

Douglas County Community Health Assessment Data Review

September 15, 2011

Presented by Theresa Morton, MPH

Information to Review

- Vision and Mission
- Community Themes and Strengths Assessment
- Community Survey
- Forces of Change Assessment
- Community Health Data Assessment

Vision and Mission

- A healthy Douglas County is achieved when all residents have access to healthy and safe living, leverage local resources, and build sustainable community partnerships that include serving all residents.
- This vision will be achieved by utilizing all available resources and building sustainable partnerships that serve all residents.

Community Themes and Strengths

- **Significant Barriers to Improving Health**
 - Cultural Attitudes
 - Lack of Accurate Health Education
 - Weather
 - Unemployment and Poverty
 - Lack of Funding to Support Health
 - Transportation
 - Availability of Healthy Choices
 - Lack of Community and Family Supports, Social Isolation
 - Access
 - Drug/Alcohol Abuse

Community Themes and Strengths

- **Community Pride and Existing Assets to Achieve Health**
 - Educational Systems
 - Smoke-free Restaurants
 - Natural Resources
 - Tourism Industry
 - Community Partners, Services, Organizations
 - Healthcare
 - Connected Communities
 - Low Crime Rate
 - Opportunities for Networking
 - Increasing Diversity
 - Healthier Douglas County Coalition

Community Survey Results

What three things need to be improved to make Douglas County a healthier place to live and work?

| | |
|------------------------------------------------------------------|-----|
| Alcohol and Other Drug Use and Abuse | 28% |
| Food and Nutrition | 18% |
| Fitness Information and Places for Fitness (like parks and gyms) | 16% |
| Tobacco and Cigarette Use | 14% |
| Oral and Dental Health | 13% |
| Chronic Illness (like diabetes, heart disease and obesity) | 12% |
| Mental Health | 12% |
| Injury and Violence Prevention | 9% |
| Family Planning and Sexual Health | 8% |
| Healthy and Safe Workplaces and Homes | 8% |
| Infectious Diseases (like flu and sexually transmitted diseases) | 5% |
| Other | 5% |
| Health Care for Pregnant Women and Children | 4% |

Community Survey Results –

“Other” Answers

What three things need to be improved to make Douglas County a healthier place to live and work?

- Not enough information about what is going on/available
- Health Care for college students
- More rideable/designated spaces for bicyclists
- Affordable health care insurance
- Employment
- Lowering taxes
- More paved shoulders for safe walking and biking
- Health care for all
- Care for elderly
- Gambling help
- Healthy marriages/divorce prevention
- Nutrition information
- More services for homeless and threatened teens
- YMCA open on Sundays
- More daycare programs for low income

Community Survey Results –

“Other” Answers (cont.)

What three things need to be improved to make Douglas County a healthier place to live and work?

- Harsher penalties for drunk drivers
- More crossing lights
- Slow down traffic
- Better roads
- Health care for those with preexisting conditions
- Insurance for low income
- Remove gambling machines from public spaces, bars, restaurants
- Prevention of teen problems/sex
- Atmosphere and tourism
- Better schooling for children with special needs Low income housing
- Immunizations for children and elderly
- Animal walk park
- Connect all biking/walking trails

Community Survey Results

What are the top three strengths in Douglas County that help improve health?

| | |
|---------------------------------------------------------------|-----|
| Smoke-free Restaurants | 41% |
| Natural Resources (city/county parks, Lake Superior, forests) | 27% |
| Schools (public, private, technical college, university) | 23% |
| Healthcare and Public Health System | 16% |
| Kind and Helpful Community and Neighbors | 15% |
| Low Crime Rate | 11% |
| Strong Community Clubs and Organizations | 9% |
| Tourism Industry | 5% |
| Diverse Population | 2% |
| Other | 1% |

Community Survey Results – “Other” Answers

What are the top three strengths in Douglas County that help improve health?

- United Way
- Planned Parenthood
- Services currently provided
- Private schools
- Parks and trails
- Get neighbors together
- Free immunizations for children through public health
- Keep streets clean
- YMCA open 7 days a week

Community Survey Results

What are the top three problems in Douglas County that decrease health?

| | |
|-------------------------------------------------|-----|
| Unemployment | 29% |
| Drug and Alcohol Abuse | 26% |
| Lack of Health Insurance | 18% |
| Poverty | 18% |
| Funding for Healthcare Services | 10% |
| Not a lot of Healthy Choices (food and fitness) | 8% |
| Weather | 8% |
| Lack of Mental Health Services | 7% |
| Traditions and Normal Ways of Doing Things | 6% |
| Access to Health Services and Information | 5% |
| Little or No Family or Community Support | 5% |
| Transportation | 5% |
| Other | 4% |
| Myths and Untrue Information on Health | 2% |

Community Survey Results –

“Other” Answers

What are the top three problems in Douglas County that decrease health?

- Overweight people
- Lack of opportunities for people with disabilities to be social and physically active
- Tobacco use
- Lack of education
- Lack of motivation/ambition to change unhealthy habits/Laziness
- Environmental – Murphy Oil, benzene exposure, etc.
- No follow through with child protection services
- Unresponsive doctors
- Taxes
- Health care and mental health providers denying patients due to owed bills
- Lack if information provided to renters
- Lifestyle choices and social norms
- No assistance for troubled teens

Community Survey Results –

“Other” Answers

What are the top three problems in Douglas County that decrease health?

- Dusty roads
- Lack of AODA services
- Removing needed services
- Gas prices
- Tax prices
- More options for single mothers
- Teen/underage problems, teen pregnancy
- Need inpatient treatment programs
- Need family support groups for children with disabilities
- Cash assistance when needed
- Dependence on medications
- Spiritual poverty
- Drug dealers targeting children
- Poor nutrition
- Texting/cell phone use while driving
- Abuse of welfare
- YMCA closed on Sundays
- Tickborne diseases

Forces of Change

- Shortage of Primary Care Providers
- Summer
- State Budget
- Economy, Home Foreclosure
- Aging Population
- Events in the Middle East
- Increased Food Prices
- Increased Prevalence of Obesity
- Emerging “creativity” of nicotine products
- Internet Access
- Natural Resources
- Rural Setting

Community Health Data Assessment

- Detrimental health outcomes directly impact:
 - Lifestyle
 - Health care burden
 - Public health burden
 - Years of potential life lost
 - Personal economics and resources
 - Douglas County economics and resources

Community Health Data Assessment Purpose

- Review of demographic and health data of Douglas County residents
 - Western Region, Wisconsin, United States
- Identify gaps of information or resources
- Select behaviors/health areas to guide the objectives of the CHIP

Western Region



Healthiest Wisconsin 2020 and County Health Rankings

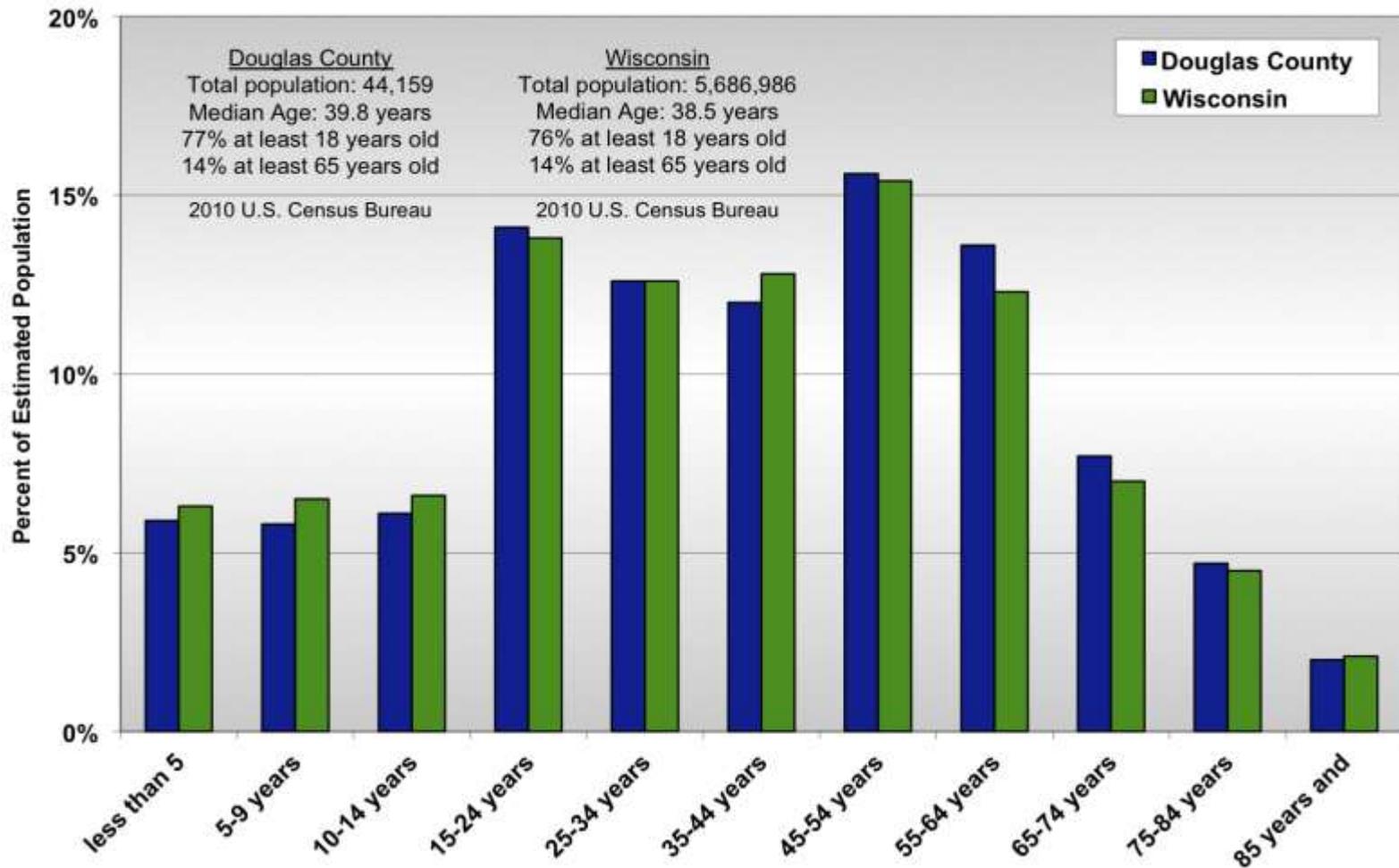
- Following Health Focus Areas of Healthiest WI 2020
- County Health Rankings
 - University of Wisconsin Population Health Institute and Robert Wood Johnson Foundation
 - Annual compilation of various data sources
 - All 72 counties in the state are then ranked against each other

Data Areas

- Demographics
- General Health Status
- Chronic disease prevention and control
- Communicable disease prevention and control
- Environmental and occupational health
- Healthy growth and development
- Adequate, appropriate and safe food and nutrition
- Physical activity
- Alcohol and other drug use
- Tobacco use and exposure
- Injury and violence
- Mental health
- Oral health
- Reproductive and sexual health

Demographics

Population Distribution by Age Group



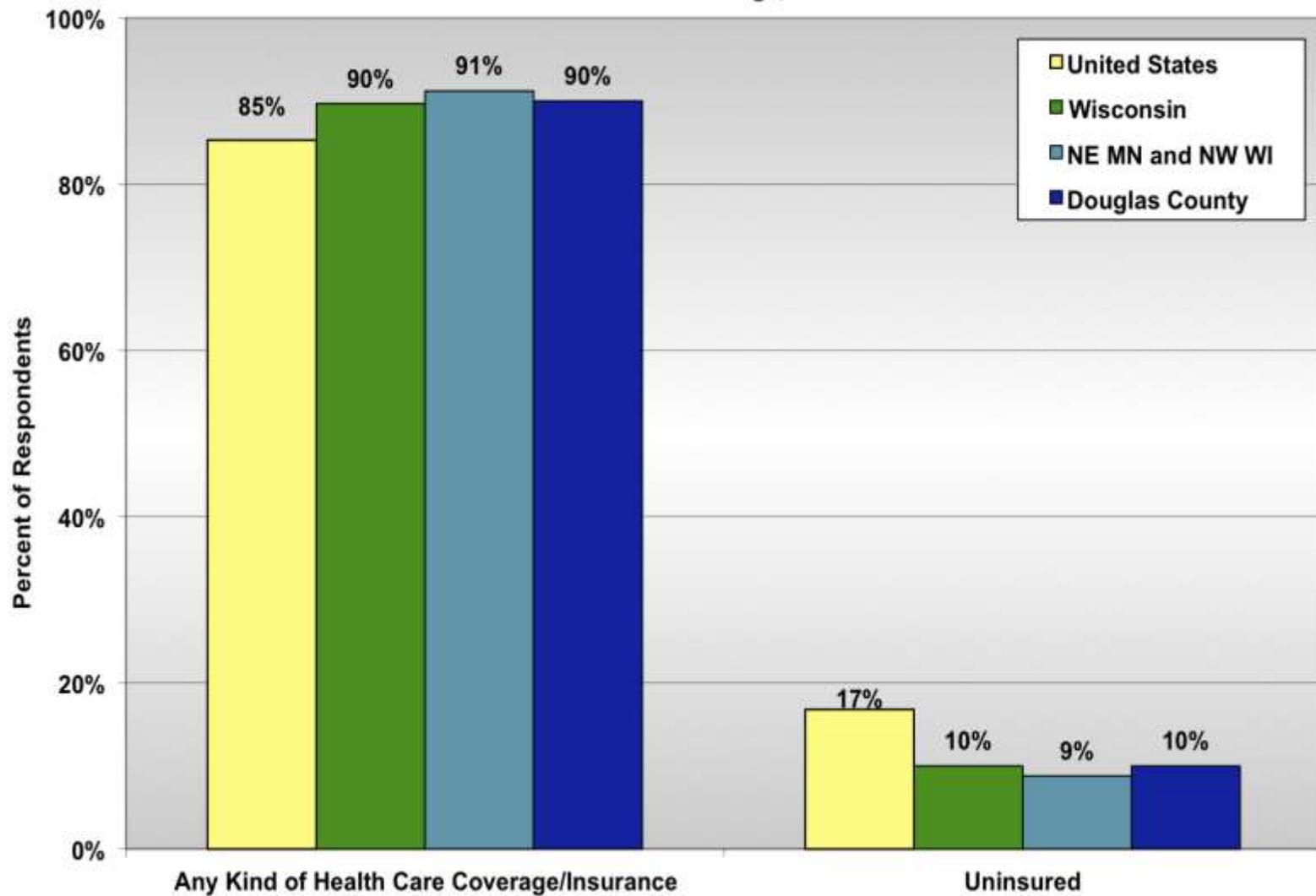
Race and Ethnicity

- 93% of the Douglas County population is White
- 2% American Indian or Alaskan Native
- 1% Black or African American
- 1% Asian
- <1% Native Hawaiian or Pacific Islander
- 3% Two or More Races
- 1% Hispanic or Latino

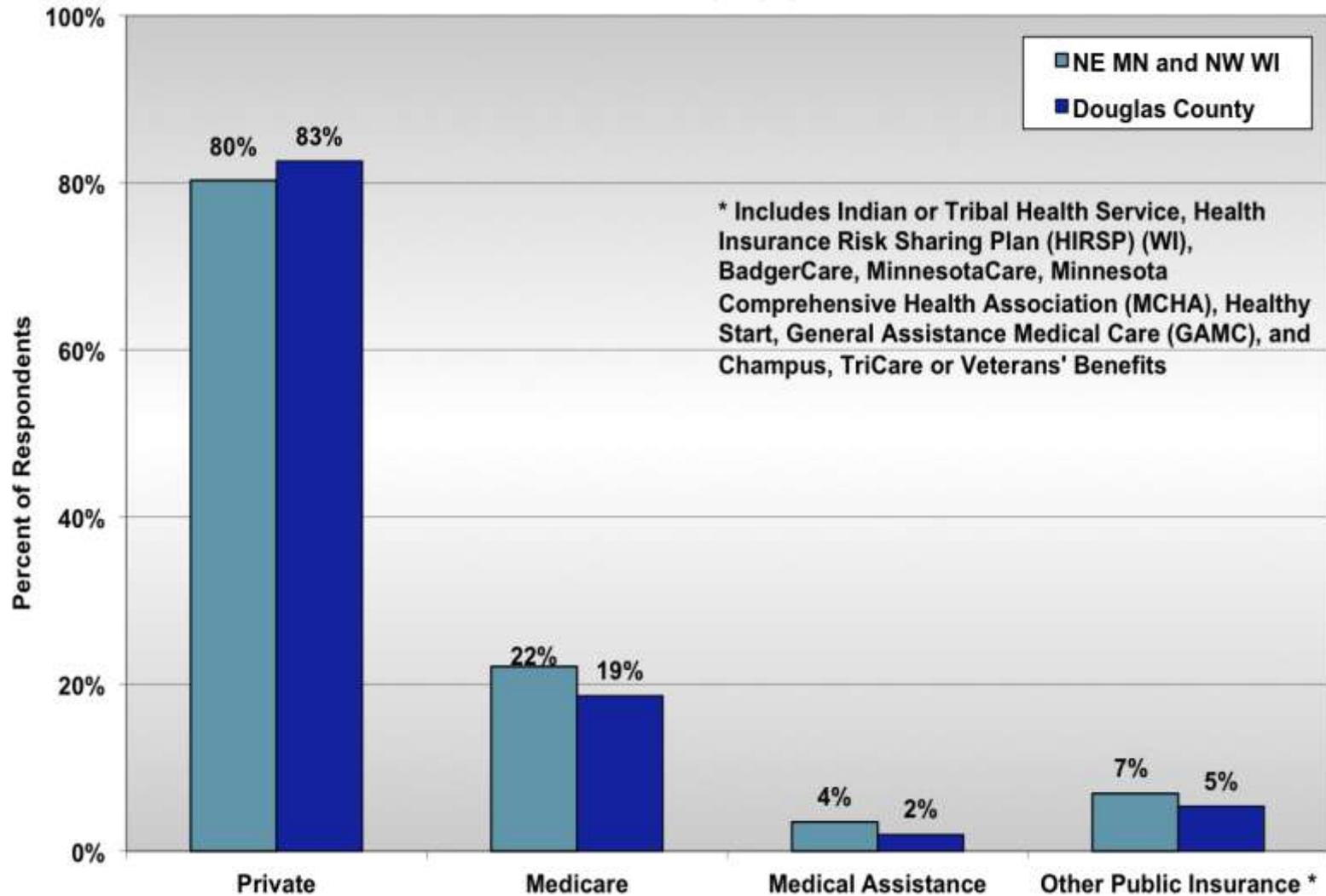
Households

- Family households – 66%
 - Married couple - 48%
 - Female householder, no husband present – 13%
- Nonfamily households - 34%
- Household w/ individuals ≥ 65 years old – 25%
 - State of Wisconsin – 24%
- Of the population 25 years old or older:
 - High school graduate or higher 86%
 - Bachelors degree or higher 18%

Health Insurance Coverage, Adults



Health Insurance Coverage by Type, Adults

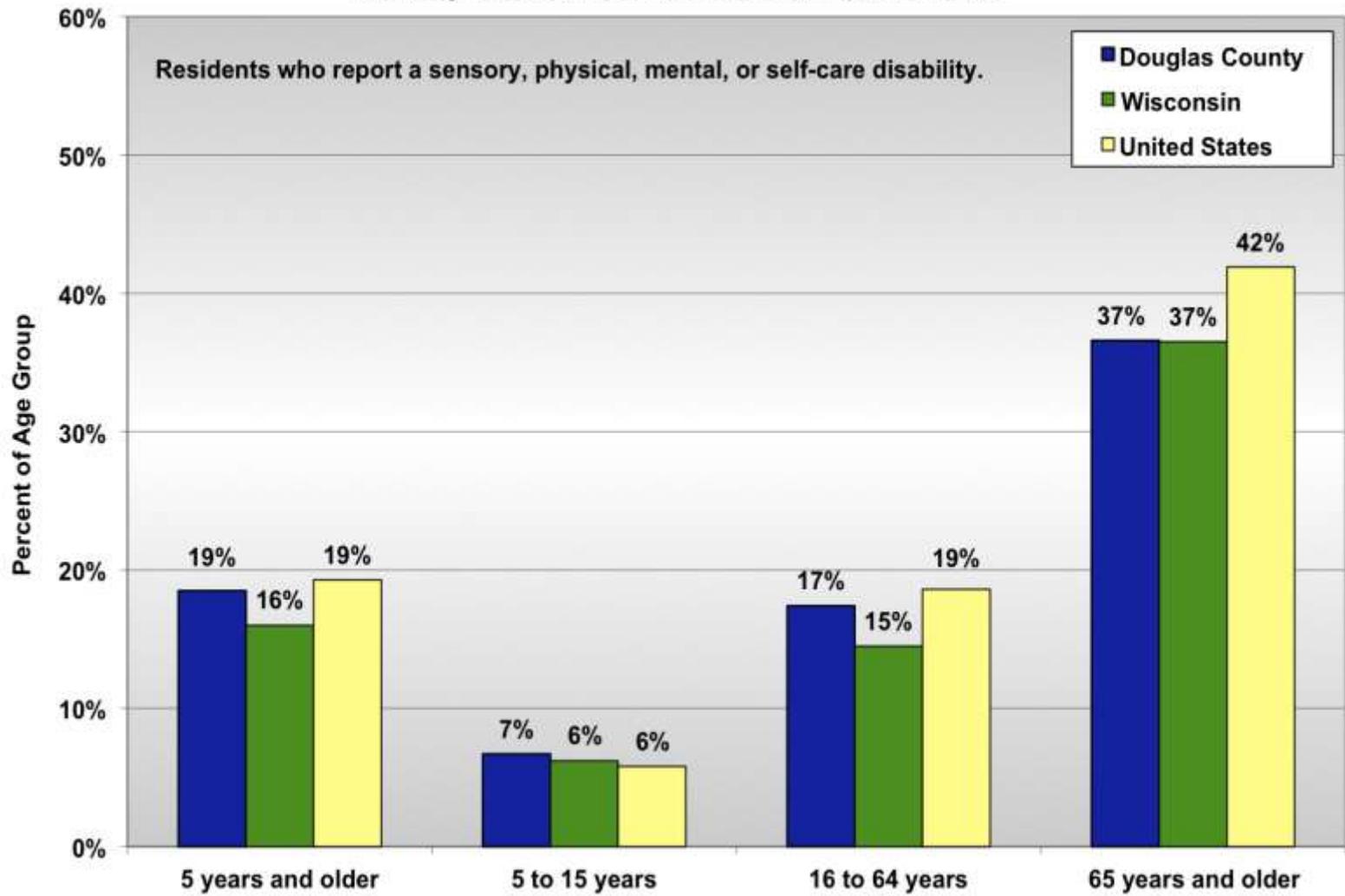


Disability

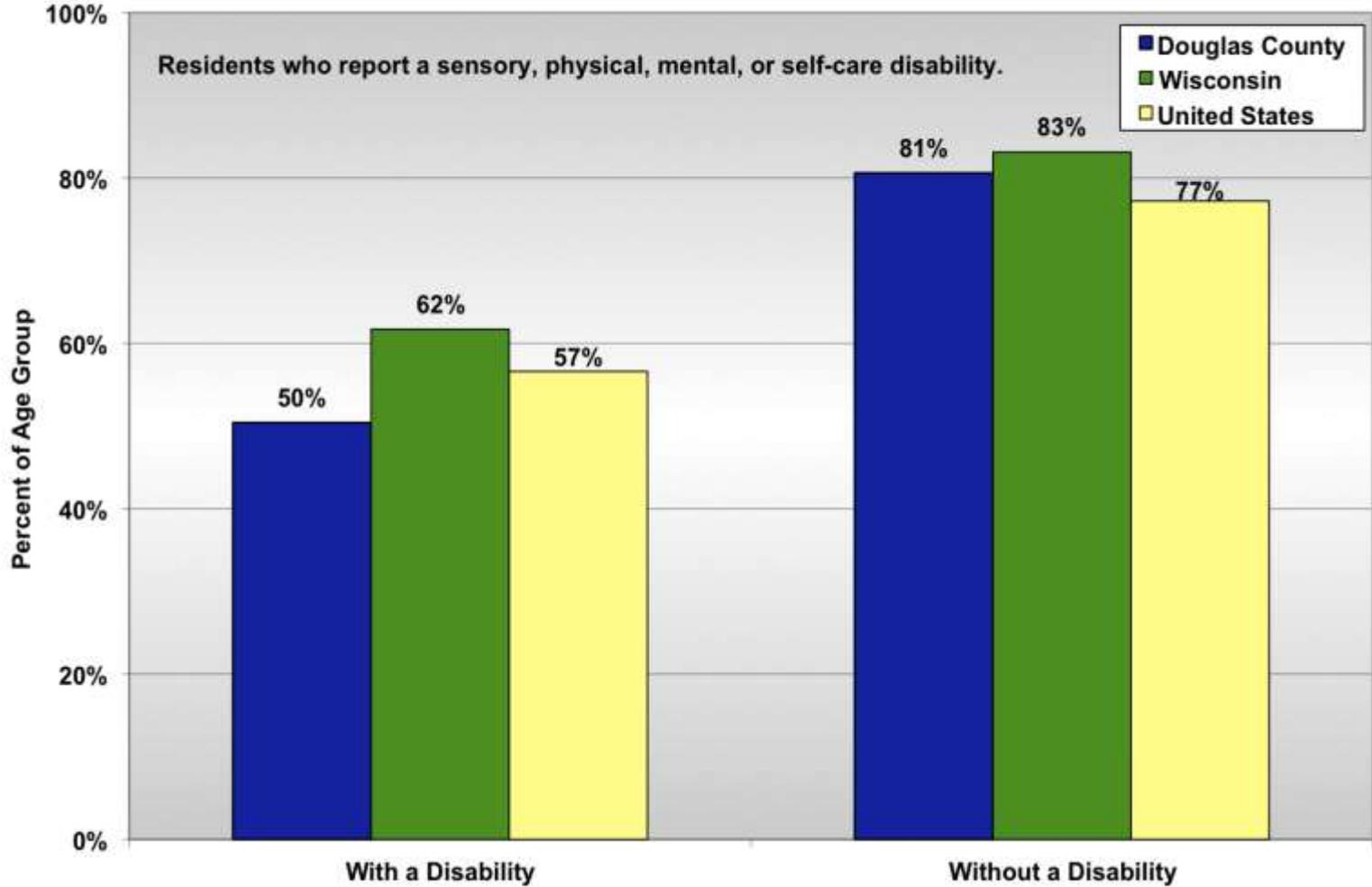
Prevalence of Disability Among Non-institutionalized Persons of All Ages, Wisconsin, 2008

| | |
|--------------------|-----|
| Any Disability | 11% |
| Ambulatory | 5% |
| Independent Living | 5% |
| Cognitive | 4% |
| Hearing | 3% |
| Self Care | 2% |
| Visual | 2% |

Disability Status of Non-Insitutionalized Population, 2000



Employment Status of Population, 21-64 years old, 2000



Disability

Median Annual Earnings, Working Ages (21-64 years) Wisconsin, 2008

| | |
|--------------|----------|
| Disabled | \$35,600 |
| Not Disabled | \$40,700 |

- Among those who are disabled, the highest annual earnings are for those with a hearing disability and the lowest annual earnings are for those with an ambulatory disability

Unemployment, Household Income and Poverty

- Of those Douglas County residents that are 16 years old or older, 65% are in the labor force
 - 60% of residents are employed and 5% are unemployed
 - <1% are employed in the Armed Forces
- Median Household Income: \$35,226
- Below Poverty Level:
 - 11% of Individuals
 - 8% of Families
 - 25% of Families with Female Householder
 - 17% of Children

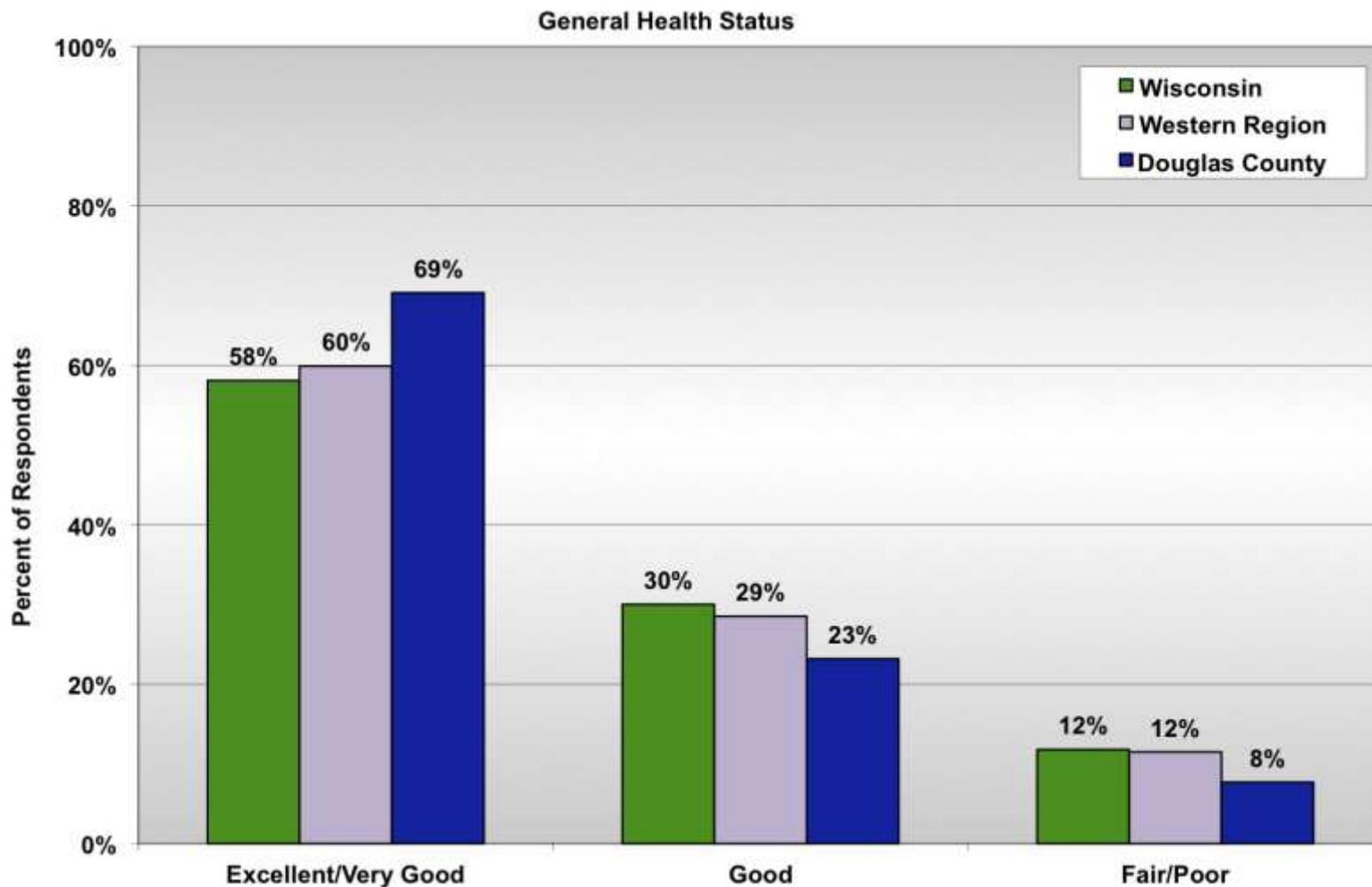
County Health Ranking

Social and Economic Factors

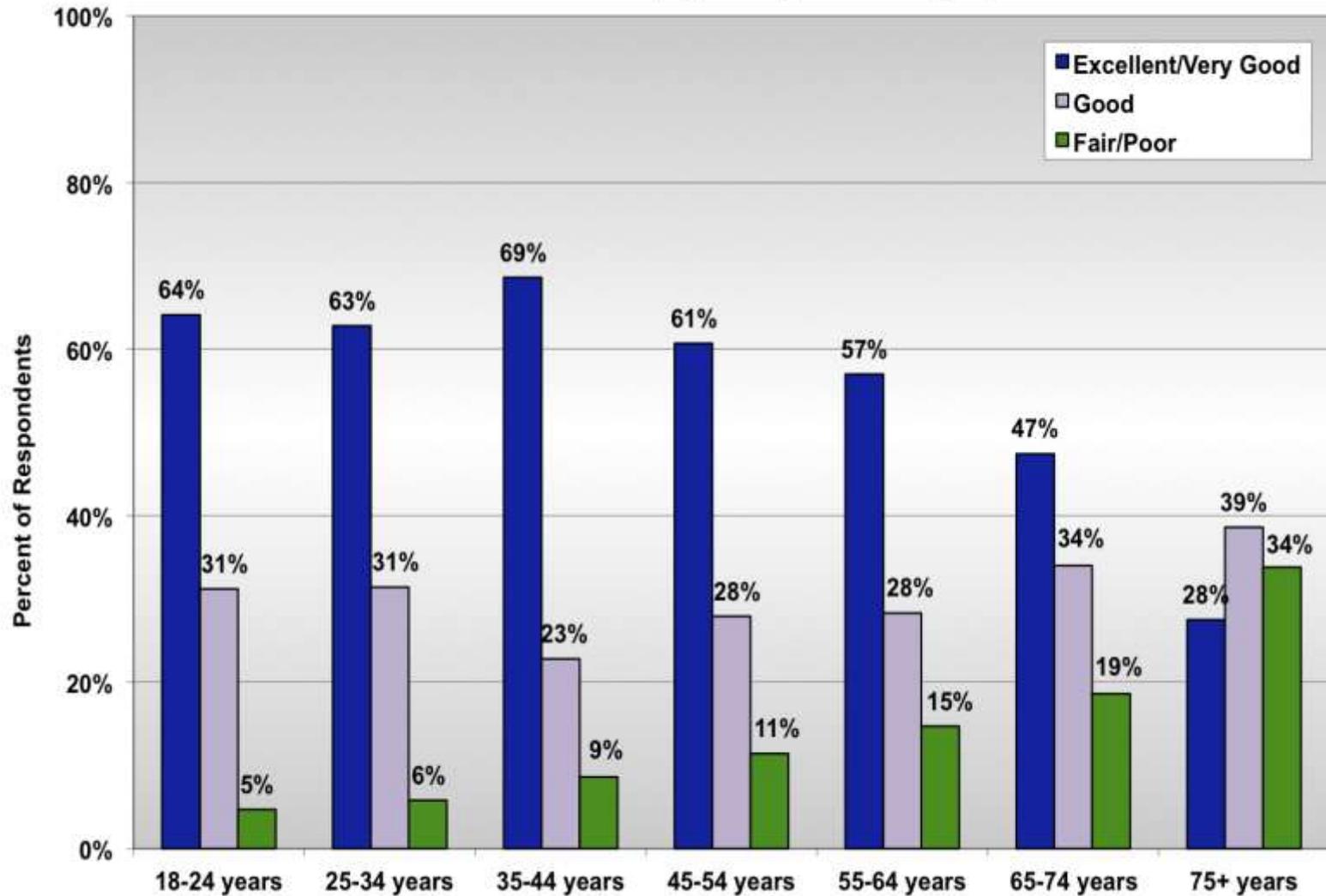
- **38 out of 72 jurisdictions**

| Measure | Douglas County | Wisconsin | National Benchmark |
|---------------------------------------------|----------------|-----------|--------------------|
| High School Graduation | 90% | 89% | 92% |
| Some College | 64% | 63% | 68% |
| Unemployment | 8.1% | 8.5% | 5.3% |
| Children In Poverty | 17% | 14% | 11% |
| Inadequate Social Support | 15% | 17% | 14% |
| Children in Single-Parent Households | 37% | 29% | 20% |
| Violent Crime Rate (per 100,000 population) | 189 | 283 | 100 |

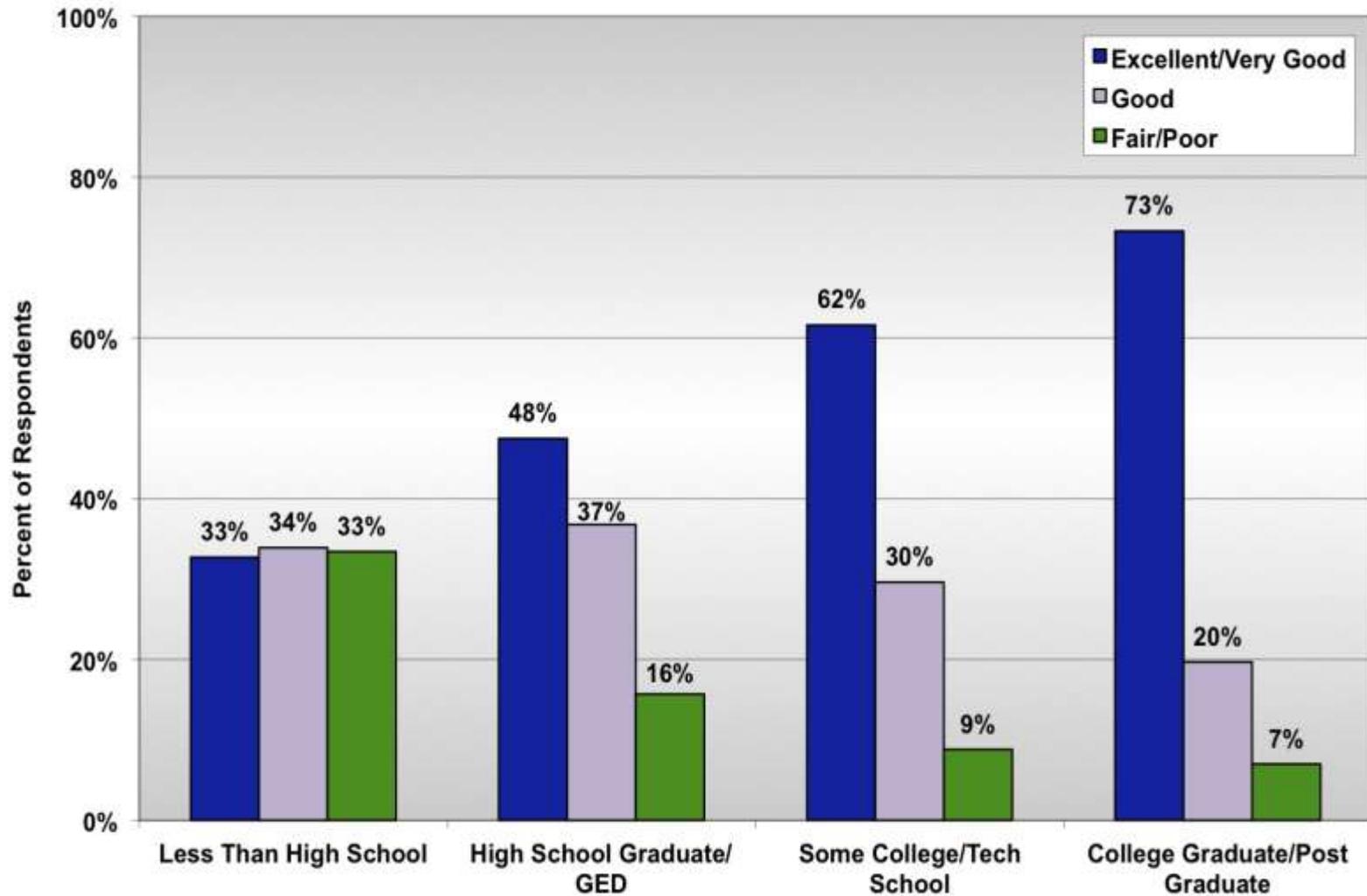
General Health Status



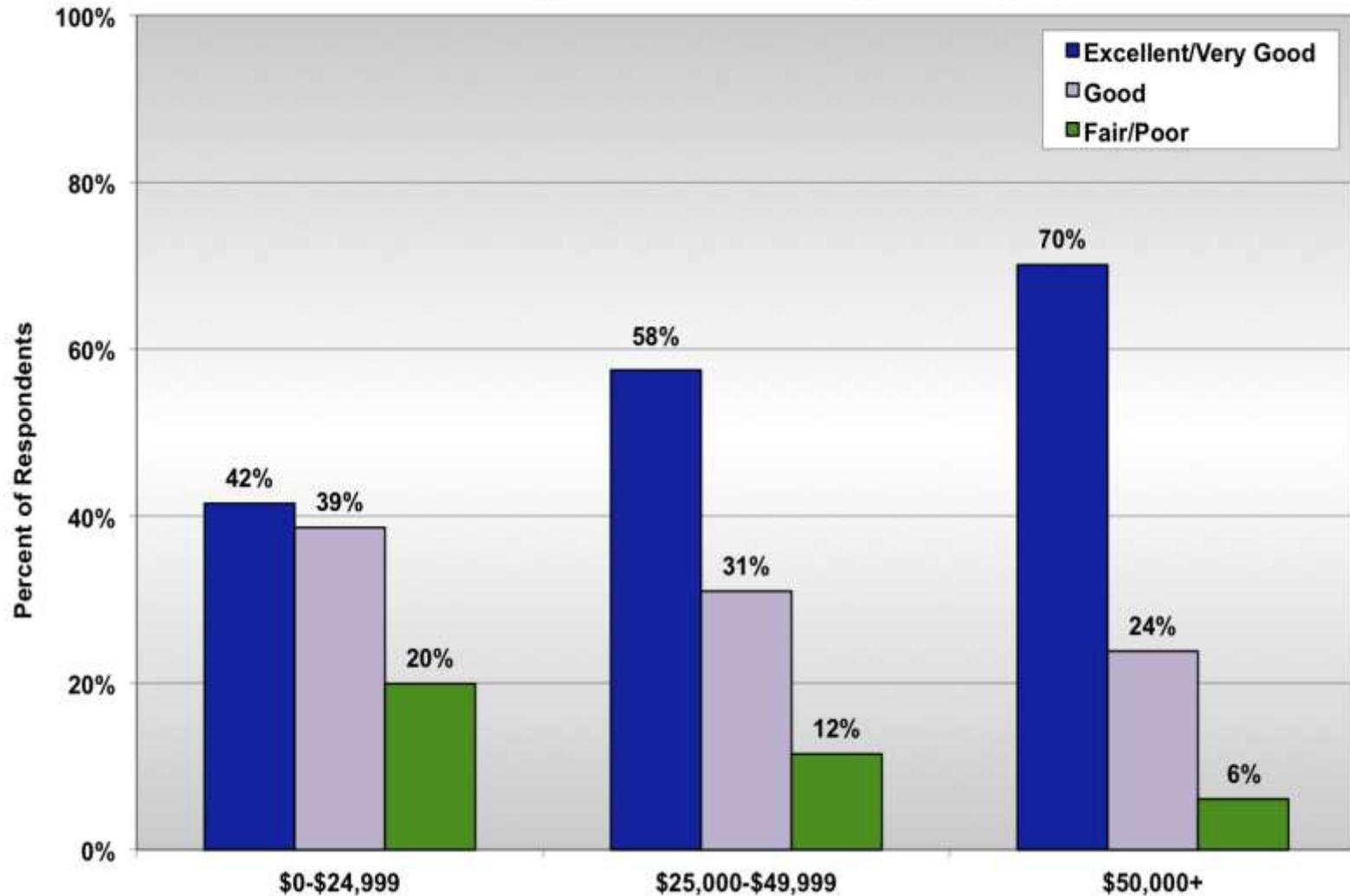
General Health Status by Age Group, Western Region, 2006-2009



General Health Status by Education Level, Western Region, 2006-2009



General Health Status by Annual Individual Income, Western Region, 2006-2009



County Health Rankings

Health Outcomes

- Health Outcomes
 - *Measure the current state of health*
 - Includes mortality and morbidity data
- Douglas County Health Outcome = **57** out of 72

| Top Five | Bottom Five |
|---------------|---------------|
| 1. Ozaukee | 68. Jackson |
| 2. St. Croix | 69. Milwaukee |
| 3. Washington | 70. Marquette |
| 4. Waukesha | 71. Adams |
| 5. Taylor | 72. Menominee |

County Health Rankings

Health Outcomes

| Measure | Douglas County | Wisconsin | National Benchmark |
|------------------------------------------------------------------------------|----------------|-----------|--------------------|
| MORTALITY – Rank: 55 | | | |
| Premature Death (years potential life lost before 75 per 100,000 population) | 7,092 | 6,230 | 5,564 |
| MORBIDITY – Rank: 58 | | | |
| Poor or Fair Health | 14% | 12% | 10% |
| Poor Physical Health Days (avg. number in the past 30 days) | 4.3 | 3.2 | 2.6 |
| Poor Mental Health Days (avg. number in the past 30 days) | 3.5 | 3.0 | 2.3 |
| Low Birthweight | 5.9% | 6.8% | 6.0% |

County Health Rankings

Health Factors

- Health Outcomes
 - *Predictors of future health outcomes*
 - Includes health care, health behaviors, socioeconomic factors, and physical environment data
- Douglas County Health Outcome = **52** out of 72

| Top Five | Bottom Five |
|-----------------|--------------------|
| 1. Ozaukee | 68. Sawyer |
| 2. St. Croix | 69. Forest |
| 3. Dane | 70. Milwaukee |
| 4. La Crosse | 71. Adams |
| 5. Washington | 72. Menominee |

County Health Rankings

Health Factors

| Measure | Douglas County | Wisconsin | National Benchmark |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----------|--------------------|
| Health Behaviors – Rank: 65 | | | |
| Adult smoking, adult obesity, excessive drinking, motor vehicle death rate, sexually transmitted infections, teen birth rate | | | |
| Clinical Care – Rank: 36 | | | |
| Uninsured adults, primary care physicians, preventable hospital stays, diabetic screening, mammography screening | | | |
| Social & Economic Factors – Rank: 38 | | | |
| High school graduation, some college, unemployment, children in poverty, inadequate social support, children in single-parent household, violent crime rate | | | |
| Physical Environment – Rank: 36 | | | |
| Air pollution-particulate matter days, air pollution-ozone days, access to healthy foods, access to recreational facilities | | | |

Chronic Disease Prevention and Management

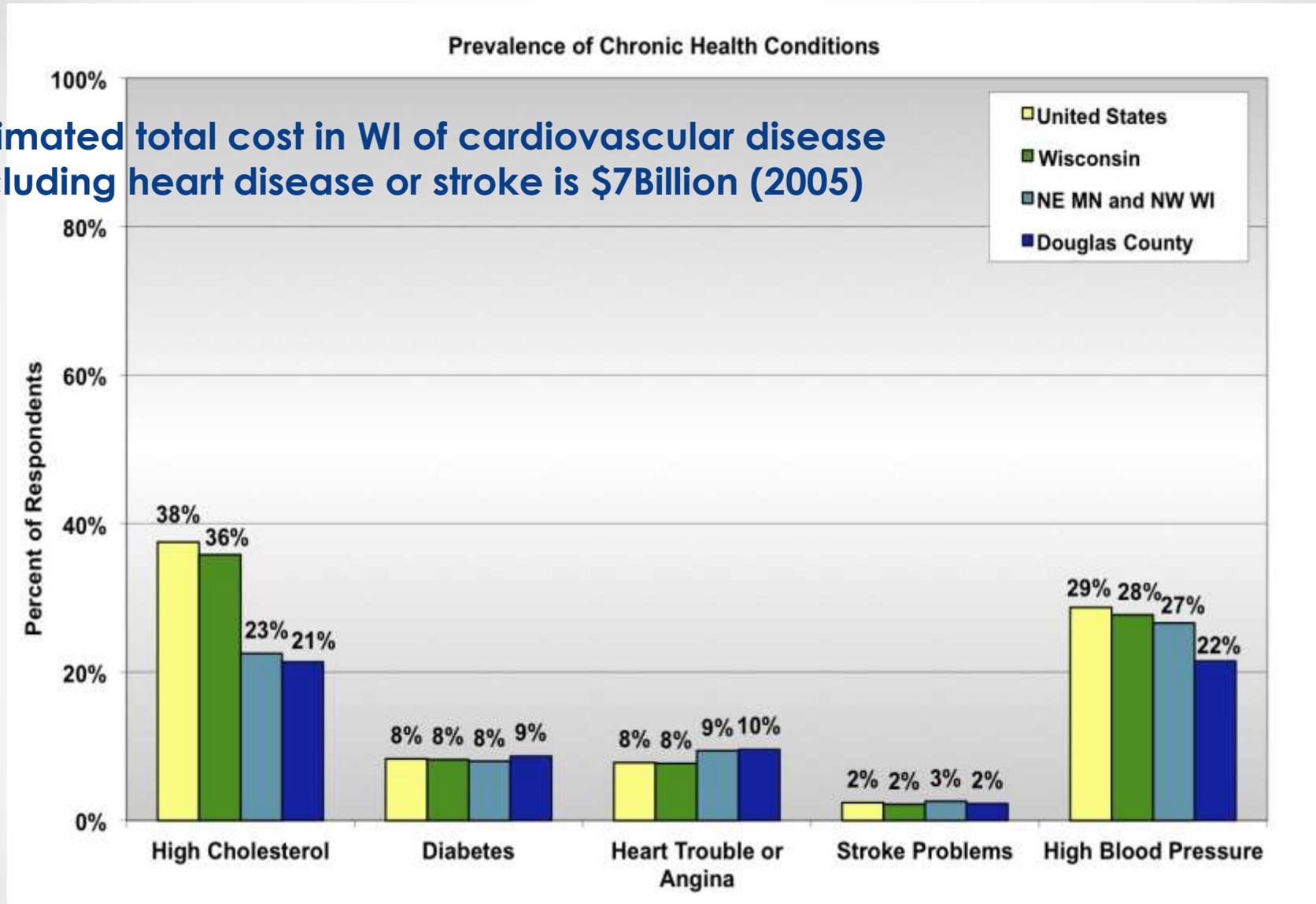
- Illnesses that last a long time, do not go away on their own, are rarely cured, and often result in disability later in life
- Prevent occurrence, delay the onset, lessen the severity and improve the health-related quality and duration of life

Notes from

Healthiest Wisconsin 2020

- 7 out of 10 leading causes of death in WI and US
 - Account for approx. 2 out of every 3 deaths annually
- Over 80% of the \$2 Trillion spent annually on health care goes toward treatment of chronic diseases
- 4 modifiable health risk behaviors are responsible for much of the impact of chronic diseases
 - Unhealthy diet
 - Insufficient physical activity
 - Tobacco use and secondhand smoke exposure
 - Excessive alcohol use

Estimated total cost in WI of cardiovascular disease including heart disease or stroke is \$7Billion (2005)



Finch, M.D., Peters, J.F., Peterson, J.M., Kinney, A.M.; *Bridge to Health Collaborative (2010). Bridge to Health Survey 2010: Northeastern Minnesota and Northwestern Wisconsin Regional Health Status Survey*. May 2011 (Available from Generations Health Care Initiatives, Inc., Duluth MN); Wisconsin Department of Health Services, Division of Public Health, Office of Policy and Practice Alignment. *Healthiest Wisconsin 2020: Everyone Living Better, Longer. A State Health Plan to Improve Health Across the Life Span, and Eliminate Health Disparities and Achieve Health Equity*. P-00187. July 2010.

Cancer

- Annual avg. of 22,256 cancers diagnosed in WI
 - Age-adjusted incidence rate for all cancers 470.3 per 100,000 population
- Prostate cancer most common for men and breast cancer most common for women
- 2nd leading cause of death in WI
- Lung and bronchial cancers are the leading causes of death in both men and women

| Age-adjusted Rates per 100,000 Population | | |
|--------------------------------------------------|-----------------------------|-----------------------------|
| | Avg Cancer Incidence | Avg Cancer Mortality |
| Douglas County | 366.9 | 211.2 |
| Wisconsin | 470.3 | 184.3 |

Lung Cancer

- For the past 15 years, more women have died from lung cancer than from breast cancer
- Tobacco use is estimated to cause 1/3 of all cancer deaths and 87% of lung cancer deaths each year
- Other risk factors include exposure to asbestos, radon, arsenic, talc, vinyl chloride, coal products, and radioactive ores

| LUNG CANCER Age-adjusted Rates per 100,000 Population | | |
|--------------------------------------------------------------|-----------------------------|-----------------------------|
| | Avg Cancer Incidence | Avg Cancer Mortality |
| Douglas County | 61.4 | 59.1 |
| Wisconsin | 64.8 | 48.7 |

Prostate Cancer

- Specific cause is unknown but 1 in 6 men in the US will be diagnosed in their lifetime
- Early screening provides best opportunity for survival
- When diagnosed early, survival rate close to 100%
- Number of WI men who had ever had a PSA test increased from 41% in 1993 to 72% in 2004

| PROSTATE CANCER Age-adjusted Rates per 100,000 Population | | |
|------------------------------------------------------------------|-----------------------------|-----------------------------|
| | Avg Cancer Incidence | Avg Cancer Mortality |
| Douglas County | 135.2 | 45.9 |
| Wisconsin | 156.9 | 27.8 |

Breast Cancer

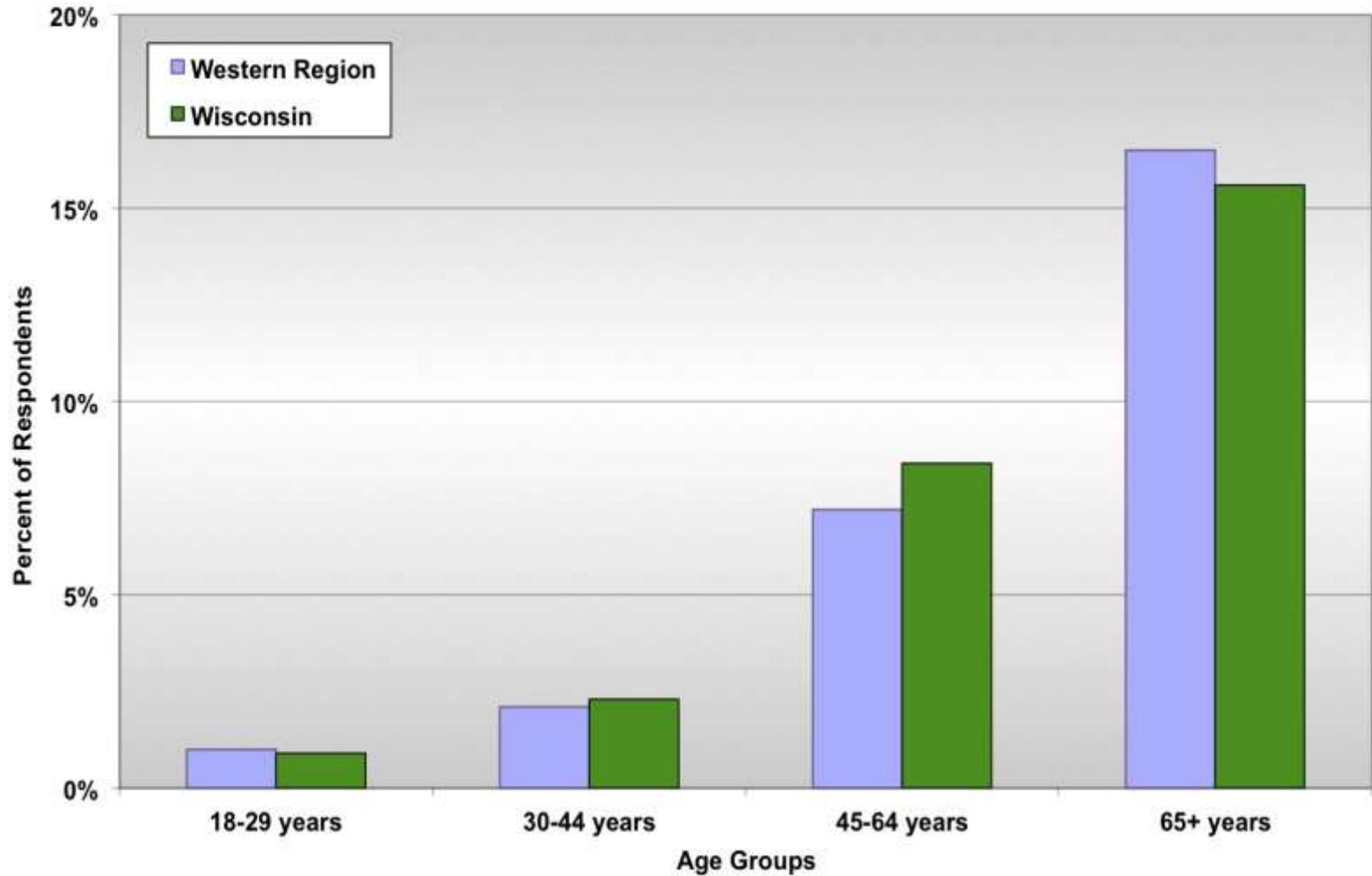
- 5-10% of cases are hereditary
- Mammography can detect breast cancer about 1.7 years earlier than by clinical or self exam
- 59% of WI women reported having mammogram in the past year
- Breast cancer mortality rates have declined significantly over the past 10 years

| BREAST CANCER Age-adjusted Rates per 100,000 Population | | |
|----------------------------------------------------------------|-----------------------------|-----------------------------|
| | Avg Cancer Incidence | Avg Cancer Mortality |
| Douglas County | 88.8 | 21.9 |
| Wisconsin | 122.7 | 23.4 |

Diabetes

- Direct costs in 2007 in WI were \$3.46Billion
- Risks for Type 2 Diabetes include:
 - Overweight or obesity
 - Physical inactivity
 - High blood pressure
 - High cholesterol
- Only 15% of WI adults with diabetes are not overweight or obese, compared to 43% of adults without diabetes
- In 2003, diabetes was the 6th leading cause of death in WI
- Leading cause of lower extremity amputations

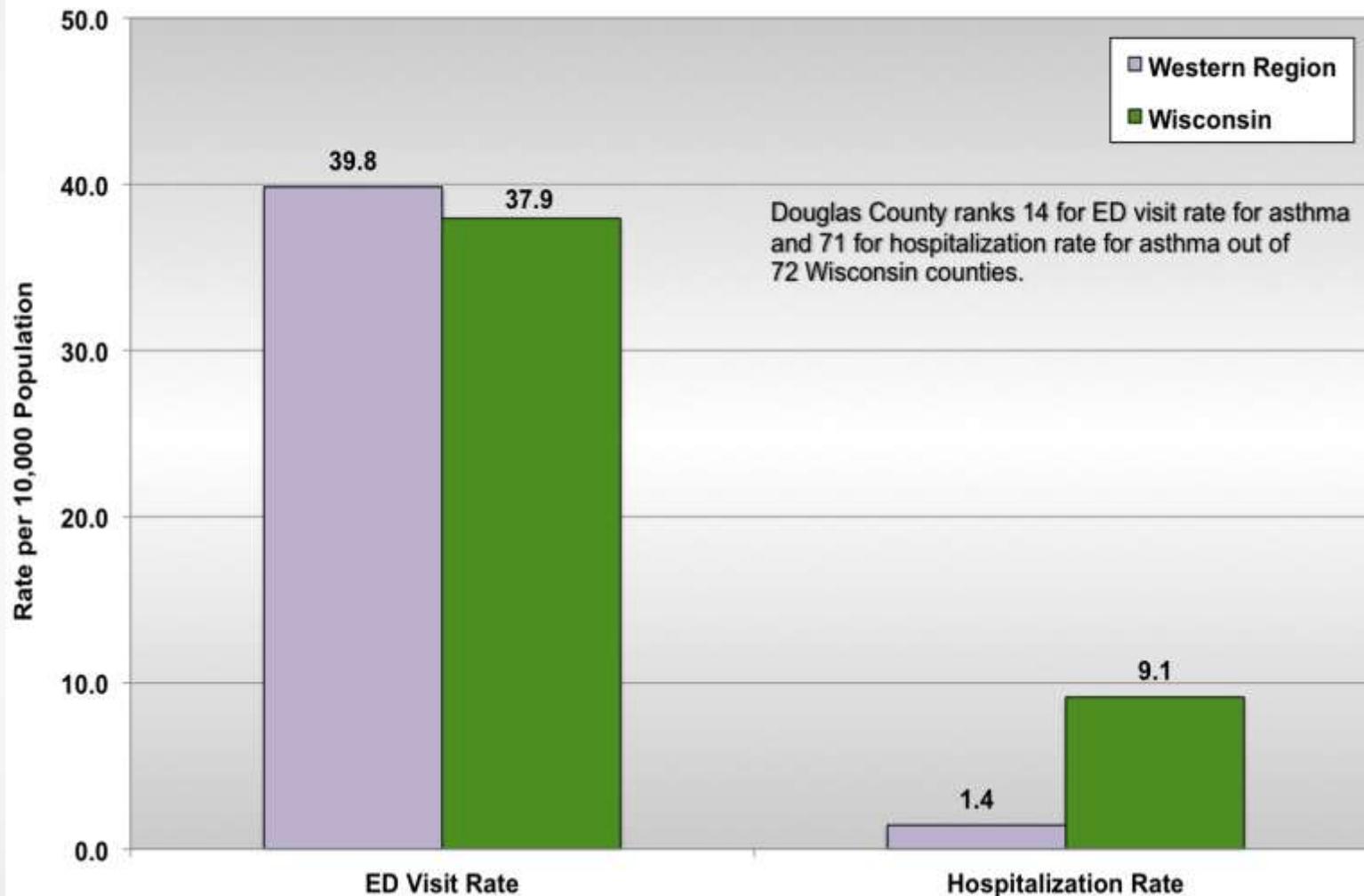
Prevalence of Diabetes, 2000-2009



Asthma

- Those who reported higher rates of asthma were more likely to be obese, low income, or a child living in a home with smokers
- 1 in 4 adults with asthma are unable to carry out their normal activities
- Asthma in WI residents is commonly well controlled
- From 2000-2008, approximately 70 deaths per year with asthma as an underlying cause

Emergency Department (ED) Visit and Hospitalization Rate per 10,000 Population for Asthma, 2007-2009



Communicable Disease Prevention and Control

- Illnesses cause by bacteria, viruses, fungi or parasites
- May be transmitted from one infected person to another, from animal to person or from an inanimate object
- Involves immunization, prevention measures, early intervention and public health education

Notes from

Healthiest Wisconsin 2020

- Each year 5-20% of the population gets influenza resulting in thousands of hospitalizations and several hundred deaths
- Foodborne illness is a leading cause of gastrointestinal upset, but is underreported
- Coverage rate for WI children aged 19-35 months who complete the recommended vaccination series is 80%
- 71 cases of tuberculosis annually in WI
- 27 cases per year of Lyme disease per 100,000 WI population
- 5-10% of US hospital patients will acquire a health care-associated infection
 - Ranks in the top 10 leading causes of death

Environmental and Occupational Health

- Prevent, identify and mitigate illnesses and injuries resulting from hazards in the natural, built and work environments
- Asthma, lead-based paint, mold, radon, work-related injuries

Notes from

Healthiest Wisconsin 2020

- 30% of all WI homes have lead-based paint hazards
- In 2005, 3.4% of WI children tested positive for blood lead
 - More than 2 times the national average
- Elevated radon level found in homes in each WI region
 - Found in bedrock, although there are other sources
- In 2000, 175,500 work-related injuries and illnesses in WI with 1/3 resulting in days away from work

County Health Rankings

Physical Environment

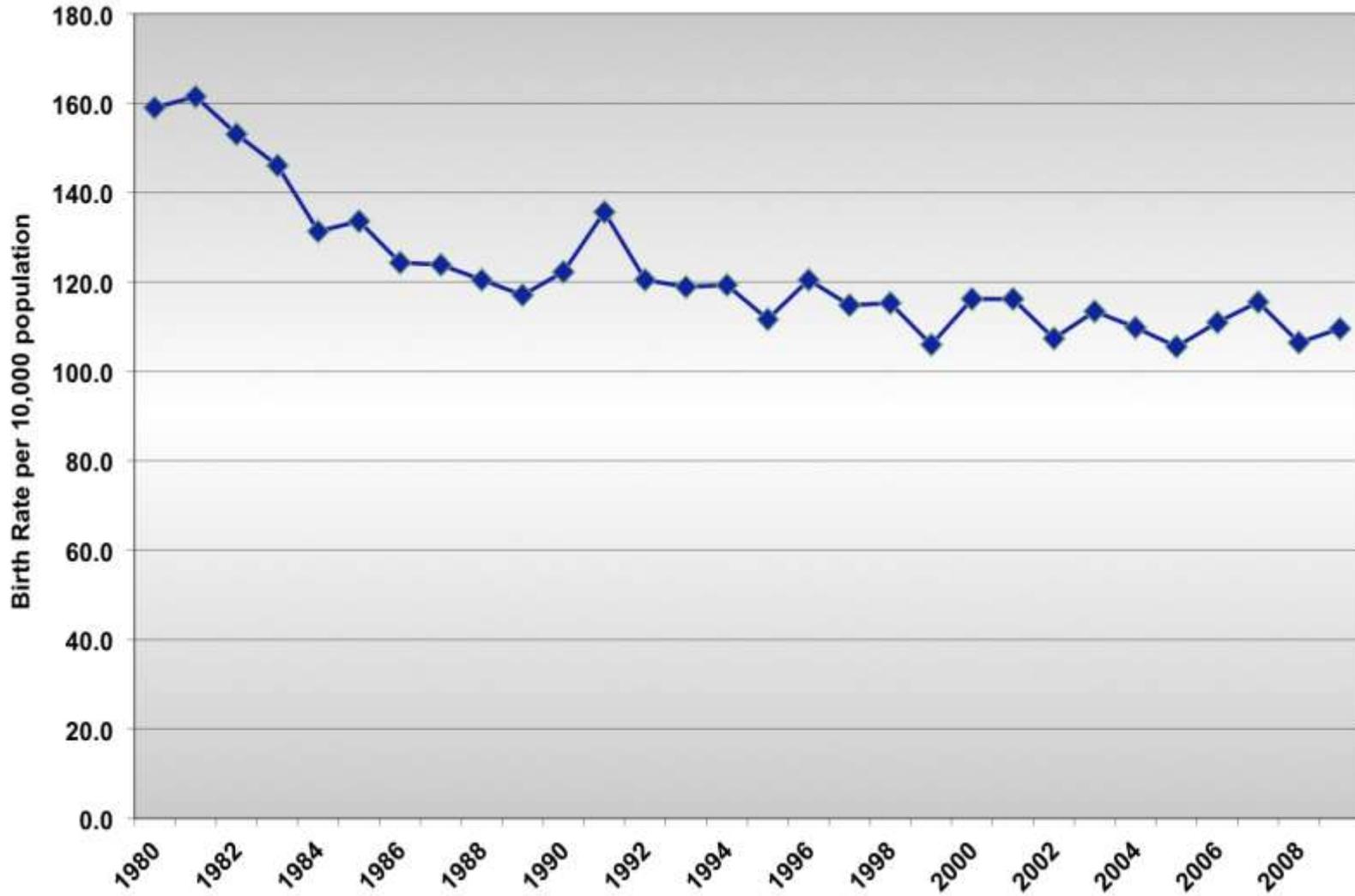
| Measure | Douglas County | Wisconsin | National Benchmark |
|------------------------------------------|-----------------------|------------------|---------------------------|
| Air pollution – particulate matter days* | 1 | 5 | 0 |
| Air pollution – ozone days* | 0 | 1 | 0 |

* Annual number of unhealthy air quality days

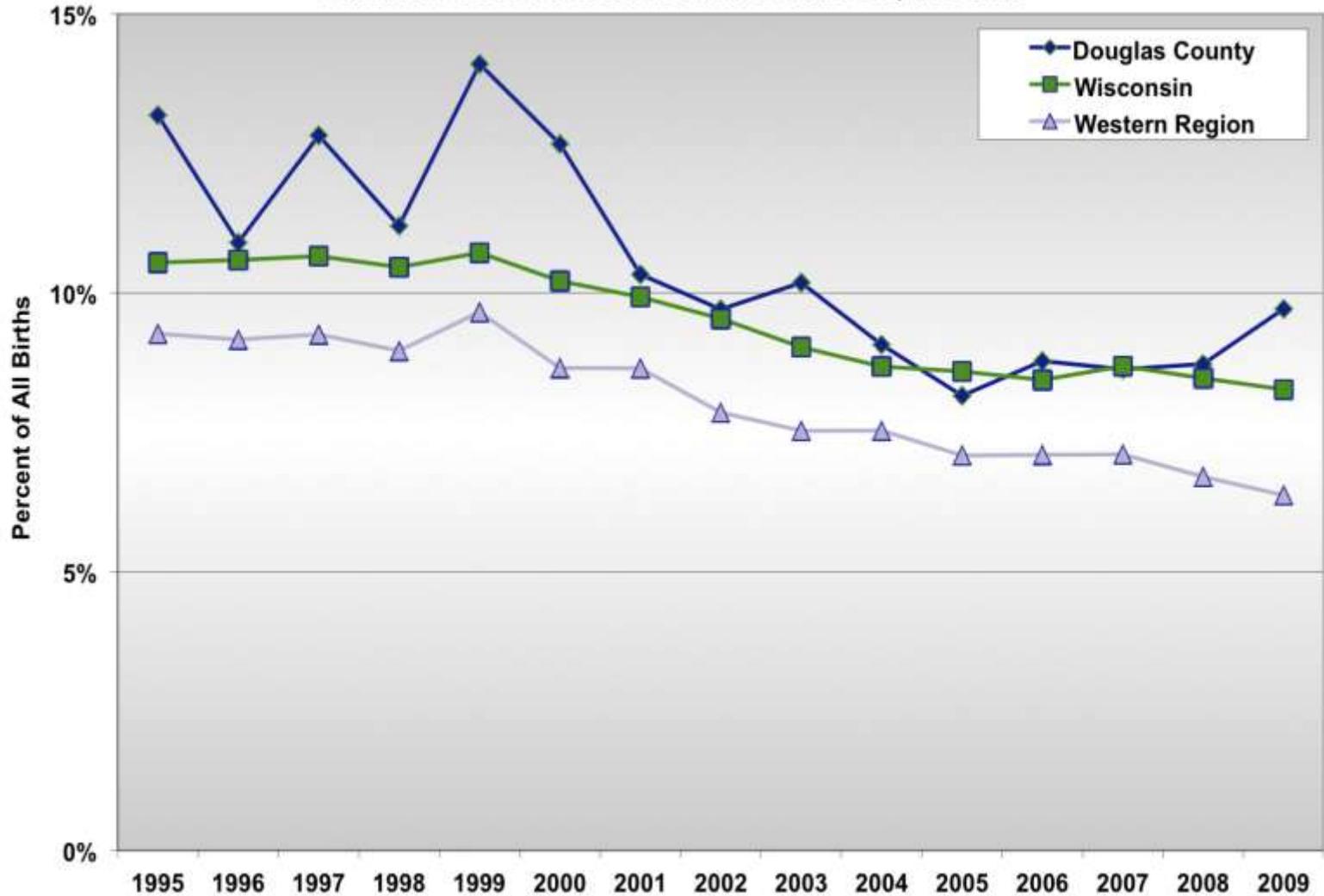
Healthy Growth and Development

- Family-centered, community-based, culturally competent, coordinated care and support throughout the life
- Link between early life events and adult chronic diseases
- Addressing racial and ethnic disparities

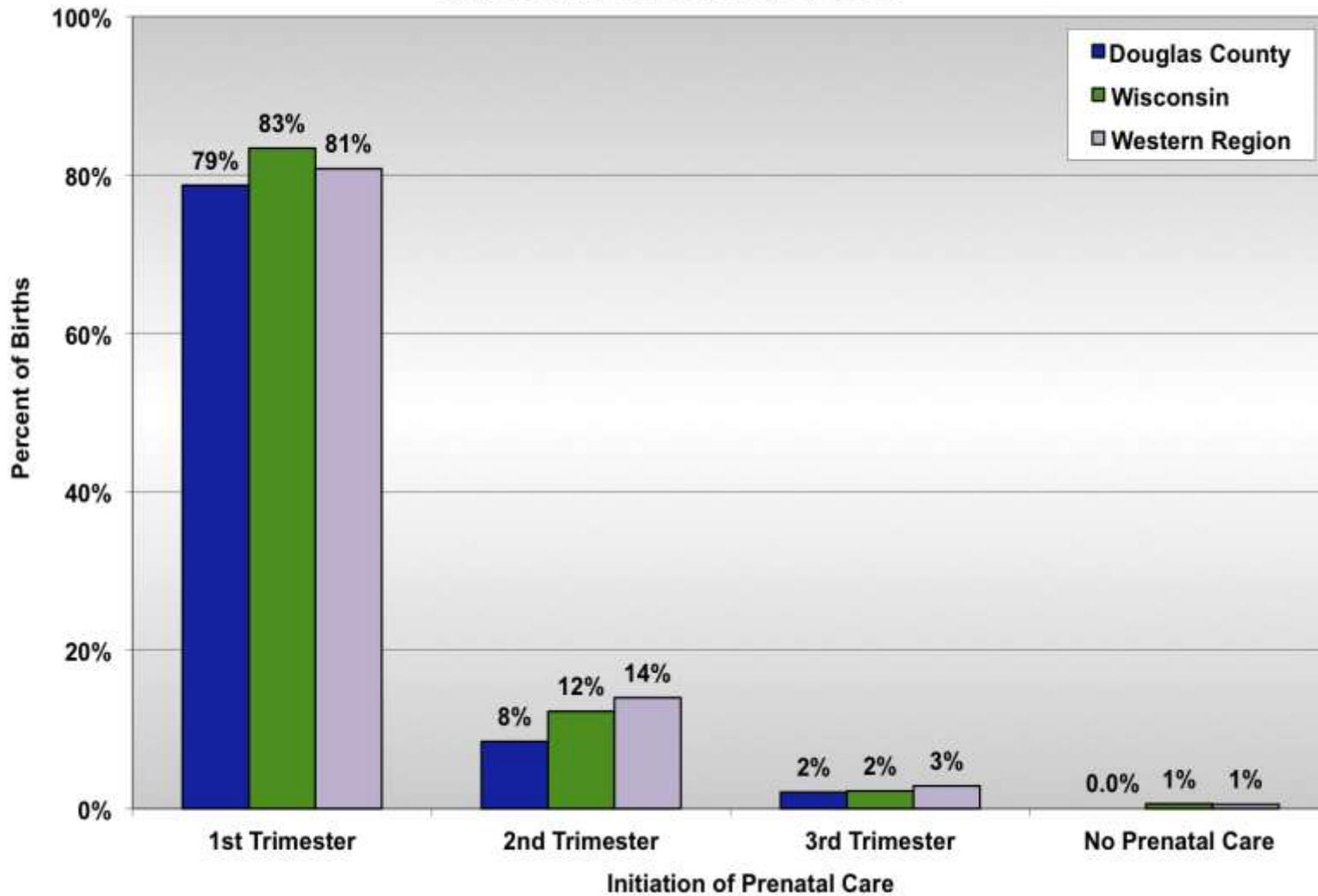
Birth Rate per 10,000 Population, Douglas County, 1980-2009



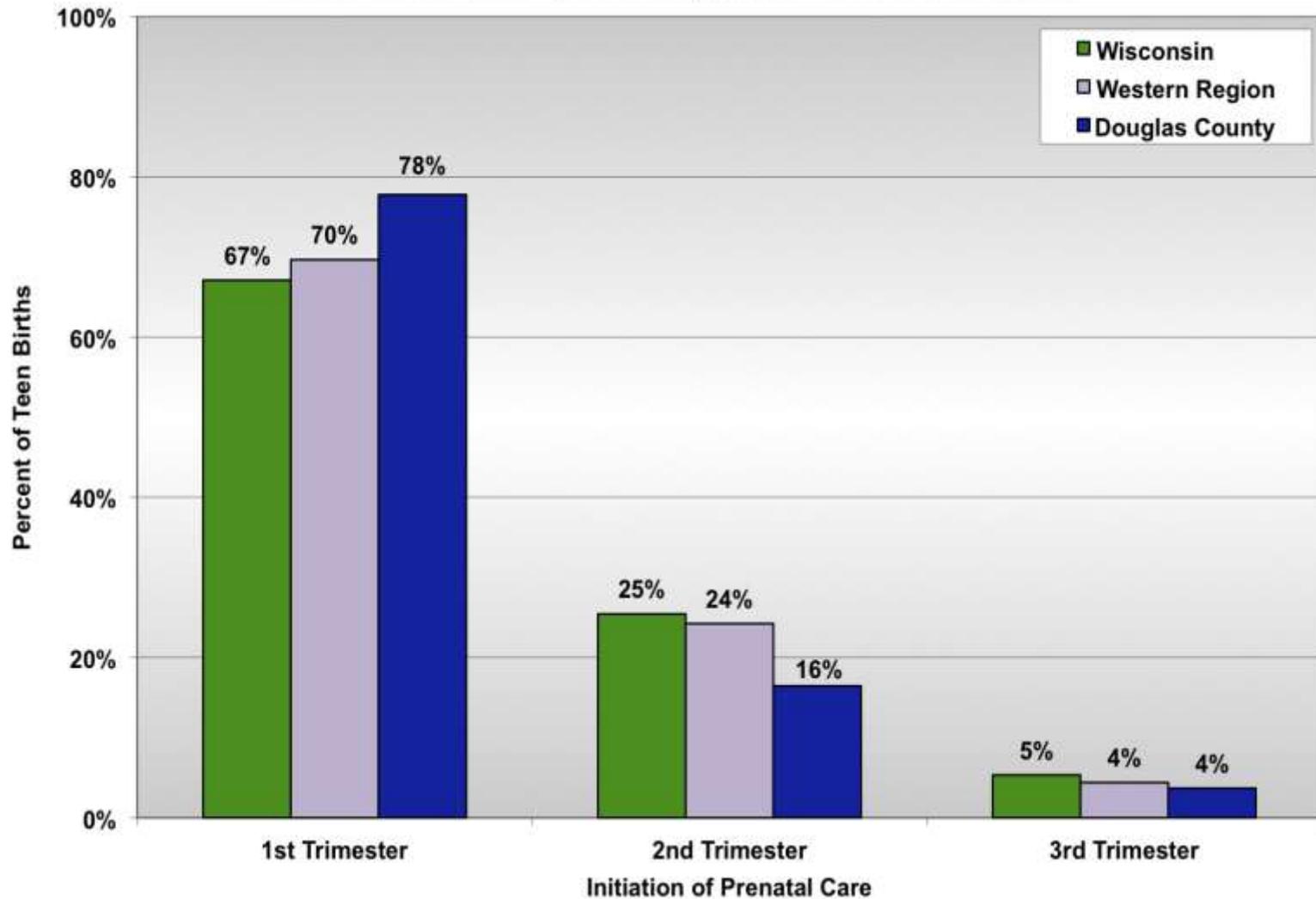
Percent of All Births to Mothers Under 20 Years Old, 1995-2009



Births by Initiation of Prenatal Care, 2009



Births to Mothers Under 20 Years Old by Initiation of Prenatal Care, 2009



Preterm and Low Birthweight Babies

| Percent of All Live Births, 1999-2009 | | | |
|----------------------------------------------|-----------------------------------------|-----------------------------------|----------------------------------------|
| | Low Birthweight (<5.5lbs) | Preterm (<37 weeks) | Low Birthweight and Preterm |
| Wisconsin | 6.85% | 10.91% | 4.60% |
| Western Region | 5.97% | 10.17% | 4.05% |
| Douglas County | 6.53% | 10.22% | 4.75% |
| National Benchmark | 6.0% | - | - |

Adequate, Appropriate and Safe Food and Nutrition

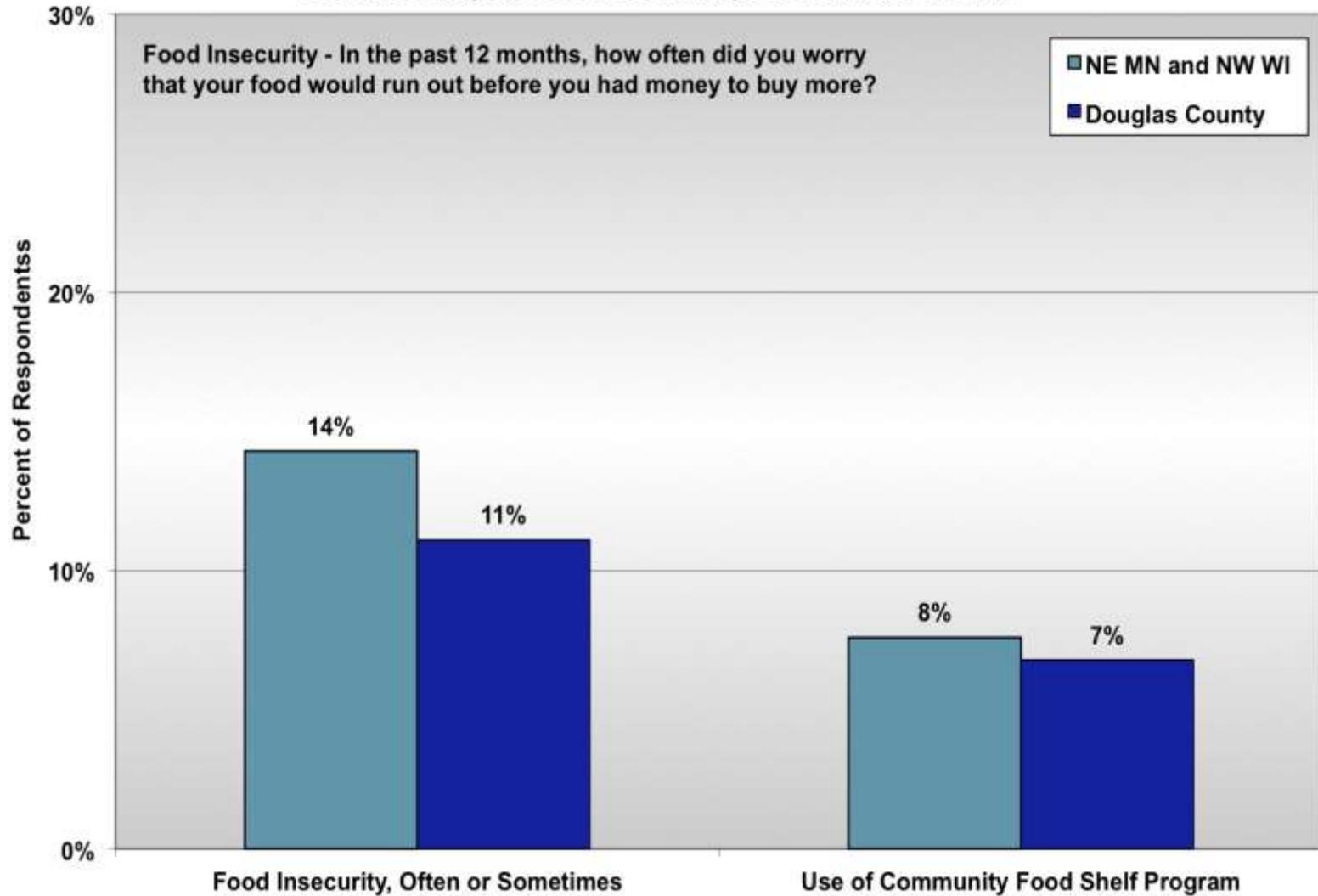
- Regular and sufficient consumption of nutritious foods across the lifespan, including breast feeding
- Reduce the risk for chronic diseases and chronic health conditions such as obesity, diabetes type 2, cancer, heart disease and stroke
- Includes ready and appropriate access to nutritious foods

Notes from

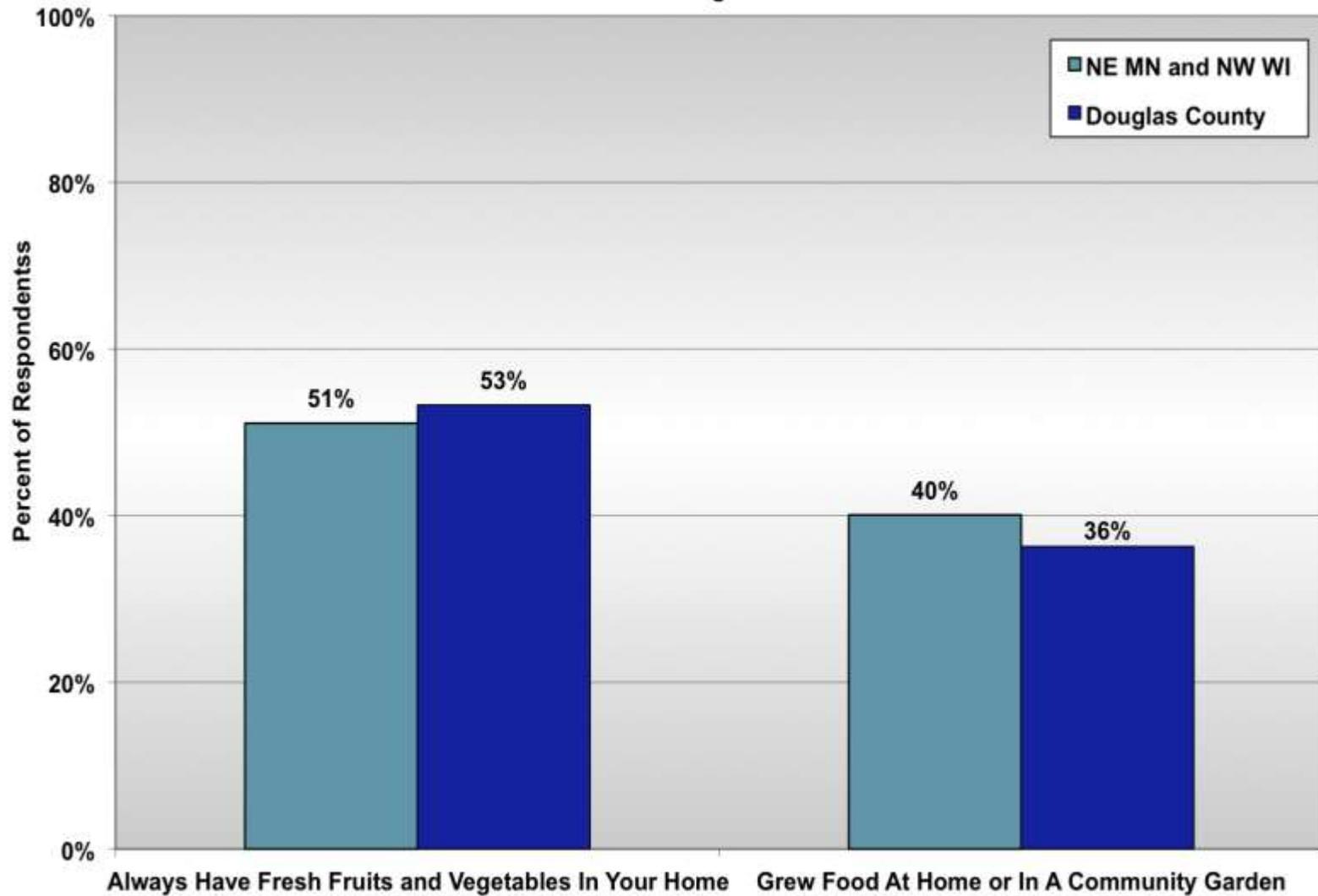
Healthiest Wisconsin 2020

- 10% of WI households are food insecure
 - 1 in 25 have low enough levels that hunger is likely
- Between 2005-2007, WI FoodShare participation increased by 37%
- 60% of WI middle and high schools sell unhealthy foods in the vending machines
- Obesity related medical expenditures for adults was estimated at \$1.5 Billion annually (2003 dollars)
- 76% of WI infants are breastfed initially
 - 45% breastfed exclusively for 3 months
 - 26% breastfed for 1 year
 - Only 27% of in WIC breastfed for at least 6 months, compared to 49% of all WI infants

Food Insecurity and Use of Community Food Shelf in Past Year

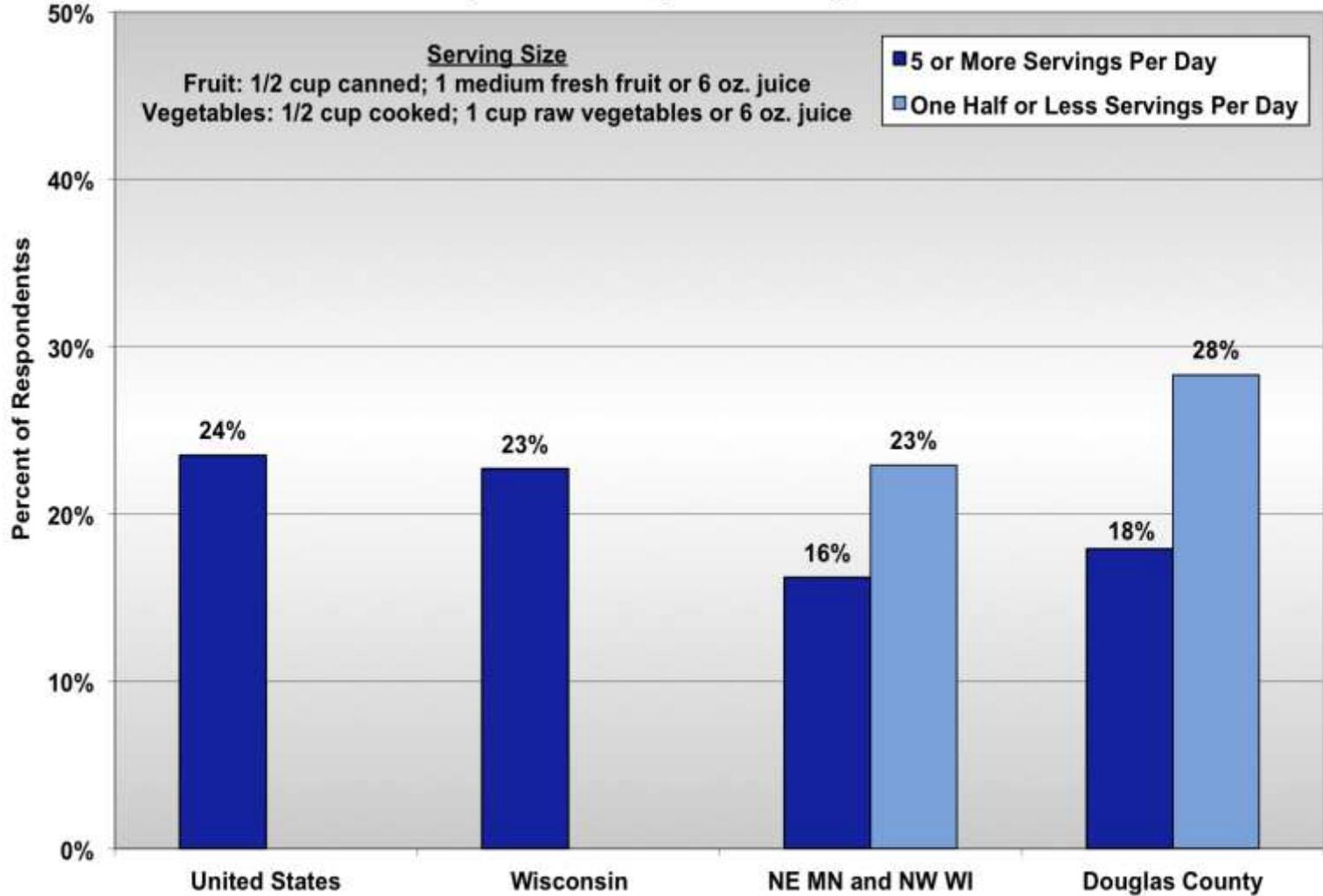


Access to Fresh Fruits and Vegetables in Past Year



Finch, M.D., Peters, J.F., Peterson, J.M., Kinney, A.M.; *Bridge to Health Collaborative (2010). Bridge to Health Survey 2010: Northeastern Minnesota and Northwestern Wisconsin Regional Health Status Survey*. May 2011 (Available from Generations Health Care Initiatives, Inc., Duluth MN)

Servings of Fruits or Vegetables Per Day, Adults



Finch, M.D., Peters, J.F., Peterson, J.M., Kinney, A.M.; *Bridge to Health Collaborative (2010). Bridge to Health Survey 2010: Northeastern Minnesota and Northwestern Wisconsin Regional Health Status Survey*. May 2011 (Available from Generations Health Care Initiatives, Inc., Duluth MN)

In the last week, WI High School Youth Reported...

| | |
|-----------------------------------------------------|-----|
| Ate Fruits and Vegetables Less Than 5 Times per Day | 81% |
|-----------------------------------------------------|-----|

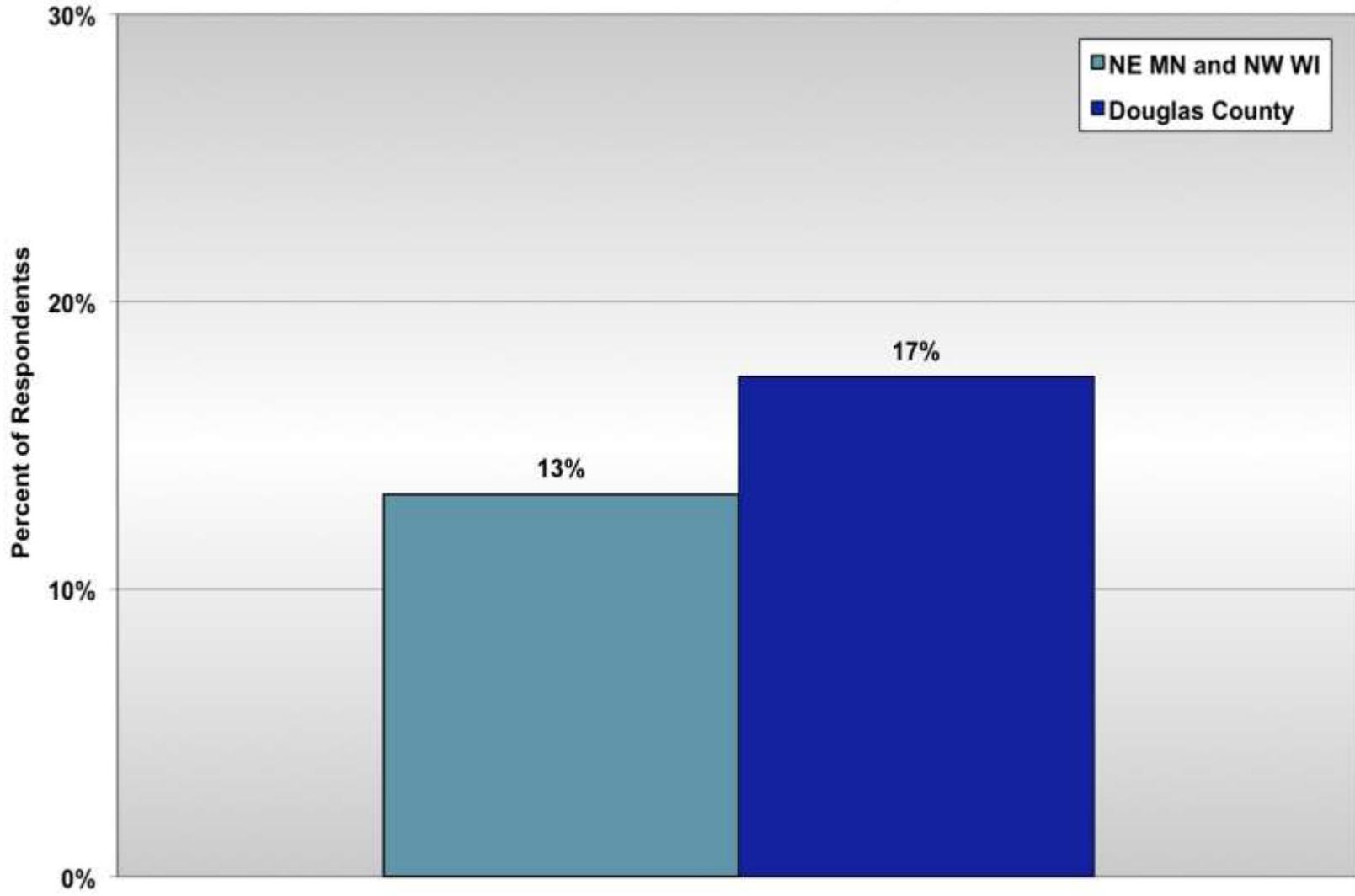
| | |
|---------------------------------------------------------------|-----|
| Ate Fruit or Drank 100% Fruit Juice Less Than 2 Times per Day | 68% |
|---------------------------------------------------------------|-----|

| | |
|------------------------------------------|-----|
| Ate Vegetables Less Than 3 Times per Day | 88% |
|------------------------------------------|-----|

| | |
|-------------------------------------------|-----|
| Drank Less Than 3 Glasses of Milk per Day | 79% |
|-------------------------------------------|-----|

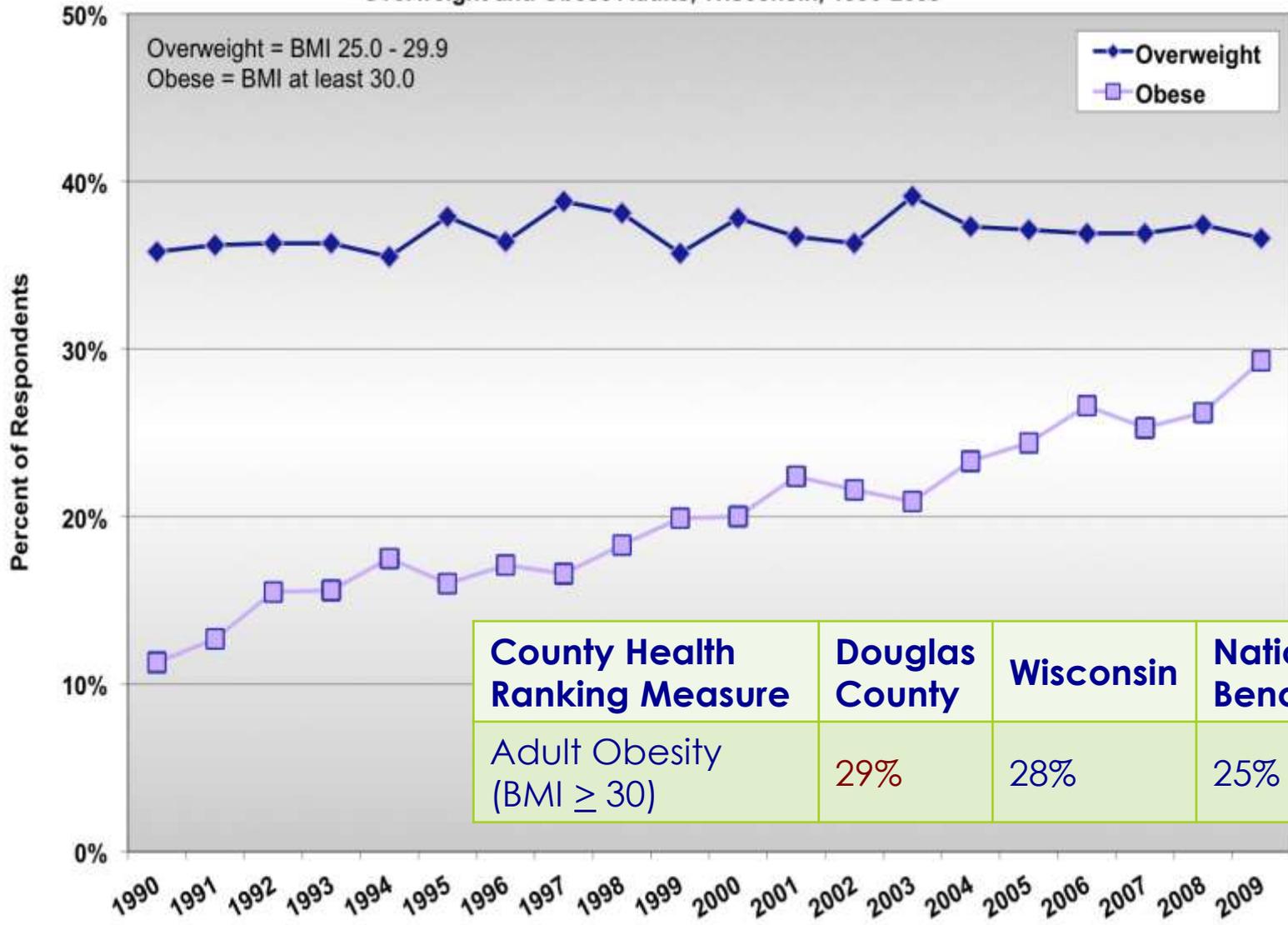
| | |
|-------------------------------------------------------------|-----|
| Drank a Can, Glass, or Bottle of Soda at Least Once per Day | 23% |
|-------------------------------------------------------------|-----|

Ate Fast Food Three or More Times Per Week, Adults



Finch, M.D., Peters, J.F., Peterson, J.M., Kinney, A.M.; *Bridge to Health Collaborative (2010). Bridge to Health Survey 2010: Northeastern Minnesota and Northwestern Wisconsin Regional Health Status Survey*. May 2011 (Available from Generations Health Care Initiatives, Inc., Duluth MN)

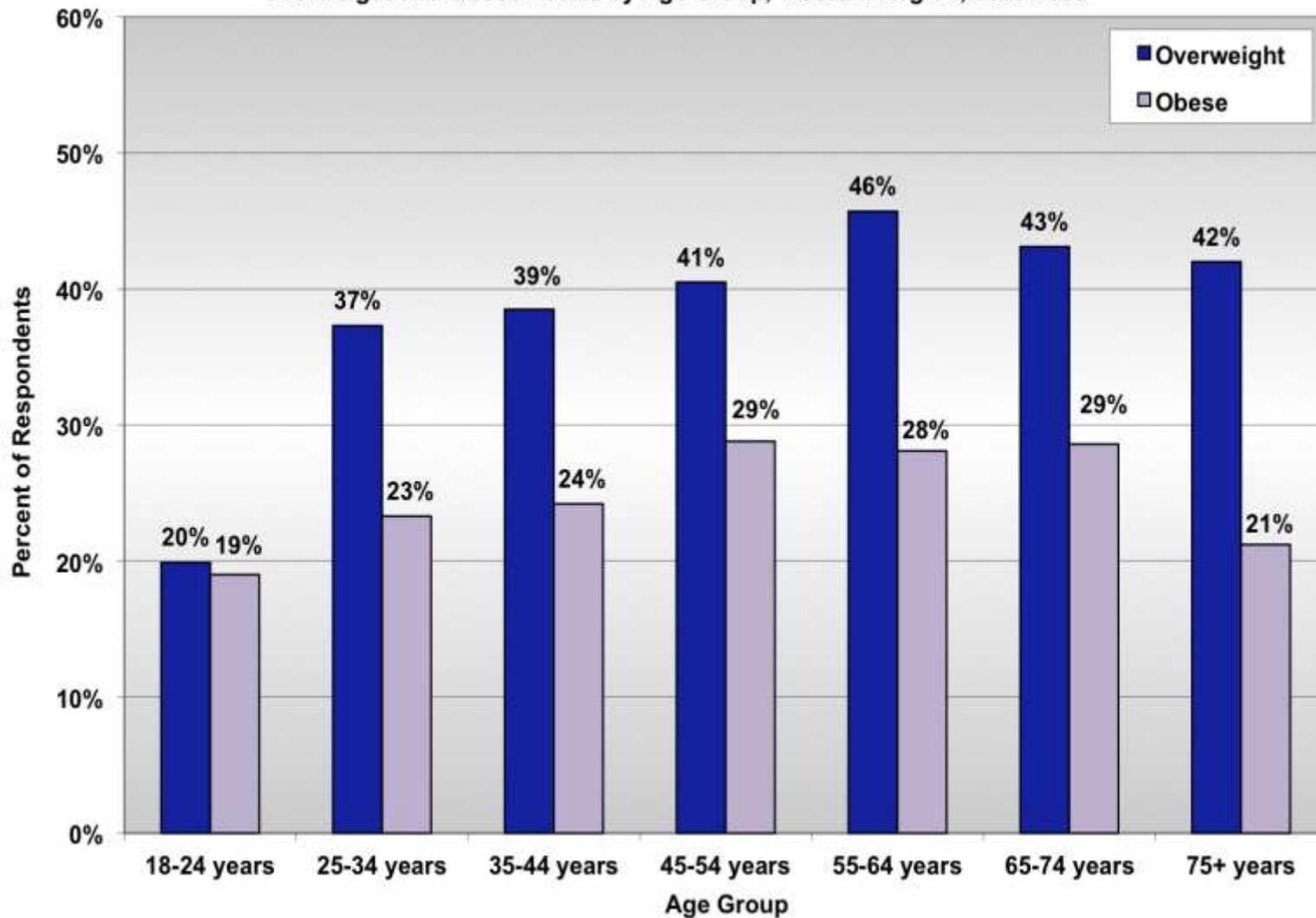
Overweight and Obese Adults, Wisconsin, 1990-2009



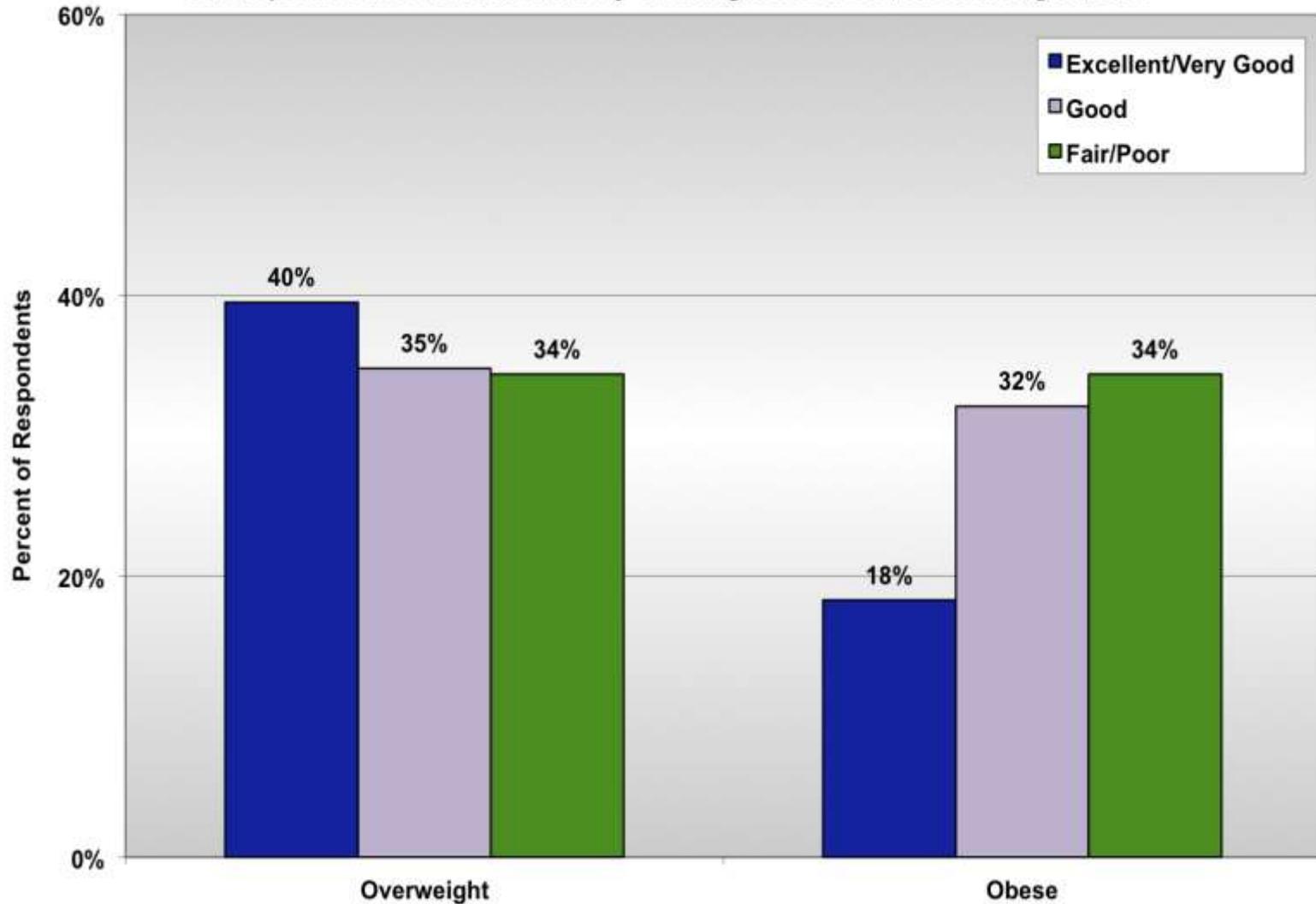
| County Health Ranking Measure | Douglas County | Wisconsin | National Benchmark |
|-------------------------------|----------------|-----------|--------------------|
| Adult Obesity (BMI ≥ 30) | 29% | 28% | 25% |

Wisconsin Dept. of Health and Family Services, Division of Public Health, Bureau of Health Information and Policy. Wisconsin Interactive Statistics on Health (WISH) data query system, accessed August 2011, <http://wisconsin.gov/wish>; 2011 Wisconsin County Health Rankings Full Report, accessed September 2011, <http://www.countyhealthrankings.org/wisconsin/douglas>

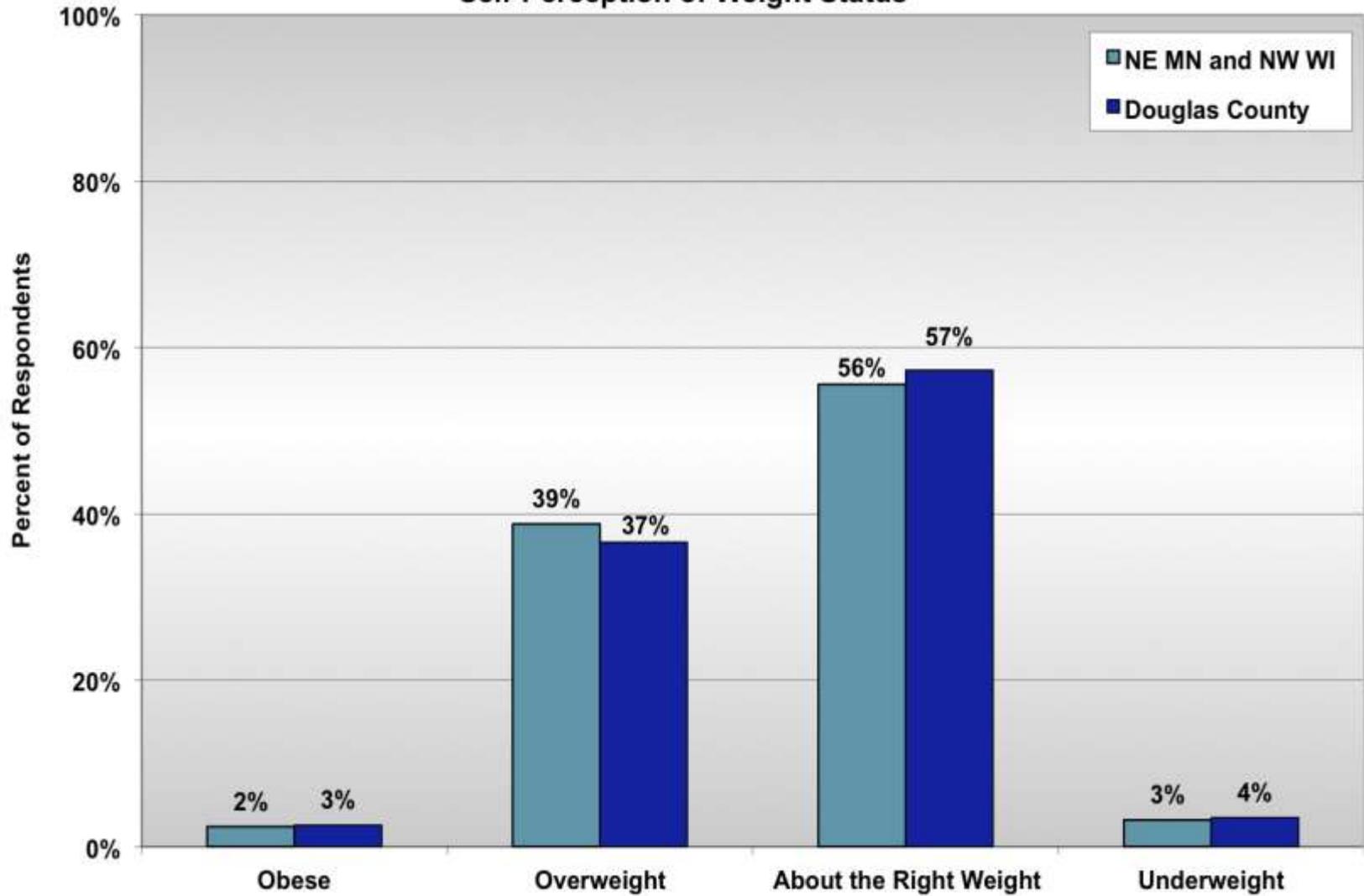
Overweight and Obese Adults by Age Group, Western Region, 2000-2009



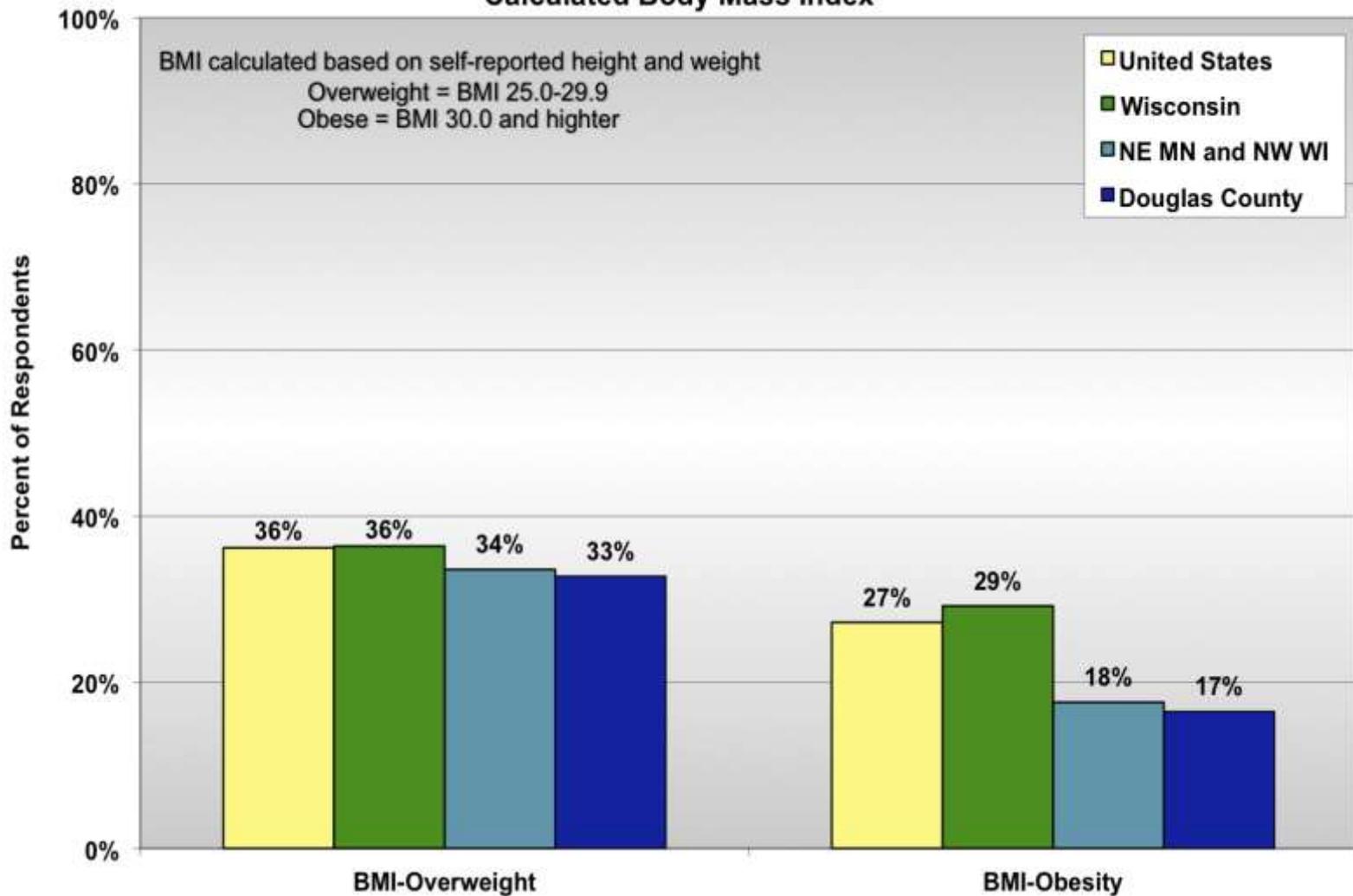
Self-Reported General Health Status by Overweight and Obese, Western Region, 2009



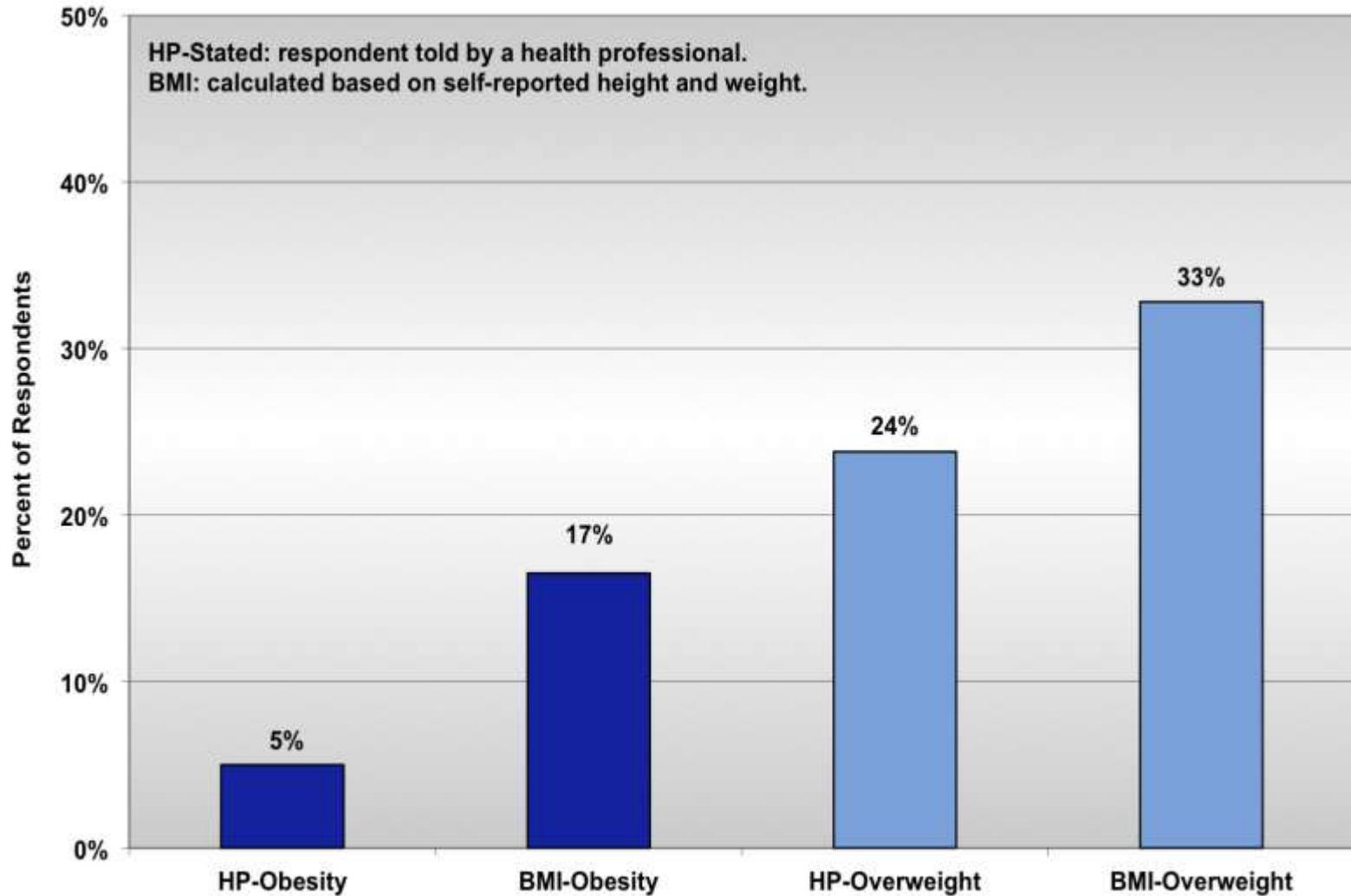
Self-Perception of Weight Status



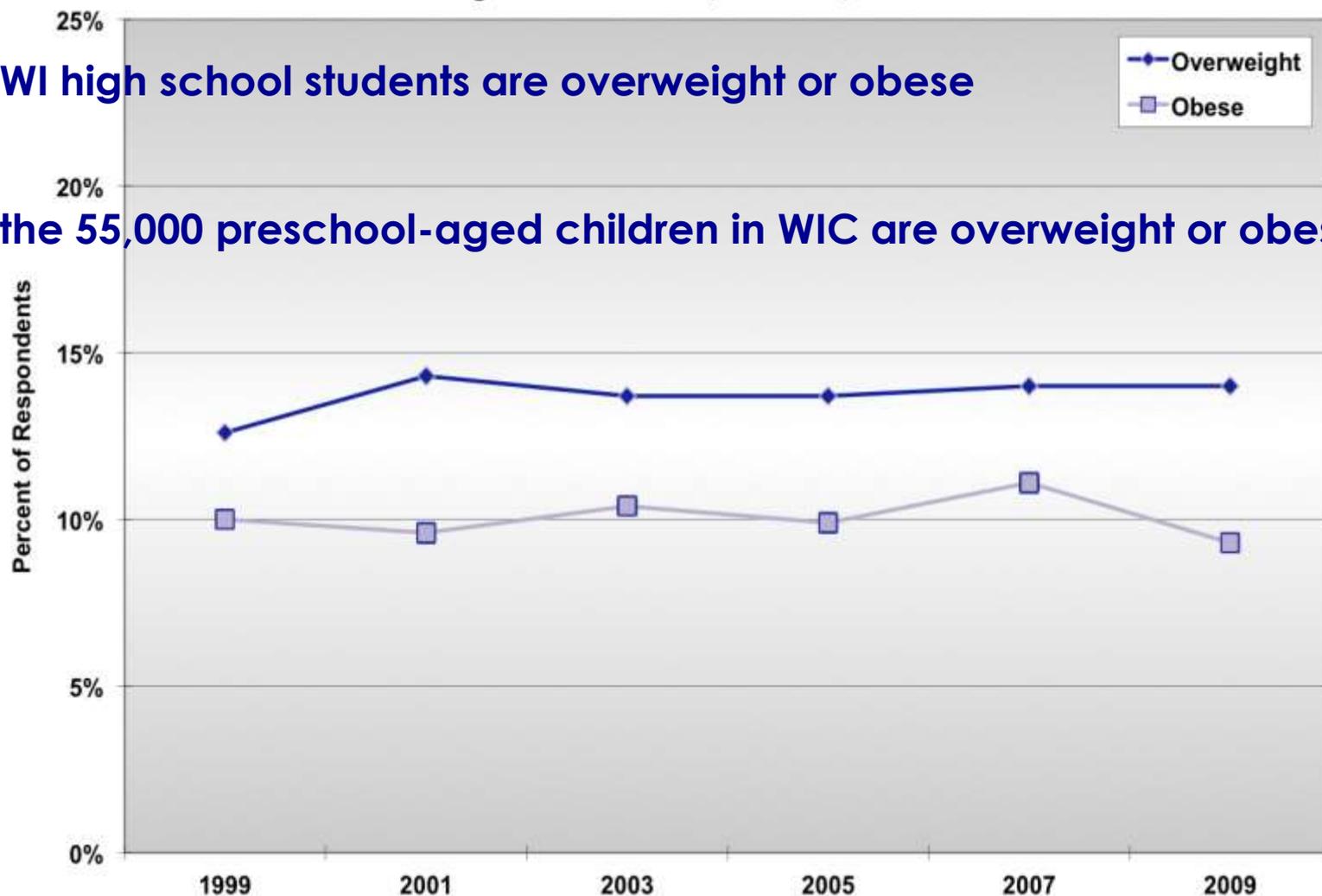
Calculated Body Mass Index



Comparison of BMI Status, Douglas County



Overweight and Obese Youth, Wisconsin, 1999-2009



23% of WI high school students are overweight or obese

30% of the 55,000 preschool-aged children in WIC are overweight or obese

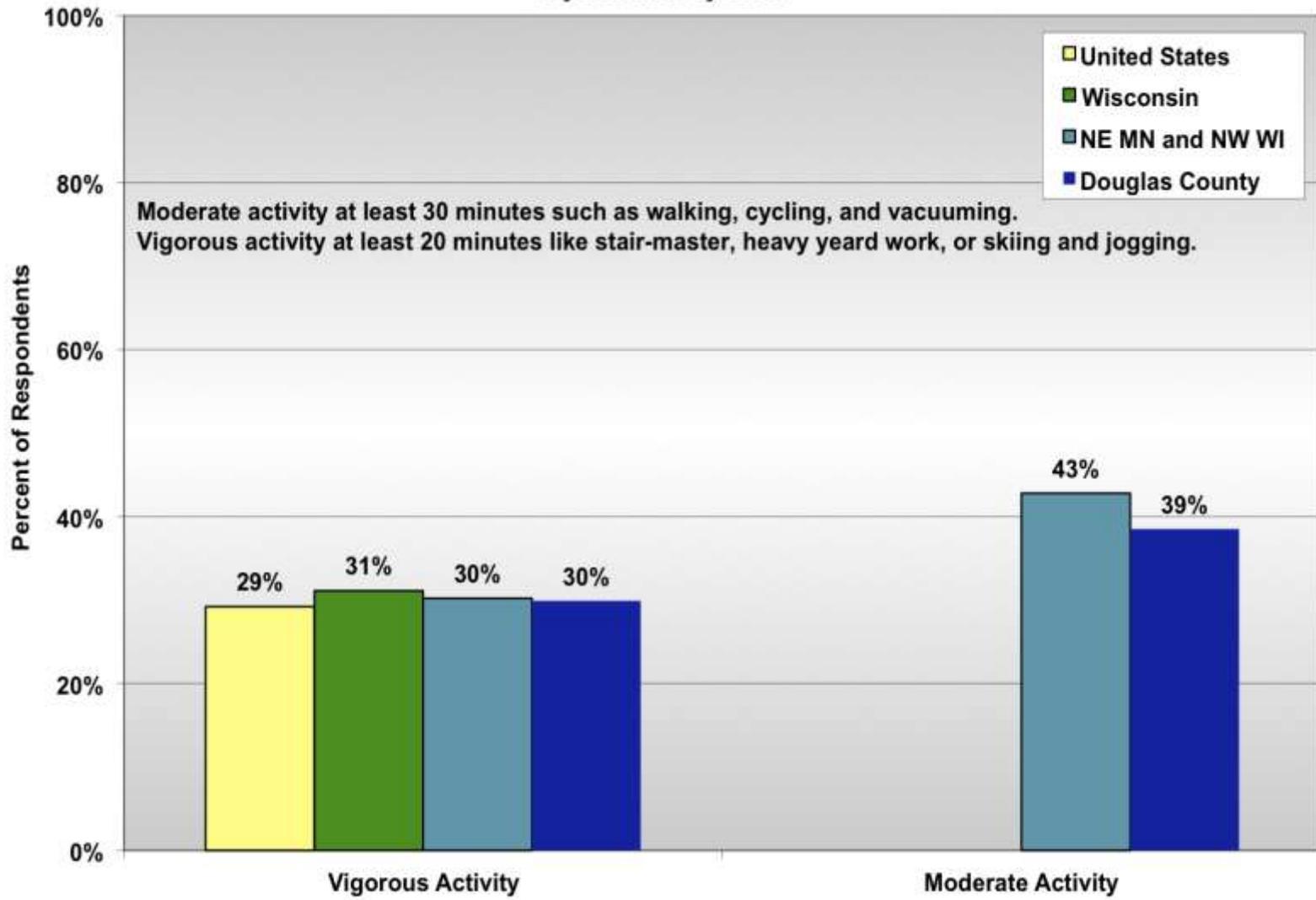
Physical Activity

- Any bodily activity that enhances or maintains physical fitness and overall health
- Regular activity reduces the risk for certain chronic diseases including high blood pressure, stroke, coronary artery disease, type 2 diabetes, obesity, colon cancer and osteoporosis
- The built environment and overall environment should promote and support people being active

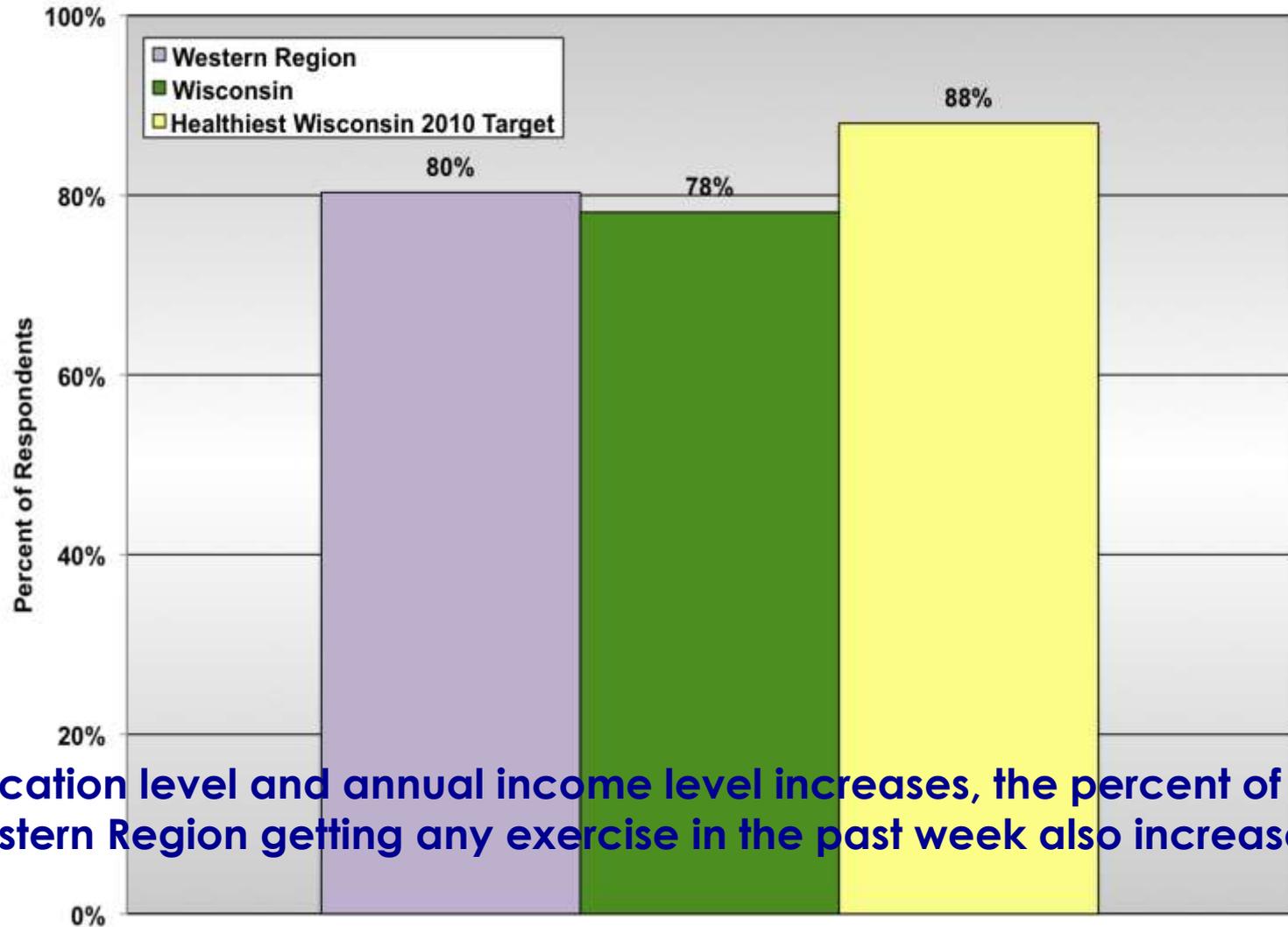
Physical Activity (PA) Recommendations

- Children 6-17 years old
 - 60 minutes aerobic PA/day
 - Muscle or bone strengthening activity at least 3 days/week
- Adults
 - 150 minutes of moderate aerobic PA or 75 minutes of intense aerobic PA per week
 - Muscle strengthening activity at least 2 days/week
- Older Adults and those with Disabilities
 - 150 minutes of moderate activity or 75 minutes of vigorous activity per week
 - Muscle strengthening activity at least 2 days/week

Physical Activity Level

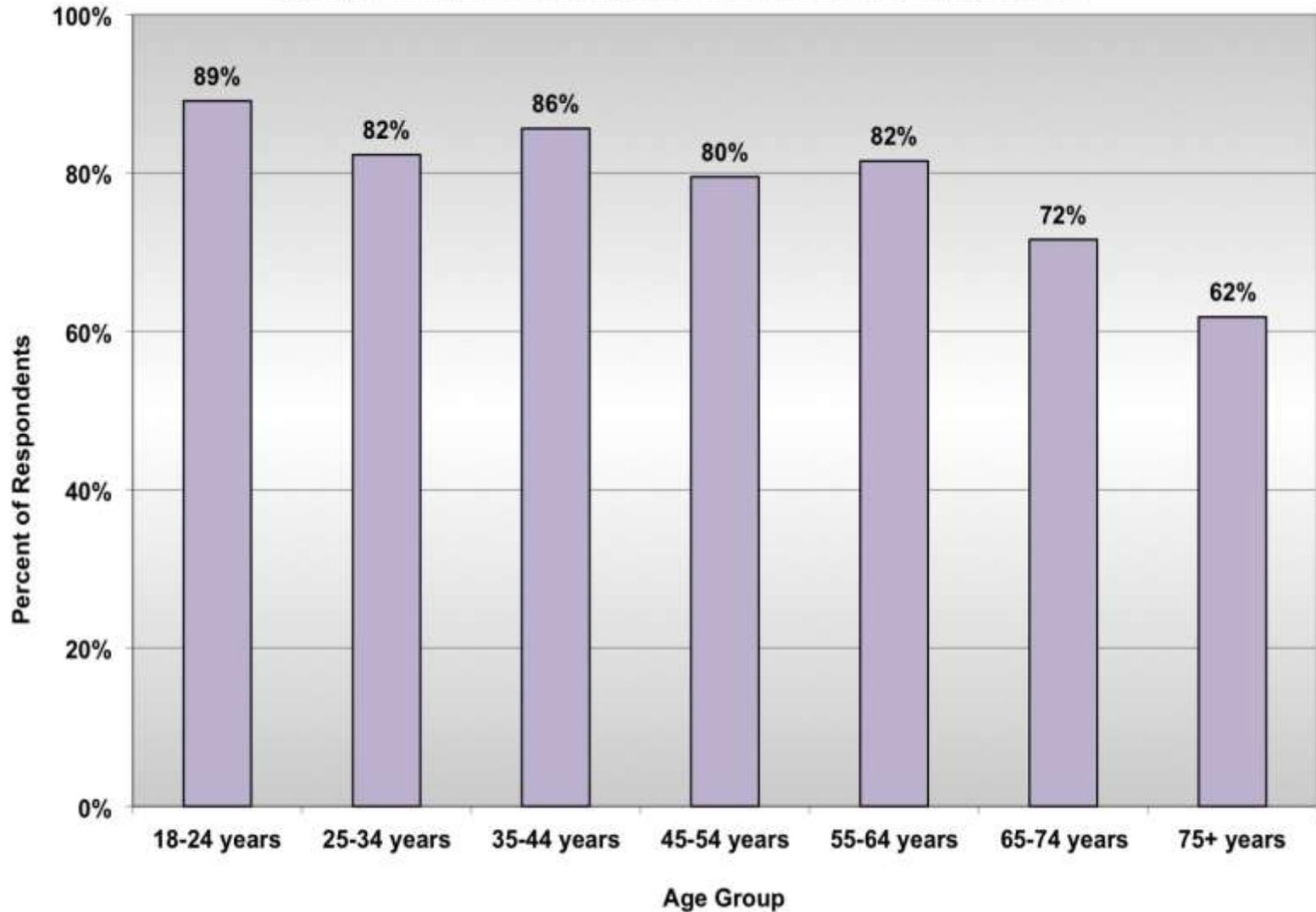


Any Exercise in the Past Week, Adults, 2006-2009

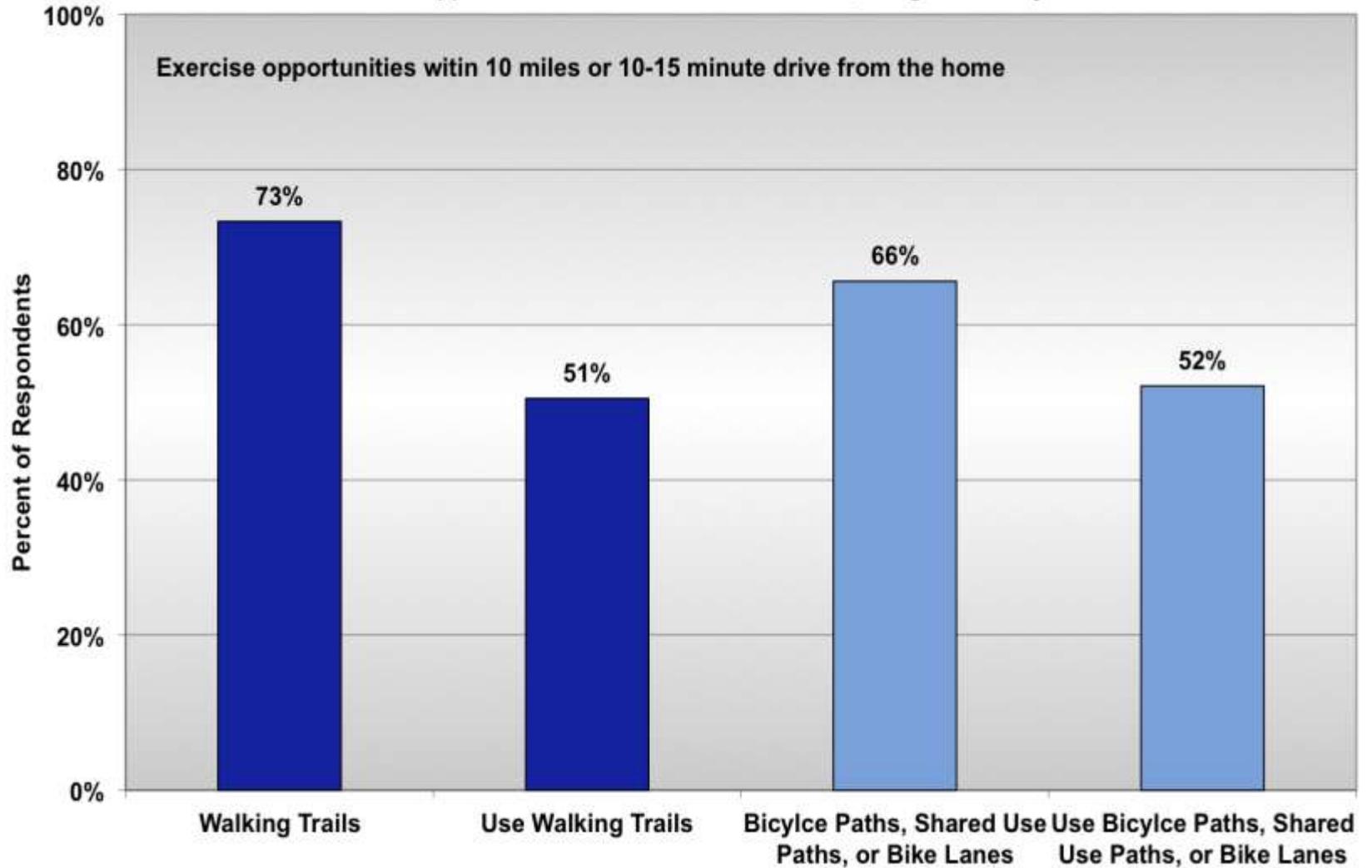


As education level and annual income level increases, the percent of adults in the Western Region getting any exercise in the past week also increases.

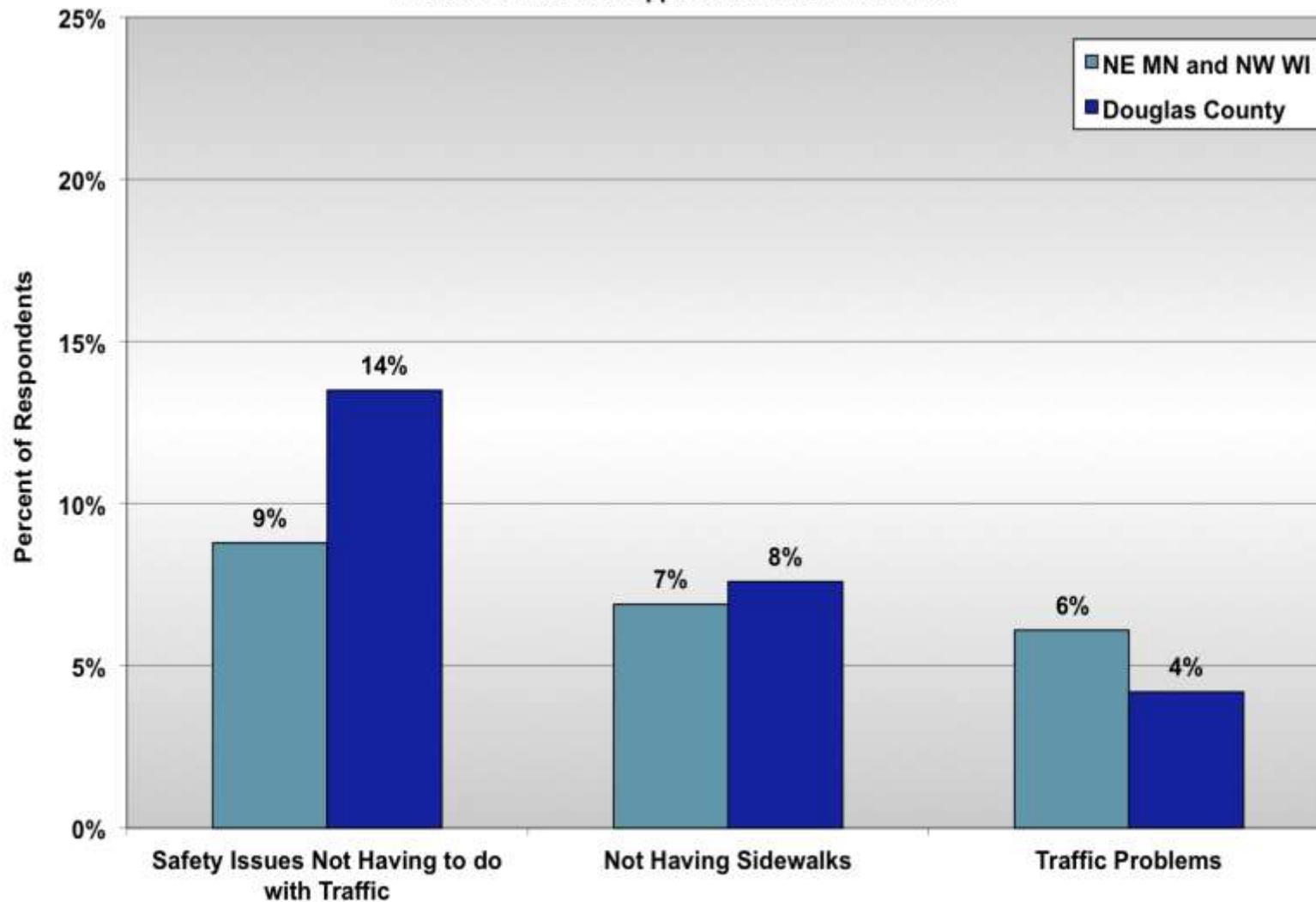
Any Exercise in the Past Week by Age Group, Western Region, 2006-2009



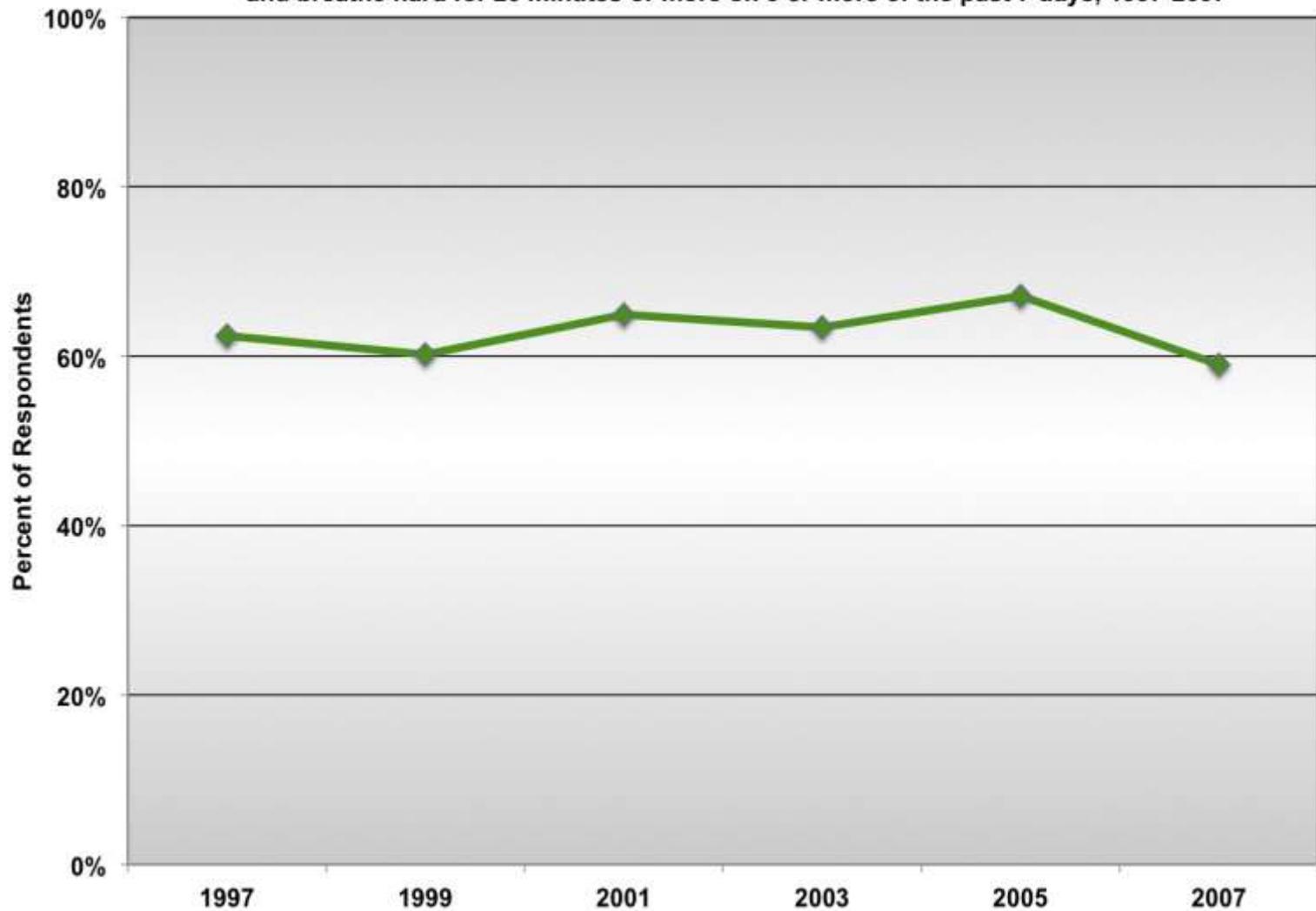
Exercise Opportunities and Use Near the Home, Douglas County



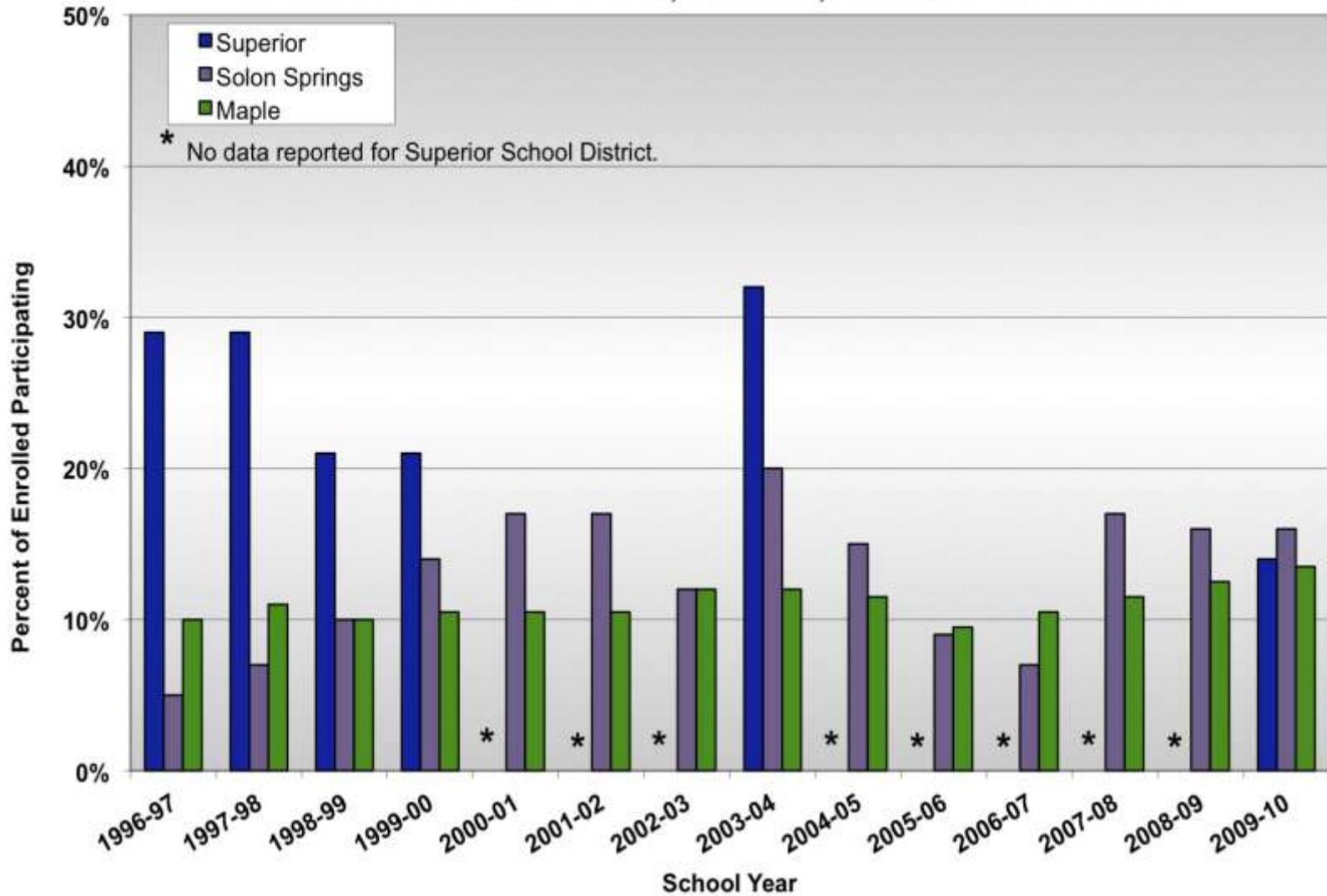
Barriers to Exercise Opportunities Near the Home



Wisconsin students who exercised or participated in physical activity that made them sweat and breathe hard for 20 minutes or more on 3 or more of the past 7 days, 1997-2007



Athletic Extra-Co-Curricular Activities, Grades 6-12, School Years 1996-97 - 2009-10



Alcohol and Other Drug Use

- Use of a substance that results in negative consequences
 - Operating a motor vehicle while intoxicated
 - Drinking while pregnant
 - Alcohol dependence
 - Motor vehicle injury or death
 - Liquor law violations
 - Underage drinking
 - Use of illicit drugs
- Not only a health issues, but a cultural issue

Drinking Definitions

- **Binge drinking defined as, on one occasion:**
 - Women >3 drinks Men >4 drinks
- **Heavy drinking defined as:**
 - Women >1 drink per day on average
 - Men >2 drinks per day on average
- Most people who binge drink are not alcoholics or alcohol dependent.

Standard Drink Measures:
(contain ~½ oz. pure alcohol)

- 12 oz. regular beer or wine cooler

- 8 oz. malt liquor

- 5 oz. wine

- 1.5 oz. 80proof distilled spirits or liquor

Notes from

Healthiest Wisconsin 2020

- WI tops the nation in wasted lives, harm and death associated with its drinking culture
- Alcohol-related deaths are the 4th leading cause of death Ranked 1st in rate of adult drinkers and adult binge drinkers, and 2nd nationally in rate of adult heavy drinkers
- WI youth ranked 1st in rate of current alcohol use, 3rd in rate of binge drinkers, and 5th in rate of driving after drinking

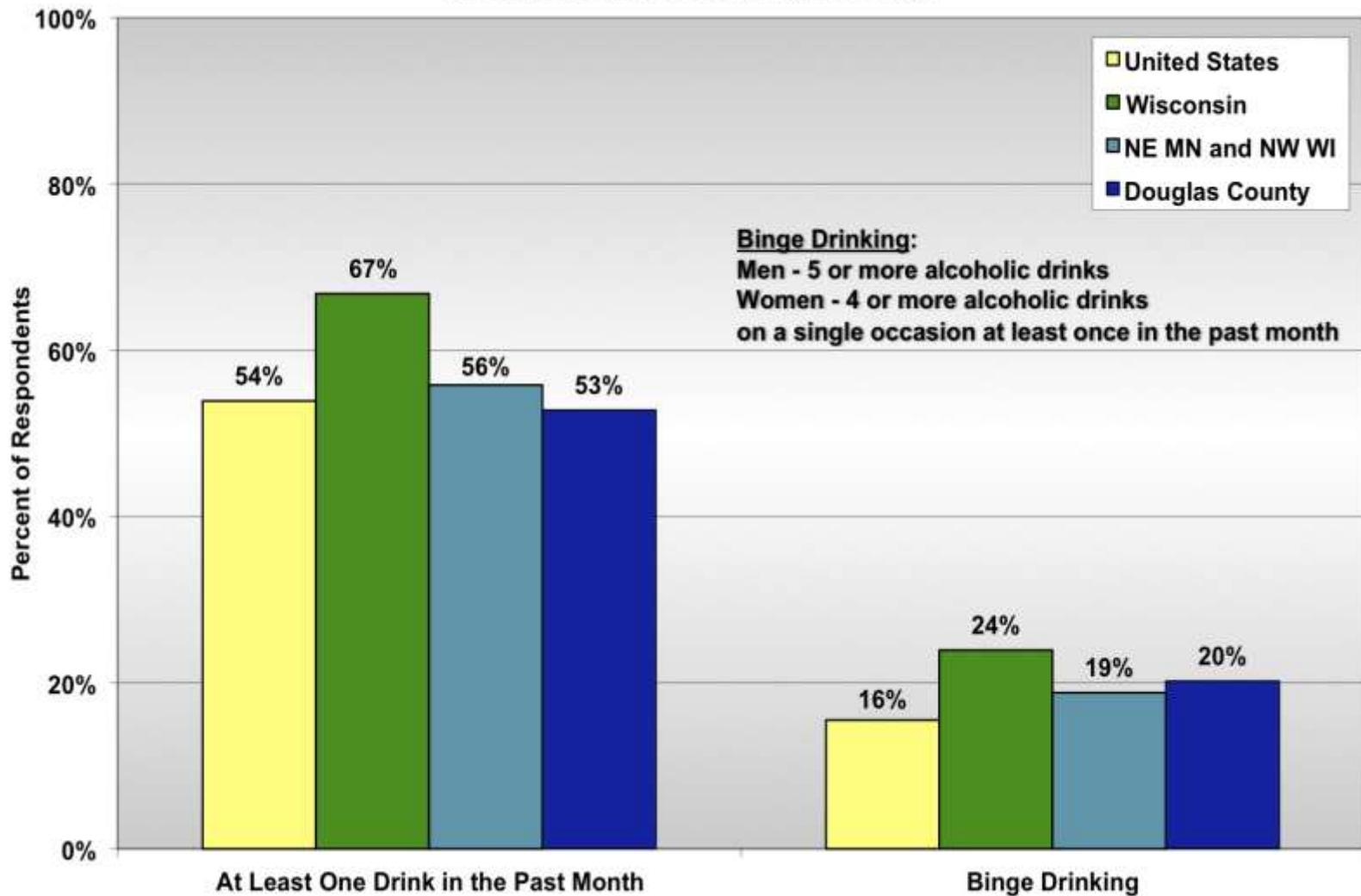
| County Health Ranking Measure | Douglas County | Wisconsin | National Benchmark |
|-----------------------------------------------|----------------|-----------|--------------------|
| Excessive Drinking (binge and heavy drinking) | 27% | 25% | 8% |

Notes from

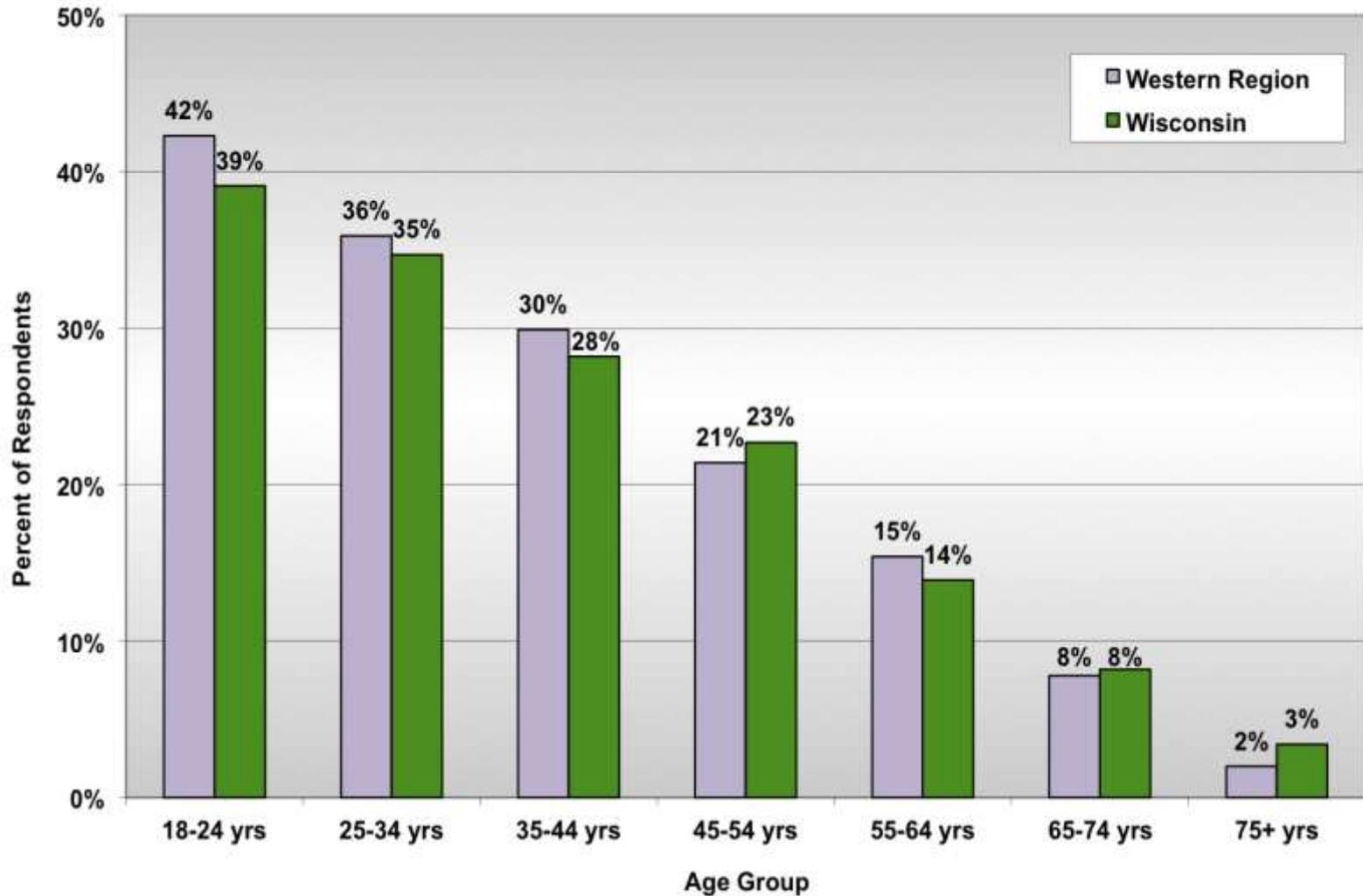
Healthiest Wisconsin 2020

- 3rd in nation per capita for consumption of beer
- Double the national average in number of alcohol outlets per capita
- \$2.7 Billion annually in alcohol-related costs
- Only state to treat first-offense drunk driving arrests as traffic ticket; not a felony until the 5th arrest

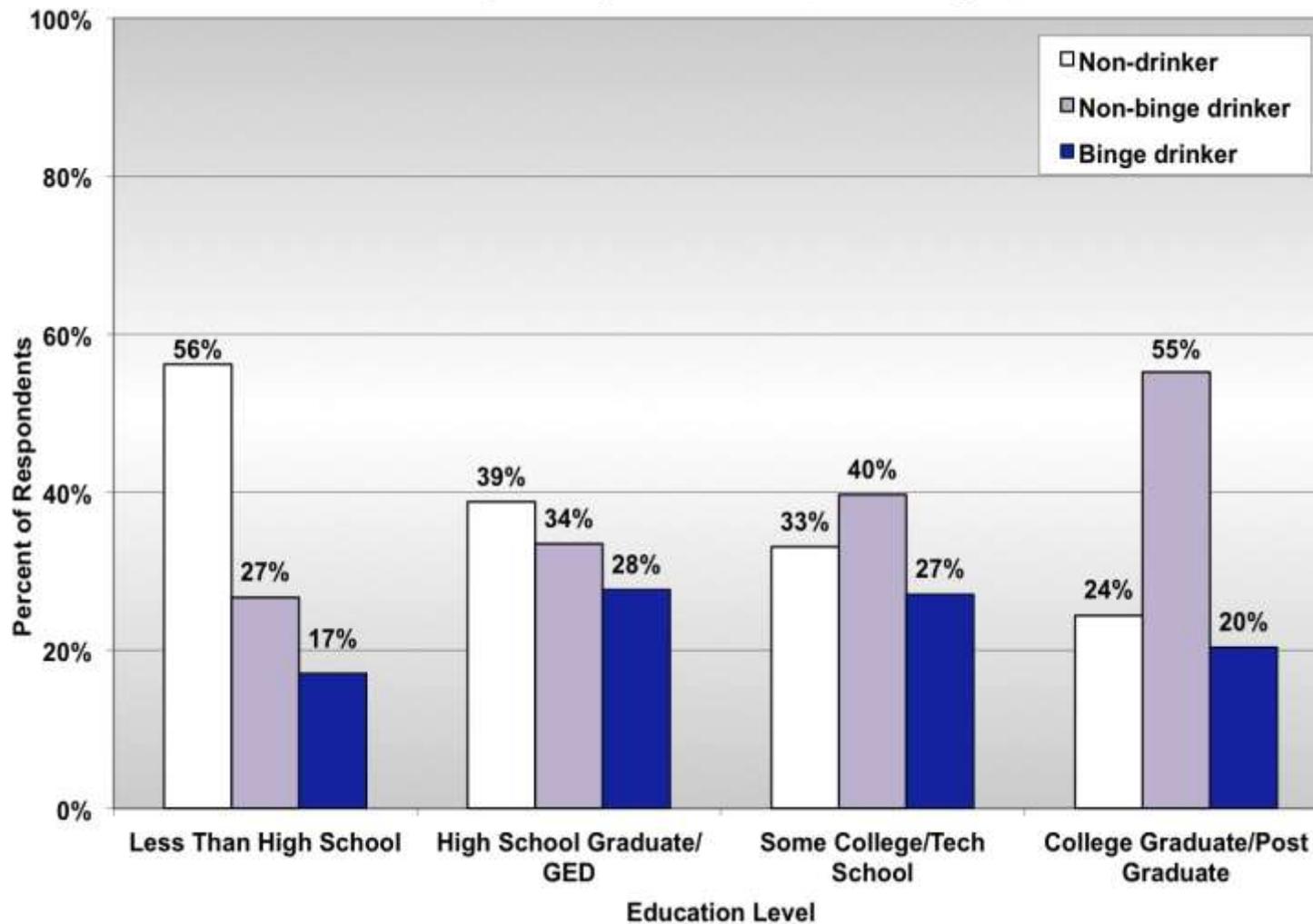
Alcohol Consumption and Binge Drinking



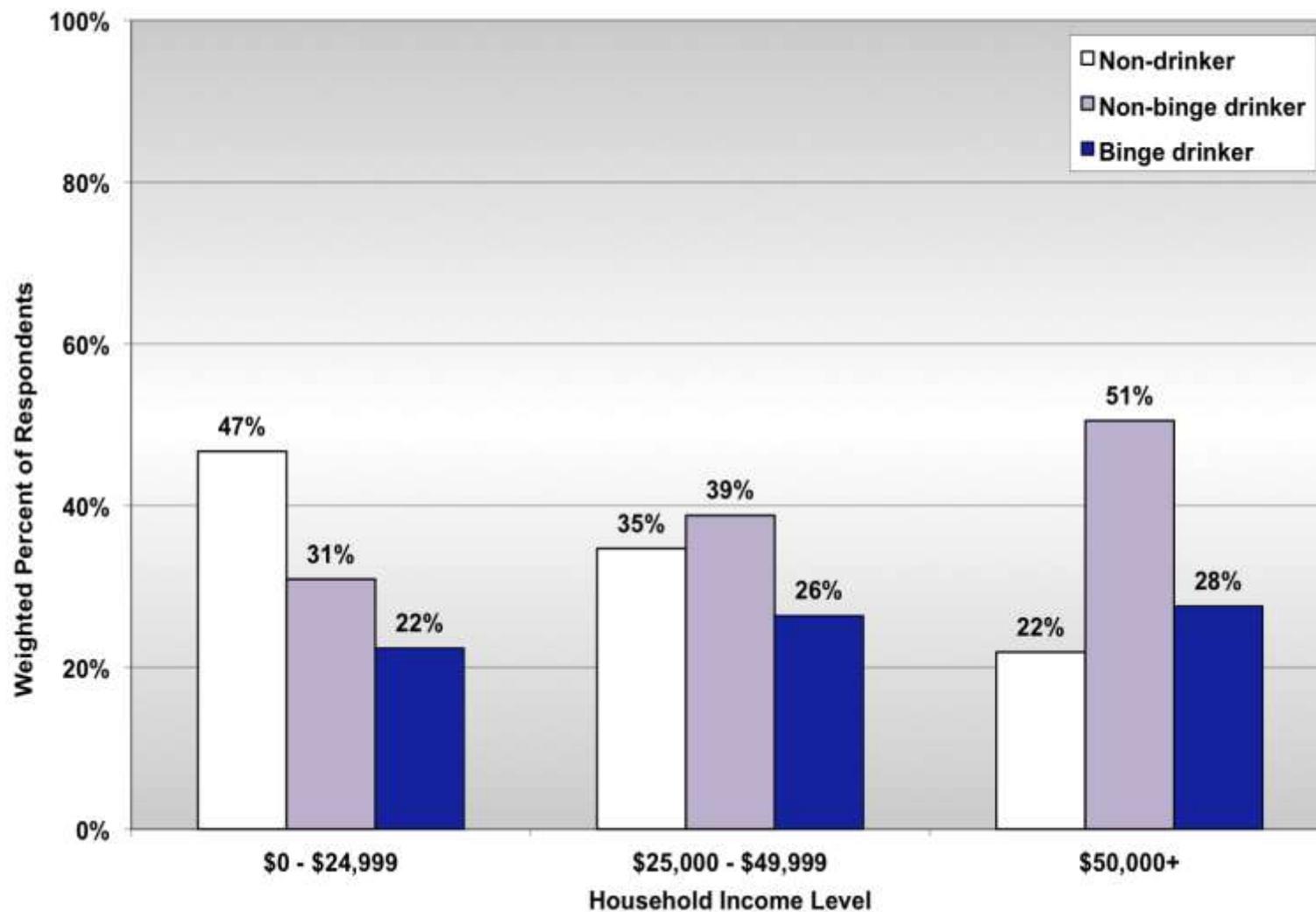
Binge Drinking by Age Group, 2000-2009



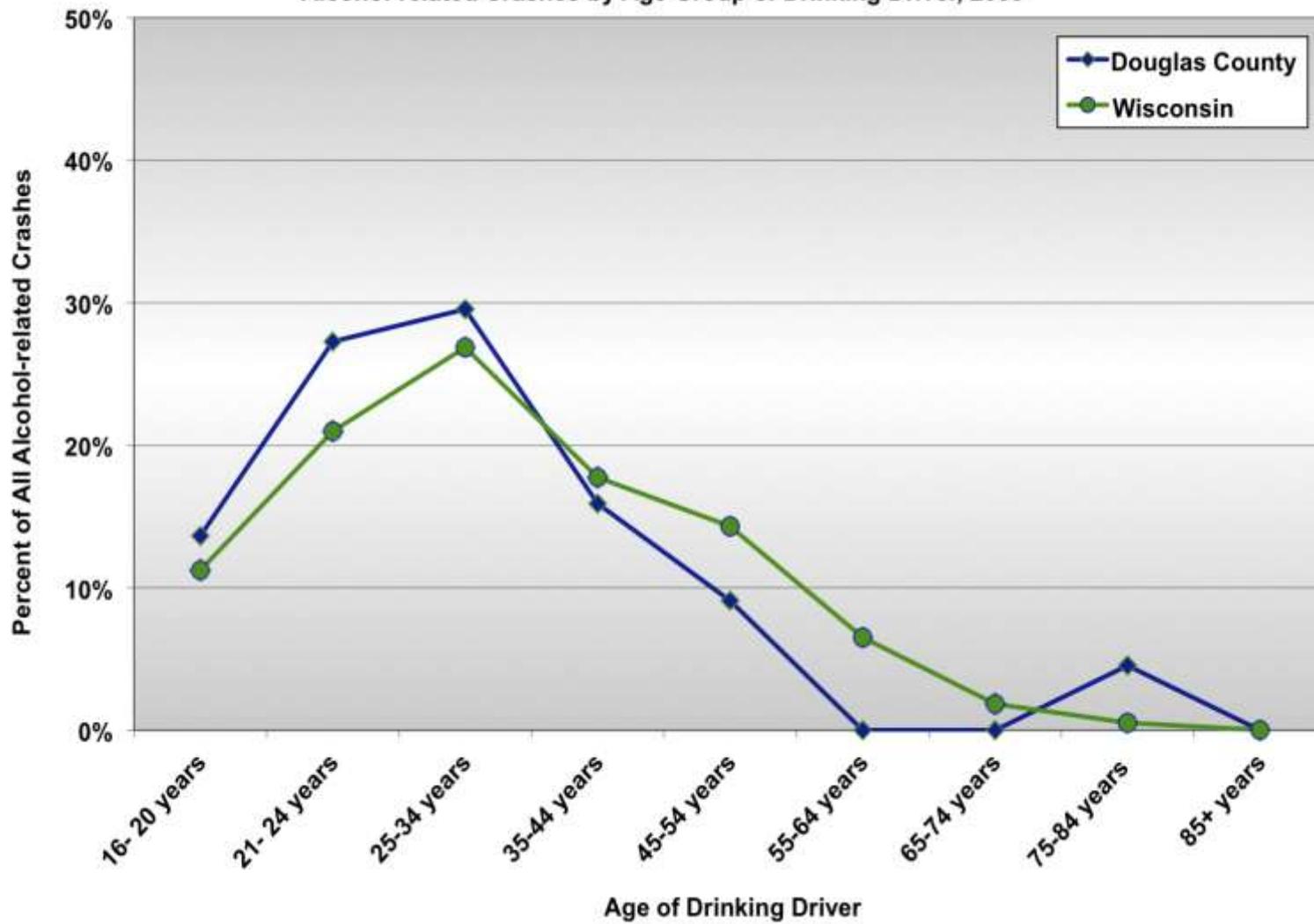
Drinking Status by Education Level, Western Region, 2000-2009



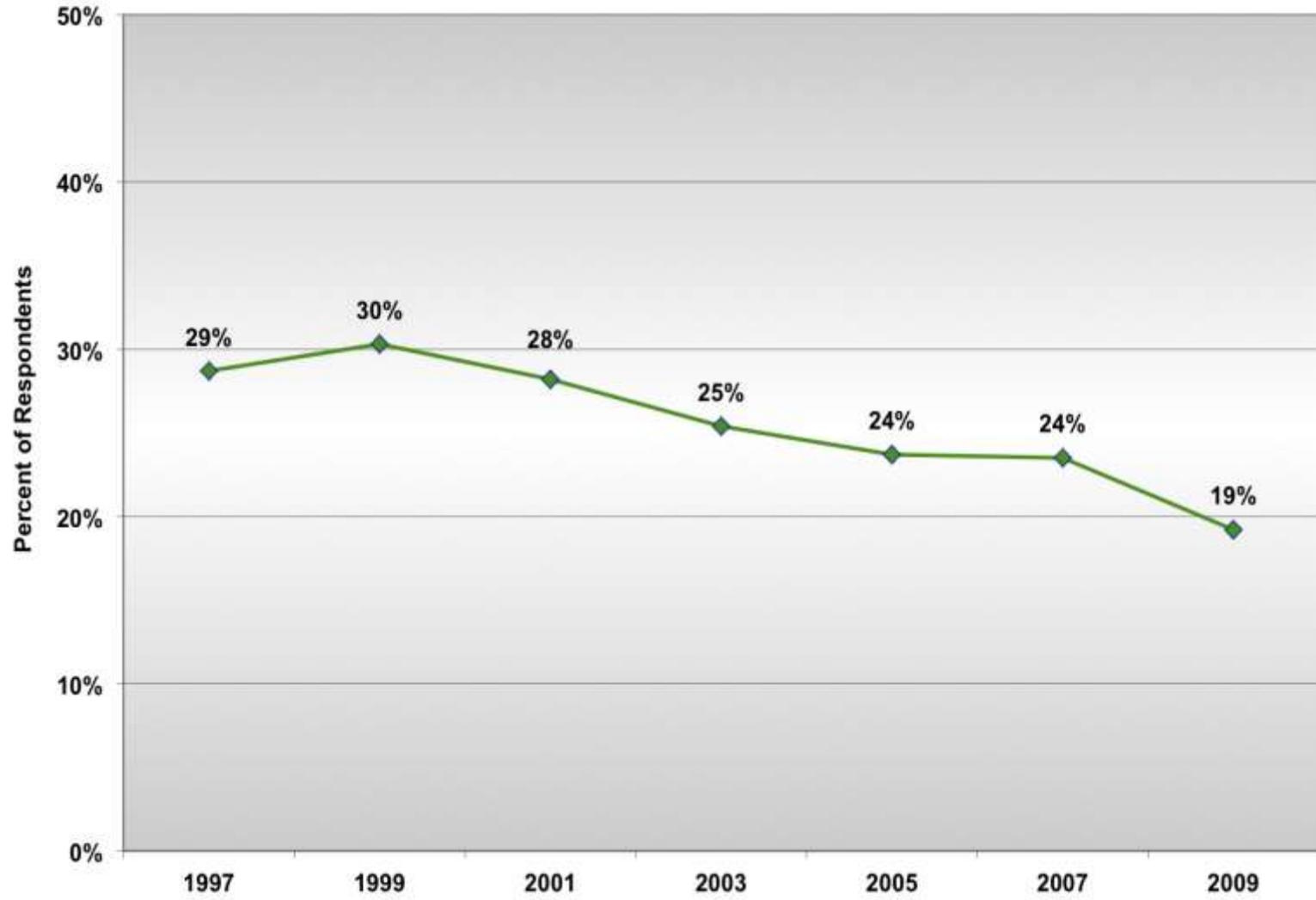
Drinking Status by Household Income Level, Western Region, 2000-2009



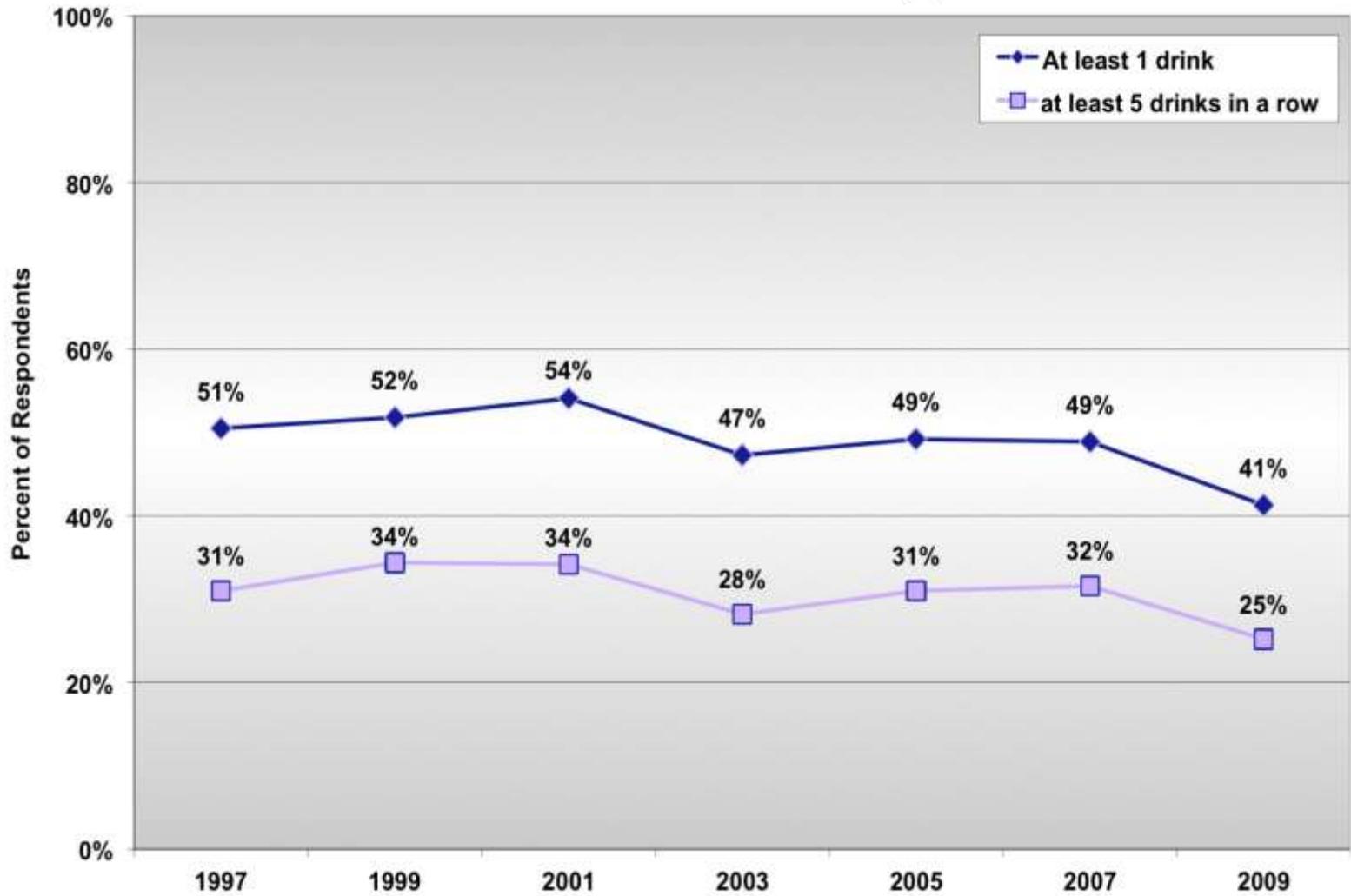
Alcohol-related Crashes by Age Group of Drinking Driver, 2009



Wisconsin Youth with First Drink of Alcohol Before Age 13, 1997-2009



Wisconsin Youth Who Used Alcohol in the Past 30 Days, 1997-2009

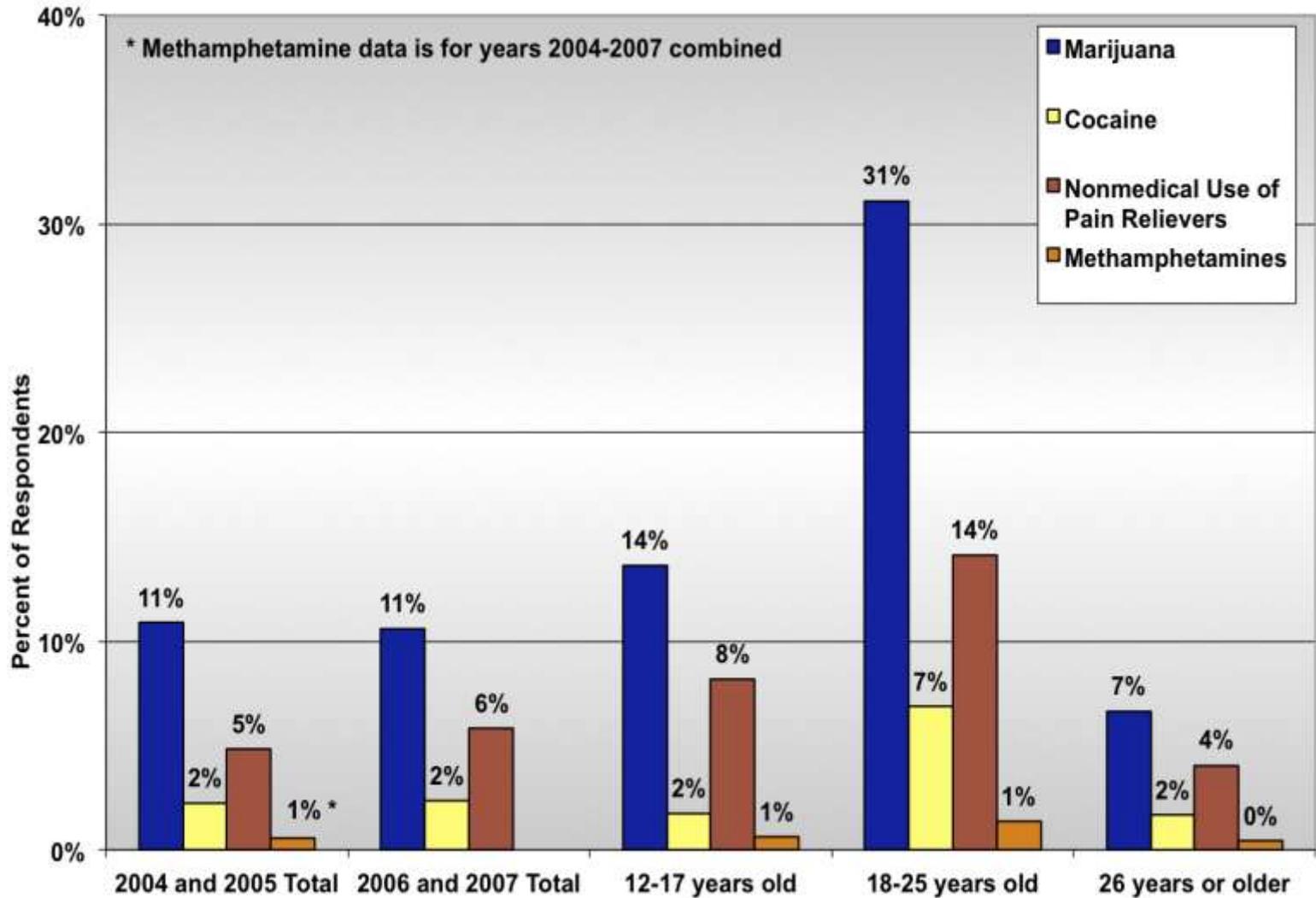


Notes from

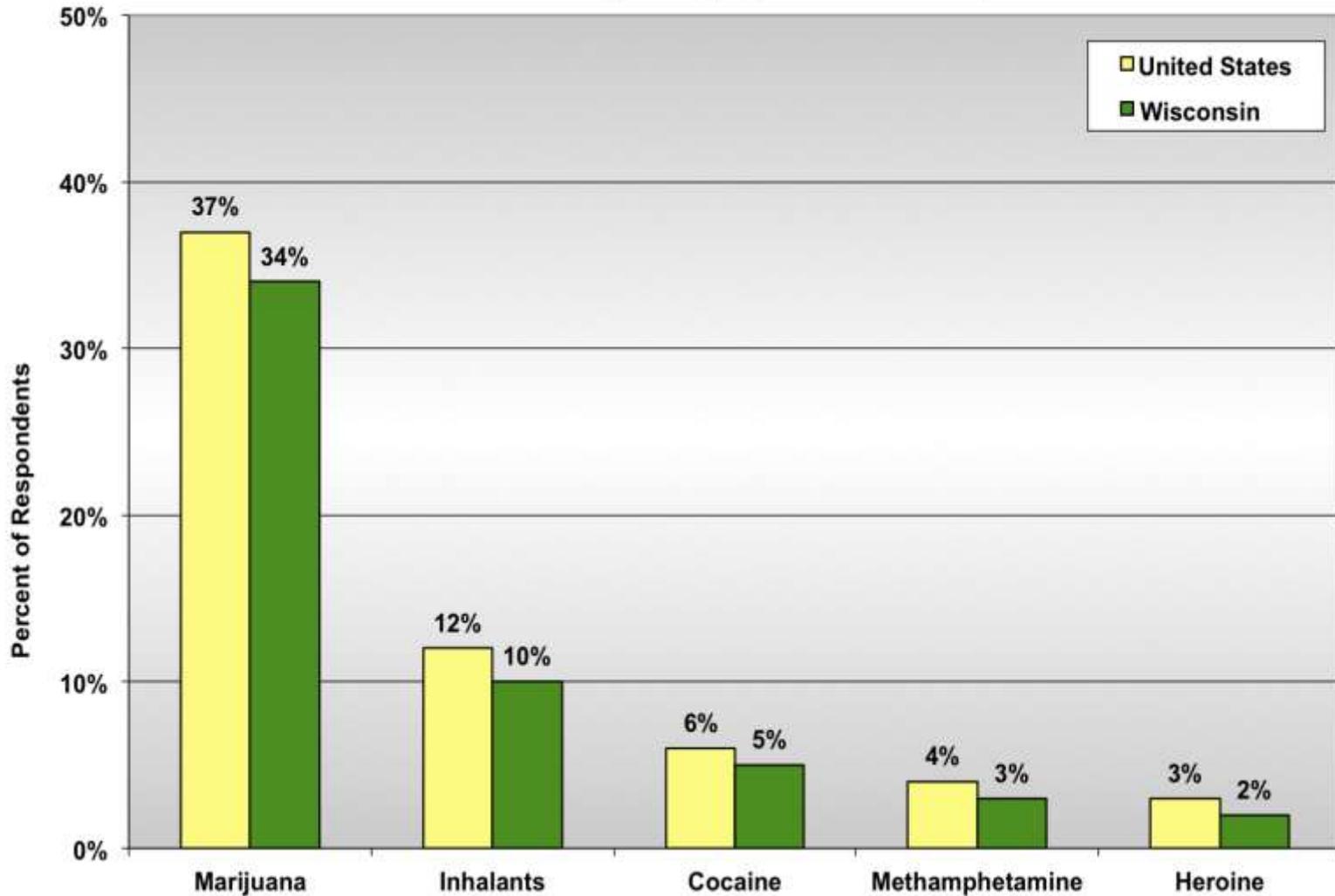
Healthiest Wisconsin 2020

- 49% of Wisconsinites at least 12 years old have used illicit drugs in their lifetime
- 14% used illicit drugs in the past year
- Drug-related hospitalizations increased 9% from 2000-2007

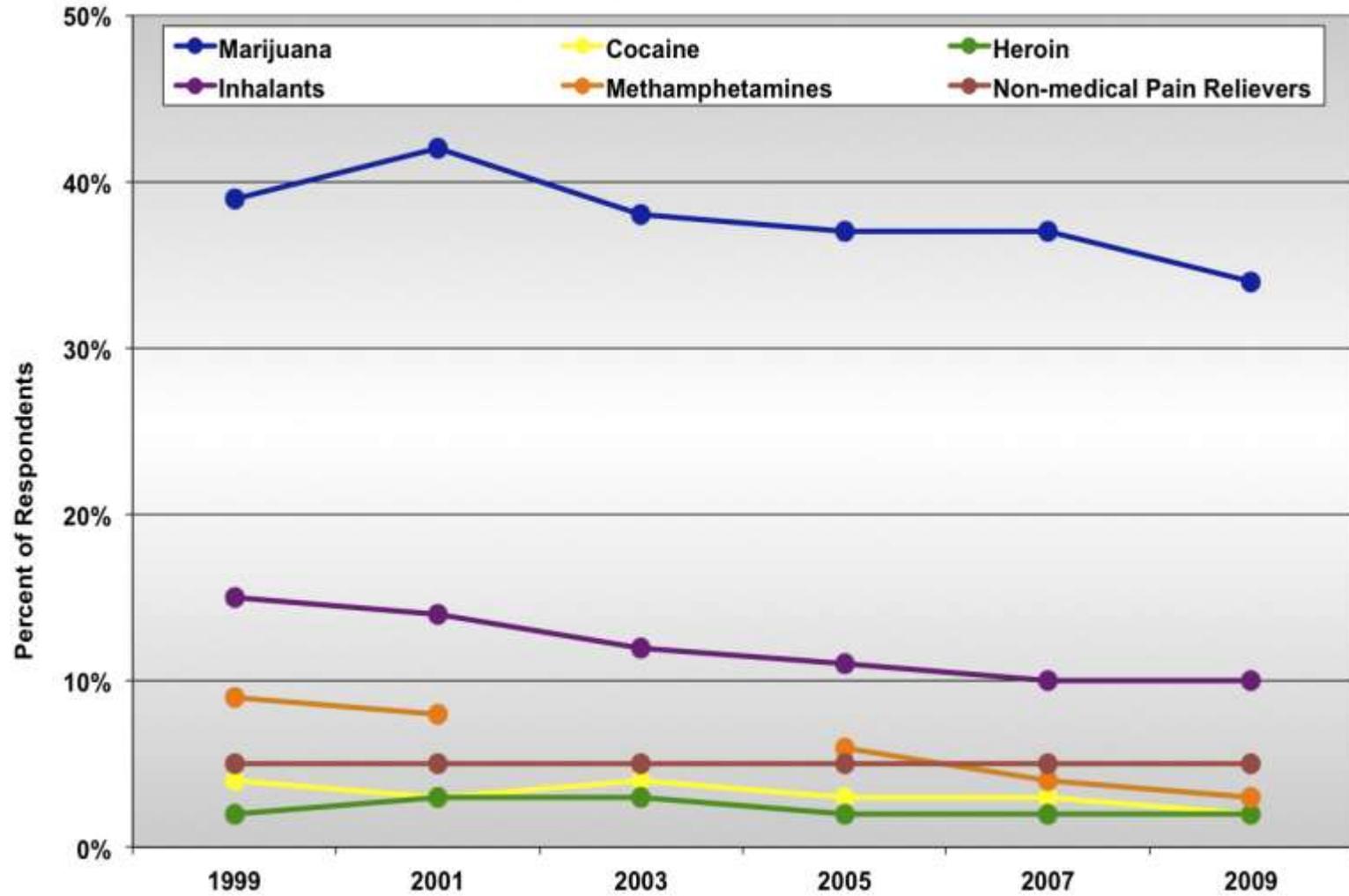
Adult Drug Use in the Past Year by Age Group, Wisconsin, 2004-2007



Lifetime Use of Illicit Drugs Among High School Students, 2009



Lifetime Use of Illicit Drugs Among High School Students, Wisconsin, 1999-2009



Tobacco Use and Exposure

- Improving health by preventing tobacco abuse, promoting tobacco dependence treatment, protection from secondhand smoke and identifying and eliminating tobacco-related disparities
- Significant impact on social and economic health as well as high risk from chronic health conditions including lung, bronchial, throat and mouth cancers, chronic obstructive pulmonary disease, emphysema and heart disease

Notes from

Healthiest Wisconsin 2020

- Each year, 8,000 Wisconsinites die from tobacco-related illnesses
 - Single most preventable cause of death and disease in US
- Tobacco use costs \$2.2Billion annually in direct care costs and \$1.6Billion in lost productivity
- In 2008, 15% of live births were to mothers who smoked during pregnancy

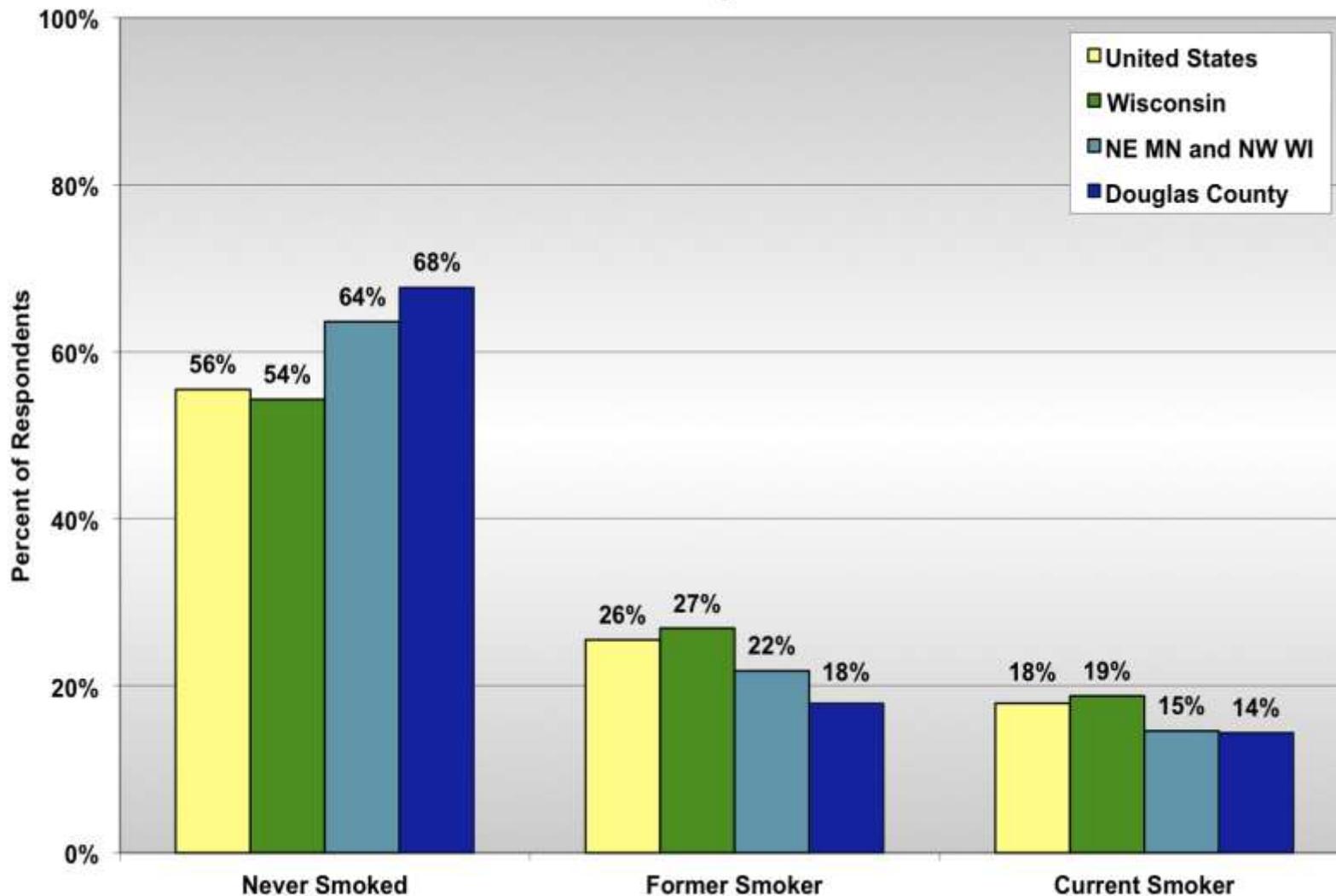
| Measure | Douglas County | Wisconsin | National Benchmark |
|---------------|----------------|-----------|--------------------|
| Adult Smoking | 27% | 21% | 15% |

Notes from

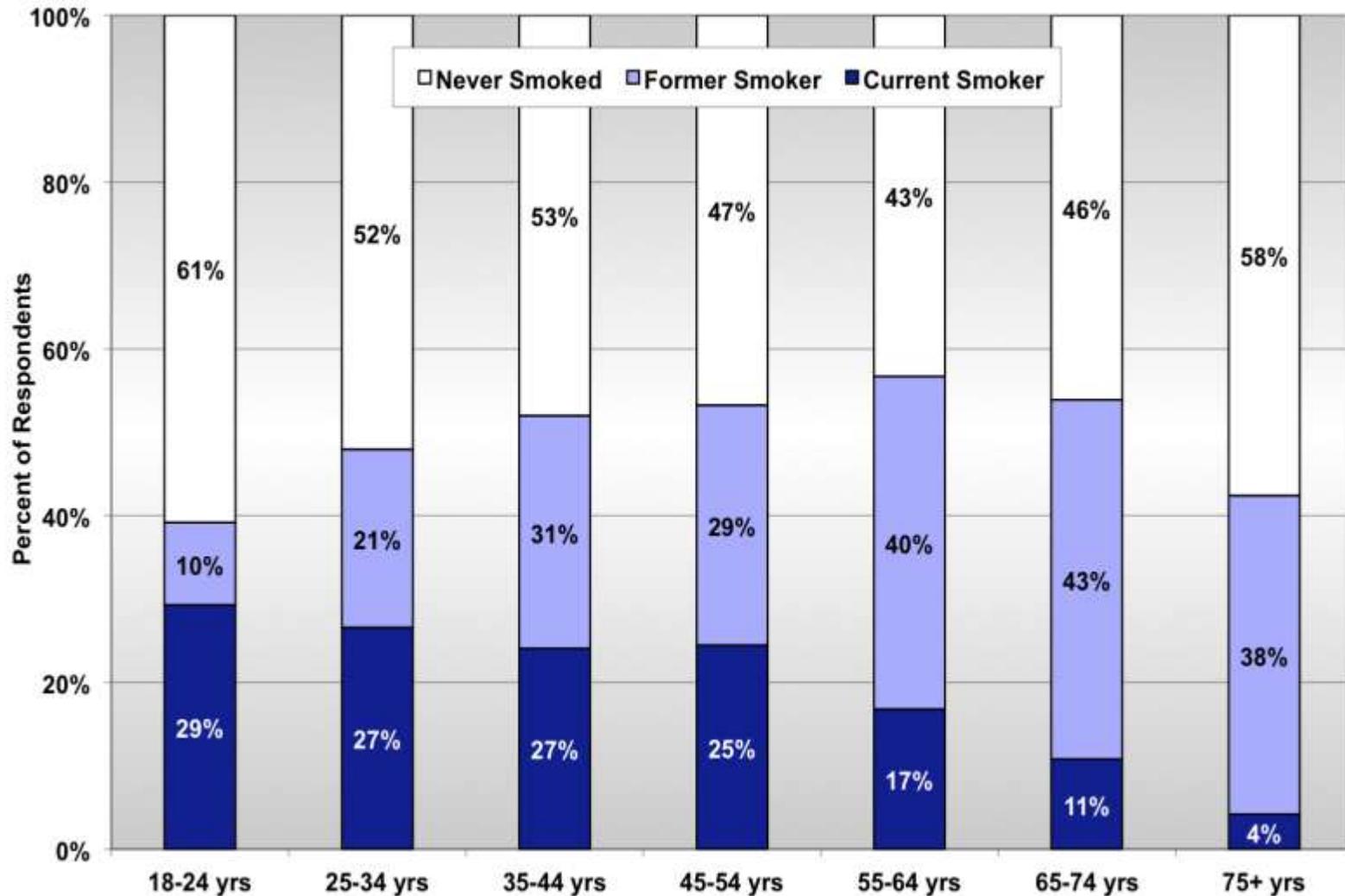
Healthiest Wisconsin 2020

- Annually the tobacco industry spends \$276.1 Million in marketing and advertising in WI
 - State invests \$6.8 Million for tobacco prevention
 - CDC recommends annual budget of \$64.3 Million

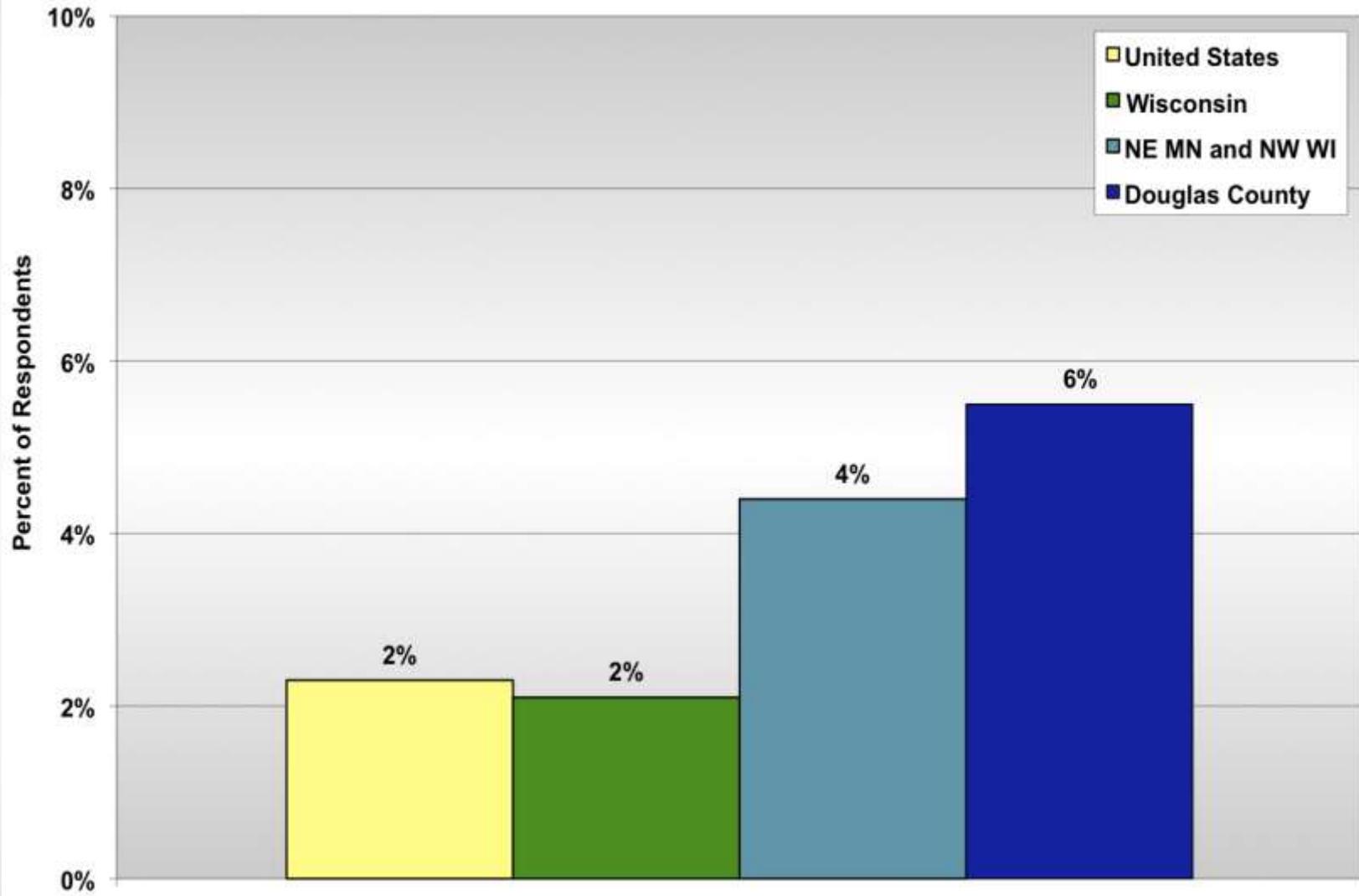
Current Smoking Status



Smoking Status by Age Groups, Western Region, 2000-2009

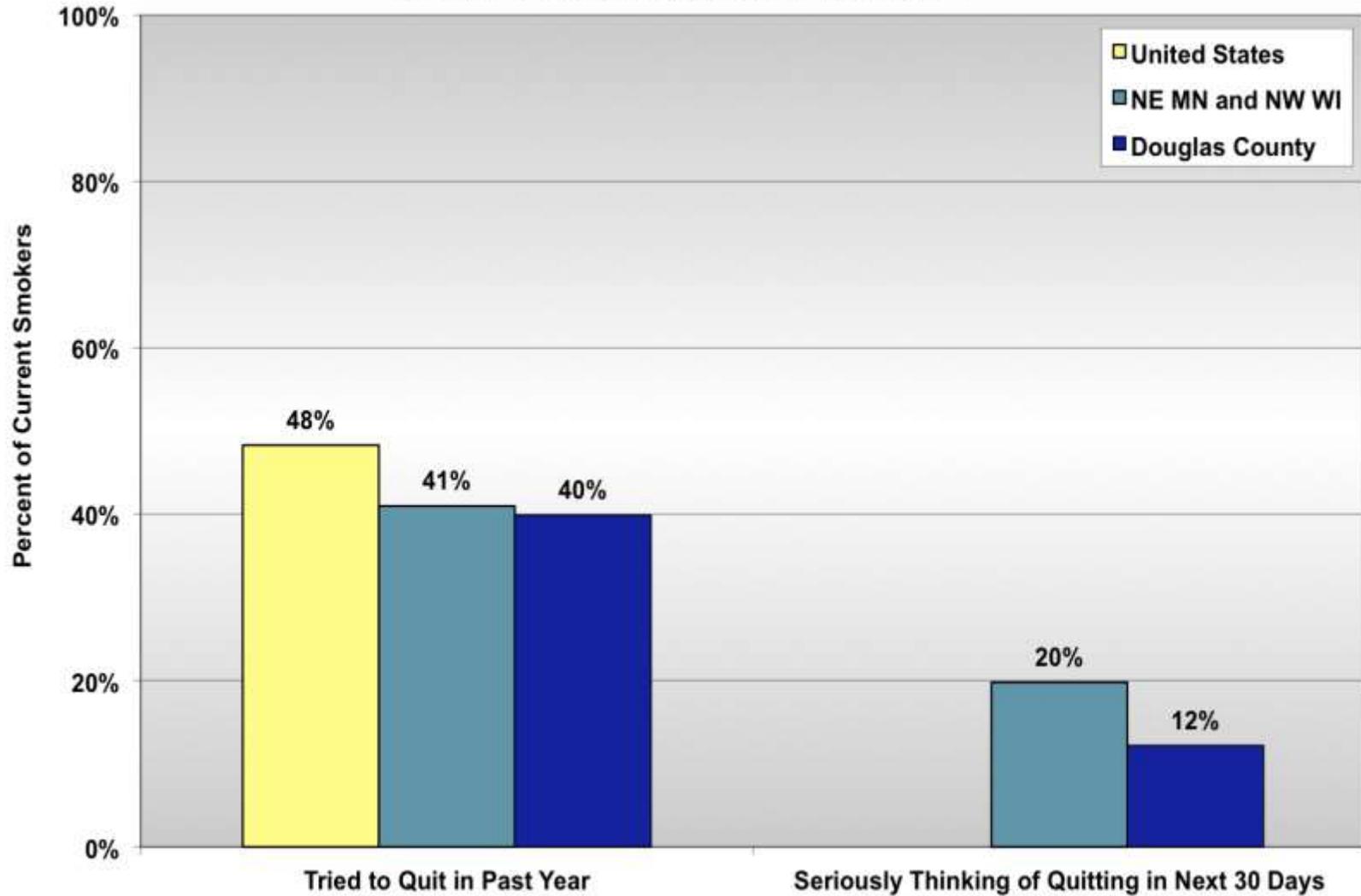


Current Use of Smokeless Tobacco

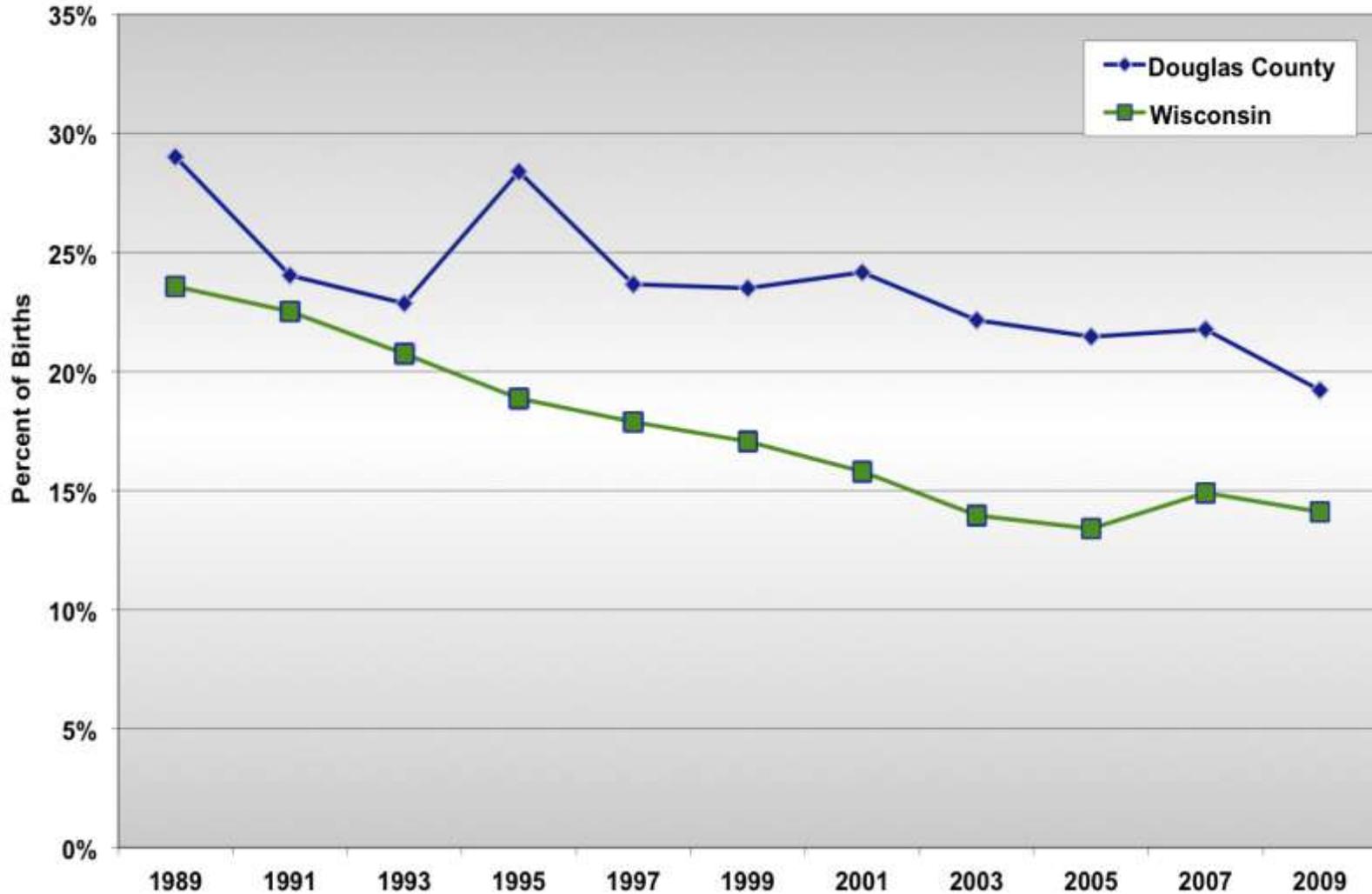


Finch, M.D., Peters, J.F., Peterson, J.M., Kinney, A.M.; *Bridge to Health Collaborative (2010). Bridge to Health Survey 2010: Northeastern Minnesota and Northwestern Wisconsin Regional Health Status Survey*. May 2011 (Available from Generations Health Care Initiatives, Inc., Duluth MN)

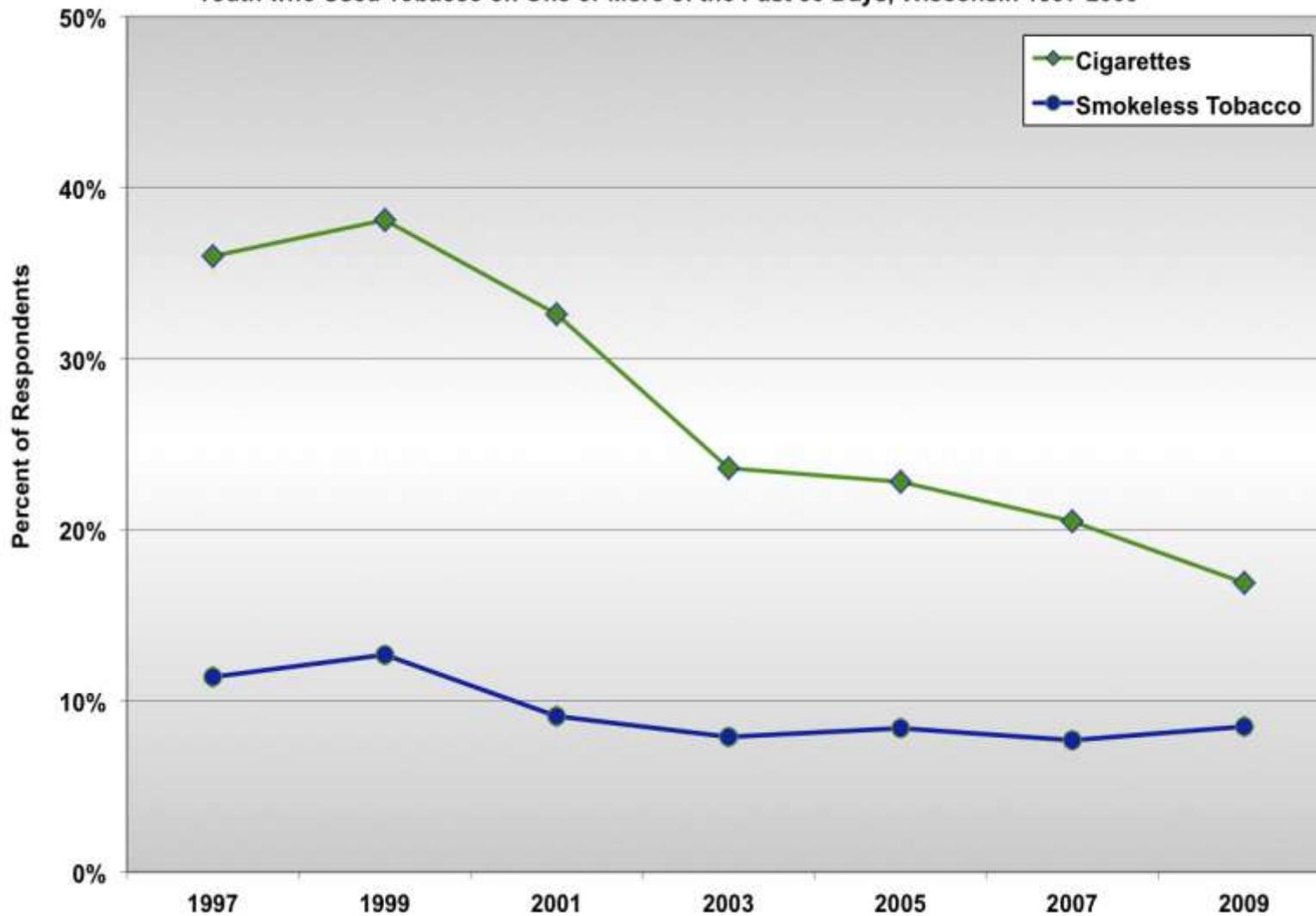
Smoking Cessation Attempts by Current Smokers

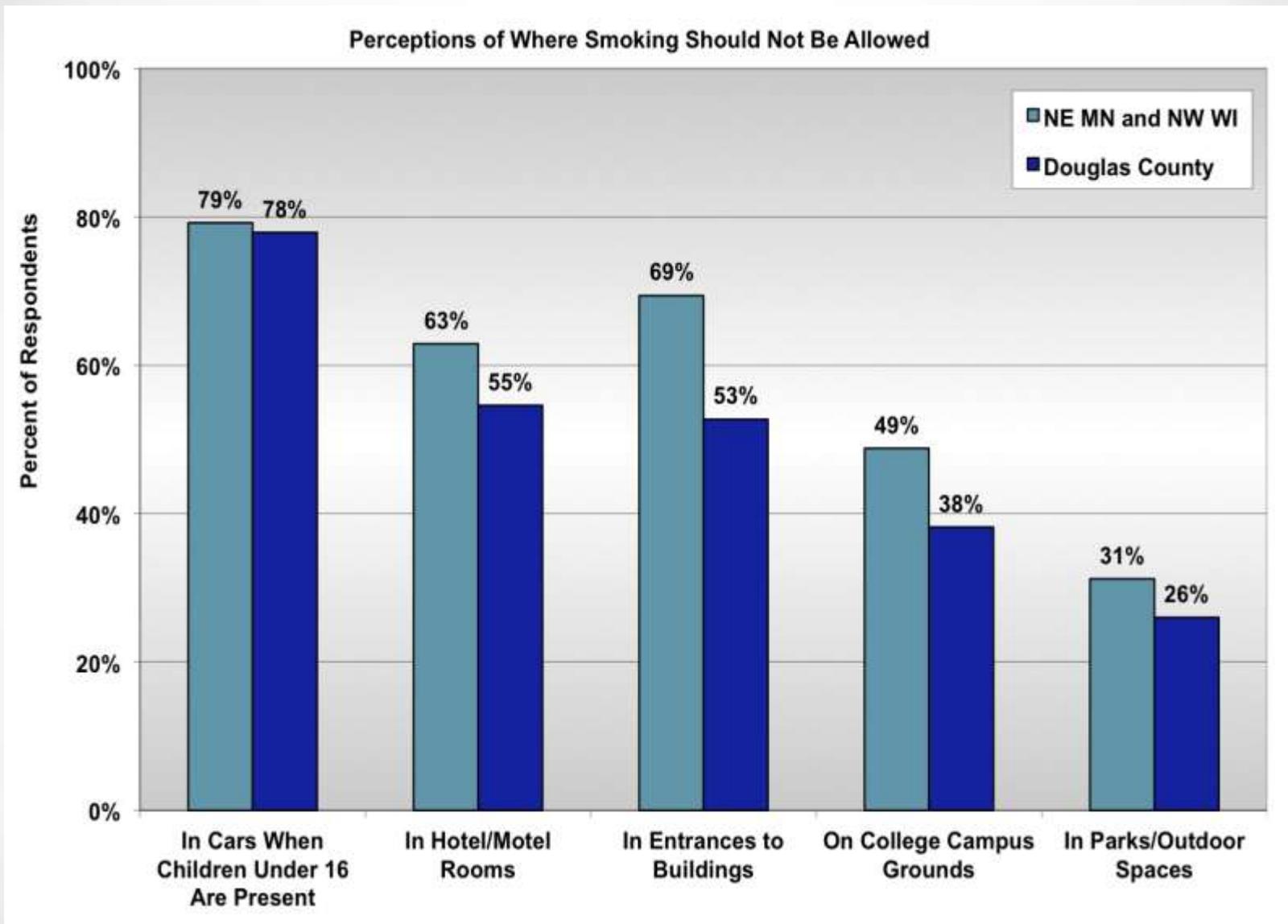


Percent of Live Birth to Mothers Who Smoke During Pregnancy, 1989-2009



Youth who Used Tobacco on One or More of the Past 30 Days, Wisconsin 1997-2009





Finch, M.D., Peters, J.F., Peterson, J.M., Kinney, A.M.; *Bridge to Health Collaborative (2010). Bridge to Health Survey 2010: Northeastern Minnesota and Northwestern Wisconsin Regional Health Status Survey*. May 2011 (Available from Generations Health Care Initiatives, Inc., Duluth MN)

Injury and Violence

- Unintentional injuries
 - Accidents yet highly preventable
- Intentional injuries
 - Purposely inflicted
- Effects include costs related to care and treatment, loss of productivity, years of potential life lost and influence on physical and mental health

Notes from

Healthiest Wisconsin 2020

- Injury is leading cause of death in Wisconsinites aged 1-44 years
- Veterans account for 1 out of 5 suicides in WI
- In 2006, WI had 2nd highest fall-related mortality rate in US
- 1 in 6 WI women report being sexually assaulted in their lifetime

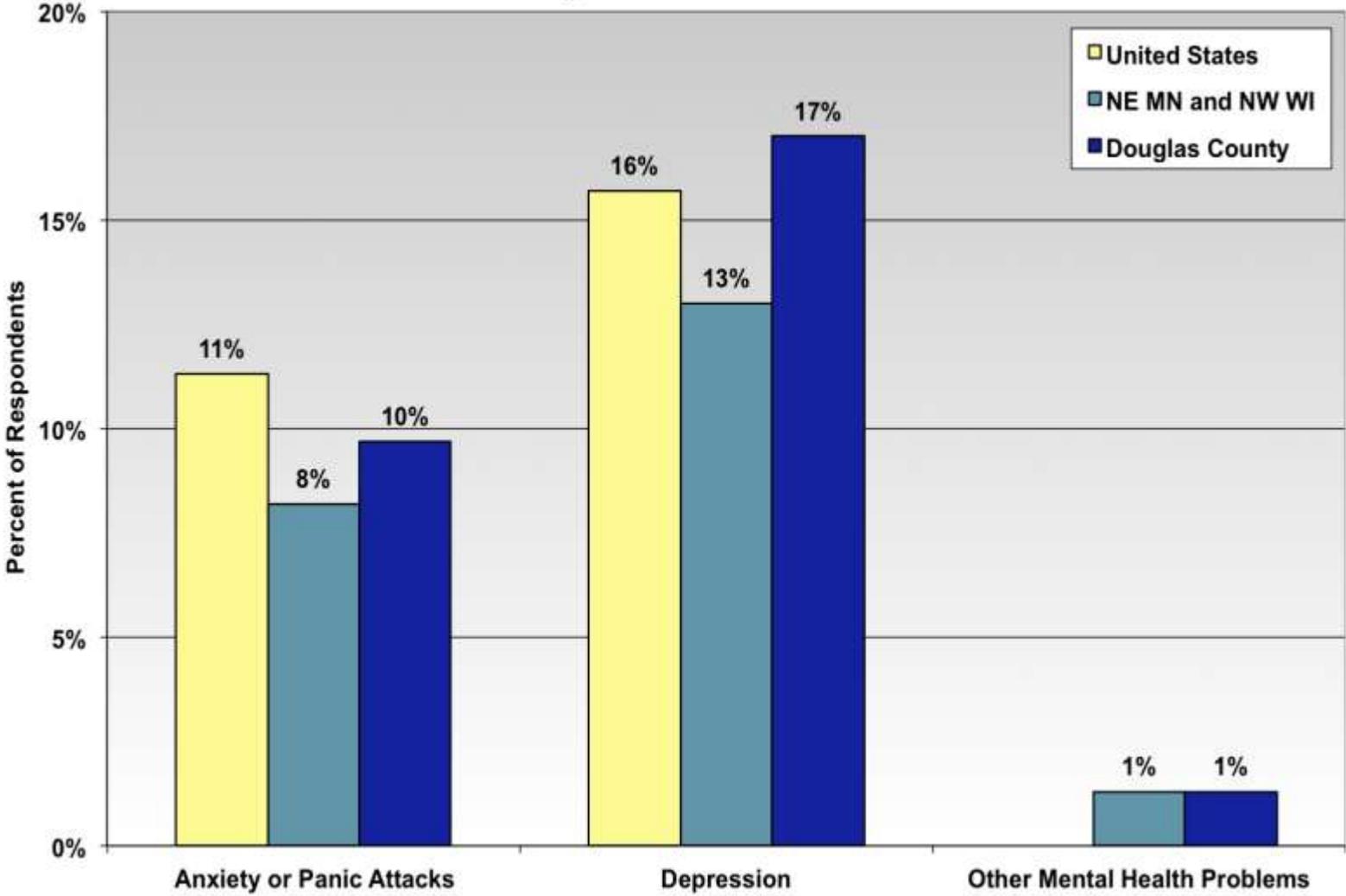
5 Leading Types of Fatal Injuries

| Age-adjusted Injury Death Rate per 100,000 Population, 1999-2009 | | | |
|-------------------------------------------------------------------------|-----------------------|-----------------------|------------------|
| | Douglas County | Western Region | Wisconsin |
| All Injuries | 63.54 | 54.30 | 55.78 |
| Falls | 13.63 | 10.58 | 12.71 |
| Homicide/Assault | 2.12 | 1.39 | 3.42 |
| Motor Vehicle Crashes | 8.37 | 11.63 | 9.68 |
| Poisoning | 9.89 | 6.57 | 9.28 |
| Suicide | 13.11 | 11.95 | 11.70 |

Mental Health

- State of well being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully and is able to make a contribution to his or her community
- Enormous social and economic burden to society
- Associated with increases in risk of physical illness
 - There is no health without mental health
- Nationally, 1 out of 5 will experience a mental health problem during a one-year period
- Costs at least \$193Billion per year in lost earnings alone in the US

Lifetime Diagnosis of Mental Health Status



Finch, M.D., Peters, J.F., Peterson, J.M., Kinney, A.M.; *Bridge to Health Collaborative (2010). Bridge to Health Survey 2010: Northeastern Minnesota and Northwestern Wisconsin Regional Health Status Survey*. May 2011 (Available from Generations Health Care Initiatives, Inc., Duluth MN)

Adult Mental Health

- Prevalence of serious psychological distress, 2007
 - Wisconsin: 3% United States: 4%
- Prevalence of depression, 2007
 - Wisconsin: 7% United States: 9%
- In the past 12 months, seriously thought about killing yourself:
 - NE MN and NW WI: 2.1% Douglas County: 1.4%
- In the past year, 4.5% of Douglas County residents wanted to talk with or seek help from a health professional about mental health but did not or delayed talking to someone

Youth Mental Health

- 21% of WI high school students felt sad or hopeless almost every day for at least 2 weeks so that they stopped doing normal activities
- 13% considered attempting suicide in the past 12 months
- 11% made a suicide plan in the past 12 months
- 6% attempted suicide at least once in the past 12 months
 - 2% resulted in an injury requiring medical treatment

Oral Health

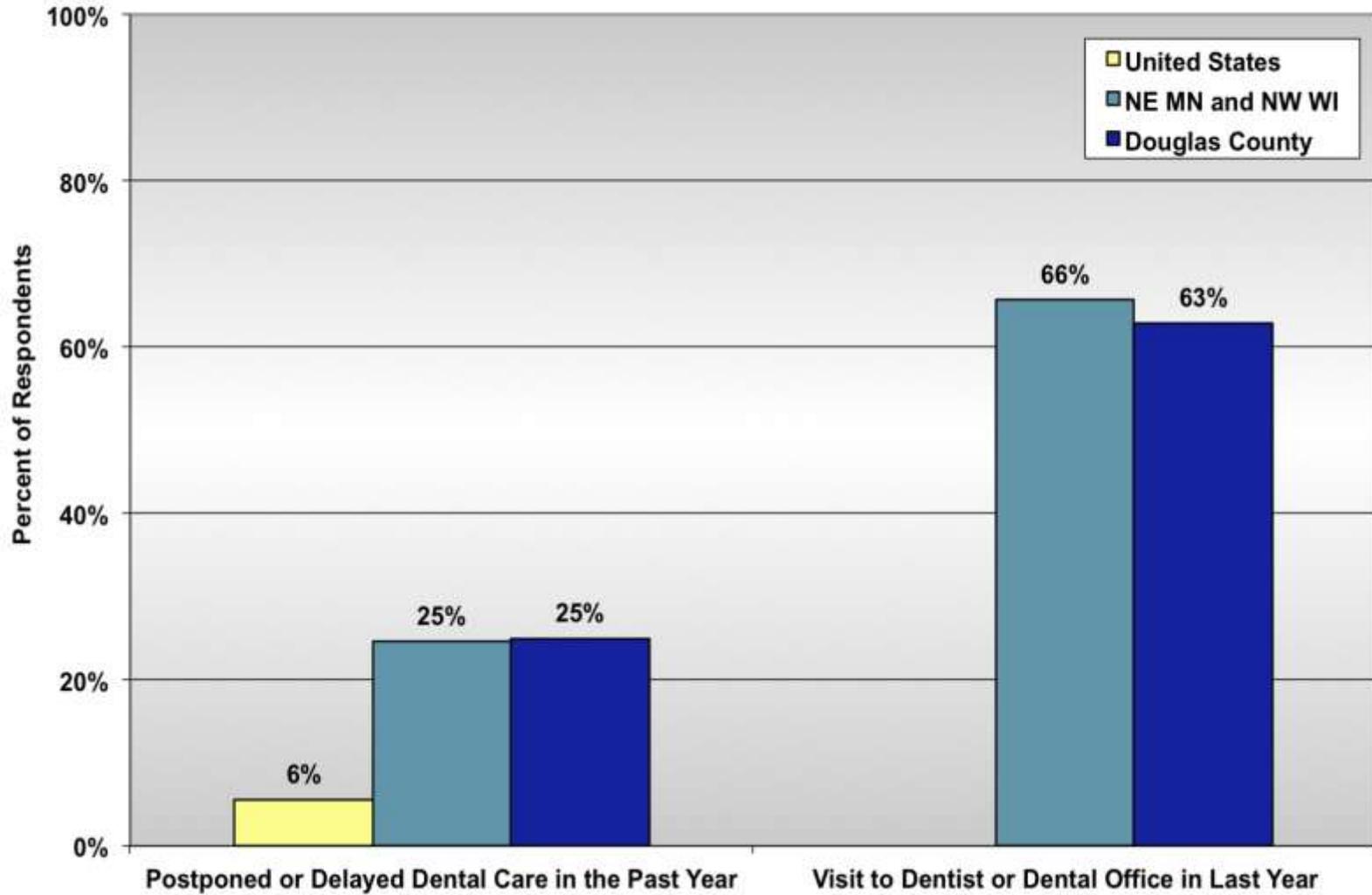
- Over the lifespan, being free of mouth pain, tooth decay, tooth loss, oral and throat cancer, oral sores, birth defects and gum disease
- Requires access to a dental home, early intervention with primary preventative measures,
- Older adults with poor oral health are at risk for malnutrition

Notes from

Healthiest Wisconsin 2020

- 26% of WI HeadStart children and 20% of 3rd graders had untreated decay in a random screening during the 2008-09 school year
- Among WI Medicaid and BadgerCare recipients in 2008, 23% received at least one dental service
- 90% of WI's population on public water supply receives the benefit of fluoridated water

Dental Care



Finch, M.D., Peters, J.F., Peterson, J.M., Kinney, A.M.; *Bridge to Health Collaborative (2010). Bridge to Health Survey 2010: Northeastern Minnesota and Northwestern Wisconsin Regional Health Status Survey*. May 2011 (Available from Generations Health Care Initiatives, Inc., Duluth MN)

Reproductive and Sexual Health

- Factors that affect the physical, emotional, mental and social well-being across the life span
- Requires access to health education and medical services, which must be culturally appropriate
- Supportive community attitudes toward healthy sexuality are just as important

Notes from

Healthiest Wisconsin 2020

- 38% of WI live births in 2007 were unintended
- Among the 50 largest US cities, Milwaukee had the 2nd highest rate of Chlamydia in 2007
 - 50% higher than Chicago
- From 2000-2008, rates of HIV have decreased among injection drug users and heterosexual contact, but increased by 36% among men who have sex with men
 - 143% increase in men under 30 years old

| Percent Ever Tested for HIV, 2000-2009 | | | |
|-----------------------------------------------|-----------------------|-----------------------|------------------|
| | Douglas County | Western Region | Wisconsin |
| Tested | 31% | 33% | 36% |

Notes from

Healthiest Wisconsin 2020

- 2008 survey found that 50% of WI public schools taught 11 topics on sexual education and 23% had gay/straight alliances
- Among WI high school students who reported having sex in the past 3 months, condom use increased from 58% in 1993 to 64% in 2009
- Number of births to WI teens declined 12% from 1993-2007

Youth Sexual Activity, Wisconsin, 1997-2009

