

Bellin Health Oconto Hospital

Community Health Needs Assessment 2021



*Conducted jointly by
Bellin Health Oconto Hospital,
HSHS St. Clare Memorial Hospital
Oconto County Public Health*

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Several individuals also supported this process via work teams.

EXECUTIVE SUMMARY

This Community Health Needs Assessment (CHNA) of Oconto County, Wisconsin, was conducted jointly by HSHS St. Clare Memorial Hospital, Bellin Health Oconto Hospital, and Oconto County Public Health. These three partners invite readers to review this document to learn more about Oconto County's health needs and ways to address them.

The World Health Organization has defined health as "a state of complete physical, social, and mental well-being, and not merely the absence of disease or infirmity." As a condition of their tax-exempt status, nonprofit hospital systems are required to conduct a Community Health Needs Assessment every three years and adopt implementation strategies to meet the health needs identified through the assessment process.

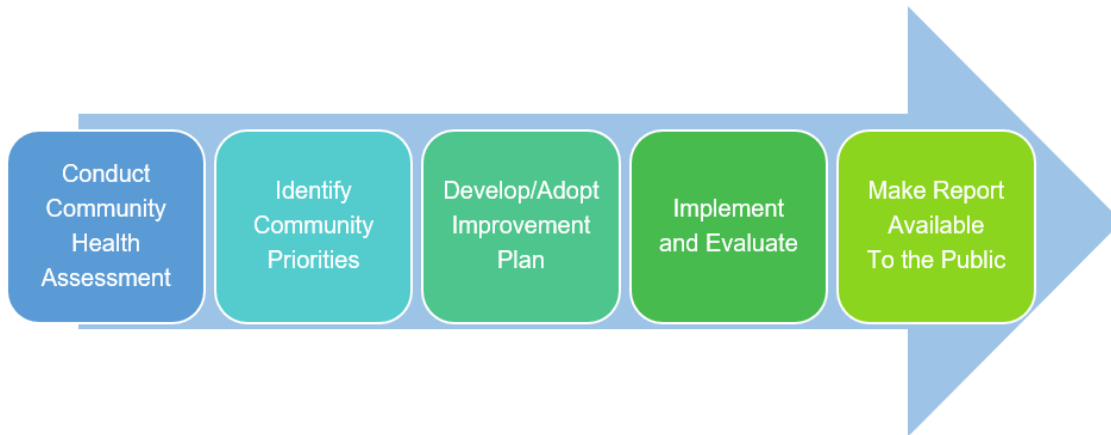
Likewise, both state regulations and federal accreditation standards require public health departments to conduct a Community Health Assessment every five years. In conducting these local health evaluations, organizations must gather information from various sectors of the community, summarize the input received, and describe the community resources that may be available to help address the health needs identified.

The CHNA is a systematic, collaborative process involving the community and healthcare professionals. The process identifies and analyzes community health needs, community assets, and resources. As a result, health care leaders can plan and act upon high-priority community health needs.

This CHNA report will be used to develop implementation strategies based on the evidence, assets, and resources identified in the CHNA process.

PLANNING PROCESS

Community Health Improvement Planning Process



POPULATION ASSESSED

The population of Oconto County, Wisconsin, was assessed. Data collected was supplemented with:

- Qualitative data gathered through a CHNA steering committee with broad community representation
- Community conversations held with key informants
- Focus groups
- Secondary data
- Opinions of key community stakeholders obtained at a Sept. 24, 2020, community event

IDENTIFY AND PRIORITIZE NEEDS

The following health needs were identified based on six factors:

1. Burden, scope, severity and urgency of the health need
2. Health disparities associated with the health need
3. Community assets and resources in the local service area to address the health need
4. Secondary data sources
5. Local expertise and input
6. Importance the community places on addressing the health need

Top 3 Health Needs for Oconto County



Mental Health

Nutrition and Physical Activity - Emphasis on Nutrition

Alcohol and Other Drug Abuse (AODA)

*An additional strategy is parental support and education in each of the three identified needs.

ADDITIONAL 2021 HEALTH PRIORITIES

- Elderly Assistance
- Dental Care
- Parent Education/Support
- Transportation

As an outcome of the prioritization process, the above community health needs were also identified but will not be addressed directly by the hospital or by Healthy Oconto County for the reasons indicated:

- A need to focus our efforts & resources on the top three identified health needs.
- Some issues are not directly influenced by the organizations represented but can be addressed as opportunities arise and resources are available.

Historic Top 3 Health Needs for Oconto County



2021
Mental Health
Nutrition, Physical Activity
Alcohol and Other Drug Abuse (AODA)

2018
Physical Activity, Nutrition
Alcohol and Other Drug Abuse (AODA)

2015
Physical Activity, Nutrition
Alcohol and Other Drug Abuse (AODA)

Oconto County and neighboring Brown County health officials collaborate on numerous healthcare services and initiatives. Thus, Brown County's priority health needs bear reporting.

Top 3 Brown County Health Needs 2021



Beyond Health

Healthiest Brown County
"Connecting Beyond Health Care"

Equitable
Access

Social
Cohesion

Unified
Planning and
Policy

Top 3 health needs identified for Brown County for 2021:

1. **Equitable Access:** Take steps to level the playing field.

Aim strategies at promoting diversity, equity and inclusivity in health for people of color, women, the LGBTQ+ population, individuals with different abilities, and those with financial, housing and food insecurity and more.

2. **Social Cohesion:** Help people connect with each other and their community.

The social, political and structural institutions in our community have the ability to promote social cohesion and healthy norms. Develop and align resources in a way that is responsive, supportive, and effective.

3. **Unified Planning and Policy:** Make sure policies help the entire community.

Prioritize health, diversity, equity, and inclusivity in policy planning. Build trust between the community and institutions, agencies, schools, etc. by clear, unified, coordinated, and well-communicated policy development, planning and delivery.

[View full report](#)

DEVELOPING AN IMPLEMENTATION PLAN

By engaging key stakeholders and developing natural partnerships, collaborators developed an implementation plan. The implementation plan is a “living document.” This set of strategies can be adapted to the lessons learned while implementing community benefit activities and initiatives. The collaborators will continue to monitor the broader set of community health needs as future focus areas.

HOSPITAL BACKGROUND

For more than a century, Bellin Health has served the people of Northeast Wisconsin and Michigan’s Upper Peninsula with caring, expertise and a second-to-none focus on quality that make it the region’s premier health system. Known for its emphasis on preventive healthcare, Bellin is the area’s leader in cardiac, orthopedics, sports medicine, digestive health, mental health and primary care medicine.

Located north of Bellin’s flagship campus, Bellin Hospital, in Green Bay, Wisconsin, is Bellin Health Oconto Hospital and Clinics (BHOH), [Visit Our Website](#).

BHOH is comprised of:

- A 10-bed Critical Access Hospital. Bellin Health Oconto Hospital offers care close to home for patients in Oconto County and neighboring counties
- Primary Care Clinics in Crivitz, Oconto, Oconto Falls, Peshtigo, Lakewood, Marinette and Suring, Wisconsin, and Daggett and Menominee, Michigan
- An Ambulatory Surgery Center in Marinette
- Emergency and Urgent Care available 24/7 in Oconto
- Urgent Care available limited hours in Marinette

Bellin Health’s vision is that the people in its region will be the healthiest in the nation. Contributing to this mission are BHOH physicians, advance-practice clinicians and staff, along with specialists in orthopedics, ENT, cardiac, digestive health, mental health, oncology, radiation therapy, physical therapy and general surgery, and more. Specialists see patients and perform procedures in Oconto and Marinette.

A wide variety of diagnostic services are available. These include X-Ray, CAT and PET Scans, MRI, Ultrasound, Mammography, Bone Densitometry, Nuclear Medicine, and Laboratory Testing. Bellin Health serves its patients with award-winning care.

CRITICAL ACCESS HOSPITAL SERVICES	PATIENT CARE	NEW SERVICES
<p>Urgent and Emergency Care Services Medical Unit Pharmacy Swing Bed</p>	<p>Total Beds: 10 Total Colleagues: 249 Bedside RNs: 32</p>	<p>340B Drug Discount Program Breast Health Services Extracorporeal Shock Wave</p>
<p>DIAGNOSTICS & LAB SERVICES CT Lab Mammography (Mobile) Medical Diagnostic Imaging MRI (Mobile)</p>	<p>Inpatient admissions: 115 Swing Bed Admissions: 28 Outpatient Registrations: 15,738 ED visits: 2,422</p>	<p>Prepare Telemed Preoperative Provider Visits Skilled Nursing Total Joints Same Day Discharges TeleStroke Medicine Vein Surgery</p>
<p>PRIMARY CARE</p>	<p>Births: 3</p>	
<p>PSYCHIATRY & MENTAL WELL-BEING</p>	<p>Surgical Cases: 767</p>	<p>NEW FACILITIES</p>
<p>SPECIALTY SERVICES Asthma & Allergy Cardiology Gastroenterology General Surgery Medical Oncology Neurosurgery Pain / PM&R Ophthalmology Physical Therapy Podiatry Pulmonology & Sleep Medicine Sleep Lab Orthopedics Urology Wound Care</p>	<p>Medical Providers on Medical Staff: 379 Volunteers: 9 Community Benefit: \$2,387,734</p>	<p>Bellin Health Oconto Falls Clinic Bellin Health Suring Clinic</p>
<p>SURGICAL AND PROCEDURAL SERVICES</p>		

HOSPITAL ACCREDITATIONS

- DNV NIAHO Hospital Accreditation Program
- Clinical Laboratory Improvement Amendments
- Oconto Clinic Certified under the CMS Conditions for Certification for Rural Health Clinics
- Peshtigo Clinic Certified under the CMS Conditions for Certification for Rural Health Clinics

HOSPITAL AWARDS 2021

- Recognized by WHA for establishing a comprehensive public awareness and stroke program in rural communities
- Received Excellence in Tissue Donation Award by UW Organ & Tissue Donation

COMMUNITY SERVED BY HOSPITAL

Oconto County is located in Northeast Wisconsin and is one of the largest counties in Wisconsin covering approximately 1,000 square miles. The elongated shape of the county runs on a southeast to northwest diagonal approximately 66 miles long. Oconto is the county seat and lies on the shore of Green Bay at the mouth of the Oconto River. Municipalities in the county include 3 cities, 4 villages, and 23 towns. There's a rural, small-town community feel to the area.

Oconto County has a labor force of over 20,000. Dominant industry clusters are wood products, pleasure boat manufacturing, food processing, and medical facilities.

Five school districts exist in Oconto County, along with a technical school regional center. Over 90% of county residents have attained high school or higher education levels. Scenic ATV trails, national forests, lakes, streams, and the bay Green Bay offer recreational opportunities.

Bellin Health serves Oconto County and beyond. For the purposes of the CHNA, Bellin Health defined its primary service area and populations as Oconto County. Bellin Health's patient population includes all who receive care without regard to insurance coverage or eligibility for assistance.

Demographic Profile of Oconto County			
Characteristics	Oconto County 2020		WI 2020
Total Population	37,830		5,813,568
Median Age (years)	46.9		39.9
Age	N	%	
0-17 years	7,667	20.3	1,272,098
18-44 years	10,708		1,978,625
45-64 years	12,194		1,549,840
65 years and over	7,393	20.4	980,488
Gender			
Female	18,524		2,905,977
Male	19,438		2,875,074
Race and Ethnicity			
White (Non-Hispanic)		94.8%	81.1%
Black or African American (Non-Hispanic)		0.4%	6.4%
Native American or Alaska Native		1.5%	1.2%
Asian (including Hmong)		0.5%	3.0%
Hispanic or Latino		1.8%	6.9%

Some Other Race Native Hawaiian/Other Pacific Islander		0.0	0.1%
Speaks language other than English at home			
English	96.4%		90.9%
Spanish	1.6%		4.6%
Indo-European	1.5%		2.4%
Asian and Pacific Island	0.3%		1.6%
Other Languages	0.2%		0.5%
Median household income-2020 dollars	\$ 60,000		\$60,800
Percent below poverty	9.0%		11%
Education level of adults 25 years and older			
Less than high school degree	8%		11%
High school degree	92%		89%
Some college/associates	57%		69%
Bachelor's degree or higher	16/8%		30.1%

Data from American Community Survey 2019 estimate [at https://data.census.gov/](https://data.census.gov/) and

<https://www.countyhealthrankings.org>

PROCESS, METHODS FOR ASSESSMENT

Bellin Health Oconto Hospital and HSHS St. Clare Memorial Hospital led the planning, implementation and completion of the Community Health Needs Assessment in partnership with Oconto County Public Health.



COMMUNITY HEALTH ASSESSMENT TIMELINE

Jan.-Nov. 2020	Healthy Oconto County steering team collaboration
June-Aug. 2020	Community answers Community Health Assessment Survey
Sept 24, 2020	Community Health Needs Assessment Report Out to stakeholders
Ongoing	Meet in Work Groups to address significant health needs
May 2021	Hospital board approval of health priorities
June 2021	Publication of Community Health Needs Assessment

ONGOING EFFORTS

- Monthly collaborative work of HSHS Wisconsin community benefit team
- Allocate monetary resources to support the community-wide effort
- Ongoing collaboration and streamlining of tools and processes for colleagues to track and document community benefit efforts in Community Benefit Inventory for Social Accountability
- Reassess structure of regional steering committee
- Lead community forums with individuals and groups
- Conduct a youth risk behavior survey in all five school districts in the county
- Gather statistics from various data sources reflecting the health of Oconto County
- COVID response - countywide commitment to testing, vaccinations, education & supporting Public Health

DEFINING THE PURPOSE AND SCOPE

The purpose of the CHNA:

1. Evaluate current health needs of Oconto County
2. Identify resources and assets to support initiatives that address health priorities
3. Develop an implementation plan to organize and coordinate efforts to address health priorities
4. Establish a system to track, report, and evaluate efforts that impact Oconto County's health issues on an ongoing basis
5. Review secondary data sources ([Wisconsin Hospital Association](#) and other sources)

DATA SOURCES

The CHNA process utilizes both primary and secondary data. Some action team members in Oconto County were enlisted to compile a secondary data report to supplement the primary data. This report summarizes the demographic and health-related information for Oconto County.

- County Health Rankings and Roadmaps
- American Community Survey Census Bureau
- Wisconsin Department of Health Services – Data & Statistics
- Wisconsin Interactive Statistics on Health (WISH)
- Oconto County Public Health Department
- Oconto County Online Youth Risk Behavior Surveys
- Centers for Disease Control and Prevention
- Secondary/Other

SECONDARY DATA

The next step in the assessment process involved the collection and review of local, state, and national data comparisons in each of the 14 health areas. Although most of these performance indicators followed the recommendations of the Wisconsin Association of Local Health Departments and Boards, the core set of measures was modified based on recent data availability and comparability (based sources and timeframes).

Data sources included the 2020 County Health Rankings, Centers for Disease Prevention and Control (Behavioral Risk Factor Surveillance System, Youth Risk Behavior Surveillance System, etc.), Wisconsin Department of Health Services, and other public resources.

The information collected through this process provided an objective manner in which to measure overall county health in each of the focus areas. This data, in combination with the survey results, formed the basis for discussion during the subsequent community conversations. Comparisons between county and national data also were factored into the final health area prioritization.

The data was gathered into a written report/presentation and shared with community members at a key community leader meeting.

COMMUNITY INPUT

PERSONS WHO REPRESENT THE BROAD INTERESTS OF THE COMMUNITY

Bellin Health Oconto Hospital is committed to addressing community health needs in collaboration with local organizations and other area health care institutions.

In response to the FY2018 CHNA, the hospital planned, implemented and evaluated implementation strategies to address the top three identified community health needs: Alcohol and other drug abuse (AODA), physical activity & nutrition, and mental health. This year's assessment expanded on that collaboration, actively seeking input from a broad cross-section of community stakeholders.

COMMUNITY STAKEHOLDERS

Community stakeholders were asked to actively participate in the CHNA process. In September 2020, survey responses were discussed with 175 people throughout the community including school administrators and guidance counselors, behavioral health counselors and mental health therapists, child welfare agency workers, EMS personnel, law enforcement, food pantry managers, county supervisors, civic organizations, and parent groups.

MEDICALLY UNDERSERVED, LOW-INCOME AND MINORITY POPULATIONS

Bellin Health Oconto Hospital is committed to promoting and defending human dignity, caring for persons living in poverty and other vulnerable persons, promoting the common good, and stewarding resources. We believe that the CHNA process must be informed by input from the poor and vulnerable populations we seek to serve.

To ensure that the needs of these groups were adequately represented, we included representatives from both hospitals within the county, public health, United Way, local food pantries, Aging and Disability Resource Center, local school districts, and Newcap.

These organizations serve the under-resourced in our community, including low-income seniors, children living in poverty, and families who struggle with shelter and food insecurity.

Representatives of these organizations, who work directly with their constituents, have extensive knowledge and quantifiable data regarding the needs of their service populations. Actively including these organizations in the CHNA process was critical to ensure that the needs of the most vulnerable persons in our communities were being shared and addressed in the CHNA process and development of related implementation strategies.

EXAMPLES OF COMMUNITY FEEDBACK

The following examples of community feedback were obtained through an online survey open to community members. Printed copies of the survey were available upon request.

What would help you make healthier life choices?

- Location of healthcare facilities
- Access to healthy food options (grocery/food pantries and restaurants)
- Access to gyms and outdoor recreation
- Access to mental health providers in the county/especially in the northern areas
- Support groups

How would you define a “Healthy Community”?

- Transportation to medical appointments or fitness centers/areas of recreation
- Affordable, available housing
- Elderly care options
- Programming for kids - mentors, mental health, parenting class
- Informed health choices
- Education on non-pharmaceuticals
- It's a safe place to raise children
- Actively engaged individuals
- Being supportive and having the resources to be healthy both physically and mentally

Healthy Oconto County has worked on encouraging individuals to increase their physical activity over the past 3 years. Please describe what you need to increase activity.

- Access to fitness/pool areas
- Outdoor year-round activities such as bike trails/walking trails
- Education on Healthy Oconto County

Healthy Oconto County has worked on creating awareness of the negative impact of misuse of alcohol and drugs on the county during the past 3 years. Please describe what you need to increase your awareness.

- Education
- Awareness of drug and alcohol use in the community
- Underage drinking
- Communication related to police locking up drug and alcohol offenders
- Reduction of the number of taverns in Oconto County

OVERVIEW OF TOP 3 HEALTH PRIORITIES

MENTAL HEALTH



Why is mental health a Top 3 Health Need?

In 2019, adults in Oconto County and Wisconsin reported not having good mental health (stress, depression, emotional problems) for 3.9 and 4.0 days, respectively, in the past 30 days. Source: <http://www.countyhealthrankings.org/>.

Additionally, the percent of Oconto County youth who feel sad or hopeless for more than two weeks or have seriously contemplated suicide in the past twelve months have increased from 22.0% in 2010 compared to 29.0% in 2019. (Source: Oconto County Online Youth Risk Behavior Surveys)

The Physical Activity Guidelines for Americans recommend that adults get at least 150 minutes of moderate-intensity aerobic physical activity or 75 minutes of vigorous-intensity physical activity, or an equivalent combination each week. The guidelines also recommend that children and adolescents be active for at least 60 minutes every day. Following these guidelines can contribute to overall health, and decrease the risk of chronic diseases such as heart disease, cancer or diabetes. (<https://www.cdc.gov>)

According to the Dietary Guidelines for Americans 2020–2025, a healthy eating plan:

- Emphasizes fruits, vegetables, whole grains, and fat-free or low-fat milk and milk products
- Includes a variety of protein foods such as seafood, lean meats and poultry, eggs, legumes (beans and peas), soy products, nuts, and seeds.
- Is low in saturated fats, trans fats, cholesterol, salt (sodium), and added sugars
- Stays within your daily calorie needs
- Access to healthy foods is directly impacted by the availability of grocery stores that carry a variety of healthy food options.

Why is nutrition and physical activity a Top 3 Health Need?

- 30% of Oconto County adults are considered obese
- 25% of Oconto County adults do not exercise, compared with 21% in the state
- Just over half of Oconto County residents have access to exercise facilities, while 4 out of 5 Wisconsin residents do.

(Source: Oconto County Health Department)



Above-The Oconto County Farmers Market opened in June 2021 in Oconto Falls, offering fresh fruit and vegetables for sale.

Left - Community partners gather for the Farm Road Ribbon Cutting. They celebrated an addition to the walking path in Oconto Falls, encouraging physical activity.

ALCOHOL AND OTHER DRUG ABUSE (AODA)

Excessive alcohol use is responsible for approximately 95,000 deaths in the United States each year and \$249 billion in economic costs in 2010. Excessive alcohol use includes:

- Binge drinking (defined as consuming 4 or more alcoholic beverages per occasion for women or 5 or more drinks per occasion for men).
- Heavy drinking (defined as consuming 8 or more alcoholic beverages per week for women or 15 or more alcoholic beverages per week for men).
- Any drinking by pregnant women or those younger than age 21.

Why is AODA a Top 3 Health Need?

- Nearly 1 in 4 Oconto County adults report excessive drinking in the last 30 days. (Source: Wisconsin County Health Rankings)
- Over 1 in 3 (35%) of Oconto County high school students currently drink alcohol, a drop from 2017. (Source: 2017 and 2019 Online Youth Risk Behavior Surveys)
- Hospitalizations and emergency department visits for opioid overdoses more than doubled from 39 in 2005 to 83 in 2017. (Source: Wisconsin Interactive Statistics on Health)
- Of Wisconsin's adult population (18+), 4.3% misused pain medication; 4.7% misused opioids, and 0.5% used heroin in 2020 (Source: Wisconsin Dept. of Health Services)

RESOURCES TO ADDRESS HEALTH NEEDS

Community assets and resources that currently support health or could be used to improve health were identified at key stakeholder meetings and through focus groups. The following resources will be considered when developing the implementation plan.

Hospitals and related medical groups

- Bellin Health
- HSHS St. Clare Memorial Hospital
- Prevea Health
- Libertas Treatment Center
- NorthLakes Community Health Centers
- Other community organizations and government agencies

MENTAL HEALTH

- Oconto County Health and Human Services
- Oconto County Public Health
- Green Bay Catholic Diocese
- Healthy Oconto County Steering Team
- Law enforcement
- TriCounty United Way
- Treatment providers
- School districts
- Bellin Psychiatric Center
- Prevea Behavioral Health Services

NUTRITION AND PHYSICAL ACTIVITY

- Healthy Oconto County Steering Team
- Oconto County Health and Human Services
- Food pantries and food bank
- Bellin Health
- HSHS/Prevea
- Oconto County school districts
- Employers
- Nutritionists/Dietitians
- The Division of Public Health
- UW-Extension
- Parents
- Local Chamber of Commerce
- Oconto County Farmers Market Committee
- Oconto Falls Area Trail System Organization
- Community members

AODA

- Healthy Oconto County Steering Committee
- Oconto County Health and Human Services
- School districts
- Law enforcement
- Behavioral health
- WI Youth Alliance
- Local media
- Church and faith communities
- The Division of Public Health
- Community members
- Bellin Health
- HSHS/Prevea

NEXT STEPS

After completing the FY2021 CHNA process and identifying the top priority health needs, next steps include:

- Collaborate with community organizations and government agencies to develop or enhance existing implementation strategies
- Develop a three-year implementation plan (FY2021 through FY2023) to address priority health needs identified in the FY2021 CHNA process
- Integrate the implementation plan into organizational strategic planning and budgeting to ensure alignment and allocation of human, material and financial resources
- Present and receive approval of the CHNA report and implementation plan by hospital's governing board in the same tax year that the CHNA was conducted
- Publicize the CHNA report and implementation plan widely on the hospital's website and make accessible in public venues such as town halls, etc.

APPROVAL

The FY2021 CHNA report was adopted by Bellin Health Oconto Hospital's governing board on June 22, 2021.