We Serve Communities

Primary Service Area

Secondary Service Area
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Flambeau Hospital has been meeting the health needs of Price County residents for over 75 years. Co-sponsored by the Marshfield Clinic and Ministry Health Care to serve the poor and sick, Flambeau Hospital continues to carry out its mission “to create healthier communities while improving the health and well being of the people in the rural settings served.”

Flambeau Hospital is a 25 bed Critical Access hospital located in Price County, Wisconsin; it is a member of the Ascension Health System.

**Flambeau Hospital’s Primary Service Area**

- Phillips 31%
- Park Falls 42%
- Butternut 13%
- Other in Price County 14%

This report summarizes the plans for Flambeau Hospital to sustain and develop new community benefit programs that 1) address prioritized needs from the Fiscal Year 2013 Community Health Needs Assessment (CHNA) conducted by Flambeau Hospital and 2) respond to other identified community health needs.

**Price County Statistics**

- Located in the Northwood’s of Wisconsin
- Population: 14,159
- Caucasian: 97%, Other: 3%
- Female: 49.3%
- Male: 50.7%
- 65 years and older - Price: 21.4%, Wisconsin: 13.9%
- Manufacturing community
- Abundance of national and state forests and lakes
How the Implementation Strategy Was Developed

Flambeau Hospital chaired several meetings with community members over an 8-month period to discuss, tabulate and form our top priority of needs in our Community. Working with the hospital co-chairing these meetings were Price County Public Health Officer, Michelle Edwards, RN; Jim Lawrence, Public Health Education Consultant for the State of Wisconsin Division of Public Health, Northern Region; and Angela Nimsgern, Public Health for the State of Wisconsin, Northern Region. Our top priorities that ranked the highest in our survey were:

#1 Mental Health/Alcohol and Drug Use

#2 Chronic Disease, Physical Activity and Nutrition

How we came to the above priorities?
Flambeau Hospital and Price County Public Health Department sent an invitation to numerous groups with attendance from:

- Local Businesses
- Government Agencies
- Churches
- Clinics (3)
- Hospitals (2)
- School Districts (3)
- Counseling Centers (3)
- Advocacy Groups
- Public citizens
- City and County Law Enforcement

Our invitation was WELL RECEIVED with OVER 40 PARTICIPANTS in our work group.
Major Needs and How Priorities Were Established

PRICE COUNTY

Prioritizing

Results [October 5, 2011]

We started out with the Healthiest Wisconsin 2020 Public Health Guide showing Price County rankings compared to the rest of the state. (www.dhs.wisconsin.gov/hw2020)

Working from Healthy Wisconsin 2020 guide we asked participants about the data in the guide, the “good” things we do in Price County and the "bad" that makes our county rankings high and low in some areas. Over the course of this fact-finding we then introduced an “Introductory Opinion Survey.” We asked participants to rank the top 5 most concerning areas in Price County. Results are following.

<table>
<thead>
<tr>
<th>Healthiest Wisconsin 2020 Focus Areas</th>
<th>Weighted Score</th>
<th>Rank</th>
</tr>
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<tbody>
<tr>
<td>Adequate, appropriate, safe food and nutrition</td>
<td>56</td>
<td>4</td>
</tr>
<tr>
<td>Alcohol and other drug use</td>
<td>145</td>
<td>1</td>
</tr>
<tr>
<td>Chronic disease prevention and management</td>
<td>54</td>
<td>5</td>
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<tr>
<td>Communicable disease prevention and control</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Environmental and occupational health</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Healthy growth and development</td>
<td>32</td>
<td>8</td>
</tr>
<tr>
<td>Injury and Violence</td>
<td>42</td>
<td>6</td>
</tr>
<tr>
<td>Mental Health</td>
<td>74</td>
<td>2</td>
</tr>
<tr>
<td>Oral Health</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>66</td>
<td>3</td>
</tr>
<tr>
<td>Reproductive and Sexual Health</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Tobacco Use and Exposure</td>
<td>38</td>
<td>7</td>
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Follow Our Website www.FlambeauHospital.org or the Price County Health Department www.co.price.wi.us/government/healthdepartment for how we plan to address these health needs over the next year!
MENTAL HEALTH / ALCOHOL AND OTHER DRUG USE

MENTAL HEALTH Plan

Assess the availability and strength of Mental Health Services in Price County and implement a positive affect in this area.

Flambeau Hospital is committed to taking a leadership role on the Price County AODA/Mental Health Coalition. We are presently developing and sponsoring the Mental Health Services Booklet. We have several committed leadership employees on this coalition. The hospital is dedicated to putting funds towards the meetings and evidenced based programs the coalition comes up with.

Fall 2012
A Mental Health and Substance Abuse Prevention Coalition will be formed with citizens, counselors, pharmacists, law enforcement, health professionals, physicians and other pertinent members.

Winter 2013
A booklet of available services in Price County will be developed for the Community with name, special interests, hours of operation, insurance etc.

Winter 2014
The Coalition will develop a plan to address identified gaps and support recognized strengths in availability of care. Areas of assessment will include:
- Access to psychiatric services for children
- Financial access to care
- Local access to psychiatrists
- Coordination among provider agencies
- Resources and support for primary care providers to optimally manage needs of patients

Summer 2013
The Coalition will develop and implement a plan to increase awareness of sexual assault in the community, of the impact of assault by substance abusers and reduce community acceptance of sexual assault.

Spring 2015
- Report activities and outcomes
Youth SUBSTANCE ABUSE Plan

There will be increased community involvement to reduce abuse of prescription drugs and youth use of alcohol and illegal drugs. The Coalition feels they would like to focus on the youth and young adult in our community.

**Fall 2012**
Coalition to be formed under same umbrella as mental health coalition.

**Spring 2013**
The coalition will develop and implement evidence based strategies to reduce youth substance abuse.

Areas looking to impact are:
- Increase positive peer pressure
- Improve personal coping skills
- Support existing groups addressing these issues
- Increase adult involvement

**Winter 2014**
The Coalition will increase media, enforcement, and community pressure on legal consequences of use of illegal alcohol and drug use and of providing illegal substance to youth by:
- Increasing positive peer pressure
- Sponsor evidence based initiatives

**Spring 2015**
- Report activities and outcomes
We have an established Health and Wellness Coalition in Price County with members from the Hospital, Public Health, and other health related areas along with interested citizens. The mission and vision of this group is to create a culture of healthy eating and active living in order to reduce the impact of chronic disease. Connect people with resources and opportunities for high quality nutritious food and physical activity.

Flambeau Hospital is committed to having key leadership employees to be part of this team. This also includes funding for various evidenced based programs and needs identified by the team. We are committed financially to assisting with these programs also.

**January 2013**

The Price County Health and Wellness Coalition will update, identify and address nutrition and physical activity needs specific to Price County. This will include a created realistic and focused strategic plan.

**January 2013-2016**

Price County residents will increase their physical activity level. The Coalition will implement at least 2 evidence-based programs that address physical activity.

**January 2013-2016**

Price County residents will increase their healthy eating habits. The Coalition will implement at least 2 evidence-based programs that address healthy eating habits.
Next Step for Priorities

Our next steps are to have an active and viable Mental Health/AODA Coalition which will include the hospital and several community members and groups.

- Measure our goals and objectives through evidenced based programs.
- Build support in the community for these previously addressed needs.
- Record and develop detailed work plans.

Priority Needs Not Being Addressed and the Reasons

Through the Community Needs Assessment we combined our top 5 needs into 2 groups. Taking this on has made us clearly work on the most needed areas of concern in Price County. Looking at the weighted system we are working on the top 5 out of 12 priorities listed. To approach the other lower weighted priorities would split our limited resources and would not be as likely to address more than the highly identified priorities we are working towards.
Annually, the Flambeau Hospital Governing Board, which includes representatives from Price County and the surrounding community, will review the prior fiscal year’s Community Benefit Report and approve the Community Benefit Implementation Strategy for addressing priorities identified in the most recent Community Assessment and other plans for community benefit. This report was prepared for the April 4, 2013 meeting of the Governing Board.

Flambeau Hospital Governing Board Approval:

Robert Schienebeck
Board Chair
Flambeau Hospital

Date: April 4, 2013