Community Health Needs Assessment

Mayo Clinic Health System – Red Cedar

September 2016

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Executive Summary

Enterprise Overview*:*

Mayo Clinic is a not-for-profit, worldwide leader in patient care, research and education. Each year Mayo Clinic serves more than 1 million patients from communities throughout the world, offering a full spectrum of care from health information, preventive and primary care to the most complex medical care possible. Mayo Clinic provides these services through many campuses and facilities, including 23 hospitals located in communities throughout the United States, including Arizona, Florida, Minnesota, Wisconsin and Iowa.

A significant benefit that Mayo Clinic provides to all communities – local to global – is through its education and research endeavors. Mayo Clinic reinvests its net operating income funds to advance breakthroughs in treatments and cures for all types of human disease and quickly bring this new knowledge to patient care. Through its expertise and mission in integrated, multidisciplinary medicine and academic activities, Mayo Clinic is uniquely positioned to advance medicine and bring discovery to practice more efficiently and effectively.

In addition, through its Centers for the Science of Health Care Delivery and Population Health Management, Mayo Clinic explores and advances affordable, effective health care models to improve quality, efficiency and accessibility in health care delivery to people everywhere.

Entity Overview:

Mayo Clinic Health System - Red Cedar is a 25-bed, critical-access hospital located in Menomonie, Wis. Since 1980, the hospital has been dedicated to promoting health and meeting the health care needs of our patients.

Mayo Clinic Health System – Red Cedar is one of 17 hospitals within Mayo Clinic Health System. Red Cedar is part of the Northwest Wisconsin region, which also includes hospitals in Eau Claire, Bloomer, Barron and Osseo. It supports the community through inpatient and outpatient services. The hospital had 1,652 admissions in 2015 and has 762 employees.

Mayo Clinic Health System is a family of clinics, hospitals and health care facilities serving more than 70 communities in Iowa, Wisconsin and Minnesota. It includes more than 900 providers and serves more than half a million patients each year. As part of Mayo Clinic, a leading caregiver with nearly 150 years of patient care, research and medical education expertise, the organization provides a full spectrum of health care options to local neighborhoods, ranging from primary to highly specialized care. Mayo Clinic Health System is recognized as one of the most successful regional health care systems in the U.S.

Mayo Clinic Health System provides patients with access to cutting edge research, technology and resources. Our communities have the peace of mind that their neighbors are working together around the clock on their behalf.

Mayo Clinic Health System was developed to bring a new kind of health care to communities. By putting together integrated teams of local doctors and medical experts, we've opened the door to information sharing in a way that allows us to keep our family, friends and neighbors healthier than ever before.

Mayo Clinic's greatest strength is translating idealism into action. It's what our staff does every day for our patients, and it's how we transform hope into healing.

Mayo Clinic Health System was created to fulfill the commitment to bring Mayo Clinic quality health care to local communities. As part of this commitment, the health system has a long tradition of supporting community health and wellness. In 2015, Mayo Clinic Health System – Red Cedar provided more than $2.2 million in community benefit through uncompensated care. It provided more than $67,000 through philanthropic donations to the community to support programs such as American Cancer Society fundraising events, community events and causes that promote health, wellness and/or physical activity, Junior Achievement and first aid kits to local schools and coaches.

Red Cedar also provides a wide range of wellness and prevention programs for the community, including free blood pressure/blood sugar screenings, a variety of support groups and classes, extensive programming for youth and families to promote physical activity and healthy eating, and events for seniors and women. In 2015, Red Cedar reached more than 7,800 community members through community support and health and wellness activities.

The Mayo Clinic Health System Community Health Needs Assessment (CHNA) process advances and strengthens our commitment to community health and wellness activities by focusing on high-priority community needs and bringing additional ones to light.

Summary of Community Health Needs Assessment:

Mayo Clinic Health System – Red Cedar's community assessment process was led by a regional Community Health Needs Assessment Committee (CHNAC.) That committee followed a systematic process to evaluate the health needs of our communities and determine the community health priorities.

The primary input into the assessment and prioritization process was the Dunn County Community Health Needs Assessment Report 2015. This assessment is a joint effort of the Dunn County Health Department, Mayo Clinic Health System – Red Cedar, University of Wisconsin – Stout, Arbor Place Alcohol & Drug Treatment Center, Dunn County Extension and Western Wisconsin Region of Public Health, all with the goal of improving the quality of life for everyone in the community.

Qualitative and quantitative data collection methods included:

- Analysis of existing data gathered from a variety of sources, such as census data, government reports, health department statistics and information collected from local hospital and local community service organizations.
- Electronic and paper surveys widely distributed to community resource organizations representatives and residents, with 1,023 responses received from county residents.
- Listening sessions with typically underserved populations.

The Wisconsin Department of Health Services' most recent health agenda, *Healthiest Wisconsin 2020,* as well as County Health Rankings, a joint effort of the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute were also taken into consideration.

Community Input

Community input was received at numerous stages and from a variety of levels of leadership throughout the CHNA process. The Dunn County Community Health Needs Assessment Steering Committee participated in gathering and analyzing local health data, as well as planning for and distributing community health surveys to local churches, schools, senior centers, public libraries, Dunn County WIC clinic, local free clinic and to the University of Wisconsin-Stout Health Services office.

Once the survey was developed, a kick-off event was held so key stakeholders could provide feedback and finalize its contents. Participants were involved in a mapping exercises to make sure the survey was distributed to a broad list of community members. (See Appendix B for a complete list.)

After the survey process was completed, these stakeholders were invited to review results and identify key health focus areas. This meeting spurred commitment for building a more formal community health coalition charged with addressing the health priorities for Dunn County. Currently, there are a handful of small groups working on issues, but not as a cohesive organization. The success of the larger group meetings held for the health assessment, reinforced interest and desire to have a more coordinated, strategic approach to addressing local health issues in the future.

After completing an extensive analysis of the Dunn County Health Needs Assessment report, *Healthiest Wisconsin 2020* and other quantitative and qualitative data, the top community health needs identified as priorities for Mayo Clinic Health System – Red Cedar are:

1. Mental health
2. Obesity
3. Chronic disease prevention and management

Our Community

Geographic Area:

Mayo Clinic Health System – Red Cedar is located in northwestern Wisconsin. The region is made up of the communities of Altoona, Chippewa Falls, Durand, Eau Claire and Menomonie. For the purpose of this report, Red Cedar's primary service area is Dunn County.

Demographics:

Menomonie has a population of 16,264. Dunn County has a population of 44,295 and is considered 98.6 percent rural. Most of the population growth in the county has been from natural population increase. The racial make-up of the county is predominately white, with the largest ancestry groups being German, Norwegian and Irish. The largest ethnic population is Asian, which grew from 2.1 percent in the 2000 Census to 2.8 percent in 2015. Additional demographic detail has been included as Appendix A.

There are no additional hospitals in Dunn County. However, there are two hospitals in neighboring Eau Claire County that provide secondary and tertiary level care (Mayo Clinic Health System in Eau Claire and HSHS Sacred Heart Hospital), including level II trauma care (Mayo Clinic Health System in Eau Claire). As a member of Mayo Clinic Health System, Red Cedar has seamless access to the care offered in Eau Claire, as well as the world-renowned Mayo Clinic in Rochester, Minn. In addition, the residents of Dunn County have access to the following:

General health clinics
- Free Clinic of the Greater Menomonie Area, Menomonie
- Marshfield Clinic, Menomonie

Mental health clinics

- Mayo Clinic Health System – Red Cedar
- Dunn County Human Services

Dental clinics
- Colfax Dental Wellness Clinic
- CVTC Rural Health Dental, Menomonie
- Gentle Dental Care, Menomonie
- Midwest Dental, Menomonie
- Trimble Dental, Menomonie

Nursing homes
- Colfax Health & Rehabilitation Center, Colfax
- Dunn County Health Care Center, Menomonie
- The Neighbors of Dunn County

Assisted-living facilities
- Above and Beyond Elderly Care, Boyceville
- Agape Adult Family Home, Menomonie
- Angel Care Adult Day Care, Menomonie
- Arbor Place Inc., Menomonie
- Aurora Residential Alternatives Inc., Menomonie
- Autumn Village, Menomonie
- Broadway Home, Menomonie
- Care Partners Assisted Living, Menomonie
- Clear View, Elk Mound
- Comforts of Home, Menomonie
- Country Terrace, Menomonie
- Deerfield Adult Family Home, Menomonie
- Gypsy Hill Country Home, Menomonie
- Halverson Adult Family Home, Menomonie
- Helping Hands of Dunn County, Menomonie
- Journey Home, Elk Mound
- Lambs Creek West Adult Family Home, Boyceville
- Lifestyles Adult Family Homes Inc., Menomonie
- Noreen Family Home, Menomonie
- Northwest Pathways to Independence Inc., Menomonie
- Our House Memory Care, Menomonie
- Potters Country Home, Menomonie
- Safe Haven Adult Assisted Living, LLC., Boyceville
- Serving Hands at South Ridge, Menomonie
- Solomon Hill Adult Family Home, Menomonie
- Spring of Life, Knapp

- Tainter Adult Family Home, Colfax
- Tara Place, Elk Mound
- Triple Springs Country Home, Downing
- Weimer Adult Family Home, Menomonie
- Woodridge Court Home, Menomonie

Drug treatment centers
- Arbor Place, Menomonie

Assessing the Needs of the Community

Overview:

Mayo Clinic Health System – Red Cedar identified and prioritized community health needs through a comprehensive process that included input from a cross-section of community and organizational leadership, as well as direct input from the community. The assessment process particularly was aimed at understanding the needs of the traditionally underserved.

The Mayo Clinic Health System regional CHNAC led the process of evaluating the health needs of our communities and determining our health priorities. The committee was chaired by the regional CEO and included leadership representation from the Northwest Wisconsin region of Mayo Clinic Health System, which is comprised of five hospitals located in Eau Claire, Barron, Bloomer, Menomonie and Osseo. Committee members were chosen for their expertise in directly providing services to meet the health needs of our communities and for their involvement in existing community programs and services. The committee was responsible for creating a thorough and organized needs assessment process, as well as developing an effective plan to meet the identified needs. (See Appendix B for a list of Community Health Needs Assessment Committee members.)

Process and Methods:

Dunn County health assessment survey 2015-16 process

The assessment process began with a thorough review of the Dunn County Community Health Needs Assessment Report. The purpose of the county's report was to identify the top health concerns in the area so health professionals were able to collaborate and combine resources to improve existing preventive initiatives and develop new efforts. New health initiatives will be created in accordance with the guidelines set in *Healthiest Wisconsin 2020,* a guidebook created for the overall betterment of health in the State of Wisconsin. View the [complete report](#).

The committee leading the county health assessment process was chaired by the director of the Dunn County Health Department and the assistant administrator at Mayo Clinic Health System – Red Cedar. The committee included individuals from a variety of organizations and agencies that provide support for the health needs of the county, many of whom were involved in existing community programs and services. The group met several times from March 2015 through May 2016 to plan and implement the assessment.

The collaborative health assessment process began by engaging the public through a community health needs survey. The objective of the survey was to increase understanding of the community's needs and the perceived greatest health challenges facing the community. The survey was available online and by paper copies distributed widely through the community. Survey questions focused on 14 health areas based on the Wisconsin Department of Health Services health plan, *Healthiest Wisconsin 2020.*

The health focus areas addressed in the survey were: alcohol misuse, chronic disease prevention and management, communicable disease prevention and control, environmental and occupational health,

healthy growth and development, healthy nutrition, injury and violence, mental health, obesity, oral health, physical activity, reproductive and sexual health, substance use, and tobacco use and exposure. Survey respondents were asked to rate each of the health focus areas on a four-point scale indicating how much of a problem they felt each area to be for the community (1=not a problem, 4=major problem) and identify reasons they felt the area was a problem.

The community survey was available online and in a paper version. An invitation to take the survey was announced through a newspaper article and ad and by personal email invitations to the following targeted groups:
- Assisted living facilities: Autumn Village, Comforts of Home and The Oaks
- City of Menomonie
- Free Clinic of the Greater Menomonie Area patients
- Greater Menomonie Area Chamber of Commerce
- Hmong Alliance Church congregation
- Mayo Clinic Health System – Red Cedar employees and volunteers
- Menomonie School District
- Colfax School District
- Elk Mound School District
- Dunn County Aging Disability Resource Center
- Dunn County Health Department
- Shirley Doane Senior Center patrons
- Stepping Stones (food pantry) patrons
- Rural/agriculture community through UW-Extension
- Partnership for Youth (law enforcement, mental health professionals, school counselors)
- Arbor Place
- Churches across Dunn County
- UW-Stout Health Services
- CESA 10

The survey was completed by more than 1,000 community members. Respondents represented a wide range of county residents, including a variety of income and educational levels, age and household size.

Along with reviewing the 2015-2016 Dunn County Community Health Assessment Report, primary and secondary data collected throughout the year-long process was thoroughly reviewed, as well as community rankings provided by County Health Rankings. Launched in 2010, the County Health Rankings program aims to produce county-level health rankings for all 50 states. These rankings identify the multiple health factors determining a county's health status and indicate how health status can be affected by where we live. Factors that can determine the health status of a community include environment, education, jobs, individual behaviors, access to services and health care quality. The 2015 Dunn County Health Rankings report is included in Appendix E. Other data sources in the Dunn County Community Health Assessment are the state health plan, *Healthiest Wisconsin 2020;* U.S. Census; Behavioral Risk Factor Surveillance System; Youth Risk Behavior Surveillance System; Wisconsin Department of Public Health; and other local and national sources.

Prioritization

The CHNAC used these data sources to compile a list of community health needs to be addressed. Community health needs then were evaluated using a matrix called the CHNA Process to Identify and Prioritize Needs. This process measured each need on a set of criteria: comparison to state and national performance, community impact, ability to impact, community readiness, gaps in the community, and voice of the local customer. Following group discussion, each need was given a ranking of high, medium or low for each criterion. The rankings then were assigned a numerical value from 1 to 3, where 3 was equivalent to high. (The prioritization matrix is included as Appendix D.)

Addressing the Needs of the Community

Overview:

After completing an extensive analysis of the Dunn County Community Health Assessment, community survey results, *Healthiest Wisconsin 2020,* County Health Rankings and other quantitative and qualitative data, the top community health needs identified as priorities in Dunn County are:

1. Mental health
2. Obesity
3. Chronic disease prevention and management

Identified Health Needs:

Mental Health

The mental health focus area refers to services and support to address how we think, act and feel as we cope with life. Mental health is essential for personal well-being, caring family and interpersonal relationships, and meaningful contributions to society. Mental health conditions may include, but are not limited to, depression, anxiety, post-traumatic stress disorder and bipolar disorder.
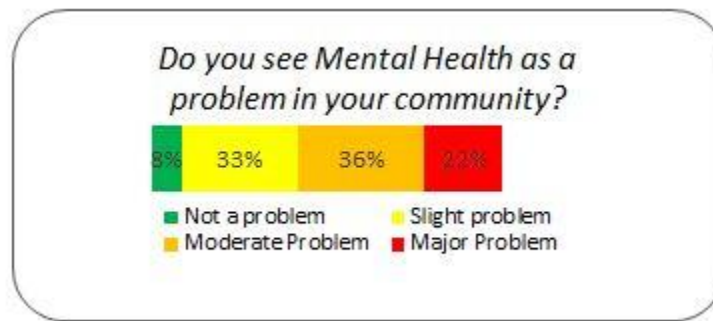
Good mental health allows us to form positive relationships, use our abilities to reach our potential and deal with life's challenges. Mental illnesses are medical conditions that impair a person's thinking, mood, ability to relate to others and ability to cope with the daily demands of life.

Mental illnesses often are associated with physical health problems and risk factors, such as smoking, physical inactivity, obesity and substance abuse – factors that can lead to chronic disease, injury and disability. Additional information from the *Healthiest Wisconsin 2020* plan can be found at https://www.dhs.wisconsin.gov/publications/p0/p00816-mental-health.pdf.

Population mental health is difficult to quantify outside of self-reported data. However, several measures can serve as a proxy for mental well-being in a community, such as adverse childhood experiences and availability of adequate mental health services. In Dunn County, the ratio of mental health providers is consistently lower than statewide averages.

In Dunn County:
- Of Community Health Needs Assessment survey respondents, 68 percent indicated mental health is an issue that affects them or someone they know.
- More than 85 percent of respondents said they don't feel comfortable asking about or finding mental health services for themselves or others.
- Dunn County residents reported an average of three mentally unhealthy days in the past 30 days.

Do you see Mental Health as a problem in your community?

8%	33%	36%	22%

- Not a problem
- Slight problem
- Moderate Problem
- Major Problem

Actual County Health Statistics:

Note: suicide rates were included in both the Mental Health and Injury and Violence Prevention categories.

	Dunn County	Wisconsin
Suicide Deaths Source: https://www.dhs.wisconsin.gov/publications/p0/p00648-2014.pdf	8 (2015 local data)	724 (per year, 2014)
Hospitalizations: Self-Inflicted Wounds 2015 (County Health Rankings)	85	95 (county average)

Obesity

Obesity is defined as the presence of excessive body fat, which can increase the risk of heart disease, high blood pressure, diabetes, cancer and other chronic diseases. A body mass index (BMI) over 30 is considered obese.

Obesity in our communities can contribute to increased medical costs and decreased productivity, resulting in significant impact on the economy. The prevalence of Wisconsin adult obesity increased from 24 to 30 percent from 2004 to 2015 (Wisconsin Department of Health Services). Maintaining a healthy weight also is important for reducing the risk of developing chronic conditions that may have a major impact on quality of life. Healthy weight management promotes good mental health, healthy nutrition, physical activity and a longer life.

Obesity prevention focuses on increasing healthy eating habits and physical activity for our community members. However, busy lifestyles or lack of access to healthy food and recreational areas often are barriers to making healthy choices. To overcome these barriers, we must work to make the healthy choice the affordable and easy choice for everyone within our community. Additional information from the *Healthiest Wisconsin 2020* plan can be found at:
https://www.dhs.wisconsin.gov/publications/p0/p00816-physical-activity.pdf and
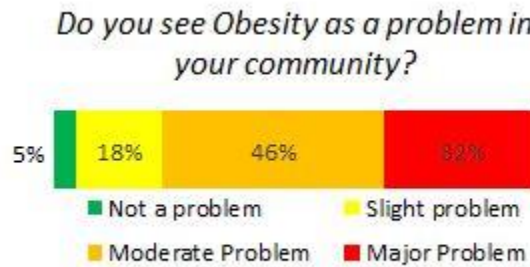https://www.dhs.wisconsin.gov/publications/p0/p00816-nutrition.pdf.

Data Highlights from Community Health Assessment

Obesity is closely linked to many common chronic diseases, such as heart disease, high blood pressure and diabetes. Similar to statewide trends, obesity in Dunn County has increased steadily over the past 10 years.

In Dunn County:
- Of the Community Health Needs Assessment survey respondents, 76 percent indicated obesity affects them or someone they know.
- Seventy-three percent of adults get less than five fresh fruits and vegetables a day. The statewide average is 23 percent.
- Access to exercise opportunities in Dunn County are lower (61 percent) than the state average (83 percent).

Do you see Obesity as a problem in your community?

5%	18%	46%	32%

■ Not a problem ■ Slight problem
■ Moderate Problem ■ Major Problem

Actual County Health Statistics:

	Dunn County	Wisconsin
Obesity rates for adults http://dhs.wisconsin.gov/health/physicalactivity/index.htm	29%	29%
Obesity rates in children between 2 and 5 yrs. Source: KidsCount Data Center	12%	16.6%

23.1% of Adults in Wisconsin reported drinking a "sugar-sweetened beverage" in the last seven days (State of Wisconsin Nutrition, Physical Activity and Obesity Profile)

Chronic Disease Prevention and Management

According to *Healthiest Wisconsin 2020,* the goals of chronic disease prevention and management are "to prevent disease occurrence, delay the onset of disease and disability, lessen the severity of disease, and improve the health-related quality and duration of the individual's life."

Four modifiable health risk behaviors — unhealthy diet, insufficient physical activity, tobacco use and secondhand smoke exposure, and excessive alcohol use — are responsible for much of the illness, suffering and early death related to chronic diseases. Prevention isn't always possible, so it's important that effective management is also part of the health care system.
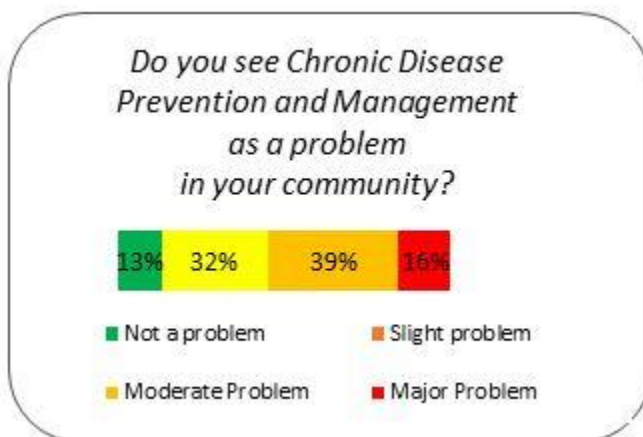
Although chronic diseases usually become clinically apparent in adulthood, the exposures and risk factors that precede disease onset occur at every stage of life. Childhood and adolescence are critical times to deliver and reinforce health education messages. Additional information included in the *Healthiest Wisconsin 2020 Health Focus Areas* report can be found at https://www.dhs.wisconsin.gov/publications/p0/p00816-chronic-disease.pdf.

Data highlights

Chronic diseases, such as heart disease, stroke, cancer, diabetes, asthma and arthritis, are among the most common and costly of all health problems in the U.S. Currently, chronic diseases account for seven of the 10 leading causes of death in Wisconsin and account for approximately two out of every three deaths nationwide.

In Dunn County:
- Of those Community Health Needs Assessment Survey respondents, 63 percent indicated chronic disease prevention and management was an issue affecting them or someone they know.
- Cancer incidence per 100,000 people is 398 compared to state average of 471.
- Of Dunn County residents, 8 percent are diagnosed with diabetes compared to state average of 24 percent.

Do you see Chronic Disease Prevention and Management as a problem in your community?

| 13% | 32% | 39% | 16% |

- Not a problem
- Moderate Problem
- Slight problem
- Major Problem

Dunn County Residents Agree. . .

✓ People don't want to change their way of eating, getting exercise or check-ups to see if they have any of these problems (87%)

✓ People don't have insurance coverage or the ability to pay for treatment for these health problems (72%)

✓ People can't get to the services for chronic disease prevention or management (44%)

Health Needs Not Addressed:

Through our assessment process, the CHNAC identified other community health needs that have not been addressed in this health-improvement plan. In prioritizing health needs, the CHNAC took into consideration other organizations addressing the need in question, the core competencies of Mayo Clinic Health System and our ability to impact change, as well as the readiness of the community for interventions.

Access to dental care: This is outside the expertise and resources available at the hospital.

Injury and violence prevention: MCDHS addresses this need through our bi-annual teen car control class; however this issue is most effectively addressed through other community agencies.

Alcohol and drug use/abuse: Others agencies in the county are addressing these issues, and they are generally out of scope for Mayo Clinic Health System.

Tobacco: We will continue to support the decrease of tobacco use through patient education.

Healthy growth and development: This is a core service of Mayo Clinic Health System that we will continue to address to meet the needs of our patients.

Access to health care: Mayo Clinic Health System will continue to focus on increasing access to care for our patients.

Reproductive/sexual health: This is a focus for Dunn County Public Health and University Health Services, whose efforts are supported by Mayo Clinic Health System – Red Cedar.

Evaluation of Prior CHNA and Implementation Strategy

In 2013, Mayo Clinic Health System – Red Cedar identified community engagement and wellness as a strategic priority, and work began in identifying processes, programs, partnerships and sponsorships that would benefit our focus areas of **physical activity, nutrition and chronic disease prevention and management.**

Community Engagement and Wellness

A formal Community Engagement and Wellness Department (CEW) was created in 2014 with the primary focus of impacting change on the three identified health needs. The department has made significant strides in promoting capacity building, forming and growing community coalitions, building strong partnerships with local organizations and schools, increasing the number of community wellness activities to our residents, and playing active roles in teams focused on improving health.

A CEW Committee, made up of organization leaders and others interested in community health is charged with supporting the development and implementation of the organization's community wellness and engagement strategy. Members help coordinate and implement wellness programs and work with community partners to bring programming and education to the Dunn County community. A generous annual budget allows this team to provide support for existing community programs and to pay our employees to spend time organizing, implementing and becoming trainers for evidence-based programming.

In 2015, our community health education programming reached more than 7,800 people in the community. Whether we were teaching children about healthy eating, sharing safety information with teens regarding drinking and driving, or talking with seniors about healthy living, Mayo Clinic Health System wellness experts were in full force.

Described below are programs and activities created for our focus areas:
- **Cooking Class.** Children learn quick and easy meals and snacks that they can prepare for the whole family.
- **Mondays in Motion.** Promotes indoor fitness during the winter months.
- **Farmers Market and gardening events**. Children plant their own container garden and harvest the food they planted.
- **Tai Chi**
- **Yoga**
- **Zumba.** Classes are taught to keep our community moving.
- **Strong Bones.** Evidence-based strength training program designed for middle-aged and older women and men.
- **Diabetes education**. A variety of presentations on how to manage diabetes.

- **Know Your Numbers.** Explains cholesterol, blood sugar and blood pressure screenings so those screened can take action if values are too high.
- **Living Well with Chronic Disease.** Workshop for those who have or live with someone who has a chronic condition, focus is on maintaining an active and fulfilling life.
- **Stepping On.** Seven-week, evidence-based prevention program works to improve balance, strength training, home environment safety and medication review.

Partnerships

Strong partnerships with local organizations have only strengthened the impact of sharing healthy living messages in the community. In the past two years, relationships with the following organizations have been enhanced and/or developed:

- Aging & Disability Resource Center of Dunn County
- Boys & Girls Club
- City of Menomonie – Parks & Recreation
- Department of Natural Resources
- Dunn County Health Department
- Dunn County Partnership for Youth
- Dunn County UW-Extension
- Stepping Stones Food Pantry
- Friends of the Red Cedar Trail
- Greater Menomonie Area Chamber of Commerce
- Head Start
- Menomonie Blue Caps (local vintage baseball team)
- Menomonie Head Start
- Menomonie High School Field House
- Menomonie Police Department, Menomonie Fire and Rescue
- Menomonie Public Library
- Menomonie Senior Center
- Playful World
- School Districts – Menomonie, Elmwood, Glenwood City, Boyceville, Colfax
- United Way
- UW-Extension – Birth to 3 program
- UW-Stout

Hometown Health Grant

In 2015, we introduced a Hometown Health grant. This grant supports innovative efforts to improve nutrition, increase physical activity and reduce chronic disease in local schools, workplaces and neighborhoods. It works in partnership with community-based organizations and residents to translate their vision for healthy communities into visible, concrete changes — and ultimately a healthier hometown.

More than $182,000 in grant money was awarded to nine nonprofits in our service area in 2015. The program opened to applicants in January, and funds were awarded in June. Grant recipients were:

- Boys and Girls Club of Chippewa, Dunn and Eau Claire Counties: Drug, Alcohol & Positive Behavior Program, $25,000
- Stepping Stones of Dunn County: Project Share a Meal, $25,000
- City of Eau Claire: Outdoor Fitness Zone at Owen Park, $25,000
- Eau Claire YMCA: YMCA Healthy Living, $25,000
- Barron Boys & Girls Club: Healthier Out of School Time (HOST), $25,000
- Feed My People Food Bank of western Wisconsin: Nutritious Foods for All, $20,000
- Barron County Health & Human Services: Diabetes Prevention Program, $15,000
- Junior League of Eau Claire: Kids in the Kitchen, $12,000
- Community Table of Eau Claire: Senior Meals Project, $10,634

In 2016, $200,000 in grant money was awarded, which once again supported efforts to improve nutrition, increase physical activity and reduce chronic disease. Grant recipients were:
- School District of Menomonie: Partners for Resilience, $24,000
- Stepping Stones of Dunn County: Project Share a Meal, $20,000
- Aging & Disability Resource Center of Barron, Rusk and Washburn Counties: Wisconsin Music and Memory Program, $25,000
- Altoona Elementary School: Four Seasons of Fun Fitness Trail, $20,000
- Bloomer City Park: Outdoor Fitness Path and Circuit, $20,000
- Boys & Girls Club of Greater Chippewa Valley: Healthy Lifestyles – Nutrition & Physical Fitness Program, $20,000
- Chippewa Valley Free Clinic: Reducing Obesity in a High-Risk Population, $14,000
- Chippewa Valley Montessori: Outdoor Environmental Project, $13,000
- Feed My People Food Bank: Produce Initiative, $20,000
- Junior League of Eau Claire: Kids in the Kitchen, $8,000
- School District of Augusta: Food – Small Choices, Big Changes, $16,000

We plan to offer grants yearly, realizing that by investing in our community partners, we can make a bigger impact in improving the health of everyone in the area.

While it may be premature to measure significant behavioral change in our community, at this point, we believe the above efforts have made an impact on raising awareness that health is more than the absence of illness. It includes an environment that supports the physical, emotional and social well-being of those who live, work and play here.

Appendix A: Demographic Data

Dunn County

POPULATION ESTIMATES

Total 2013	44,170
County population rank (1-72)	32
Population per square mile	52
County rank in population density (1-72)	35
Population growth 2010-2014	311
County rank in 5-year population growth (1-72)	26

	Female	Male	Total
Total	21,800	22,370	44,170
Age			
0-14	3,590	3,760	7,350
15-17	1,200	1,130	2,330
18-19	770	770	1,530
20-24	2,860	3,240	6,100
25-44	4,500	4,900	9,400
45-64	5,460	5,630	11,090
65-84	2,870	2,650	5,510
85+	570	290	860
Race/Ethnicity			
White	20,500	20,940	41,440
African American	180	250	440
American Indian	100	90	180
Hispanic	350	450	790
Asian	670	650	1,320

POVERTY ESTIMATES	Estimate (%)	(C.I. ±)
All ages	13.9%	2.7%
Ages 0-17	16.4%	3.8%

EMPLOYMENT

Average wage for jobs covered by unemployment compensation (place of work)	$37,802

LABOR FORCE ESTIMATES	Annual Average
Civilian labor force	23,614
Unemployment rate	5.3%
5-year avg. unemployment rate (2010-2014)	6.06%
Median household income	$50,425
Rank in median household income (1-72)	31

Appendix B: Individuals Involved in CHNA

Dunn County Community Health Needs Assessment 2015

Steering Committee Members
- **John Achter**, University of Wisconsin – Stout Interim Associate Dean of Students
- **Kathy Asper**, Arbor Place, Manager of Outreach and Prevention Services
- **Kristen Bruder**, Family Living Educator, Dunn County UW-Extension
- **Mary Bygd**, Associate Administrative Assistant, Mayo Clinic Health System - Red Cedar
- **Sara Carstens**, Director of Community Engagement and Wellness, Mayo Clinic Health System
- **Christa Cupp**, Western Region Division of Public Health
- **Jay Edenborg**, Director of Public Affairs, Mayo Clinic Health System
- **Jason Hausler**, 4-H Youth Development Educator, Dunn County UW-Extension
- **Wendy MacDougall**, Dunn County Health Department, Health Officer/Director
- **Cortney Sabin**, Applied Psychology Graduate Student at University of Wisconsin – Stout
- **Sandy Tarter,** Nutrition Coordinator, Dunn County Extension
- **Tina Tharp,** Community Wellness Supervisor, Mayo Clinic Health System

Persons with special knowledge and expertise in public health
- Wendy MacDougall, Director/Health officer, Dunn County Public Health Department
- Keith Bergeson, Environmental Health, Dunn County Public Health Department
- Dr. Cara Syth, Mayo Clinic Health System
- Mary Bygd, Mayo Clinic Health System
- Sara Carstens, RN, Mayo Clinic Health System
- Joanne Walker, RN, Mayo Clinic Health System
- Tina Tharp, Mayo Clinic Health System
- Jay Edenborg, Mayo Clinic Health System
- Becky Kneer, parish nurse, Our Savior's Lutheran Church

Government agencies with knowledge of relevant health needs of the community
- Wendy MacDougall, Dunn County Public Health Department
- Sara Olinger, manager, Aging and Disability Resource Center, Dunn County
- Kris Korpela, Dunn County Human Services
- Christine Kistner, Dunn County Human Services
- Randy Knaack, Mayor, City of Menomonie
- Randy Eide, City of Menomonie
- Jason Hausler, UW-Extension
- Kristen Bruder, UW-Extension
- Sandy Tarter, UW-Extension

Medically underserved representatives
- Wendy MacDougall, Dunn County Public Health Department
- Katherine Dutton, Director, Stepping Stones Shelter
- Jill Gamez, Director, Arbor Place (AODA Treatment Center)
- Kathy Asper, Arbor Place
- Sheli Metzger, Arbor Place
- Madison Medenwaldt, Arbor Place
- Diane Simon, Director, United Way of Dunn County
- Danielle Haubrich, Behavioral Health, Mayo Clinic Health System

Minority populations
- Wendy MacDougall, Dunn County Public Health Department
- Katherine Dutton, Stepping Stones Shelter
- Georgiana Tegart, Community Foundation of Dunn County

Low-income representatives
- Laura Bundy, Menomonie Head Start
- Rebecca Staupe, , Menomonie Head Start
- Robyn Thibado, WestCap Community Action Agency
- Ellen Blumer, WIC Program, Dunn County Public Health Department
- Janice Ramaeker, Student Health Services, UW-Stout
- Kari Stroede, Family Resource Center
- Lisa Ludwig, Colfax Library
- Ted Stark, Menomonie Public Library
- Michelle Kloser, Director of Food Service, Menomonie School District
- Naomi Cummings, Bridge to Hope
- Mary Lillo, Bridge to Hope

Academic experts
- John Achter, UW-Stout
- Gary Johnson, Menomonie School District
- Ramie McMahan, Menomonie School District
- Kale Proksch, Menomonie School District
- Bonnie Scheel, Menomonie School District
- Beth Tilleson, Cooperative Educational Service Agency (CESA)
- Deb Toycen, CESA
- Laura Bundy, CESA
- Jody Graese, Boyceville School District
- Colleen Pember, Boyceville School District
- Dawn Hase, Elk Mound School District
- Kari Kallio, Elk Mound School District
- Terri Ruff, School District of Colfax

Law enforcement
- Kevin Bygd, Dunn County Sheriff's Department
- Dennis Smith, Sheriff, Dunn County Sheriff's Department
- Eric Atkinson, Chief of Police, City of Menomonie
- Jake Bloom, AOD Program Specialist, UW-Stout

Community Development
- Patrick Beilfuss, Cedar Corp

Mayo Clinic Health System Community Health Needs Assessment Committee
- **Randall Linton, MD, CEO**, Mayo Clinic Health System, Northwest Wisconsin
- **Mary Bygd**, Assitant Administrator
- **Sara Carstens**, Community Engagement and Wellness Director
- **Michelle Eberle**, Assistant Vice President
- **Jay Edenborg**, Public Affairs Director
- **Dean Eide**, Vice President of Operations
- **Andra Palmer**, Legal Counsel
- **Lori Rongstad** – Finance Manager
- **Lynn Salter**, Public Affairs Account Coordinator
- **Rita Sullivan**, Vice President of Operations

Appendix C: Data Sources

www.towncharts.com/Wisconsin/Economy/Dunn-County-WI-Economy-data.html

Healthiest Wisconsin 2020

County Health Rankings

U.S. Census 2013 Estimates

Appendix D: Prioritization Matrix

Community Need	
Comparison to State and National Performance	How is our county doing in comparison to Wisconsin and national performance?
Community Impact	How is our county currently and in the future going to be affected by the health priority in terms of: • Number of people affected • Costs associated in not doing something (health care, lost work, supportive living) • Severity of the condition (chronic illness, disability, death) • Impact on quality of life
Ability to Impact	Are there know strategies to make a difference? Are there adequate resources available in our county to address the health priority? Are there adequate internal resources available to address the health priority?
Community Readiness	Is the community ready to address the health priority in terms of : • Stakeholders awareness of concern • Community organization receptiveness to addressing the health priority • Citizens being somewhat open to hearing more about the health priority
Gaps in Community	Is there a gap(s) in community efforts to address the health priority?
Voice of Local Customer	Did focus groups identify this as an issue? Did survey data identify this as an issue? Did conversations with people who represent the community served identify this as an issue?

Appendix E: County Health Rankings

County Health Rankings & Roadmaps
Building a Culture of Health, County by County

Dunn (DN)

	Dunn County	Error Margin	Top U.S. Performers^	Wisconsin	Rank (of 72)
Health Outcomes					38
Length of Life					32
Premature death	5,800	5,000-6,700	5,200	6,000	
Quality of Life					44
Poor or fair health**	13%	13-14%	12%	15%	
Poor physical health days**	3.5	3.3-3.6	2.9	3.7	
Poor mental health days**	3.5	3.3-3.7	2.8	3.7	
Low birthweight	6%	5-7%	6%	7%	
Health Factors					30
Health Behaviors					28
Adult smoking**	16%	15-17%	14%	17%	
Adult obesity	30%	24-36%	25%	29%	
Food environment index	7.8		8.3	7.9	
Physical inactivity	22%	16-27%	20%	22%	
Access to exercise opportunities	46%		91%	81%	
Excessive drinking**	25%	24-26%	12%	23%	
Alcohol-impaired driving deaths	27%	18-37%	14%	38%	
Sexually transmitted infections	254.1		134.1	411.6	
Teen births	13	11-15	19	26	
Clinical Care					46
Uninsured	10%	9-12%	11%	11%	
Primary care physicians	1,420:1		1,040:1	1,220:1	
Dentists	2,950:1		1,340:1	1,590:1	
Mental health providers	700:1		370:1	590:1	
Preventable hospital stays	58	51-65	38	48	
Diabetic monitoring	89%	80-98%	90%	90%	
Mammography screening	67%	58-75%	71%	71%	
Social & Economic Factors					22
High school graduation	91%		93%	88%	
Some college	69%	65-74%	72%	67%	
Unemployment	5.3%		3.5%	5.5%	
Children in poverty	16%	12-21%	13%	18%	
Income inequality	4.1	3.7-4.6	3.7	4.3	
Children in single-parent households	27%	21-32%	21%	31%	
Social associations	12.5		22.1	11.8	
Violent crime	82		59	255	
Injury deaths	64	53-74	51	65	
Physical Environment					57
Air pollution - particulate matter	11.7		9.5	11.5	
Drinking water violations	Yes		No		
Severe housing problems	17%	15-19%	9%	15%	
Driving alone to work	77%	75-79%	71%	80%	
Long commute - driving alone	30%	27-32%	15%	26%	

^ 10th/90th percentile, i.e., only 10% are better.
* Data supplied on behalf of state
Note: Blank values reflect unreliable or missing data
** Data should not be compared with prior years due to changes in definition/methods

2016