2022 Richland County

Community Health Assessment

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Acknowledgements

The Community Health Assessment (CHA) process was a collaborative one. A sincere thank you to the residents of Richland County who participated in the data collection process, including the community survey, key stakeholder interviews, and community meetings. A special acknowledgment to the members of the CHA planning committee for their investment of time and expertise in leading this process as well as their commitment to advancing the health of Richland County.

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Executive Summary

PURPOSE.

The purpose of a Community Health Assessment (CHA) is to identify, prioritize, and address community health needs in order to improve the health and well-being of a given community or population (CDC, 2014; Kazda et al., 2009; NCPH, 2014; ODH, 2014; Stevens & Gillam, 1998). CHA's are both a baseline for tracking and measuring health issues and needs in a community and can serve as an anchor for collaborative health improvement planning and collective action. The findings are also intended to inform a broader audience - community health centers, government health agencies, philanthropy, community-based organizations, and civic leaders - about the top health issues facing the community. Public health units seeking to gain or maintain accreditation must conduct a Community Health Assessment every five years and then create a Community Health Improvement Plan (CHIP) with strategies to implement that will address the health needs identified during the assessment process.

PROCESS.

The CHA report, prepared by Richland County Public Health Department, provides an extensive review of Richland County's health. Data collected and reported in this report are from a variety of sources including local phone surveys, online surveys, key stakeholder interviews, and community forums, as well as state and local organizational data sets. The CHA report is organized following a community impact model which collects data from primary and secondary data sets, assesses and prioritizes the data with a focus on Social & Economic Factors and Health Behaviors & Outcomes, and determine health priorities.

Over the course of the CHA process, two health concerns were consistently prioritized: Mental Health and Substance Use. Physical activity, nutrition, and quality of life were also acknowledged. Thus the leadership team along with community members agreed that if mental health, substance use, and physical activity were improved quality of life would improve as well. Because Richland Hospital has prioritized Obesity Treatment and Prevention, Richland County Public Health Department will focus its community health improvement efforts on mental health and substance use.

Community Health Improvement Plan (CHIP).

The top health priorities: mental health and substance use will become the core focus of Richland County Public Health Department's CHIP which will complement this report.

RICHLAND COUNTY'S

Top 2's   IDENTIFIED HEALTH PRIORITIES

MENTAL HEALTH

23 Suicides (2021)

15% Adults report 14 mental health days per month 4% increase since 2018

SUBSTANCE USE

19 Drug Overdoses (2021)

20% Adult Tobacco Use

Adult Emergency Visits Continue to rise since 2016

Residents' Top Health Concerns

Mental Health	38.5%
Illegal Drug Use	31%
Suicides	21%

Data Sources: Top 2's: 2022 County Health Rankings Resident's Top Concerns: 2022 Richland Community Health Survey

Highlights

COVID-19.

COVID-19 overshadowed every public health effort since late 2020. As the pandemic progressed, Health and Human Services continues to adapt to the best ways of making services available and providing them as safely as possible both for our consumers and staff. Even though the Community Services Building closed i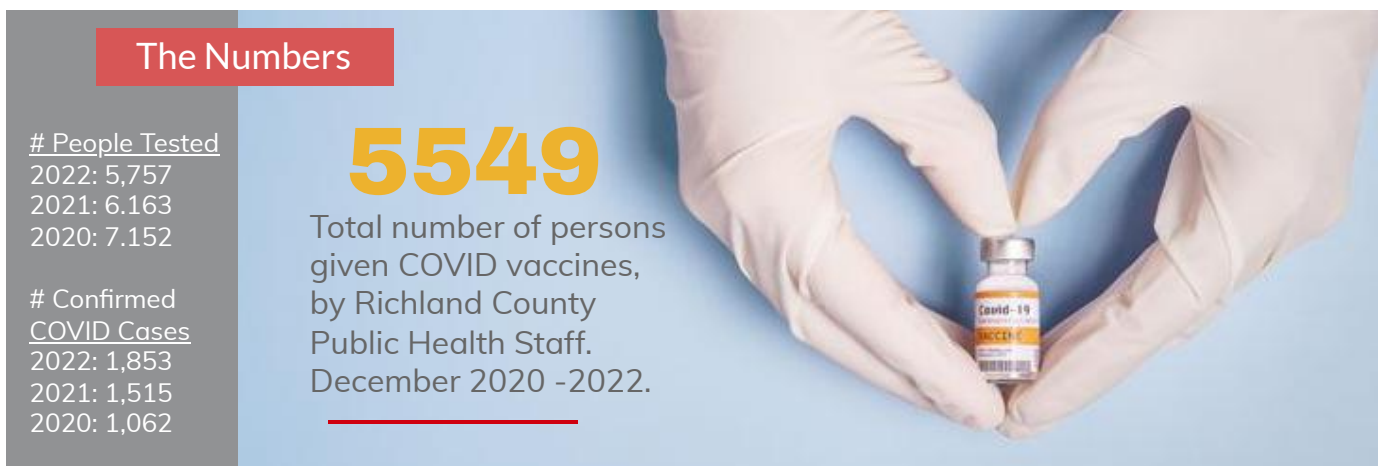n November 2020 due to the high percentage of positive cases, services were provided virtually or with social distancing in place. Once vaccines became available, Public Health expanded staffing with the addition of limited-term employees and reassignment of existing staff from other units to provide mass clinics to the community. Eventually, as cases in the county declined, the Community Services Building reopened to the public and more in-person services were provided. Then as cases increased again with the onset of the Delta variant in September and October of 2021, additional staff were once again hired and reassigned to meet the disease investigation needs for the community. Health and Human Services adhered to recommendations for social distancing, masking, and other safety precautions as they were regularly updated by Centers for Disease Control.

The Numbers

 # People Tested
2022: 5,757
2021: 6.163
2020: 7.152

 # Confirmed COVID Cases
2022: 1,853
2021: 1,515
2020: 1,062

5549
Total number of persons given COVID vaccines, by Richland County Public Health Staff. December 2020 -2022.

Source: Richland County Public Health Department

Community Health Priorities

Richland County Public Health Department and community members have identified Mental Health and Substance Misuse as the two health priorities. Collectively the community of Richland County has worked to address mental health and substance misuse. On the next few pages are listed many of those activities. However, we also know that to fully address these issues, it will take a robust plan that will bring awareness, skills, support, and policies to see the impact. The Community Health Improvement Plan to follow the CHA will take into consideration the current resources and then determine what gaps still need to be addressed to improve mental health and reduce substance misuse in Richland County.

Highlights

Southwest Behavioral Health Partnership (ongoing).
Senior Life Services (SLS) Director participated in Southwest Behavioral Health Partnership monthly meetings and assisted in the development and planning of their annual Mental Health Summits, which were virtual in spring of 2021 and 2022. Planning is underway for a hybrid summit in 2023.

Always in Our Hearts Rotary Lights Tree (ongoing).
Ornaments to honor specific little ones who have gone too soon are hung a tree in Rotary Lights in the Park (Richland Center) every November/December, by request of the families. Ornaments are provided to the families in January if they choose.

Always in Our Hearts Infant Loss Memorial Service (ongoing).
An annual memorial service is held on the first Monday of December at the Clary Memorial Funeral Home for anyone who has experienced infant loss at any time. There is also an annual burial in the Richland Center Cemetery with a marker donated by Clary's.

Resolve Through Sharing (ongoing)
Three staff members of TRHC have completed this training and have, in turn, trained other clinical staff members in order to provide support to families.

Richland Community Free Clinic (ongoing).
The care provided at the clinic (primary care, laboratory, and testing, immunizations, resource provision, etc.) helps bridge the healthcare gap for uninsured individuals, including those who are undocumented.

Sources of Strength (2019 - ongoing). In partnership with Richland and Ithesca school districts, Richland County Health and Human Services-Public Health organizes a countywide Mental Health Coalition. The coalition brought in experts for peer mentoring/leadership and an adult advisor.

Technology Screening Tools (ongoing).
The Richland School District uses technology screening tools called Bark and Aristotle. These tools flag concerning messages sent via email or search engines. Students are then linked to a school administrator or counselor and the concern is followed up upon.

May Mental Health Awareness Month – WRCO Interview (2022).
SLS Director and another participant spoke to raise awareness about mental health. They also discussed the Virtual Spring Sprout 5K, with the proceeds going towards safeTALK/mental health trainings.

May Mental Health Displays (2022).
SLS Director developed mental health displays to raise awareness in multiple TRHC locations: urgent care clinic waiting area; 2nd floor clinic reception area; 3rd floor clinic reception area; and 4th floor rehab reception area.

Spring Sprout 5K (2022).
This live event was coordinated by The Richland Hospital Foundation and TRHC; approximately 35 attendees. Proceeds went toward safeTALK/mental health trainings.

May Mental Health BINGO (2022).
SLS Director provided a mental health presentation including Mental Health BINGO to Ridgeview Commons tenants.

SafeTALK Trainings (2022).
SLS Director along with a member of SWCAP provided safeTALK trainings (Talk, Ask, Listen, Keep Safe) to teach others how to become more suicide aware and how to help someone who may be struggling with thoughts of suicide. June: 12 participants attended at TRHC. September: 29 participants attended at The Reedsburg Area Medical Center. September:18 participants attended at TRHC.

Suicide Awareness Display (2022).
SLS Director created a display in the lobby of TRHC to help raise awareness for suicide prevention.

WRCO Interview – Suicide and Prevention Awareness Month (2022).
SLS Director discussed Suicide Prevention Awareness Month (September) and the upcoming safeTALK trainings.

September Suicide Awareness and Prevention BINGO (2022).
SLS Director provided a mental health presentation on suicide awareness and prevention at Ridgeview Commons.

Trauma Informed Communities (2022).
UW-Madison Division of Extension Richland County hosted a roundtable and community book read of What Happened to You.

Suicide Awareness Billboard (2022).
TRHC has dedicated a billboard near Sextonville to the promotion of #988 Suicide and Crisis Lifeline.

ACTIVITIES TO ADDRESS
SUBSTANCE MISUSE

Highlights

P4P Expands Capacity to Include Work Groups (2019-22).
P4P meets monthly and expands its capacity to include work groups (Data, Alcohol, Tobacco, and Rx Drugs) which also meet monthly.

Drug Take Back Days (2019-2022).
P4P hosts two per year. More than 200 lbs. of unwanted/unused medications were collected per event (see below). Lock bags, deactivation kits, and medication disposal envelopes were also distributed, and there is funding to install a permanent drug drop box in Lone Rock if requirements can be met.

CADCA's Mid-Year Training on Key Essentials for Prevention (2020-22).
Twenty-three Richland County Youth4Change leaders attend this training hosted by the Community Anti-Drug Coalitions of America (CADCA).

Media Campaign to Reduce Underage Drinking (2020-22).
The P4P Alcohol Workgroup implemented a community-wide media campaign to reduce underage drinking. Radio ads, newspaper articles, messages to parents, billboards, and yard signs were part of the strategy. The campaigns include "Parents Who Host Lose the Most" and "Not In My House."

General Youth Substance Use Prevention Information Campaign (2020-22).
P4P provided general youth substance use prevention information for parents via school newsletters, newspaper articles, WRCO's Morning Show, and regular social media posts.

School Crisis Case Worker (2021-2022).
The Richland School District hires a crisis care worker within the school.

Crime Stoppers QR Code (2021-ongoing).
Richland School District students can report things of concern and earn an award by using the QR code.

Annual Night Out (2021-22).
In collaboration with local law enforcement, P4P hosted the first and second annual National Night Out at the UW-Platteville/Richland campus. This has become the largest substance-free event in Richland County.

Permanent Drug Drop Boxes (2021-22).
Four new permanent drug drop boxes were installed in Richland County (Municipal Building, Sheriff's Department, Center Pharmacy, and Viola Village Hall).

Alternative to Suspension (2022).
The American Heart Association (AHA) supported P4P's efforts to adopt an Alternative to Suspension policy in the county. Ithaca Youth4Change provided education and awareness to the Ithaca School Board which voted to approve the policy in June.

"Small Talks" Underage Drinking Media Campaign (2022).
P4P conducted underage drinking media campaign called "Small Talks."

"Operation Parent" Handbooks (2022).
P4P's parent sector leader coordinated strategy to distribute "Operation Parent" handbooks to every parent and second parent in Richland County.

Tobacco-Free Parks Policy (ongoing).
Youth4Change and P4P continue to provide information and raise awareness to the Richland Center City Council and Park Board in support of a proposed Tobacco-Free Parks policy. The strategy is supported by G.R.A.C.E., Richland County Health and Human Services, and Andy Wright, MD.

Addiction Medicine Treatment (ongoing).
Currently, five providers at the Muscoda Health Center and The Richland Hospital Clinic continue to provide addiction medicine treatment.

Alcohol Compliance Checks (2020-ongoing).
P4P forms an MOU with the city and county law enforcement to begin doing alcohol age compliance checks in the county. The checks have been conducted five times since 2020 going from a 49% pass rate to 100% in 2023.

2022 RICHLAND COUNTY COMMUNITY HEALTH ASSESSMENT

Our Process

The approach for Richland's Community Health Assessment (CHA) approach was a collaborative one that involved key community partners in every phase of the work. Over the course of the five phases, data was collected and analyzed, community stakeholders' input was received, community meetings and discussions were conducted, and health priorities were prioritized. The two top health priorities identified will be the focus of Richland County's Community Health Improvement Plan (CHIP).

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Data Collection	Community Discussions for Prioritization	Contributing Factors and Social Drivers	CHA Report	Develop CHIP

IMPACT Process

Our Timeline

July 2022	CHA planning meetings begin
August 2022	Data Collection process takes place
August 2022	Richland Hospital and Clinics launches community survey
October 2022	Key stakeholder interviews begin
November 2022	Community data walk – top health priorities are selected
December 2022	Community data analysis – risk and protective factors are prioritized
April 2023	Community Health Needs Assessment Report
April 2023	Community Health Improvement Planning takes place

Phase 1
DATA COLLECTION

Data collection for the CHA process consisted of both primary and secondary data.

Primary Data is that collected by the organization that intends to use them. Primary data are always collected for a specific purpose. For the Richland County CHA primary data were collected by the Richland Hospital and Clinics by surveying community members through a community survey and key stakeholder interviews.

Secondary data is collected from a variety of local, county, and state sources and made available for others to use for their own data-driven projects. Secondary data collected for the CHA process related to demographics, social determinants of health, risk factors, risk behaviors, and health outcomes.

The secondary data provided a baseline of data for the CHA and informed the primary data collection questions and strategies.

Following the next few pages contain a sample of the data collected for community analysis and Richland County CHA process.

Secondary Data
(Additional secondary data in section 3)

Population
17,160

White
94%

Black
1%

Asian
1%

2 or More
1%

Other
1%

Hispanic
2%

F 50%   M 50%

Age
24% (0-19)
31% (20-49)
30% (50-69)
14% (70+)

Education
91% graduate HS or Higher

Poverty
14%

Median Income
$54,000
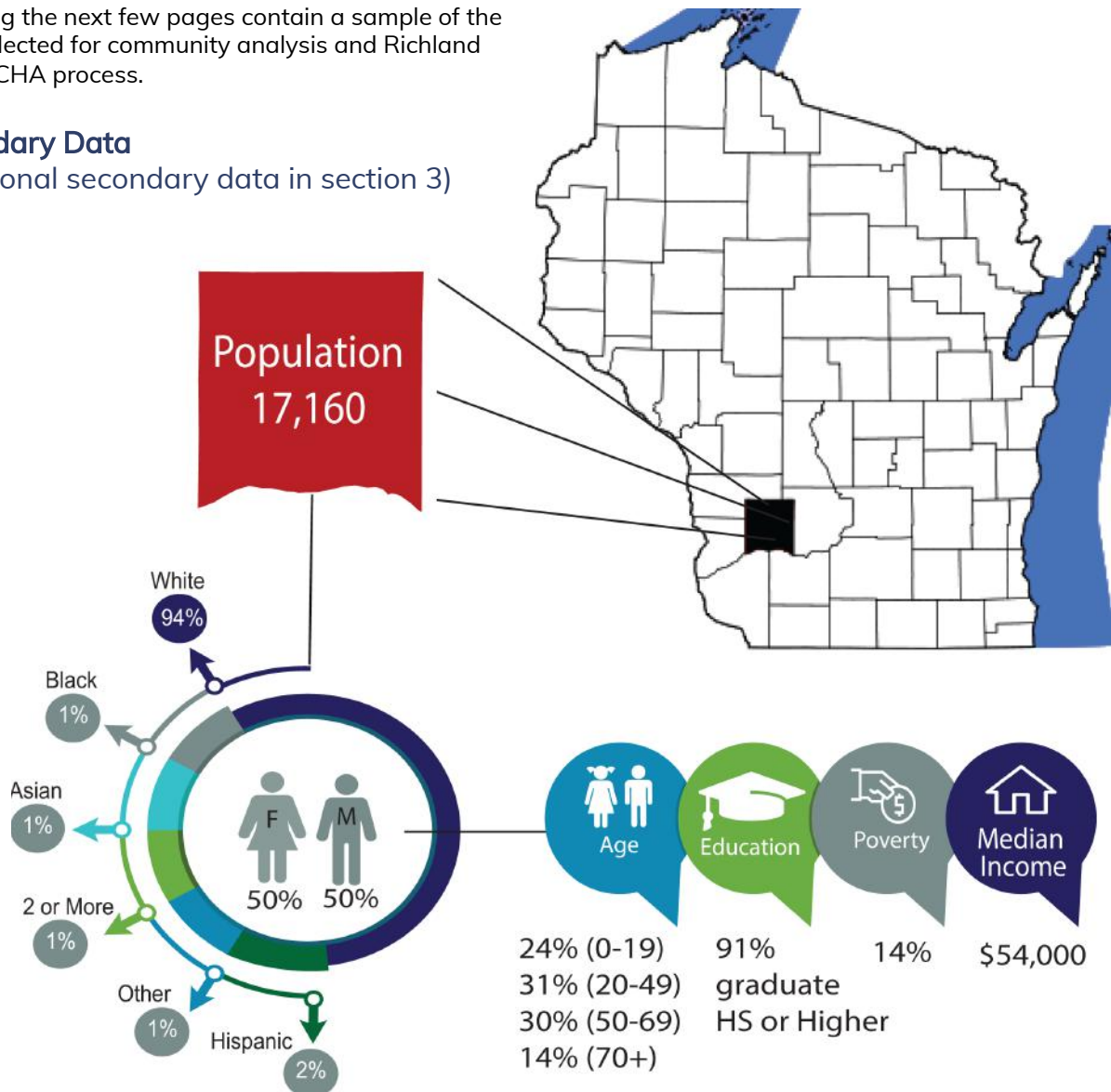
Source: US Census 2022

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Phase 1
DATA COLLECTION

Community Health Survey (Primary Data)

The Richland Hospital and Clinics conducted the community health survey from August 15 through October 21, 2022. It was available in English and Spanish and promoted through print, radio, businesses, local media and social media.

Who does the survey Represent?

266
Surveys Completed

Residents
80% were from Richland County

Language
15 Spanish
251 English
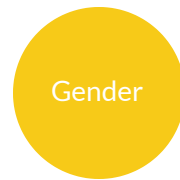
Gender
79% Female
19% Male
2% Other
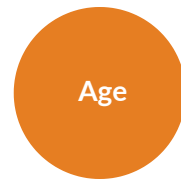
Age
1.5% (Under 24)
60% (25-54
38% (55 +)

Respondents' self-evaluation of health aspects.

Consistent with Community Survey results in 2019, 2002 respondents listed access to mental health care and access to healthy food choices as the larger concerns.

Thinking of the following aspects of health, how would you rate each?

	Poor	Fair	Good	Excellent
Your overall health	.75	14.34	67.17	17.74
Your overall mental health	2.64	18.48	59.25	19.62
Your overall dental health	4.15	14.34	55.09	26.42
Your access to health care	2.27	14.77	48.48	34.47
Your access to mental health care	15.71	32.95	35.63	15.71
Your access to dental care	6.42	11.70	45.66	36.23
Your access to healthy food choices	6.42	24.53	44.15	26.91
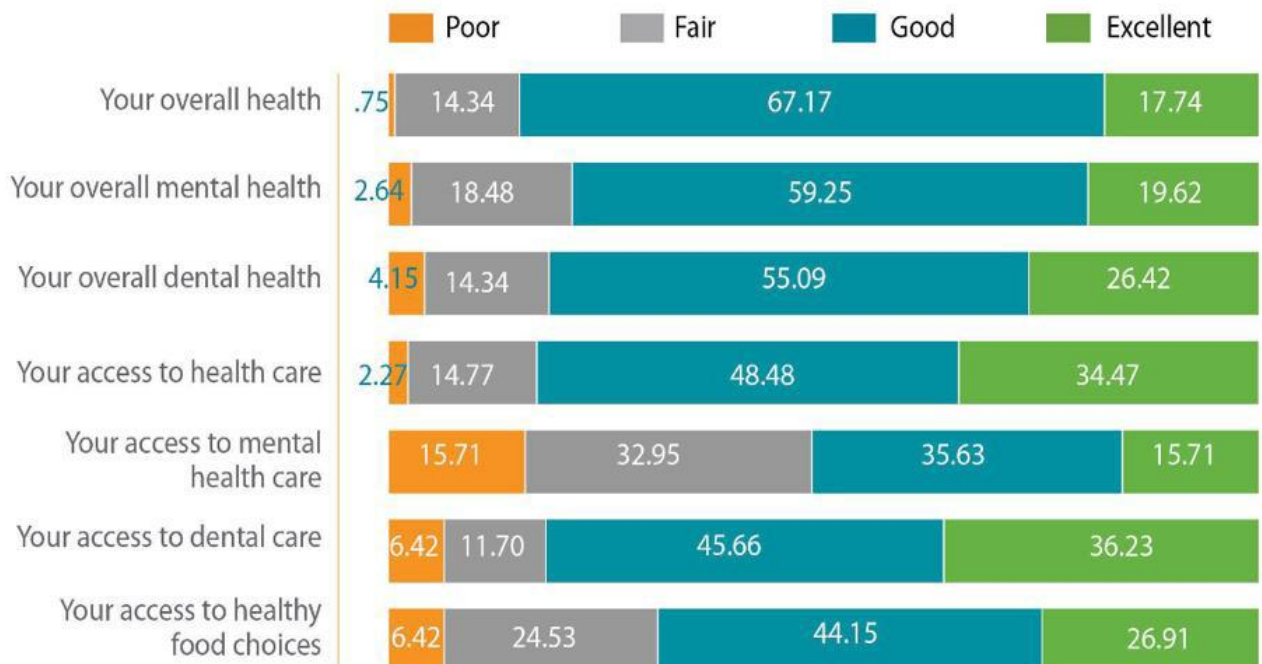
Source: 2022 Richland County Health Survey

Respondents' evaluation of concerns they have with specific issues in their community.
Health care costs, mental health and obesity are the respondents' greatest concerns.

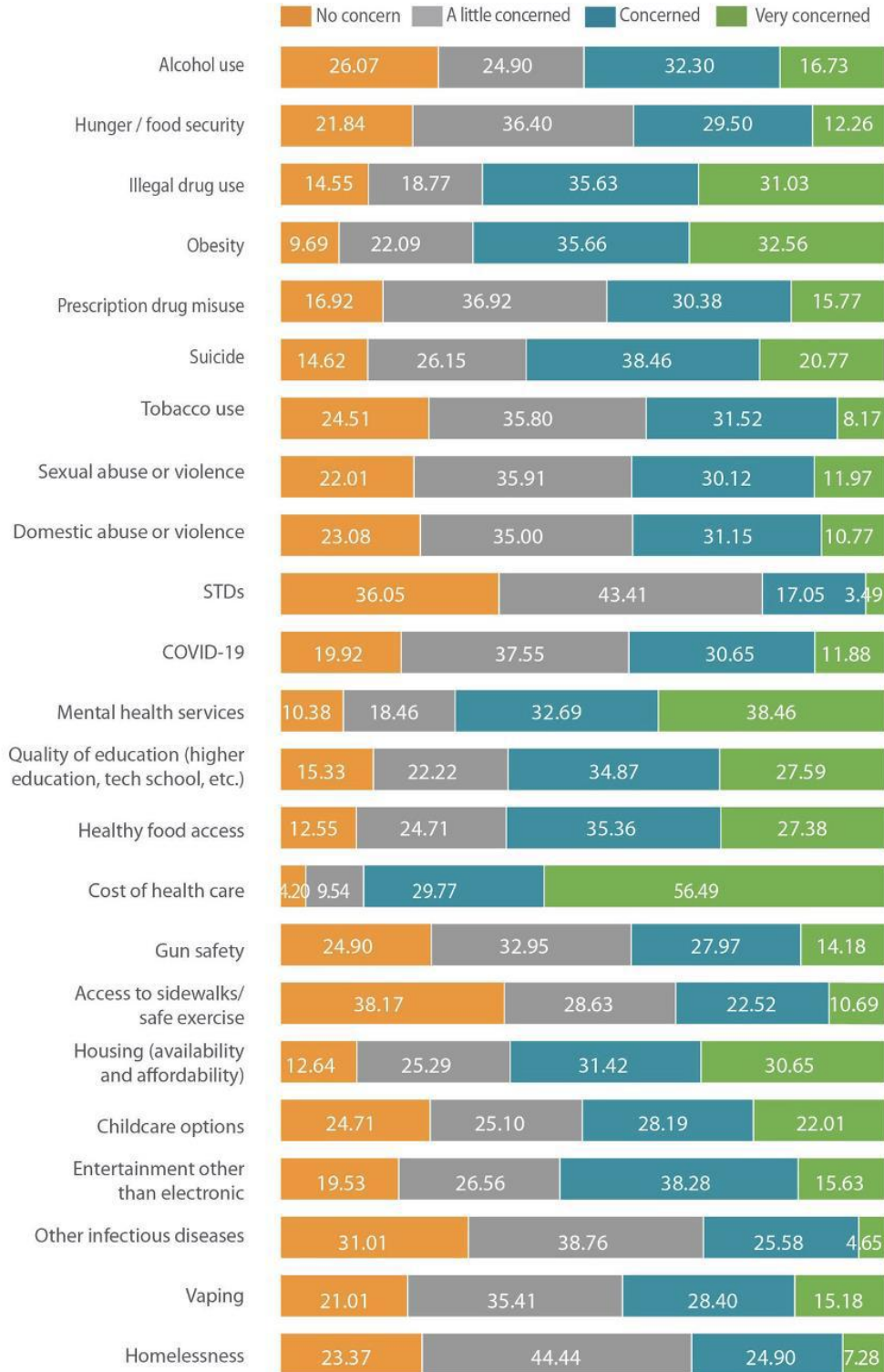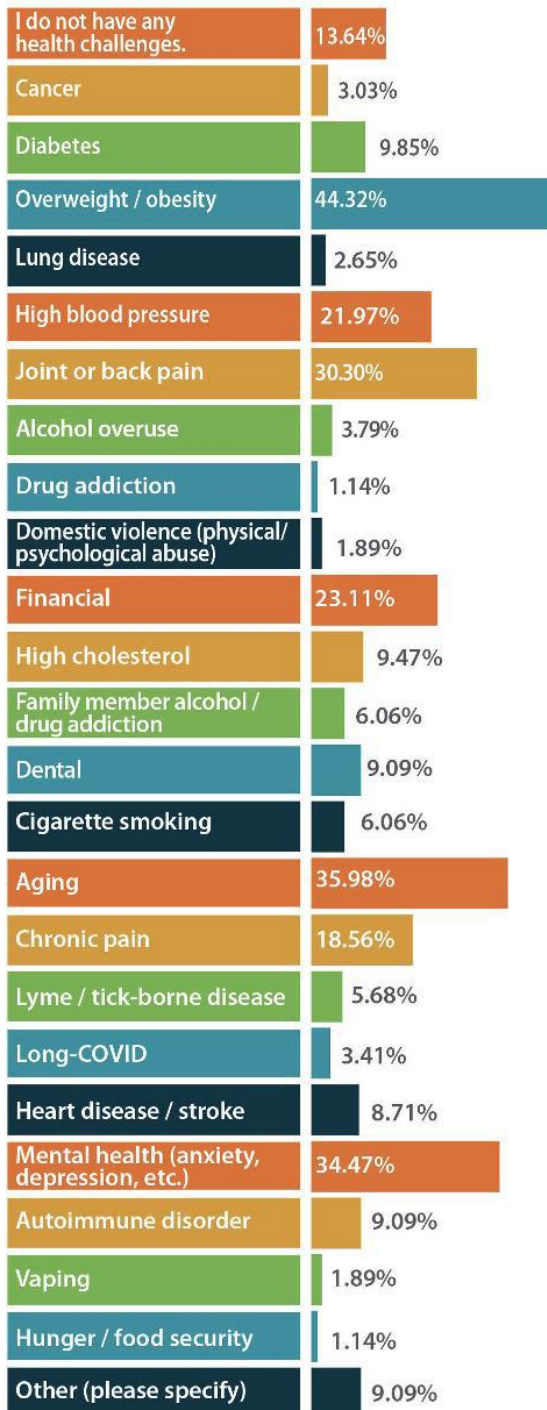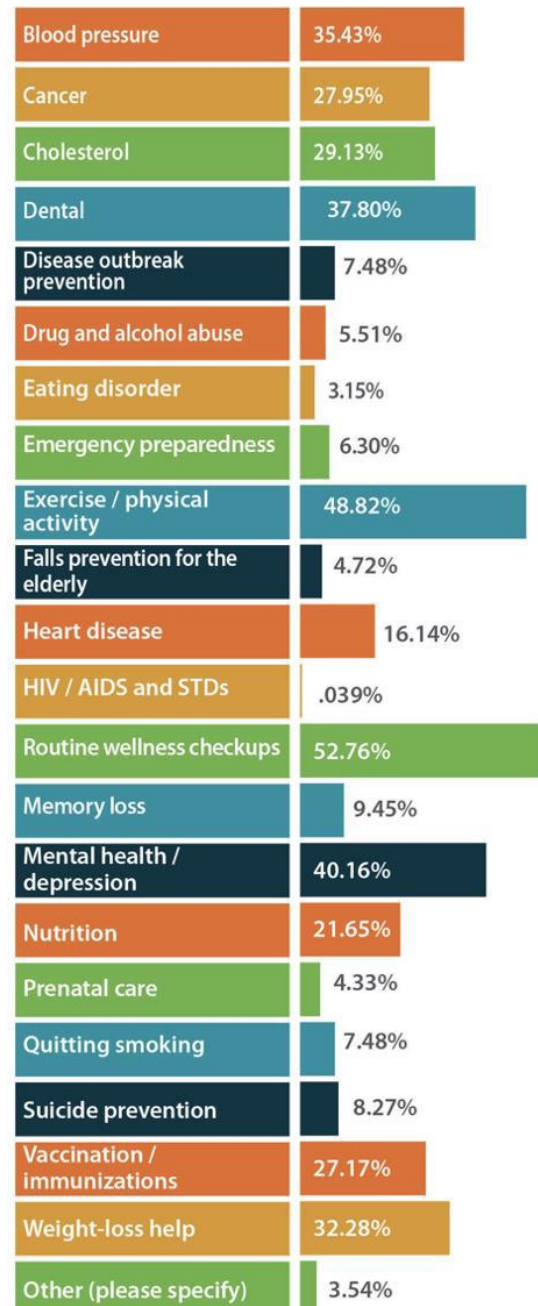|	No concern	A little concerned	Concerned	Very concerned
Alcohol use	26.07	24.90	32.30	16.73
Hunger / food security	21.84	36.40	29.50	12.26
Illegal drug use	14.55	18.77	35.63	31.03
Obesity	9.69	22.09	35.66	32.56
Prescription drug misuse	16.92	36.92	30.38	15.77
Suicide	14.62	26.15	38.46	20.77
Tobacco use	24.51	35.80	31.52	8.17
Sexual abuse or violence	22.01	35.91	30.12	11.97
Domestic abuse or violence	23.08	35.00	31.15	10.77
STDs	36.05	43.41	17.05	3.49
COVID-19	19.92	37.55	30.65	11.88
Mental health services	10.38	18.46	32.69	38.46
Quality of education (higher education, tech school, etc.)	15.33	22.22	34.87	27.59
Healthy food access	12.55	24.71	35.36	27.38
Cost of health care	4.20	9.54	29.77	56.49
Gun safety	24.90	32.95	27.97	14.18
Access to sidewalks/ safe exercise	38.17	28.63	22.52	10.69
Housing (availability and affordability)	12.64	25.29	31.42	30.65
Childcare options	24.71	25.10	28.19	22.01
Entertainment other than electronic	19.53	26.56	38.28	15.63
Other infectious diseases	31.01	38.76	25.58	4.65
Vaping	21.01	35.41	28.40	15.18
Homelessness	23.37	44.44	24.90	7.28

Source: 2022 Richland County Health Survey

Respondents chose up to five health challenges they face. Overweight/obesity, aging and mental health issues were the three challenges chosen the most.

Health Challenge	%
I do not have any health challenges.	13.64%
Cancer	3.03%
Diabetes	9.85%
Overweight / obesity	44.32%
Lung disease	2.65%
High blood pressure	21.97%
Joint or back pain	30.30%
Alcohol overuse	3.79%
Drug addiction	1.14%
Domestic violence (physical/psychological abuse)	1.89%
Financial	23.11%
High cholesterol	9.47%
Family member alcohol / drug addiction	6.06%
Dental	9.09%
Cigarette smoking	6.06%
Aging	35.98%
Chronic pain	18.56%
Lyme / tick-borne disease	5.68%
Long-COVID	3.41%
Heart disease / stroke	8.71%
Mental health (anxiety, depression, etc.)	34.47%
Autoimmune disorder	9.09%
Vaping	1.89%
Hunger / food security	1.14%
Other (please specify)	9.09%

Respondents chose up to five health screenings or services they felt would improve their health or the health of their family. Routine wellness checkups, exercise/physical activity, and mental health screenings received the most responses.

Screening or Service	%
Blood pressure	35.43%
Cancer	27.95%
Cholesterol	29.13%
Dental	37.80%
Disease outbreak prevention	7.48%
Drug and alcohol abuse	5.51%
Eating disorder	3.15%
Emergency preparedness	6.30%
Exercise / physical activity	48.82%
Falls prevention for the elderly	4.72%
Heart disease	16.14%
HIV / AIDS and STDs	.039%
Routine wellness checkups	52.76%
Memory loss	9.45%
Mental health / depression	40.16%
Nutrition	21.65%
Prenatal care	4.33%
Quitting smoking	7.48%
Suicide prevention	8.27%
Vaccination / immunizations	27.17%
Weight-loss help	32.28%
Other (please specify)	3.54%

Source: 2022 Richland County Health Survey

Phase 1
DATA COLLECTION

Key Stakeholder Interviews (Primary Data)

One-on-one conversations took place between October and November 2022. The planning committee identified a list of key stakeholders in the community consisting of business owners, school personnel, local government leaders, volunteers, business owners, health care professionals, media representatives as well as non-profit leaders. A total of 11 conversations were completed. The interviews consisted of the following questions:

1. What are the top health priorities in Richland County?
2. Why do these problems exist?
3. What areas of the county/people in the county are not being served or are underserved?
4. What is Richland County doing well?
5. What strategies are needed in Richland County?

Sector	# of Interviews Conducted
School	3
Non-Profit	3
Health Care	2
Business	2
Media	1
Government	1
Total	**11**

STAKEHOLDERS

Q. What are the top health priorities in Richland County?

Answer

■ Mental Health	9
■ Substance MIsuse	8
■ Obesity/Sedentary Lifestyle	7
■ Poor Nutrition	4
■ Access to Health Care	4
■ Women's Health	1

Within the broad category of mental health, participants identified the following:

• Anxiety was mentioned six times; bullying was mentioned three times
• The impact of Covid on mental health was mentioned 4 times

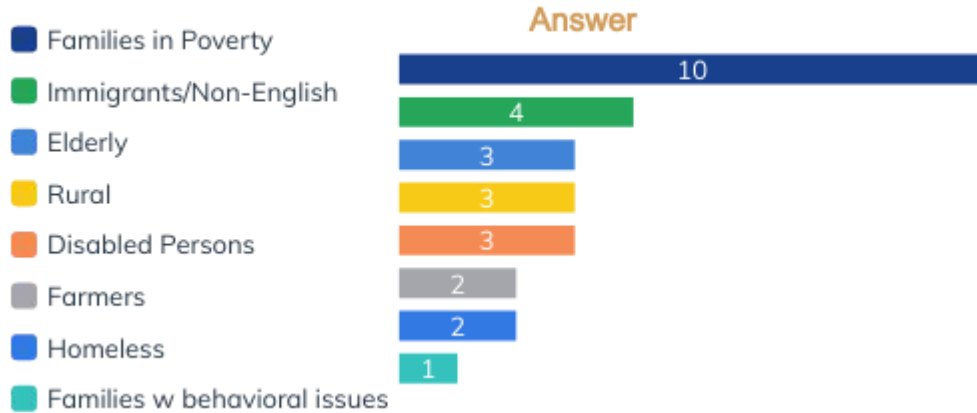### Within the broad category of substance use, participants identified the following:

• Underage drinking was mentioned 5 times; vaping was mentioned four times
• Adult binge drinking and Richland's permissive drinking culture was mentioned 3 times

Source: 2022 Key Informant Interviews

Phase 1
DATA COLLECTION

Q. What areas of the county or people/groups in the County are not being served?

Answer

Group	Answer
Families in Poverty	10
Immigrants/Non-English	4
Elderly	3
Rural	3
Disabled Persons	3
Farmers	2
Homeless	2
Families w behavioral issues	1

Q. Why do these problems exist?

Answer

Group	Answer
Social Media/Technology	9
Lack of Resources	8
Impact of COVID-19	8
Unhealthy Food Culture	7
Lack of Providers	6
Lack of Education	6
Attitudes towrd Underage Drinking	5
People are Inactive	5

Comments Related to Why These Problems Exist:
• Poor nutrition is tied to behaviors in students.
• Food from government programs is unhealthy. Students get food, but it's not healthy food.
• Resources are limited but often people do not know how to access existing services.
• People in Richland County work hard throughout their lives as they get older and as they retire, they become less active and do not engage in health activities.
• Resources are limited but often people do not know how to access existing services.
• As a community we do not have discussions about community health with a focus on prevention.

Source: 2022 Key Informant Interviews

Q. What is Richland County doing well, or what assets exist?

Partners for Prevention

Parks, Recreation, Kyaking/Biking Trails

Farmers Market

Tourism Board

Youth Activities for Engagement

Programs (Swim, St. Mary's Food, Outside of School)

Public Health Nurses

Senior Activities

Outdoor Theatre

Regenerative Agricultural Practices

"We are doing a lot well" -A Stakeholder commented

Q. What strategies are needed or what should be done?

- More mental health services
- Increase healthcare access and knowledge of services (medical, mental health, women's, etc.)
- Change our culture around permissive underage alcohol use
- More affordable resources
- Increase translation services
- Increase peer support within Richland County
- More youth activities that allow for diversity within the groups

Key Stakeholder interviews were conducted by Impact Community Planning Group, LLC

Phase 2
COMMUNITY DISCUSSIONS FOR PRIORITIZATION

Data Walk Community Meeting.

At the heart of a comprehensive community health needs assessment process is the *community.* Residents collectively identify the top problems, determine strategies, and implement the plan to improve the overall health of Richland County.

On Monday, November 7, 2022 more than 40 residents attended the community data walk event held at the White House Conference Center in Richland Center. Key stakeholders were personally invited and the general public was shared broadly on social media, local newspapers, via email, and on a number of partner websites.
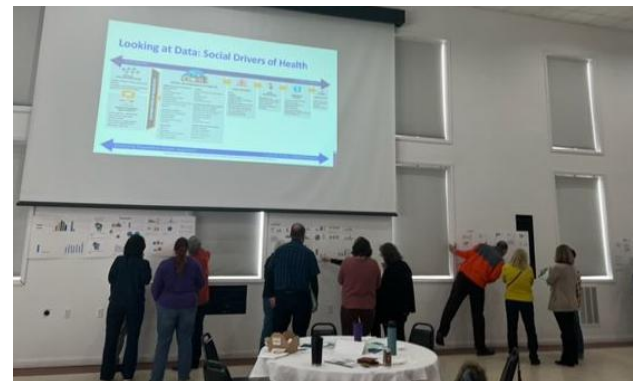
Participants were welcomed and divided amongst eight assigned tables where they had the opportunity to meet their data walk teams. Each table team had a trained table host, who served as the facilitator and note-keeper for the table. Following a healthy lunch, the table teams were invited to conduct the data walk, which was a moderated process where table groups rotated around the room, stopping at several data stations on the wall. There were four data stations:
1.   Demographic Data
2.   Social Determinant Data
3.   Health Risks & Health Behavior Data
4.   Health Outcome Data (morbidity and mortality)

The data walk was facilitated by Impact Community Planning Group, LLC.

40+
Participants

Sectors Represented:

8 Schools	3 Public Health
7 Community Groups	3 Businesses
7 Healthcare Organizations	2 Civic Organizations
6 Government	2 Community Members

Phase 2
COMMUNITY DISCUSSIONS FOR PRIORITIZATION

Data Walk In Action.

1 ROUND

In the first round of the data walk, attendees walked around and looked at the data presented at the four data stations. This data was mainly from secondary sources. Participants were assigned to identify data that was surprising and concerning as well as what Richland was doing well.

2 ROUND

In the second attendees reviewed the primary data. Tables were again assigned to identify data that was surprising and concerning, as well as what Richland was doing well. Plus participants were also asked to see where the was overlap and correlations between the two data sets. After reviewing the data tables were collectively to identify three concerns, two things going well, and one surprise from the assessment of all data.

REPORT OUT:

What Richland County is Doing Well: (Listed as recorded)
- Partners for Prevention (3x Mentioned)
- Southwest partners
- **Number** of activities we have access to
- General access to healthcare (but equally?)
- Recognition of issues and addressing
- Water consumption up among adult
- Youth sexual risk, STDs, pregnancies down
- High level of opportunity/resources
- Parks
- Swim
- Public Health Nurses
- Beautiful county
- Sources of Strength
- Recognition of need for more physical activity & wellness resources
- Development of outdoor activities
- Drop in driving under influence
- Drop in infant mortality rates

What are areas of concern: (Listed as recorded)
- Mental health access (4x Mentioned)
- More men to complete the survey
- Dating/sexual encounters among HS (2x Mentioned)
- Housing affordability/availability (3x Mentioned)
- Aging & decreasing population trend
- Family financial security
- Obesity & sedentary lifestyle (4 x Mentioned)
- Too siloed
- More preventive work
- Substance use (4x Mentioned)
- Get rid of "those people" mentality
- Social connection
- Healthy food access
- Awareness of resources
- Healthcare access/price
- Providers (access)
- Integrative medicine lacking
- Poverty

3 ROUND

After reviewing the data, participants were asked within their table groups to prioritize the data based on magnitude, severity, trends, and comparison with state data. All tables presented their top two priorities.

Out of the list from the tables each individual voted on their top 3 health behaviors choices to be addressed.

Mental health, substance use, and **quality of life** were the top three health priorities identified for Richland County.

Phase 3
CONTRIBUTING FACTORS
AND SOCIAL DRIVERS

Health Prioritization Community Meeting.

On December 5, 2022, participants were welcomed and directed to their assigned tables based on health priority (mental health or substance use). There they had the opportunity to meet their table mates. Each table team had a trained table host, who served as the facilitator and note-keeper for the table. Following a healthy lunch, the table teams were asked to conduct an analysis of their assigned health priority to determine which data stood out to be addressed. The groups were then asked to analyze risk and protective factors as well as gaps and resources.

In attendance were 35 attendees, representing 20 organizations. Impact Community Planning Group, LLC, once again facilitated the meeting. The participants identified the following problem statements and analysis below:

MENTAL HEALTH

1. There is an increase in mental health issues among Richland adults.
2. Too many people with mental health concerns are seeking crisis treatment
3. Too many Richland youth experiencing mental health concerns (anxiety/depression)

Some things identified:

Contributing risks to problem:
- Stigma
- Isolation
- Anxiety
- Family issues
- Lack of services/access to services
- Transportation

Resources of Support:
- Service clubs
- Support groups
- Aging & Disability Resource center
- Churches
- Senior Center
- UW Extension
- Hospitals/Providers

SUBSTANCE USE

1. Too many Richland County youth are using alcohol
2. Too many opioid users in Richland County
3. Too many Richland County youth are vaping nicotine
4. Too many Richland County adults are binge drinking

Some things identified:

Contributing risks to problem:
- Culture acceptance
- Peer pressure
- Coping/Mental health
- Family issues
- Lack of services/access to services

Resources of Support:
- Partners for Prevention (P4P)
- Service clubs
- Support groups

Phase 4

COMMUNITY HEALTH ASSESSMENT REPORT

The Report.

The CHA process was completedin early 2023, and the Community Health Needs Assessment report was prepared and the result is this report. The report highlights community accomplishments since the last report as well as activities related to the Covid-19 response. The report is the result of a highly collaborative community planning process and will lay the groundwork for the Community Health Improvement Plan and subsequent community wide efforts to improve health outcomes in Richland County.

Phase 5

COMMUNITY HEALTH IMPROVEMENT PROCESS

CHIP Planning Meeting.

On April 12, 2023, community members will be invited to identify strategies to address mental health and substance use in Richland County. Members will have five years to implement the plan developed during the CHIP meeting.

County Health
Rankings and Roadmaps

Data analysis of primary and secondary data, along with results from the community forums, was framed by the County Health Rankings Model.

This model outlines extensive factors of community health, which amounts to health behaviors (30%), clinical care (20%), social and economic factors (40%), and physical environment (10%).

The health factors of an individual directly influence that person's overall health outcome. County Health Rankings informs Richland County's health priorities. County Health Rankings and Roadmaps annually prepare rankings of all counties in the state based on specific health indicators.

The counties are ranked in two different categories: health outcomes and health factors on a scale from 1 to 72 (1 being the best, 72 being the worst).

County Health Rankings model © 2014 UWPHI
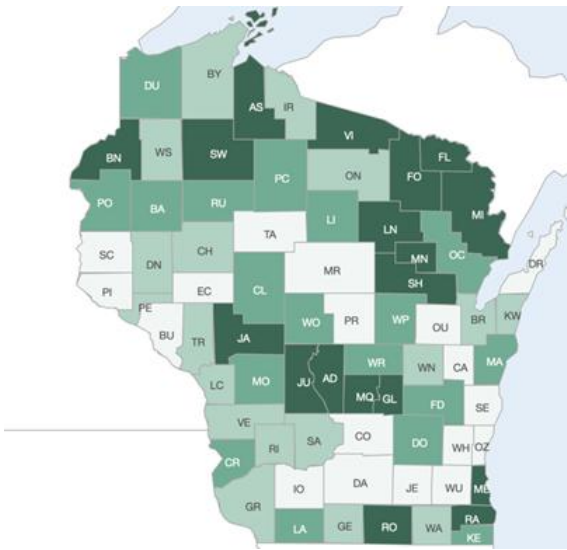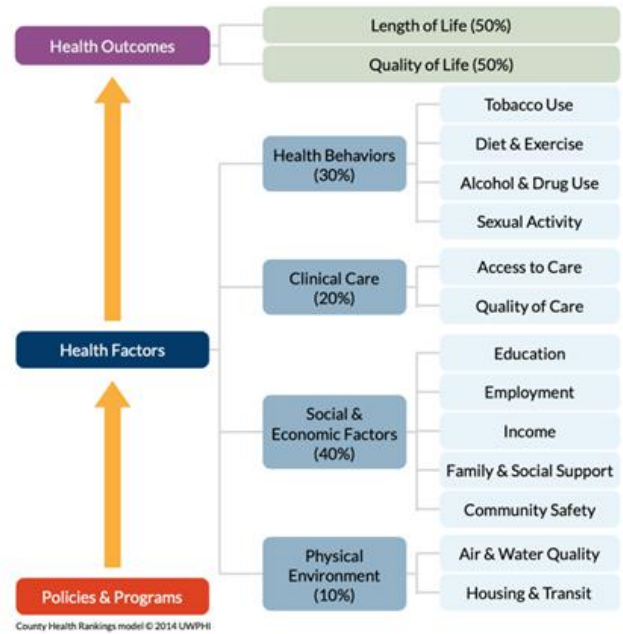
Health Outcomes

32
out of 72

Health outcomes represent how healthy a county is right now, in terms of length of life but quality of life as well.
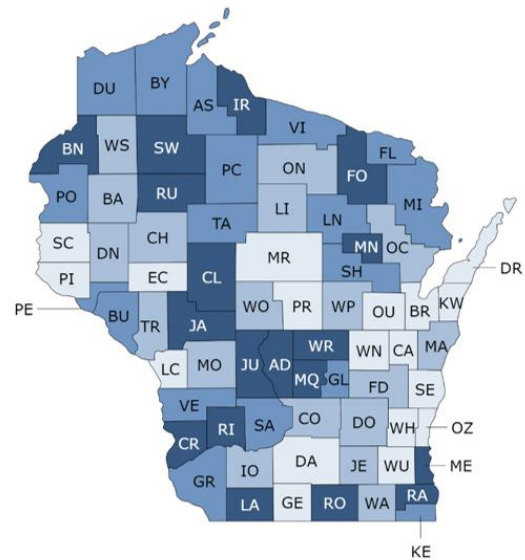
Health Factors

57
out of 72

Health factors represent those things we can modify to improve the length and quality of life for residents.

Source: 2022 County Health Rankings

Health Behaviors & Outcomes

Health behaviors are actions individuals take that affect their health. They include actions that lead to improved health, such as eating well and being physically active, and actions that increase one's risk of disease, such as smoking, excessive alcohol intake, and risky sexual behavior.

In the United States, many of the leading causes of death and disease are attributed to unhealthy behaviors. For example, poor nutrition and low levels of physical activity are associated with higher risk of cardiovascular disease, type 2 diabetes, and obesity. Tobacco use is associated with heart disease, cancer, and poor pregnancy outcomes if the mother smokes during pregnancy. Excessive alcohol use is associated with injuries, certain types of cancers, and cirrhosis.

The following health behaviors and outcomes for Richland County are included in this report.

Mental Health

Substance Use (Alcohol, Tobacco, Drug Use)

Nutrition and Physical Activity

Injury and Mortality

Mental Health

Why is Mental Health Relevant?

Mental health is an important part of overall health and well-being. Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.

Childhood mental disorders affect many children and families. Boys and girls of all ages and ethnic/racial backgrounds and living in all regions of the United States experience mental disorders. Based on the National Research Council and Institute of Medicine report, which gathered findings from previous studies, it is estimated that in 2007, 13–20% of children living in the United States (up to 1 out of 5 children) experienced a mental disorder in a given year, costing individuals, families, and society an estimated $247 billion per year.
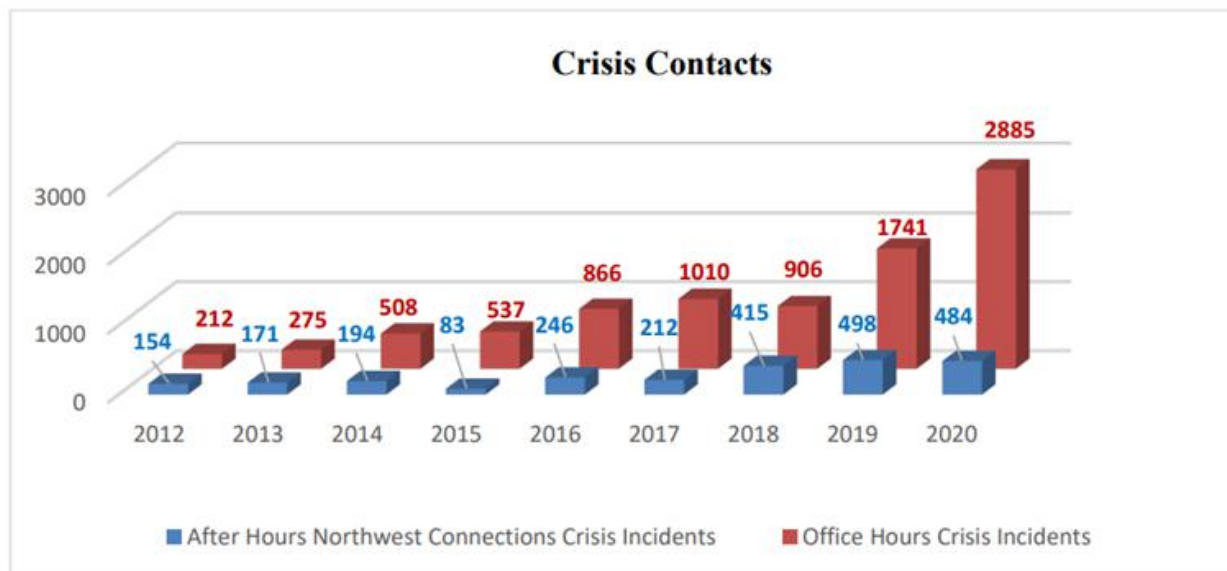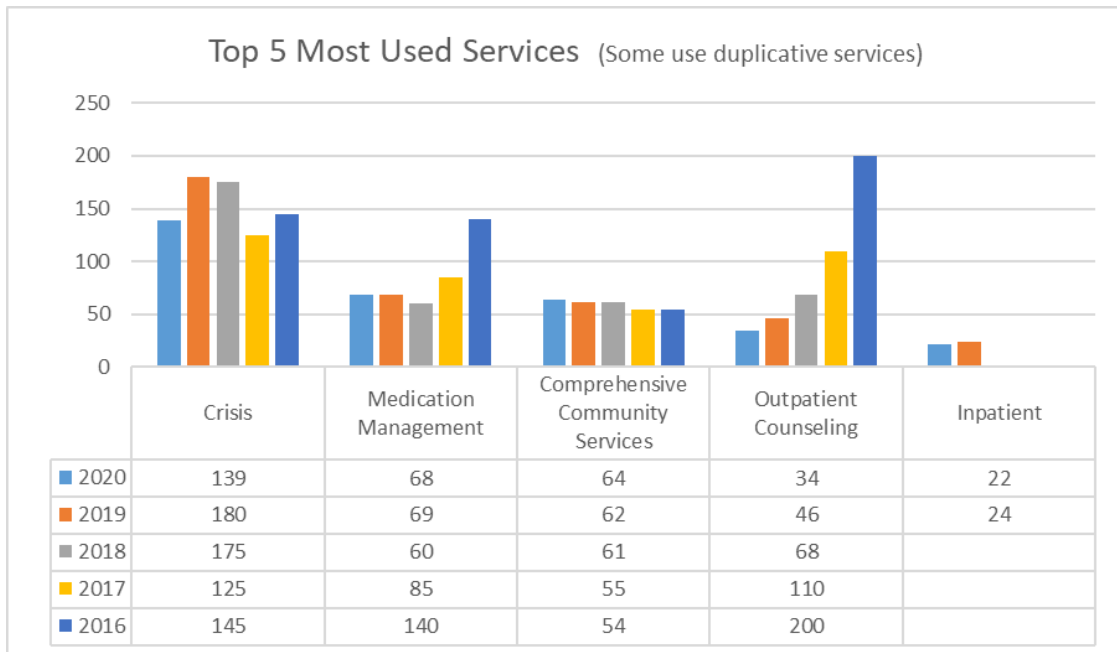

Crisis Contacts: In 2020, Health and Human Services provided Crisis services to a total of 214 individuals. Some people may have had repeat crises or required additional contacts to address the crisis. Northwest Connections handled 484 after-hours crisis contacts. Behavioral Health staff completed a total of 2885 daytime crisis contacts, with a total of 3369 crisis contacts altogether in 2020. The total number of crisis contacts includes all crisis assessments and follow-up contacts completed by staff. During 2020 there was a full-time staff member dedicated to doing crisis contacts along with other Behavioral Health staff members. Linkage and follow-up services are completed after an initial crisis assessment in order to provide or coordinate services to allow the crisis patients to return to more stable functioning DHS 34.23(6). During 2020 a staff member continued to provide services through a contract with the Richland School District. The staff provided mental health therapy and crisis services to children in the district.

Crisis contacts increased by 66% percent during 2020. The increase in crisis contacts is due to the increase in high acuity needs for placements and service linkage that occurred during 2020. The increase in crisis contacts was also due to the efficiency created by having one crisis worker, tracking each individual crisis contact (rather than all contacts cumulatively over each day). Overall during 2020 twenty-five percent of the individual crisis contacts were conducted by a staff member that is dedicated to working with youth in the Richland School District. 44% percent of all crisis contacts during 2020 were for consumers with substance use-related concerns.
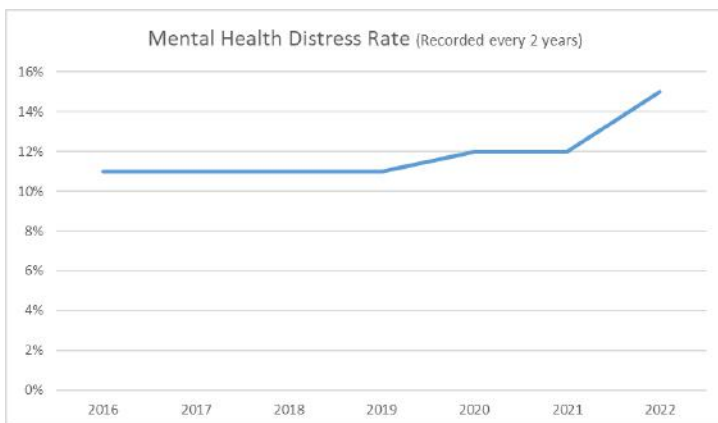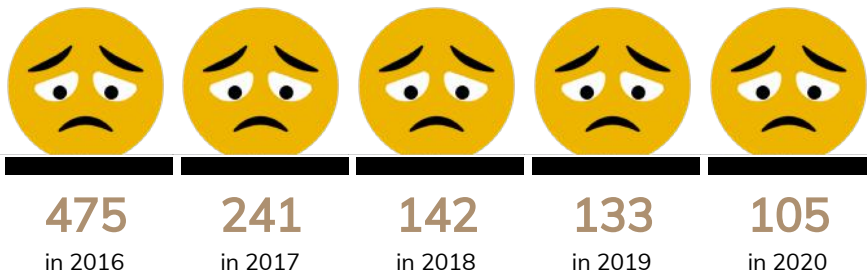
Source: County Richland County Health and Human Services

Mental Health

Top 5 Most Used Services (Some use duplicative services)

	Crisis	Medication Management	Comprehensive Community Services	Outpatient Counseling	Inpatient
2020	139	68	64	34	22
2019	180	69	62	46	24
2018	175	60	61	68	
2017	125	85	55	110	
2016	145	140	54	200	

Source: Wisconsin Department of Health Services

Number of Outpatient Mental Health Clients (Unduplicated Consumers)

Source: County Richland County Health and Human Services.

475	241	142	133	105
in 2016	in 2017	in 2018	in 2019	in 2020

Mental Health Distress Rate (Recorded every 2 years)

Mental Distress = Percentage of adults reporting 14 or more days of poor mental health per month (age-adjusted). Source: 2022 County Health Rankings.

10 Tips To Boost Your Mental Health
1. Track 3 gratitudes a day in a journal.
2. Color for about 20 minutes.
3. Take time to laugh.
4. Go off the grid and disconnect from your smart-phone.
5. Dance around the house.
6. Yawn. It improves alertness and mental efficiency.
7. Work omega-3 fatty acids into diet.
8. Relax in a warm bath.
9. Experiment with something new ie recipe, art project, writing.
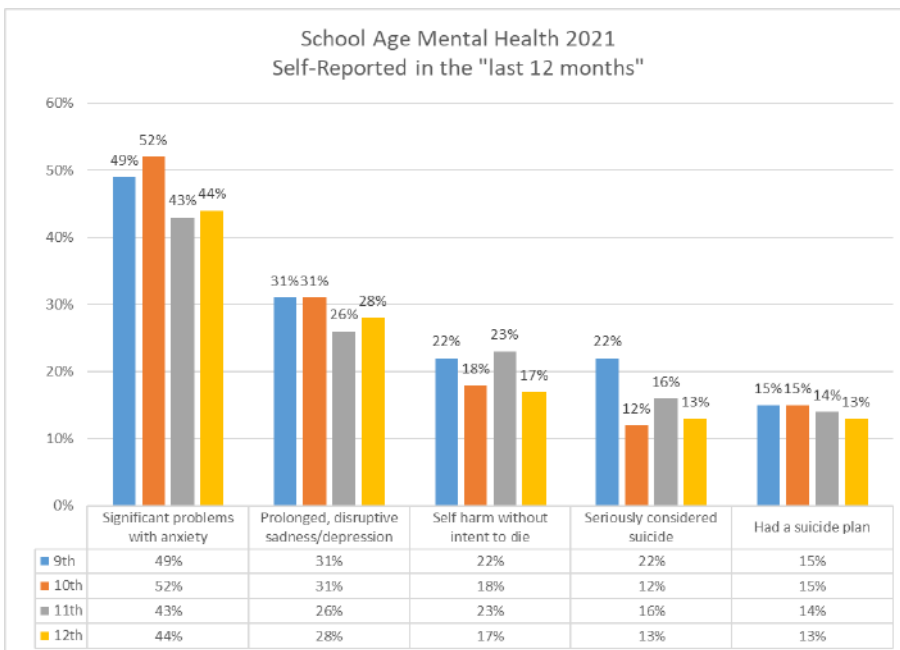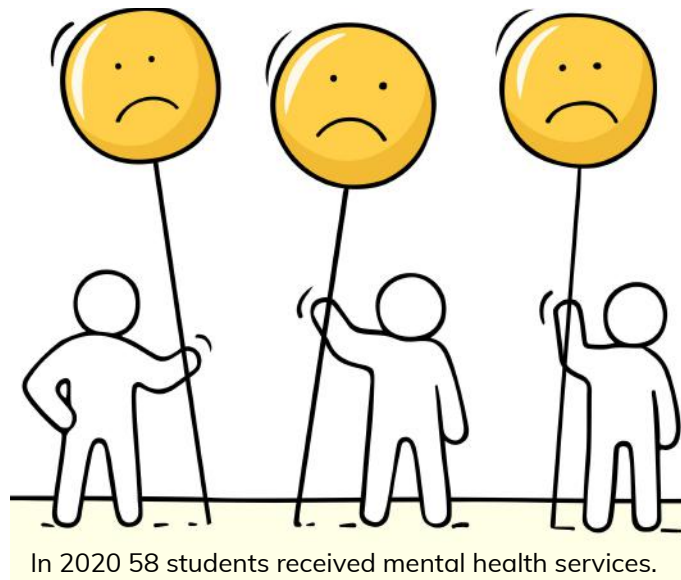10. Go for a 30-minute walk in nature.
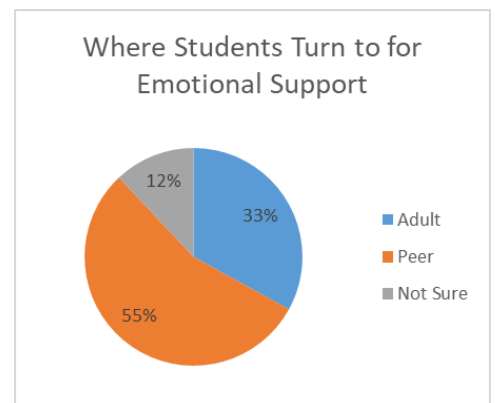
Source: Mental Health America

Mental Health

School Mental Health: In 2018 Richland County Health and Human Services employed a School Mental Health Staff, that was funded by the Richland School District. The staff person provided both crisis services and outpatient mental health services as appropriate to youth enrolled in the Richland School District. Starting in 2021 Guidance Counselors now provide Social, Emotional Learning (SEL) to all 7th - 12th graders and refer to mental health services as needed.

Number of individual students receiving services from School Mental Health Staff.

In 2020 58 students received mental health services.

School Age Mental Health 2021
Self-Reported in the "last 12 months"

	Significant problems with anxiety	Prolonged, disruptive sadness/depression	Self harm without intent to die	Seriously considered suicide	Had a suicide plan
9th	49%	31%	22%	22%	15%
10th	52%	31%	18%	12%	15%
11th	43%	26%	23%	16%	14%
12th	44%	28%	17%	13%	13%

Source: Richland County 2021 High School YRBS

2 out of 10 students
report getting emotional help when needed most of the time or always.

Where Students Turn to for Emotional Support

- Adult 33%
- Peer 55%
- Not Sure 12%
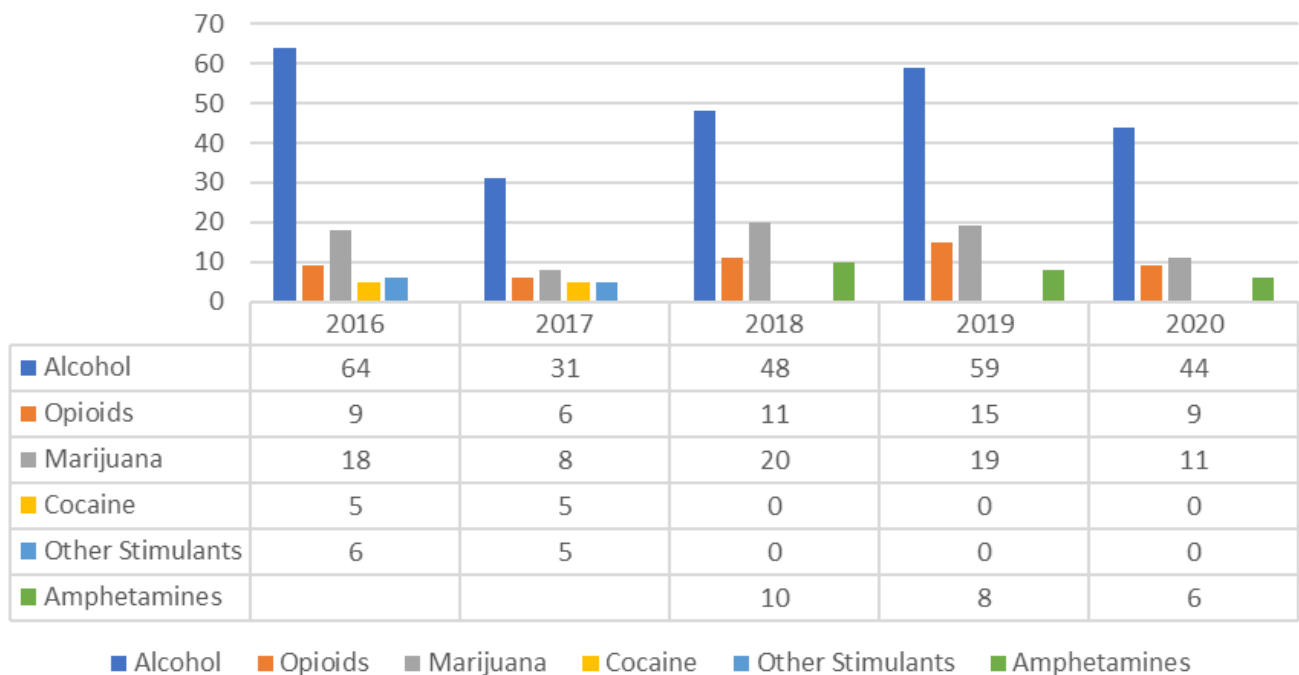
Source: Richland County 2019 High School YRBS

Substance Use

Why is Drug Use Relevant?

Drug use can lead to an increased risk of chronic illness, heart disease, HIV/AIDS, Hepatitis C, and mental illness. The rising number of people who use drugs or illegal substances has led to an increase in issues surrounding drug-related crimes and violence, legal system capacity strain, decreased workforce productivity, increased healthcare needs, and increased social service needs.

Top 5 Most Common Substances - Identified in Treatment

	2016	2017	2018	2019	2020
■ Alcohol	64	31	48	59	44
■ Opioids	9	6	11	15	9
■ Marijuana	18	8	20	19	11
■ Cocaine	5	5	0	0	0
■ Other Stimulants	6	5	0	0	0
■ Amphetamines			10	8	6

■ Alcohol ■ Opioids ■ Marijuana ■ Cocaine ■ Other Stimulants ■ Amphetamines

Emergency room visits due to excessive alcohol use have increased since 2016

In 2020 1/3 of all motor vehicle crash deaths were attributed to alcohol use

20% of adults in Richland County smoke – which is 5% more than all adults in WI

In Richland County Average of 20 people die from a drug overdose each year (2019-22)

Fentanyl and Meth use is also on the rise. Many resulting in death.

Source: County Richland County Health and Human Services

Substance Use

Tobacco Use

Tobacco use is the leading cause of preventable death in the United States. It affects not only those who choose to use tobacco, but also people who live and work around tobacco. The term "tobacco" refers to commercial tobacco, not ceremonial or traditional tobacco. Each year, smoking kills 480,000 Americans, including about 41,000 from exposure to secondhand smoke. Smoking causes cancer, heart disease, stroke, lung diseases, diabetes, and chronic obstructive pulmonary disease which includes emphysema and chronic bronchitis. On average, smokers die 10 years earlier than nonsmokers.

Adult Smoking

	2022
Richland	20%
Wisconsin	16%

Source: 2022 County Health Rankings

Excessive Alcohol Use

Excessive consumption of alcohol is associated with various behavioral and health effects for both adults and youth. These may include injury, chronic illness, poor mental health, alcohol use disorders, or death as long-lasting effects of excessive alcohol use.

Adult Excessive Drinking

	2022
Richland	24%
Wisconsin	16%

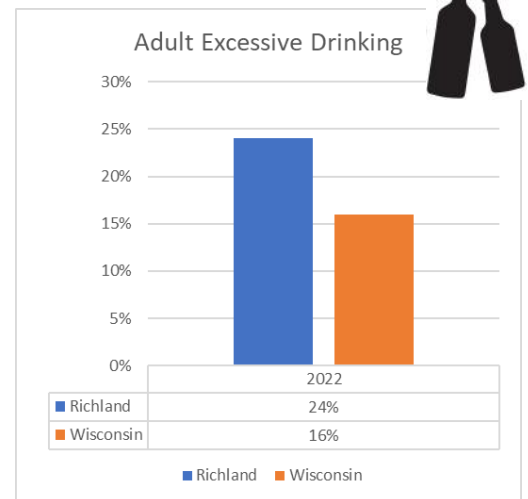Source: 2022 County Health Rankings

Opioids

Wisconsin's opioid epidemic began more than 20 years ago. It started with the overprescribing of prescription pain relievers. When these drugs became harder to get for nonmedical use, heroin use increased. Heroin was more available and cheaper. Today, illegally manufactured fentanyl and other opioids are being mixed with other drugs. This mixing is the reason why opioid overdose deaths remain high in Wisconsin.
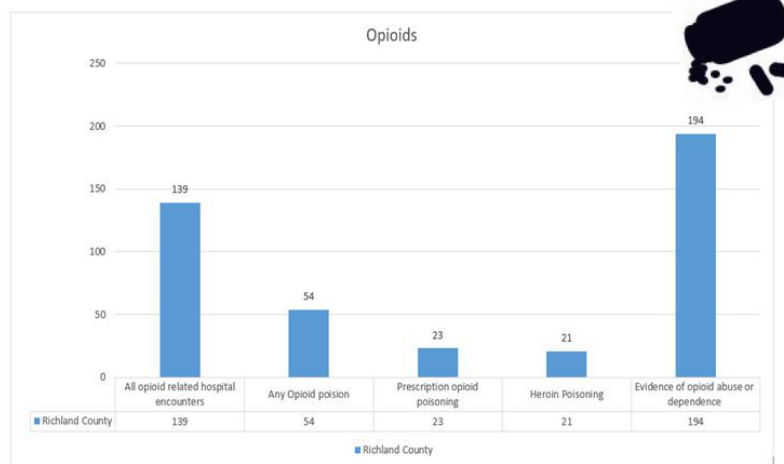
All types of opioids are addictive. The brain and body develop a tolerance to opioids very quickly, meaning more amounts are needed to feel the same effect. This may rapidly become dependence, meaning that not taking opioids may cause severe pain and discomfort because opioids are no longer in the brain and body. This leads some people to use opioids more and more, a cycle that can lead to opioid use disorder.

Opioids

	All opioid related hospital encounters	Any Opioid poison	Prescription opioid poisoning	Heroin Poisoning	Evidence of opioid abuse or dependence
Richland County	139	54	23	21	194
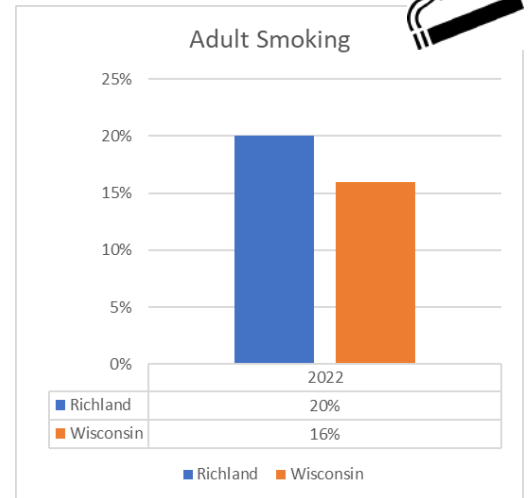
Source: Source: DHS Wisconsin WISH Opioid Dashboard
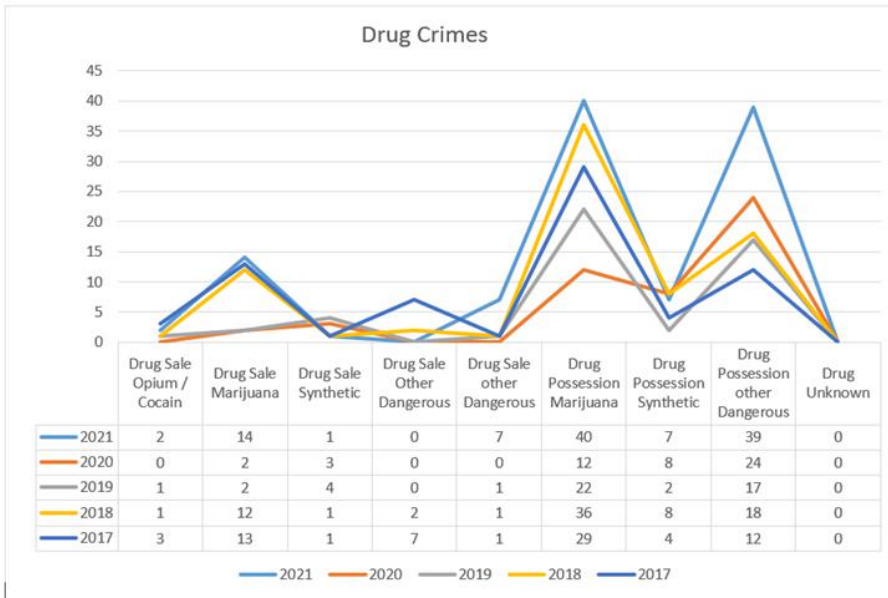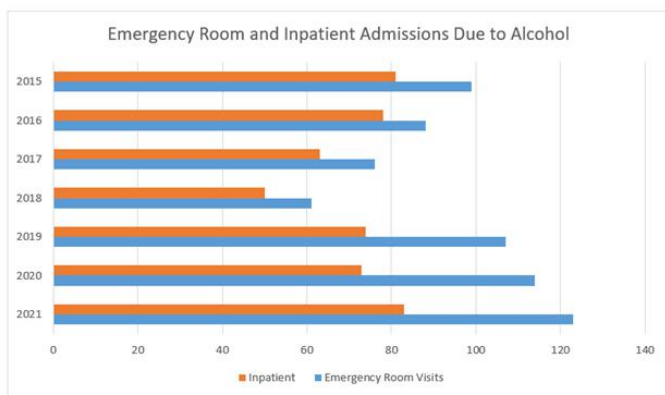
Substance Use

Consequences

All drug use comes with risk. Drug use—including alcohol, marijuana, methamphetamine, as well as prescription drug misuse and illicit opioids—among adults is on the rise. Different drugs pose different dangers. Drug use can lead to dependence and addiction, injury and accidents, health problems, sleep issues, and more. Drug use affects not only the person using, but family and the community.
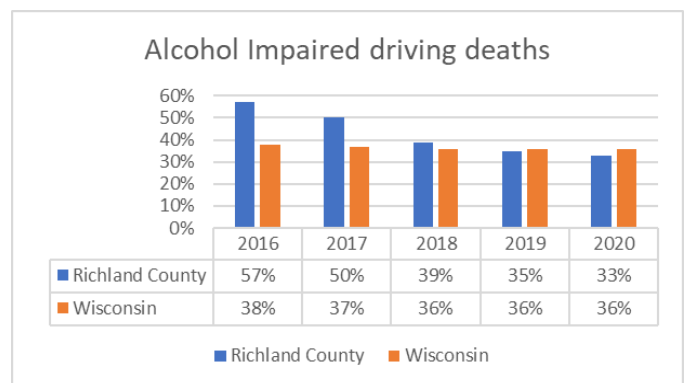
Drug Crimes

	Drug Sale Opium / Cocain	Drug Sale Marijuana	Drug Sale Synthetic	Drug Sale Other Dangerous	Drug Sale other Dangerous	Drug Possession Marijuana	Drug Possession Synthetic	Drug Possession other Dangerous	Drug Unknown
2021	2	14	1	0	7	40	7	39	0
2020	0	2	3	0	0	12	8	24	0
2019	1	2	4	0	1	22	2	17	0
2018	1	12	1	2	1	36	8	18	0
2017	3	13	1	7	1	29	4	12	0

Phone

If you or someone you know needs help address their drug use
Call 2-1-1 or
Health and Human Services at 647-8821

Emergency Room and Inpatient Admissions Due to Alcohol

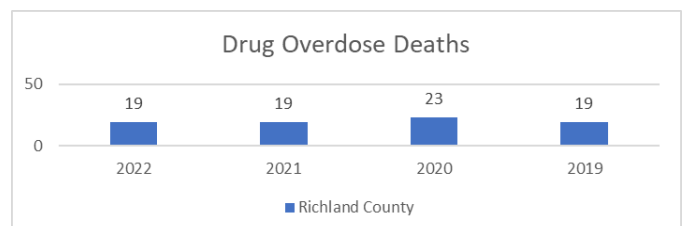(Years 2015–2021; Inpatient and Emergency Room Visits)

Source: DHS Alcohol WISH Dashboard

Inpatient care = the patient has been admitted to the hospital on a doctor's order for an alcohol related issue such as liver cirrhosis and alcohol dependence.
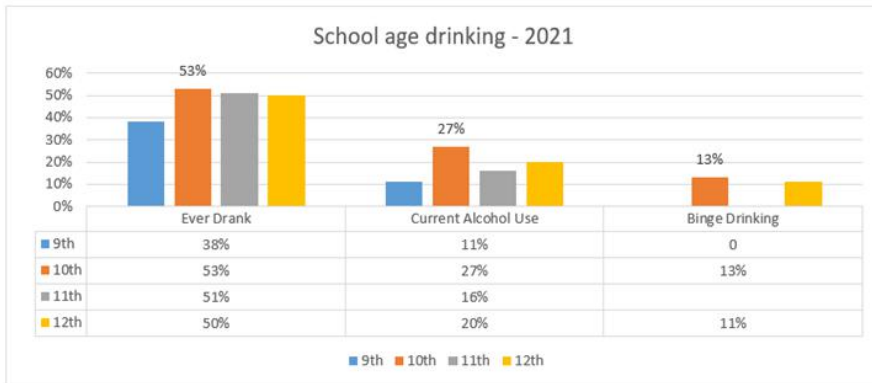**Emergency Room Visit =** due to an alcohol-related issue.

Alcohol Impaired driving deaths

	2016	2017	2018	2019	2020
Richland County	57%	50%	39%	35%	33%
Wisconsin	38%	37%	36%	36%	36%

Source: DHS Alcohol WISH Dashboard

Drug Overdose Deaths

2022	2021	2020	2019
19	19	23	19

Richland County

Source: DHS Opioid Use WISH Dashboard

Substance Use

School age drinking - 2021

	Ever Drank	Current Alcohol Use	Binge Drinking
9th	38%	11%	0
10th	53%	27%	13%
11th	51%	16%	
12th	50%	20%	11%

■9th ■10th ■11th ■12th

Source: 2021 Richland County Youth Risk Behavior Survey

33%
of youth drank alcohol before
age 13

Source: 2021 Richland County Youth Risk Behavior Survey

School age tobacco/ drug use - 2021

	Vaping	Other tobacco use	Marijuana use	Other Illegal Drug Use	Were offered, sold, or given drugs on school property
9th	9%	0	7%	14%	
10th	14%	7%		14%	9%
11th	10%	7%	9%		11%
12th	14%	0			

■9th ■10th ■11th ■12th
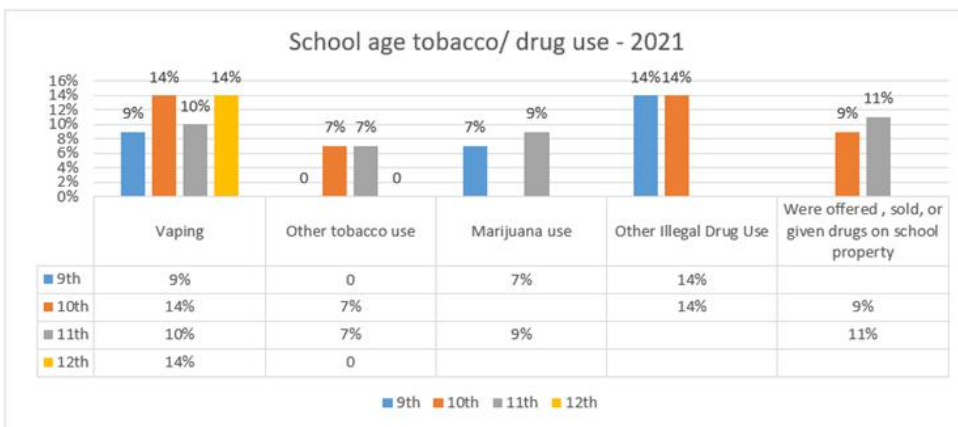
Source: 2021 Richland County Youth Risk Behavior Survey

Friend   Home   Parent/Family

Parents believe the top 3 places youth get their alcohol.

Source: 2021 Richland County Parent Perception Survey

Partners for Prevention COALITION

The Partners for Prevention(P4P) Coalition of Richland County was formed in 2018 as part of the Richland County Children and Family Advocacy Council. The P4P has been working to build a strong coalition of partners that create positive and sustainable changes in Richland County. In 2019, P4P was awarded a federal grant that supports efforts to increase community collaboration around shared strategies to prevent and reduce youth substance use. Some of our accomplishments include:
1. In partnership with convenience store owner, Denny Jax, implemented sticker campaign: "Thank you for keeping our youth alcohol-free."
2. Youth4Change hosted a legislative breakfast about WI Social Host law enforcement and Tobacco Free Parks for 62 community leaders.
3. Parks Board agrees to post "No Smoking" signs.
4. Youth4Change at Ithaca High School advocated for an Alternatives to Suspension policy for tobacco (vaping). Implemented Spring of 2022.
5. In partnership with law enforcement, over 1,500 pounds of unused medications have been collected at Drug Take Back Days since 2019.
6. Went from 43% to 100% of licensed liquor establishments passing alcohol age compliance checks,

Youth's Perception

disapproval from

Peers		Parents
67%	Drink alcohol regularly	84%
87%	Take prescription drugs	94%
75%	Smoke cigarettes	93%
65%	Smoke marijuanna	86%

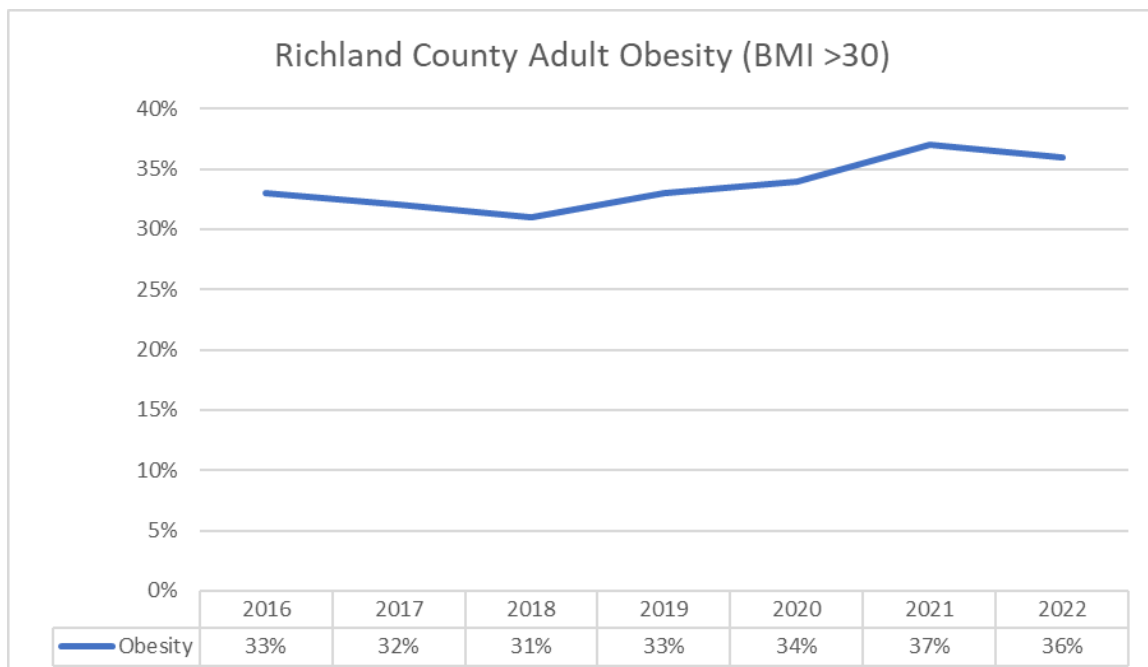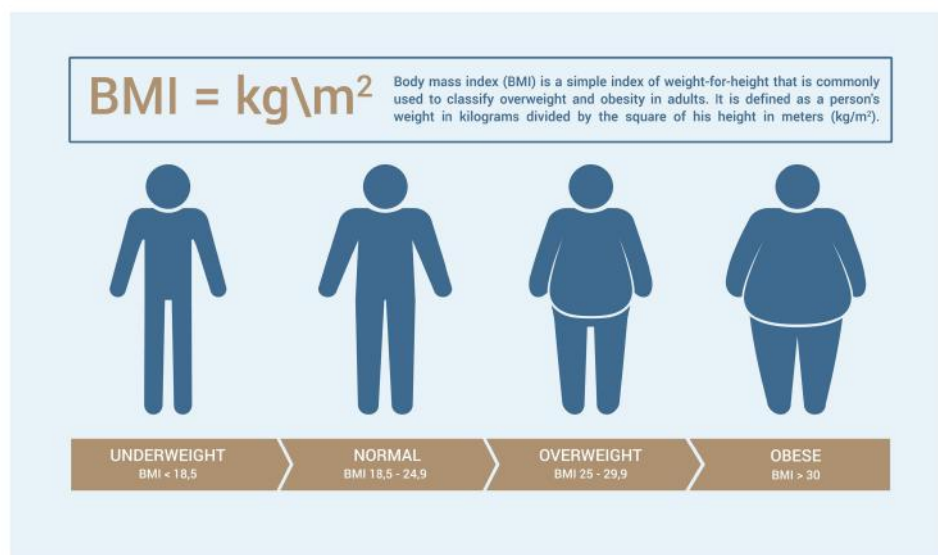Source: 2021 Richland County Youth Risk Behavior Survey

Nutrition and Physical Activity

Why is Nutrition and Physical Health Activity Relevant?

Achieving and maintaining a healthy weight includes healthy eating, physical activity, optimal sleep, and stress reduction. Several other factors may also affect weight gain. Healthy eating features a variety of healthy foods. Fad diets may promise fast results, but such diets limit your nutritional intake, can be unhealthy, and tend to fail in the long run. Managing weight contributes to good health now and as you age. In contrast, people who have obesity, compared to those with a healthy weight, are at increased risk for many serious diseases and health conditions.

Body Mass Index

$$BMI = kg\backslash m^2$$

Body mass index (BMI) is a simple index of weight-for-height that is commonly used to classify overweight and obesity in adults. It is defined as a person's weight in kilograms divided by the square of his height in meters (kg/m^2).

UNDERWEIGHT	NORMAL	OVERWEIGHT	OBESE
BMI < 18,5	BMI 18,5 - 24,9	BMI 25 - 29,9	BMI > 30

Richland County Adult Obesity (BMI >30)

	2016	2017	2018	2019	2020	2021	2022
Obesity	33%	32%	31%	33%	34%	37%	36%

Source: County Health Rankings 2016-2022

Nutrition

$385.97

Average cost of groceries per month/per person.

Source: Zippia (zippia.com/advice/average-cost-of-groceries-by-state/)

Limited access to healthy foods

	% of population
Wisconsin	5%
Richland County	19%

(Chart values: 5%, 19%)
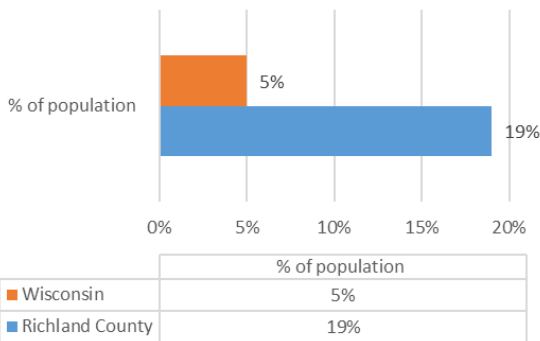
Limited Access to Healthy Foods = Percentage of population who are low-income and do not live close to a grocery store.
Source: 2019 County Health Rankings

Food Insecurity

	% of Population
Wisconsin	9%
Richland County	11%

(Chart values: 9%, 11%)
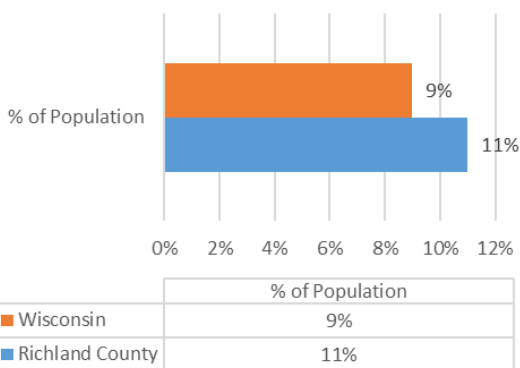
Food Insecurity = Percentage of population who lack adequate access to food.
Source: 2019 County Health Rankings

Food Pantries in Richland County
- Muscoda Food Pantry
- Richland Community Food Pantry
- Second Harvest Mobile Food Pantry
- Lone Rock Food Pantry

Food Access

The County Health Rankings measure of the food environment accounts for both proximity to healthy foods and income. This measure includes access to healthy foods by considering the distance individual lives from a grocery store for healthy food purchases and cost barriers.

There is strong evidence that food deserts are correlated with high prevalence of overweight, obesity, and premature death as convenience stores or smaller grocery stores are limited in healthier food options. Lacking consistent access to food is is also related to weight gain, premature mortality, asthma, and activity limitations, as well as increased health care costs.

Hunger

Experienced hunger due to lack of food at home

	%
9th	20%
10th	21%
11th	24%
12th	17%
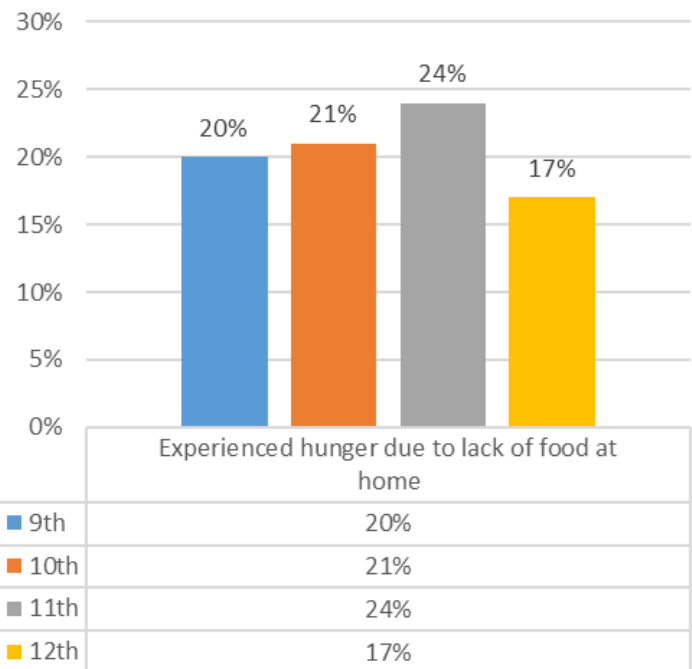
Source: Richland County 2021 High School YRBS

% of Richland County Youth who consumed the following everyday (for the past 7 days of when the survey was taken)

43% Eat fruits

40% Eat vegetables

81% Drank water

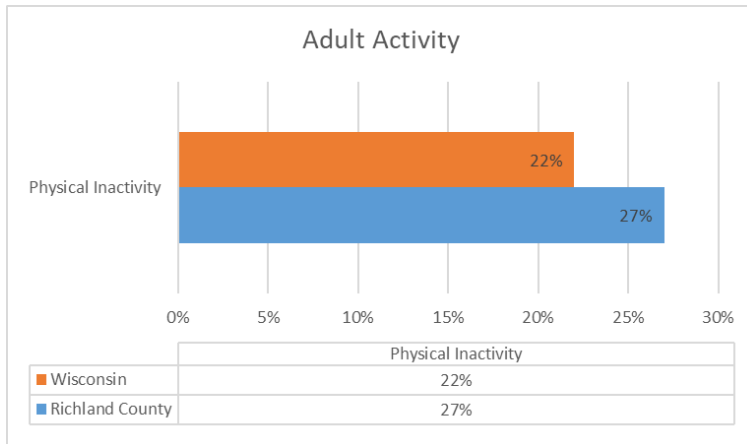Source: Richland County 2021 High School YRBS

Activity

Source: 2022 County Health Rankings

Physical Activity

Frequent exercise provides immediate and long-term benefits for both adults and youth. These include improved cognition, sleep, mood, and bone health.

Physical activity also reduces the risk of obesity, cardiovascular disease, type 2 diabetes, depression, dementia, and cancer.

Adult Activity

	Physical Inactivity
Wisconsin	22%
Richland County	27%

Youth Activity

9th	12%
10th	13%
11th	9%
12th	12%

Adult Activity = Percentage of adults age 18 and over reporting no leisure-time for physical activity.
Source: 2022 County Health Rankings
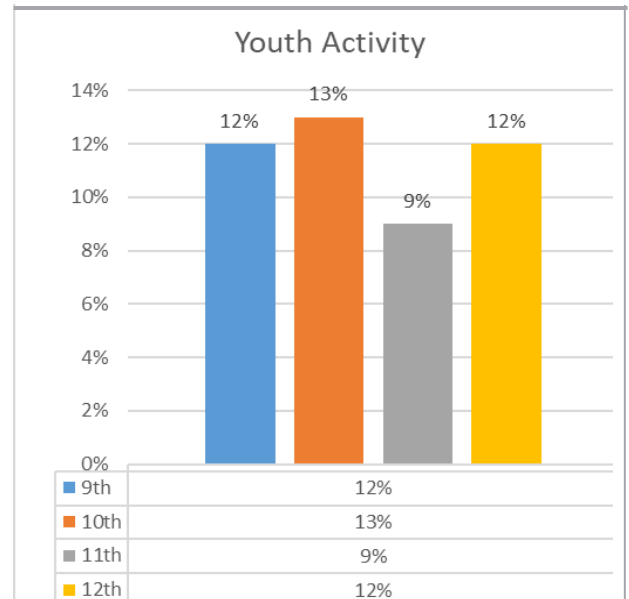
Youth Activity = Students who exercised zero days in the past weeks.
Source: 2021 Richland County High School YRBS

Injury and Mortality

Why is Injury and Mortality Relevant?

Injury data - is used to understand when and why injuries occur and how to prevent them. Experiencing injury or violence can have a lifelong impact. People can suffer short-term effects, such as missing work or school, and long-term effects, such as chronic illness or death. Injury and violence cost society hundreds of billions of dollars in medical care and lost productivity each year.

Mortality data - identifies causes of death and provides information on how long can we expect to live and whether we are gaining or losing ground against our most life-threatening public health crises. These data are relied on by researchers, epidemiologists, clinicians, policymakers, and many others working to identify problems, find solutions, and save lives.

80
Life Expectancy
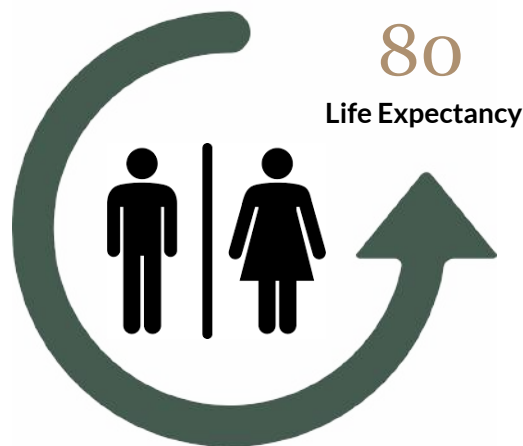
Life Expectancy = Average number of years a person can expect to live.[1]
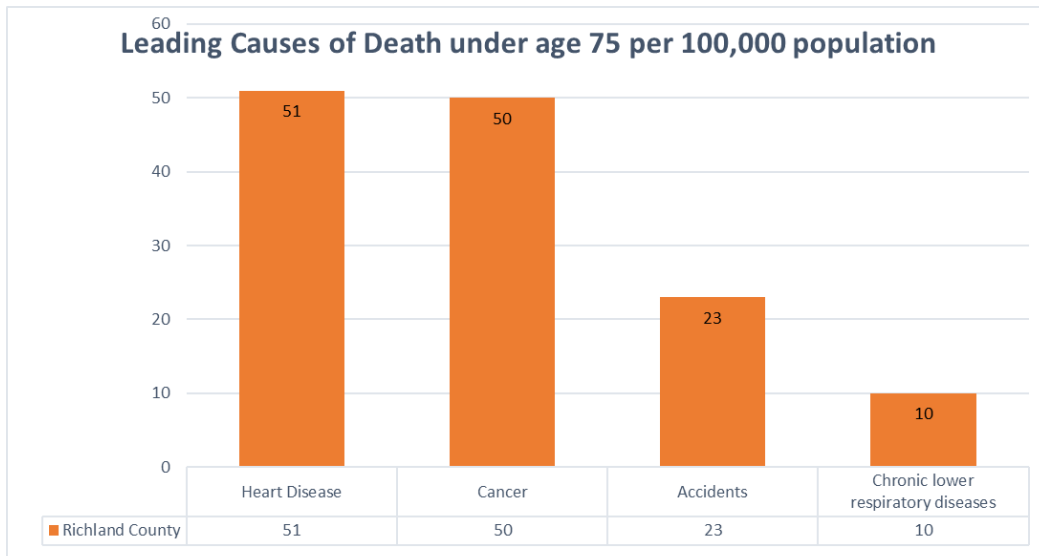
300

Premature Deaths

Adjusted Mortality + Number of deaths among residents under age 75 per 1000,000 population (age-adjusted).[2]

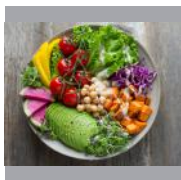Source: County Health Rankings 2016-2022

Injury and Mortality

Leading Causes of Death under age 75 per 100,000 population

	Heart Disease	Cancer	Accidents	Chronic lower respiratory diseases
Richland County	51	50	23	10

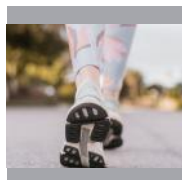Source: County Health Rankings 2022

Prevent Chronic Disease. According to the CDC many chronic diseases are caused by key risk behaviors. By making healthy choices, people can reduce the likelihood of getting a chronic disease and improve their quality of life. Here are seven healthy choices to hep prevent a chronic disease.
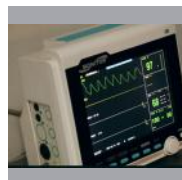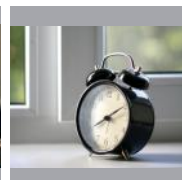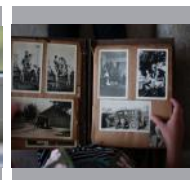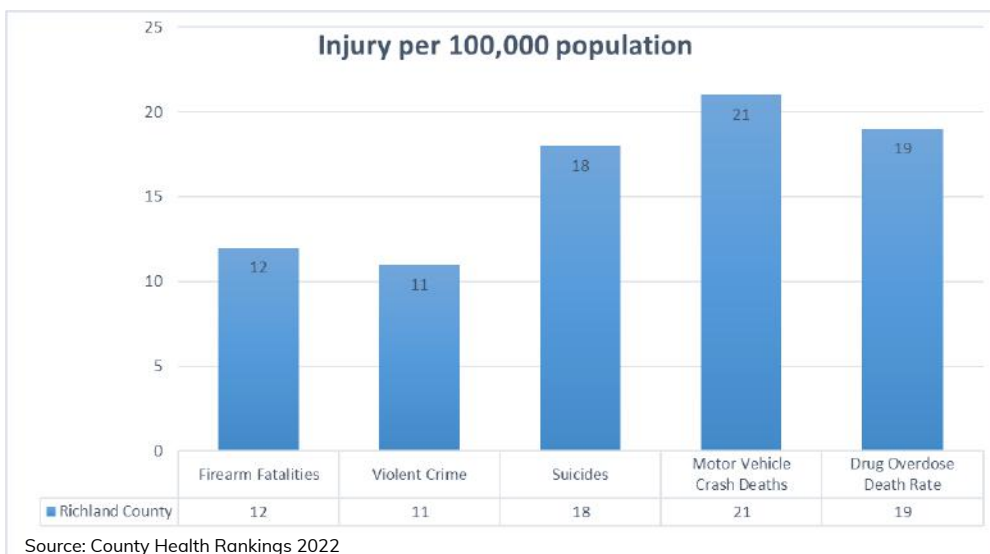
Quit Smoking	Eat Healthy	Get Active	Limit alcohol	Get Screenings	Get Enough Sleep	Know Family History

Injury per 100,000 population

	Firearm Fatalities	Violent Crime	Suicides	Motor Vehicle Crash Deaths	Drug Overdose Death Rate
Richland County	12	11	18	21	19

Source: County Health Rankings 2022

CALL

988 SUICIDE & CRISIS LIFELINE

Conclusion

In Richland County, the process of comprehensively assessing the community's health needs was led by a diverse group of community stakeholders from the sectors of healthcare, public health, Extension, and education, with ongoing input from the community at every stage of the process.

This 2022 Community Health Needs Assessment report includes a comprehensive analysis of both primary and secondary data complemented by three community discussions including a data walk, follow-up analysis and a planning session to inform the Community Health Improvement Plan, which is the document that complements this publication.

Review of multiple sources of secondary data revealed that the top two priorities in the county continue to be **mental health** and **substance use**.

(Highlighted mental health and substance use data included)

With these priorities having been first identified in the 2016 CHNA, multiple organizations have been working to improve outcomes both areas. Reflecting on community progress showed a notable increase in the diversity of programs and community responses in all three prioritized areas. Prioritization helps multiple sectors focus their energies on addressing different facets of the concern to improve outcomes.

The conclusion of this report is that continuing to support community coalitions in their work on Mental Health Treatment and Substance Misuse Prevention & Treatment, is the best way to make progress in Richland County. With these needs reaffirmed by the 2023 CHNA assessment process, continuing to support coalitions as they implement grassroots and evidence-based responses, while providing shared metrics for success is how Richland County will see continued progress in these areas.

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