



MILE BLUFF MEDICAL CENTER, INC

2019 Community Health Needs Assessment & Implementation Plan: Priorities, Rationale & Implementation Activities

Targeting: Juneau County, Wisconsin

Table of Contents:

Mile Bluff Medical Center’s Commitment.....	Page 2
About Mile Bluff Medical Center.....	Page 2
Key Demographics of Juneau County.....	Page 3
Review: Priorities & Implementation Plan (2016-2018).....	Page 4
a) Health in All Policies (overarching.....	Page 4
b) Tobacco and Exposure.	Page 5
c) Physical Activity, Nutrition and Obesity.....	Page 5
d) Healthy Lifestyles/Healthy Communities.....	Page 6
2019 Community Health Needs Assessment.....	Page 6
a) Health Equity	Page 8
b) Alcohol, tobacco and other drugs (ATOD).....	Page 8
c) Physical Activity, Nutrition and Obesity.....	Page 9
d) Mental Health.....	Page 9
e) Healthy Aging.....	Page 10
Implementation Plan.....	Page 11
Monitoring and Evaluation.....	Page 14

Mile Bluff Medical Center's Commitment

Our Vision, Mission and Values

Mile Bluff Medical Center's (MBMC's) vision is to excel as a regional medical center with personalized care and outstanding services and advancements in technology. The medical center, grounded in a strong tradition of patient-focused care, will be the first choice for health and medical services for residents in Juneau County and its surrounding region. Simply said, our mission is to "provide compassionate and progressive care, improving the health and wellness of the community, and going beyond expectations in healthcare today and always."

A set of core values guide MBMC employees as they make decisions every day that impact the care provided to our patients and to our communities.

Mile Bluff Medical Center's core values are:

- ☑ Patient-centered
 - We are here to serve our patients. We put patient needs above everything else.
 - We believe the patient is a partner in care.
- ☑ Respect for all
 - We value all people we encounter.
 - We treat everyone with courtesy, dignity, kindness and compassion.
 - We recognize the value of each other's contributions.
- ☑ Effective communication
 - All communication is positive, helpful and friendly.
 - Patient privacy is of utmost importance.
 - Communication is key to excellent care.
- ☑ Professionalism
 - We always look neat and professional and act our best.
 - We accept responsibility for being part of the medical center team by living the mission, vision and values both on the job and in the community.
- ☑ Teamwork
 - No one stands alone.
 - We support each other and work together to achieve excellence in the services we provide to our patients and residents.

About Mile Bluff Medical Center

Mile Bluff Medical Center is a nonprofit healthcare organization serving a six-county area in south-central Wisconsin. For more than 125 years MBMC has been committed to providing the best care possible to our region. MBMC consists of a 40-bed acute care facility, two 60-bed nursing homes, a 12-bed Community Based Residential Facility specializing in Alzheimer's/dementia care, a retirement community, sleep study center, main campus clinic, four outreach clinics and two dialysis centers. The medical center's hub is the only hospital in Juneau County providing services to all patients regardless of race, color, national origin, religion or insured status (Exhibit A). MBMC clinics use a Sliding Fee Scale Program (Exhibit

B). Mile Bluff employs more than 720 healthcare professionals throughout the region making it the largest employer in our area.

In Fiscal Year 2018 MBMC cared for 1,397 in-patients and observational patients; ran more than 209,820 laboratory tests, fulfilled 23,909 imaging study requests, performed 1,721 surgical procedures, treated more than 8,739 emergency cases, saw 4,244 Urgent Care patients, completed 280 sleep studies and had 140 infant deliveries. There were over 18,297 physical and occupational therapy visits and 1,757 cardiac rehab visits.

The four outreach clinics (located in Necedah, Elroy, New Lisbon and Lake Delton) and main campus (Mauston) had 72,664 patient visits. The current staffing complement includes 34 active medical staff (including 15 in family practice, 4 in emergency medicine, 3 surgeons, 2 podiatrists, a gynecologist, 2 hospitalists, 2 in sleep medicine, an internist, 4 orthopedic surgeons, and a pediatrician), 17 allied health professionals (CRNAs, PA's and NP's) and 39 specialty consultants representing 16 fields from the Marshfield Clinic, Gundersen Health System, UW Health, Meriter and Wisconsin Heart. Employee numbers include 104 registered nurses and 20 medical imaging technicians.

Key Demographics of Juneau County

In 2018, Juneau County had a growing population of 26,617 people with a median age of 45.2 and a median household income of \$48,817. Juneau County is a non-metropolitan statistical area with 34.8 persons per square mile. Most people in Juneau County commute and the average commute time is 22.5 minutes. The average car ownership in Juneau County is two cars per household. Two areas within the county are designated Medically Underserved: the Armenia Town Service Area and Elroy City Service Area.¹ According to the University of Wisconsin Population Health Institute's Wisconsin County Health Rankings, Juneau County is 58th out of 72 counties. The Rankings measure the current overall health of every county in Wisconsin and are an estimate of the future health of counties as compared to other counties in Wisconsin. A ranking of 1st is the very best and 72nd is the worst health. Rankings also look at a variety of behavior measures that affect the future health of communities, such as excessive drinking, access to healthy foods, rates of smoking, obesity, and teen births. Juneau County is ranked 66th in Health Behaviors.²

Population

Mile Bluff Medical Center is centrally placed in Juneau County in the town of Mauston (population 4,375). The majority of residents are Caucasian (94.1%). Hispanic (3.1%), American Indian (1.5%), African American (2.4%) and Asian (0.5%) races are also represented.³

Age

¹ <https://data.hrsa.gov/tools/shortage-area/mua-find> MUA Data Extract as of 1/01/2019.

² <http://www.countyhealthrankings.org/app/wisconsin/2019/rankings/juneau/county/outcomes/overall/snap> shot accessed 5/1/2019.

³ <https://www.census.gov/quickfacts/fact/table/juneaucountywisconsin,US/PST045218> accessed 5/01/2019.

Juneau County and its surrounding areas are home to many elderly. It has a greater percentage of elderly than statewide averages for Wisconsin (20.1% vs. 15.6%).⁴ This population continues to increase as greater numbers of retirees, attracted by the county's natural beauty and many recreation opportunities, move into the area. The number of persons under the age of 65 with a disability in Juneau County is 13.0%. This is greater than both state (8.3%) and national (8.7%) averages.

Education

Mile Bluff Medical Center's service area includes five Juneau County public school districts.

Occupation & Income

The largest industries in Juneau County, WI are Manufacturing (2,329 people), Health Care & Social Assistance (1,643 people), and Retail Trade (1,493 people), and the highest paying industries are Mining, Quarrying, & Oil & Gas Extraction (\$78,750), Utilities (\$59,688), and Transportation & Warehousing, & Utilities (\$51,200). Median household income in Juneau County (\$48,817) is less than the median annual income (\$60,336) across the entire United States. Over 14.8% of the population in Juneau County is living in poverty.⁵

Fewer than 1 in 3 (29%) of Juneau County fourth graders living in poverty are considered proficient at reading compared to 43% of their peers who are not living in poverty.⁶ The average household income in Juneau County is \$8,900 less than the state average 21% of children in Juneau County are living in poverty compared to the Wisconsin average of 16%. Economically disadvantaged high school seniors in a Juneau County school district were less likely to enroll in post-secondary education compared to their non-economically disadvantaged peers.⁷

Health Coverage

93.3% of the population of Juneau County has health coverage, with 44.2% on employee plans, 17.7% on Medicaid, 14.9% on Medicare, 13.8% on non-group plans, and 2.65% on military or VA plans. Per capita personal health care spending in Juneau County, WI was \$8,702 in 2014. This is a 6.26% increase from the previous year (\$8,189).

Review: Priorities and Implementation Plan (2016 – 2018):

1. Health in All Policies (HiAP) (overarching health priority): HiAP recognizes that health is created by a multitude of factors beyond healthcare and, in many cases, beyond the scope of traditional public health activities. The goal of HiAP is to improve the health of residents

⁴ <https://www.census.gov/quickfacts/fact/table/juneaucountywisconsin,US/PST045218> accessed 5/01/2019.

⁵ Ibid.

⁶ Wisconsin Department of Public Instruction WISEdata 2017-2018

⁷ 2018 County Health Rankings

through a collaborative approach integrating and articulating health considerations into policymaking across sectors. The health of Juneau County can be influenced by health policies, such as a tobacco control policy, and by policies in many other sectors. Transportation policies can encourage increased physical activity and school nutrition policies can ensure that healthier meals are provided in schools. Many national health strategies, plans, and initiatives such as Healthy People 2020, have policy implications. The Centers for Disease Control & Prevention defines "policy" as a law, regulation, procedure, administrative action, incentive, or voluntary practice of governments and other institutions. Mile Bluff Medical Center has participated on a Steering Committee to help direct the education and implementation of HiAP as a health priority for Juneau County along with the Juneau County Health Department, UW-Extension, local school systems, the Juneau County Economic Development Corporation and other community partners.

2. Tobacco and exposure: *Healthiest Wisconsin 2020, Everyone Living Better, Longer* states: "Tobacco use and exposure represent the leading overall cause of death in the U.S. and Wisconsin and a major economic burden." According to the 2015 edition of *The Burden of Tobacco*, each year in Wisconsin 6,678 people die of tobacco-related illness. Mile Bluff continues to offer smoking cessation classes through its health promotion department. It is also a member of the South Central Wisconsin Tobacco Free Coalition and collaborates with educators, law enforcement, elected officials, youth and residents to create healthier communities in Adams, Juneau, Richland and Sauk Counties.

3. Physical activity, nutrition and obesity: Mile Bluff Medical Center continues to support and expand programs and initiatives where appropriate to promote positive health behaviors, physical activity, health awareness and education to reduce obesity. Obesity is a growing concern in not only the communities served by Mile Bluff Medical Center, but also in Wisconsin and in the United States. Obesity is linked to many health conditions including, but not limited to, diabetes, heart disease, stroke, and cancer. Health awareness programs and initiatives that promote positive health behaviors, such as exercise and proper nutrition, empower individuals to attain and maintain healthy lifestyles.

MBMC promotes healthy lifestyles in individuals and in the community as a whole through education, and disease self-management and prevention strategies.

- a) Mile Bluff Medical Center collaborates with local school systems through its athletic trainers with the goal of implementing and encouraging programs to reduce obesity among children through physical activity.
- b) MBMC supports breastfeeding initiatives at MBMC including skin-to-skin contact in OB which increases breastfeeding success with the healthy newborn. Breastfeeding has been linked to lower rates of obesity.
- c) MBMC offers classes to educate the public on diabetes and nutrition. For example, the Hospital offers "diabetes connections," where certified diabetes and nutrition educators teach participants what steps they can take to reduce their risk of developing type 2 diabetes.

- d) MBMC offers a variety of health and wellness resources that it will continue to support. These include health education for the public and for hospital staff/providers; Health and Wellness Fairs that are open to the public; monthly Diabetes Support and Self-Management Groups; and Support Groups for conditions such as depression and autism.
- e) We a pulmonary rehabilitation program specifically designed to meet the needs of individuals who have Chronic Obstructive Pulmonary Disease (COPD) with education and exercise components. COPD is a highly prevalent disease in this service area.

4. Healthy Lifestyles/Healthy Communities: Community and individual health status can be improved by informing and educating people in self-management, wellness and disease prevention strategies. Overall, health education is an essential element in improving the health of the community through changing behaviors/attitudes and transform unhealthy behaviors to healthy and positive behaviors.

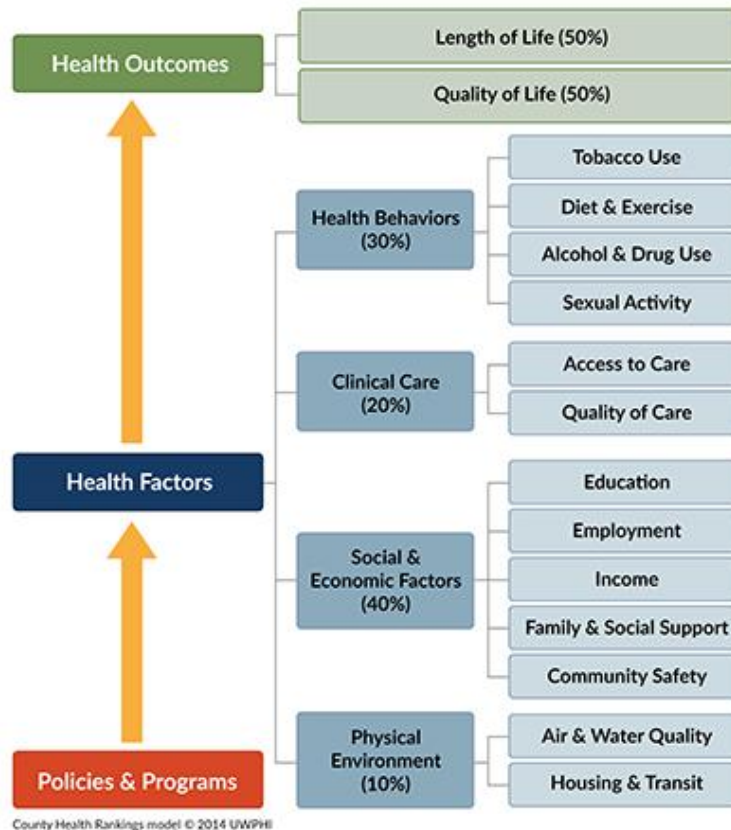
- a) MBMC supports wellness and health education programs for both the public and employees,
- b) MBMC offers a variety of health and wellness resources,
- c) Health and Wellness Fairs are open to the public,
- d) Diabetes Support and Self-Management Groups are offered monthly,
- e) Support Groups for conditions such as depression and autism, and
- f) MBMC’s pulmonary rehabilitation program, specifically designed to meet the needs of individuals who have Chronic Obstructive Pulmonary Disease (COPD), provides education and exercise components. COPD is a highly prevalent disease in this service area.

2019 Community Health Needs Assessment:

Community input is an integral part of prioritizing county health needs and creating a healthier Juneau County. The *Juneau County Community Health Forum* was designed to elicit feedback from the community to guide the next three years’ planning efforts.

During 2018 MBMC partnered with the Juneau County Health Department to undertake a community health needs assessment (CHNA) for Juneau County. The CHNA consisted of: Key Informant Interviews, a county-wide community forum in Mauston and extensive population statistics research.

Health priorities were determined using health data and input from community members and leaders throughout the service area. Mile Bluff Medical Center met regularly with the Juneau County Public Health Department to identify and address health needs. The UW Population Health Institute model (see diagram) was used to help community members understand what creates health and to classify health needs and opportunities. Data collected through the institutes’ County Health Rankings served as one of several data sets used in determining local health needs.



On February 23, 2019 Mile Bluff Medical Center partnered with the Juneau County Health Department to hold a Community Health Needs Assessment (CHNA) Forum. It was attended by 59 individuals representing a broad group of county stakeholders including: schools; faith-based; community organizations; employers and business; medical, dental and mental health providers; citizens; government; and media.

The purpose of this forum was to showcase:

1. the health of Juneau County’s population using the County Health Rankings data (health outcomes and health factors) provided by the University of Wisconsin Population Health Institute,
2. local activities and accomplishments addressing current community health needs assessment priorities, and
3. challenges and opportunities for future health needs priorities in Juneau County.

Community leaders and participants of the CHNA forum clearly identified local healthcare services and needs perceived and supported by data as the most important priorities for improvement (quantitative and qualitative components). Based on the secondary data provided, presentations from local stakeholders, key informant summaries, and the community health needs assessment results, forum participants identified two additional health priorities and one overarching priority through a nominal group process. The health priorities were endorsed by the Juneau County Department of Health and will be addressed in their Community Health Improvement Plan.

The top priorities identified and adopted by voting majority are:

1. Health Equity:

Healthy People 2020 defines health equity as the "attainment of the highest level of health for all people." It means that efforts are put in place to ensure that all people have full and equal access to opportunities that enable them to lead healthy lives, despite race, ethnicity, gender or socioeconomic status. According to the University of Wisconsin Population Health Institute, approximately 40% of factors that influence health are social and economic in nature. Focusing on health equity in our work will allow all residents of Juneau County to have an equal opportunity to live longer and healthier lives.

The average household income in Juneau County is \$8,900 - less than the state average. Economically disadvantaged high school seniors in a Juneau County school district were less likely to enroll in post-secondary education compared to their non-economically disadvantaged peers.⁸ Fewer than 1 in 3 (29%) of Juneau County fourth graders living in poverty are considered proficient at reading compared to 43% of their peers who are not living in poverty.⁹

The Juneau County Health Department secured four years of grant funding provided by the UW Madison School of Medicine and Public Health from the Wisconsin Partnership Program and hired a grant coordinator to increase health equity efforts. The coordinator (Brian Friebel, Community Health Engagement Coord., FHLC) attended the Wisconsin Healthiest State Summit to learn ways to advance health equity in our community and Created Health Equity as a priority area in the Community Health Improvement Plan. Mr. Friebel scheduled one-on-one community conversation training to interview those most impacted by health disparities and began educating Public Health staff and community organizations on health equity.

2. Alcohol, tobacco and other drugs (ATOD)

Drug and alcohol dependence often go hand in hand. They can also lead to other chronic diseases such as diabetes and heart disease. Preventing substance abuse disorders and related problems is essential to residents' behavioral and physical health. *This is an expansion of the previous priority of Tobacco and exposure to include other addictive substances.*

Alcohol and other drug abuse can create a significant burden on both the state and local counties. In 2013, the economic burden of excessive alcohol use in Juneau County was \$25.9 million, equaling out to \$2.8 million in healthcare costs, \$18.7 million in lost productivity, and \$4.4 million in other costs.¹⁰ Alcohol and Other Drugs was the number one overall health concern identified in the 2016 Key Informant survey. 2018 County Health Rankings put Juneau County's excessive drinking rate at 25% and alcohol impaired driving deaths at 36%, leading both to poor health outcomes and increased loss of lives. Additionally, the Juneau County Coroner reported a 300% increase in accidental overdoses in the past 5 years (2013-2017), with

⁸ 2018 County Health Rankings

⁹ Wisconsin Department of Public Instruction WISEdata 2017- 2018

¹⁰ University of WI Population Health Institute 2013 Report

half being caused by alcohol. Substance abuse can also lead to a variety of different health problems such as sexually transmitting infections, Hepatitis C, HIV/AIDS, pregnancy complications, and cardiovascular conditions. Aside from health-related consequences, in 2017, Juneau County CPS reported that 50% of children were placed outside of the home due to substance use by a guardian. In 2016, six out of ten Juneau County Residents agreed or strongly agreed to knowing people who binge drink. Twenty percent of retailers sold alcohol to minors and failed the 2018 compliance checks. Juneau County is ranked 3rd in the state for the highest dosage of opioid prescriptions per capita, at 23.97, compared to the state's best performer at 7.43.¹¹ Twenty-one percent of children in Juneau County are living in poverty compared to the Wisconsin average of 16%. Economically disadvantaged high school seniors in a Juneau County school district were less likely to enroll in post-secondary education compared to their non-economically disadvantaged peers.¹²

Healthiest Wisconsin 2020, Everyone Living Better, Longer states: "Tobacco use and exposure represent the leading overall cause of death in the U.S. and Wisconsin and a major economic burden." Although cigarette smoking has reached an all-time low of 17% according to 2018 County Health Rankings, there has been a significant increase in the use of e-cigarettes, especially among youth. Data from the 2018 Wisconsin Youth Tobacco Survey showed current e-cigarette use jumped 154% among high school students from 2014-2018, and 272% among middle school students in that same time period. According to the survey, one in five Wisconsin high school students currently use e-cigarettes, and one in nine Wisconsin middle school students have tried e-cigarettes. Many e-cigarettes have nicotine which can have long term effects on a teen's developing brain including increasing the risk of future addiction to other drugs.

3. Physical activity, nutrition and obesity

Healthiest Wisconsin 2020, Everyone Living Better, Longer states: "Physical activity is a preventative factor for many adverse health conditions, such as heart disease, stroke, high blood cholesterol, depression, and bone and joint disease." These conditions can have a significant impact on length and quality of life as well as lifetime healthcare costs to individuals and the community. The rate of obesity in Juneau County has continued to increase. Obesity and other chronic conditions can be prevented through healthy diet and regular exercise.

More than two out of three Juneau County residents are obese or overweight.¹³ Heart disease is the second leading cause of death (after cancer) in Juneau County. More than two out of three Juneau County residents are obese or overweight.¹⁴

4. Mental Health:

Mental health can be defined as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stressors of daily life, and is able to make a

¹¹ WI PDMP, Quarter 3 of 2018

¹² Wisconsin Department of Public Instruction WISEdata 2016-2017

¹³ 2018 County Health Rankings and WISH data query

¹⁴ Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Mortality Module, accessed 1/8/2019.

contribution to his or her community. Mental health is influenced by many different determinants such as family history, biology, poverty, stressful work environment, discrimination, poor physical health, and an unhealthy life style.¹⁵ Children are an especially vulnerable population that is at risk for potentially being negatively impacted by parents or family members suffering from mental illness. When children experience adverse childhood events (ACEs), they are more likely to experience poor mental health later in life and often suffer from illnesses such as depression and anxiety. Treating mental illness can be quite challenging, especially in rural areas. Limited access of mental health services, social isolation, and fear of stigmatization are factors that make treating mental illness challenging. Individuals who suffer from mental illness are at an increased risk for suicidal thoughts, ideations, and attempts (NAMI). Mental Health was the third top health concern by the 2016 Key Informant Respondents with reference to anxiety and depression in both youth and adults.¹⁶ Unfortunately, Juneau County has a higher than average suicide rate at 20.1 per 100,000 people.¹⁷

In Wisconsin, a higher number of ACEs has been linked to higher rates of depression (Child Abuse and Neglect). With a high prevalence of ACEs there is great need for mental health services. Those seeking these services in Juneau County will most likely face time and distance challenges due to the low number of service providers in the area.

Juneau County has approximately 0.91 mental health providers for every 1,000 residents. Juneau County has a higher than average suicide rate at 20.1 per 100,000 people. According to the Juneau County Department of Health and Human Services, in 2018, there were 42 emergency detentions, chapters, and involuntary hospitalizations in Juneau County.

5. Healthy Aging:

The population in Juneau County is aging. It has a greater percentage of elderly than statewide averages for Wisconsin (19.5% vs. 16.1%).¹⁸¹⁹ This population continues to increase as greater numbers of retirees, attracted by the county's natural beauty and many recreation opportunities, move into the area. From 2010 to 2020 it is projected that Juneau County will see a 36% increase in those 65 and over (UW-Madison/Extension). With an aging population comes a unique set of challenges, such as social isolation and shifting health needs of the community. As individuals age, the risk for co-morbid health conditions increases. In addition, preventing falls and improving health literacy related to medication compliance, for example, are very important for the elderly.

¹⁵ World Health Organization

¹⁶ 2016 Community Health Needs Assessment

¹⁷ Ibid.

¹⁸ 2018 County Health Rankings

¹⁹ <http://quickfacts.census.gov/qfd/states/55/55057.html> accessed 2/01/2018.

MBMC Implementation Plan:

1. Health Equity

It was decided to turn our focus from HiAP (which we have found to be beyond the scope of traditional health care facilities) to Health Equity with an emphasis on Capacity Building. Capacity Building in health is the development of sustainable skills, organizational structures, resources and commitment to health improvement to prolong and multiply health gains many times over.

This encompasses not only providing skills and awareness, but also creating channels, by means of partnerships, policy and leadership, through which this learning can be transferred into sustainable action. Capacity Building has been described as the process of establishing both human and institutional capacity.

2. Alcohol, tobacco and other drugs (ATOD)

The SAFE Coalition (Substance Abuse Free Environment) was successful in obtaining Drug Free Communities Funding. Over eighty-nine (89.4) pounds of unwanted prescription drugs were collected during six Drug Take Back events and six drug drop boxes are located throughout the county. The coalition also distributed 180 personal medication lock boxes Mile Bluff Medical Center updated opioid prescribing policies to match CDC recommendations. Roche-A-Cri Behavioral Health and Recovery Center opened its doors and offers recovery services to Juneau County residents and we expect the impact of the center to increase in our area.

We will continue to work with retailers in Juneau County to increase compliance with state laws for alcohol sales. Recent checks found 80% of retailers to be compliant.

The South Central Wisconsin Tobacco Free Coalition will be providing school based e-cigarette prevention & education sessions.

Juneau County continues to expand their Hidden in Plain Sight exhibit. This is an educational experience that walks you through a typical teenage bedroom. The inside of the bedroom is set up with drug paraphernalia “Hidden in Plain Sight.” This is an interactive display/program that offers adults insights into current trends in youth substance abuse, drug paraphernalia, concealment of illicit drugs & alcohol. Volunteers educate community members about drug trends, paraphernalia, how to talk to youth about alcohol & drugs, and what to do if a problem is suspected. Medical staff has had continuing education on this program.

The medical center will continue to offer tobacco cessation classes.

3. Physical activity, nutrition and obesity

Mile Bluff Medical Center promotes healthy lifestyles in individuals and in the community through education, and disease self-management and prevention strategies.

- a) Mile Bluff Medical Center’s athletic trainers support all Juneau County school system students and programs. They also provide a *Wet & Well* class, an aquatic fitness program for people of all ages and ability levels. Not only does this class help to improve fitness

and overall health, it has helped individuals with arthritis, fibromyalgia, joint pain and range-of-motion issues.

- b) Personalized fitness programs are also available for individuals of all ages and ability levels. Working with the athletic trainers helps clients to most effectively meet their fitness and weight-loss goals.
- c) MBMC supports breastfeeding including skin-to-skin contact in OB which increases breastfeeding success with the healthy newborn. Breastfeeding is also linked to lower rates of obesity.
- d) MBMC offers diabetes and nutrition classes to educate participants what steps they can take to nutritionally to reduce their risk of developing type 2 diabetes.
- e) MBMC has an active pulmonary rehabilitation program specifically designed to meet the needs of individuals who have Chronic Obstructive Pulmonary Disease (COPD) with education and exercise components. COPD is a highly prevalent disease in this service area.
- f) Mile Bluff's registered dietitian nutritionists are certified by the state of Wisconsin. Nutrition services at Mile Bluff include:
 - Weight management counseling (including counseling for before and after weight-loss surgery)
 - Nutrition therapy for diabetes and chronic kidney disease prevention and management
 - Pediatric nutrition therapy

4. Mental Health:

Mental health and well-being refers to the interconnection between mental illness, mental health, mental well-being and the associated stigma. Poor mental health is associated with poor quality of life, higher rates of chronic disease and a shorter lifespan. Although Mental Health is outside Mile Bluff Medical Center's scope of practice, we can contribute to better mental health through our involvement and membership in community groups such as The Juneau County Suicide Prevention Coalition.

In addition, we have increased access to mental health care by providing office space to two We have also increased local services: Innervisions Counseling and Consulting and Pine Valley Integrated Services. This has increased community knowledge of existing mental health resources as well as timely access to care.

Our employees also have access to education and resources around mental health and well-being through our Employee Assistance Program.

5. Healthy Aging

Goal #1 Prevention and Access to Services.

For older adults, navigating resources can be challenging. Even more so, and as community members commented in focus groups, tapping into health care services is more challenging for older adults whose family members no longer live in close proximity. U.S. Census data support this notion—a higher percentage of elderly are living alone (15 percent).

Health problems affect seniors more so than other age groups. National data show that almost four out of five older adults have one chronic condition. In Juneau County, older residents experience more health problems, such as diabetes (22 percent), limitations in activities (40 percent), and a majority of influenza and pneumonia deaths (88 percent). Therefore, preventive care and screenings are key. Many individuals with diabetes are undiagnosed — for example, only about 65 percent of older adults reported receiving a test for diabetes in the past three years. Percentages of older adults receiving influenza and pneumonia immunizations (72 percent and 78 percent, respectively) were much lower than the national benchmark emphasis on the need for assistance with navigating available health care resources. Post discharge coordination and follow-up, especially medication management, can be particularly challenging for certain subgroups. In particular, elderly living alone, those whose medication is complex (e.g., >5 medications), and those with chronic disease — especially depression — may have more challenges in managing and complying with their medication. Research suggests that adverse events after discharge, and subsequent re-hospitalizations, can be reduced through interventions at the time of hospital discharge, and also through follow-up with the patient.

Preventive screenings help identify some of the leading causes of death—such as heart disease, cancer, and diabetes—in early stages - when treatment is likely to work best.

Goal #2 Dementia friendly community

1. Educate the community by increasing awareness and understanding of dementia-type diseases,
2. Decrease the stigma of the disease,
3. Foster community involvement, and
4. Improve lives of those with dementia and those who care for someone with memory challenges.

It is estimated that 559 of our elderly community are living with diagnosed dementia.²⁰ These people, along with their care givers, often become socially isolated. In some part this is due to the increasingly difficult ability to engage in everyday activities. This is compounded by the stigma they feel when distressing symptoms occur in public (e.g.: repetitive behavior, restlessness, issues with inhibition). In most cases, the public lack information about Alzheimer's and related disorders, and feels ill-equipped to interact with people living with these conditions. The unfortunate result is isolation for those with Alzheimer's disease and other dementias, which then brings many health risks, including the rapid worsening of dementia. Fear and stigma go hand in hand, and create a social environment in which many are afraid to acknowledge their symptoms and seek medical evaluation.

²⁰ WDHS, Office of Aging, estimates prepared by Eric Grosso, Demographer P-01049 (06/2015)

The number of people affected by Alzheimer’s disease and related dementias is expected to increase dramatically as the baby boom generation ages. The Wisconsin Department of Health Services (DHS) recognized the urgent need for action and is committed to working to change the way state residents with Alzheimer’s disease and other dementias are cared for in Wisconsin. The DHS is working with partners across the state to create and implement a new State Plan for Alzheimer’s disease and related dementias (State Plan). The State Plan will be implemented over five years, from 2019 through 2023. It identifies several goals associated with its mission to create a “dementia-capable” Wisconsin.

Care in the community is one of the overarching areas to be addressed by the Wisconsin Plan. This includes goals of increasing understanding and reducing the stigmas associated with dementia, and improving and expanding support and education for family caregivers of people with dementia. MBMC proposes to address these dementia friendly community (DFC) goals in our rural area through two main strategies: education and design and implementation of a Memory Café.

A dementia friendly community (DFC) is one that cares about its neighbors; that listens to the feeling of its residents with dementia; that sees the signs; that understands the needs and acts. In such a community people with dementia live as independently as possible. They are valued and respected. And they engage in activities that we all take for granted and are supported as these activities become more difficult.

Monitoring and Evaluating the Implementation Plan Progress

The Community Health Needs Assessment and Implementation Plan Committee will evaluate the implementation activities and their progress on an annual basis. This will include the ability to add to or adjust the plan activities as new or emerging needs present, opportunities arise or objectives are met. A report will be given at the annual Creating Healthy Rural Communities Steering Committee which includes partners from this committee as well as other community stakeholders