

2016 Annual Report to the Community Accomplishments



Marathon County Health Priorities 2012 – 2016

- Access and Affordability of Health Care
- Alcohol Misuse
- Oral Health Care
- Overweight/Obesity
- Tobacco Use

HEALTHY MARATHON COUNTY is comprised of representatives who live and work in Marathon County and are committed to making it the healthiest county in Wisconsin. To accomplish this we work collaboratively with community partners to build systems, environments, and a culture that supports health and wellness.

Marathon County Alcohol and Other Drug (AOD) Partnership

Mission: A community alliance who leads education, awareness and prevention efforts to reduce substance abuse.

Accomplishment Highlights:

- Secured funding in support of AOD strategic planning which included contracting with CADCA (Community Anti-Drug Coalitions of America) to create a draft organization strategic plan and revised organizational mission/vision statements.
- Community Assessment on the Prevalence and Perceptions of Medication Abuse 5-year report released (June 2016).
- Youth Risk Behaviors Survey (YRBS) Report produced and released (May 2016). Funding leveraged to support YRBS video project production.
- Served as resource for HOPE (Heroin Opiate Prevention and Education) legislation and Governor's Opioid Task Force. Held in-district meetings with staff from federal offices, coordinated Congressman Duffy's "treatment in rural WI" meeting, and participated in Senator Baldwin's treatment discussion (NCHC).
- Hosted 6 AOD Partnership meetings with education on various topics, including two in partnership with The Women's Community.
- Community Events – Annual Spotlight Awards (April 5th), Faces of Recovery Luncheon (September 13th), and Building Communities Supportive of Recovery Summit (November 10th) bringing attention to the importance of community engagement in prevention and recovery efforts.

CATCH Dental (Concerns About the Cost of Healthcare)

Mission: To reduce barriers to oral health care for all Marathon County residents by increasing knowledge of the importance of oral health and enhancing collaborative community partnerships.

Accomplishment Highlights

- Fluoride Pilot program provided in non-profit agencies serving low-income children (0-5 years) applied 87 fluoride varnishes for children enrolled in WIC and Head Start. Of the 44% who did not have an established dental home, 15 out of the 38 established or planned to establish a dental home.
- Start Right public health nurses and parent educators were updated on dental prevention care best practices.
- Materials were posted on RaiseGreatKids website for general public access.
- Oral health was identified as one of the 2017-2020 Marathon County Community Health Priorities.

Healthy Eating Active Living (HEAL)

Mission: To create equitable access to healthy eating and active living through supporting local foods, improving built environment, and empowering residents to embrace a healthy lifestyle.

HEAL (cont'd)

Accomplishment Highlights:

- Created new member orientation and a HEAL Google website where member information is available.
- New HEAL vision and mission statements and action team visions were established to set the common agenda.
- Collective Impact Training done for members.
- Walk audits conducted in key areas of downtown Wausau to identify and document issues for pedestrians. Findings presented to City of Wausau Bicycle and Pedestrian Advisory Committee for action.
- Obesity prevention – focus on policy, systems, and environmental (PSE) changes in conjunction with educational opportunities.

Partnership for Healthy Aging

Mission: A community collaboration that utilizes best practices, focusing on healthy aging by maintaining and enhancing health and well-being.

Accomplishment Highlights:

- 5 Stepping On programs provided where 42 participants completed the program.
- Provided an educational program for area healthcare providers in June 2016, attended by 22. The program focused on dementia, depression and delirium, and recognition of each in a healthcare setting.

Prevent Suicide Marathon County

Mission: To enhance effective suicide prevention through collaborative activities and information sharing in order to save lives in our communities. The philosophy is simple – we have a goal of Zero Suicides – if not zero, then what number is acceptable?

Accomplishment Highlights:

- Relationships strengthened with many Marathon County school districts, especially in Western Marathon County. Training provided for students and staff in Wausau, DC Everest, Marathon, Athens, and Edgar.
- Relationships with UW-Marathon Center and North Central Technical College expanded to include trainings and collaboration with clubs/organizations within each.
- Folder project piloted with the DC Everest School District for staff and faculty to help promote mental health awareness. Program will be expanded to other county school districts.
- Posters and cards produced promoting the Hopeline texting line and Lifeline suicide prevention hotline. Means protection brochures produced and distributed.
- Provided gun locks to hunters' safety classes, scouting events, and at Wisconsin Valley Fair.
- Provided Mental Health First Aid to 3 local businesses.
- Trained a group of 20 leaders in the Hmong Community to be trainers in suicide prevention.
- Suicide banner project expanded to 3 communities beyond Wausau.

- Participated in 4 health fairs and hosted a statewide running group for suicide awareness.
- Annual suicide prevention walk raised over \$14,000.
- Launched a Web and Facebook page.

Tobacco Action Team

Mission: To increase health through education and advocacy, creating a community environment that encourages tobacco and nicotine-free living.

Accomplishment Highlights:

- The City of Wausau implemented E-cigarettes into their existing smoke-free air ordinance.
- Completed 12 E-cigarette presentations.
- Conducted 8 environmental scans, sharing the information with local and state leaders.
- Held 5 personal meetings with property managers/owners sharing information and resources on Smoke-Free Multi-unit housing.
- Conducted 80 tobacco compliance checks.
- Conducted 5 media outreach and 4 public outreach activities on the Wisconsin Wins compliance checks.
- Held 4 candidate meetings with potential state leaders in Marathon County providing education on the tobacco-free coalition, OTP/E-cigs, tobacco related disparities, and the Wisconsin Wins program.
- Completed 15 earned media hits.

HEALTHY marathon county

Board of Directors

- Released the 2015 Marathon County Youth Risk Behavior Survey (YRBS) – All 10 county school districts participated. Launched YRBS video series project.
- Community coalition partner for the Changemakers for Behavioral Health grant.
- Participated in the selection of the 2017-2020 Marathon County Community Health Priorities.
- 13 HMC board members attended community planning meetings to create the 2017-2020 Marathon County Community Health Improvement Plan.
- New HMC website launched – <http://marathoncountyhealthpriorities.org/> (January 2016).
- Supported policy and grant initiatives – E-cigarette policy change for City of Wausau, supported AOD Partnership grant application of the for the Generation Rx Medication Disposal Grant Program, and letters sent to state representatives in support of Assembly Bill 864: Youth Access to Alcohol.

HMC acknowledges the staff support from the Marathon County Health Department. Board accomplishments would not have occurred without leadership, facilitation, and topic expertise received from numerous individuals at the Health Department.