

# FLAMBEAU HOSPITAL

# *Community*

## Health Needs Assessment



FISCAL YEAR 2016

Flambeau Hospital  
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**Flambeau Hospital**

A Service of Marshfield Clinic  
and Ministry Health Care



# Flambeau Hospital

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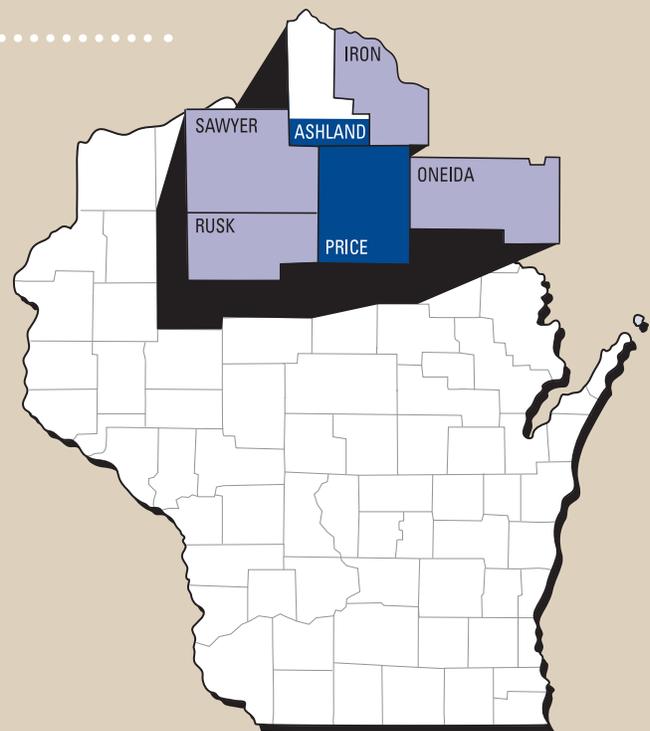
## FLAMBEAU HOSPITAL *Vision* Statement

To create healthier communities while improving the health and well being of the people in the rural settings served.

*Community*

### Served by the Hospital

Although Flambeau Hospital serves Price County and beyond, for the purposes of the CHNA, the hospital focused on the needs of Price County. Our “community served” was defined as such because (a) most community health data is available at the county level; (b) most of our assessment partners define their service area at the county level; (c) Price County includes the majority of our service area.



■ Primary Service Area  
■ Secondary Service Area

Flambeau Hospital, co-sponsored by Marshfield Clinic and Ministry Health Care, is a 25 bed Critical Access Hospital. It is the most rural hospital in the State of Wisconsin per the Critical Access Hospital Guidelines.



The community benefit contribution includes programs and activities that improve access to health care and improve health in our communities.

In order to portray the full breadth of our contribution, our community benefit information is described in the following pages.

*Follow* **OUR WEBSITE**

**[www.FlambeauHospital.org](http://www.FlambeauHospital.org)**

or the Price County Health Department [www.co.price.wi.us/government/healthdepartment](http://www.co.price.wi.us/government/healthdepartment) for how we plan to address these health needs over the next year!

# FLAMBEAU HOSPITAL

## Community

### Health Needs Assessment

*An assessment of Price County conducted jointly by Flambeau Hospital, Price County Public Health and University of Wisconsin-Extension.*

Flambeau Hospital is a critical access hospital located in Park Falls, Price County, Wisconsin. The community health needs assessment (CHNA) was conducted in 2014-2015 and focused on the needs of individuals in Price County.

Flambeau Hospital is co-sponsored by Ministry Health Care and Marshfield Clinic. Ministry Health Care is an integrated healthcare delivery network serving more than 1.1 million people across Wisconsin and eastern Minnesota. Ministry generates nearly \$2.2 billion in operating revenue with 15 hospitals, 45 clinics, and more than 12,000 associates including 650 physicians and advance practice clinicians. In 2013, Ministry Health Care joined Ascension, the largest Catholic and not-for-profit healthcare system in the nation. Marshfield Clinic is a health care system in northern, central and western Wisconsin, with two hospitals and over 50 clinic locations.

**Ministry Health Care's mission** as a Catholic healthcare system is to further the healing ministry of Jesus by continually improving the health and well-being of all people, especially the poor, in the communities we serve.

**Marshfield Clinic's mission** is also to enrich lives ... through accessible, affordable compassionate health care.

**Flambeau Hospital's mission** is similar to this, creating healthier communities while improving health and well-being in a rural setting.

Ministry Health Care has a rich and long tradition of addressing the health of the community. This flows directly from our Catholic identity. In addition to the community health improvement efforts guided by our CHNA process, we contribute to other needs through our broader community benefit program. In 2014-2015, Flambeau Hospital's community benefit contributions were more than \$2.4 million.



## Demographic Profile of Price County

Characteristics	Wisconsin 2014	Price County 2014	Price County 2010	% Change for County
Total Population*	5,757,564	13,675	14,159	-3.5%
Median Age (years)^	38.8	49.8	47.4	4.8%
<b>Age*</b>				
Persons under 5 years	5.9%	3.9%	4.4%	-12.8%
Persons under 18 years	22.6%	17.7%	19.1%	-7.9%
Persons 65 years and over	15.2%	24.0%	21.0%	12.5%
<b>Gender*</b>				
Female	50.3%	49.3%	49.3%	0.0%
Male	49.7%	50.7%	50.7%	0.0%
<b>Race and Ethnicity*</b>				
White alone	87.8%	96.7%	97.1%	-0.4%
Black or African American alone	6.6%	0.5%	0.3%	40.0%
American Indian and Alaska Native alone	1.1%	0.6%	0.4%	33.3%
Asian alone	2.6%	0.7%	0.4%	42.9%
Two or more races	1.8%	1.2%	1.0%	16.7%
Hispanic or Latino	6.5%	1.6%	1.1%	31.3%
Speak a language other than English^	8.6%	2.6%	2.7%	-3.8%
Median household income^	\$52,738	\$43,581	\$41,026	5.9%
Percent below poverty in the last 12 months^	13.3%	13.8%	11.8%	14.5%
High School graduate or higher, percent of persons age 25+ ^	90.8%	89.8%	89.4%	0.4%

\* Source: U.S. Census QuickFacts. <http://www.census.gov/quickfacts/table/PST045214/00>.

^ Source: U.S. Census Bureau, 2010-2014 and 2006-2010 American Community Survey 5-Year Estimates. <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml###>.

# Community Health Improvement Strategy

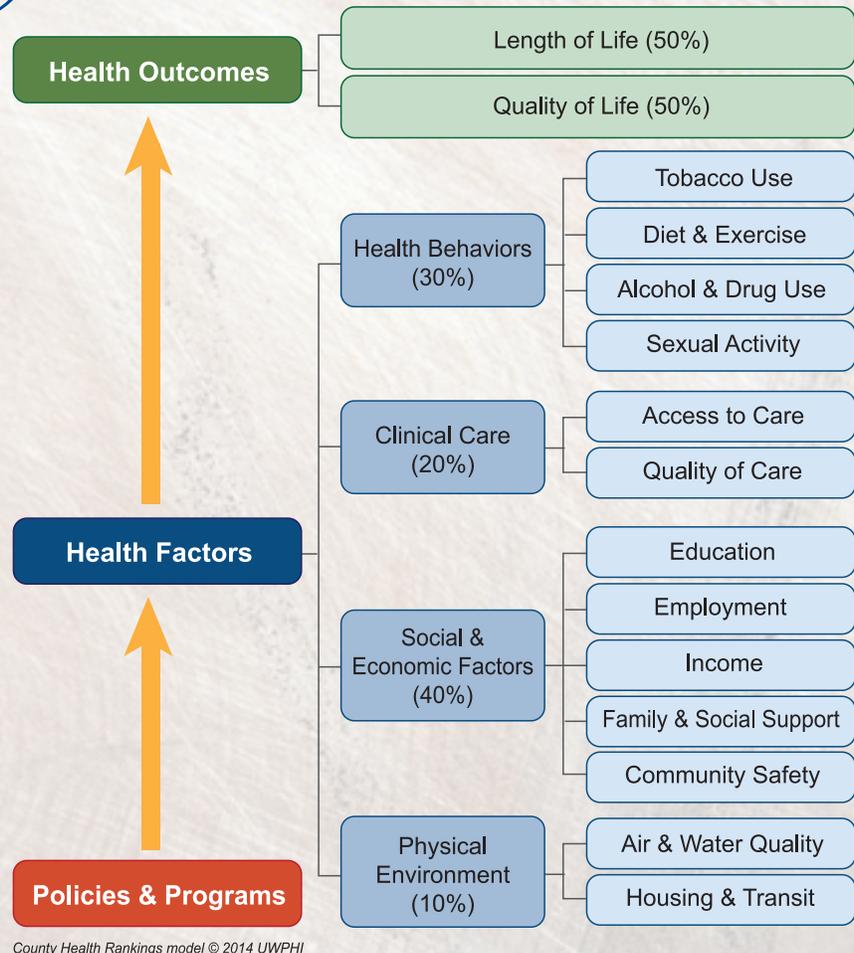
Flambeau Hospital is committed to using national best practices in conducting the CHNA and implementing community health improvement strategies. Our approach relies on the model developed by the County Health Rankings and Roadmaps and the Robert Wood Johnson Foundation, utilizing in particular the determinants of health model and the model for community health improvement.

In addition, we utilize the *Wisconsin Guidebook on Improving the Health of Local Communities*

(developed with funding from the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program). This guidebook builds on the County Health Rankings and Roadmaps' Action Center.

Based on all of these resources, our community health improvement strategy rests on the following principles to make our communities a healthy place to live, learn, work and play:

- Work collaboratively to effectively address health issues
- Pay attention to the forces that shape health outcomes
- Focus efforts on target populations with a disparate health burden
- Emphasize the powerful impact of policy- and system-based approaches on change
- Use the best evidence of effective strategies
- Identify and track specific, measurable performance indicators



# Planning Process

The Price County community health needs assessment was led by Flambeau Hospital, Price County Public Health and University of Wisconsin-Extension. A core group of representatives from these groups worked together to identify the data to be used, gather that data and prepared it to be presented.



The organizing framework for the data was The Healthiest Wisconsin 2020 categories:

- Nutrition
- Alcohol and other drug abuse (AODA)
- Chronic disease
- Communicable disease
- Environmental and occupational Health
- Healthy growth and development
- Injury and violence
- Mental health
- Oral health
- Physical activity
- Reproductive and sexual health
- Tobacco use

## Data Sources

Data was drawn from a variety of sources including:

- US Census
- Behavioral Risk Factor Surveillance System
- Other CDC data sources
- County Health Rankings
- Wisconsin Department of Health Services
- Price County Health Department
- UW-Extension

All of this data was gathered into a written report which was sent to community stakeholders to consider and comment on prior to an in-person stakeholder meeting.

# Input from Persons Who Represent the Broad Interests of the *Community*

Flambeau Hospital is committed to addressing community health needs collaboratively with local partners. After the previous community health needs assessment, we have participated actively in our AODA/Mental Health Coalition and our Price County Health and Wellness Coalition. This year's (poor and vulnerable) and last year's (stakeholders) assessments built on that collaboration, actively seeking input from a broad cross section of community stakeholders with the goal of reaching consensus on priorities to mutually focus on.

## *Input From Community Stakeholders*

Forty community stakeholders were asked to participate in the planning process. Community health data was sent to all of them two weeks before the in-person meeting. In reviewing the data, they were asked to come prepared to discuss:

- Any outstanding gaps/needs related to the three current health priorities
- Any emerging issues demonstrated by the data
- Any additional observations in reviewing the data

A total of 27 individuals attended the community health needs assessment meeting in October 2014. At the meeting, stakeholders participated in a facilitated discussion about the community health data, progress on the previous priority areas and any emerging needs. Community assets were identified and based on those assets and additional criteria, the group discussed and reached consensus on the health priorities for the next three years.

Those who participated represented:

- Flambeau Hospital
- Marshfield Clinic
- Price County Public Health
- Aspirus
- Phillips Police Department
- Price County Sherriff Department
- Park Falls schools
- Phillips schools
- Prentice schools
- Flambeau Home Health and Hospice
- Price County Human Services
- Phillips Public Library
- UW-Extension
- Time Out Shelter
- Community members





## *Input from members of medically underserved, low-income and minority populations*

Ascension Health and Ministry Health Care are fueled by a commitment to human dignity, the common good, justice and solidarity. We believe the community health needs assessment (CHNA) process must be informed by direct input from the poor, vulnerable and disparate populations we aim to serve. Flambeau Hospital conducted a survey to assess the priority health issues for these populations. The survey, conducted at a local Price County food pantry, asked participants their perception of the top priority health needs in Price County and about their own physical, mental and oral health. The survey was distributed from October-December 2015. The results were summarized and are included as part of this assessment plan and also relayed to the Community Assessment Team.

The survey showed the following as top priority health needs:

- AODA/mental health
- Chronic disease
- Oral health
- Healthy eating and food security/hunger
- Tobacco

## *Input on previous CHNA*

No written comments were received regarding the previous CHNA.

# *Prioritized* SIGNIFICANT HEALTH NEEDS

## *Prioritization Criteria*

After reviewing and discussing the community health data, stakeholders were asked to provide input on the priority needs to be addressed throughout the next three years. They used the following criteria to consider the prioritization:

- Community assets
- Strong coalition involvement
- Resources of people

## *Prioritization Process*

Working from the Healthiest Wisconsin 2020 Public Health Guide showing Price County rankings and local information given by the UW-Extension, we asked participants about the data in the guide and what we do “good” 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 the “Introductory Opinion Survey.” We asked participants to rank in order the top most concerning areas in Price County. We weighted their results and found a strong correlation. The stakeholders were asked to consider the three previous priorities and decide if they should continue to be priorities for the community. Then they identified and discussed any additional issues that had arisen from the data and group discussion. Using that similar tool, the group decided from this weighted ranking – almost the identical results. Of note, the poor and vulnerable survey showed similar results too.

## *Priorities Selected*

Based on this process, the following priorities were selected by the community and the hospital:

- AODA/mental health
- Chronic disease prevention and nutrition

In addition, based on the data and discussion, the hospital has chosen to address:

- Aging population (see rationale and description in the following section)



# OVERVIEW OF *Priorities*

## MENTAL HEALTH / ALCOHOL AND OTHER DRUG USE

Mental health and AODA issues continue to be a priority in Price County. The Progress Report showed significant steps have been addressed, including a newly developed resource guide for clinicians indicating what mental health and AODA services are available. This was done because when surveyed, most clinicians did not know what services were available for mental health and AODA in Price County. However, the data reviewed continues to indicate a need for professionals trained in mental health and AODA. Our community members surveyed showed a significant need for these services in Price County. In their discussions, stakeholders noted “limited resources” and “an impoverished community.” In addition, the survey of those who live in poverty showed almost identical results.

Mental illness is the most common cause of disability in the United States. Mental health is essential to personal well-being, relationships, and the ability to contribute to society. Mental health issues are associated with increased rates of these risk factors: smoking, physical inactivity, obesity, substance abuse. These physical health problems can in turn lead to: chronic disease, injury, and disability. *(Centers for Disease Control & Prevention; County Health Rankings & Roadmaps; Healthiest Wisconsin 2020; Healthy People 2020)*



# CHRONIC DISEASE AND NUTRITION



Chronic disease and nutrition has been a focus of the Price County Health and Wellness Coalition.

Nutritious options when eating out in the community are very limited. We know that good nutrition in children is important to healthy growth and development and to maintaining an appropriate weight. Healthy nutrition is also important because it can reduce the risk of:

- Overweight/obesity
- Malnutrition
- Anemia
- Heart disease
- High blood pressure
- Type 2 diabetes
- Osteoporosis
- Oral disease
- Diverticular disease
- Some cancers



# AGING POPULATION

*(hospital initiative only)*



According to demographic data, Price County is one of the older counties in the state of Wisconsin, as well as one of the most rural.

Surveys reveal that the elderly have trouble with transportation and access to transportation. There is no cab service and the Price County Aging Unit has had difficulty providing drivers. The hospital is involved with bringing a BART (Bay Area Rural Transit) bus transportation system to Price County. We are in the beginning stages and are attempting to start this transportation system in the northern part of Price County and bring it central and south to see if this is a viable project.

The hospital is also involved in making Price County a dementia-friendly community. We presently have staff trained to present “How to become a dementia friendly business.” This program was established through the Wisconsin Department of Health and Human Services along with the Alzheimer Association. So far, eight businesses have completed the training. Not only is this helping the business, but employees also are dealing with aging family members and neighbors where this training has been very beneficial.



# Potential Resources

## to Address the Significant Health Needs

As part of the community stakeholders' meeting, the group identified resources and assets in the community that currently support health or could be used to improve health. The following resources will be considered in developing implementation plans to address the prioritized community health needs.

### Healthcare facilities:

- Flambeau Hospital
- Marshfield Clinic – Park Falls and Phillips Centers
- Aspirus Clinic – Phillips
- Price County Public Health
- Park Pharmacy
- Flambeau Home Health and Hospice

### Other organizations/groups/services/programs:

- Price County Sherriff Department
- Park Falls and Phillips Police Department
- Price County Human Services
- Phillips Public Library
- Price County probation services
- Price County Time Out Shelter
- Park Falls schools
- Phillips schools
- Prentice schools
- UW-Extension
- Adult Resource Center
- Community Care Connection
- Northwoods Mental Health/AODA Coalition
- Health and Wellness Coalition

### Physical resources:

- Community classroom meeting space

### Community characteristics:

- Community pride
- Community collaboration
- Community readiness



# THE NEXT STEPS

## Having identified the priority health needs to be addressed, next steps include:

- Collaborating with community partners through Healthy People Price County
- Developing a three-year implementation strategy
- Creating a more specific Annual Action Plan during each year of the implementation strategy
- Integrating the health priorities and implementation strategy into organizational strategic planning and resource investments and allocations.

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## Contact Information

If you are interested in serving on one of these Coalitions please feel free to contact Kathy Klein, Flambeau Hospital at 715-762-7575. Flambeau Hospital is committed to these efforts and has aligned community benefit investments to ensure sustainability until the next assessment has been conducted.

## Approval Information

The Community Health Needs Assessment (CHNA) Report was adopted by the Flambeau Hospital's governing board on June 2, 2016.



# EVALUATION OF THE IMPACT

**Health priorities identified in the preceding CHNA (2013-2016) were:**

- AODA/Mental Health
- Nutrition/Physical Activity/Chronic Disease

## *Evaluation*

### **AODA/Mental Health:**

Good Drugs Gone Bad presentations were provided in three school systems with an increase in presentations over the three years. Community Awareness flyers were distributed to many organizations throughout the community. The number of schools participating in the coalition increased.

### **Nutrition/Physical Activity/Chronic Disease:**

Working with the local coalition, 5210 messaging was implemented throughout the community to increase fruit/vegetable consumption and physical activity and decrease screen time and sugary beverage consumption. The evidence-based Strong Bones was provided in three communities, promoting physical activity and healthy nutrition.



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