

Washington County Community Health Improvement 2011-2015

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Everyone Living Better, Longer



Community Goals for 2011-2015

Adopted from CDC's Principle
Winnable Battle Initiative

- Improve dietary quality
 - Increase fruit and vegetable intake
 - Decrease intake of high-energy, low-nutrient foods
 - Reduce consumption of sugary drinks
 - Reduce sodium in the food supply
- Increase breastfeeding
- Increase physical activity
- Prevent micronutrient malnutrition
- Enhance state and community capacity to improve population-level health

“Obesity continues to be a major public health problem. We need intensive, comprehensive and ongoing efforts to address obesity. If we don’t, more people will get sick and die from obesity related conditions, such as heart disease, stroke, type 2 diabetes and certain types of cancer - some of the leading causes of death.”

--Thomas R. Frieden, MD, MPH
Director, Centers for Diseases Control and Prevention;
Administrator, Agency for Toxic Substances and Disease
Registry

Ongoing review of available data indicates that obesity is still a priority community health issue. The data shows low fruit /vegetable consumption and low levels of physical activity – both modifiable.

- Telephone survey results of 400 adults in 2006 and 2010 show there was a statistical increase in the overall percent of respondents who reported overweight, obesity and lack of physical exercise or unhealthy food choices as one of the top three community health problems from the indicators listed in the current state health plan (2010 and 2020).
- The 2012 and 2013 County Health Rankings show that 28% of adults in Washington County are obese (BMI>30), up from 27% in 2010 and 2011. In 2013 obesity is highlighted as an area needing attention to improve overall health.
- Since 2000, 5 local surveys commissioned by Aurora Health Care in collaboration with the Health Department showed the following results:
 - From 2000 to 2011, there was a statistical increase in the overall % of respondents who reported being overweight or obese
 - In 2011, 70% reported weight as either:
 - BMI>25<30 = 38% were overweight
 - BMI>30 = 32% were obese
 - From 2008 to 2011, there was a statistical decrease in the overall % of respondents who met the recommended amount of physical activity
- From 2003 to 2011, there was a statistical decrease in the overall % of respondents who reported eating at least 2 servings of fruit or at least 3 servings of vegetables on an average day
- From 2000 to 2011, there was a statistical increase in the overall % of respondents who reported fair or poor health.
- From 2000 to 2011, there was a noted increase in the percentage of respondents across the overweight status reporting fair or poor health.

Obesity prevention continues as a community priority until 2015

The 2020 state health plan (SHP) was launched in December of 2007 and many people and organizations from different sectors and geographic regions of Wisconsin volunteered their knowledge, skills and resources to shape the agenda for improving health in WI. A technical advisory team, community engagement forums, focus area strategic teams, the WI Public Health Council, the WI Minority Health Leadership Council, a communications and marketing team and a core planning team all contributed to the new 10-year health agenda which expanded on many concepts from the 2010 and 1990 plans. Lessons learned from the previous plans are that no one agency, organization or community can improve community health alone – but partnerships did and do make a difference to improving health. A common agenda like the 2020 SHP makes good sense, conserves efforts and allows individual communities or jurisdictions to focus on addressing solutions to needs with involved partners.

The 2020 SHP was reviewed, local 2010 survey results were compared to results from 2006 and the County Health Rankings were also utilized to revise the local priorities from 3 to 1 for the next five year period. The Board of Health and the Washington County Health Department endorsed the new SHP and will continue to use it to plan for improving the community's health status. Improving nutrition and increasing physical activity to prevent obesity and its negative health effects continued to be a priority. Annual data continues to support this analysis.

It takes the work of many to improve the health of all.

To learn about Healthiest Wisconsin 2020 visit <http://dhs.wisconsin.gov/hw2020/>

To learn more about County Health Rankings see <http://www.countyhealthrankings.org>

Data and Community Health Planning

Healthiest Wisconsin 2020 fulfills the state requirement to develop a state public health agenda at least once every 10 years as cited in Wisconsin Statutes, Section 250.07 (1) (a) and provides guidance for local health departments who also have a responsibility under DHS Administrative Rule 140 to participate in local community assessment and planning. Starting in 2012 local hospitals are also conducting community needs assessments in their service areas and identifying strategies to address community needs. Coordination between the hospitals, Health Department and the Healthy People Project of Washington County is ongoing. The available reports from the hospitals with service areas in the county are on the Health Departments web page under the area titled information about the health of our community. Additional data is added as it becomes available and is evaluated.

Resource links for the data below and more is available at www.co.washington.wi.us/chn

Healthiest Wisconsin 2020 (HW 2020) and previous state health plans (SHP)

- A flexible public health agenda to protect and improve health where we live, grow, work, learn and play

County Health Rankings

- An annual snapshot of community health that many partners and the public are familiar with that is easy to understand from 2010 through 2013

Local survey(s) findings and reports

- Input from 400 Washington County adults about leading health issues from surveys in 2006 and 2010
- Five local behavioral surveys since 2000 that are comparable (commissioned by Aurora Health Care)

Implementation plans and activities:

- Healthy People Project of Washington County's (HPPWC) 2009 strategic plan includes goals to improve access to fruit and vegetable consumption and increase physical activity as a means to decrease obesity – updated in 2012
- HPPWC interactive website at www.getmovingwashingtoncounty.com
- Second printing of "Get Moving Washington County" map in 2012 after initial run in 2009
- Health Department Golden Carrot Award in 2010
- Breastfeeding Friendly Health Department designation awarded in 2011 and the community coalition supporting breastfeeding has been ongoing from 2010 through 2013
- A community breastfeeding coalition was developed in
- 2011 ground breaking for a new community garden in Germantown with 2012 implementation
- HPPWC was awarded a \$36,000 grant in 2012 to work on school nutrition/farm to school initiatives from St. Joseph's Hospital Community Fund

How Can Other Organizations and Agencies Make a Difference in Washington County?

Use a model like MATCH below from the County Health Rankings or the HW 2020 Action model to assure systematic approaches that are community-guided and use evidence and science to make a difference:

- Review data, including but not limited to, the County Health Rankings, DPH data bases, HW 2020 health profiles, local surveys and hospital assessments
- Select an area(s) from *HW 2020* and submit the **Endorsement Form (link below)** to the Washington County Health Department for posting on their website and submission to the state Division of Public Health

<http://www.co.washington.wi.us/uploads/docs/hw2020endorsement.docx>

- Implement evidence based strategies whenever possible in partnership with others
- Evaluate efforts and report results to your stakeholders

