

Community Health Needs Assessment

Juneau County, WI

2021





Community First. Redefine Health.



Community Health Needs Assessment 2021

Juneau County, WI

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Photo: Kerry Cauley

All photography in this document is locally sourced from Juneau County-based photographers capturing the beauty of Juneau County.





Community Health Needs Assessment 2021

Juneau County, WI

Table of Contents

Executive Summary	5
History of the Land	7
Overview	9
Community Health Assessment Process	10
<i>Community First</i>	10
<i>Redefining Health</i>	12
Timeline	13
Community Health Improvement Plan	15
Secondary Community Data	17
Data Collection	18
Juneau County Community Profile	19
Community Data Snapshot	20
Water Quality	21
Physical Environment	22
Health Behaviors	23
Clinical Care	24
Health Outcomes	25
Primary Community Data	26
Community Strengths	27
Top Areas of Community Improvement	28
<i>Good Jobs & Strong Economy</i>	29
<i>Affordable Housing</i>	37
<i>Accessible Transportation</i>	41
<i>Access to Affordable Healthy Foods</i>	43
<i>Access to Affordable Mental Health Services</i>	49
Appendix	51
Appendix A: 2021 Juneau County Community Survey Findings	52
Appendix B: 2021 Juneau County Key Informant Interview Findings	53
Appendix C: 2021 County Health Rankings-County Snapshot	55
Appendix D: Wisconsin Cancer Collaborative-Cancer in Juneau County	58



Executive Summary

Local health departments are required to complete a Community Health Assessment (CHA) every five years. Hospitals do this every three years. It is a process to help select the most critical things impacting the health of a local community. In Juneau County, the two teams joined forces in 2021 to undertake this required process. Entering into the CHA while still actively managing the COVID-19 pandemic was a daunting task. However, the teams understood that conducting an assessment in collaboration with the community was even more important given the impact the pandemic has had on all aspects of people's lives. The pandemic highlighted the existing inequities in communities across the country and created additional challenges for local communities. Instead of shying away from the CHA process, key community leaders and agencies doubled down on the effort. Juneau County can recover together and be left with a stronger, vibrant future where all people living in Juneau County have access to the resources and opportunities they need to lead healthy lives – mentally, physically, emotionally, financially, and spiritually.



Photo: Kerry Cauley

The Community Health Assessment Steering Committee was formed out of a deep desire to have diverse perspectives and expertise leading the assessment. The group shares a vested interest in continuing to improve the health and wellbeing of Juneau County. Health is not just outward health behaviors that are easy to see or the presence of healthcare. Health is heavily influenced by the built environment someone lives in, a person's social supports, and the accessibility of resources and opportunities. The steering committee was charged with designing a CHA process and community survey that broadened the definition of health and how it should be evaluated.

The CHA was a yearlong process that consisted of collecting new data through a community survey and key informant interviews (KII) and compiling and analyzing existing national, state, and local data sets. The community survey represented Juneau County residents' voice and directly informed the KII topics as the steering committee focused data collection efforts. Respondents from the community survey identified the following community strengths and areas for improvement.



Respondents of the community survey identified the following community strengths and areas for improvement.

Community Strengths

1. Clean Environment
2. Good Place to Raise a Family
3. Access to Affordable Health Care
4. Good Schools
5. Community Safety

Areas for Improvement

1. Good Jobs & Strong Economy
2. Affordable Housing
3. Accessible Transportation
4. Access to Affordable Healthy Foods
5. Access to Affordable Mental Health Services



Photo: Kerry Cauley

This report is not intended to be all-inclusive and additional data collection and analysis will be necessary to prioritize next steps and develop solutions. The steering committee will begin the transition from the Community Health Assessment to the Community Health Improvement Plan in 2022. Work groups will be created to dig deeper into the top areas for improvement. Community participation and active engagement will be necessary to make real change.



History of the Land

As we look closer at Juneau County, it is first essential that we recognize and honor the history of the land. This is the traditional territory of the Ho-Chunk people or the “People of the Sacred Voice (Ho-Chunk Nation.)” Ho-Chunk’s traditional lands cover Wisconsin, Minnesota, Iowa, Missouri and Illinois. From 1832-1874 there were many failed attempts to ethnically cleanse the Ho-Chunk people from Wisconsin and Illinois, with the resilient Ho-Chunk continuously returning during this process. Through the 1862 Homestead Act, the Ho-Chunk Nation purchased land in portions of their ancestral home in Wisconsin, Nebraska, and Illinois. In present day Wisconsin, the Ho-Chunk Nation is not located on a reservation or a single connected land in Wisconsin, but owns land in 14 counties including Juneau (Wisconsin First Nations). The Ho-Chunk oral tradition states “we have always been here” and it is important for us to acknowledge the Ho-Chunk Nation is an important thread of Juneau County’s community fabric and we are better for it (Ho-Chunk Nation).



Photo: Morgan Taft

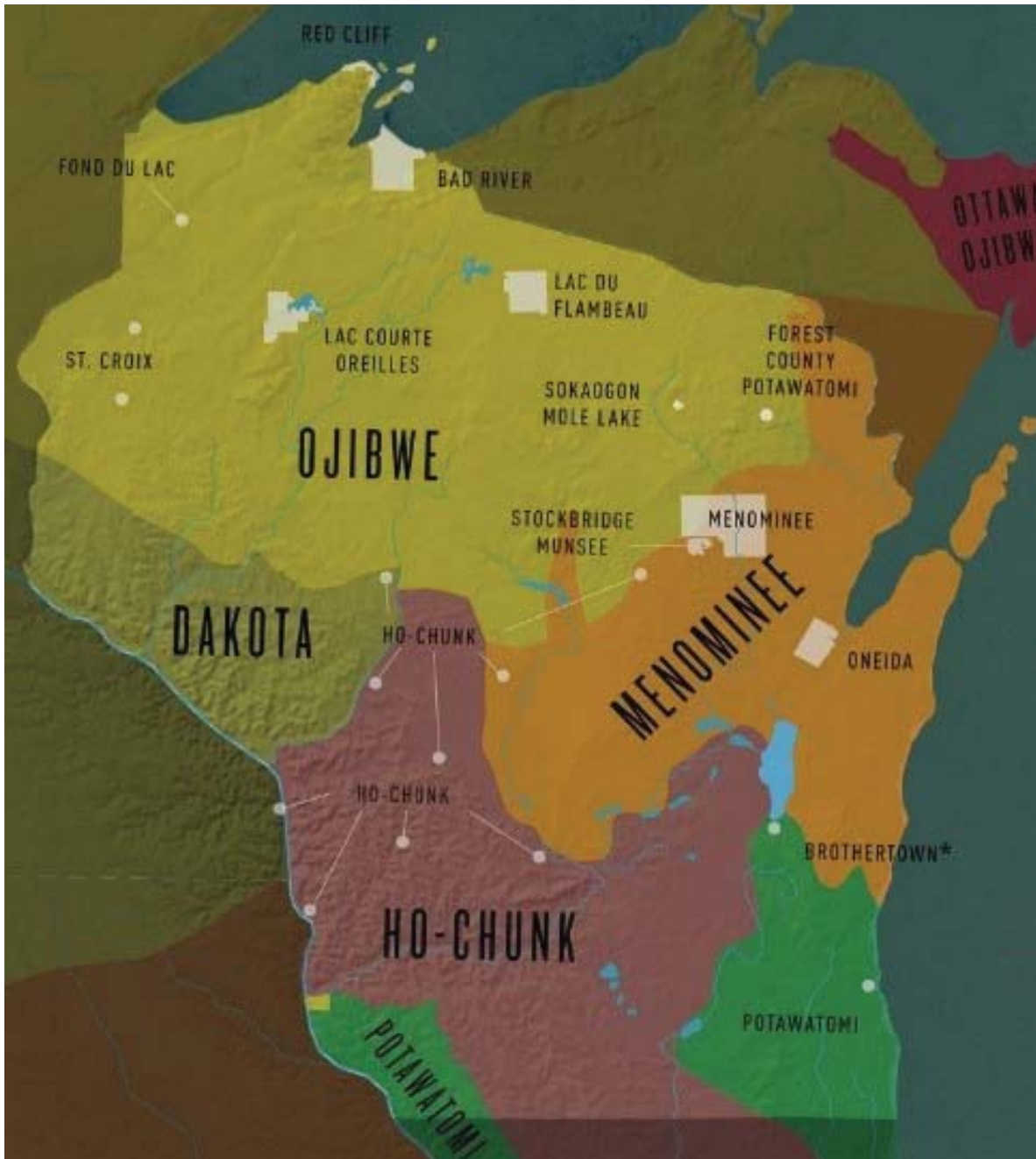
Sources:

About Ho-Chunk Nation. 2021: <https://ho-chunknation.com/about/>

Wisconsin First Nations: Ho-Chunk Nation. 2021: <https://wisconsinfirstnations.org/ho-chunk-nation/>



History of the Land



Source:
Wisconsin First Nation: Tribal Lands Map. 2021: <https://wisconsinfirstnations.org/map/>





Community Health Needs Assessment 2021

Juneau County, WI



Photo: Kerry Cauley

OVERVIEW



PAGE 9

The Community Health Assessment Process

Local health departments are required to complete a Community Health Assessment (CHA) every five years. Hospitals do this every three years. The ultimate goal of a community health assessment is to spark change in a community for the better. Once top priorities are identified, the community comes together to figure out solutions to the selected problems and plan for next steps.

The Juneau County CHA Steering Committee wanted this process to focus on gathering a variety of viewpoints and experiences from the people living in Juneau County. In addition, the steering committee sees this report as the start of the conversation to think differently about what health means to a community. The guiding theme for the CHA process is "Community First. Redefining Health."

*Health is more than healthcare
or the absence of illness!*



Community First

We believe the Community Health Assessment should center the voices of the community above all else, especially voices that typically do not have a platform to be heard. A community-centered approach was intentionally woven into every part of our process. We strive for community members to be equal partners alongside community leaders at this table. A few highlights are listed below:



There was an emphasis on marketing the community health survey through social media, medical clinics, community spaces like libraries and businesses, and newspaper and radio advertisements.

Key informant interviewees were recruited to help correct skewing that occurred with the community survey participants. Interviewees were younger parents with low to moderate incomes—some were clients of county services and had previous experiences being incarcerated.

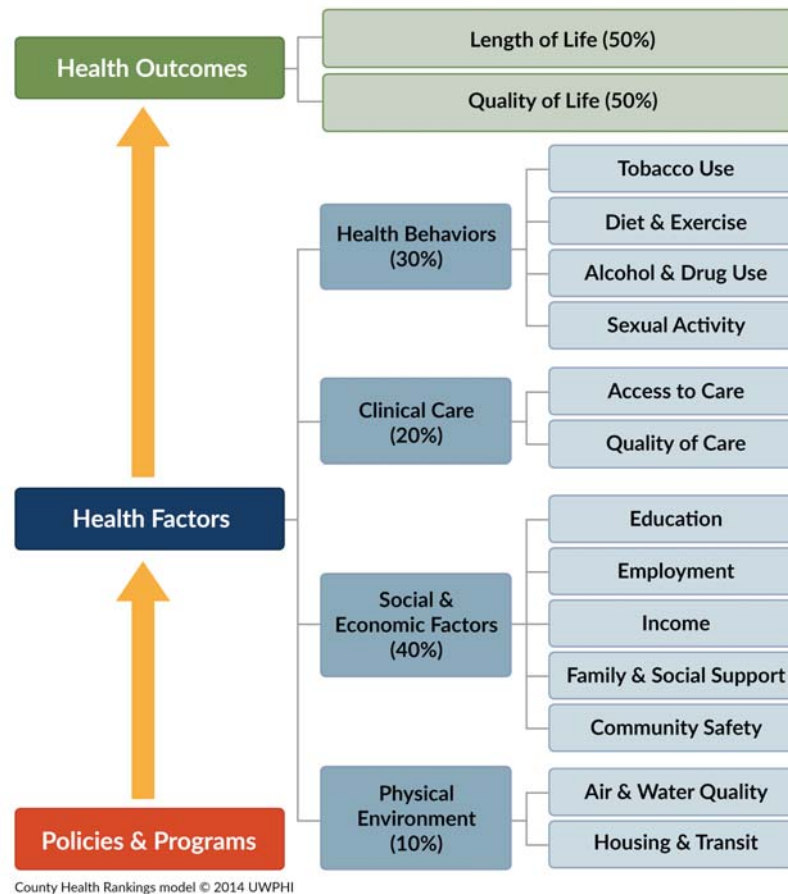
The results of the Community Survey and Key Informant Interviews were shared with the community through a media blitz to maximize visibility and garner excitement for next steps.



Redefining Health

When we traditionally think of health, we think of the outward health behaviors we can see people making like what they eat, how active they are, or if they smoke. These health behaviors are important but are only one factor that impacts your health.

About 50% of a person's health is determined by social and economic factors and physical environment. These are things we might not normally connect directly with health like good schools, employment opportunities, income, family and social support, community safety and someone's housing and transportation options.



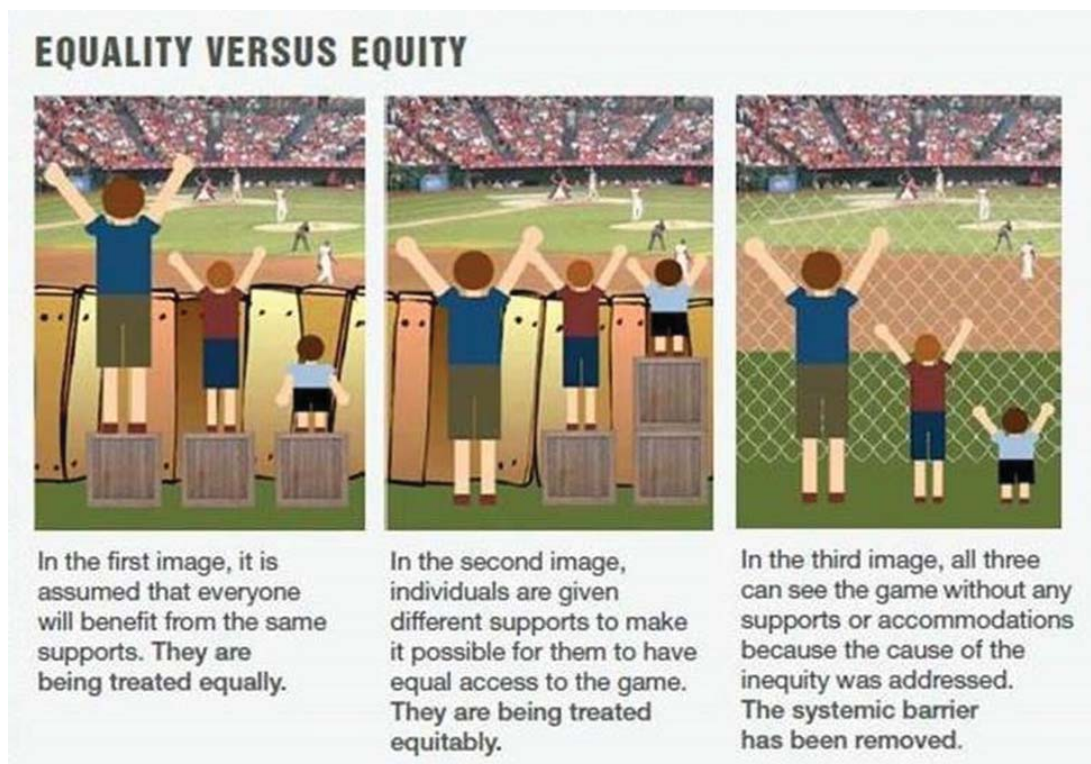
We wanted to create a space in our community survey and entire health assessment process to highlight and explore local social, economic and physical environment factors in addition to data on health behaviors. Knowing these things impact health gives people who live, work, and play in Juneau County the tools to create opportunities for everyone to have access to resources that support healthy, quality lives.



Our Community Health Assessment process has been grounded in the pursuit of equity. What is equity? The Robert Wood Johnson Foundation defines health equity as, “Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.” This means our approach to the further growth and improvement of Juneau County cannot be a one size fits all.

We approached this assessment by hearing community member voices who might not have the same opportunities to be heard. The process covered generations, educational attainment, career paths, family sizes and more.

In order to move forward towards a healthier, thriving Juneau County, solutions must include the removal of barriers to support residents in making the healthiest decision for themselves and their families. We all have a role to play in ensuring fair and just opportunities for people living in Juneau County as they live, learn, work, play and worship in this beautiful community.



Source:

Hawranik, Marcie. *Do you know the difference between Equity & Equality.* July 4, 2019.

Canadian Equality Consulting: <https://canadianequality.ca/do-you-know-the-difference-between-equity-equality/>



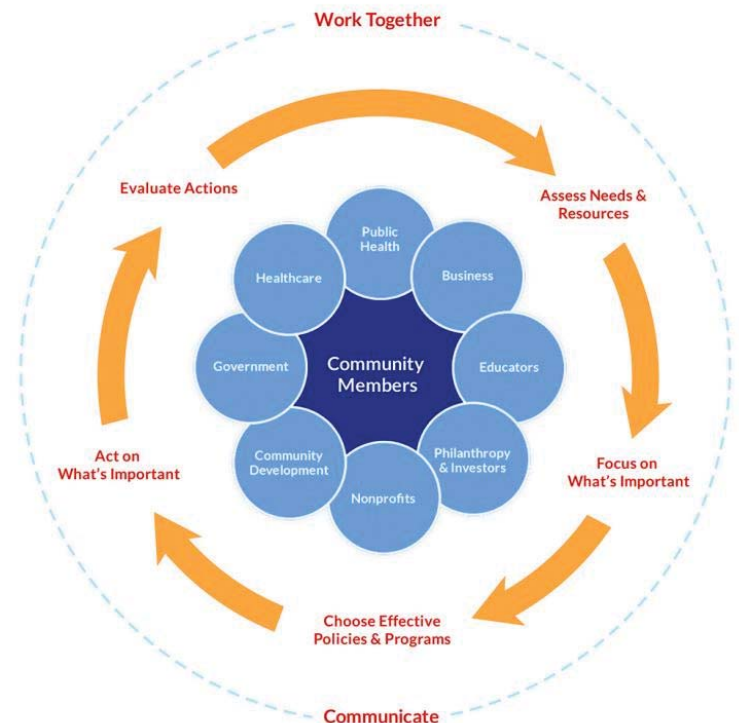
Timeline of the Project



Photo: Morgan Taft

We wanted a community-centered approach to the Community Health Assessment. The first crucial step in this process was assembling a Steering Committee of diverse community organizations that serve different populations and offer a wide range of services and expertise.

The Steering Committee's overall process followed the Wisconsin Guidebook on Improving the Health of Local Communities. This framework is built on the Take Action Cycle model used by the County Health Rankings and Roadmaps. The steps taken for the Community Health Assessment were to assess the needs and resources, while emphasizing collaboration and open communication with both community partners and community members.



Source:

County Health Rankings & Roadmaps. 2021: <https://www.countyhealthrankings.org/take-action-to-improve-health/action-center/take-action-cycle>

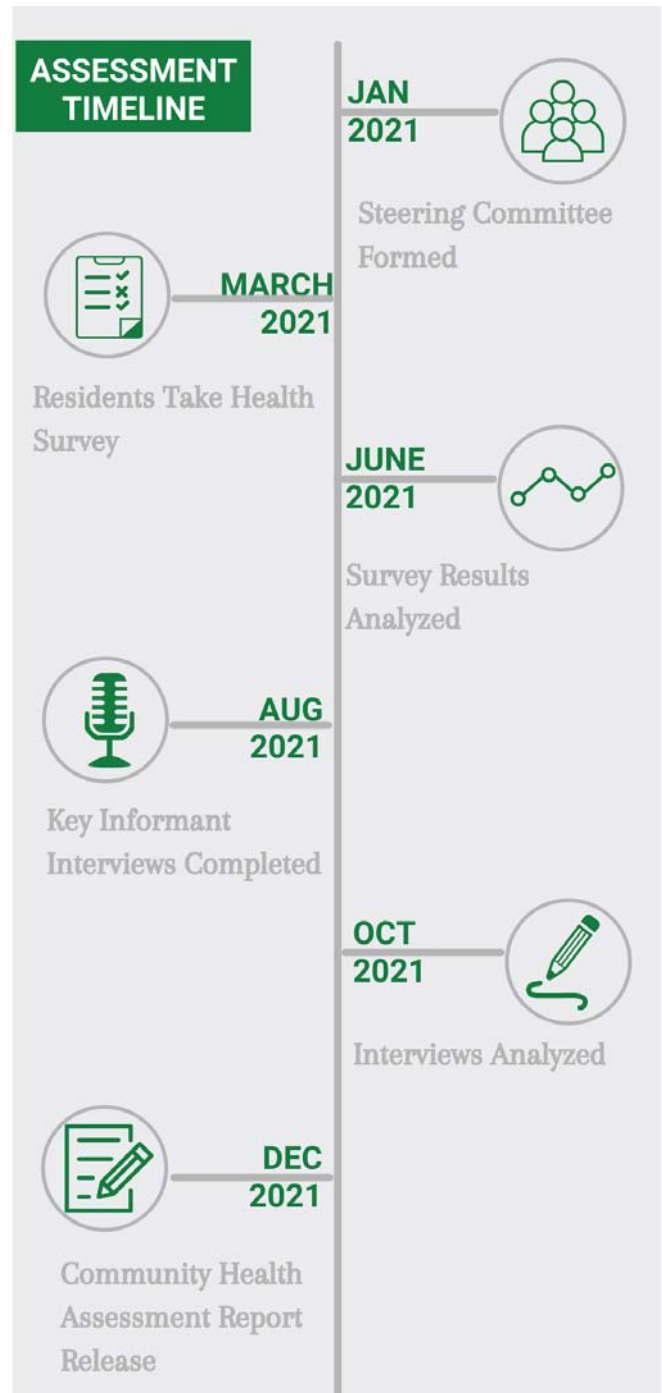


The community survey resulted in five top areas of improvement and five top community strengths. These results informed the direction of 31 key informant interviews. These interviews were conducted with general community members recruited through connections of the Steering Committee and trusted community partners, including but not limited to all public libraries, Juneau County employers, Juneau County Health Department, local dental providers, Facebook surveys, and the Juneau County jail. All interviews were recorded, transcribed and analyzed for trends.

The results of the community survey and key informant interviews were shared out widely with the community through a media blitz to inform community members and invite them into the next steps of action planning.



Photo: Morgan Taft



Community Health Improvement Plan

Because health has so many dimensions to it, improving the health in Juneau County cannot rest on the shoulders of just one agency or even a few. We all have a role to play in improving the health of Juneau County, both personally and professionally. Our goal with the Community Health Assessment and the action planning process moving forward is that every Juneau County resident who wants to have their voice heard and join our process feels empowered to be involved.

This document is not meant to live on a shelf collecting dust or only be used by the Steering Committee with planning and implementation of the Community Health Improvement Plan. It is a tool for the whole community to benefit from.



Photo: Morgan Taft





Community Health Needs Assessment 2021

Juneau County, WI

This document provides a strong needs assessment in the areas of access to healthy affordable foods, access to affordable mental health services, access to transportation, and affordable housing, as well as good jobs and strong economy that can be leveraged for strategic planning, grant writing and more.

The process and results have been shared out with the community, with the invitation to join the process of narrowing in our focus and creating the Community Health Improvement Plan for the next few years. As we head into 2022 and beyond, we invite you to join us on this pursuit to make Juneau County a healthy place for everyone to live, learn, work, play and worship.





Community Health Needs Assessment 2021

Juneau County, WI



Photo: Morgan Taft

SECONDARY COMMUNITY DATA



Data Collection

Data is at the heart of a community health assessment. Data is defined as individual facts, statistics, or items of information. (Dictionary.com) This information can range from being very complex to quite simple and can be number, observation or opinion-based, or a combination of all.

Quantitative Data



Numbers

Qualitative Data



Stories, experiences, & insights

The Juneau County Community Health Assessment is made up of two categories of data: primary and secondary.

Primary data is the firsthand data gathered by the steering committee directly – this includes the Community Survey and the Key Informant Interview results.

Secondary data is the information collected by someone else that the steering committee gathered together. Secondary data was collected from government publications, websites, and past surveys.

This report is presented in two sections to highlight the difference between the data types. The secondary data will first paint a broad strokes picture of Juneau County to help set a starting point for analysis. Next, the report will dive into the top results from the community survey and key informant interviews. This information is important to help unpack the story behind the numbers and was provided by the community.



Juneau County Community Profile

Juneau County was established in 1857 and has become a major tourist destination. Geographical diversity is the hallmark of Juneau County. Pentenwell and Castle Rock lakes, both in Juneau County, rank as the second and fourth largest lakes in Wisconsin. It offers great land for hunting and fishing, which brings in seasonal outdoor enthusiasts and visitors.



Photo: Morgan Taft

Cities

Elroy, Mauston, New Lisbon, and Wisconsin Dells

Villages

Camp Douglas, Hustler, Lyndon Station, Necedah, Union Center, and Wonewoc

Towns

Armenia, Clearfield, Cutler, Finley, Fountain, Germantown, Kildare, Kingston, Lemonweir, Lindina, Lisbon, Lyndon, Marion, Necedah, Orange, Plymouth, Seven Mile Creek, Summit, and Wonewoc

Tribal Nations

Ho-Chunk Nation

**OVERALL
HEALTH
RANKINGS**

67

**of 72
Wisconsin
counties**



Sources:

Juneau County Government. 2019: <https://www.co.juneau.wi.gov/municipalities.html>

County Health Rankings & Roadmaps: Juneau County, Wisconsin. 2021:

<https://www.countyhealthrankings.org/app/wisconsin/2021/rankings/juneau/county/outcomes/overall/snapshot>



Community Data Snapshot

Total Population

26,687



Male 53%



Female 47%

Median Household Income

\$53,491



Persons in Poverty
13.4%



Urban 16%

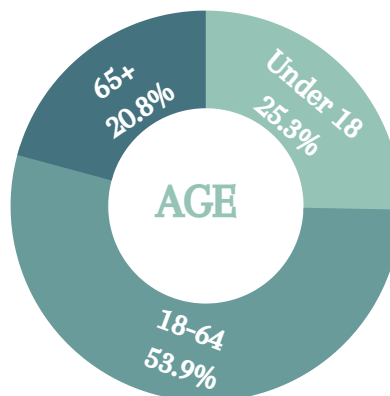


Rural 84%



about **1 in 5**
Juneau County Children
Live in Poverty

Average Life Expectancy
78.2



The 65+ population is expected to grow 35% from 2020 to 2030.

Sources:

United States Census-QuickFacts Juneau County, Wisconsin. 2021:

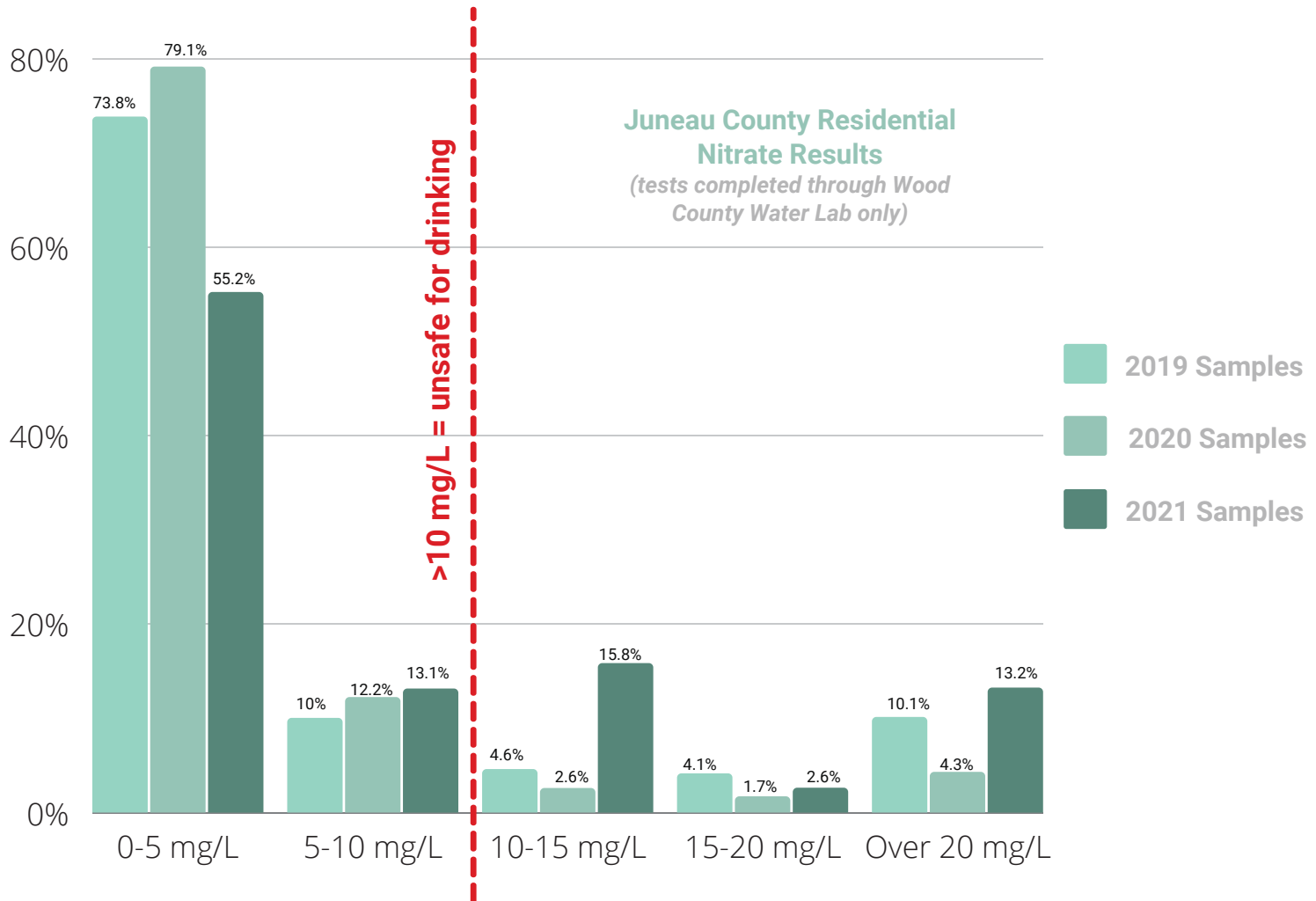
<https://www.census.gov/quickfacts/fact/table/juneaucountywisconsin/PST045219>

County Health Rankings & Roadmaps:-Juneau County, Wisconsin. 2021:

<https://www.countyhealthrankings.org/app/wisconsin/2021/rankings/juneau/county/outcomes/overall/snapshot>



Water Quality



PERCENT OF UNSAFE WATER SAMPLES

(nitrate results above 10 mg/L)

2019	18.8%
2020	31.6%
2021	8.6%

Nitrate contamination in Wisconsin groundwater continues to be a topic of focus in Juneau County. Wood County Health Department and their water lab provides direct support to residents and have partnered on several water testing programs since 2019.

There are many factors that impact water quality beyond nitrates. These include (but are not limited to): pesticides called neonicotinoids, per- and poly-fluoroalkyl substances (PFAS), harmful algal blooms, and lead.



Physical Environment

Juneau County has 38 licensed campgrounds that are inspected and sampled for clean drinking water annually. Environmental Health teams regulate the maintenance and operation of campgrounds as well as over 15 licensed recreational pools to protect the health and safety of many different user groups enjoying the area. Along with licensing and inspections, the Health Department works in coordination with Wisconsin Department of Health Services and the Wisconsin Department of Natural Resources to monitor harmful algal blooms (HABS) during summer months on popular surface waters such as Petenwell Lake and Castle Rock Lake. These lakes have become popular tourist destinations, making them a priority for blue green algae surveillance, outreach, and education.

Juneau County has a total of 513,758 acres; of which 35.3% is forested, 31.8% is used for agriculture, 5.0% is water, 23.8 is wetlands, 2.0% for open space, 1.5% for transportation (which includes airports and roads), 0.1% residential, and 0.5% is for commercial and industrial uses.

Juneau County has a total of about 57 lakes, and 73 streams. The two largest lakes are Petenwell and Castle Rock; both are flowages on the Wisconsin River. Juneau County has 378 linear miles of stream; all of which drain to the Wisconsin River. Two other important rivers are the Lemonweir and the Yellow.



Photo: Christopher Fry

Source:

Juneau County Outdoor Recreation Plan 2022-2026:

https://www.ncwrpc.org/juneau/orp/Adopted%20JuneauORP%202022-2026_Oct2021_Prod.pdf



Health Behaviors



Photo: Christopher Fry

Top Reported Communicable Disease (Juneau County 2019 - 2021)

1. COVID-19
2. CHLAMYDIA
3. INFLUENZA
4. HEPATITIS C
5. GONORRHEA

Access to Exercise Opportunities

Juneau County 63%

Wisconsin 85%

Rate of Physical Inactivity

Juneau County 24%

Wisconsin 20%

Rate of Smoking

Juneau County 23%

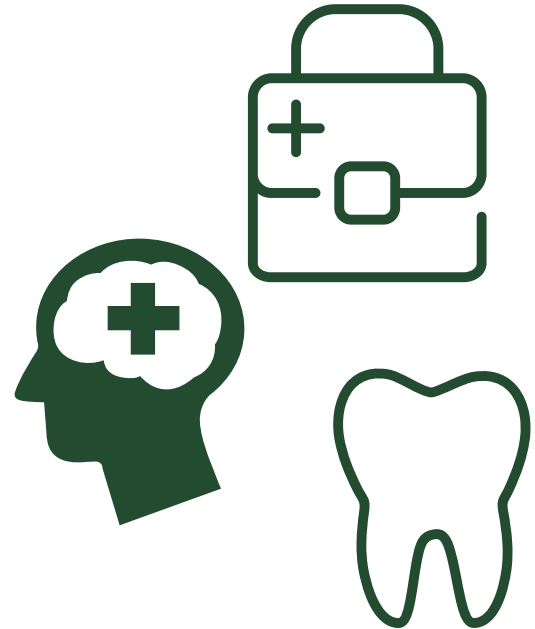
Wisconsin 17%



Clinical Care

Ratio of Residents to Primary Care Physicians

Juneau County	1,270:1
Wisconsin	1,270:1



Ratio of Residents to Dentists

Juneau County	2,430:1
Wisconsin	1,410:1

Ratio of Residents to Mental Health Providers

Juneau County	700:1
Wisconsin	470:1



Rate of People Uninsured

8%

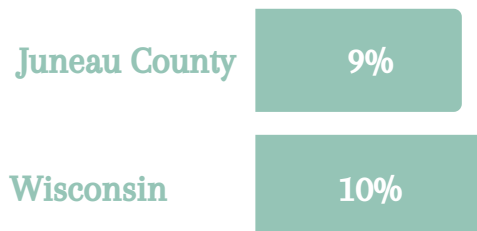


Health Outcomes

Cause of Death

- 1 Cancer: Rate 280.4 per 100,000 people
- 2 Heart Disease: Rate 190.7 per 100,000 people
- 3 Accidents: Rate 96.0 per 100,000 people
- 4 Cerebrovascular Disease: Rate 74.8 per 100,000 people

Rate of Diabetes



5 Most Common Cancers in Juneau County

Deaths/Cases per year

1 Lung

20

29

2 Prostate

5

22

3 Breast

5

21

4 Colorectal

6

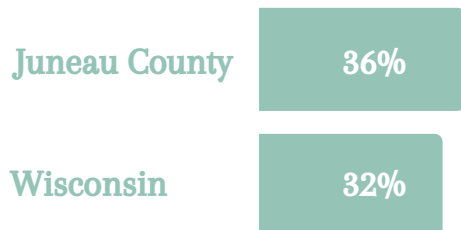
13

5 Bladder

2

10

Rate of Obesity



Sources:

Wisconsin Public Health Profiles-Juneau County. 2017: <https://www.dhs.wisconsin.gov/publications/p4/p45358-2017-juneau.pdf>

County Health Rankings & Roadmaps-Juneau County, Wisconsin. 2021:

<https://www.countyhealthrankings.org/app/wisconsin/2021/rankings/juneau/county/outcomes/overall/snapshot>

Community Cancer Profile-Juneau County. 2016: https://chdi.wisc.edu/wp-content/uploads/sites/620/2018/06/Cancer-Profile-2016-Juneau-County_0.pdf





Community Health Needs Assessment 2021

Juneau County, WI



Photo: Kerry Cauley

PRIMARY COMMUNITY DATA



Primary Data Results

A community first approach was top priority of the Community Health Assessment (CHA) Steering Committee and is reflected throughout the community survey and key informant interview process. Epiphany Community Services was contracted out to help with the creation of the tools and analysis of the community survey and key informant interview results. Surveys were distributed through the connections of the Steering Committee and trusted community partners, including but not limited to all five school districts, major Juneau County employers, Aging and Disability Resource Center (ADRC), Juneau County Housing Authority, Central Wisconsin Community Action Council, Juneau County farmers, public libraries, local food pantries, COVID-19 vaccine clinics, local health care providers, local grocery stores, local chambers and Facebook advertising. The survey was available in both print and digital formats. A total of 1,564 surveys were completed, with a rejection rate/incompletion rate of 23.2% (363 surveys), for a total of 1201 completed surveys. Surveys were rejected if the individual stated they did not live in Juneau County or less than 75% of the survey was completed.

Community Strengths

1. Clean Environment
2. Good Place to Raise a Family
3. Access to Affordable Health Care
4. Good Schools
5. Community Safety

*"Juneau County's greatest strength is its great natural resources, i.e., parks, campgrounds, lakes, rivers, etc."
(Community Survey Response)*

88% of community survey respondents reported having access to the health services they need.

Almost 90% of community survey respondents reported feeling safe in their community.

90% of community survey respondents reported being friendly with their neighbors.

*"I believe our school administrator works very hard to bring the generations together in a common goal of improving the school, caring for the aged."
(Community Survey Response)*





Photo: Kerry Cauley

Top Areas for Community Improvement

This section pulls out the top five areas for improvement as ranked by Juneau County residents through the community survey. The CHA steering committee spent additional time focusing on these areas and pulled specific statewide and local data. The hope is this information will build a better understanding of the true community landscape. These broad topics are complex and this section is not meant to be comprehensive. There will be additional data gathering necessary to help Juneau County prioritize these topics and begin crafting solutions collectively.

1. Good Jobs & Strong Economy
2. Affordable Housing
3. Accessible Transportation
4. Access to Affordable Healthy Foods
5. Access to Affordable Mental Health Services



Good Jobs and Strong Economy

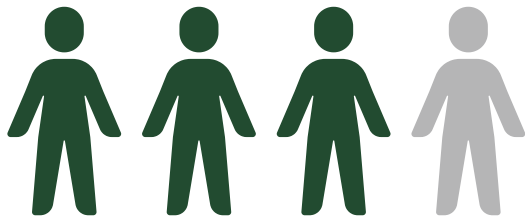
Good jobs and strong economy was the most selected area of improvement from the community survey. This is understandable as this area is complex and a person's financial health often dictates access to resources, opportunities, and stability. There are many factors that shape a strong economy - the availability of quality, well-paying jobs is just one. In addition to job availability, a community needs to have a skilled workforce to fill the jobs. In rural communities, it may be more challenging to attract and retain a viable workforce. Community environments can support a vibrant economy by ensuring availability of grocery stores, shopping centers, entertainment and recreational options, and other amenities that keep workforce and money local. Workforce challenges can also stem from lack of reliable transportation and affordable and reliable childcare. These barriers were highlighted during Key Informant Interviews with local Juneau County residents.

This section will explore all of these factors and how they fit together to paint a better picture of the economic landscape in Juneau County.

Worker Replacement Ratio

0.75

Number of Workers Expected to Enter the Workforce for Every Worker Expected to Leave Over the Next 15 Years

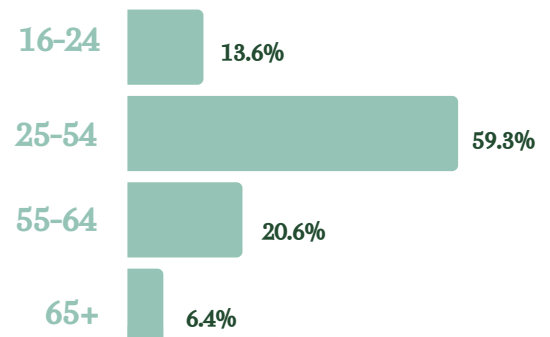


**For every 4 workers who leave
ONLY 3 are expected to replace them.**

Predicted Worker Shortage

1,557

Workforce by Age



Top Sought After Soft Skills

- 1 Customer Service
- 2 Communications
- 3 Management
- 4 Sales
- 5 Leadership

Top Sought After Hard Skills

- 1 Flatbed Truck Operation
- 2 Merchandising
- 3 Restaurant Operation
- 4 Nursing
- 5 Leadership

Top Barriers Related to Workforce Listed in Key Informant Interviews



Wages



Educational Requirements



Housing Proximity to Jobs



Many key informant interviewees commented on the fact that there are jobs in the area but fair pay and livable wages are not a given.

ALICE: Asset Limited, Income Constrained, Employed.

These households earned above the federal poverty level, but not enough to afford basic household necessities.



Total Juneau County Households
10,640



6,703 Households

2,660 Households

1,277
Households

Households above
ALICE Threshold

63%

ALICE
Households

25%

Households at or below
the Poverty Level

12%



This means that about
37% of Juneau County
households don't make
enough for basic needs.





Community Health Needs Assessment 2021

Juneau County, WI



Photo: Christopher Fry



What would you do?

Juneau County service providers often work with their clients to support self-sufficiency and empowerment. Families who want to break the vicious cycle of poverty often have to overcome severe barriers or make difficult family decisions in the hope of making small long-term financial gains. Unfortunately, these personal sacrifices are coming with little financial reward. These next two scenarios demonstrate two examples of common situations for Juneau County families. The scenarios were developed in coordination with Nurse-Family Partnership nurse home visitors, the Women, Infants, and Children program, and Juneau County Economic Support. Benefit amounts and income level cutoffs are based on October 2021 levels. These may vary slightly based on current policy.

Stay at Home Parent Transitioning Back to Work Scenario

Lisa and Dave have two children, a one year old and a 3 year old. Lisa would like to transition back into the workforce. Childcare is \$180/week per child or \$1,480 a month (meaning Lisa would need to make \$9.25 just to cover childcare costs). Dave currently makes \$23.50/hour full time at a local manufacturing plant. The family also currently receives Food Share and WIC benefits, but would lose these when Lisa returns to work. Lisa was able to get a front desk job making \$14/hour full time.

Current Situation

Dave's Monthly wages: \$3,760
Food Share Benefits: \$782
WIC Benefits: \$91.84

Total Income: \$4,633.84

Life Event

Dave's Monthly wages: \$3,760
Lisa's Monthly wages: \$2,240
Childcare Costs: -\$1,480

Total Income: \$4,520

This would leave Dave and Lisa **short \$113.84** each month compared with their income before she was working full-time.



Sporadic Mandatory Overtime Scenario

Jamie has two children and is a night shift CNA at her local Senior Life Center. Jamie makes \$21.25/hour and works full time. Jamie and her family receive Food Share benefits. Jamie had to stay four extra hours two times in the last month to cover for no shows of the CNA that was supposed to replace her. This put her just \$34 above the income qualifications for Food Share and she loses her family's benefits for the next month.

Current Situation

Jamie's Monthly wages: \$3,400
Food Share Benefits: \$616

Total Income: \$4,016

Life Event

Jamie's Monthly wages: \$3,400
Jamie's Mandatory Overtime: \$254

Total Income: \$3,654

This leaves Jamie and her family with **\$362 less** for the next month.

In each scenario, the families end up net negative even though both families are working more hours. This is a LOSE-LOSE situation because the family loses money if they choose to work more and the local economy loses if the family chooses to stay at home which lowers Juneau County's available workforce. In the case of the mandatory overtime, the employer is trying to solve the workforce shortage utilizing existing staff and is inadvertently causing a net loss for their current employees.

Another LOSE-LOSE circumstance.

These are problems the community has to solve together to increase workforce, increase disposable income, and create a vibrant economy now and into the future.

Lose-Lose Scenarios



When asked about how the cost of child care impacted their job or career, twice as many Wisconsin women (42%) than Wisconsin men (20%) reported they have, at some point, cut back on hours or quit a job because of the cost of child care. Many key informant interviewees mentioned that childcare in the area is both hard to come by and is extremely expensive.

Wisconsin Women cut back on hours or quit a job 2X more than Men because of child care costs!

MISMATCHED RESOURCES

Childcare centers in Juneau County are usually open for first shift jobs Monday - Friday (roughly 8 am - 5 pm), but some of the available or better paying jobs have alternative shifts (2nd or 3rd) and may require weekend shifts. This misalignment creates further barriers to the types of jobs parents can take.



Photo: Christopher Fry





Child Care Providers by Type of Care Monroe and Juneau Counties

Production Date:
25 February 2019

- Type of Care**
- Child Care Center
 - Family Child Care
 - Preschool Program
 - School Age Program

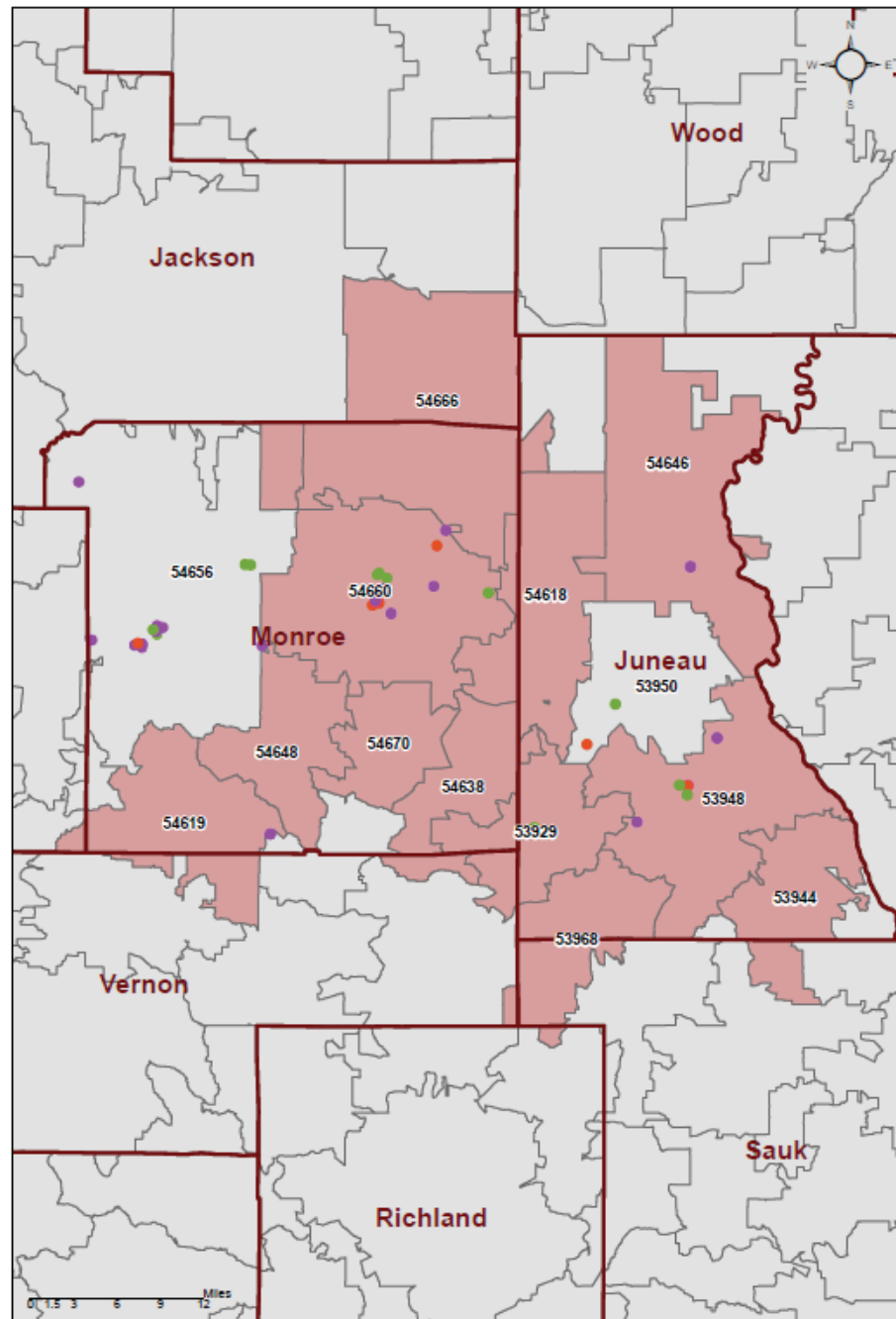
Child Care Desert

- No
- Yes
- Zip Code Boundary
- County Boundary

Note: A child care desert is defined as a geographic area where the ratio of children under 5 years to the cumulative child care capacity is more than 3 to 1.

Data Sources:
Provider Locations:
 Salesforce
Population: Census
 2017 Pop Estimates
Admin Boundaries:
 Data.gov

This map was produced by Supporting Families Together Association, in partnership with The Parenting Place.



Child Care Desert

Where there is either no child care providers or so few options that there are more than three times as many children as licensed child care slots



Affordable Housing

Housing is a basic need, integral to the physical and emotional health of the community. Many Juneau County residents do not have access to affordable housing. At least 50% of Juneau County households could afford roughly a \$175,000 home and not be cost burdened, or spend more than 30% of their income on housing. In 2018 there were about 4,990 County households that could afford a \$175,000 house and above but there were only about 1,840 housing units in that price range.

The population over 60 years old is increasing and is projected to continue growing for the foreseeable future. Senior housing is becoming a need in the County, but no independent senior living facilities exist in the County.

ALMOST ALL

key informant interviewees felt that individuals in Juneau County

SACRIFICE QUALITY OF HOUSING

to allow them to meet other needs in their lives

The lack of middle-income housing the villages and cities means the workforce is less likely to live locally.

Despite lower housing prices, **31.7%** of households in Juneau County are cost burdened. Most cost burdened households make less than **\$34,999** a year.



To afford a \$500/month apartment, a household
would need to earn \$20,000 a year

36% of rental households
do not earn this much



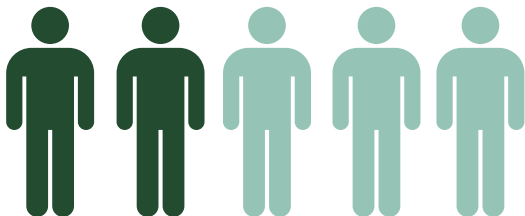
Only 1 out of 5 rental units are \$500 or less.

300

apartments are "missing" from the housing
stock in the \$500 or less range

537

"extra" apartments in the \$600-\$899 range



more than 2 out of 5 renter households in
Juneau County were cost burdened in 2015



1145

"extra" housing units valued in the \$50,000-\$99,999 range

691

"missing" housing units valued in the
\$100,000-\$174,999 range

HOUSING



SENIOR
HOUSING

Many seniors are staying in their homes later in life because of the lack of options for senior housing, which does not open up this housing stock to younger families moving into the community.

There are no private independent living facilities in Juneau County.





Community Health Needs Assessment 2021

Juneau County, WI



Photo: Christopher Fry



Accessible Transportation

Data collected through the Community Health Assessment indicates that access to transportation in Juneau County is a significant area of need. Over half of the individuals who completed the Community Health Assessment felt that the community does not have access to a variety of transportation options (such as public buses, taxis, bikes, bike lanes, trails, and sidewalks.) The only available transportation service for residents of Juneau County is the Mauston Taxi which lies within the city limits of the Mauston Community. This service is valuable to the residents of the Mauston Community, however it is only available for in town trips and does not go outside of city limits.

Individuals who are age 60 and over or living with a disability do have some available transportation resources for a reduced cost through the Aging and Disability Resource Center of Eagle Country Juneau County office. However these services are available on a first-come, first-served basis and are dependent on driver and van availability.

Residents of Juneau County age 60 and younger living in the smaller communities outside of Mauston or in rural areas of the county do not have any public transportation options available to them. A lack of resources for transportation options in Juneau County has a significant socioeconomic impact on the development and growth of the communities including many of the community-identified areas of improvement (good jobs & strong economy, access to mental health services, and access to healthy foods).

All key informant interviewees said that transportation was certainly a factor related to the workforce. Specifically, some interviewees mentioned that since most of the community does not have access to consistent and reliable public transportation that it can be hard for individuals to get to work.



53.6%

of community survey respondents DISAGREE with the statement, "My community has access to a variety of transportation options (such as public buses, taxis, bikes, bike lanes, trails, and sidewalks)"

63%

of the Juneau County population lives in unincorporated areas

If you live outside of Mauston, do not have a disability and are under 60 years of age, there are no resources to help with transportation. There are little to no public transportation options for 2nd and 3rd shifts in any Juneau County community.

Percent of Household Income Spent on Transportation

Juneau County

19.2%

Wisconsin

16.6%

United States

16.4%



Access to Affordable Healthy Foods

Several Juneau County survey participants prioritized access to healthy, affordable food choices as the top community need. Many key informant interview participants cited the fact that they only have access to one grocery store in their community. Others shared they don't even have one and instead commute to other communities to shop. Because of the limited grocery store options and a lack of big box stores like Wal-Mart, key informant interview participants expressed a concern of lack of competitive pricing. In addition, due to the few grocery stores in the county, access to reliable transportation is often a barrier to grocery options. In a survey sent to Women, Infant, and Children (WIC) program participants in spring of 2021, 44% of the families reported they live at least 10 miles from a grocery store. The lack of reliable access to food, whether due to financial limitations, distance, transportation, etc. is known as "food insecurity." Food insecurity is associated with chronic health problems in adults including diabetes, heart disease, high blood pressure, obesity and mental health issues including major depression.

Juneau County Food Environment



3 grocery stores



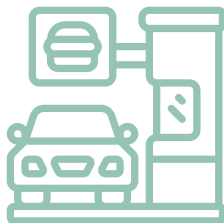
7 dollar stores



19 convenience
stores



3 farmer's
markets



11 fast food
establishments



24 bars that
serve food



23 restaurants



Many interviewees noted the desire to have another grocery store in the area to hopefully bring down food costs, specifically on healthy foods.

60% of community survey participants eat ONLY 0-2 servings of fruits and vegetables a day versus the recommended 5 daily servings

80
community survey
respondents wanted
more Farmer's
Markets

Grocery store environmental scans showed Kwik Trips play a huge role in stop gaps for foods in communities. It was observed they have diapers and dog food but not formula or baby food, leaving families with infants still relying on limited grocery stores.



Access to Affordable Healthy Foods

Convenience Store

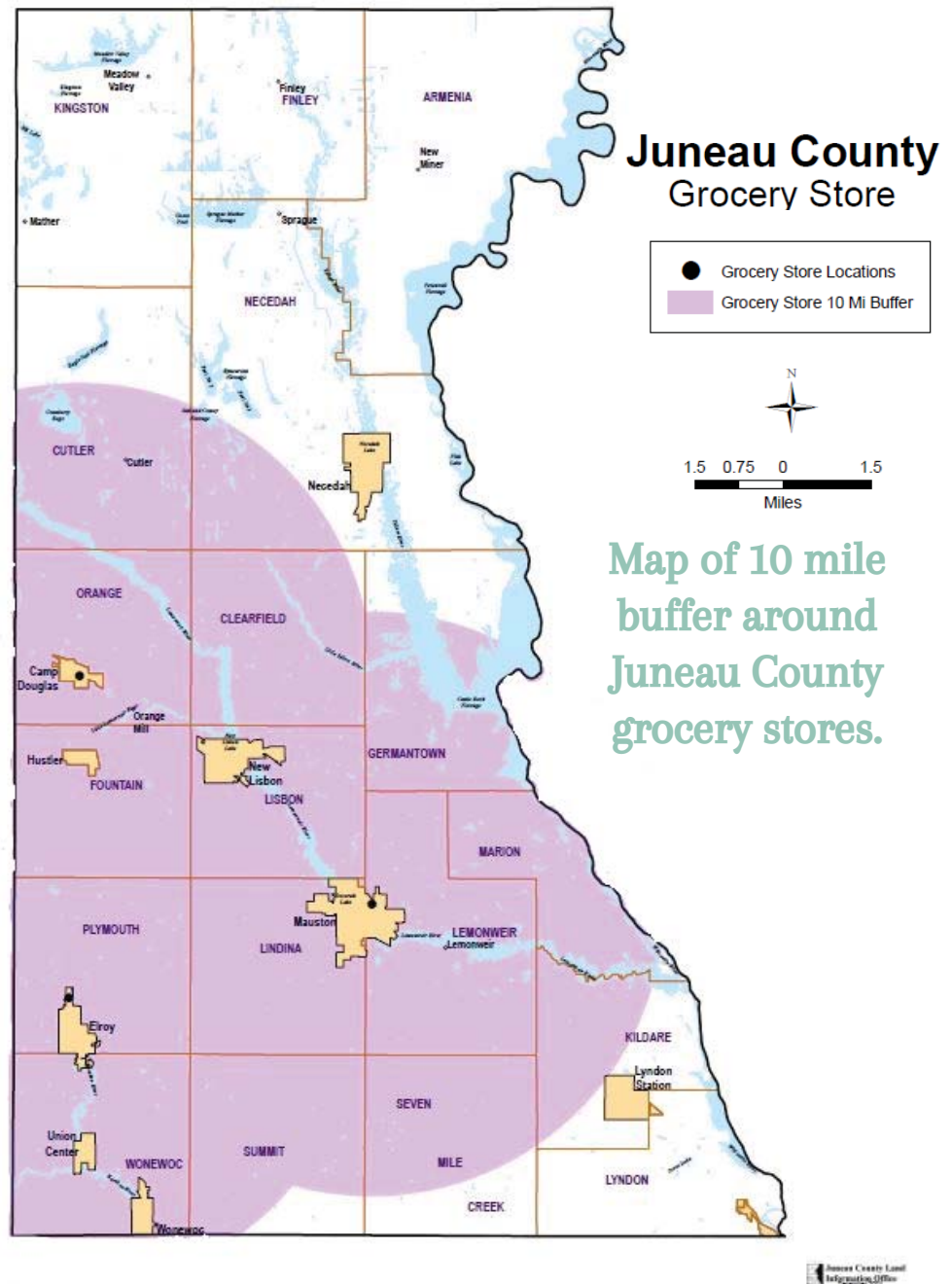
Only convenience stores that carry fresh produce were included in the mapping

Grocery Store

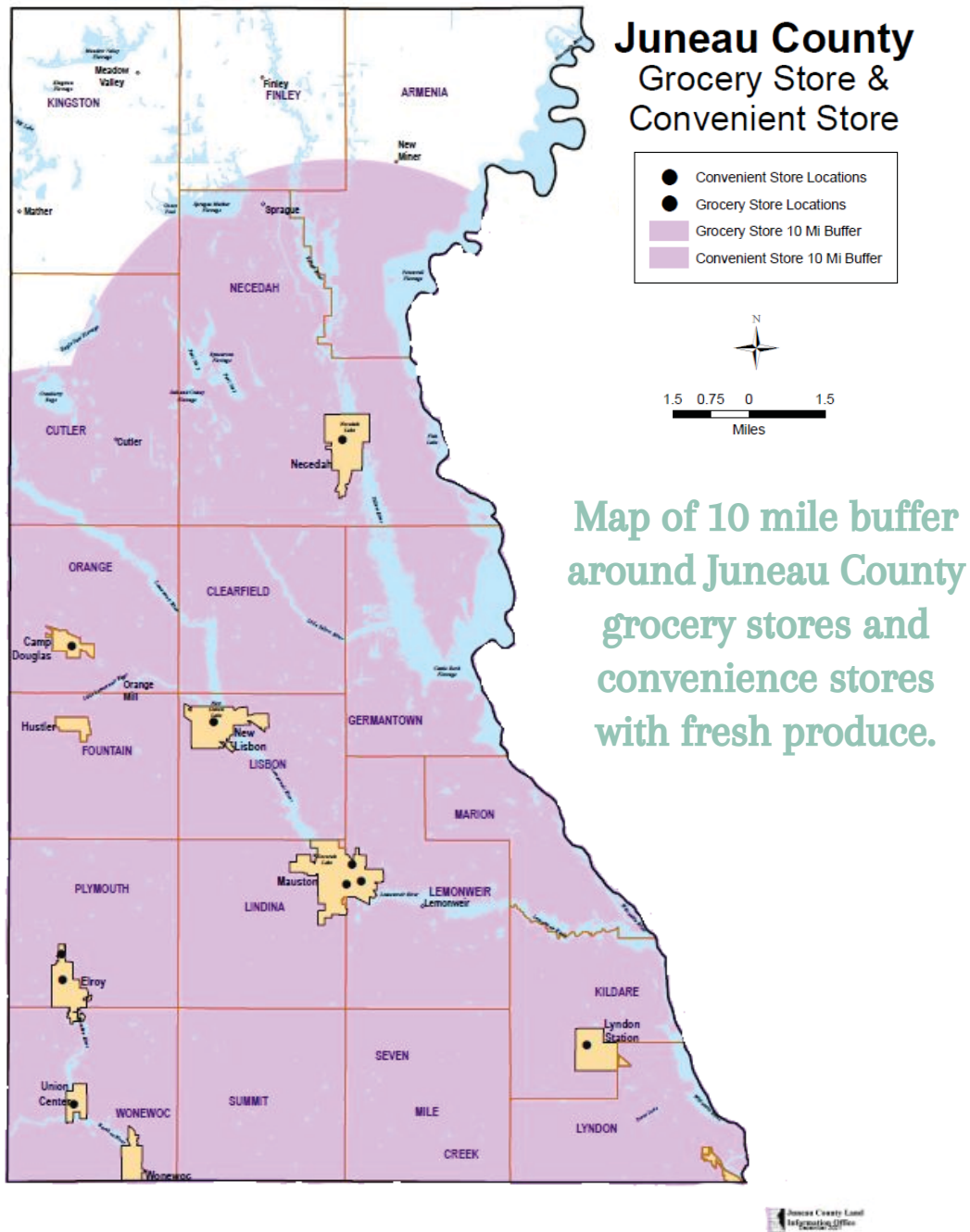
Retailers that carry fresh produce and self-identify as a grocery store

FOOD DESERT

In rural locations, a food desert is defined as not having a grocery store within 10 miles.



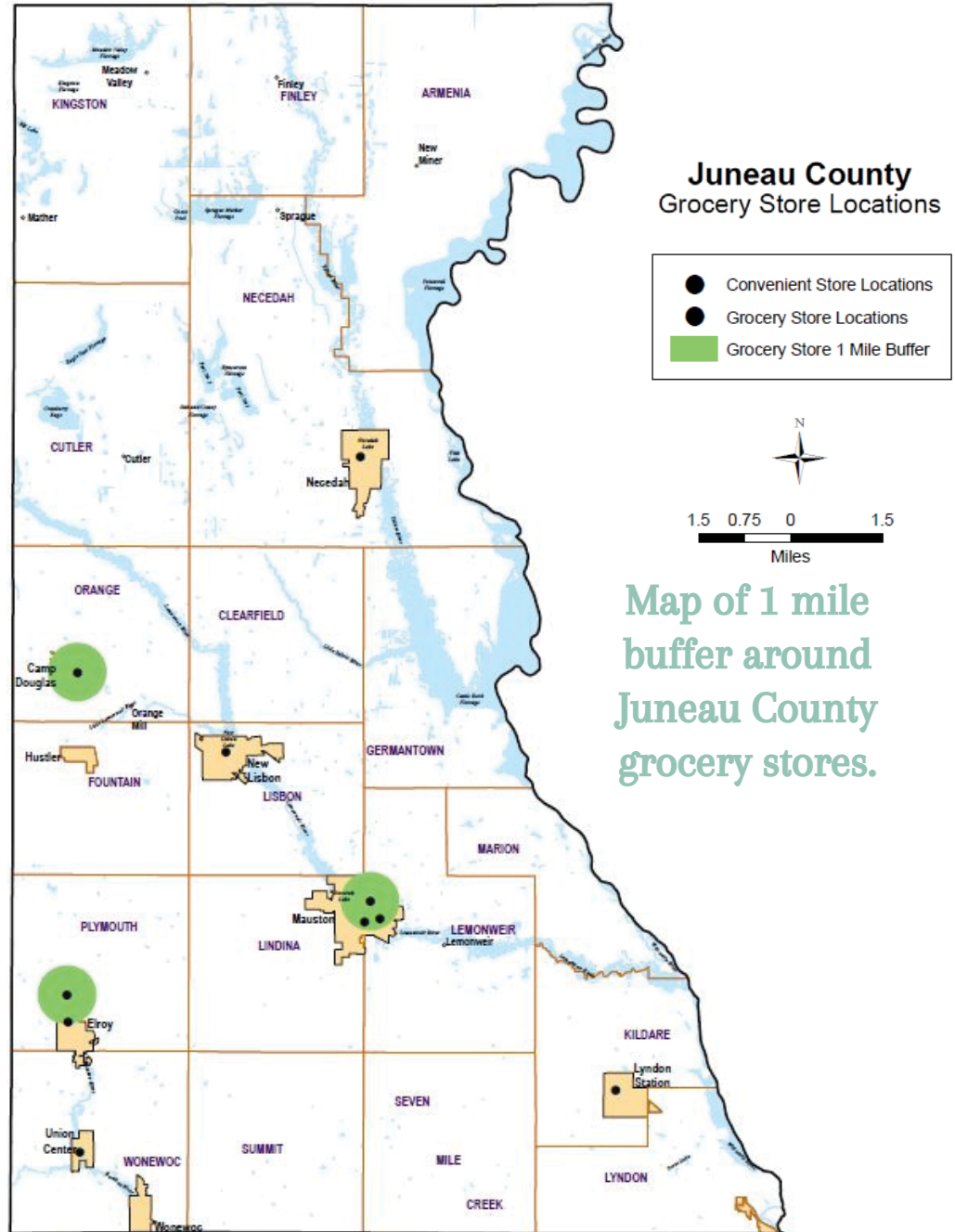
Access to Affordable Healthy Foods



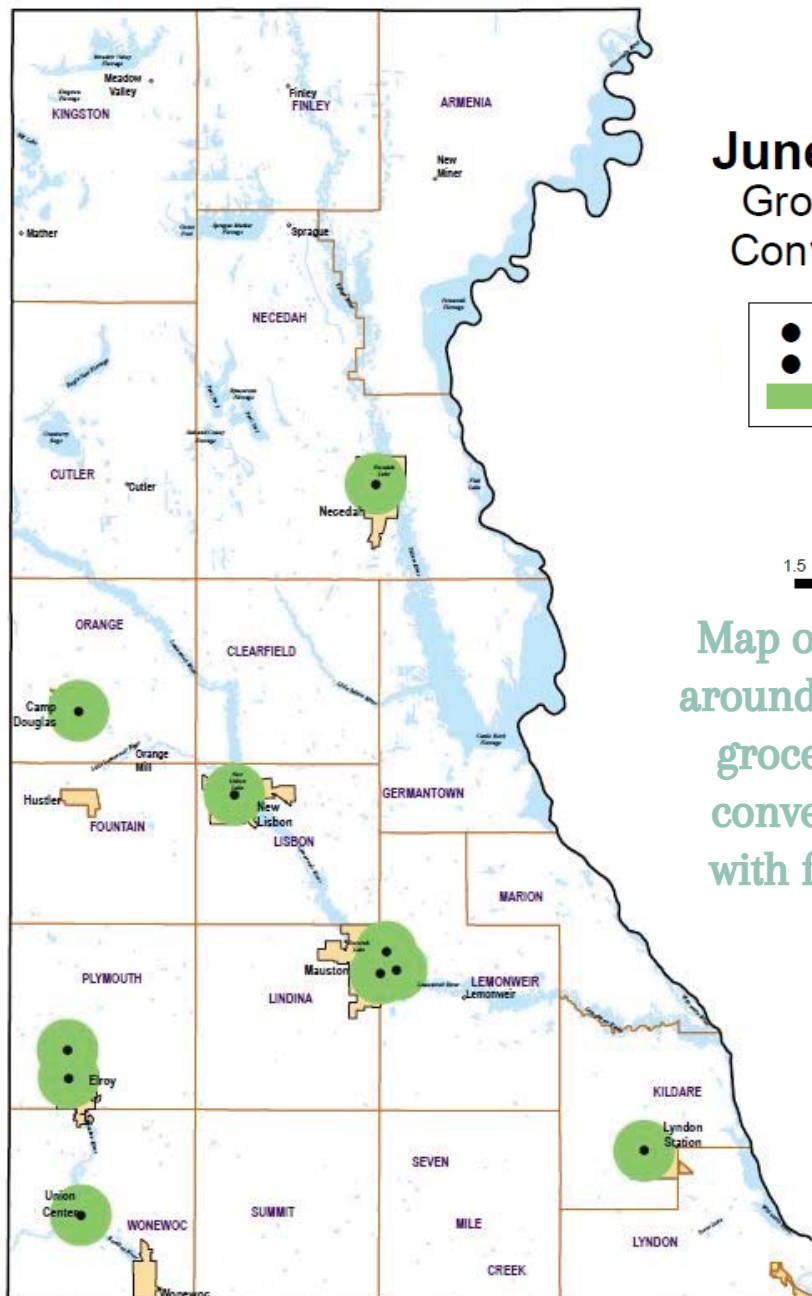
Access to Affordable Healthy Foods

Walkability

Transportation is a limiting factor on people's ability to get to stores in Juneau County. 1 mile is a marker for walkability. This shows a huge barrier to getting food if a family has no transportation.

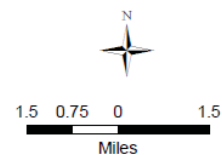


Access to Affordable Healthy Foods



Juneau County Grocery Store & Convenient Store

- Convenient Store Locations
- Grocery Store Locations
- Grocery Store 1 Mile Buffer



Map of 1 mile buffer
around Juneau County
grocery stores and
convenience stores
with fresh produce.

Juneau County Land
Information Office

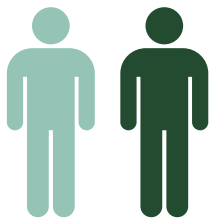


Access to Affordable Mental Health Services

Based on the 2021 Community Survey and key informant interviews, stigma continues to be a large barrier to individuals in need seeking out mental health care. Many members of our community do not feel safe enough to reach out for help when they need it. This lack of seeking help and isolation could be connected to the high rates of suicide in Juneau County.

It does appear that mental health services are available, but may not be affordable to our Juneau County residents, especially to those with private insurance and high deductible or no insurance. There is a lack of knowledge on how to access mental health services and sometimes even a fear of walking into a known mental health services building and being seen. Some populations face a heavier burden or struggle with mental health due to hostile or unsupportive environments, like Lesbian, Gay, Bisexual, Transgender, Queer, and Questioning (LGBTQ) youth. Small community changes like using an individual's preferred pronouns can have a huge impact. Building together a resilient, inclusive community that respects all of our differences would serve our society well.

30% of community survey respondents identified a time in the past 12 months they wanted to talk with or seek help from a professional about a mental health problem

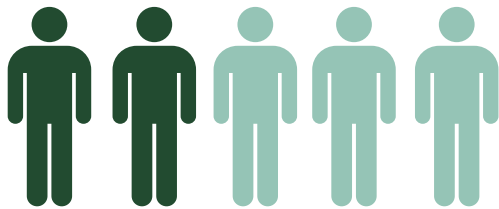


Over half of the respondents that said they wanted help had access to a provider but did not receive help



Most Key Informant Interview respondents named **STIGMA**

as a major reason people may not seek out mental health services

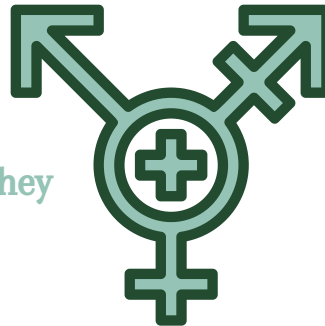


2 out of 5 LGBTQ Youth seriously considered attempting suicide in the last 12 month

with more than half transgender and nonbinary youth having seriously considered suicide

When transgender and nonbinary youth report having their **PRONOUNS RESPECTED** by all or most people in their lives they **ATTEMPTED SUICIDE IS AT HALF THE RATE**

of those who did not have their pronouns respected



Pronoun

A word or set of words to refer to someone when not using their name. Like the use of the pronouns “she/her/hers” or “he/him/his,” pronouns have historically been associated with one’s gender. There are many options for pronouns, including gender-inclusive or neutral pronouns such as “they/them/theirs” and “ze/hir/hirs.”

Transgender

People whose gender identity differs from the gender they were assigned at birth. Transgender can be both a standalone identity or an umbrella term that encompasses many different gender identities, including nonbinary and gender-expansive identities.

Nonbinary

Anything that falls outside the binary system. Intersex, gender-queer, and bisexuality are all examples of nonbinary identities.

To learn more, please visit: <https://www.thetrevorproject.org/>





Community Health Needs Assessment 2021

Juneau County, WI



Photo: Morgan Taft

APPENDIX



Community Health Needs Assessment 2021*Juneau County, WI*

2021 Juneau County Community Survey Findings

Due to the low sample size, representing only 4.5% of the adult population in Juneau County, Wisconsin, the results cannot be considered representative of the population. Nevertheless, there are important conclusions that can be drawn from survey results:

- Almost 90% (89.3%) of survey respondents feel safe in their community and 38.4% of adults believing that community safety is a strength of their community
- Slightly more than half (53.6%) of survey respondents disagree that their community has access to a variety of transportation options, this is confirmed during the open response questions
- Having more free community events (31%) and improving communication with the community (17%) were top ways that respondents believe would help to increase community involvement
- Over sixty percent (60.1%) of survey respondents reported eating only 0-2 servings of fruit/vegetables in a day
- Access to affordable, healthy food was reported by 32.1% of Juneau County residents as an area of improvement. This need for improvement is validated by the open responses where One in five (20%) survey respondents believe that access to affordable, healthy food options would be a way to make their community a healthier place to live
- A need for a Farmer's market was mentioned in over 80 open responses
- Clean water was mentioned frequently as both an environmental strength (201 open responses) and an area of improvement (172 open responses). Some of the strengths were that since it was a rural community, pollution was low. However, in terms of area of improvement, agriculture waste in the waterways was a concern for a number of individuals, as was a lack of access to well water safety testing was also a concern.
- Safe housing was mentioned in 222 open responses, with 160 open responses of them relating to environmental areas of improvement in the community.
- In the open responses, the desire for a community center was mentioned in 53 responses. This number increases even more when looking at desire for facilities for recreation activities and gathering places such as pools, bowling alley, fitness centers, Boys and Girls Club, and YMCA with 95 responses.
- More jobs and a better economy had almost 50 open responses





Community Health Needs Assessment 2021

Juneau County, WI

2021 Juneau County Key Informant Interview Findings

Findings from the 31 interviews with Juneau County residents in August and September 2021 suggest that there is a general agreement on most of the challenges and struggles that Juneau County is facing. While these specific topics are just a few of the ones that were highlighted through the community survey, they are a starting point for change through the county.

Mental health in Juneau County is a topic that is highly susceptible to stigma and disregard but attention to mental health is needed more than ever. Anxiety, unemployment, and life stressors are assisting in the decline of mental health in Juneau County. Both physical and financial access and availability of mental health services and resources is a top concerns for most of the participants who participated in the key informant interviews.

Currently, Juneau County residents believe there is a need of vital support systems to become a strong and stable economy. Interviewees reported lack of adequate pay, limited options for transportation, and lack of variety in jobs and business opportunities as barriers in allowing Juneau County to build a stronger and more stable workforce. Childcare availability was also indicated as a significant barrier for residents living in Juneau County. With improvements in any of these areas, Juneau County will be able to make advances in their workforce development.

A strong local economy was mainly defined by the interviewees as having sufficient, well paying jobs. Presently, there are jobs, but not all pay a living wage, which makes it hard for people to get by and poverty rates are high in the County. It was also mentioned that some individuals lost their jobs when businesses had to lay off employees due to COVID 19. Other interviewees were concerned that not everybody has a strong work ethic. Others expressed a mismatch between available jobs and residents' qualifications, age, education, and expectations.





Community Health Needs Assessment 2021

Juneau County, WI

Healthy and affordable foods are important to residents in Juneau County. They feel that the price of food in their county is determined by the one grocery store in the county that can keep prices high because there is no competition. Many residents noted the desire to have another grocery store in the area to hopefully bring down food costs, specifically on healthy foods.

Housing is a major concern for most of the Juneau County residents that were interviewed, especially as it pertains to housing affordability and quality. Some of the needs participants felt individuals were sacrificing were related to transportation, their child(ren)'s needs, housing location, and food.

Outside of the input that interviewees gave on the four specific topics, they also presented input on ways to make improvements in their community. Most people were very candid in their responses and gave helpful suggestions on things they wished to see changed or added to benefit the community. Items such as buildings that could offer places for people to gather, shop, and have safer homes, as well as creating and promoting educational resources, just to name a few.





Community Health Needs Assessment 2021

Juneau County, WI

County Snapshots

Juneau (JU)

2021 Rankings

[Download Wisconsin Rankings Data](#)

County Demographics

	County	State
Population	26,687	5,822,434
% below 18 years of age	20.0%	21.8%
% 65 and older	20.8%	17.5%
% Non-Hispanic Black	2.4%	6.4%
% American Indian & Alaska Native	1.6%	1.2%
% Asian	0.6%	3.0%
% Native Hawaiian/Other Pacific Islander	0.1%	0.1%
% Hispanic	3.2%	7.1%
% Non-Hispanic White	91.4%	80.9%
% not proficient in English	0%	1%
% Females	46.7%	50.2%
% Rural	83.5%	29.8%

	County	Trend	Error Margin	Top U.S. Performers ^	Wisconsin
Health Outcomes					
Length of Life					
Premature death	7,500		6,300-8,700	5,400	6,300
Quality of Life					
Poor or fair health **	19%		16-21%	14%	15%
Poor physical health days **	4.4		4.0-4.8	3.4	3.7
Poor mental health days **	4.3		3.9-4.6	3.8	4.0
Low birthweight	8%		7-9%	6%	7%
Additional Health Outcomes (not included in overall ranking)					
Life expectancy	78.2		77.1-79.3	81.1	79.5
Premature age-adjusted mortality	380		350-420	280	310
Child mortality				40	50
Infant mortality				4	6
Frequent physical distress **	14%		12-15%	10%	11%
Frequent mental distress **	14%		13-16%	12%	13%
Diabetes prevalence	9%		6-13%	8%	10%
HIV prevalence	57			50	129



Community Health Needs Assessment 2021

Juneau County, WI

Health Factors

Health Behaviors

Adult smoking **	23%	20-26%	16%	17%
Adult obesity	36%	28-45%	26%	32%
Food environment index	8.0		8.7	9.0
Physical inactivity	24%	18-32%	19%	20%
Access to exercise opportunities	63%		91%	85%
Excessive drinking **	26%	25-28%	15%	27%
Alcohol-impaired driving deaths	29%	21-38%	11%	36%
Sexually transmitted infections	188.1		161.2	483.6
Teen births	22	18-26	12	15

Additional Health Behaviors (not included in overall ranking)

Food insecurity	11%		9%	9%
Limited access to healthy foods	8%		2%	5%
Drug overdose deaths	15	8-26	11	20
Motor vehicle crash deaths	16	10-22	9	10
Insufficient sleep **	34%	32-35%	32%	33%

Clinical Care

Uninsured	8%	7-9%	6%	7%
Primary care physicians	1,270:1		1,030:1	1,270:1
Dentists	2,430:1		1,210:1	1,410:1
Mental health providers	700:1		270:1	470:1
Preventable hospital stays	3,201		2,565	3,747
Mammography screening	38%		51%	49%
Flu vaccinations	29%		55%	53%

Additional Clinical Care (not included in overall ranking)

Uninsured adults	9%	8-10%	7%	8%
Uninsured children	5%	4-7%	3%	4%
Other primary care providers	890:1		620:1	810:1



Community Health Needs Assessment 2021

Juneau County, WI

Social & Economic Factors

High school completion	88%	87-90%	94%	92%
Some college	53%	49-57%	73%	70%
Unemployment	3.3%		2.6%	3.3%
Children in poverty	19%	14-25%	10%	14%
Income inequality	3.9	3.6-4.3	3.7	4.2
Children in single-parent households	14%	11-17%	14%	23%
Social associations	11.3		18.2	11.5
Violent crime	243		63	298
Injury deaths	100	83-118	59	84

Additional Social & Economic Factors (not included in overall ranking)

High school graduation	92%		95%	90%
Disconnected youth			4%	5%
Reading scores	3.0		3.3	3.0
Math scores	2.8		3.4	3.0
Median household income	\$55,800	\$51,800-59,800	\$72,900	\$64,200
Children eligible for free or reduced price lunch	54%		32%	39%
Residential segregation - Black/White	45		23	76
Residential segregation - non-white/white	30		14	55
Homicides			2	4
Suicides	18	12-28	11	15
Firearm fatalities	11	6-19	8	11
Juvenile arrests	11			

Physical Environment

Air pollution - particulate matter	7.4		5.2	7.0
Drinking water violations	Yes			
Severe housing problems	13%	11-14%	9%	14%
Driving alone to work	81%	80-82%	72%	81%
Long commute - driving alone	28%	26-31%	16%	28%

Additional Physical Environment (not included in overall ranking)

Traffic volume	80			597
Homeownership	76%	76-77%	81%	67%
Severe housing cost burden	11%	9-12%	7%	12%
Broadband access	76%	74-79%	86%	83%

^ 10th/90th percentile, i.e., only 10% are better.

** Data should not be compared with prior years

Note: Blank values reflect unreliable or missing data

Community Health Needs Assessment 2021

Juneau County, WI

Cancer in Juneau County

Explore our interactive dashboards
at www.wiscancer.org/data
Juneau



County population (2016):	26,478	State: 5.82 million
Percent rural:	83%	30%
Poverty rate:	14%	10%
Percent Hispanic:	3.0%	7.1%
Percent Black:	2.3%	6.7%
Percent Asian:	0.5%	3.0%
Percent American Indian:	1.6%	1.2%
Percent Non-Hispanic white:	94.0%	87%

5 most common cancers in Juneau County

Deaths / Cases per year

1 Lung	20	29
2 Prostate	5	22
3 Breast	5	21
4 Colorectal	6	13
5 Bladder	2	10

Deaths / Cases per 100,000 residents per year (age-adjusted)

1 Breast	28	124
2 Prostate	29	112
3 Lung	50	74
4 Colorectal	14	35
5 Bladder		26

2012-2016 annual averages. When no value appears, insufficient data are available.

What affects cancer outcomes in Juneau County?

Cancer risk factors

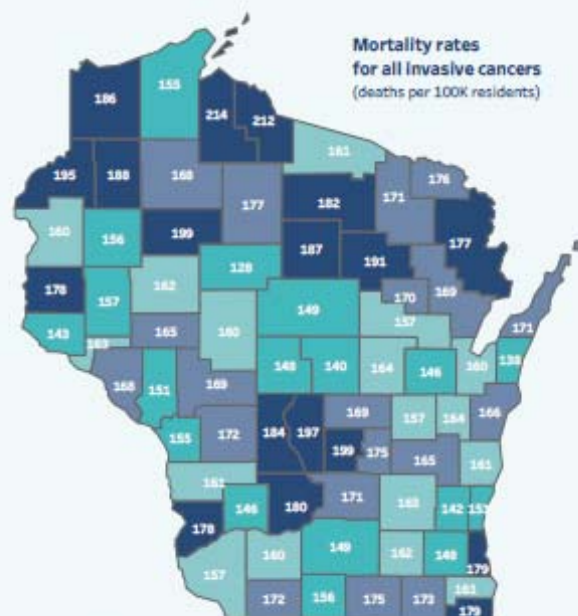
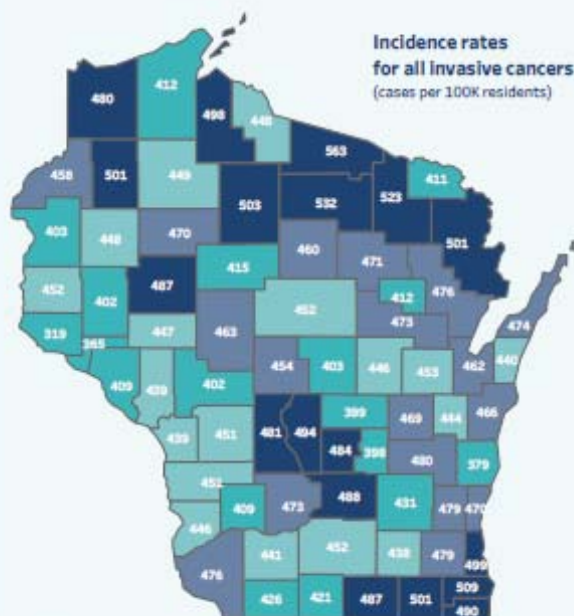
Adult smoking	County	17.3%
	State	17.1%
Excessive drinking	County	24.5%
	State	26.2%
Physical inactivity	County	27.2%
	State	21.1%
Adult obesity	County	35.3%
	State	30.6%
Uninsured adults	County	10.0%
	State	8.0%
Uninsured children	County	5.0%
	State	4.0%

Screening and prevention

Colorectal screening	County	53.6%
	State	76.2%
Mammogram	County	63.8%
	State	75.7%
Pap test	County	73.5%
	State	71.7%
HPV vaccine completion (Males 13-17)	County	27.9%
	State	34.9%
HPV vaccine completion (Females 13-17)	County	32.6%
	State	42.4%

How counties compare on cancer rates (2012-2016 annual averages)

Highest rates (top 25%) Above state average Below state average Lowest rates (bottom 25%)





Community Health Needs Assessment 2021

Juneau County, WI

Cancer data profile for Juneau County

	Juneau County	State			
Cancer statistics	New cancer diagnoses per year	179	32,160	2012-16 annual average, U.S. Cancer Statistics	
	Cancer incidence rate (diagnoses per 100K residents)	481	467	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
	Cancer deaths per year	72	11,398	2012-16 annual average, U.S. Cancer Statistics	
	Cancer death rate (deaths per 100K residents)	183	163	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
	Lung cancer incidence rate (per 100K residents)	73.9	59.8	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
	Breast cancer incidence rate (per 100K women)	124.1	130.6	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
	Prostate cancer incidence rate (per 100K men)	111.7	108.2	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
	Colorectal cancer incidence rate (per 100K residents)	35.2	37.2	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
	HPV-related cancer incidence rate (per 100K residents)	16.8	11.4	2013-17 annual average, age-adjusted, U.S. Cancer Statistics	
	Lung cancer death rate (per 100K residents)	49.6	41.30	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
	Breast cancer death rate (per 100K women)	28.3	19.60	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
	Prostate cancer death rate (per 100K men)	29.1	20.70	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
	Colorectal cancer death rate (per 100K residents)	13.8	13.40	2012-16 annual average, age-adjusted, U.S. Cancer Statistics	
Behaviors & healthcare	Adult smoking rate	23.8%	15.4%	2016-19 Behavioral Risk Factor Surveillance System	
	Adult excessive drinking rate	21.6%	24.0%	2016-19 Behavioral Risk Factor Surveillance System	
	Adult inactivity rate	19.3%	21.8%	2018 U.S. Diabetes Surveillance System	
	Adult obesity rate	25.2%	34.2%	2018 U.S. Diabetes Surveillance System	
	Primary care physicians per 10K residents	8.3	7.8	2017 Area Health Resource File / American Medical Association	
	Colonoscopy in past 10 years (age 50+)	57.1%	75.2%	2014-2018 Behavioral Risk Factor Surveillance System (biannual)	
	Mammogram in past 2 years (age 40+)	71.3%	71.8%	2014-2018 Behavioral Risk Factor Surveillance System (biannual)	
	Pap test in past 3 years (age 21-64)	69.8%	83.8%	2014-2018 Behavioral Risk Factor Surveillance System (biannual)	
	HPV vaccination rate: Boys age 11-12, completed	10.5%	13.0%	2018 Wisconsin Immunization Registry	
	HPV vaccination rate: Girls age 11-12, completed	7.7%	14.0%	2018 Wisconsin Immunization Registry	
	HPV vaccination rate: Boys age 13-17, completed	31.3%	39.4%	2018 Wisconsin Immunization Registry	
	HPV vaccination rate: Girls age 13-17, completed	44.5%	45.0%	2018 Wisconsin Immunization Registry	
	Population demographics	Population	26,478	5,822,434	2018 U.S. Census American Community Survey 5-Year Estimates
Rural percentage		83.5%	29.8%	2010 Census of Population and Housing: Wisconsin	
Age 65+ percentage		19.8%	17.5%	2018 U.S. Census American Community Survey 5-Year Estimates	
High school graduation rate		90.0%	89.0%	Wisconsin Department of Public Instruction 2016-2017 Cohort	
Some college (percentage of age 25+)		53.0%	69.0%	2017 U.S. Census American Community Survey 5-Year Estimates	
Hispanic percentage		3.0%	7.1%	2018 U.S. Census American Community Survey 5-Year Estimates	
Black percentage		2.3%	6.7%	2018 U.S. Census American Community Survey 5-Year Estimates	
Asian percentage		0.5%	3.0%	2018 U.S. Census American Community Survey 5-Year Estimates	
American Indian percentage		1.6%	1.2%	2018 U.S. Census American Community Survey 5-Year Estimates	
Non-Hispanic white percentage		94.0%	87.0%	2018 U.S. Census American Community Survey 5-Year Estimates	
Social & economic factors		Median household income	\$52,891	\$60,779	2018 U.S. Census Small Area Income and Poverty Estimates
		Unemployment rate	3.1%	3.0%	2018 Bureau of Labor Statistics
		Food insecurity rate	9.0%	10.0%	2018 Feeding America's Map of Meal Gap
	Poverty rate	14.4%	10.4%	2018 U.S. Census American Community Survey 5-Year Estimates	
	Children in poverty	18.0%	14.0%	2018 U.S. Census Small Area Income and Poverty Estimates	
	Children in single-parent homes	26.0%	32.0%	2018 U.S. Census American Community Survey 5-Year Estimates	
	Uninsured adult rate	8.0%	7.0%	2017 Small Area Health Insurance Estimates	
	Uninsured youth rate	5.0%	4.0%	2017 Small Area Health Insurance Estimates	
	Violent crimes per 10K residents	92	17	2014-2016 FBI Uniform Crime Data	
	Air pollution rating (PM2.5 rate)	8.7	8.6	2014 Environmental Public Health Tracking Network	

Blank values indicate insufficient data is available. *The Wisconsin Cancer Reporting System cautions that this is an unstable estimate due to small sample size.

You can find this and our interactive dashboards at www.wicancer.org/data



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