

# **Juneau County Community Health Needs Assessment**



2009

*Funded in part by the Wisconsin Partnership Program  
University of Wisconsin School of Medicine and Public Health*

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March 2009

Dear Community Resident:

It is my pleasure to share with you the 2009 Juneau County Community Health Needs Assessment. On behalf of the Board of Health and the Creating Healthy Rural Communities Steering Committee, we hope you will find this information useful in planning and responding to the needs of our community. We would like to personally thank the Wisconsin Partnership Program, University of Wisconsin School of Medicine and Public Health, for its support and resources to Juneau County.

This document represents the work of the Creating Healthy Rural Communities Steering Committee. These individuals demonstrated a strong commitment to assess the health needs, to work collaboratively, and to find evidenced-based improvement strategies with the goal to improve the health of Juneau County's population.

The document is meant to summarize the key findings from the numerous discussions, secondary data analysis, like-counties and key informant interviews, and targeted consumer focus groups. An entire copy of each step of the process and the findings, along with a power point presentation, can be accessed on the Juneau County Government's website at: [www.co.juneau.wi.gov](http://www.co.juneau.wi.gov) with a Quick Link to the document and the complete resources located on the right hand side of the page.

A companion document, the Juneau County Health Improvement Plan, is also available on the website. This companion document provides a template to assist public health stakeholders with implementing the evidenced-based strategies that address the top three health priorities of:

- Health Literacy
- Parenting
- Health Care Access and Resources

I hope that you find this document useful and welcome any comments and suggestions you may have for improving the health of Juneau County citizens.

Sincerely,

Barb Theis  
Health Officer  
Juneau County Health Department

# Acknowledgements

A community needs assessment and improvement plan of this scope could not occur without the assistance of many individuals. The Juneau County Board of Health and health department gratefully acknowledges the assistance of Tahroma Alligood and David Lunney who were Master of Public Health (MPH) students at UW-Madison. They helped with communication outreach and research assistance.

We also thank Wisconsin Division of Health staff, Sheri Siemers, Jennifer Ullsvik, Patricia Guhleman, and Jim Grant, for providing us with data design and refinement. In addition, we thank Dr. Gregory Chu, UW-LaCrosse, Department of Geography and Earth Science, for his presentation on applying resource mapping using Geographic Information Systems (GIS). We also thank Dr. Patrick Remington, Director, UW Population Health Institute, Department of Population Health Sciences, University of Wisconsin, for his commitment to our project and his personal discussion with the Steering Committee on the meaning of the Wisconsin County Health Rankings data.

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We especially appreciate Carol Roth, Starfish Consulting, Inc., for her work as Project Facilitator and the help in designing, reviewing, and refining project documents.

Finally, many thanks to the Creating Healthy Rural Communities Steering Committee all of whom worked tirelessly each month to listen to health data and reports, share their concerns, comment on their experiences, and discuss possible solutions to fulfill our goals of this project. Local representation was present from all public health stakeholders (business, media, education, government, health, faith-based, community, etc.) and the members include:

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# Introduction

## Purpose

There are several purposes for doing a community health needs assessment:

(1) To fulfill State Statute HFS 140.04 responsibility requiring each local health department to complete a community health assessment and participate in the development of a new local health improvement plan every 5 years.

(2) To provide updated information on the population health status which provides the basis for the identification and prioritization of local health-related issues and the development of a local health improvement plan.

(3) To create a process to encourage public and community input into the population health needs and the use of available resources.

## Process

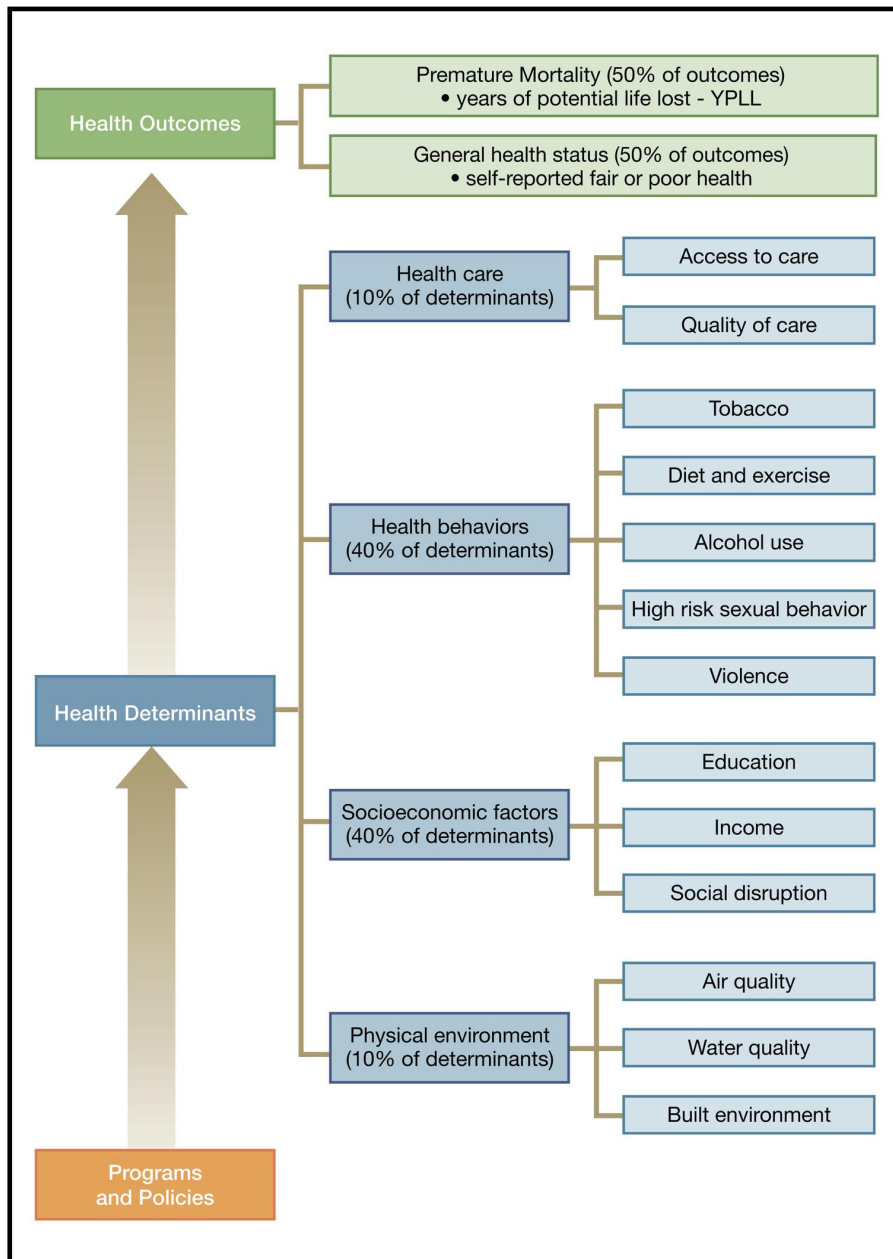
In 2006, the Wisconsin County Health Rankings reported Juneau County as the “unhealthiest county in the state.” When reported through the local media, this “last place” ranking ignited community interest and it was the impetus to seek Wisconsin Partnership Program funding. A steering committee of local partners and stakeholders who had never worked together before began the process of working towards changing the health status of Juneau County.

The county-wide Steering Committee met on a monthly basis for an entire year to assess county data, identify and prioritize needs through a nominal group process, research and review evidenced-based strategies, and develop a local health improvement plan. The process ended with a county-wide meeting to summarize the findings and encourage other stakeholders to become active partners in addressing the challenges Juneau County faces.

## Data Review

### Wisconsin County Health Rankings

The Wisconsin County Health Rankings Report from University of Wisconsin School of Medicine and Public Health was the foundation for the data collection and analysis for the Juneau County Community Health Needs Assessment. The following chart depicts the theoretical framework of the Wisconsin Health Rankings.



Based on the diagram above, the UW Population Health Institute develops a snapshot for each county. The 2008 Juneau County Health Snapshot is included on the following page.



TRENDS IN RANKINGS	2004	2005	2006	2007	2008
Health Outcomes	70	68	72	71	69
Health Determinants	68	69	68	68	67

**HEALTH OUTCOMES**

**69**

Mortality: Years of potential life lost (YPLL)/100,000 population	6,476	± 178	4,020	5,979	49
General health status: % of people reporting fair/poor health	20.4%	± 3.8	6.6%	13.2%	72

**HEALTH DETERMINANTS**

**67**

**HEALTH CARE**

**73**

No health insurance (%)	12.0%	± 4.7	2.8%	7.4%	57
Did not receive needed health care (%)	4.9%	± 2.8	0.0%	2.2%	71
No dentist visit in past year (%)	39.7%	± 6.5	17.1%	25.4%	68
Poor diabetic care: Score based on % of diabetics without recommended care	61		36	50	69
No biennial mammography (%)	35.3%		18.9%	29.0%	64
Poor inpatient care: Score based on % of patients without recommended care	62		36	50	66

**HEALTH BEHAVIORS**

**56**

Cigarette smoking (%)	21.7%	± 5	12.3%	20.9%	41
Smoking during pregnancy (%)	27.9%		6.5%	14.1%	68
Physical inactivity (%)	52.4%	± 9.1	23.5%	44.5%	69
Obesity (%)	26.6%	± 5.5	17.0%	24.1%	47
Insufficient fruit and vegetable intake (%)	81.9%	± 5.8	64.0%	77.2%	59
Binge drinking (%)	17.1%	± 4.6	10.3%	23.2%	11
Motor vehicle crash rate: No. of people involved in a crash/1,000 population	45.5		20.6	41.4	50
Motor vehicle crash-related ER visits (onroad)/100,000 population	856	± 64	110	712	66
Motor vehicle crash-related ER visits (offroad)/100,000 population	145	± 26	38	91	43
Teen birth rate/1,000 births	33.9	± 6	8.8	30.9	60
Sexually transmitted disease rate/100,000 population	288	± 74	52	498	55
Violent crime rate/100,000 population	263.5		21.5	240.3	66

**SOCIOECONOMIC FACTORS**

**67**

High school noncompletion: % of students not graduating as expected	11.0%		0.0%	10.4%	58
No high school diploma: % of people age 25+ without a high school diploma	21.5%	± 1.4	7.8%	14.9%	68
Unemployment (%)	5.7%		3.5%	4.9%	51
Children in poverty (%)	16.2%	± 2.5	3.0%	12.4%	63
Divorce (%)	10.9%	± 1	6.7%	9.0%	69
Single parent households (%)	8.3%	± 1.3	5.3%	8.2%	60

**PHYSICAL ENVIRONMENT**

**15**

Air quality risk: Score based on measures from EPA and DNR	45		39	60	32
Nitrates in water: Estimated % of population exposed to excess nitrate levels	36.8%		0.0%	40.7%	34
Housing with increased lead risk: % of pre-1950s housing stock	29.0%	± 1.8	8.2%	31.1%	24
Lead poisoned children: % screened testing positive for lead poisoning	1.1%	± 1	0.0%	2.2%	41
Radon risk: % of homes screened with elevated radon levels	3.6%		1.9%	12.0%	9
Method of commuting: % of workforce that drives alone to work	77.8%		68.7%	79.5%	37

\*NR = Not Ranked

## **Other Data Analysis**

Besides reviewing the county snapshot, the steering committee also analyzed other data including the following:

- Applied resource mapping using Geographic Information Systems (GIS) to Juneau County population health data.
- Identified individual community strengths and needs that have potential for improving the health of Juneau County residents by individual Steering Committee Members.
- Examined specific components of the Wisconsin County Health Rankings data and compared with other sources of Juneau County data.
- Identified Juneau County assets to address health-related issues.
- Compared Juneau County data to Healthiest Wisconsin 2010 and Healthy People 2010 targets.
- Interviewed a cross-section of 14 key-informant individuals throughout Juneau County to gather information about their perceptions of health-related issues.
- Compared Wisconsin Youth Risk Behavior Survey (YRBS) and U.S. students.
- Conducted focus groups (115 total people) with residents involved with Juneau County Food Pantries, Family Resource Center, WIC Program, and/or Senior Meal Sites.
- Conducted telephone interviews with individuals in identified Wisconsin Counties (with similar demographics to Juneau County) who have shown success in changing the health status of their county as demonstrated in the Wisconsin County Health Rankings.
- Reviewed and compared Juneau County Health Status with other national peer counties.

## **Research Brief Analysis**

Students from the UW-Madison Master of Public Health Program researched several evidence-based strategies and programs throughout the year-long process. The analysis resulted in a number of one-page research briefs, including:

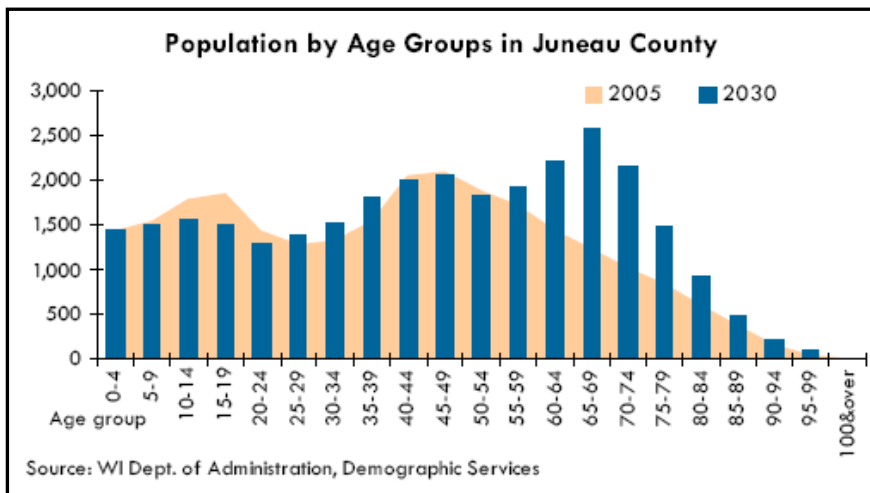
- Free Clinics
- Health Literacy and Evidenced-based Strategies
- Education and the Reduction of Health Inequalities
- Evidenced-based Parenting, Access to Health Care, and Health Literacy
- Introduction to Social Marketing in Public Health - Resources



# Key Findings

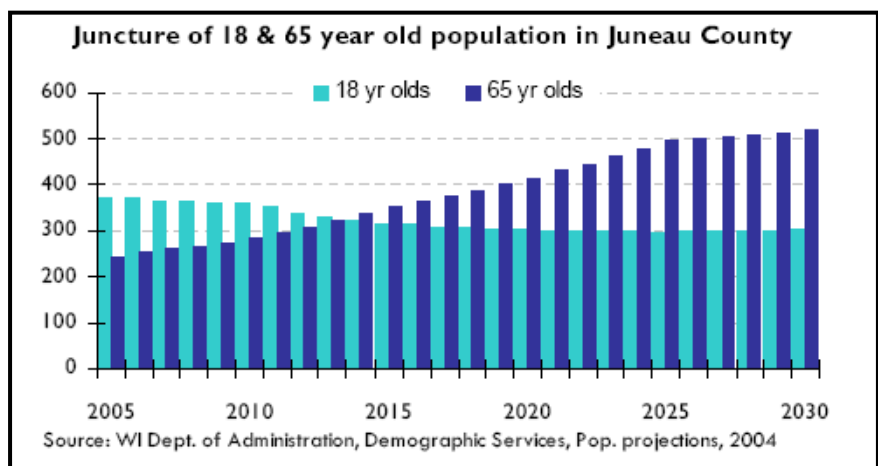
## Demographic Profile

- The population of Juneau County is aging more rapidly than many other counties in the state. This will change demands on certain services, goods, and needs.
- By 2014, in Juneau County, there will be more workers leaving the workforce than entering the workforce.
- The majority of Juneau County residents live in homes that they own.
- Juneau County has experienced a significant population growth between 2000 and 2008 due primarily to net migration and the construction of the New Lisbon Correctional Institution.



The most notable characteristic of the population age in Juneau County is the declining number of young adults (age 18-24) and the growing number of elderly (age 55 and older).

The juncture for when residents leaving the workforce (age 65) surpasses those entering the workforce (age 18) in Juneau County is 2014, one of the earliest crossing points among all Wisconsin Counties.



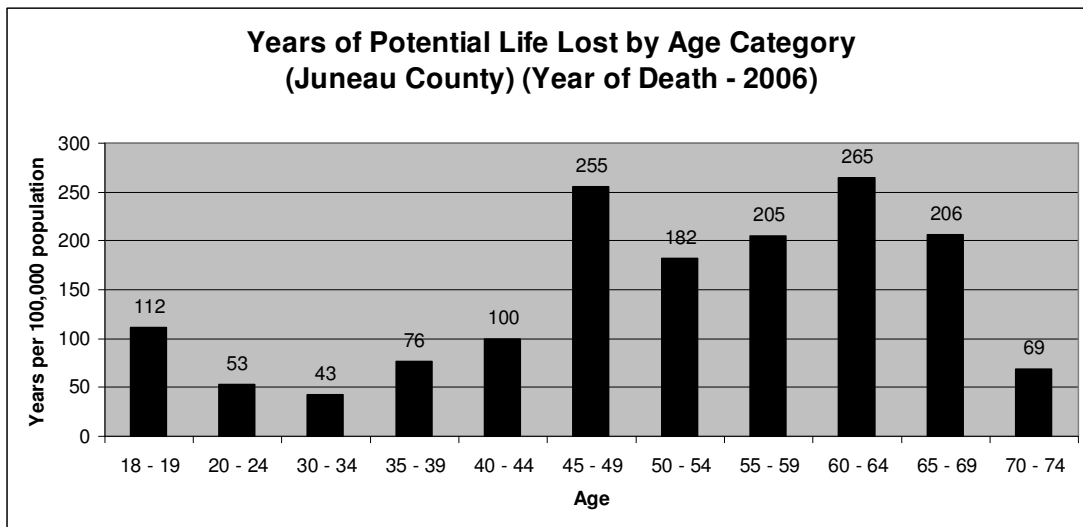
## Health Outcomes

The summary health outcomes ranking in the Wisconsin County Profiles is based on two components.

1. **Mortality** is a measurement of premature death. It is measured in years of potential life lost (YPLL) prior to age 75. YPLL accounts for the age at which a person dies. The younger a person dies, the more potential years of life are lost. This measure is age-adjusted and calculated as a rate per 100,000 population.
2. **General health status** is a measure of self-reported health. The measure that is reported in the Wisconsin Health Rankings is the percent of a population surveyed that report fair or poor health.

### Mortality

- Years of potential life lost (YPLL) is not just a result of aging.
  - Juneau County death rate is 2-3 times higher than the state for residents less than 60 years of age for the following:
    - Heart attacks (acute myocardial infarction) and other chronic heart disease.
    - Cancers of the trachea, bronchus, and lung.
  - The YPLL in Juneau County (2008) was 6,476 years per 100,000 people. This is higher than the state rate of 5,797 years per 100,000 population.
  - The YPLL in the 45-64 age groups, which is directly related to the available workforce, is significantly higher than most other age groups.



## General Health Status

- About one-half of Juneau County residents report that their physical health was “not good” on one or more days in the last month.
- More county residents report that they are in “fair/poor” health than in any other county in the state. (Juneau County ranks 72 out of 72 counties on the WI County Health Rankings).
- Juneau County residents report more unhealthy days than their national peer counties.
- More than 2 out of 5 Juneau County residents (43%) report their mental health is not good.

## Health Determinants

The health determinants in the Wisconsin County Profiles are based on four major components:

1. **Health Care** is a measure of access and whether people are receiving recommended services.
2. **Health Behaviors** refer to healthy lifestyles and personal health decisions such as tobacco use, smoking during pregnancy, physical inactivity, obesity, nutrition, alcohol use, motor-vehicle crashes, intentional /unintentional injuries, teen-birth rate, and violent crime.
3. **Socioeconomic Factors** impact health and health behaviors. These factors include unemployment, household income, self-sufficiency wages, labor force participation, education, divorce, and poverty. Socioeconomic status is a strong indicator of health and impacts health behavior risk factors such as smoking, drinking alcohol, physical inactivity, and obesity.
4. **Physical Environment** measures air and water quality and other environmental factors.

## Health Care

- Primary health care services and facilities (e.g. hospital, clinics, pharmacies) are well dispersed throughout Juneau County.
- Preventable hospitalizations in Juneau County are high. Preventable hospitalizations are hospitalizations for conditions where timely and effective ambulatory care can reduce the likelihood of hospitalization. Annual cost is \$253 per capita. (Juneau County ranks 66 out of 72.)
- More Juneau County residents are uninsured (23%) compared to the state (10%).
- Juneau County is identified as a Health Professional Shortage Area (HPSA) for Mental Health and Dental but not Primary Care, however, Primary Care HPSA is being re-defined.
- Prevalence of diabetes is higher in Juneau County than the state.

## Health Behaviors

- 27.9% of mothers smoke during pregnancy which is twice the state rate (14.1%). (Juneau County ranks 68 out of 72 counties on the WI County Health Rankings.)
- Smoking is the underlying cause of 1 out of 5 of all deaths in Juneau County.
- Adult cigarette smoking rates are higher in Juneau County than the goal rate for the state health plan (Healthiest Wisconsin 2010).
- More Juneau County residents (61%) compared to the state (53%) have tried to quit smoking.
- Almost one-half (45%) of the children participating in the Juneau County WIC program are exposed to second-hand smoke in their home. (Juneau County Health Department Staff Survey).
- 4 out of 5 Juneau County residents report that they do NOT eat the recommended amount of fruits and vegetables each day. This rate is significantly higher than the goal rate for the state health plan (Healthiest Wisconsin 2010).
- Almost 2 out of 3 Juneau County residents (63%) are overweight or obese.
- Hospitalizations and deaths due to motor vehicle accidents are higher in Juneau County than in the state.
- Child abuse and neglect reports have been increasing since 2001 in Juneau County.
- The percentage of Juneau County adults that binge drink is three times higher than the goal rate for the state plan (Healthiest Wisconsin 2010).
- Teen birth rates for 18-19 year-olds in Juneau County are higher than the state. (Juneau County ranks 60 out of 72 counties in the teen birth rate per 1,000 births on the WI County Health Rankings.)

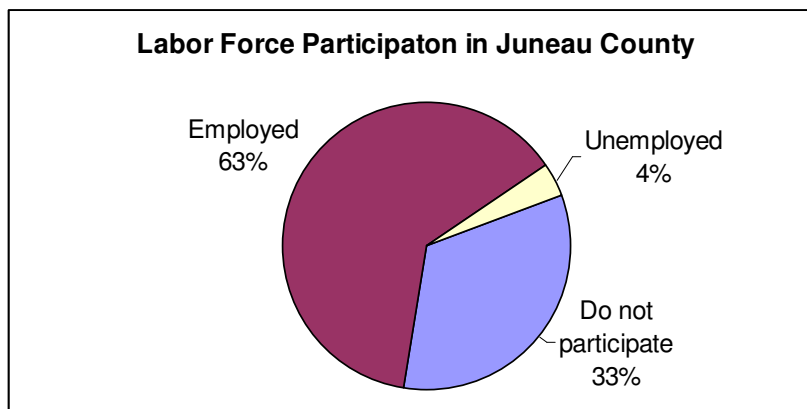


**The five leading causes of death  
in Juneau County directly  
related to health behaviors are:**

- 1. Heart Disease**
- 2. Cancer**
- 3. Respiratory Diseases**
- 4. Diabetes**
- 5. Alcohol – Related**

## Socioeconomic Trends

- In 2007, median household incomes in Juneau County (\$44,485) are well below the state (\$50,567) and national averages (\$50,233).
- The percentage of children living in poverty in Juneau County (16.2%) is higher than the state(12.4%). (Juneau County ranks 63 out of 72 counties on the WI County Health Rankings.)
- High percentage of youth in Juneau County schools is eligible to receive free and reduced lunch. Eligibility is associated with low-income families.
- Juneau County has one of the highest divorce rates of all the counties in the state. (Juneau County ranks 69 out of 72 counties on the WI County Health Rankings.)
- Juneau County has a low self-sufficiency wage. (Juneau County ranks 64 out of 72 counties on the WI County Health Rankings.) Self-sufficiency wage is the hourly wage needed by a single parent with two children (one preschooler and one school-age) in order to have sufficient after-tax income to meet basic needs without public or private assistance. Low self-sufficiency wage is associated with low-income families.
- 1 in 5 (20%) non-elderly adults in Juneau County reported a disability (Census 2000).
- Currently about 1 out of 10 high school students (11%) do not graduate as expected. High school completion rates in Juneau County have improved but still rank 58 out of 72 on the WI County Health Rankings.
- 2 out of 5 WIC households in Juneau County are food insecure; 1 out of 10 has very low food security. Low food security means they have reduced quality, variety, and desirability of their food. Very low food security means eating patterns have been disrupted and food intake reduced.
- Juneau County Food Stamp participation rates have increased 50% versus 33% for the state between 2002 and 2006.
- Juneau County unemployment rates are higher than the state rates and continue to rise.
- About 1 out of 3 eligible workers within Juneau County do not participate in the workforce.



Source: DWD, Office of Economic Advisors, July 2006

## **Physical Environment**

- Juneau County's environment is a significant strength on the WI County Health Rankings.
- Juneau County has low exposure to radon risk.
- Juneau County residents are not exposed to a high level of air or water pollution.
- There is a lower risk of lead poisoning within Juneau County homes (Juneau County ranks 24 out of 72 counties on the WI County Health Rankings.)
- The scenic bluffs, bike trails, local parks, National Wildlife Refuge, Castle Rock Lake, and many other recreational opportunities are strengths of Juneau County.

## **Summary Key Findings**

Juneau County continues to face many challenges. The county's population is aging at a faster rate than many counties in the state. The exodus of elderly residents from the workforce combined with an unequal entry of younger workers will place an ongoing burden on employers to be able to secure an adequate healthy workforce.

Socioeconomic conditions within Juneau County are tough and possibly the greatest challenge for community leaders. High school completion rates are improving but still lower than much of the state. Unemployment and poverty rates are high; household incomes and self-sufficiency wages are low.

Other health-related issues impacting Juneau County surfaced through the community health needs assessment data analysis. They include: poor nutrition, physical inactivity, smoking during pregnancy, chronic illnesses, obesity, alcohol use, lack of parenting skills, lack of availability and access to health care (mental, dental, and physical).

A highlight and great strength of this community health needs assessment data analysis is the notable physical environment of Juneau County that provides multiple opportunities that can support a healthy lifestyle and provide an economic stimulus through local tourism.

## **Steering Committee Activities**

The Healthy Rural Communities Steering Committee was appointed and met for a full year to learn more about the health-related issues, identify strengths, challenges, needs and assets, and identify the key issues to address that would have the greatest impact on the health of Juneau County residents. Following are the highlights from the community health needs assessment process.

### **GIS Spatial Analysis**

Dr. Gregory Chu, Professor and Chair of the Department of Geography and Earth Science, UW-La Crosse, explained GIS, a system of information (computer software, hardware, and data) that can be used to manipulate, analyze, and depict spatial information to show geographic patterns that are related to health issues in Juneau County. Liz Housworth from Juneau County Land Information Office used GIS to create Juneau County maps that depict areas of poverty, educational attainment, location of health services, and the percent of persons with disabilities.

### **Strengths and Challenges of Local Communities**

The Steering Committee identified the strengths and challenges of local communities in addressing health-related issues. The strengths are comprised of a broad-based health infrastructure including a local hospital, community involved health care providers, and a user-friendly health department. There are a variety of local resources to support each community.

Steering Committee members realized that working toward improving the health and well-being of local residents needed to include these challenges:

- Connecting individuals and families to existing resources through an effective referral system.
- Targeting individuals and families to provide education to impact risky health behaviors such as smoking, underage drinking, and teen pregnancy.
- Supporting incentives to increase high school completion rates and literacy levels.
- Increasing volunteer opportunities for mentoring to model life skills.

## Interviews with Peer Wisconsin Counties

Telephone interviews with peer counties throughout the state that have had success in addressing many similar health-related issues provided insight into the strategies that helped achieve positive outcomes.

These interviews revealed:

- Partnerships representing a cross-section of the local community were necessary for success. Positive outcomes prevailed when there was a shared vision and all members took responsibility for improving healthy behaviors.
- Parenting programs were successful when they were based on parent-identified needs and also provided transportation, child care, and tuition assistance.
- Education is the key to behavior change. To ensure engagement, participants must value the programs. Programs need to be offered at a time and place that are convenient for participants.
- When community partners met on a regular basis and discussed needs, resources, and successes, they were more effective in helping local residents access health care services.

## Key Informant Interviews

Fourteen individuals representing a cross-section of Juneau County were interviewed. Individuals discussed their perspectives about the health of Juneau County residents and provided insight about programs and activities that have the potential to benefit Juneau County residents.

Through the interviews, the following themes were identified:

- For a rural area, Juneau County has high-quality health care providers and medical facilities available.
- A significant number of Juneau County residents live and operate in a crisis mode.
- A high percentage of Juneau County residents are uninsured or underinsured making preventive care unaffordable. This also contributes to the clients' inability to establish a relationship with a primary care provider and maintain a medical home.
- Members of the business sector expressed concerns about the unhealthy and uneducated workforce. This impacts job performance, productivity, and high levels of absenteeism.
- Many Juneau County residents struggle to meet basic needs.
- Lack of access to mental and dental services were two of the greatest needs identified.



## Focus Groups

Information was gathered from over one hundred local residents at WIC Clinics, food pantries, senior meal sites, and the Family Resource Center.

Many of these residents lived on limited incomes and expressed the following health-related concerns:

- 50% of focus group participants mentioned difficulty in obtaining dental care.
- Many Juneau County residents are not aware of available services nor do they know where to go to get help.
- Focus group participants get information about local services and programs via word-of-mouth.
- Focus group participants identified smoking as their greatest challenge to leading a healthier lifestyle.
- Focus group participants expressed concerns about the availability and affordability of health care.
- Focus group participants wanted more information about preventing obesity in their children, improving health through better nutrition, and finding avenues for exercise.

## Review of Prevention and Intervention Programs, and Parenting Educational Opportunities

A review of the prevention and intervention parenting programs and educational offerings for parents in Juneau County found that the county has a variety of parenting resources available. These include:

- Prevention Programs include Early Head Start, Prenatal Care Coordination, and Maternal and Child Home Visits.
- Intervention Programs include Parent Aid, Court-ordered Parenting, Children in the Middle, Safe and Stable Families.
- Educational Opportunities for parents include play groups, parenting newsletters, children's fair, and parenting workshops.

While there are many parenting programs and available resources, providers and committee members alike felt that many are underutilized.

## Identification of Health Priorities

Based on secondary data review, information provided by state experts, research on evidence-based programs, focus group and key informant summaries, interviews with peer counties, in-depth discussions about health needs, identification of county programs and gaps in services, the Steering Committee identified three primary health-related issues through the nominal group process. The target population for these issues is low-income parent and families.

These issues were endorsed by the Juneau County Board of Health and will be addressed in the next Community Health Improvement Plan:

- Parenting
- Health Literacy
- Health Care Access and Resources

### Parenting

Through several discussions about parenting and the available county resources to address this issue, the steering committee realized that many parenting educational opportunities already existed within the county. Rather than implementing additional parenting programs, the Steering Committee identified a need to improve the utilization of current parenting programs through improved collaboration and assessing programs based on a social marketing framework. Steering Committee members stressed a strong need to better educate parents who do not respond to traditional educational methods.

### Health Literacy

Health literacy improves the capacity of individuals to obtain, process, and understand basic health information and the services that are necessary to make appropriate decisions about one's health. Research shows that increasing health literacy can have a positive impact on an individual's overall health. Steering Committee members linked the lack of health literacy in the Juneau County population to the inability to develop healthy habits and adhere to medical guidance.

Currently, two health literacy programs identified as best-practices are being implemented within the county. They are "Reach Out and Read" and "Ask Me 3." Through collaboration and increased implementation, health literacy programs can reach residents throughout the county. Steering Committee members recognized that improved high school completion rates could significantly impact health literacy.

## Health Care Access and Resources

Juneau County has many exceptional health care providers and services, clinics, a hospital, and a highly respected Health Department. Even so, the need for additional health care access and resources for mental, dental, and medical needs was a reoccurring theme.

Providers and community members will be better able to focus on prevention rather than crisis intervention by addressing access to: (1) Mental health care as well as associated issues including depression and stress; (2) Dental care, especially for residents using medical assistance; and (3) Medical care especially the development of a system to identify and provide support for the uninsured to access care and resources.

Extensive time was spent on looking at the options to address these needs such as expanding existing services, increased collaborations, seeking additional grant funding, developing free-clinics, and providing alternative health insurance options.

To address dental health, a partnership was pursued with Family Health / LaClinica of Wautoma, a federally qualified health center. A successful grant has funded the development of a satellite dental health clinic to serve Adams and Juneau Counties. This will begin to address the dental health needs of residents on medical assistance.

Mental health was identified as the greatest health care need and challenge for Juneau County residents, as well as for residents statewide. Successful strategies have not been identified to address this need.

The Steering Committee found that addressing access to primary care is a complex issue. The local hospital and clinics have found that uncompensated care is increasing. They are very committed to finding local solutions to address this rising need. The Steering Committee values the expertise and caring commitment of the local medical providers and recognize the need for continuity of care and medical home.

## Next Steps

Several courses of action will be or are already being put into practice in Juneau County to improve the health and well-being of local citizens. Highlights include:

- Grant funding is being pursued to improve the utilization of current parenting programs through improved collaboration and assessing programs based on a social marketing framework.
- A dental clinic is being developed to serve Adams and Juneau County residents and help address access to dental care for residents on Medical Assistance and others.
- Marketing of the Aging and Disability Resource Center for Juneau County residents is in progress. The center provides resources for any adult 18 years of age and older.

- Marketing is underway for United Way's 2-1-1 in Juneau County. 2-1-1 is a free, confidential 24 hours a day, 7 days a week, resource for community information and referrals for non-emergency assistance. Residents can dial 2-1-1 by phone or access the service online at [www.getconnected211.org](http://www.getconnected211.org)
- Two health literacy programs, Reach Out and Read and Ask Me 3, are being implemented at the Mile Bluff Medical Center.
- A community garden sponsored by many local agencies is being piloted in the Mauston community.
- Head Start expansion to increase Family Resource Centers, Early Head Start, and Head Start Pre-school opportunities is being explored because of the funding made available through the federal stimulus package.
- Mile Bluff Medical Center providers have made a strong commitment to finding a screening process and a local solution to address the health care access for the uninsured.
- Health improvement plans have been drafted to help begin identifying strategies for stakeholders to consider in addressing the top three health issues of parenting, health literacy, and health care access and resources for mental, dental, and primary care. More work is needed to evaluate and refine the plans.

Through this report, the Steering Committee has provided an exceptional overview of the health needs and priorities necessary to address to meet the challenges in Juneau County. During the interviews with successful peer counties, an insightful individual shared their perception about why and how their community became healthier. This insight holds much promise and hope and is important to reflect upon.

***Everyone needs to make a concerted effort to help populations become healthier. Efforts to change people's behavior cannot be viewed as "oh it's just the doctors, or health department's or etc., responsibility." We all need to put our reputations and names on the line and support one another to increase the credibility of what we are trying to do and help support the change we hope to accomplish with our population.***

***In addition, we cannot rely on others totally for making referrals for residents who need services and resources; we need to educate and empower the consumer.***

The steering committee's work in this health needs assessment process will not be viewed as a success without community stakeholders using this plan to educate themselves on the health needs of Juneau County and responding to the call to engage in partnerships to improve the health of Juneau County citizens. This is the next step in creating healthy rural communities.

## Resources

**American Community Survey (2005-2007).** (<http://factfinder.census.gov>)

*Official estimates of social, economic, housing, and demographic information by county, state, nation.*

**Burden of Diabetes in Wisconsin (2008).** Wisconsin Diabetes Prevention and Control Board, Wisconsin Department of Health Services – Division of Public Health.

(<http://dhs.wisconsin.gov/health/diabetes/PDFs/Burden08.pdf>)

**Burden of Tobacco Report (2006).** Wisconsin Tobacco and Prevention Control Program, Wisconsin Department of Health Services - Division of Public Health.

(<http://dhs.wisconsin.gov/tobacco>)

**Center for Disease Control** ([www.cdc.gov/brfss](http://www.cdc.gov/brfss))

*Contains data on local, state and national behavioral risk factors.*

**Community Health Status Report - Juneau County (2008)** - (<http://communityhealth.hhs.gov>)

*Community Health Status Indicators (CHSI) by state /county.*

**Creating Healthy Rural Communities – Research Briefs, etc. Juneau County Health Department, Mauston, WI.** (<http://www.co.juneau.wi.gov/>)

*Each topic review contains discussion, research findings, conclusions, implications, resources.*

- Free Clinics
- Health Literacy and Evidence-Based Strategies
- Education and the Reduction of Health Inequalities
- Evidence-based Parenting, Access to Health Care, and Health Literacy
- Introduction to Social Marketing in Public Health - Resources

**Creating Healthy Rural Communities – Newsletters (2008) Juneau County Health Department, Mauston, WI.** (<http://www.co.juneau.wi.gov/>)

- Newsletter Issue 1
- Newsletter Issue 2
- Newsletter Issue 3
- Newsletter Issue 4
- Newsletter Issue 5

**Creating Healthy Rural Communities – Summaries available from Juneau County Health Department, Mauston, WI.** (<http://www.co.juneau.wi.gov/>)

- Juneau County Health Needs Assessment Presentation final (Power Point) (May 2008)
- Healthy Juneau County Progress Report (June 2008)
- Bridges Out of Poverty (June 2008)
- Findings of Wisconsin County Interviews (August 2008)
- Key Informant Interview Summary (September 2008)
- Juneau County Focus Group Interview Summary (October 2008)
- Parenting Prevention Programs in Juneau County (October 2008)
- Parenting Intervention Programs in Juneau County (October 2008)
- Educational Parenting Opportunities for Juneau County (October 2008)
- Juneau County Community Input – Strengths and Weaknesses (November 2008)

- Comparison of Juneau County Focus Group and Steering Committee Assessments of Health Needs and Current Program to Meet Identified Needs (December 2008)
- Social Marketing Application to Juneau County (Power Point Presentation) (February 2009)
- Parking Lot of Topics and Other Issues That are Concerns for a Healthy Juneau County (February 2009)

**Rural Healthy People 2010.** (<http://www.srph.tamhsc.edu/centers/rhp2010/publications.htm>)

**U.S. Census Bureau** ([www.census.gov](http://www.census.gov))

**University of Wisconsin – Population Health Institute** ([www.pophealth.wisc.edu/uwphi/](http://www.pophealth.wisc.edu/uwphi/))  
*Contains data on the Wisconsin County Health Rankings, Population Health, Health Policy, Healthy Wisconsin Initiatives, Alcohol and Other Drug Use.*

**Wisconsin Alcohol Traffic Facts Book (2003).** Wisconsin Department of Transportation.  
(<http://www.dot.wisconsin.gov/safety/motorist/crashfacts/docs/archive/alcoholfacts2003.pdf>)

**Wisconsin Council on Children and Families** ([http://www.wccf.org/kidcount\\_data.php](http://www.wccf.org/kidcount_data.php))  
*WisKids State and County Data*

**Wisconsin Department of Workforce Development** ([www.dwd.state.wi.us](http://www.dwd.state.wi.us))  
*Contains data on population, unemployment, labor force, employers, wages, and income.*

**Wisconsin Department of Administration** ([www.doa.state.wi.us](http://www.doa.state.wi.us))  
*Contains data on demographics, employment.*

**Wisconsin Food Security Project** (<http://www.uwex.edu/ces/flp/cfs/>)  
*A partnership between the University of Wisconsin –Extension and the Wisconsin Department of Health and Family Services.*

**Wisconsin Healthy People 2010 (Wisconsin State Health Plan)**  
(<http://dhs.wisconsin.gov/statehealthplan/index.htm>)

**WISH (Wisconsin Interactive Statistics on Health, Wisconsin Department of Health and Family Services.** ([www.dhfs.state.wi.us/wish](http://www.dhfs.state.wi.us/wish))  
*Contains data on infant mortality, teen births, all births, prenatal care, population demographics, all mortality.*

**Wisconsin Traffic Crash Facts (2006).** Wisconsin Department of Transportation.  
(<http://www.dot.wisconsin.gov/safety/motorist/crashfacts/docs/archive/crashfacts2006.pdf>)

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Soldiers Grove, WI 54655  
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