



# Door County Medical Center

IN PARTNERSHIP WITH HOSPITAL SISTERS HEALTH SYSTEM

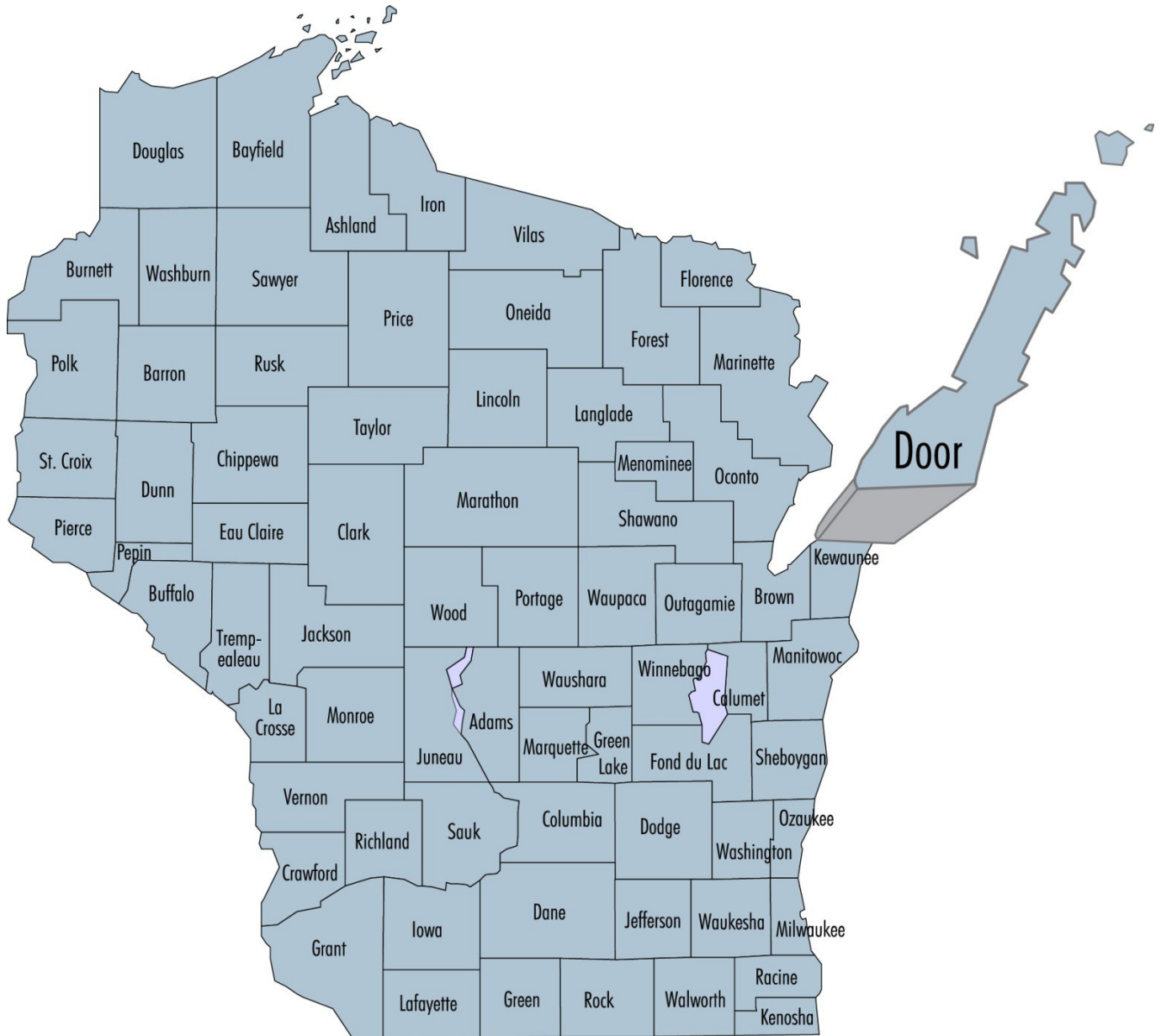


## COMMUNITY

## HEALTH IMPLEMENTATION PLAN

2020-2023

## Communities We Serve



**Door County  
Medical Center**

IN PARTNERSHIP WITH HOSPITAL SISTERS HEALTH SYSTEM

## Door County Medical Center Community Health Implementation Plan

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### Introduction

Door County Medical Center (DCMC) is a critical access hospital located in Door County, Wisconsin. For nearly 75 years, DCMC has been the leader in health and wellness for the community. DCMC's hospital and outpatient medical center provides a wide range of specialties, including Primary & Family Care, the Women's and Children's Center, the Door Orthopedic Center, the Door County Cancer Center, a skilled nursing facility, a rehabilitation services department, and clinics located in communities throughout Door County and the City of Algoma. With its main campus in Sturgeon Bay and satellite clinics and rehabilitation services facilities in four smaller communities, DCMC serves a wide range of patients.

Door County Medical Center has a long tradition of addressing the health of the community. This flows directly from our Catholic identity and mission. 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 FY 2019, DCMC's community benefit contributions were more than \$5 million.

DCMC also partners with other local organizations to address the health needs of the community, living up to its mission to improve the health and well-being of all people, especially the poor. DCMC's myriad community involvements – including support for silent sporting events, arts and music events, after school programs, and youth sports – make them the leaders in community wellness for all ages. DCMC also supports school nursing programs in local public schools, as well as occupational and physical therapy and sports medicine, and partners with local employers to keep their employees in good health.

The Door County Medical Center Community Health Needs Assessment (CHNA) was conducted in 2019 and focuses on the needs of individuals in Door County. Along with our values of Presence, Service, Vision, and Justice, our mission as a Catholic health care system is to further the healing ministry of Jesus Christ by improving the health and well-being of our community, especially the poor. Data was gathered from multiple sources to assess the health needs of Door County. This data was presented to a group of community stakeholders who together recommended the health priorities to be addressed for the 2020-2023 Community Health Implementation Plan.

### **PLANNING PROCESS**

The CHNA was compiled jointly by Door County Public Health and DCMC. As with past cycles, a core group of representatives from both the medical center and Public Health worked together to identify the data to be used and distribute that data in order to gather feedback from key stakeholders.

The organizing framework for the data was Healthiest Wisconsin 2020, with categories as follows: alcohol and other drug abuse (AODA), chronic disease, communicable disease, environmental and occupational health, healthy growth and development, injury and violence, mental health, food and nutrition, oral health, physical activity, reproductive and sexual health, and tobacco use.

### ***DATA SOURCES***

Door County Public Health compiled the data primarily from the Community Commons CHNA.org site, which draws from multiple secondary data sources including the US Census Bureau, Behavioral Risk Factor Surveillance System, and other Centers for Disease Control and Prevention (CDC) data sources.

### ***INPUT FROM COMMUNITY STAKEHOLDERS***

Community stakeholders participated in the planning process and received data compiled by Door County Public Health. The data focused on an overview of county demographics and included data on health focus areas identified by Healthiest Wisconsin 2020, as well as an update on progress made on the current four identified health care needs. Topics included: food and nutrition, chronic disease prevention and management, healthy growth and development, mental health and oral health. This community health data was distributed to approximately 30+ participants along with a survey to solicit feedback including:

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

In April 2019, the DCMC and Door County Public Health group met to analyze the results and then participated in a discussion about the community health data, progress on the previous priority areas, and any emerging needs that were identified by our key stakeholders. Community assets were identified and based on those assets and additional criteria, the group discussed and reached consensus on the health priorities for 2020-2023. To ensure the interests of vulnerable populations were adequately represented, we reached out to The United Way of Door County, The Aging & Disability Resource Center of Door County, and The Boys and Girls Club of Door County - organizations who serve the underserved in our community, including low-income seniors, children living in poverty, and families who struggle with food insecurity.

### ***PRIORITIZATION PROCESS***

Stakeholders were asked to consider the four previous priorities and decide if they should continue to be priorities for the community. It was agreed upon that the four previously identified needs (mental health; adequate, appropriate and safe food and nutrition; human growth and development; and oral health) should remain as the key priorities for 2020-2023.

The reasoning for this decision was that the community has made good progress in actively addressing these issues and stakeholders feel that the community should continue to build on this momentum to continue to develop programs and initiatives created over the past several years. Also, the data shows that these needs continue to exist in the community and exert a health burden on the community.

### ***PRIORITIES SELECTED***

Based on this process, the following priorities were selected and confirmed for continuation:

- Mental health;
- Adequate, appropriate and safe food and nutrition (Renewed focus on addressing obesity);
- Oral health;
- Healthy growth and development – emphasis on early childhood social/emotional health and school readiness.

Acknowledging that issues beyond these four health priorities warranted attention, stakeholders then identified and discussed any additional issues that had arisen from the data and discussion. A discussion followed, during which stakeholders' input and data compiled by Door County Public Health were taken into consideration.

Following this discussion, a few areas were identified for consideration in the future including:

- Focus on the mental and physical health of older adults including addressing issues of isolation, loneliness, end-of-life decisions, and the lack of transportation options;
- Focus on keeping and attracting younger people to serve the area through affordable housing and better paying jobs.

Having identified the priority health needs to be addressed, DCMC collaborated with community partners to develop a three-year Implementation Plan; and integrating the health priorities and implementation strategy into organizational strategic planning and resource investments and allocations.

### ***NEEDS THAT WILL NOT BE ADDRESSED IN THIS CYCLE***

In addition to the four health issues selected as top priorities, stakeholders identified two other significant health issues in Door County. These issues will be addressed by other organizations in the community. While these issues will not be addressed by DCMC as priority health needs at this time, we will provide support to those community efforts whenever possible.

**Alcohol and Drug Use:** The stakeholders identified alcohol misuse and drug use, particularly heroin and other opiates, as emerging issues in the community. Wisconsin has seen a 260 percent increase in opiate overdose death among 12-24 year olds in the past decade, with prescription opioids playing a role in more deaths than heroin and cocaine combined. Ministry will engage in increased educational efforts around this issue. The Door County AODA Coalition, of which DCMC is a part, and local law enforcement departments are addressing these issues.

**Chronic Disease Prevention:** Stakeholders identified chronic preventable disease as another health issue, in particular heart health, obesity and diabetes. Because diet plays a significant role in these conditions, this health issue is being addressed through the priority need of adequate, appropriate and safe food and nutrition. In addition, DCMC's continued support of silent sporting events, athletic events, the Door County YMCA, youth sports, outdoor activities, nature preserves and other outdoor resources provides increased opportunities for exercise, which contributes to addressing this need.

## Implementation Strategy

The DCMC Implementation Plan is part of a broad community effort to address four priority needs in the community. DCMC works collaboratively with a broad range of direct service organizations, coalitions and government agencies to address these needs.

This implementation plan outlines the actions DCMC will take to address Door County's health needs. However, as noted below, many of these strategies will be implemented collaboratively. Recognizing that no one organization is able to effect substantial community change alone, the long-term outcomes identified in this plan will be achieved as many community organizations work together for collective impact.

### **ORAL HEALTH**

#### *Why it matters*

- Good oral health improves the ability to speak, smile, smell, taste, touch, chew, swallow, and make facial expressions.
- Good oral health can prevent mouth pain, tooth decay and loss, birth defects, and some diseases.
- Good oral health care can prevent other diseases through early detection of diseases that start with oral symptoms but that can affect health in other parts of the body.



#### *Local data*

- 27 percent of the Door County population age two or above did not have a dental visit in the last year compared to 24 percent statewide.

#### *Our long term outcomes*

- By June 30, 2023, increase the patient load at Door County Medical Center Dental Clinic for adults with no insurance or Medicaid by 25 percent.

#### *What we are going to do*

- Increase access to dental care for underserved adults by continuing to maintain the Door County Medical Center Dental Clinic.
- Assess current oral health programming in county schools.
- Address priorities identified in the schools' oral health programming assessment.
- Disseminate oral health public service messages.

*Who is collaborating partner:* Door County Public Health Department



## **MENTAL HEALTH**

### *Why it matters*

- 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 problems can lead to: chronic disease, injury, and disability.

### *Local data*

- Door County's suicide rate is 13.17 per 100,000 population as compared to 12.84 for Wisconsin and 11.82 for the US. The Healthy People 2020 target for the US is 10.2.

### *Our long term outcome*

- By June 30, 2023, decrease the average number of mentally unhealthy days reported in the past 30 days from 3.3 to 3.0.
- By June 30, 2022, Door County's suicide rate will decrease from 15.05/100,000 population to 14.05/100,000.



### *What we are going to do*

- Develop at least two annual mental health awareness events/activities/educational sessions to raise awareness of mental health issues in Door County.
- Increase access to mental and behavioral health care through primary care screening and referrals.
- Develop and distribute a Mental Health Resource Guide.
- Conduct Question, Persuade, Refer suicide prevention training.
- Continue The Door County Collaborative School Mental Health Project, referred to as the STRIDE Program (Strengthening Trust and Resilience, instilling Independence and Developing Empowerment) - an interagency partnership between Door County Medical Center, Door County Health & Human Services, Counseling Associates of Door County, LLC and Bellin Behavioral Health, with oversight by Door County United Way, to provide licensed mental health services within the Door County schools.

### *Who are collaborating partners*

- |  |  |
|--|--|
| • Prevent Suicide Door County Nathan Wilson Coalition                  | • Door County Library                  |
| • Door County Public Schools   | • Door County YMCA                     |
| • Door County Public Health Department                                 | • Counseling Venues                    |
| • Door County Mental Health Focus Group                                | • Crossroads at Big Creek              |
| • Door County Department of Human Services – Behavioral Health Program | • Counseling Associates of Door County |
| • The United Way of Door County  | • Jak's Place                          |
|  | • Bay Counseling Services              |
|  | • Door County YMCA                     |
|  | • NAMI, Door County                    |
|  | • Local visual and performing artists  |

## **NUTRITION**

### *Why it matters*

- A healthy diet reduces the risk of a number of chronic diseases, some cancers, oral disease, malnutrition, anemia and others risk factors, diseases and illnesses.
- Good nutrition in children is important for healthy growth and development, as well as maintaining appropriate weight.



### *Local data*

- Door County youth report poor eating habits, with 41.4 percent of high school students who reported eating fruit one or more times during the seven days before the survey. About 92.4 percent of students statewide reported eating fruit during the same time period.
- The food insecurity rate among children in Door County 23.2 percent, surpassing the state rate of 20.7 percent.

### *Our long term outcomes*

- By June 30, 2023, increase the amount of fresh fruits and vegetables consumed by students off of the school salad bar. We will request the school food service directors to track the amount of fresh fruits and vegetables used in the months of September and April. On average our schools purchased 650 pounds of fresh fruits and vegetables for the month of September. Our goal is to see a 10% increase in fresh fruits and vegetable purchases by April of 2020 (715 lb). Our goal for 2021 is to see a 5% increase in purchases (750 lb).
- A communication with the contact information for donations will be sent out via DCMC's Facebook page every 3 months and every month during summer months (May-September) sharing where local food pantries are located that carry perishable and non-perishable healthy foods for families in need.

### *What we are going to do*

- Work with schools on the location of their salad bar.
- Provide volunteers and/or programming to encourage salad bar use by students.
- Provide monthly food samplings at each Door County school.
- Provide vouchers to FoodShare participants who access local farmers markets.
- Facebook engagement (likes/shares/comments) will be measured for communications regarding local food pantry contact information for donations.

### *Who are collaborating partners*

- |   |  |
|---|--|
| • United Way of Door County                           | • Door County Public Schools and Algoma/Kewaunee School District |
| • Healthy Door County 2020 and member organizations   | • City of Sturgeon Bay/ Sturgeon Bay Farmers' Market             |
| • Grocery stores                                      | • FoodShare Program  |
| • Women, Infants, Children Program of Wisconsin (WIC) | • UW-Extension   |



## **HEALTHY GROWTH & DEVELOPMENT**

### *Why it matters*

- Research studies over the past decade demonstrate a link between early life events and adult chronic disease.
- Infants with poor birth outcomes begin life with multiple risk factors that may prevent them from reaching their full health and developmental potential.



### *Local data*

- Sturgeon Bay schools report 22 percent of kindergarteners were at risk in reading, and 28 percent did not meet beginning benchmarks in math; 14 percent of 4K students and 30 percent of kindergarten students had discipline referrals in the first quarter of the year.
- The child abuse rate per 1,000 population in Door County is higher than the Wisconsin average, standing at 4.9 vs. the statewide rate of 4. Child abuse leads to long term detrimental effects including health challenges.

### *Our long term outcomes*

- By June 30, 2023, increase the number of individuals who contact the Community Connections service of the Door County Partnership for Children and Families by 25% annually.  
(Note: The current baseline is 94 individuals or 30 families for the 2018 calendar year)

### *What we are going to do*

- With partners, conduct research and surveys to identify key issues in the early childhood population and top family needs.
- Work with partners to provide educational information and evidence-based programs for parents and caregivers of children ages 0-5.

### *Who are collaborating partners*

- |                                      |   |
|--------------------------------------|---|
| • United Way of Door County          | • Door County Department of Public Health   |
| • Boys and Girls Club of Door County | • Birth to Three Intervention Program   |
| • Door County Public Schools         | • Family Support Program/Children's Services  |
| • Door County Library                | • Local day care centers  |
| • Sturgeon Bay Head Start            | • Door County Partnership for Children and Families and their collaborating members |

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## Approval

This Community Health Implementation Plan was adopted by the Senior Leader Team of Door County Medical Center and presented to DCMC's Board of Directors on December 4, 2019.