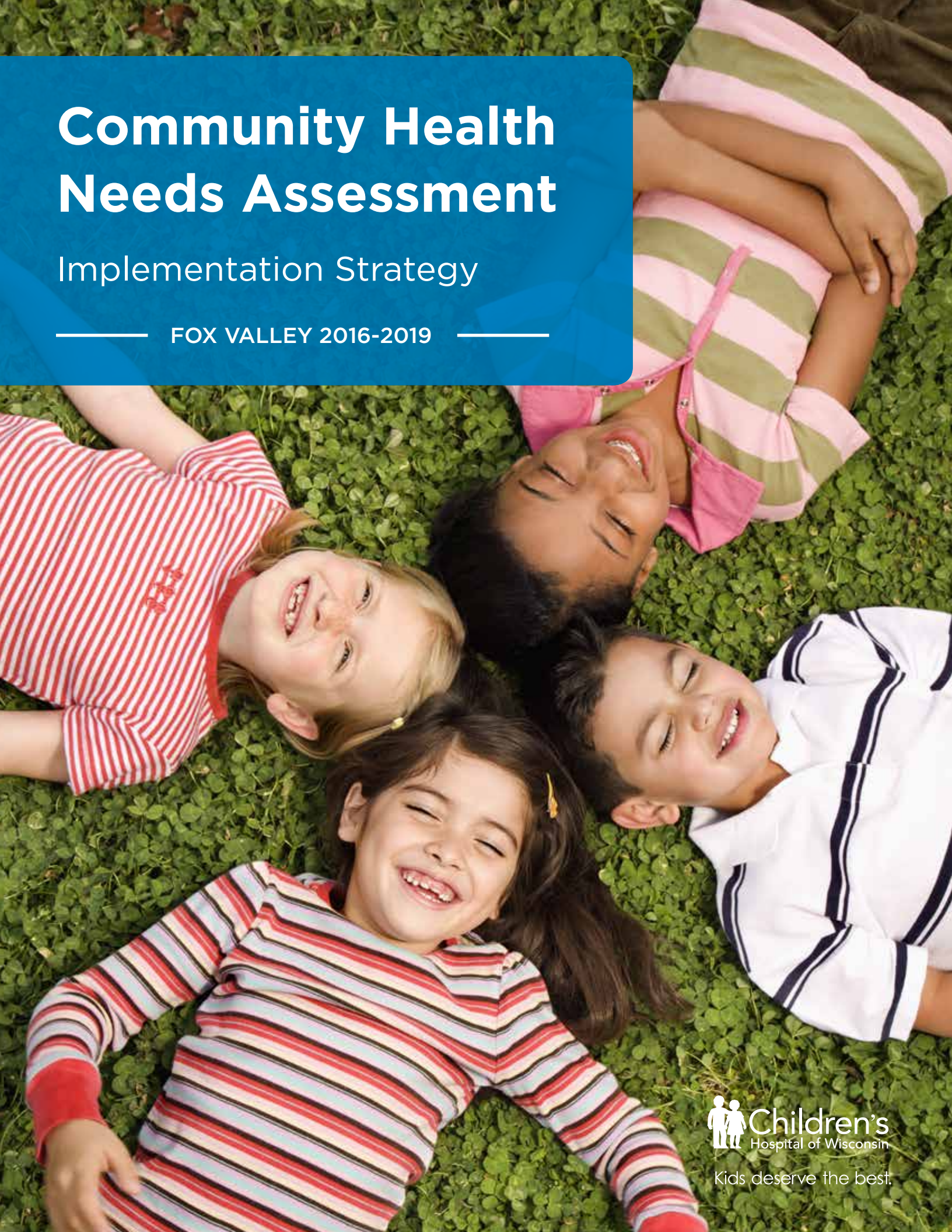


Community Health Needs Assessment

Implementation Strategy

FOX VALLEY 2016-2019



Kids deserve the best.

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Introduction

The Children’s Hospital of Wisconsin Fox Valley Community Health Needs Assessment Implementation Strategy outlines the needs of the community, and it highlights the many assets that are leveraged across the community to collaboratively improve and sustain health and well-being. You can find the full community health needs assessment at chw.org.

While it is recognized that one organization alone cannot reduce health disparities and improve health outcomes for our community, Children’s Hospital is uniquely positioned to be an advocate for children through strong pediatric expertise and long-established community partnerships, programs and services. Our Fox Valley Community Health Needs Assessment Implementation Strategy will be our compass over the next three years, allowing us to pinpoint areas where we can make the biggest impact on kids’ health and direct our programs, services and advocacy efforts accordingly.

While quality health care is important, we know that social-environmental, genetic and behavior factors have an even bigger influence on a child’s health (Figure 1.). Our implementation strategy takes this into account.

About Children’s Hospital

Children’s Hospital is the region’s only independent health care system dedicated solely to the health and well-being of children and is recognized as one of the leading pediatric health care systems in the United States. In addition to our hospitals in Milwaukee and Neenah, Wis., Children’s Hospital offers care at community-based locations throughout the state. We provide primary, specialty, urgent and emergency care; community health services; injury and violence prevention services; foster care and adoption services; child and family counseling; child advocacy services and family resource centers. We also advocate for children in areas such as health coverage and access. Every year, we invest more than \$100 million in the community to improve children’s health through medical care, advocacy, education and research.

Children’s Hospital vision

Our vision is simple: that Wisconsin’s kids will be the healthiest in the nation. That means building a culture where resources are aligned to achieving that vision. It means collaborating with community partners because no organization can achieve such an enormous goal alone. And it means putting kids’ health at the center of every decision we make.

Figure 1. Determinants of health

DID YOU KNOW?

Staying healthy is mostly about what happens outside the doctor’s office.

10% In fact, only 10% of our health comes from **access to quality health care.**

20% The rest comes from: **The world around us.** (home, school, family, friends)

30% **What we’re born with.** (family history)

40% **The choices we make.** (food, exercise, safety)

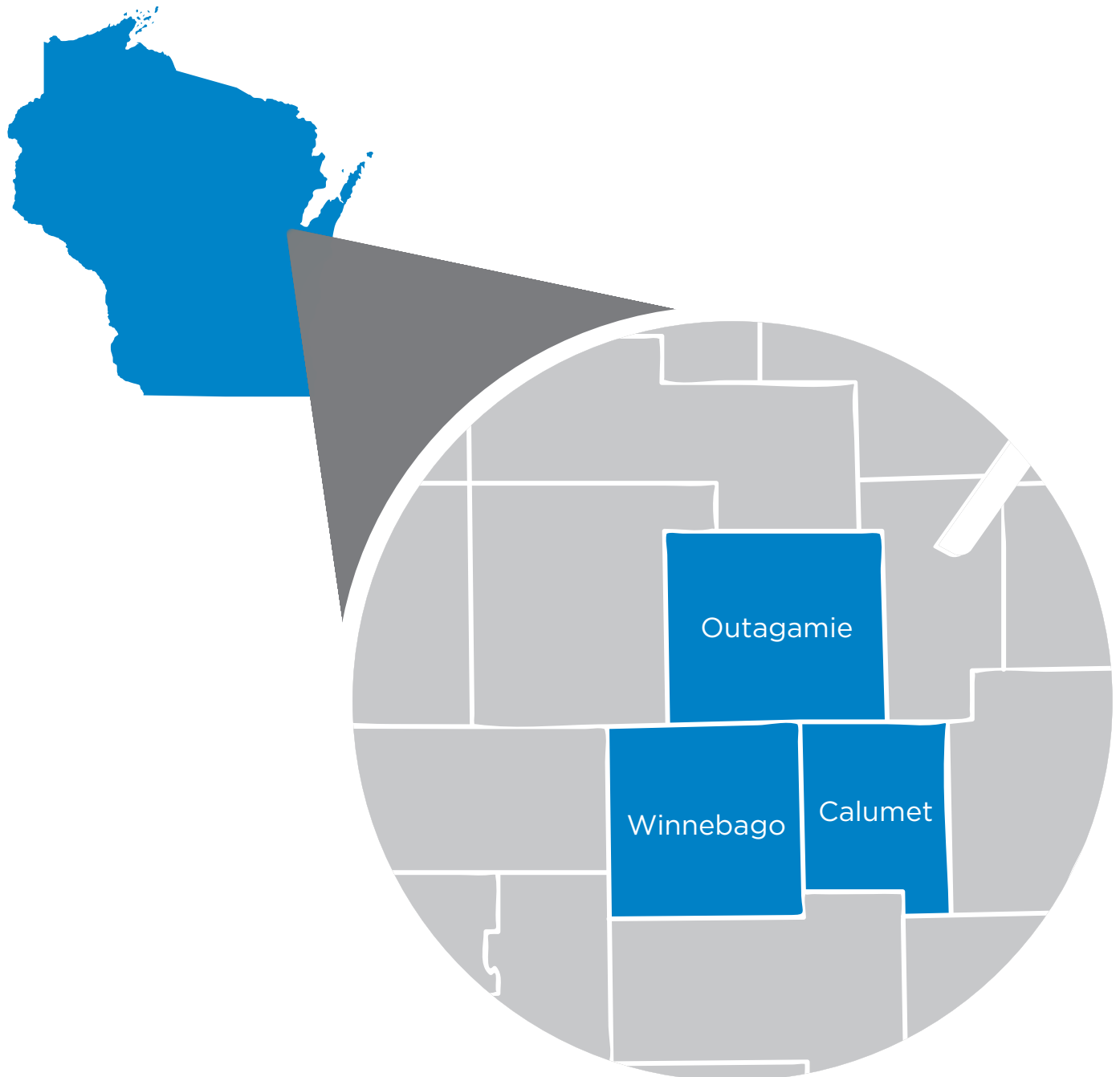
Our community

Although Children’s Hospital serves children and youth from across the state and beyond, for the purposes of this report, we defined our community as the counties with the highest number of children who use our services.

Geography

Our Fox Valley campus is located in Neenah, Wis., and it primarily serves families from Calumet, Outagamie and Winnebago counties in the Fox River Valley region in eastern Wisconsin (Figure 2). The tri-county area covers 1,390 square miles and is home to 397,054 residents.¹

Figure 2. Map of Children’s Hospital of Wisconsin-Fox Valley primary service counties.



Methodology

The Fox Valley Health Improvement Coalition brings together Children's Hospital of Wisconsin-Fox Valley, Affinity Health System, Aurora Health Care and ThedaCare; the health departments of Appleton, Menasha and Outagamie, Calumet and Winnebago counties; and representatives from the State Department of Health Services. This coalition commissioned a comprehensive community health needs assessment, through which several health needs were identified. After consulting additional sources specific to children, Children's Hospital adopted the top five community health issues reported by key informants. We chose to modify chronic disease to be more specific to asthma, due to its prevalence among children and youth. They include:

- Priority #1: Mental health
- Priority #2: Alcohol and other drug use
- Priority #3: Physical activity
- Priority #4: Nutrition
- Priority #5: Asthma

We convened several meetings of cross-sector staff to review the assessment's findings, refine our list of priorities, identify our existing resources and develop action plans. After determining which of Children's Hospital's programs and services align with the identified priorities, we gathered additional information from each of those programs to assess how they are meeting the community's health needs and where there are opportunities for improvement. We also considered Children's Hospital's overarching strategies that make an impact on children's health across priority areas.

Children's Hospital action steps

We recognize that Children's Hospital cannot completely eliminate every challenge to children's health. These issues are large and complex, and there are social, environmental, genetic and behavioral factors beyond our control. Nor can we solve these problems alone. However, as a leader in pediatric health care, we are committed to working with our community partners to make a difference for the kids who need us most. Through programming, collaboration and education, we can leverage all available resources to ensure the best care for kids in our community. As the following sections demonstrate, we are already using a variety of strategies to make strides toward these goals.

Priority #1: Mental health

Mental health was the most frequently ranked issue in the key informant report, with more respondents ranking it as their number one issue than any other issue.

Our needs assessment of youth in the tri-county area found:

- Approximately one out of four high school students (23 percent) feel sad or hopeless almost every day for two or more weeks in a row.
- A little more than one in ten (11 percent) high school students attempted suicide in the past year.
- Almost three out of four providers (73 percent) give mental health services a rating of six or below (out of ten) for meeting the needs of Fox Valley residents.
- Slightly more than one out of four high school students (26 percent) were bullied on school property in the past year.

Mental health is influenced by a variety of key factors, including but not limited to:

- Clinical care – such as shortage in the number of providers required to meet mental health access and treatment needs.
- Social and environmental factors – including child abuse and neglect, and family support systems.

Our programs and initiatives that address the mental health priority follow.

Catalpa Health

Catalpa Health is a standalone nonprofit organization dedicated to providing comprehensive pediatric mental health services in the Fox Valley. After the last community health needs assessment demonstrated a critical need for pediatric mental health services close to home, Catalpa Health was formed and continues to be supported through a collaboration among Children's Hospital, Affinity Health System and ThedaCare. The organization operates four facilities throughout the Fox Valley, including two outpatient treatment centers, an access center and a day treatment center. Catalpa provides assessments for a variety of emotional and mental health concerns; psychological, neuropsychological, psychiatric and concussion evaluations; medication management; individual, family and group therapy; and school-based mental health services.

Anticipated impact: Catalpa Health impacts children and families' mental health and wellness by providing the right care at the right time and close to home. Catalpa has reduced wait times for mental health evaluations, increased the number of mental health providers, and decreased no-show rates for clients (when leaving inpatient care).

Key strategic partners: Affinity Health System, ThedaCare and United Way Fox Cities.

Learn more: www.catalpahealth.org.

Children's Hospital-Fox Valley Child Advocacy Center

Children's Hospital-Fox Valley Child Advocacy Center brings together multidisciplinary partners in child maltreatment investigations. We provide comprehensive medical, forensic interview and advocacy services for Fox Valley children and their families.

Anticipated impact: Children's Hospital-Fox Valley Child Advocacy Center impacts the number of children and families benefitting from a comprehensive review. The center's work minimizes trauma and helps break the cycle of abuse – experiences, which greatly influence a child's social, emotional and cognitive functioning.

Key strategic partners: Winnebago County Department of Human Services, Waupaca County Department of Human Services, Outagamie County Department of Health and Human Services, Appleton Police Department, Catalpa Health, Reach Counseling Services, Sexual Assault Crisis Center, Christine Ann Center, Victim Crisis Response Team, Harbor House, Winnebago County District Attorney's Office, Outagamie County District Attorney's Office, Oneida Nation Division of Child and Family Services, Winnebago County Corp. Counsel, Winnebago County Sheriff's Department, Outagamie County Sheriff's Department, Waupaca County Sheriff's Department, and the police departments of UW-Oshkosh, Oshkosh, Menasha, Neenah, Omro, Town of Menasha, Winneconne, Black Creek, Fox Valley Metro, Freedom, Grand Chute, Hortonville, Kaukauna, New London, Oneida, Seymour, Shiocton and Wrightstown.

Learn more: www.chw.org/childrens-and-the-community/child-abuse-prevention/child-advocacy-centers.

N.E.W. Mental Health Connection

N.E.W. Mental Health Connection is a backbone agency leading the collaboration of community stakeholders to create and continuously improve an exceptional mental health system of care for Outagamie, Calumet and Winnebago counties. Within this collective impact model, Children's Hospital staff sit on the board of directors and chair one of the organization's six initiatives – the Children's Mental Health Initiative. This initiative provides resources for and coordination of education and training regarding mental wellness and mental illness, appropriate and timely mental health screening, and access to services for children, youth and families.

Anticipated impact: N.E.W. Mental Health Connection's Children's Mental Health Initiative impacts awareness of mental illness, along with quality and access to clinical care by improving education, screening and access to services for children, youth and families.

Key strategic partners: ThedaCare, Affinity Health System, Catalpa Health, National Alliance on Mental Illness Fox Valley, Appleton Area School District and United Way.

Learn more: www.newmentalhealthconnection.org.

Act Now!

Children's Hospital has created fun and engaging e-learning programs, which are offered at no cost to all schools across Wisconsin, designed to inspire students to lead healthier lives. Using online and classroom lessons, Act Now! helps counselors and teachers, students, parents and caregivers increase awareness about bullying and has given students age-appropriate skills needed to prevent and stop bullying. Act Now! is a comprehensive e-learning resource that focuses on improving school culture across the school community through awareness, education and skill development for teachers, counselors, students and parents. It meets national health education standards and was developed using evidence-based or informed research.

Anticipated impact: Act Now! impacts the number of students, teachers and schools that benefit from interactive online education about bullying. These courses are expected to improve student knowledge and attitudes toward bullying over the next three years, assets which play a role in the mental health and well-being of both victims and perpetrators of bullying.

Key strategic partners: Wisconsin Department of Public Instruction and local school districts.

Learn more: www.healthykidslearnmore.com/actnow.asp.

Mental health advocacy

Policy makers have identified behavioral health as a major priority area to improve outcomes for children, youth and adults alike. Children's has worked with elected officials to support policies that increase mental health access in school settings and also on policy that addresses bureaucratic hurdles that make providing care difficult. Children's also supported the creation of the Child Psychiatry Consultation Program to assist frontline providers in providing enhanced care to children and adolescents with mild or moderate mental health care needs and is currently advocating for increased funding for this program. Children's will continue to advocate for better access and funding for behavioral health care coordination and collaboration across providers.

Priority #2: Alcohol and other drug use

Almost half of all key informants ranked alcohol and drug use among the region's top five health issues. They mentioned cultural norms around excessive drinking and abuse of prescription medications and other drugs.

Our needs assessment of youth in the tri-county area found:

- On average, alcohol is the most prevalent drug used by high school students (27 percent), followed by marijuana (14 percent), cigarettes (13 percent), prescription drugs without a doctor's prescription (12 percent), inhalants (8 percent), heroin (4 percent) and methamphetamines (4 percent).

Alcohol and drug use is influenced by a variety of key factors, including but not limited to:

- Clinical care – such as declining funding for alcohol and other drug abuse treatment.
- Social and environmental factors – including a drinking culture and underestimating risk or harm of using marijuana and prescription drugs that are not prescribed to them.

Our programs and initiatives that address the alcohol and other drug use priority follow.

It's UR Choice

Children's Hospital has created fun and engaging e-learning programs, which are offered at no cost to all schools across Wisconsin, designed to inspire students to lead healthier lives. Using online and classroom lessons, It's UR Choice helps students in grades 4 through 8 make smart choices when faced with the pressures of using and abusing alcohol, tobacco and other drugs. The e-learning courses meet national health education standards and were developed using evidence-based or informed research.

Anticipated impact: It's UR Choice impacts the number of students, teachers and schools benefitting from engaging health education courses. These courses are expected to improve student knowledge and attitudes toward alcohol, tobacco and other drug use over the next three years.

Key strategic partners: Wisconsin Department of Public Instruction and area schools and school districts.

Learn more: www.healthykidslearnmore.com/itsurchoice.asp.

Alcohol and other drug use advocacy

Children's supports efforts and policies that aim to reduce substance abuse. Children's has been a long-time leader in advocating for stronger DUI laws, including enhanced penalties for DUI with a child in the car. In addition, along with the Wisconsin Hospital Association and other partners, Children's supported a series of policy initiatives collectively known as the HOPE legislation. The HOPE Agenda (Heroin, Opiate, Prevention, and Education) is a legislative package that has received unanimous bipartisan support, aimed at combating our state's heroin epidemic. Children's will continue to advocate for policies that address access to and treatment for drug use and abuse.

Priority #3: Physical activity and Priority #4: Nutrition

Almost a third of all key informants ranked physical activity as a top five health issue for the Fox Valley region, while more than a quarter ranked nutrition as a top five health issue.

Our needs assessment of youth in the tri-county area found:

- On average, three out of four infants (76 percent) are breastfed.
- Less than half (40 percent) of high school students ate vegetables at least once per day during the past week.
- Less than half (42 percent) of high school students ate fruit at least once per day during the past week.

Children's physical activity and nutrition are influenced by a variety of key factors, including but not limited to:

- Clinical care – such as wellness education through preventive care visits.
- Social and environmental factors – including food insecurity due to uncertain access to adequate food.

Our programs and initiatives that address the physical activity and nutrition priorities follow.

Mission: Health

Children's Hospital has created fun and engaging e-learning programs, which are offered at no cost to all schools across Wisconsin, designed to inspire students to lead healthier lives. Using online and classroom lessons, Mission: Health helps students in grades K5 through 8 establish healthy habits, increase physical activity and avoid childhood obesity. The e-learning courses meet national health education standards and were developed using evidence-based or informed research.

Anticipated impact: Mission: Health impacts the number of students, teachers and schools that benefit from engaging health education courses. These courses are expected to increase health and wellness knowledge, such as the importance of physical activity and eating nutritious foods.

Key strategic partners: Wisconsin Department of Public Instruction and area schools and school districts.

Learn more: www.healthykidslearnmore.com/missionhealth.asp.

Clinical Nutrition

Children's Hospital offers a variety of nutrition education programs throughout the community. Our Clinical Nutrition staff frequently present on nutrition education to groups statewide, including schools, community organizations and foster care families.

Anticipated impact: Clinical Nutrition initiatives impact the number of children, teens, families and community residents benefitting from access to education about nutrition and other dietary needs.

Key strategic partners: YMCA, area schools and daycare centers and the Children's Hospital foster care program.

Weight of the Fox Valley

Weight of the Fox Valley is a community health initiative designed to address active lifestyles and healthy habits among Fox Valley residents to reach and maintain a healthy weight. Children's Hospital participates on the leadership team providing direction and guidance, in addition to established action teams that address Active Communities, Early Childhood, Food Systems, Healthcare, Schools and Worksite. Through this collective impact model, Children's Hospital participates primarily on the following initiatives:

- Nutrition and Physical Activity Leadership Group – This group consists of nutrition and physical activity experts within the Fox Valley region. The group is part of an “ask the expert” panel that answers questions from county citizens related to nutrition and exercise sent through the website. This leadership group designs and executes initiatives related to healthy eating and exercise.
- Food System Action Team – This team promotes healthy eating and healthy food procurement within the service locations. The team is working to increase the number of fruits and vegetables consumed by children in before- and after-school programs.

Anticipated impact: By implementing ways to create a healthier, more active and more nutritious environment, the Weight of the Fox Valley aims to collectively reduce Body Mass Index levels and create a community where healthier living is the norm.

Key strategic partners: Affinity Health System, Aurora Health Care, ThedaCare, United Way Fox Cities, Oshkosh Area United Way and University of Wisconsin-Madison.

Learn more: www.weightofthefoxvalley.org.

Physical activity and nutrition advocacy

In collaboration with American Heart Association, Children's supported legislation that requires daily 30 minutes of physical education in elementary schools to ensure that children have a safe and supportive environment to exercise and build team skills. This legislation has not become law, and we will continue to focus resources on advocating for this policy. Along with other medical partners, Children's opposed legislation that would allow unpasteurized “raw milk” to be sold to consumers. Children's will continue to look for ways to support access to healthy foods and increased physical activity in our communities.

Priority #5: Asthma

About a quarter of key informants ranked chronic disease as a top health concern, and Children's Hospital further prioritized asthma due to its prevalence among children and youth.

Our needs assessment of youth in the tri-county area found:

- Less than one in ten parents (8 percent) said their 0-12 year old child has asthma.
- A little more than one in five high school students (21 percent) have been told by a doctor they have asthma.
- The average asthma hospitalization rate for children and youth under 18 is 9.1 per 10,000 population.
- The average asthma emergency department visit rate for children and youth under 18 is 37 per 10,000 population.

Childhood asthma is influenced by a variety of key factors, including but not limited to:

- Clinical care – such as having a regular doctor or nurse, or barriers to getting needed medical care.
- Social and environmental factors – including poor air quality and exposure to second-hand smoke.

Our programs and initiatives that addresses the asthma priority follow.

Wisconsin Asthma Coalition

Since 2001, Children's Hospital has supported this diverse, statewide coalition that works to take control of asthma through implementation of the Wisconsin Asthma Plan. The Wisconsin Asthma Plan is a blueprint for managing asthma across the state, and includes the following activities:

- School walkthrough program – This program provides an environmental assessment of schools for environmental asthma triggers and offers low- and no-cost remediation strategies.
- Improving outcomes in practical asthma management – This initiative offers in-person education for primary care provider teams on how to implement the national asthma guidelines within their clinical practice.
- Asthma medication assistance – At chawisconsin.org/meds, the coalition has compiled an online resource of all prescription assistance programs and coupons available for asthma medications.
- Spacers/valved-holding chambers for inhalers – In 2015, Wisconsin Medicaid discontinued providing spacers for inhalers in pharmacies, which resulted in unintended consequences. The coalition successfully worked to reverse this ruling.

Anticipated impact: The Wisconsin Asthma Plan and subsequent activities will impact the rate of asthma deaths, hospitalizations, emergency department visits, missed school or work days due to asthma, and the number of asthma patients who receive appropriate asthma care.

Key strategic partners: Coalition members, school nurses, allergists, pulmonologists, certified asthma educators, the Medical College of Wisconsin, American Lung Association in Wisconsin and Wisconsin Department of Health Services.

Learn more: www.chawisconsin.org/wac.

Asthma advocacy

Children's supported legislation to include e-cigarettes on the statewide smoking ban list and supported limiting e-cigarette use on school property.

Strategies that cross multiple priorities

Some of our strategies cut across the priority areas. These partnerships and collaborative initiatives also play an important role in improving children's health.

re:THINK

Children's Hospital participates in Winnebago County's Healthy Living Partnership, re:THINK, facilitated by the Winnebago County Health Department. re:THINK focuses on creating an environment where everyone has the opportunity to live the healthiest life possible, implementing strategies that impact mental health, substance abuse, nutrition, physical activity and more.

Key strategic partners: Winnebago Public Health Department, United Way Oshkosh, N.E.W. Mental Health Connection and Weight of the Fox Valley.

Learn more: www.rethinkwinnebago.org.

Children's Community Health Plan

Created by Children's Hospital, this insurance plan serves more than 130,000 children and adults who are covered by BadgerCare Plus, ensuring that more families get access to high-quality health care. Our health plan facilitates a variety of health promotion initiatives for its families, such as healthy shopping education and prenatal education and referrals.

Learn more: www.childrenscommunityhealthplan.org.

Institute for Child and Family Well-Being

This joint initiative between the Children's Hospital's Community Services division and University of Wisconsin-Milwaukee's Helen Bader School of Social Welfare aims to improve the lives of children and families by designing and implementing effective programs, conducting cutting-edge research and evaluation, and promoting change through policy and advocacy. To fulfill this mission, the institute promotes community collaboration to bridge unnecessary divides between practice, research and policy.

Learn more: www.uwm.edu/icfw.

Northeast Regional Center for Children and Youth with Special Health Care Needs

The Northeast Regional Center is one of five regional centers across the state, funded through the Wisconsin Department of Health Services' Title V Children and Youth with Special Health Care Needs Program and Maternal Child Health Program located in the Division of Public Health. Children's Hospital facilitates the grant for the Northeast Center, prioritizing:

1. Medical Homes - Children and youth receive coordinated, ongoing and comprehensive care.
2. Transition - Youth receive the services necessary to make transitions to all aspects of adult life, including adult health care, work and independence.
3. Family Leadership - Families are partners in shared decision-making for the child's optimal health.

The Northeast Regional Center works toward these priorities by providing information and resources to families and the providers serving those families, and by building systems at the community, county and state levels.

Key strategic partners: Parent to Parent of Wisconsin, Wisconsin First Step, Advocacy and Benefits Counseling for Health, Family Voices of Wisconsin, The Great Lakes Inter-Tribal Council's Children/Youth with Special Health Care Needs, Compas Wisconsin, local Public Health Departments, Wisconsin Department of Health Services, Birth to Three Early Intervention Program, local school districts, Cooperative Educational Services Agencies, Catalpa Health, ThedaCare, Affinity Health System, Aurora Health Care, United Way and Community Early Learning Center.

Learn more: www.northeastregionalcenter.org.

Wisconsin Medical Home Initiative

The Wisconsin Medical Home Initiative promotes children's health and development through its direct support to primary care clinicians and families. Training, technical assistance and resources are provided to support medical home implementation with a focus on developmental screening, behavioral health integration and family partnership. This program is an initiative of Children's Health Alliance of Wisconsin and is supported by Children's Hospital. Funding is provided through the Wisconsin Department of Health Services' Title V Children and Youth with Special Health Care Needs Program and Maternal Child Health Program located in the Division of Public Health.

Key strategic partners: Wisconsin Department of Health Services, clinicians, Wisconsin American Academy of Pediatrics, ABC for Health, Family Voices of Wisconsin, Genetic Systems Integration Hub, Great Lakes Inter-Tribal Council, Youth Health Transition Initiative, Parent to Parent of Wisconsin, Wisconsin First Step, Wisconsin Newborn Screening Program, and Women, Infants and Children.

Learn more: www.wismhi.org.

Advocacy

Children's is committed to advocating on behalf of children and families throughout Wisconsin. Through federal, state and local level advocacy efforts, Children's focuses on public policy that improves the health status of children.

Advocating for policy has a significant impact on our communities beyond just those served by Children's. Along with valuable partner organizations, Children's has successfully advocated for several pieces of policy related to the identified priorities and other areas important to the health of children and families.

Children's Research Institute

Children's is committed to research that leads to life-saving discoveries and cures, new and better treatments, and healthier and happier children and families. Our research institute staff is taking discoveries from the laboratory and converting them to new therapies at patients' bedsides. We also study other factors that impact health and quality of life. We have hundreds of investigators, research trainees and technicians working on more than 1,000 research projects and active clinical trials. Our research is related to several of the identified priorities and many other areas that impact children and families.

Key strategic partners: The Medical College of Wisconsin, Marquette University College of Nursing and the University of Wisconsin-Milwaukee College of Nursing.

Learn more: www.chw.org/research.

Education of future health care professionals

We help provide the next generation of health care professionals with the training they need to care for the unique medical needs of children. This includes providers who will work in specialty care, primary care and other community-based settings.

Each year, our providers and staff teach hundreds of medical students, residents, fellows, nursing students and students from other medical professions, ensuring they have the special knowledge, skills and experience they require to ensure the best health outcomes for children.

Conclusion

We have made great strides in improving children's health since our last Fox Valley Community Health Needs Assessment in 2013, but we know there is still more work to be done. While we can't erase every challenge to children's health - especially considering the significant impact of social, environmental, genetic and behavioral factors - we believe we can move the needle. This implementation strategy provides a road map to guide our priorities going forward so we can focus on the programming that will have the greatest impact. With this knowledge, the help of our community partners and our staff's indefatigable efforts, we will continue striving toward our ultimate goal: making Wisconsin kids the healthiest in the nation.