreach program, which serves 27 local high schools. In 2017, the health system opened Bellin Health Tittletown Sports Medicine & Orthopedics, a state-of-the-art treatment and multidisciplinary sports medicine clinic that is home to one of the country's leading sports medicine and orthopedic care teams. In addition to outpatient orthopedics and sports medicine, physical, occupational and speech therapists provide the following services in more than 20 locations:

- Women's Healthcare
- Spine Rehabilitation
- Vestibular and Falls Treatment
- Lymphedema
- Cancer Rehabilitation
- Concussion Rehabilitation
- Pediatrics
- Chronic Pain Treatment
- Orthotics
- Hand Therapy
- Athletic and Sports Performance
- Fitness Programming
- Neurological Rehabilitation
- Home Health Rehabilitation
- On-site Employer Clinic Treatment

- Occupational Health Services
- Strength and Conditioning Programming

**Bellin College:** Known for its comprehensive and thorough preparation of nurses, Bellin College is one of Wisconsin's premier private colleges specializing in nursing and medical imaging. Established in 1909, it today offers bachelor's and master's degrees in nursing, as well as bachelor's degrees in radiologic sciences and diagnostic medical sonography.

**Bellin Health Home Care Equipment:** Provides a large selection of equipment and services specifically designed to allow people to live comfortably and safely in their homes. Conveniently located in Green Bay and Marinette, these retail stores specialize in home oxygen therapy, sleep therapy, mobility aids, home accessibility, bathroom safety solutions, wheelchairs and scooters, personal and wound care supplies, diabetic footwear and more. Coverage experts work with patients to determine if insurance may pay for equipment and supplies.

**Bellin Home Health Agency:** Works with area physicians to help their patients maintain an independent lifestyle through assistance. Services offered include skilled nursing care, physical therapy, occupational therapy, speech therapy and the delivery of home health aide services.

**Bellin Health Pharmacy:** Retail pharmacies that provide prescriptions for patients and a range of products and services for the public at select Bellin Health locations. Bellin Health InStores are retail stores offering specific health-related products. They are located at select Bellin Health Pharmacies.

**The Cancer TEAM at Bellin Health:** More than a location, we are a group of professionals working together to offer the patients, and their loved ones, the very best in care. We strive to understand the needs of the patients. We offer a program where we can care for many needs, including physical and emotional well-being, as we understand the importance of these to outcomes. Our entire staff is dedicated to achieving outstanding clinical performance through continuous devotion to quality patient care. In 2016, The Commission on Cancer of the American College of Surgeons (ACoS) granted Three-Year Accreditation with Commendation to the Cancer Program at Bellin Health.

**Bellin Health Oconto Hospital:** Bellin Health Oconto Hospital and Clinics are dedicated to providing the highest quality care possible. Meeting our patients' and providers' needs is our first priority so you can be assured of outstanding medical care and an exceptional care experience at their Oconto and Marinette sites. Bellin Health Oconto is proud to offer specialty care providers for:

- Asthma & Allergy
- Behavioral Health Counseling & Prescribing Services

- Cancer Care
- Diabetic & Nutrition Education
- Endocrinology
- Gynecology/OB (Clinic)
- Heart Care
- Neuro Surgeon (Clinic)
- Ophthalmology
- Orthopedic Care
- Surgery: General & Vascular
- Pain Management
- Pediatrics
- Podiatry
- Pulmonology and Sleep Disorders
- Urology

**Marinette Ambulatory Surgery Center:** Located adjacent to our Bellin Health Marinette Clinic is our Ambulatory Surgery Center. The center is open five days a week to meet your outpatient procedure or surgery needs. The center is a beautiful state-of-the art facility with 4 operating room and 14 private pre- and post-recovery rooms. The center offers the same quality care and exceptional experience you have come to know and expect from Bellin Health. We are committed to keeping your care as local as possible for your convenience. Let your Bellin Primary Care Provider connect you with a referral to a Bellin Health Partner specialist who can keep your care local.

### **HOSPITAL ACCREDITATIONS, CERTIFICATIONS, AND AWARDS**

- DNV GL Healthcare USA, Inc. Accredited in 2017.
- Center of Excellence Minimally Invasive Gynecology
- Center of Excellence Hernia Repair
- 2018 Get with the Guidelines Stroke Gold Plus AHA & ASA
- Primary Stroke Center Certification Program
- The Commission on Cancer (CoC) of the American College of Surgeons (ACoS) granted Three-Year Accreditation with Commendation to the Cancer Program at Bellin Health.
- College of American Pathologists (CAP) Accredited 2017
- American College of Radiology (ACR) Accredited in CT, US, Mammography, and MRI
- Intersocietal Commission for the Accreditation of Nuclear Medicine Laboratories (ICANL) Accredited in Echo, Nuclear Medicine and PET/CT
- Blue Cross Blue Shield primary care medical home (PCMH) designation for Bellin Health Escanaba and Iron Mountain
- Award of Hope (Silver Level) and Excellence in Tissue Donation
- 2015-2017 AHA/ASA Get with the Guidelines Gold Plus
- 2018 AHA/ASA Target: Stroke Elite Plus Honor Roll Award
- 8/2017 and 8/2018 US News & World Report Top Hospitals
- 6/2016 UnitedHealthcare Workplace Wellness Award - "Well Deserved"
- 4/2016 Forbes Best Midsize Employers



- Healthgrades
  - 2016 Patient Safety Excellence
  - 2012-2018 Outstanding Patient Experience Award (perhaps back to 2010)
  - 2018 100 Best Hospitals for Joint Replacement
  - 2018 Orthopedic Surgery Excellence
  - 2017 General Surgery Excellence
- Wisconsin's Critical Access Hospitals (CAHs) received accolade for outstanding quality performance by the federal Health Resources and Services Administration (HRSA)
- Spring 2017 BHOH is 1 of 58 CAH hospitals in WI
- 2010-2017 Bellin named top 50 Performing Cardiovascular Hospitals 8 years running
- Leapfrog Awards
  - 2017 Patient Safety = A
  - 2017 Top Hospitals

### **COMMUNITY SERVED BY BELLIN HEALTH SYSTEM**

Although Bellin Health serves Brown and beyond, for the purposes of the CHNA, the hospital defined its primary service area and populations as Brown County. The hospital's patient population includes all who receive care without regard to insurance coverage or eligibility for assistance.

<b>Demographic Profile of Brown County</b>	<b>Brown County 2015</b>		<b>WI 2015</b>	
Total Population	254,717		5,742,117	
Median Age (years)	36.8		39	
<b>Age</b>	<b>N</b>	<b>%</b>		
0-14 years	52,021	20.4%	1,082,933	
15-44 years	101,867	40%	2,212,335	
45-64 years	68,659	27%	1,598,652	
65 years and over	32,170	12.6%	848,197	
<b>Gender</b>				
Female	128,384		2,890,732	
Male	126,333		2,851,385	
<b>Race and Ethnicity</b>				
White (Non-Hispanic)	220,204	86.5%	4,967,124	86.5%
Black or African American (Non-Hispanic)	6,011	2.4%	360,792	6.3%
Native American or Alaska Native	5,756	2.3%	50,449	0.9%
Asian (including Hmong)	7,709	3.0%	143,732	2.5%
Hispanic or Latino	20,132	7.9%	364,558	6.3%
Some Other Race	7,335	2.9%	96,057	1.7%
<b>Speaks language other than English at home</b>				
English	89.5%		91.3%	
Spanish	6.5%		4.6%	
Indo-European	1.2%		2.0%	
Asian and Pacific Island	2.4%		1/7%	
Other Languages	0.4%		0.4%	

<b>Median household income -2015 dollars</b>	\$ 53,527	\$53,357
<b>Percent below poverty in the last 12 months<sup>^</sup></b>	11.7%	13.0%
<b>Education level of adults 25 years and older- Brown County</b>		
Less than high school degree	9.4%	8.9%
High school degree	31.3%	32.0%
Some college/associates	31.4%	31.2%
Bachelor's degree or higher	27.9%	27.8%

Data from American Community Survey 2015 estimates. Accessed at:

[https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_5YR\\_DP05&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP05&prodType=table),  
[https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_5YR\\_S1601&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_S1601&prodType=table) and  
[https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_5YR\\_S1501&prodType=table](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_S1501&prodType=table) on  
March 19, 2018

## **PROCESS AND METHODS USED TO CONDUCT THE ASSESSMENT**

Bellin Health collaborated with member health systems that make up Beyond Health (Brown County Public Health, City of De Pere Public Health, Aurora Baycare, HSHS St. Mary's and HSHS St. Vincent Hospitals, and Brown County United Way) to plan, implement and complete the Brown County Community Health Needs Assessment

This partnership, Beyond Health, was formed to improve the health of Brown County residents by conducting periodic community health needs assessments and leading community-wide action planning teams.

### **Internal**

Bellin Health undertook a 12 plus month planning and implementation effort to develop the CHNA, identify and prioritize community health needs for its service area and formulate an implementation plan to guide ongoing population health initiatives with like-missioned partners and collaborators. These planning and development activities included the following internal and external steps:

- Convene the community relationships team.
- Determine internal capacity for the collaborative process.
- Allocate monetary resources to support the community wide effort.
- Share results of the CHNAs in order to develop the Implementation Plan.
- Present to hospital leadership to encourage colleagues to report and account for community benefit.
- Present the CHNA and Implementation Plan to the hospital Board for approval

## External

Bellin Health also leveraged existing relationships that provided diverse input for a comprehensive review and analysis of community health needs in the hospital's service area. External components and steps included:

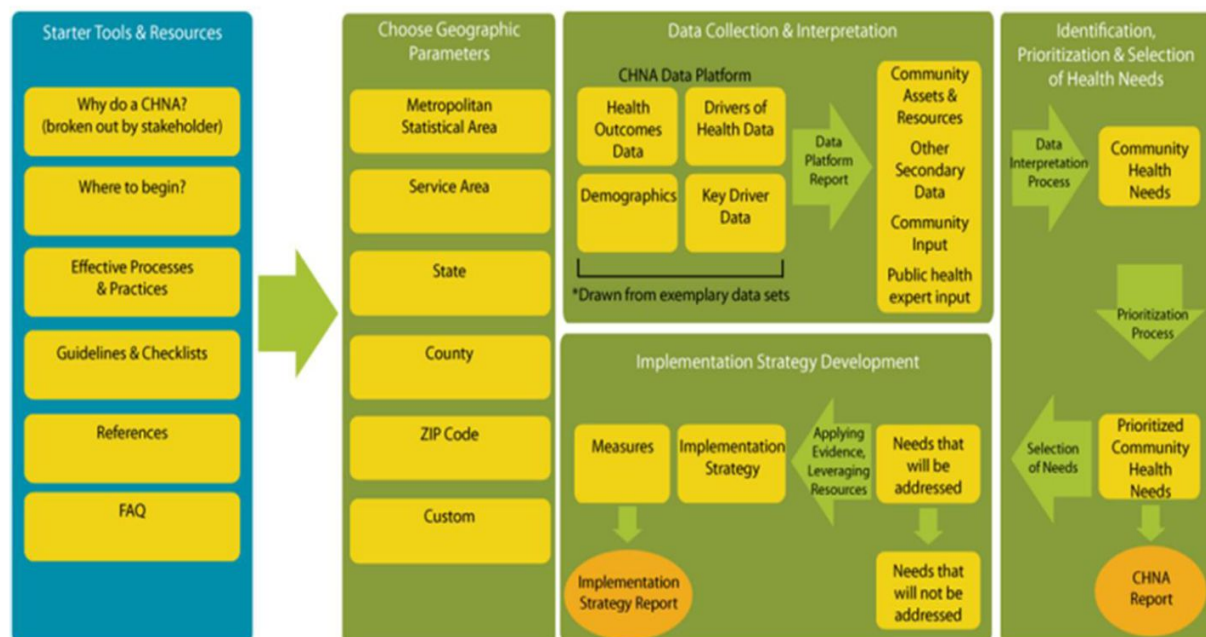
- Identify the methodology to be used for this update.
- Work on Planning Committee to develop Call to Action event which included detailed agenda, invitation list and event planning.
- Work with CHNA Committee to determine priorities prior to the Call to Action event.
- Analyze data collected at summit.
- Work with CHNA Committee and subject matter experts to develop action plans for Community Action Groups.
- Work with CHNA Committee on 2018 Follow-up Meeting to review Community Health Improvement Plan.

## Defining the Purpose and Scope

The purpose of the CHNA was to 1) evaluate current health needs of the hospital's service area, 2) identify resources and assets available to support initiatives to address the health priorities identified, 3) develop an Implementation Plan to organize and help coordinate collaborative efforts impacting the identified health priorities, and 4) establish a system to track, report and evaluate efforts that will impact identified population health issues on an ongoing basis.

## Data Collection and Analysis

The overarching framework used to guide the CHNA planning and implementation is based on the Catholic Health Association's (CHA) Community Commons CHNA flow chart below:



## **Data Sources**

The CHNA process utilizes both primary data including hospital data, as well secondary data. Some members of the various task forces/action teams in Brown County were enlisted to compile secondary data report to supplement the primary data. This report summarizes the demographic and health-related information for Brown County.

- County Health Rankings and Roadmaps
- American Community Survey – Census Bureau
- Wisconsin Department of Health Services – Data & Statistics
- Wisconsin Interactive Statistics on Health (WISH)
- Life Study Brown County
- Brown County Health and Human Services
- Live 54218
- Bureau of Labor Statistics

The data was gathered into a written report/presentation and shared with community members at key community leader meeting (described below).

## **INPUT FROM PERSONS WHO REPRESENT THE BROAD INTERESTS OF THE COMMUNITY**

Bellin Health is committed to addressing community health needs in collaboration with local organizations and other area health care institutions. In response to the FY2015 CHNA, the hospital planned, implemented and evaluated implementation strategies to address the top three identified community health needs: Mental Health, Alcohol and Other Drug Abuse (AODA), Physical Activity and Nutrition, in addition to Oral Health which had been continued from the FY2012 CHNA. This year's assessment built on that collaboration, actively seeking input from a broad cross section of community stakeholders with the goal of reaching consensus on priorities to mutually focus human, material and financial resources on.

## **INPUT FROM COMMUNITY STAKEHOLDERS**

Bellin Health is committed to addressing community health needs in collaboration with local organizations and other area health care institutions. In response to the FY2015 CHNA, the hospital planned, implemented and evaluated implementation strategies to address the top three identified community health needs: mental health, alcohol and other drug abuse (AODA), physical activity and nutrition, in addition to oral health which had been continued from the FY2012 CHNA. This year's assessment expanded on that collaboration, actively seeking input from a broad cross-section of community stakeholders. The goal was to reach a consensus on priorities for which to focus human, material and financial resources.

## **CHNA NEEDS ASSESSMENT SUMMIT**

Beyond Health Steering Committee brought together community stakeholders to actively participate in the CHNA process. The community health assessment data report was emailed to the community stakeholders prior to the Summit on October, 17, 2017. The presentation also had

links to other downloadable reports to enable participants the opportunity to review data comprehensively before the meeting. 123 individuals attended the Summit at Lambeau Field.



# Save the Date

## 2017 Community Health Needs Assessment Summit

Tuesday, October 17 at Lambeau Field  
8:00 a.m. to Noon

For more information contact:  
Anna Destree ([Destree\\_AC@co.brown.wi.us](mailto:Destree_AC@co.brown.wi.us)) or  
Deborah Armbruster ([darmbruster@mail.de-pere.org](mailto:darmbruster@mail.de-pere.org))



*"Beyond Health" is the collaboration of Brown County Health Department, City of De Pere Public Health, Aurora Health Care, Bellin Health, St. Mary's and St. Vincent Hospitals, Brown County United Way and WI Division of Public Health, formed to improve the health of Brown County residents through conducting periodic community health needs assessments and leading community-wide action planning teams."*

A presentation was given by members of the CHNA Steering Committee- Deborah Armbruster, Chris Culotta, Sara Inman, Tom Bayer, Laura Hieb, Sharla Baenen, Jennifer Schnell; and the Oral Health Taskforce Chair, Heidi Selberg.

The presentation included:

- Welcome, Introductions and Objectives of the day
- Healthy Wisconsin 2020 framework
- Social determinants of Health and Community data
- Focus on Priority Areas Identified in the 2016 Brown County CHNA
  - Alcohol and Other Drugs
  - Mental Health
  - Physical Activity, Obesity/Nutrition
  - Oral Health

The presentation on priority areas focused on data reports, task force accomplishments and challenges, objectives/goals, and recommendations.

Following the presentation, the steering committee members moderated round table discussions for stakeholders to interact and identify the top three health priorities based on the presentation and perceived community concerns. Each table was tasked to come up with three priorities for consideration during the large group voting process. Votes were cast by stakeholders at the Lambeau Field and Brown County Public Health Overflow Site locations. Moderators received a total of 312 votes.

After the summit, attendees were informed to expect a follow up survey to provide feedback on event, express interests on involvement with action teams/task force, and to ask questions about data.

### **STEERING COMMITTEE**

Anna Destree  
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### **Participants – Edited:**

- City of Green Bay - Parks & Recreation
- Northeastern Wisconsin Technical College
- City of De Pere - Health Department

- Bellin Health
- Brown County Public Health
- Ashwaubenon Schools
- Intern School Social Worker (HSSD)
- Willow Creek Behavioral Health
- HSHS St Vincent Hospital/ St Mary's Hospital
- Live 54218
- Bellin Psychiatric Center
- Brown County Board
- WIC
- Family & Childcare Resources of NEW
- Aging and Disability Resource Center
- Brown County Board of Health
- WI DHS Division of Public Health
- Howard Suamico Schools
- Connections for Mental Wellness
- Pulaski Community Schools
- St Norbert College
- HSHS Libertas Treatment Center
- Sherman Counseling
- UW Extensions
- Aids Resource Center of Wisconsin (ARCW)
- Foundations
- BOCE/etc.
- Aurora Behavioral Health - UWGB
- United Way - Brown County
- Ex Prisoner Opportunities
- Integrated Community Solutions
- Oconto County Public Health
- Retired Law Enforcement - De Pere
- Bellin College
- Brown County - CTC
- UW Green Bay
- Oneida Nation
- Brown County Child and Adolescent Behavioral Health
- Prevea Health
- Brown County Health & Human Services
- NEW Community Clinic
- NEW Community Clinic & Brown County Board of Health
- Green Bay Area Public Schools
- City of Green Bay - Mayor
- Aurora BayCare Medical Center (ABMC)
- Oral Health Partnership
- Community Volunteer
- City of De Pere
- Joshua - BC Mental Health Task Force - Connections for Mental Wellness

- Diocese of GB Catholic Charities
- Bay Area Community Council (BACC)
- Darjune/EXPO

*\*Denotes groups representing medically underserved, low-income and minority populations.*

### **INPUT FROM MEMBERS OF MEDICALLY UNDERSERVED, LOW INCOME AND MINORITY POPULATIONS**

Bellin Health is committed to promoting and defending human dignity, caring for persons living in poverty and other vulnerable persons, promoting the common good and stewarding resources. We believe that the CHNA process must be informed by input from the poor and vulnerable populations we seek to serve.

To ensure that the needs of these groups were adequately represented, we included representatives from Brown County Health and Human Services (Public Health, Aging & Disability Resource Center, and Child & Family Services); various Brown County Departments including Head Start, Probation & Parole, Victim/Witness Services, Veterans Services; Love, Inc.; Brown County Interfaith Organization; local school districts; Brown County Interfaith; Partners for Community Development; Family Resource Center of Brown County; Safe Harbor. These organizations serve the under-resourced in our community, including low-income seniors, children living in poverty, families who struggle with shelter and food insecurity; veterans and victims of domestic violence.

Representatives of these organizations, who work directly with their constituents, have extensive knowledge and quantifiable data regarding the needs of their service populations. Actively including these organizations in the CHNA process was critical to ensure that the needs of the most vulnerable persons in our communities were being shared and addressed in the CHNA process and development of related implementation strategies.

### **INPUT ON FY2015 CHNA**

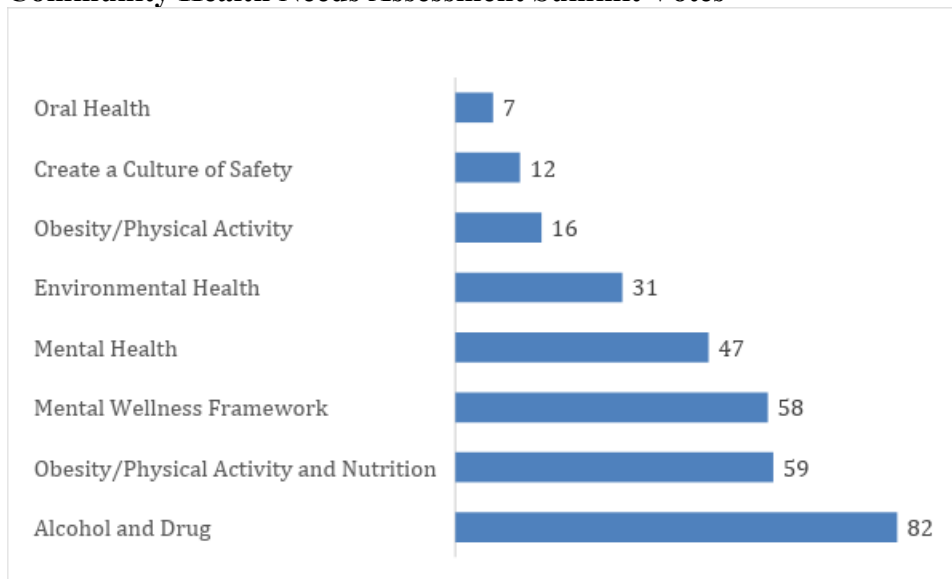
No written comments were received regarding the FY2015 CHNA.

### **PRIORITIZING SIGNIFICANT HEALTH NEEDS**

As part of the identification and prioritization of health needs, the hospital considered the estimated feasibility and effectiveness of possible interventions by the hospital to impact these health priorities; the burden, scope, severity, or urgency of the health need; the health disparities associated with the health needs; the importance the community places on addressing the health need; and other community assets and resources that could be leveraged through strategic collaboration in the hospital's service area to address the health need.



## Community Health Needs Assessment Summit Votes



Based on the CHNA planning and development process described, the following community health needs were identified:

- **Alcohol, and Other Drug Abuse (AODA)**
- **Mental Health**
- **Physical activity, Obesity and Nutrition**
- **Oral Health (sustained)**

Following feedback from community leaders, it was agreed that ongoing efforts with Oral health should be sustained.

As an outcome of the prioritization process, the following community health needs were also identified and will not be addressed directly for the reasons indicated:

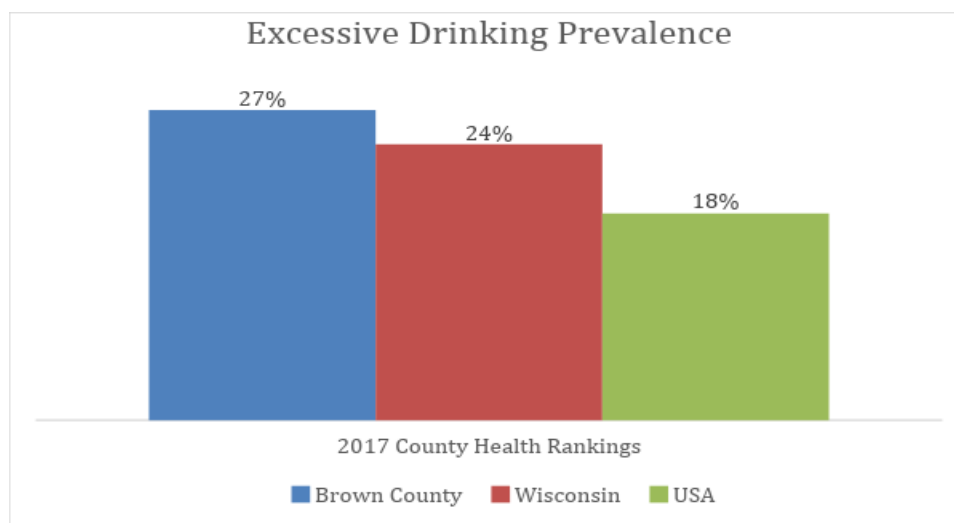
- **Environmental Health:** Bellin Health has made conscious efforts to improve the environmental health of our community. Areas of focus include conversion to LED lighting, exploring solar energy opportunities and aggressive medical and medication waste programs. Examples of the waste management programs include use of the Neptune System in the ORs and conversion of our disinfectant products to a more environmentally friendly product called Oxycide. Due to resource limitations, our efforts have been internally focused.
- **Creating a Culture of Safety:** Bellin Health has a system-wide focus on safety for patients and employees. We periodically assess our culture of safety through a survey of the staff. We also encourage reporting of all safety issues, followed by timely identification of the root causes, improvement plans, follow up monitoring, spread to other areas and ongoing monitoring. Due to resource limitations, our efforts have been internally focused, however we do participate in community emergency preparedness.

## **OVERVIEW OF PRIORITIES**

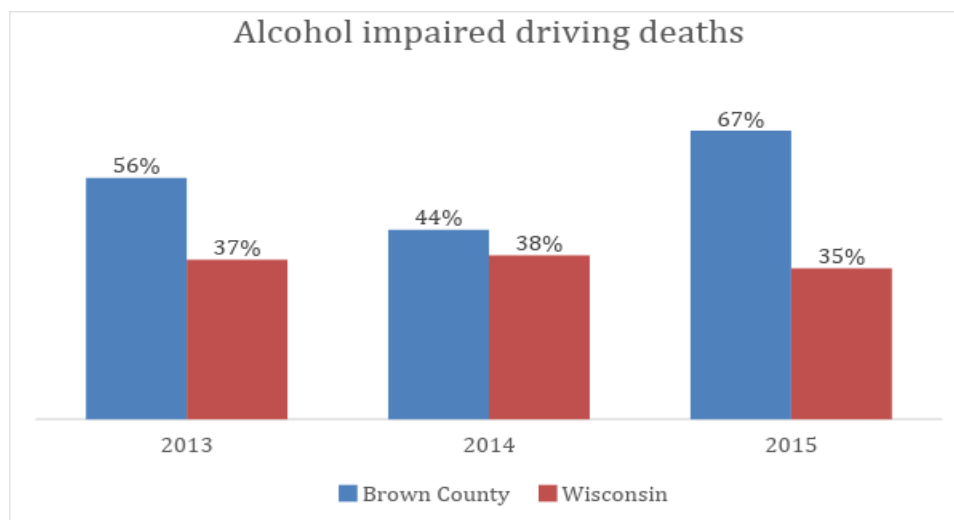
### **Alcohol and Other Drug Abuse (AODA):**

Excessive alcohol use is responsible for approximately 88,000 deaths in the United States each year<sup>1</sup> and \$249 billion in economic costs in 2010.<sup>2</sup> In 2013, the economic cost of drinking was about \$6.8 billion in Wisconsin and \$318 million in Brown County.<sup>3</sup>

Currently, the Centers for Disease Control (CDC) defines binge drinking as four or more drinks per occasion for females and five or more drinks per occasion for males to account for weight and metabolism differences. Previously, the CDC defined binge drinking as five or more drinks at one time, regardless of gender. According to the 2017 County Health Rankings report, Wisconsin and Brown County were the 2<sup>nd</sup> and 3<sup>rd</sup> worst state and county in the nation among adults reporting excessive drinking (binge or heavy drinking).



In 2015, 58% of alcohol related deaths in Wisconsin were due to acute conditions such as motor vehicle accidents, falls and poisoning.<sup>4</sup> The proportion of motor vehicle deaths related to alcohol remain higher in Brown county compared with the state in general.



Source: County Health Rankings

### Substance use:

Drug overdose deaths and opioid-involved deaths continue to increase in the United States. The majority of drug overdose deaths (more than six out of ten) involve an opioid.<sup>5</sup> Since 1999, the number of overdose deaths involving opioids (including prescription opioids and heroin) quadrupled.<sup>5</sup> From 2000 to 2015, more than half a million people died from drug overdoses.

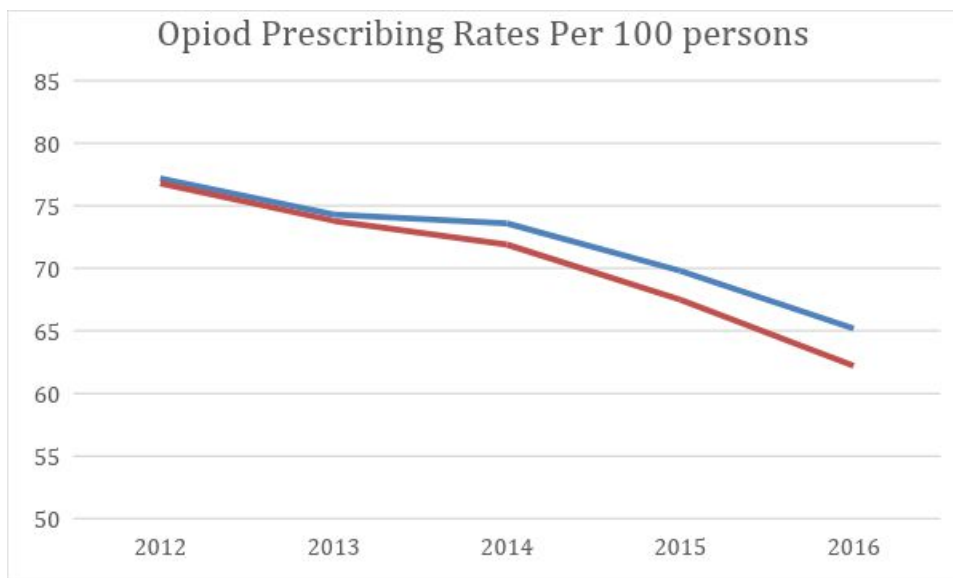
Source: <https://www.cdc.gov/drugoverdose/epidemic/index.html>

Table 1: Number of Drug related deaths in Brown County, by Year

Drug Class	2011	2012	2013	2014	2015
Heroin	3	10	3	9	6
Prescription Opioids	5	3	5	4	7

Source: Wisconsin Department of Health Services Publication on Opioids 2016

Opioid prescribing rates peaked nationally in 2012 and have continued the decline thereafter. Nevertheless, prescribing rates in Brown county continue to be higher than the state, even though there is a downward trend in the county.

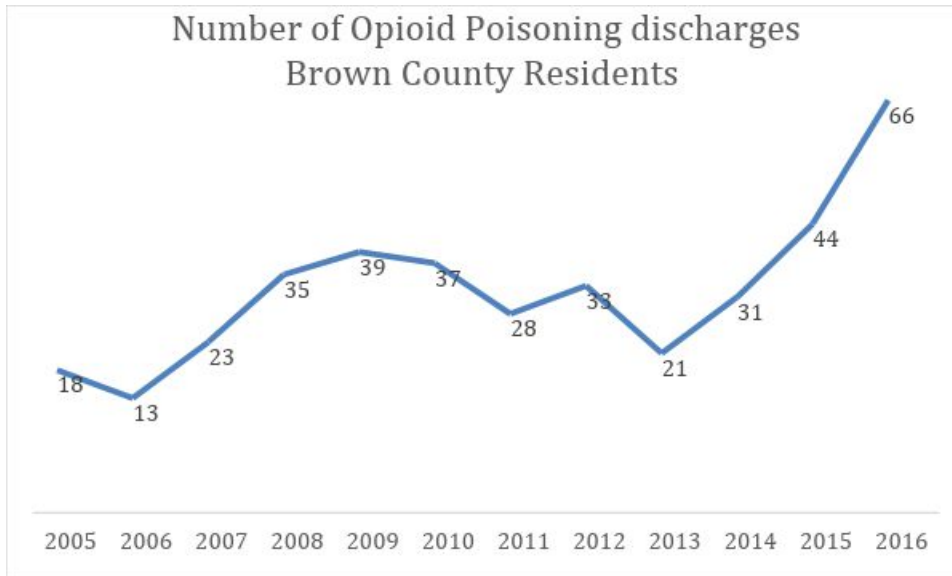


Source: Centers for Disease Control; Quintiles; IMS Transactional Data Warehouse (TDW) 2006-2016

In Brown County, the number of emergency department visits due to opiate poisonings (also known as opiate overdoses) is on the rise compared to reference levels in 2005-2006.

<https://www.dhs.wisconsin.gov/wish/opioid/index.htm>

<https://www.dhs.wisconsin.gov/wish/opioid/index.htm>



### **2015-2017 Accomplishments:**

Meetings with the mayor to share best practice information and work towards local support and ordinance changes.

Educated community neighborhood associations on impact of alcohol and drug misuse

Investigated opportunities to get involved with licensing board

Created educational brochure on behalf of the task force to go out to local community events.

Sent letters of praise acknowledging those festivals and activities that utilized many of the safe practices for alcohol distribution

TV and newspaper stories focusing on task force aim 97

Wrecked at the Weidner

Meeting with Representative Jacque to discuss his proposed legislation surrounding social host ordinances locally

Presented a breakout session at mental health substance abuse summit regarding task force work and its accomplishments.

Hosted a legislative breakfast in Brown County in 2016

Access to transportation

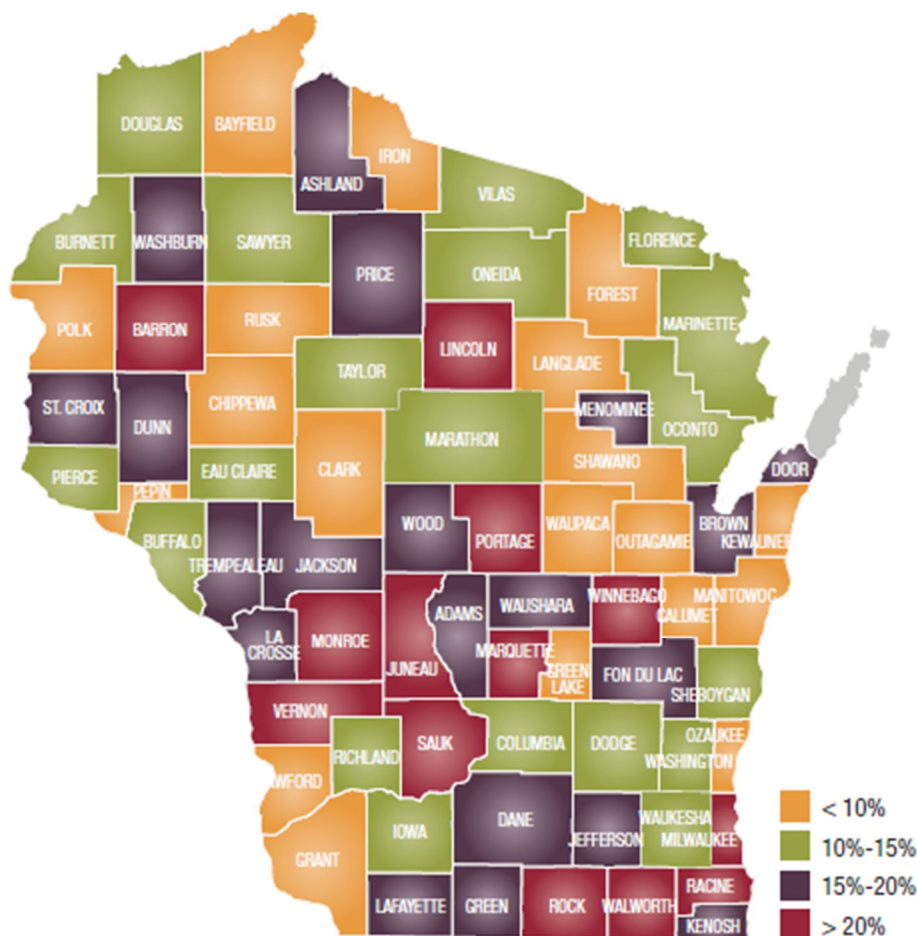
Presentation on poverty

Reached out to members of tavern league to join task force 99

### **MENTAL HEALTH:**

On the average, adults in Brown county and Wisconsin in 2015 reported not having good mental health (stress, depression, emotional problems) for 3.4 and 3.5 days respectively in the past 30 days. Source: <http://www.countyhealthrankings.org/>

Available evidence show that children with Adverse Childhood Experiences (ACE's), a constellation of household dysfunction, neglect and abuse, are more likely to develop mental and physical health problems as they grow into adults (Wisconsin ACE Brief). There is a dose-response relationship between the number of ACE's and the risk of future health problems.<sup>6</sup> The map below shows that 15-20% of Brown county adults have 4 or more ACE's.



Source: Wisconsin ACE Brief, 2011 and 2012 Data

Mental health needs continue to grow in the face of shortage of Mental health providers in the State and County. In 2017, Wisconsin needed 247 more mental health providers to eliminate shortage.<sup>7</sup> In the same year, there were more people per mental health provider in Brown County compared with state and national ratios.

Table 2:: Availability of Mental Health Providers in Brown County, 2017

Report Area	Estimated Population	Number of Mental Health Providers	Ratio of Mental Health Providers to Population(1 Provider per x Persons)
Brown County	256,677	419	612.6
Wisconsin	5,745,786	9,813	585.5
United States	317,105,555	643,219	493

Source: County Health Rankings (via communitycommons.org), 2018

Mental illness is a risk factor for many unhealthy and unsafe behaviors including self-harm and suicides. Suicide is a major public health problem being a leading cause of death especially among the youth. Source: <https://www.healthypeople.gov/>  
Between 2014 and 2015, the number of completed suicide in Brown County dropped from 38 to 23.<sup>8</sup> The suicide rates in Brown county and Wisconsin over an 11-year period were approximately similar. The table below indicate that rates among age groups 18-24 and 45 -54 were proportionately higher in Brown County compared with Wisconsin.

Table 3: Suicide Rate per 100,000 population by Age Groups (2004-2015)

Area	0-17	18-24	25-34	35-44	45-54	55-64	65+	Total
<b>Brown County</b>	2.2	16.9	16.3	18.1	24.5	17.8	8	14
<b>Wisconsin</b>	3.5	14.3	16.4	18.1	20	16.3	12.8	13.7

Source: Wisconsin Interactive Statistics on Health (WISH) Data System, 2016

### 2015-2017 Accomplishments:

Redesign of 2-1-1 that includes a comprehensive listing of mental health and AODA resources in Brown County

Development of Connections for Mental Wellness and MCW HWPP grant awarded to improve the behavioral health in our community

Consistent best practice screening tool for depression identified and utilized in health system's primary care practices and other agencies providing such services

Development of a community asset map identifying all teams and initiatives primarily addressing or supporting the topic of mental health 125

Selection of a on-line vendor to support the development of a virtual no wrong door platform in Brown County in collaboration with the Fox Valley

## **NUTRITION**

### **Food Security:**

The United States Department of Agriculture (USDA) defines food insecurity as lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate foods. In 2015, it was estimated that the food insecure population in Brown County needed an additional \$13.164 million to purchase enough food to meet their food needs. Source:

<http://map.feedingamerica.org/county/2015/overall/wisconsin/county/brown>

Table 4: Food insecurity statistics, 2015

Place	Number of people	Rate of food insecurity
Brown County	26,110	10.3%
Wisconsin	633,170	11%

Source: Feedingamerica.org

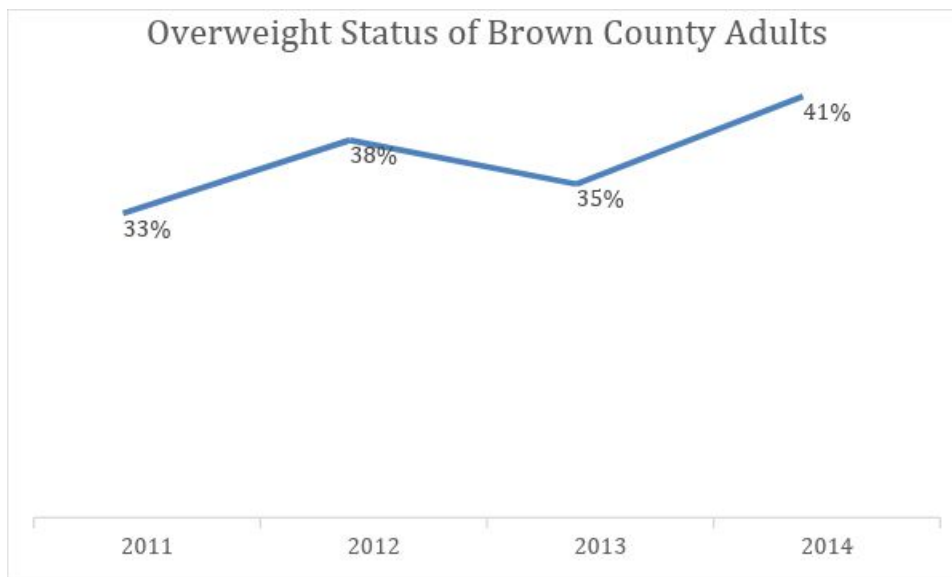
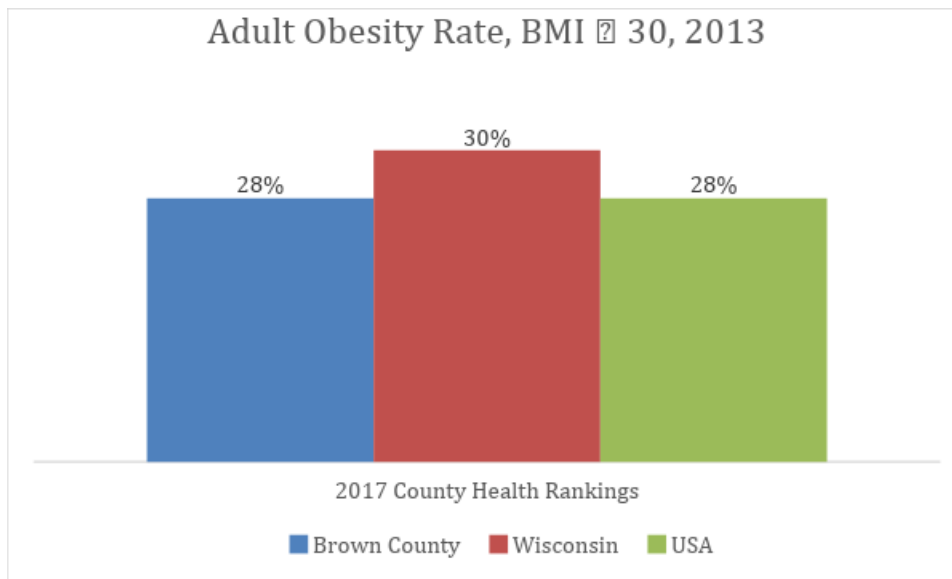
## Obesity:

Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of preventable death. The estimated annual medical cost of obesity in the U.S. was \$147 billion in 2008 U.S. dollars; the medical costs for people who are obese were \$1,429 higher than those of normal weight.

Source: <https://www.cdc.gov/obesity/data/adult.html>

The Healthy People 2020 goal for healthy weight is 34%, and the unhealthy weight goal is 66%. The Healthy People 2020 goal for obesity is 31%.

In 2013, two out of three adults were overweight or obese in Wisconsin.<sup>9</sup>

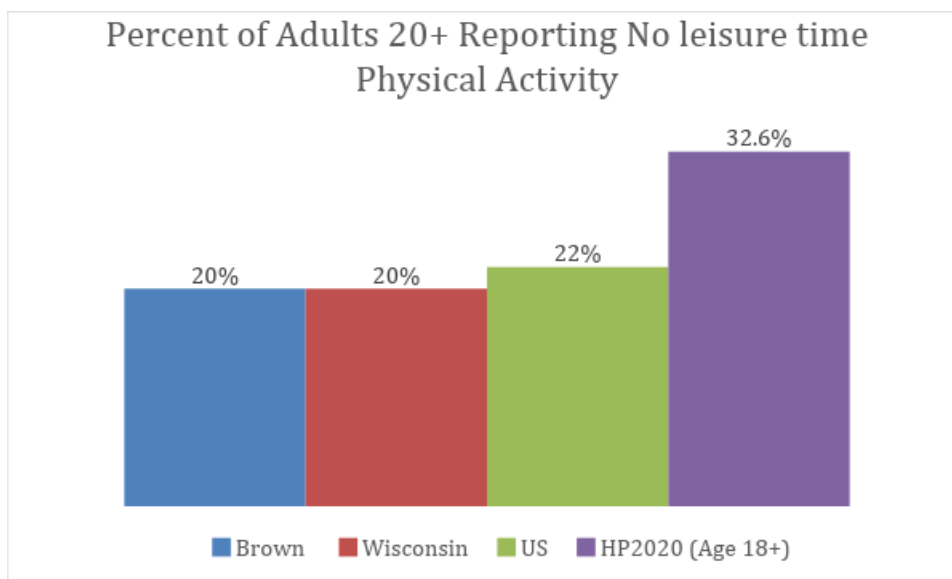


Source: 2016 Brown County Life Study (Wisconsin BRFSS)

**Physical Activity:**

The recommended amount of physical activity by the Centers for Disease Control is moderate physical activity for at least 30 minutes on five or more days of the week or vigorous physical activity for at least 20 minutes on three or more days of the week. Moderate physical activity includes walking briskly, vacuuming, gardening or anything else that causes small increases in breathing or heart rate. Vigorous physical activity includes running, aerobics, heavy yard work, or anything else that causes large increases in breathing or heart rate. One in 10 deaths among US adults have been linked to physical inactivity. Sedentary adults pay \$1500 more per year in healthcare cost more than physically active adults. 80% of US adults do not meet recommended levels physical activity needed to achieve health benefits. Source:

<https://stateofobesity.org/lists/least-physically-active-states/>



Source: County Health Rankings, 2017

**2015-2017 Accomplishments:**

For the 2014 - 2016 Farmer's Market seasons, \$52,922 has been spent in EBT and \$41,112 in Double Your Bucks (DYB).

Combined EBT/DYB for those three years, \$94,034 has been spent.

Ten community gardens on over four acres with more than 300 plots and 200 gardeners•

Provides healthy food for 15 food pantries•

Planting for a Purpose has donated 4,787 pounds of produce as of April 2017 to local food pantries

Source

**ORAL HEALTH** - Recommendation for this initiative to go to sustainability mode.

**2015-2017 Accomplishments:**

Compiled listing of resources available for low income/Medicaid patients

Developed patient materials

Developed pain control guidelines that exclude narcotics for use in emergency departments

Developed guidelines for purchasing dental insurance



Developed an analysis of needed capacity that has been used by nfp providers to assist in expansion planning  
 Opened a 6 chair adult restorative operatory operated by NEW Clinic at NWTC, expanded to two dentists, oral surgery available half day each week  
 Received HRSA grant to expand adult services to east side location  
 Received WHA Global Vision Community Partnership Award in 2014  
 Continued to support the work of the children's dental program, Oral Health Partnership, by providing data re expansion needs and finding collaborative opportunities  
 OHP opened their third site in January 2017  
 Completed a study of health professional's education re oral health; collecting resources  
 Supported WDA Mission of Mercy in Green Bay 6/14  
 Held a legislative breakfast in January 2017  
 Implemented Basic Screening Survey (BSS) in local obstetric clinics

## **POTENTIAL RESOURCES TO ADDRESS THE SIGNIFICANT HEALTH NEEDS**

As part of the focus groups and key stakeholders' meetings, community assets and resources that currently support health or could be used to improve health were identified. The following resources will be considered to develop the implementation plan to address the prioritized community health needs:

### Hospitals and Related Medical Groups

- Bellin Health
- HSHS
- Prevea
- Aurora Bay Care

### Other Community Organizations and Government Agencies:

#### AODA

- Brown County Health and Human Services
- Healthy Brown County 2020
- Mental health providers
- Law enforcement
- Churches and faith communities
- Pharmacists
- Area schools
- Local media outlets
- Mental Health America in Brown County
- Employers
- Bars and restaurants
- YMCA
- Legislators
- Transportation companies
- Liquor stores

- Recovery support groups

#### Mental Health

- Treatment providers
- Law enforcement
- Courts
- The Aging and Disability Resource Center
- Churches and faith communities
- Mental Health America in Brown County
- United Way of Brown County
- Family Resource Center of Brown County
- YMCA
- Community businesses
- Child care providers
- Teen groups
- Veterans
- Senior centers
- Healthy Brown County 2020
- Brown County Health and Human Services

#### Nutrition

- United Way of Brown County
- Food bank and food pantries
- School
- Health systems
- Health care providers
- Health and Human Services
- Local restaurants and grocers,
- Culinary schools
- Local farmers
- Employers
- Farmers' markets coordinators
- Nutritionist
- Legislators
- The Division of Public Health
- UW-Extension
- Healthy Brown County 2020
- Family Resource Center of Brown County
- Parents
- Meals on Wheels

#### **NEXT STEPS**

After completing the FY2018 CHNA process and identifying the top priority health needs, next steps include:

- Collaborate with community organizations and government agencies to develop or enhance existing implementation strategies
- Develop a three-year Implementation Plan (FY2019 through FY2021) to address priority health needs identified in the FY2018 CHNA process
- Integrate the Implementation Plan into organizational strategic planning and budgeting to ensure alignment and allocation of human, material and financial resources
- Present and receive approval of the CHNA Report and Implementation Plan by the hospital's governing board in the same tax year that the CHNA was conducted
- Publicize the CHNA Report and Implementation Plan widely on the hospital website and CHNA partner websites and make accessible in public venues such as Town Halls, etc.

### **APPROVAL**

The FY2018 CHNA Report was adopted by the hospital's governing board on August 28, 2018.

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