

Oneida County Health Department

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Timeline

2022 November – 2023 March

- Community Health Survey
- Focus Groups
- Key Informant Interviews
- Secondary Data Collection
- Identify Trends & Themes

2023 April – August

- Data Analysis
- Convene Steering Committee
- Hold Community Conversations
- Identify Key Priority Areas

2023 September – December

- Convene Steering Committee
- Create Action Plans for identified priorities (7 strategies of CADCA)
- Compile & Publish CHA Report

2024 January – April

- Develop Strategies for Sustainability
- Compile & publish CHIP
- Recruit coalition members to work on priority areas





How do local health departments use data?

Secondary Data

The Oneida County Healthy Department used the Healthy People 2030 framework to prioritize data collection for this year's Community Health Assessment (CHA) process.

A WORKING DATA COLLECTION EXCEL SHEET WAS DEVELOPED TO INCLUDE HP2030 INDICATORS, AS WELL AS DATA POINTS WE SPECIFICALLY IDENTIFIED FOR OUR COMMUNITY.

The Healthy People 2030 framework details 5 key areas to address in your community to improve health and well-being.

- Economic Stability
- Education Access and Quality
- Health Care Access and Quality
- Neighborhood and Built Environment
- Social and Community Context



Healthy People 2030 includes

358

core or measurable objectives.



Healthy People 2030 Blank Core Objectives - Excel

File Home Insert Page Layout Formulas Data Review View Tell me what you want to do... Cami Buchmann Share

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	Indicator	Year	HP2030	WI	(Your County)	Source	Link	All ages	Leading Health Indicators (LHIs) are a small subset of high-priority Healthy People 2030 objectives selected to drive action toward improving health and well-being.															
2									Reduce the suicide rate — MHMD-01															
3									Reduce homicides — IVP-09															
4									Reduce drug overdose deaths — SU-03															
5									Increase the proportion of people with health insurance — AHS-01															
6						County He	County He		Reduce the number of days people are exposed to unhealthy air — EH-01															
7									Increase knowledge of HIV status — HIV-02															
8									Increase the proportion of people who get the flu vaccine every year — IID-09															
9									Reduce household food insecurity and hunger — NWS-01															
10									Reduce consumption of added sugars by people aged 2 years and over — NWS-10															
11									Increase use of the oral health care system — OH-08															
12																								
13								Infants																
14									Reduce the rate of infant deaths — MICH-02															
15																								
16								Children and Adolescents																
17						County He	County He		Increase the proportion of 4th-graders with reading skills at or above the proficient level — AH-05															
18									Increase the proportion of adolescents with depression who get treatment — MHMD-06															
19						CDC:Nutrit	DNPAO D:		Reduce the proportion of children and adolescents with obesity — NWS-04															
20									Reduce current tobacco use in adolescents — TU-04															
21																								
22								Adults and Older Adults																
23									Increase control of high blood pressure in adults — HDS-05															
24									Reduce maternal deaths — MICH-04															
25									Reduce the number of diabetes cases diagnosed yearly — D-01															
26									Increase the proportion of adults who get screened for colorectal cancer — C-07															
27									Increase the proportion of adults who do enough aerobic and muscle-strengthening activity — PA-05															
28									Increase employment in working-age people — SDOH-02															
29									Reduce the proportion of people aged 21 years and over who engaged in binge drinking in the past month — SU-10															
30						County He	County He		Reduce current cigarette smoking in adults — TU-02															



Oneida County Secondary Data Packet

Social Determinants of Health/Social Drivers

Social Determinants of Health are the economic and social conditions that influence individual and group differences in health status.

Economic Stability									
Indicator	Year	HP2030	WI	Oneida	Vilas	Forest	Health People 2030 (HP2030) objectives	Source	Link
Poverty	2017-2021	8.00%	10.79%	8.04%	10.11%	14.09%	Reduce the proportion of people living in poverty — SDOH-01	Metop.io	https://metop.io/i/pujs49nk
	2016-2020	-	10.97%	7.96%	10.52%	15.71%			
	2015-2019	-	11.33%	7.86%	12.71%	17.32%			
Income spent on housing >30%	2017-2021	25.50%	25.20%	21.70%	22.00%	20.80%	Reduce the proportion of families that spend more than 30 percent of income on housing — SDOH-04	Kids Count	Households with housing costs of more than 30% of income KIDS COUNT Data Center
	2016-2020	-	26.00%	22.40%	24.50%	22.10%			
	2015-2019	-	26.60%	24.40%	28.20%	22.80%			
Low food security	2020	0%	12.60%	13.70%	17.40%	22.90%	Eliminate very low food security in children — NWS-02	Metop.io	https://metop.io/i/gjydaqb7
Median household income	2021	-	\$67,125	\$62,660	\$56,837	\$51,959	Median Household Income	Census Bureau	https://censusreporter.org/profiles/05000US55085-oneida-county-wi/#geographical-mobility
	2020	-	\$63,293	\$58,156	\$50,039	No data available			
	2019	-	\$64,168	\$56,852	\$47,072	No data available			
	2018	-	\$60,773	\$54,198	\$44,285	No data available			
	2017	-	\$56,759	\$52,945	\$42,720	No data available			
	2016	-	\$56,811	\$49,715	\$41,632	No data available			

Secondary Data Collection Process for Oneida County

- After looking at the Healthy People 2030 objectives, we decided to do a crosswalk of data from:
 - Healthy People 2030
 - Our last CHA report
 - Several other counties CHA reports
- Used what we found as a foundation for what would be present to our steering committee and then ultimately our Community Conversations. After completing the excel data dashboard, we narrowed the data slightly to present to the steering committee and then ultimately our community conversations.

Data Points collected:

352+

Number of Data Sources:

26+

Data Categories:

1. Demographics
2. Social Determinants of Health/ Social Drivers
3. Health Behaviors
4. Health Conditions
5. Leading Health Indicators

Tips & Tricks:

- Lots of data is out there, be specific.
 - If you can ask for help, ask.
 - Utilize state/county resources.



Primary Data Findings

Survey Themes

- Access to safe and affordable housing
- Access to affordable childcare
 - Access to affordable healthcare
- Access to affordable Mental Health services
 - Good jobs and strong economy
 - Access to healthy foods

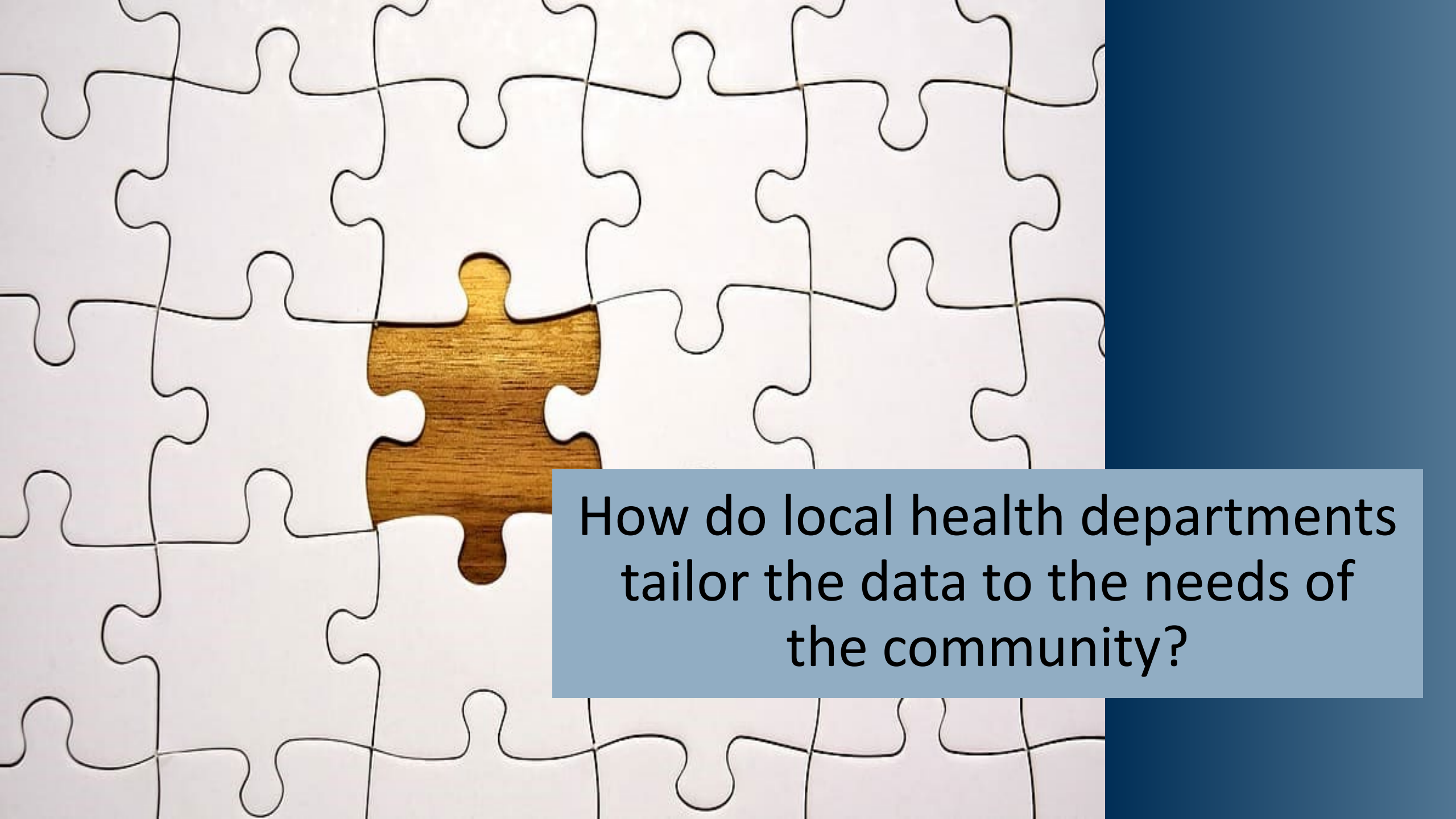
Focus Group Themes

- Community Programming
- Healthcare Issues
- Support Groups
- Community Involvement/Activities (Kids & Adults)
- Housing

Key Informant Interview Themes

- Access to affordable Mental Health services/ increase in providers (in youth and adults)
- Access to affordable AODA services/ increase in providers
- Isolation
- Access to transportation services
- Access to affordable Health Care
- Access to affordable housing
- Lack of strong economy/jobs (staffing & well trained individuals)
- Access to affordable childcare services
- Lack of energy/momentum for community members to want change



A wooden puzzle piece is centered in a white puzzle grid. The piece is a light brown color with a wood grain texture. The grid consists of white puzzle pieces with black outlines. A dark blue vertical bar is on the right side of the image.

How do local health departments tailor the data to the needs of the community?

YOU'RE INVITED!

Help shape the health and well-being of Oneida County



To register for one or **ALL** meetings

Scan or click the QR code:



Visit:
<http://oneidacountypublichealth.org/>
Call:
715-369-6185

Time & Location for ALL meetings:

Northwoods Center Nicolet College
5364 College Drive
Rhinelander, WI 54501

2:00PM - 5:00PM
June 13th

9:00AM - 12:00PM
July 12th

1:30PM - 4:30PM
August 2nd



Meeting #1 June 13 **Community Data Walk**

- Review the Community Health Assessment (CHA)
- Identify prevalent issues
- Prioritize key health concerns

Meeting #2 July 12 **Health Prioritization**

- Assess resources in the community
- Determine gaps in the community
- Weigh size, severity & impact of issues

Meeting #3 August 2 **Improvement Planning**

- Develop action plan
- Identify action steps to mobilize the community

Using the collected data

Once the data was collected, it was compiled into posters to present to the community

The OCHD held three community conversations to engage community members to review the data that was collected and share their thoughts and concerns about it.

Access to affordable healthy foods was listed as #6 for Top Areas for Improvement

Percent of survey respondents that are worried about:

Consuming Healthy Nutritious Foods 29.1%

*Consuming healthy nutritious foods was ranked as the 2nd worrying personal health concern.

Survey respondents rated the following statements:

Too many fast food options 3.43

Cost of healthy foods 3.92

Lack of access to healthy foods 3.14

On a scale of 1= Strongly disagree and 5= Strongly agree.

Survey opinions: What could make our community a healthier place to live in:

- Making Healthy foods more affordable and increasing wages so people aren't struggling to survive and thereby unable to afford healthy foods
- Affordable grocery stores
- More diversity in types of restaurants in area
- Less fast food and more deli type and good restaurants

Too Expensive was listed as the #1 barrier to eating nutritious foods

Percent of survey respondents that:

Are on Food Assistance Programs or Food Stamps 22.4%

Are aware of resources to assist with food security 66.3%

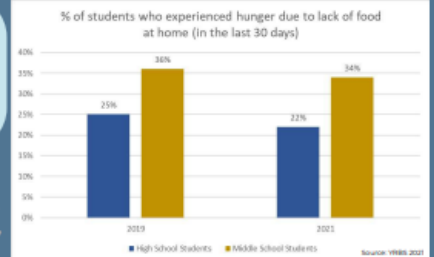
Are not aware of resources to assist with food security 33.7%

Secondary Data:

Food Insecurity Rate in 2021

7%

Food Insecurity is the condition of not having access to sufficient food, or food of an adequate quality, to meet one's basic needs

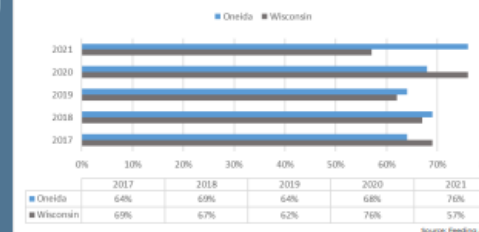


Number of Oneida County Households Receiving SNAP Benefits in 2021

1,007

Supplemental Nutrition Assistance Program (SNAP) provides nutrition benefits to supplement the food budget of needy families so they can purchase healthy food and move towards self-sufficiency.

% of food insecure population below SNAP, other nutrition programs threshold of 200% poverty



The percentage of estimated food insecure population by income category, according to the eligibility thresholds of the major federal nutrition assistance programs, including SNAP and other programs such as WIC.

#1 Data Walk

June 13th

Purpose: Bring together community partners that represent a variety of populations in our community, analyze primary & secondary data, choose preliminary health priorities

#2 Health Prioritization

July 12th

Purpose: Finalize health priorities, choose key health indicators in each priority

#3 Improvement Planning

August 2nd

Purpose: Moving to action, logic models & strategies

Community Conversation

Review:

Data Walk:

- [Data Walk Recap Video](#)
- [Community Conversation Data](#)
- [Data Walk Worksheet Responses](#)
- Community Health Priority Survey

Health Prioritization:

- Priority Data: [Mental Health](#), [Substance Use](#), [Housing](#), [Childcare](#)
- [Health Priority Worksheet Responses](#)

Improvement Planning:

- Logic model
- 7 strategies of CADCA



7 Strategies of CADCA

creating effective community change

Assists coalitions and groups with identifying appropriate and timely actions steps to include in a comprehensive action plan for strategy/intervention implementation.

1. Provide Information
2. Enhancing Skills
3. Providing Support
4. Access & Barriers
5. Incentives & Disincentives
6. Physical Design
7. Policies



Substance Use

Root Cause

Local Conditions

Problem

Oneida County adults are at risk of developing unhealthy drinking habits

28% Oneida County adults reported binge drinking or heavy drinking. (County Health Rankings & Roadmaps, 2020)

Community Norms
“Drinking culture”

% of adults that engage in drinking behaviors?

Access

8 of 12 Key Informant Interviews stated that AODA was one of their clients most pressing health concerns

Adults are consuming alcohol at youth focused events

Environmental Scan
TBA

Large community events encourage drinking culture and “partying”

of big events that are known to encourage drinking
TBA

People are partying and recreating – unsafe drinking and doing recreational activities

Key Stakeholder interviews
TBA

There are locations to buy alcohol throughout the county

Outlet density, 238 total licenses in Oneida County. (Environmental Public Health Data Tracker, 2020-2021)

Parents allow youth to consume alcohol with parental supervision

35% of high school students had their first drink before the age of 13. (YRBS, 2021)

Substance Use

Local Condition: Adults are drinking alcohol in locations where children/family events are taking place

1. Provide Information	Education – alcohol research Meet with local elected officials to share research (WI Burden of Alcohol Report) Educate service groups and event organizers
2. Enhance Skills	Training for parents – modeling responsible drinking behaviors Engage youth in this effort
3. Provide Support	Support with looking for non-alcohol sponsors Support youth to educate parents about healthy decisions
4. Access/Barriers	Create beer garden away from activity Festival tool kit – to scan events and gather data
5. Change Consequences	Discounts for events that agree to change location of alcohol and sponsors
6. Physical Design	Move location of where alcohol is served
7. Modify/Change Policy	Meet with local officials – encourage entities that get licenses to adopt responsible policies

7 Strategies Of CADCA

Thank
you!

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