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**2021-2024**



**Eau Claire County  
Community Health Improvement Plan**

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# EXECUTIVE SUMMARY

The 2021-2024 Eau Claire County Community Health Improvement Plan (CHIP) is the result of recent community health planning efforts led by two local coalitions: Eau Claire Healthy Communities (Healthy Communities) and The Alliance for Substance Misuse Prevention (Alliance).

The CHIP outlines goals, objectives, and strategies to guide the work of addressing community health needs in Eau Claire County for the next three years. Partner organizations across multiple sectors of our community will use this community-owned plan to direct programs and policies to create a healthier Eau Claire County for all.

There are two major phases in this community health planning effort: a community health assessment (CHA) and a community health improvement plan (CHIP). This two-phase process lets community members and partners review health data and give their opinions on Eau Claire County’s most pressing health issues.

As they participated in the CHA, county residents named top health priorities and identified local assets and resources. In the 2021 CHA, community members picked drug use, mental health, alcohol misuse, obesity, and healthy nutrition as Eau Claire County’s top five health priorities. The 2021-2024 CHIP will address these five priorities, along with continuing efforts to promote healthy relationships and oral health.



All Eau Claire County residents deserve equal opportunity to be healthy. Those engaged in the CHIP development process kept a crucial focus on health equity. We must ensure efforts to improve the county’s health will reach the community members whose lives are most affected by significant health issues. The CHIP includes strategies to improve the social and physical conditions for community members with the most serious health needs. As the CHIP is implemented in our community, engaging with populations most in need and striving for health equity will remain priorities.

The health initiatives included in the CHIP span multiple sectors. The CHIP relies on the resources and collaborative efforts of a wide range of county stakeholders. It reflects the work of many dedicated people and organizations who are working to improve health across our county.

It takes all of us to improve the health of the community. Over the next three years, Healthy Communities, the Alliance, and community partners will implement evidence-based practices and evaluate our progress toward improving our health priorities. The goal is to make Eau Claire County a place where everyone can attain health.

View the CHA, CHIP, and health priority work plans at [www.ehealthycommunities.org](http://www.ehealthycommunities.org). There are many ways to get involved! Learn more at [www.ehealthycommunities.org](http://www.ehealthycommunities.org) or [www.getinvolvedasap.org](http://www.getinvolvedasap.org).

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# Community Health Improvement Plan Overview

*County Health Ranking and Roadmaps Take Action Cycle* was the model framework used to guide the community health improvement process. Key steps were:

- A review of key health findings from the 2021 Community Health Assessment, including qualitative data from surveys and community conversation events, and quantitative data from local, state, and national health indicators.
- A review of evidence-based practices through “What Works for Health,” state and national health plan initiatives, and additional resources.
- The identification of strategies based on evidence, community input, and community assets. Strategies were also chosen to align with state and national health plans.
- A consideration of populations with disparate health outcomes when selecting strategies.
- The development of detailed work plans to track progress and share outcomes with the community.

## Summary of 2021-2024 Community Health Improvement Plan Goals

Health Priority	Goal
 <b>Drug use</b>	Reduce and prevent illegal drug use and misuse of prescription drugs in Eau Claire County.
 <b>Mental health</b>	Strengthen social and emotional wellness for all Eau Claire County residents.
 <b>Alcohol misuse</b>	Reduce and prevent alcohol misuse among youth and adults in Eau Claire County.
 <b>Obesity</b>	Promote active lifestyles for Eau Claire County residents at all life stages.
 <b>Healthy nutrition</b>	Increase consumption of healthy foods and beverages for all Eau Claire County residents.
 <b>Healthy relationship promotion</b>	Create a culture that fosters healthy relationships for all Eau Claire County residents.

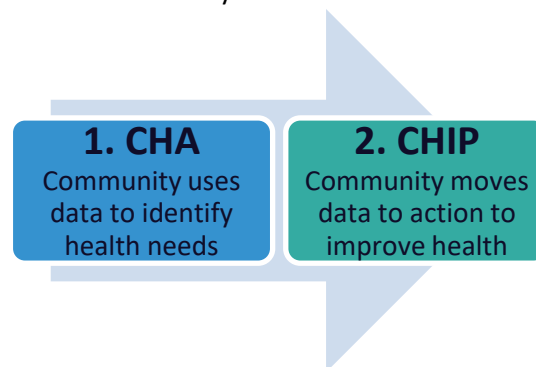
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# INTRODUCTION

The community health improvement process has two main components: a community health assessment and a community health improvement plan.

The goals of a Community Health Assessment and Community Health Improvement Plan are to engage members of the community in planning and implementing ways to address the most important health issues. Engaging with the community to assess local needs and plan collaboratively helps solve complex community health issues.

In addition, completing the CHA and CHIP fulfills nationally mandated requirements and accreditation standards for non-profit hospitals and health departments, respectively. Extensive community assessment and planning efforts increase multi-sector collaboration and efficient sharing of resources among community partners to accomplish a common goal: making Eau Claire County a healthier place for all.



## Community Health Assessment (CHA)

### *Community uses data to identify health needs*

The CHA is a description of the health status of our community. It is a set of health data that includes community health conditions, health behaviors, and more. The goal of the CHA is to identify and prioritize local health needs that the community can work on together.

During the CHA process, community members and partners collect and analyze data from a variety of sources to assess the health needs and strengths of the community. Together, the community identifies top health concerns. In 2021, local non-profits, healthcare systems, and health departments in Eau Claire and Chippewa counties partnered to conduct a two-county community health assessment. More information about this CHA partnership can be found on page 12.

The findings of the CHA inform community decision-making, help to prioritize health concerns, and spur the development and implementation of the CHIP. Community agencies and organizations use the CHA for their own planning efforts. As a whole, the community uses the CHA as the foundation to build the CHIP.

Health is greatly influenced by where people live, how they work, the safety of their surroundings, and how connected they are with others. The CHA provides a greater understanding of these social determinants of health. This understanding is essential to choosing the most effective strategies to improve identified health priorities and eliminate health disparities.

As a result of the 2021 CHA, the community committed to work on the health priorities of drug use, mental health, alcohol misuse, obesity, and healthy nutrition. Four of these priorities (mental health, drug use, alcohol misuse and obesity) were also identified by the community as priority issues in the previous CHIP, which covered 2018 through 2021.

## Community Health Improvement Plan (CHIP)

*Community moves data to action to improve health*

Once local health needs are identified, the community develops a plan to improve health throughout the county. The CHA serves as a starting point to the community engagement process that is used to develop the CHIP.

Local agencies and organizations create and use the CHIP as a roadmap for their work to improve the community’s health priorities. To create the CHIP, those agencies and organizations use community input to develop overarching goals, specific objectives, and evidence-based strategies. The CHIP is a plan oriented toward action: It helps participants collaborate and strategize to improve health outcomes in the priority areas identified in the CHA.

The *County Health Rankings and Roadmaps Take Action Cycle* (Figure 1) was used to guide the CHIP process. The *Take Action Cycle* helps communities move diverse stakeholders forward to action. The CHIP development process will be described in detail later in this report.



Figure 4. *Take Action Cycle*

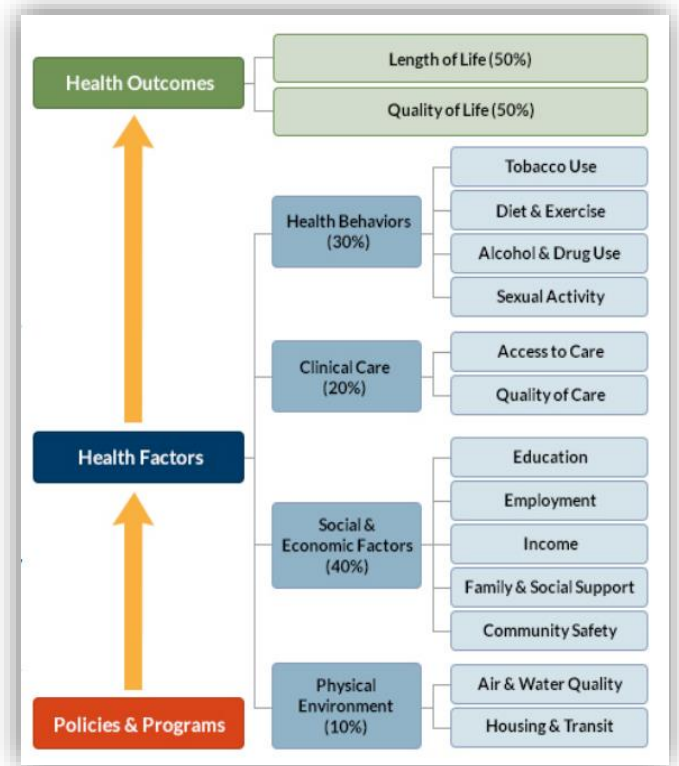
Image source: County Health Rankings and Roadmaps

# CHIP FRAMEWORK

## Social Determinants of Health

The communities in which we live, learn, work, and play influence our health in several ways. Health and wellness cannot be accomplished by medical care alone. Health is largely influenced by access to social and economic opportunities: affordable housing within our neighborhoods; quality educational opportunities at local schools; clean air, water, and food; and consistent social support networks. These factors, called social determinants of health, start in our homes, schools, workplaces, neighborhoods, and communities.

People of color, people at a lower socioeconomic status, and people who live in rural areas are more likely to experience poorer health than White people, people who earn higher incomes, and those who live in urban areas. This gap has widened over time.<sup>1</sup> Figure 2 demonstrates how environmental, social, and economic factors have a significant impact on health and must be considered when identifying effective strategies to improve health outcomes.



**Figure 2.** Factors that determine health.  
**Image source:** County Healthy Rankings and Roadmaps

## Health Equity

### *Health Disparities and Inequities*

Unfortunately, not every person experiences the same conditions. Barriers exist in the community that prevent people from accessing opportunities for health. This creates health disparities, or population-based differences in health outcomes linked to social, economic, and/or environmental disadvantages. Factors that contribute to health inequities may include low educational attainment, high rates of poverty, unemployment, and lack of access to healthy foods and stable housing. Improving the health of all people in the community requires us to identify health disparities and address the causes of those inequities. Equal outcomes cannot be achieved until all people receive the same opportunities to attain health and wellness.



**Health disparities** = differences in health



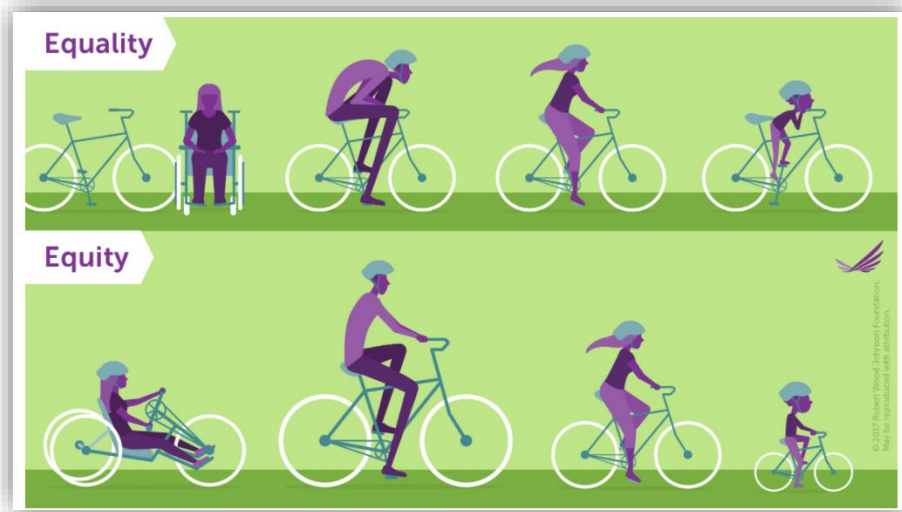
**Health inequities** = disparities based on social circumstances

*Focus on Health Equity*

Health equity was a guiding principle for the CHIP development process. Health equity exists when all people have a fair and just opportunity to be healthy<sup>2</sup>. Therefore, more resources may need to be directed toward certain groups or parts of the community to produce the same results found elsewhere. This “one-size does not fit all” approach is illustrated in Figure 3.

***Health equity exists when all people have a fair and just opportunity to be healthy.***

A health equity lens was applied at each phase of the CHIP development process, from data review to the selection of evidence-based strategies. It was important to identify which community members had the most significant needs; that information helped us find the most effective strategies to improve social and physical conditions and give people more and better opportunities to be healthy. Community members engaged in CHIP development focused on choosing strategies that didn’t just target individual health behaviors, but also targeted the root causes or underlying factors that shape the community’s health. The CHIP includes intentional strategies that enhance social and physical conditions to increase equitable access to opportunities that foster positive health outcomes. Health equity will continue to be a key focus as the CHIP is implemented in the community and as we evaluate its impact.



**Figure 3.** Equality vs. Equity  
**Image source:** Robert Wood Johnson Foundation



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## ABOUT EAU CLAIRE COUNTY COMMUNITY COALITIONS

Although the CHIP is a document created and owned by the community, two of Eau Claire County's largest coalitions and partners have been extensively involved in CHIP development. These coalitions are committed to leading the charge to address community health priorities that are aligned with their scope of work. Eau Claire Healthy Communities and the Alliance for Substance Misuse Prevention are two long standing coalitions in the community that share a goal to address community health priorities. These two coalitions have a strong history of collaboration to decrease substance misuse and will continue to partner to reach community health improvement goals involving two priorities: drug use and alcohol misuse. Collaboration between the two entities will reduce duplication of effort and costs and promote greater coordination of resources to have a more significant impact on the health of the community.

### Eau Claire Healthy Communities

#### **Vision:**

Everyone Living Better, Longer



#### **Mission:**

Promote the health and well-being of individuals, families, and communities of Eau Claire County through collaborative focused action.

Eau Claire Healthy Communities provides a “table” where stakeholders collaborate to understand Eau Claire County's current and future health needs through a process of assessing, prioritizing, and addressing health needs. Our coalition is committed to using health data and best practices to inform our decision-making process. Over the past 20+ years, Eau Claire Healthy Communities has been vital to bringing several successful programs to our community.

#### **Partners:**

Over 250 diverse partners from across the county participate in Eau Claire Healthy Communities, a community-based coalition developed to create and maintain healthy communities. Together they work to better align efforts among community partners and create a strategic framework for collaborative local health improvement activities.

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## Structure:

Eau Claire Healthy Communities consists of a broad-based Council and Action Teams that are all working to promote the health and well-being of individuals, families, and communities of Eau Claire County.



### **Mental Health Action Team**

Works to increase strong, healthy social connections among people of all ages to promote mental wellness.



### **Chronic Disease Prevention Action Team**

Works to prevent the onset of chronic disease by making healthy choices the easy choice, where people live, work, and play



### **Healthy Relationship Promotion Action Team**

Works to promote healthy social connections in order to create safer and healthier relationships for all.



### **High-Risk Drinking Prevention Action Team**

Works to create a positive change around the culture of drinking in our community.



### **Oral Health Promotion Action Team**

Works to increase community awareness about the importance of oral health care and the effects on “whole body” health.



### **Healthy Eau Claire Legislative Task Force**

Works with the Eau Claire City-County Board of Health to strengthen relationships with legislators to improve community health.



### **Assessment/Planning Task Force**

Examines health data to identify, prioritize, and decide how best to assess health problems in the community.



Visit us online at [www.ehealthycommunities.org](http://www.ehealthycommunities.org)

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## Alliance for Substance Misuse Prevention

### Vision:

A community culture free from the misuse of alcohol, tobacco, and other drugs.

### Mission:

To Improve the lives of children, youth, and adults by mobilizing communities to prevent and treat alcohol, tobacco, and other drug misuse in Eau Claire County.



### History:

The Alliance for Substance Misuse Prevention (Alliance) is an Eau Claire County coalition focused on preventing and reducing substance misuse. We are proud to be celebrating 20 years as a coalition in 2022. The Alliance was formed in 2002 as a coalition aimed at preventing substance misuse through implementation of evidence-based strategies involving schools, families, and the community. Focus areas were youth alcohol and marijuana prevention. Through additional grant funding, we were able to expand our work to include tobacco prevention and prescription drug misuse.

### Members:

More than 20 member organizations support the work of the Alliance. These include the Eau Claire City-County Health Department, which serves as the fiscal agent and backbone agency for the Alliance. We have active engagement from businesses, faith-based organizations, education, healthcare, youth-serving organizations, law enforcement/EMS, youth, civic/volunteer groups, and others. The Alliance meets every-other month six times a year (3<sup>rd</sup> Tuesday of odd-numbered months from 8:00-9:00am).

### Current work:

The Alliance's work has expanded beyond a prevention-only focus, with an understanding that cessation and treatment services play a key role in substance misuse prevention and reduction. Current grant funding allows us to dedicate time to work on prevention, harm reduction, and other strategies around opioids, underage drinking, vaping, commercial tobacco, and marijuana use.

### Structure:

Two co-chairs, elected in opposite years, help lead the Alliance. Additionally, there is an Alliance facilitator to help with technical assistance.



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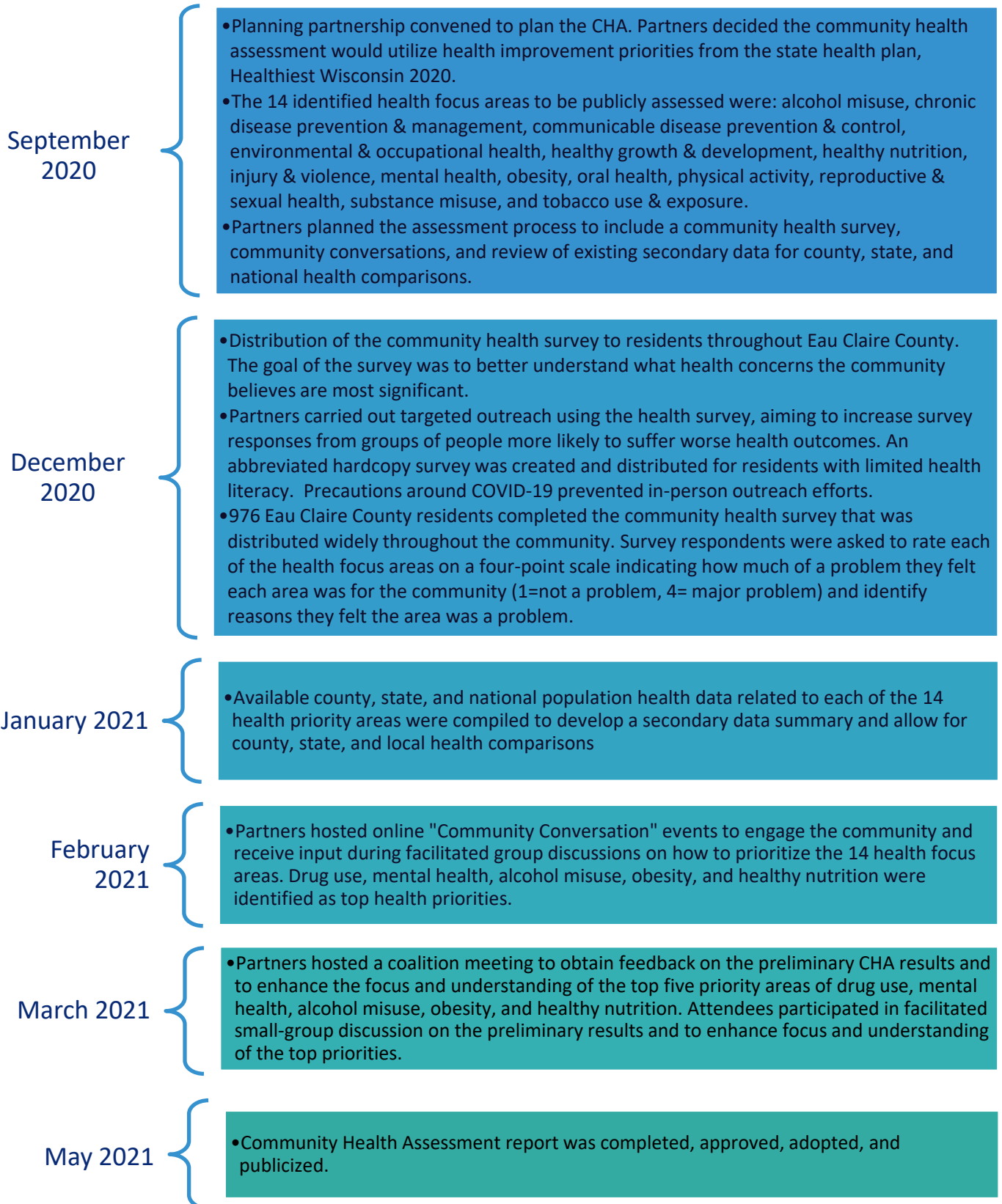
## 2021 COMMUNITY HEALTH ASSESSMENT PROCESS

To combine efforts and resources and better serve the community, local non-profits, healthcare systems, and health departments collaborated to conduct a two-county community health assessment (CHA) in 2021. This process identified the following top health priorities: drug use, mental health, alcohol misuse, obesity, and healthy nutrition. These health priorities were very similar to those identified in the 2018 CHA and community health improvement process (mental health, drug use, alcohol misuse, chronic disease, and obesity.)

Nine organizations in Eau Claire and Chippewa counties partnered to complete the 2021 CHA by jointly assessing their communities' health needs and assets, identifying top health concerns, and working toward prevention in those areas of concern. Due to COVID-19, all planning and public meetings were held virtually – it is the first time the CHA process has been conducted almost entirely online. The partners listed below engaged a broad cross section of the community to develop the [2021 Community Health Assessment](#).



## Timeline for Community Health Assessment Process



# COMMUNITY HEALTH IMPROVEMENT PLAN

## CHIP Development Process

CHIP development was guided by the *County Health Rankings and Roadmaps Take Action Cycle*. As illustrated in Figure 4, this cycle depicts a series of steps for transforming community health. This continuous sequence begins with organizations working together to assess community needs and resources and set priorities. That leads to the selection of evidence-informed policies and programs to address priority issues. Each step of the action cycle is a critical piece toward improving community health for all. The *Take Action Cycle* steps as they relate to Eau Claire County’s CHIP development process are detailed in the following pages.

Within the structure of Healthy Communities and the Alliance, there are over 250 diverse stakeholders that collaboratively work on identified health issues. To develop the CHIP, coalition members, coalition action teams, and community partners convened on a regular basis over the course of several months to plan goals, objectives, and strategies for each health priority. These groups will continue to meet regularly to implement strategies and evaluate progress towards goals and objectives. Coalition leadership and support structures will review health priority progress as well to continue to support broad collaborative action.

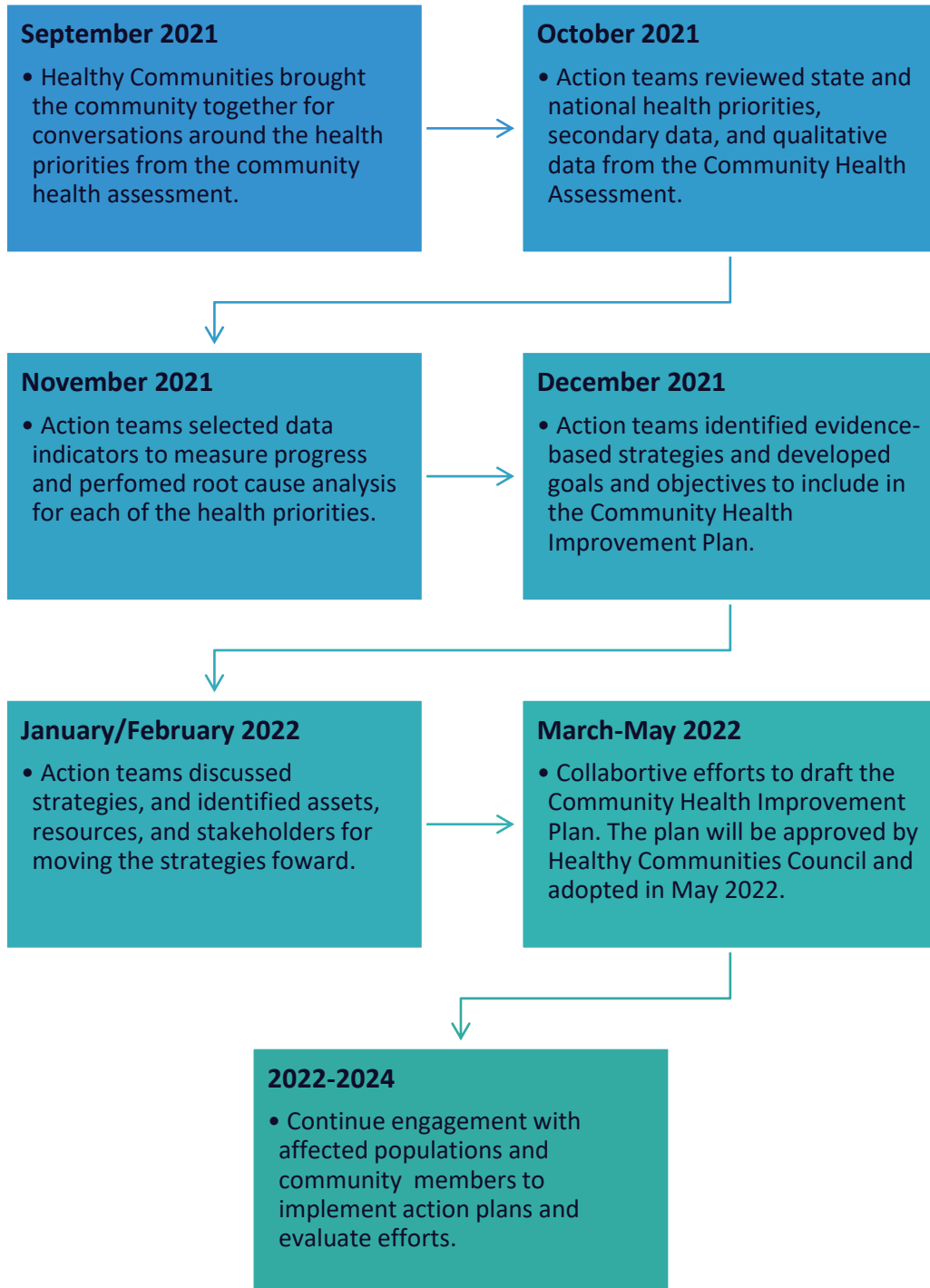


Figure 4. Take Action Cycle

Image source: County Health Rankings and Roadmaps

# Timeline for Community Health Improvement Plan

From October 2021–January 2022, coalition action teams, coalition members, and community partners committed to address the health priorities followed the same process to assess community needs and resources, focus on what’s important, and choose effective policies and programs that fit the needs of Eau Claire County. Timeline and details are provided below.



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## Community Engagement

Engaging the community was an essential element of the CHIP development process and will continue to be key in implementing and sustaining community health improvement efforts. Goals, objectives, and strategy approaches outlined in the CHIP were driven and shaped by the input and involvement of community members and partners.

Due to the COVID-19 pandemic, this year's community health improvement planning meetings were held virtually. It is the first time this process has been conducted entirely online. The virtual format presented a unique challenge to community engagement. Online interactive methods were incorporated into meetings to continue to engage partners and action teams in the virtual planning process. Despite new challenges, the virtual format did allow for participants to weigh in from a variety of locations throughout the creation of the CHIP.

### CHIP Kick-off Community Conversations

The CHIP development process was kicked-off with a pair of virtual community conversations events in September 2021. The purpose of the events was to bring the community together to learn more about the top health priorities identified in the CHA and engage residents in initial discussions around these issues in Eau Claire County.

In total, around 50 people were in attendance. Attendees represented healthcare, public schools, non-profits, local government, and the general public. At each event, there was a brief review of primary and secondary data points for each of Eau Claire County's top health priorities: drug use, mental health, alcohol misuse, obesity, and healthy nutrition. CHA survey responses and some local, state, and national statistics were shared. In focused breakout room discussions, participants dove deeper into these priorities and identified root causes behind them. Participants engaged in interactive discussion, using an online platform where they could freely share their thoughts. Several attendees of these events indicated desire to be involved in the community's work to address the health priorities.

Community engagement will remain vital as the community moves forward with implementation of the strategies outlined in the CHIP. Engagement of key stakeholders will optimize reach to populations most in need and allow for positive changes throughout the community.



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Key takeaways from the community discussion around the top health priorities at the Community Health Improvement Plan kick-off community conversations are summarized below.

### **Drug Use**

- Drugs are widely available/accessible in the community
- Existing issues/barriers to accessing treatment and recovery supports
- Identification of risk factors- including trauma and mental health conditions
- Stigma and misunderstanding of substance use disorder

### **Mental Health**

- Existing issues/barriers to accessing mental health services
- Stigma and misconceptions of mental health conditions
- Poor socioeconomic conditions as risk factors (e.g., poverty, lack of affordable housing)

### **Alcohol Misuse**

- Alcohol is easily accessible/ widely available in the community
- Alcohol misuse is socially acceptable
- Issues/barriers to accessing treatment and recovery supports
- Stigma and misunderstanding of substance use disorder

### **Obesity**

- Sedentary lifestyles
- Cost as a barrier to physical activity
- Lack of awareness around available options for physical activity/recreation

### **Healthy Nutrition**

- Lack of access to healthy foods for all people
- Lack of knowledge/education on nutritional guidelines
- Lack of knowledge and/or skills for preparation of healthy foods

### **Healthy Relationship Promotion\***

- Community barriers to forming healthy relationships
- Lack of skills to build healthy relationships
- Inaccurate media portrayal of healthy relationships

## Take Action Cycle

This section of the report details how each step of the *Take Action Cycle* was carried out in Eau Claire County to develop the 2021-2024 CHIP.

### May 2021

After approval of the 2021 Community Health Assessment (CHA), the following health priorities were adopted for the 2021–2024 Community Health Improvement Plan (CHIP). The table below outlines which groups are taking the lead to guide the work around each of the health priorities included in the 2021-2024 CHIP.

Health Priority	Mental Health 	Obesity Healthy Nutrition 	Healthy Relationship Promotion 	Drug Use 	Alcohol Misuse 
Team	Mental Health Action Team	Chronic Disease Prevention Action Team	Healthy Relationship Promotion Action Team	The Alliance for Substance Misuse Prevention	The Alliance for Substance Misuse Prevention

**Interconnectedness between health priorities:** Although each action team may primarily focus on one or two health priorities, it is acknowledged and understood that each of the health priorities are related and interconnected.

## Assess Needs & Resources

*Explored community strengths, resources, needs, and gaps to help decide where and how to focus efforts.*

### October 2021

- **Review 2018–2021 CHIP**
  - Action teams reviewed goals and objectives from the 2018 CHIP and discussed successes and challenges to guide the future focus and direction of the 2021-2024 CHIP.
- **Discuss State & National Health Plan Alignment**
  - Action teams reviewed and discussed goals, objectives, and data indicators included in the national health plan (Healthy People 2030) and state health plans (Healthy Wisconsin 2020 and Healthiest Wisconsin 2020), were reviewed and discussed. Healthy People 2030

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provides data-driven national objectives to improve health over the next decade. Healthiest Wisconsin (HW2020) provides a broad overview of Wisconsin health issues and focus areas for improvement over the next ten years. Healthy Wisconsin 2020 provides a way to “dig deeper” into the HW2020 focus areas by identifying goals and objectives for the top improvement areas. All the plans helped provide a strong framework for discussion around data indicators, goals, and objectives to address locally.

- **Identify Assets/Resources**
  - Action teams referenced and updated the existing assets and resources inventory from the 2020-2021 Community Health Assessment. This helped the team identify local assets and resources that may be utilized to help the community address each health priority area.
- **Determine Guiding Questions**
  - To move towards selection of priorities, action teams discussed the questions: What is the “low-hanging” fruit? Where can we have the greatest impact on health in the long term? What is the change community members most want to see? How can we most efficiently use our resources? How can disparate outcomes impact certain populations?
- **Review & Analyze Data/Health Equity**
  - Using secondary data and qualitative survey data from the CHA, action teams discussed the implications for the community and any themes or trends that emerged. They paid particular attention to addressing health disparities and enhancing health equity in the community.

## Focus on What’s Important

*Focus the community’s efforts and resources on the most important issues to achieve the greatest impact on the identified health priorities.*

### November 2021

- **Selection of data indicators**
  - Based on the data discussions at the November 2021 action team meetings, the teams selected health data indicators to narrow the focus for the 2021–2024 CHIP. Each action team chose 5-6 data indicators to guide its work. Indicators will be used to show how strategies are making a difference on health outcomes over time. Data indicators were also used as a basis for root cause analysis of the top health priorities.
- **Analyze root causes**
  - In this meeting, action team members used selected data indicators and emerging themes that they identified from their November 2021 data review as the basis for a root cause analysis process. Root cause analysis helped the team members understand the underlying, or basic causes of a health issue, rather than the surface-level “symptoms” of a health issue. Once these root causes are understood, appropriate, effective solutions can be identified. In this process, teams engaged in interactive discussion to identify factors (social, cultural, economic) that contribute to making the health priority an issue in the community that may serve as targets of change. The “But why?” technique was used to identify root causes of the

top health priorities. This technique studies a problem by asking questions to find out what caused it<sup>3</sup>.

## Health Priority Root Cause Analysis Themes

*Identified during action team and community partner meetings*

Drug Use
<p><b>Root Causes</b></p> <ul style="list-style-type: none"><li>• Drugs are widely available/accessible in the community</li><li>• Issues/barriers to accessing treatment and recovery supports</li><li>• Risk factors for substance use (ACEs, trauma, and mental health conditions)</li><li>• Stigma and misunderstanding of substance use disorder</li><li>• Substances are misused as a coping mechanism</li></ul> <p><b>Linked to:</b></p> <ul style="list-style-type: none"><li>• Substance use disorders</li><li>• Mental health and emotional wellness</li><li>• Impact on social relationships</li><li>• Heart disease, cancer(s), neurological issues</li><li>• Socioeconomic factors like income and stable housing</li><li>• Community safety concerns</li></ul> <p><b>Gaps in Services or Understanding:</b></p> <ul style="list-style-type: none"><li>• Lack of services, providers, support, or finances to receive services</li></ul>

Mental Health
<p><b>Root causes:</b></p> <ul style="list-style-type: none"><li>• Limited strong community/social connections</li><li>• Loss of social connections due to pandemic/increased social media and technology use</li><li>• Stigma associated with mental health conditions as a barrier to seeking help</li><li>• Lack of coping strategies for those who are struggling</li><li>• Adverse childhood experiences (ACEs) and limited resiliency</li><li>• Limited access to mental health services (lack of mental health providers, crisis options, inpatient, and outpatient services, etc.)</li></ul> <p><b>Linked to:</b></p> <ul style="list-style-type: none"><li>• Drug use, alcohol misuse as a coping mechanism</li><li>• Decreased social connectedness has impact on physical health</li><li>• Increased screen time interferes with sleep, physical activity</li></ul> <p><b>Gaps in Services or Understanding:</b></p> <ul style="list-style-type: none"><li>• Lack of services/providers/support (especially for adolescents), or finances to receive services</li><li>• Lack of knowledge of mental health services and resources</li><li>• Shortage of inpatient services, crisis options, and long wait times</li><li>• Focus on reactive treatment (with medications) rather than prevention</li></ul>

## Alcohol Misuse

### Root causes:

- Alcohol is widely available/accessible in the community (prevalent at events, sporting events, parties, etc.)
- Social norm/drinking culture- alcohol misuse is accepted in community
- Issues/barriers to accessing treatment and recovery supports
- Lack of understanding of alcohol misuse and alcohol use disorders
- Alcohol misuse is used as a coping mechanism
- Lack of understanding of potential consequences of drinking and driving
- Impaired driving due to limited free/low-cost transportation options across the county (e.g., rural areas)

### Linked to:

- Alcohol use disorders
- Mental health and emotional wellness
- Social connectedness; culture of alcohol use
- Oral health conditions
- Permanent liver damage due to heavy/chronic drinking

### Gaps in Services or Understanding:

- Lack of alcohol-free activities and activities that implement best practices to prevent alcohol misuse
- Lack of consistent definition of designated driver
- Lack of late-night transportation, overnight parking, etc.

## Obesity

### Root causes:

- Lack of awareness of the physical activity/recreational assets available in Eau Claire County
- Busy schedules- difficult to make time for physical activity
- Too much screen time
- Sedentary lifestyles- insufficient daily physical activity
- Negative perspective towards physical activity in the winter
- Poor diet, insufficient nutritious food and beverage consumption

### Linked to:

- Increased physical activity boosts mental health/social connectedness
- Excessive screen time impacts mental health/ability to relate face-to-face with others

### Gaps in Services or Understanding:

- Built environment is not conducive to routine exercise
- Lack of knowledge/awareness of activities to stay active in winter

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## Healthy Nutrition

### Root causes:

- Lack of knowledge of nutritional guidelines
- Lack of skill and/or knowledge of preparing healthy food
- Lack of access to healthy food sources due to a variety of barriers (location of markets, transportation to stores, expensive prices, etc.)
- Marketing and affordability of unhealthy foods

### Linked to:

- Sugar-sweetened beverages correlate with obesity, chronic diseases, and oral health issues
- High access to fast food and sugar sweetened beverages
- High cost of healthy foods

### Gaps in Services or Understanding:

- Access to healthy foods
- Lack of knowledge (what are healthy foods, how to prepare, community resources and programs, etc.)

## Healthy Relationship Promotion

### Root Causes:

- Negative family dynamics or relationship modeling
- Social norms, teen dating culture, peer pressure, and social media influence on relationships
- Lack of skills to build healthy relationships, or awareness that it takes intentional effort
- Negative portrayal of relationships in media/social media
- Lack of knowledge on healthy relationship resources and tools

### Linked to:

- Mental health and alcohol and other drug use (AODA) impacts
- Domestic violence / relational violence/neglect

### Gaps in Services or Understanding:

- Need to shift the conversation from treatment of issues to prevention
- Lack of community mental health, and AODA resources
- Lack of integration of systems
- Unhealthy behaviors are difficult to recognize

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## Choose Effective Policies & Programs

*Coalition/action team members and partners chose effective strategies based on evidence, community input, community assets and resources, health disparities, and community readiness. Strategies were also chosen to align with state and national health plan goals.*

**Explore evidence-based strategies:** Eau Claire City-County Health Department assisted in researching evidence-based interventions at all levels to effectively address root causes of the identified health priorities utilizing information from the root cause analyses done by the community.

- Evidence-based strategies were gathered from County Health Rankings and Roadmaps’ “What Works for Health” and additional resources about evidence-based practice resources from the state and national health plans.
- Strategies were placed in an intervention planning matrix to help teams visualize strategies through several approaches (programs, systems change, environmental change, policy). These approaches can reach different spheres of influence (individuals, families, and social networks; organizations & institutions; and community). Strategies are more heavily focused on policy, systems, and environmental change to modify the environment to make healthy choices practical and available to all community members. By changing policies, systems and/or environments, teams can better tackle the complex health issues identified by the community.
- Research was also done to identify strategies used in other communities. Learning what worked in other communities helped prioritize the most effective approach for our own community. Community health problems are complex and require upstream, multi-faceted approaches.
- Additional policies and programs were discussed at meetings based on coalition member and partner feedback.

### December 2021

- **Review goals:** Action teams reviewed draft goals and objectives and provided feedback for finalization.
- **Consider the impact:** Action teams discussed how interventions would affect disparate populations in our community: BIPOC, LGBTQ+, Hmong, elderly, rural, underinsured, or uninsured, low-income residents, and additional populations affected unequally by identified health priorities. Action teams will continue to engage with affected populations and those who serve these populations as strategies are selected and implemented throughout the three-year plan.
- **Consider the community:** Action teams assessed the context in which the strategy would be implemented by discussing the following factors: the community’s level of readiness, the extent to which appointed leaders and influential community members are supportive of the issue, community climate toward the issue, community knowledge about the issue, and resources available to support efforts.
- **Consider the stakeholders:** Action teams continued to discuss assets/gaps and how they could partner with organizations to either fill a gap or expand capacity to community efforts.

- 
- **Select effective strategies:** Action team members identified evidence-based strategies based on the 2021 CHA secondary and community health survey data, root cause analysis themes, and community assets and resources discussions from previous meetings. Action teams voted on strategies to include in the 2021-2024 CHIP that would make a difference in moving the needle to improve health in the community.

## Act on What's Important

*Action teams defined what they want to achieve with each program or policy, and how it will be achieved.*

### January 2021

- **Develop work plan**
  - A work plan was created to track progress toward goals and objectives and show responsibility for implementing strategies outlined in the CHIP. Each health priority has a work plan that serves as roadmap to the achieve health priority goals and objectives through clearly identified activities and action steps. Each of the health priority work plans include community health priority goals, measurable objectives, improvement strategies and activities, time frame, status of the effort, person(s) responsible, data indicators to measure success, strength of evidence, evaluation measures to assess implementation progress, and a place to records notes/results. Each work plan is a living document that will be used throughout the CHIP time span to track and share progress with community coalitions and the community at large. Progress will be reflected on these work plans as strategies are completed or new strategies are added over the three-year period.

## Work Together

*Everyone has a role to play in improving the health of communities. To move from data to action, the community has engaged and will continue to engage diverse stakeholders from multiple sectors.*

- **Build relationships**
  - After strategies were selected in the December 2021 meetings, action teams used the *County Health Ranking & Roadmaps Take Action Cycle* to identify stakeholder groups that could be at the “table” to help work towards new goals for the identified health priorities.
- **Stakeholder identification and discussion**
  - Coalition action teams review their membership list to ensure that a diverse set of stakeholders are invited to join the team and help them accomplish their goals and objectives. As strategies are chosen and implemented throughout the three-year plan, action teams will gain input from and engage affected populations and/or those that serve affected populations.



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## Communicate

*Communication is an ongoing, integral step in the Take Action Cycle. In addition to regular meetings, Eau Claire Healthy Communities and the Alliance strive to have high levels of communication with members and community partners.*

### April 2022:

- The draft CHIP was shared with the Healthy Communities Steering Committee and with members of the Alliance. Revisions were made to the CHIP based on feedback received.

### May 2022:

- The updated CHIP was shared at the Eau Claire Healthy Communities Council and Alliance for Substance Misuse Prevention meetings. The 2021-2024 Eau Claire County CHIP was approved and adopted.
- The CHIP is available online at [www.ehealthycommunities.org](http://www.ehealthycommunities.org) and has been shared with community partners and the community at-large through social media, emails, and a press release.

## Evaluate Actions

*Coalition action teams and responsible parties identified measures and indicators to monitor progress over time.*

- **Prepare to evaluate**
  - As coalition action teams and responsible parties continue to work together, they will use evaluation tools to assess the community's readiness for implementation of policies/program, monitor results of implemented policies/programs, and evaluate policy/program outcomes.
- **Share evaluation results**
  - The work plans are evolving documents and will be publicly accessible through the [Eau Claire Healthy Communities](http://Eau Claire Healthy Communities) website so that partners, community organizations, and community members can track progress and provide input into areas of improvement. Eau Claire Healthy Communities will document when the work plan has been reviewed and revised. The information from the work plan will be shared in an annual report on the community's progress toward implementing CHIP strategies.
- **Review evaluation results:**
  - Coalition action teams and responsible parties will review and update work plans online at least quarterly to help the community monitor the progress toward achieving the goals and objectives identified in the CHIP.



**To see current health priority action plans and stay up-to-date with CHIP progress, visit [www.ehealthycommunities.org](http://www.ehealthycommunities.org)**

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# HEALTH PRIORITY AREAS

The 2021–2024 Community Health Improvement Plan addresses the following health priorities and health areas:

-  **Drug use**
-  **Mental health**
-  **Alcohol misuse**
-  **Obesity**
-  **Healthy nutrition**
-  **Healthy relationship promotion**
-  **Oral health promotion**

For each of these identified health priority areas, the following pages summarize: the impact each health priority or health area has on the community, the importance of prevention, 2021–2024 improvement goals, measures for success, current stakeholders, and strategies considered by the community to take action to improve health.

These community health issues are complex to solve, as each health priority is interconnected with other priorities. The strategies selected in the CHIP show the collaborative approach being taken to help make an impact in our community. Below is a graphic that shows a few examples of the many ways the health priority areas are interconnected.

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## DRUG USE

### **Drug use is a health priority in Eau Claire County because...**

Use of substances like methamphetamine, marijuana, heroin, fentanyl, and the misuse of prescription drugs has devastating health and social effects on the lives of individuals, their families, and the community. Health consequences of using illegal drugs and misuse of prescription drugs can include infection, injuries, mental health effects, overdose, and death. Social consequences of drug use include increased risk of poor performance or lost productivity in school or the workplace, and the spread of crime, violence, or hazardous conditions that impact community safety<sup>4</sup>. These consequences can strain associated community agencies and organizations, including law enforcement and healthcare systems. These impacts are also felt throughout our community, as 74% of Eau Claire County residents surveyed in the community health assessment believe that drug use is a major or moderate problem locally, and 72% reported concern that drugs are easily available<sup>5</sup>.

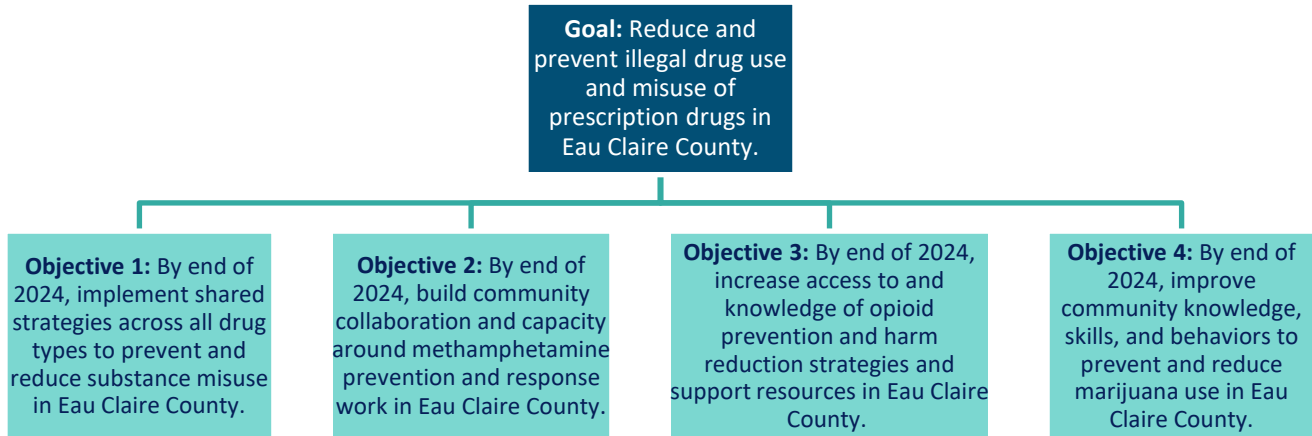
### **Prevention of drug use is important to Eau Claire County.**

Use of illegal drugs and misuse of prescription drugs and associated negative outcomes contribute to significant morbidity, mortality, and economic costs to society. Substance use disorder is among the most common conditions that cause disability and carry a high burden of disease in the United States. This results in substantial costs to families, employers, and healthcare systems. Preventing substance use disorders and related problems in children, adolescents, and adults is critical to physical, mental, and community health. Preventing or delaying substance use initiation among youths can reduce later risk for substance use and substance use disorders in adulthood. Thus, it is important to look at the impact of substance use at the local level and identify prevention and reduction efforts to move towards a healthier community. Mobilizing the community, raising awareness that substance use disorder is a disease, encouraging safe behaviors, and enhancing access to available treatment are all essential.<sup>3</sup> Prevention and harm reduction of drug use in the community requires a multi-faceted approach aimed at the various stages of the life span, from youth to adults of all ages, with involvement from many sectors across the continuum of care.



## Goal and Objectives

The following goal and objectives were identified at a meeting of Alliance members and community partners based on several factors: root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness. See [www.getinvolvedasap.org](http://www.getinvolvedasap.org) for more information.



## How We Know We are Making a Difference

Data indicators that will be used to measure success over time.

Key: ✓ or ✗ indicates whether Eau Claire County did better or worse compared to Wisconsin or the nation.

Data indicator	Eau Claire County	Wisconsin	United States
Rate of drug overdose deaths per 100,000 people <sup>6</sup>	Methamphetamine: 2.6	Methamphetamine: 1.6 ✗	—
	All opioids: 7.3	All opioids: 13.8 ✓	—
Rate of emergency room visits for all opioid overdoses per 100,000 people <sup>7</sup>	53.1	51.9 ✗	—
Percentage of high school students who used methamphetamine one or more times <sup>8</sup>	2%	2% =	2% =
Percentage of high school/middle school students who ever misused prescription pain medication. <sup>8</sup>	HS: 9%	11% ✓	14% ✓
	MS: 3%	—	—
Percentage of high school/middle school students who used marijuana in the past month <sup>8</sup>	HS: 14%	20% ✓	22% ✓
	MS: 2%	—	—



## Current Stakeholders

*Stakeholders involved in Alliance’s drug use prevention and reduction work.*

Altoona Police Department	Marshfield Clinic Health System
At The Roots, LLC	Mayo Clinic Health System
Augusta Area School District	Morning Rotary Club
Augusta Police Department	Neighbor to Neighbor
Criminal Justice Services	Northwoods Coalition
Eau Claire Area Hmong Mutual Assistance Association, Inc.	Prevea Health
Eau Claire Area School District	REALTORS Association of Northwestern WI
Eau Claire County Department of Human Services	Regis Catholic Schools
Eau Claire County Restorative Justice	School District of Altoona
Eau Claire County Sheriff's Office	State of WI Regional DHS
Eau Claire Fire Department	The Boys & Girls Clubs of the Greater Chippewa Valley
Eau Claire Police Department	The Community Table
Fall Creek School District	UW-Eau Claire
Fall Creek Police Department	UW-Madison Division of Extension Eau Claire County
HSHS Sacred Heart Hospital	Vivent Health
Lutheran Social Services	YMCA of the Chippewa Valley



## Strategies

*Some policies and practices considered by the Alliance and community partners to prevent, reduce, and increase awareness of drug use. (\* = **evidence-informed strategies**)*

- Early, targeted, education for youth\*, families, community members, and local officials
- Equip community professionals with the knowledge, skills, and tools to recognize, intervene, and support individuals with or at risk for substance misuse\*
- Increase awareness of how to access treatment, recovery, and support resources in the community
- Research and recommend policies in various settings (schools, workplace) to promote healthy behaviors and discourage unhealthy behaviors\*
- Increase access to harm reduction actions, (e.g., Narcan distribution\*, safe needle disposal\*, etc.)
- Research and recommend policies/strategies to address marijuana use from states where marijuana is legalized\*



## Alignment with State & National Plans

State and national plans were reviewed to help form health priority goals, objectives, and strategies that align with the vision of the state and nation that also consider disparate populations.

Below are some of the specific state or national goals and/or objectives that align with drug use prevention and reduction efforts included in the 2021-2024 Eau Claire County CHIP.

Drug Use
<p><b><u>Healthiest Wisconsin 2020 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Reduce unhealthy and risky alcohol and other drug use by changing attitudes, knowledge, and policies, and by supporting services for prevention, screening, intervention, treatment, and recovery.</li> <li>• Assure access to culturally appropriate and comprehensive prevention, intervention, treatment, recovery support and ancillary services for underserved and socially disadvantaged populations who are at higher risk for unhealthy and risky alcohol and other drug use.</li> </ul>
<p><b><u>Healthy WI 2020</u></b></p> <ul style="list-style-type: none"> <li>• Goal: Prevent harmful opioid use and reduce opioid-related consequences</li> <li>• Objective: Increase access to a full continuum of family-centered treatment services throughout Wisconsin, including in rural areas and within underserved populations.</li> </ul>
<p><b><u>Healthy People 2030 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• <u>Reduce the proportion of adults who used drugs in the past month — SU-07</u></li> <li>• <u>Reduce the proportion of adolescents who used drugs in the past month — SU-05</u></li> <li>• <u>Reduce the proportion of adults who use marijuana daily or almost daily — SU-08</u></li> <li>• <u>Reduce the proportion of adolescents who used marijuana in the past month — SU-06</u></li> <li>• <u>Reduce the proportion of people who misused prescription drugs in the past year — SU-12</u></li> <li>• <u>Reduce the proportion of people who used heroin in the past year — SU-16</u></li> <li>• <u>Reduce drug overdose deaths — SU-03</u></li> <li>• <u>Increase the proportion of people with a substance use disorder who got treatment in the past year — SU-01</u></li> <li>• <u>Increase the proportion of adolescents who think substance abuse is risky — SU-R01</u></li> </ul>

# MENTAL HEALTH

## Mental health is a health priority in Eau Claire County because...

Mental health is essential to personal well-being, family and interpersonal relationships, and the ability to contribute to a community or society. Mental health is a state of successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and the ability to adapt to change and to cope with challenges. 72% of community health survey respondents considered mental health a major or moderate problem in Eau Claire County. 83% of respondents believed this is because people don't feel comfortable seeking mental health-related services. 76% stated people cannot easily access mental health treatment services and resources.<sup>5</sup> Concerningly, the suicide rate per 100,000 people in Eau Claire County has continued to increase from 16.1 in 2014-2015 to 18.8 in 2018-2019.<sup>9</sup> This exceeds state and national rates and is well above the Healthy People 2030 target of 12.8. In addition, over the past 10 years, the average number of mentally unhealthy days in one month have increased by 1.5 days for Eau Claire County residents.<sup>10</sup>

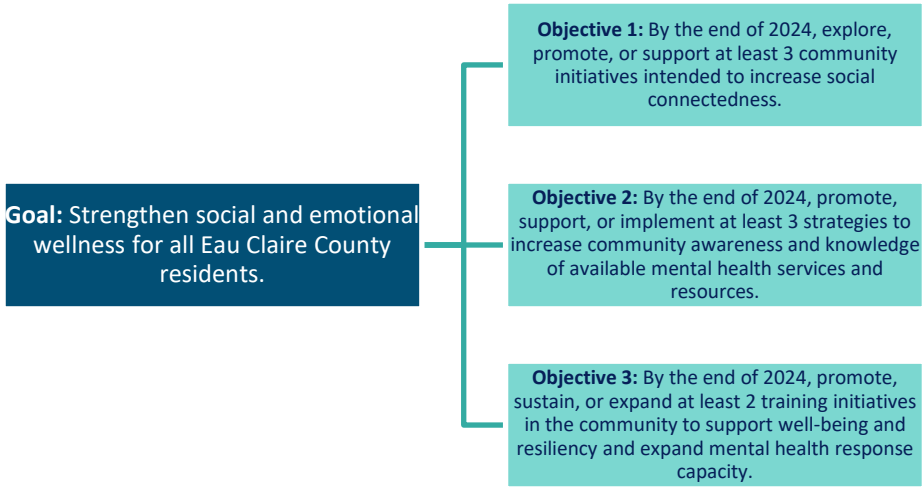
## Prevention of mental health issues is important to Eau Claire County.

Mental health conditions affect all ages and influence many areas of one's mental and emotional well-being. Mental health plays a major role in people's ability to maintain good physical health. Mental health issues are commonly associated with physical health problems and increased risk factors like substance misuse, tobacco use, physical inactivity, and obesity. These risk factors can lead to chronic disease, injury, and disability, all of which can decrease overall quality of life. Strong social connection, positive relationships, and sound coping skills improve mental well-being and are some of the most effective protective factors for anxiety, depression, and other mental health conditions<sup>11</sup>. Strengthening protective factors, increasing opportunities to access support resources, and providing people with positive coping mechanisms and response skills can improve the community's mental health status and outcomes.



### Goal and Objectives

Members of the Mental Health Action Team identified the following goal and objectives based on several factors: root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.





## How We Know We Are Making a Difference

Data indicators that will be used to measure success over time.

Key: ✓ or ✗ indicates whether Eau Claire County did better or worse compared to Wisconsin or the nation.

Data indicator	Eau Claire County	Wisconsin	United States
Average number of mentally unhealthy days reported in the past 30 days <sup>10</sup>	4.0	4.0 =	4.0 =
Suicide deaths (rate per 100,000) <sup>9</sup>	18.8	14.4 ✗	14.08 ✗
Percentage of high school/middle school students in the past year feeling sad and/or hopeless almost every day for two weeks or more <sup>8</sup>	26% HS	28% ✓	36.7% ✓
	25% MS	—	—
Percentage of high school/ middle school students in the past year with significant problems feeling very anxious, nervous, tense, scared, or like “something bad was going to happen” <sup>8</sup>	45% HS	49% ✓	—
	47% MS	—	—



## Current Stakeholders

Stakeholders involved in Mental Health Action Team work.

At the Roots, LLC.

CC We Adapt

Community Members

Eau Claire Area School District

Eau Claire City- County Health Department

Eau Claire County Department of Human Services

Group Health Cooperative

HSHS Sacred Heart Hospital

JONAH

LE Phillips Memorial Library

Lutheran Social Services

Marshfield Clinic Health System

Mayo Clinic Health System

Mental Health Matters Coalition

National Alliance on Mental Illness (NAMI) –Chippewa Valley

United Way of The Greater Chippewa Valley

University of Wisconsin-Eau Claire

UW-Madison Division of Extension Eau Claire County

Wisconsin Child Psychiatry Consultation Program (WI CPCP)

Western Dairyland Fresh Start Program



## Strategies

*Some practices and programs considered by the Mental Health Action Team to improve social connection, increase awareness of mental health resources, and support well-being and resiliency. (\* =evidence-informed strategies)*

- Promote community activities and programs that increase connectedness and social support between individuals, family, and organizations\*
- Explore and recommend a community intervention intended to improve access to mental health services\*
- Continue and expand community mental health trainings, including Question, Persuade, Refer (QPR) Suicide Prevention Training for youth and adults; Mental Health First Aid\*; Adverse Childhood Experiences (ACEs) and Resiliency\*
- Outreach and distribution of mental health-related resources to priority populations
- Annual mental health awareness month community activity

## Alignment with State & National Plans

*State and national plans were reviewed to help form health priority goals, objectives, and strategies that align with the vision of the state and nation that also consider disparate populations.*

Below are some of the specific state or national goals and/or objectives that align with mental health promotion efforts included in the 2021-2024 Eau Claire County CHIP.

Mental Health
<p><b><u>Healthiest Wisconsin 2020 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Reduce disparities in suicide and mental health disorders for disproportionately affected populations, including those of differing races, ethnicities, sexual identities &amp; orientations, gender identities, educational or economic status.</li> <li>• Reduce the rate of depression, anxiety, and emotional problems among children with special health care needs.</li> </ul>
<p><b><u>Healthy WI 2020</u></b></p> <ul style="list-style-type: none"> <li>• Goal: Prevent suicide</li> <li>• Objectives:               <ul style="list-style-type: none"> <li>○ Reduce suicide rate</li> <li>○ Reduce suicide attempts</li> <li>○ Increase and enhance protective factors</li> </ul> </li> </ul>
<p><b><u>Healthy People 2030 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• <u>Reduce the suicide rate — MHMD-01</u></li> <li>• <u>Reduce suicide attempts by adolescents — MHMD-02</u></li> </ul>

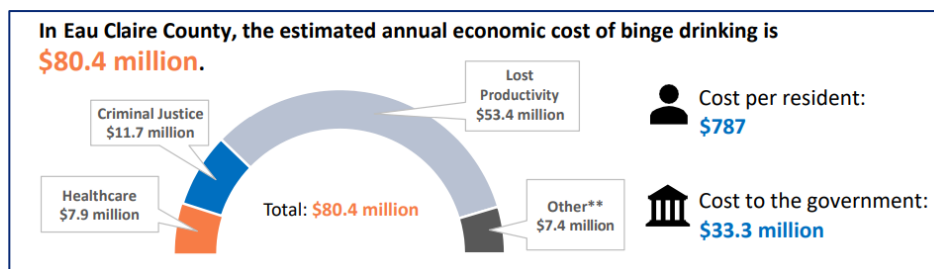
# ALCOHOL MISUSE

## Alcohol misuse is a health priority in Eau Claire County because...

Misuse of alcohol has harmful effects on the health, safety, and economic success of community members. Alcohol misuse is defined as binge drinking (>4 drinks in one sitting for women, > 5 for men), heavy drinking (>8 drinks/week for women, >15 for men), underage drinking, and drinking during pregnancy. Poor health outcomes associated with alcohol misuse include liver problems, several types of cancer, unintentional injuries and deaths, fetal alcohol spectrum disorder, and more. In addition to health consequences, misuse of alcohol can also contribute to social harms, such as motor vehicle accidents, violence, or damage to property. Underage drinking is a serious issue contributing to academic problems, risky sexual behaviors, unintended pregnancy, and sexual violence<sup>12</sup>. Yet, 11% of Eau Claire County high school students had their first drink of alcohol under the age of 13 in 2019, and 25% reported having had at least one drink in the past 30 days<sup>8</sup>. Starting to drink at an early age is also associated with alcohol dependence and related problems during adult life<sup>13</sup>. Further, acceptance of alcohol misuse within social networks, the county, and the state of Wisconsin perpetuates unhealthy drinking behaviors in our community. On the Eau Claire County community health survey, 76% of respondents identified alcohol misuse an accepted attitude or belief in our community, and 64% noted that alcohol is highly prevalent at community events, celebrations, and college campus environments<sup>5</sup>.

## Prevention of alcohol misuse is important to Eau Claire County.

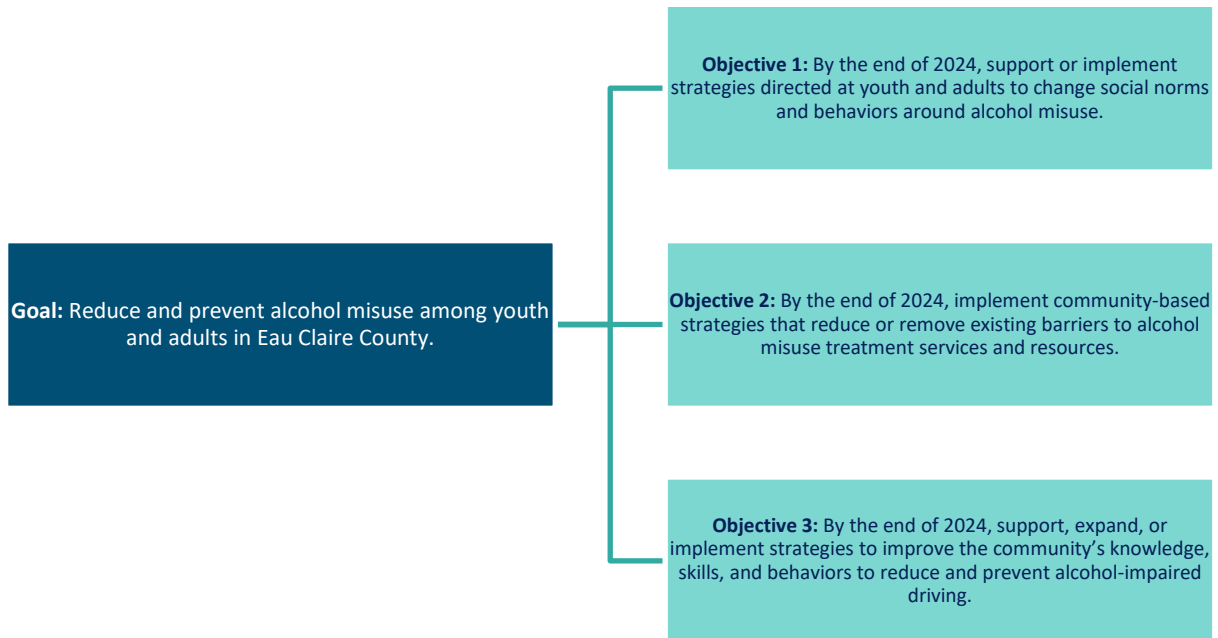
All members of a community are subject to the health or economic effects of alcohol misuse.<sup>11</sup> Alcohol misuse results in significant health and economic consequences for the community. Incidents, injuries, and deaths related to alcohol misuse happen frequently in Eau Claire County and affect the health, safety, and finances of residents. Associated costs related to health care, involvement with the criminal justice system, and lost productivity, represent a significant economic burden for community members. In recent years, the estimated annual cost of binge drinking in Eau Claire County was \$80.4 million, or \$787 per each resident (Figure 5).<sup>14</sup> Community-based interventions to change norms and promote healthier behaviors around alcohol consumption amongst people of all ages will be critical to curb alcohol misuse and its widespread consequences.



**Figure 5.** Estimated annual economic costs of binge drinking in Eau Claire County (2013-2018).  
**Graph from:** Linnan, S., Paltzer, J., & Skalitzky, E. Paltzer, J. (2019). [The Burden of Binge Drinking in Wisconsin.](#)

## Goal and Objectives

The following goal and objectives were identified at a meeting of Alliance members and community partners based on several factors: root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.



## How We Know We Are Making a Difference

*Data indicators that will be used to measure success over time.*

Key: ✓ or ✗ indicates whether Eau Claire County did better or worse compared to Wisconsin or the nation.

Data indicator	Eau Claire County	Wisconsin	United States
Percentage of adults (18+) engaging in binge or heavy drinking in the past 30 days <sup>15</sup>	25%	27% ✓	22% ✗
Percentage of motor vehicle deaths involving alcohol <sup>16</sup>	41%	36% ✗	29% ✗
Percentage of high school/middle school students who drank alcohol on at least one of the past 30 days <sup>8</sup>	25% HS 8% MS	30% HS —	29.2% — ✓
Percentage of high school/middle school students who believe that parents or peers disapprove of alcohol use (1-2 drinks/day) <sup>8</sup>	HS: 90% parents, 66% peers MS: 96% parents, 87% peers	—	—



## Current Stakeholders

*Stakeholders involved in Alliance’s alcohol misuse prevention and reduction work.*

Altoona Police Department	Marshfield Clinic Health System
At The Roots, LLC	Mayo Clinic Health System
Augusta Area School District	Morning Rotary Club
Augusta Police Department	Neighbor to Neighbor
Criminal Justice Services	Northwoods Coalition
Eau Claire Area Hmong Mutual Assistance Association, Inc.	Prevea Health
Eau Claire Area School District	REALTORS Association of Northwestern WI
Eau Claire County Department of Human Services	Regis Catholic Schools
Eau Claire County Restorative Justice	School District of Altoona
Eau Claire County Sheriff’s Office	State of WI Regional DHS
Eau Claire Fire Department	The Boys & Girls Clubs of the Greater Chippewa Valley
Eau Claire Police Department	The Community Table
Fall Creek School District	UW-Eau Claire
Fall Creek Police Department	UW-Madison Division of Extension Eau Claire County
HSHS Sacred Heart Hospital	Vivent Health
Lutheran Social Services	YMCA of the Chippewa Valley



## Strategies

*Some policies and practices considered by The Alliance and community partners to discourage unhealthy use of alcohol. (\* = evidence-informed strategies)*

- Support the implementation of best practices/policies for serving alcohol at community events\*
- Continue and expand education and training with alcohol establishments, retailers, and staff to prevent underage drinking, over-serving, and other risky use of alcohol\*
- Collaborate with community partners to reduce barriers to treatment and support services\*
- Initiatives to reduce stigma and normalize dialogues around substance use disorder (SUD) and seeking help
- Mass media campaign against alcohol-impaired driving\*



## Alignment with State & National Plans

*State and national plans were reviewed to help form health priority goals, objectives, and strategies that align with the vision of the state and nation that also consider disparate populations.*

Below are some of the specific state or national goals and/or objectives that align with alcohol misuse prevention and reduction efforts included in the 2021-2024 Eau Claire County CHIP.

Alcohol Misuse
<p><b><u>Healthiest Wisconsin 2020 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Reduce unhealthy and risky alcohol and other drug use by changing attitudes, knowledge, and policies, and by supporting services for prevention, screening, intervention, treatment, and recovery.</li> <li>• Assure access to culturally appropriate and comprehensive prevention, intervention, treatment, recovery support and ancillary services for underserved and socially disadvantaged populations who are at higher risk for unhealthy and risky alcohol and other drug use.</li> </ul>
<p><b><u>Healthy WI 2020</u></b></p> <ul style="list-style-type: none"> <li>• Goal: Prevent and reduce underage and excessive alcohol consumption.</li> <li>• Objectives: <ul style="list-style-type: none"> <li>○ Reduce heavy and binge drinking among adults 18 years and older</li> <li>○ Reduce alcohol-related deaths</li> <li>○ Reduce underage drinking</li> </ul> </li> </ul>
<p><b><u>Healthy People 2030 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• <u>Reduce the proportion of people aged 21 years and over who engaged in binge drinking in the past month — SU-10</u></li> <li>• <u>Reduce the proportion of people under 21 years who engaged in binge drinking in the past month — SU-09</u></li> <li>• <u>Reduce the proportion of motor vehicle crash deaths that involve a drunk driver — SU-11</u></li> <li>• <u>Reduce the proportion of adolescents who drank alcohol in the past month — SU-04</u></li> </ul>

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## OBESITY

### Obesity is a health priority in Eau Claire County because...

Increased body fat is a risk factor for the development of a host of chronic diseases, from heart disease, to diabetes, to some cancers, which account for some of the leading causes of preventable or premature deaths in the United States. On the community health survey, 71% of residents believed obesity was a major or moderate health issue in Eau Claire County. 76% of respondents thought this was because healthy weight management practices are not easy.<sup>4</sup> More than two-thirds of adults in Eau Claire County are considered overweight or obese.<sup>13</sup> If the obesity rate continues to rise at its current rate, more than half of Wisconsin adults will be obese by 2030<sup>14</sup>. Like many chronic diseases, obesity is preventable with a lifestyle that involves a nutritious diet and regular physical activity.

### Prevention of obesity is important to Eau Claire County.

People of all ages need to eat nutritious foods and be active to stay healthy throughout their life. Regular physical activity and healthy dietary habits help reduce the risk for several chronic diseases such as obesity, type 2 diabetes, cancer, heart disease, and stroke. Maintaining a healthy weight and getting the essential nutrients the body needs is important for reducing the risk of developing these chronic conditions. To prevent obesity, we must make the healthy choice easier for all people in the community.

#### Obesity and Healthy Nutrition

The health priorities of obesity and healthy nutrition round out Eau Claire County's top five health priorities. During the CHA process, teams spent much time discussing how these two issues are related, as well as other health areas, including links to chronic disease conditions and physical activity. Of course, these two priorities are closely connected, as healthy nutrition and physical activity play an essential role in obesity prevention. Addressing a lack of healthy nutrition and obesity as root causes of a host of chronic conditions will be important to improving health outcomes in a more comprehensive manner. Chronic diseases are among the most common and costly of health problems, are rarely cured, and often get worse over time, resulting in disability later in life.

## Goal and Objectives

Members of the Chronic Disease Prevention Action Team identified the following goal and objectives based on several factors: root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.

**Goal:** Promote active lifestyles for Eau Claire County residents at all life stages.

**Objective:** By end of 2024, implement, support, or expand at least 5 strategies that promote physical activity in a variety of places and spaces.

## How We Know We Are Making a Difference

*Data indicators that will be used to measure success over time.*

Key: ✓ or ✗ indicates whether Eau Claire County did better or worse compared to Wisconsin or the nation.

Data indicator	Eau Claire County	Wisconsin	United States
Percentage of adults (20+) with body mass index of 30 or greater <sup>19</sup>	28%	32% ✓	30% ✓
Adults who are either overweight or obese <sup>17</sup>	68%	—	—
Adults aged 20 and over who report no physical activity <sup>20</sup>	19%	20% ✓	23% ✓
Percentage of high school/middle school students who are physically active 60 mins. per day for 5+ days <sup>8</sup>	56% HS 66% MS	57% HS ✓ —	44.1% HS ✓ —
Percentage of high school/middle school students who spent 3 or more hours per day on phone, Xbox, or other device on an average school day <sup>8</sup>	44% HS 55% MS	49% HS ✓ —	46.1% ✓ —



## Current Stakeholders

*Stakeholders involved in Chronic Disease Prevention Action Team work.*

Aging and Disability Resource Center of Eau Claire County	HSHS Sacred Heart Hospital
City of Eau Claire	Marshfield Clinic Health System
Community Representatives	Mayo Clinic Health System
Eau Claire City-County Health Department	Spectrum Insurance Group
Eau Claire City Council	The Community Table
Eau Claire Parks, Forestry, & Recreation Department	University of Wisconsin-Eau Claire
Eau Claire YMCA	University of Wisconsin-Extension (Chippewa, Dunn, and Eau Claire Counties)
Group Health Cooperative of Eau Claire	Visit Eau Claire/Wintermission
	West Central Wisconsin Planning Commission



## Strategies

*Some practices and programs considered by Chronic Disease Action Team to prevent obesity.*

**(\*=*evidence-informed strategies*)**

- Environmental and systems approaches designed to foster development of healthier behaviors and active living.
  - Community-wide physical activity campaigns\*
  - Physical activity programs for older adults\*
  - Improve walkability/community wayfinding\*
  - Targeted outreach to engage and share information/resources with under-reached populations
  - Partnerships with community organization(s) for annual community wellness event





## Alignment with State & National Plans

State and national plans were reviewed to help form health priority goals, objectives, and strategies that align with the vision of the state and nation that also consider disparate populations.

Below are some of the specific state or national goals and/or objectives that align with obesity prevention efforts included in the 2021-2024 Eau Claire County CHIP.

Obesity
<p><b><u>Healthiest Wisconsin 2020 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Increase physical activity for all by making changes in facilities, community design, and policies.</li> <li>• Every Wisconsin community will provide safe, affordable, and culturally appropriate environments to promote increased physical activity.</li> <li>• Wisconsin will reduce disparities in obesity rates for populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status</li> </ul>
<p><b><u>Healthy WI 2020</u></b></p> <ul style="list-style-type: none"> <li>• Goal: Eat healthier and move more.</li> <li>• Objective: Increase consumption of healthy foods and beverages and increase physical activity</li> </ul>
<p><b><u>Healthy People 2030 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• <u>Reduce the proportion of children and adolescents with obesity — NWS-04</u></li> <li>• <u>Reduce the proportion of adults with obesity — NWS-03</u></li> <li>• <u>Reduce the proportion of adults who do no physical activity in their free time — PA-01</u></li> <li>• <u>Increase the proportion of adolescents who do enough aerobic physical activity — PA-06</u></li> </ul>

# HEALTHY NUTRITION

## Healthy nutrition is a health priority in Eau Claire County because...

Many people of all ages have a diet that is too high in calories, saturated fat, sodium, and added sugars, while lacking enough fruits, vegetables, whole grains, lean proteins, and other important nutrients. Poor nutrition contributes to many costly diseases, including obesity, heart disease, and some cancers. Higher rates of obesity and chronic diseases have been found in areas with decreased access to healthy foods. Socioeconomic or geographic factors can be obstacles for healthy eating. Fruit and vegetable consumption is strongly dictated by the food environment in the community in which you live. In 2018, 9% of Eau Claire County’s population lacked access to healthy foods.<sup>21</sup> On the community health survey, 72% of respondents said healthy nutrition is a problem in our county because people cannot afford enough food. 52% said that making the healthy choice when it comes to nutrition is not the easy or desirable option.<sup>5</sup>

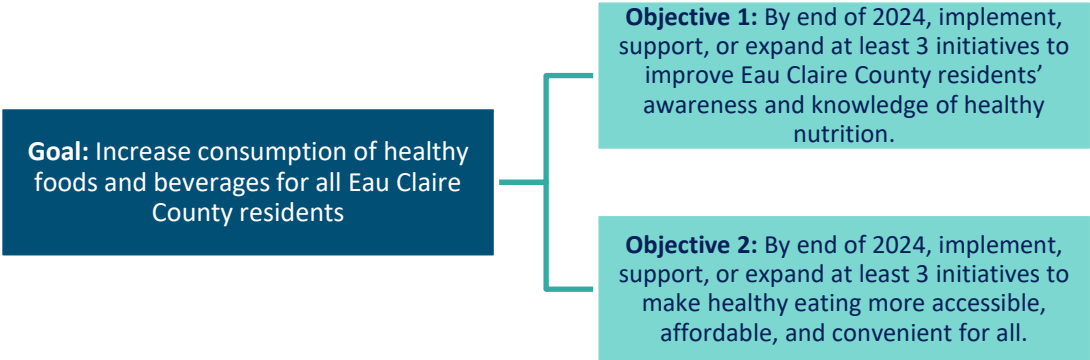
## Promotion of healthy nutrition is important to Eau Claire County.

Access to fresh, healthy, and affordable food is essential to the optimal growth and development of children and disease prevention in adults. Good nutrition is also a critical component to maintaining a healthy weight and preventing obesity among all ages. People with regular healthy food intake are at lower risk for developing chronic conditions. For people with chronic diseases, healthy eating can help with management of these conditions and prevention of associated complications. Communities are healthier when all people have access to adequate amounts of nutritious foods.



### Goal and Objectives

Members of the Chronic Disease Prevention Action Team identified the following goal and objectives based on several factors: root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.





## How We Know We Are Making a Difference

Data indicators that will be used to measure success over time.

Key: ✓ or ✗ indicates whether Eau Claire County did better or worse compared to Wisconsin or the nation.

Data indicator	Eau Claire County	Wisconsin	United States
Percentage of population lacking adequate access to food <sup>21</sup>	9%	9% =	11.5% ✓
Percentage of adults who report not eating the recommended five servings of fruits and vegetables each day <sup>22</sup>	83%	—	—
Percentage of high school students who ate fruit every day during the past 7 days <sup>8</sup>	47%	43% ✓	41.8% ✓
Percentage of high school students who ate vegetables every day during the past 7 days <sup>8</sup>	47%	40% ✓	40.7% ✓



## Current Stakeholders

Stakeholders involved in Chronic Disease Prevention Action Team work.

- |   |   |
|---|---|
| Aging and Disability Resource Center of Eau Claire County | HSHS Sacred Heart Hospital  |
| City of Eau Claire  | Marshfield Clinic Health System   |
| Community Representatives                                 | Mayo Clinic Health System   |
| Eau Claire City-County Health Department                  | Spectrum Insurance Group  |
| Eau Claire City Council                                   | The Community Table   |
| Eau Claire Parks, Forestry, & Recreation Department       | University of Wisconsin-Eau Claire  |
| Eau Claire YMCA   | University of Wisconsin-Extension (Chippewa, Dunn, and Eau Claire Counties) |
| Group Health Cooperative of Eau Claire                    | Visit Eau Claire/Wintermission  |
|   | West Central Wisconsin Planning Commission                                  |

## Strategies

*Some practices and programs considered by Chronic Disease Action Team to promote healthy nutrition. (\* = evidence-informed strategies)*

- Environmental and systems approaches designed to provide opportunities, support, and skills to help people develop healthier nutritional behaviors and increase availability of fruits and vegetables for all.
  - Healthy initiatives in community food pantries\*
  - Increase access to and utilization of year-round farmer’s markets for a variety of populations\*
  - Education on nutritional guidelines
  - Teach skills for healthy food preparation
  - Collaborate with local grocery or convenience stores to encourage purchase of healthy foods

## Alignment with State & National Plans

*State and national plans were reviewed to help form health priority goals, objectives, and strategies that align with the vision of the state and nation that also consider disparate populations.*

Below are some of the specific state or national goals and/or objectives that align with healthy nutrition promotion efforts included in the 2021-2024 Eau Claire County CHIP.

Healthy Nutrition
<p><b><u>Healthiest Wisconsin 2020 Objectives:</u></b></p> <ul style="list-style-type: none"><li>• Increase access to high-quality, culturally competent, individualized chronic disease management among disparity affected populations of differing races, ethnicities, sexual identities and orientations, gender identities, educational or economic status.</li><li>• People in Wisconsin will eat more nutritious foods and drink more nutritious beverages through increased access to fruits and vegetables, decreased access to sugar-sweetened beverages and other less nutritious foods, and supported, sustained breastfeeding.</li><li>• All people in Wisconsin will have ready access to sufficient nutritious, high-quality, affordable foods and beverages.</li></ul>
<p><b><u>Healthy WI 2020</u></b></p> <ul style="list-style-type: none"><li>• Goal: Eat healthier and move more.</li><li>• Objective: Increase consumption of healthy foods and beverages and increase physical activity</li></ul>
<p><b><u>Healthy People 2030 Objectives:</u></b></p> <ul style="list-style-type: none"><li>• <u>Increase fruit consumption by people aged 2 years and over — NWS-06</u></li><li>• <u>Increase vegetable consumption by people aged 2 years and older — NWS-07</u></li><li>• <u>Increase whole grain consumption by people aged 2 years and over — NWS-09</u></li><li>• <u>Reduce consumption of added sugars by people aged 2 years and over — NWS-10</u></li></ul>

# HEALTHY RELATIONSHIP PROMOTION

## Healthy relationships are a health priority in Eau Claire County because...

A lifetime of healthy, positive relationships helps create safer communities. Unhealthy familial, peer, or dating relationships may serve as risk factors for a variety of harmful health issues including violence, injury, risky sexual behaviors, absence of social support that can contribute to mental health effects, and more. Our community feels this impact, as 60% of community health survey respondents felt that injury and violence prevention is a problem in Eau Claire County because people are not aware of resources available for survivors of violence. 59% felt that people are not aware of how to prevent violence in relationships.<sup>5</sup> When it comes to positive adult relationships, only 69% of high school students in Eau Claire County reported having at least one supportive adult besides parent(s), which is lower than percentages reported at the state (72%) and national levels (84%)<sup>8</sup>.

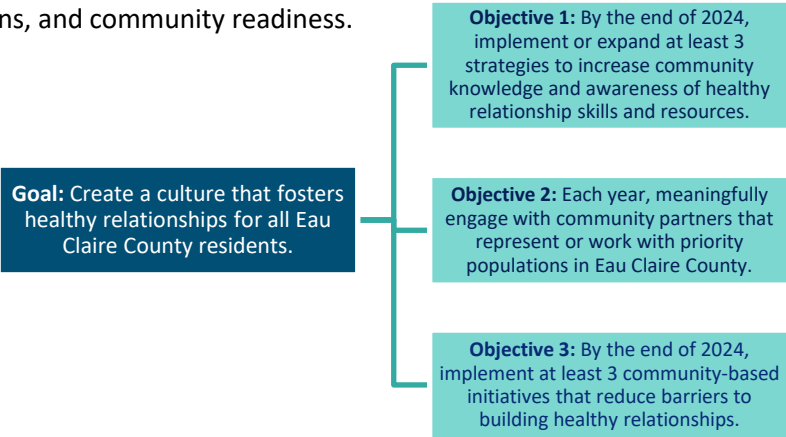
## Healthy relationship promotion is important to Eau Claire County.

Healthy parent-child relationships, positive family dynamics, peer-peer relationships, and supportive communities provide a strong foundation for children and people of all ages. Enhancing protective factors, like positive engagement in school, or sound peer relationships, help youth avoid behaviors that place them at risk for adverse health outcomes, cope with stressful or negative conditions, and perform better academically. Additionally, a strong sense of belonging and social connection is associated with physical and mental well-being. Meanwhile, people in unhealthy relationships are at a higher risk for substance misuse, eating disorders, risky sexual behavior that can lead to pregnancy or sexually transmitted infections, and dating violence<sup>23</sup>. Positive, healthy teen dating and peer relationships have many benefits for youth, and healthy adult relationships benefit entire communities. Healthy relationships positively impact all people.



### Goal and Objectives

Members of the Healthy Relationship Promotion Action Team identified the following goal and objectives based on several factors: root cause, evidence, community input, [assets](#), alignment with [state](#) and [national](#) plans, and community readiness.





## How We Know We Are Making a Difference

Data indicators that will be used to measure success over time.

Key: ✓ or ✗ indicates whether Eau Claire County did better or worse compared to Wisconsin or the nation.

Data indicator	Eau Claire County	Wisconsin	United States
Percentage of high school/middle school students who have at least one supportive adult besides parent(s) <sup>8</sup>	69% HS 69% MS	72% HS ✗ —	84% ✗ —
Percentage of sexually active high school students who used condoms the last time they had intercourse <sup>8</sup>	65%	57% ✓	54.3% ✓
Percentage of high school/middle school students who have been electronically bullied in the past 12 months <sup>8</sup>	17% HS 19% MS	17% HS = —	17.4% ✓ —
Percentage of high school/middle school students who strongly agree that they feel like they belong at school <sup>8</sup>	64% HS 72% MS	61% HS ✓ —	61.1% ✓ —



## Current Stakeholders

Stakeholders involved in Healthy Relationship Promotion Action Team work

Augusta High School  
 Bolton Refuge House  
 Community Representatives  
 Eau Claire Area Hmong Mutual Assistance Association  
 Eau Claire City-County Health Department  
 Eau Claire County SPARK Program  
 Fall Creek High School

Family Support Center  
 Life Without Limits  
 Marshfield Clinic Health System  
 McKinley Charter School  
 Northwest Regional Juvenile Detention Center  
 Restorative Justice  
 United Way of the Greater Chippewa Valley



## Strategies

*Some practices and policies considered by Healthy Relationship Promotion Action Team to encourage a culture of healthy relationships for all (\*= evidence-informed strategies)*

- Safe Dates program and other evidence-based healthy relationship promotion programs for community youth\*
- Policy recommendation for updated agency/organizational values around healthy relationships
- Resource toolkit for youth, youth-serving professionals, and priority populations
- Support of social and emotional instruction in schools\*
- Engage and empower LGBTQ youth, BIPOC youth, and/or disabled youth around healthy relationships and sexual violence prevention\*
- Community initiatives to reduce stigma or change social norms around healthy relationship-related topics.



## Alignment with State & National Plans

*State and national plans were reviewed to help form health priority goals, objectives, and strategies that align with the vision of the state and nation that also consider disparate populations.*

Below are some of the specific state or national goals and/or objectives that align with healthy relationship promotion efforts included in the 2021-2024 Eau Claire County CHIP.

Healthy Relationship Promotion
<p><b><u>Healthiest Wisconsin 2020 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Reduce disparities in injury and violence among populations of differing races, ethnicities, sexual identities and orientations, gender identities, educational or economic status.</li> <li>• Establish a norm of sexual health and reproductive justice across the life span as fundamental to the health of the public.</li> <li>• Establish social, economic, and health policies that improve equity in sexual health and reproductive justice.</li> </ul>
<p><b><u>Healthy People 2030 Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• <u>Increase the proportion of adolescents who have an adult they can talk to about serious problems — AH-03</u></li> <li>• <u>Increase the proportion of children and adolescents who communicate positively with their parents — EMC-01</u></li> </ul>

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## ORAL HEALTH PROMOTION

Over the past 20 years, community partners have prioritized oral health as a top health issue for our county, even though it has not been identified in the top 5 health priorities in our Community Health Assessment. The Healthy Communities Oral Health Promotion Action Team has been in existence for the last 20 years. However, in recent years, action team members have had less capacity to participate in the action team.

In the future, if there is a revival of the Oral Health Promotion Action Team or increased community capacity to continue this important oral health promotion work in our community, the group will follow the *Take Action Cycle* process in the same manner as other action teams to develop an action plan with goals, objectives, and strategies to guide their work.



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# ACKNOWLEDGMENTS

Thanks to all the individuals and organizations for their contributions towards the 2021-2024 Eau Claire County Community Health Improvement Plan.

Aging & Disability Resource Center of Eau Claire County  
Alliance for Substance Misuse Prevention  
Altoona Police Department  
At The Roots, LLC  
Augusta Area School District  
Augusta Police Department  
Bicycle/Pedestrian Advisory Committee  
Bolton Refuge House  
Boys & Girls Club of the Greater Chippewa Valley  
C.C. We Adapt  
CHIP (Chippewa Health Improvement Partnership)  
Chippewa County  
Chippewa County Department of Public Health  
Chippewa Valley Free Clinic  
Chippewa Valley Technical College

City of Altoona  
City of Eau Claire  
City of Eau Claire Police Department  
Clear Vision-Poverty Summit  
Community Members  
Criminal Justice Services  
Department of Human Services  
Eau Claire Area Hmong Mutual Assistance Association  
Eau Claire Area School District, School Board, and Early Learning Programs  
Eau Claire Chamber  
Eau Claire City Council  
Eau Claire City-County Board of Health  
Eau Claire City-County Health Department  
Eau Claire County Board  
Eau Claire County Department of Human Services  
Eau Claire County District Attorney

Eau Claire County Juvenile Detention Center  
Eau Claire County Planning & Development  
Eau Claire County Restorative Justice  
Eau Claire County Sheriff's Office  
Eau Claire County SPARK Program  
Eau Claire Fire Department  
Eau Claire Parks, Forestry, & Recreation Department  
Fall Creek Police Department  
Fall Creek School District

Family Resource Center for Eau Claire County  
Group Health Cooperative of Eau Claire  
Health Dunn Right coalition  
HSHS Sacred Heart & St. Joseph's Hospital  
Joining our Neighbors Advancing Hope (JONAH)  
LE Phillips Memorial Library  
LE Phillips Senior Center  
Life Without Limits  
Lutheran Social Services  
Marshfield Clinic Health System  
Mayo Clinic Health System  
McKinley Charter School  
Mental Health Matters Coalition  
Morning Rotary Club  
National Alliance on Mental Illness (NAMI) –Chippewa Valley  
Neighbor to Neighbor  
Northwest Regional Juvenile Detention Center  
Northwoods Coalition  
Planned Parenthood  
Prevea Health  
REALTORS Association of Northwestern WI  
Regis Catholic Schools  
School District of Altoona  
Security Health Plan

Spectrum Insurance Group  
State of WI Regional DHS  
The Boys & Girls Clubs of the Greater Chippewa Valley  
The Community Table  
United Way of The Greater Chippewa Valley  
University of Wisconsin-Eau Claire  
UW- Madison Division of Extension (Chippewa, Dunn, and Eau Claire Counties)  
Visit Eau Claire/Wintermission  
Vivent Health  
West Central Wisconsin Planning Commission  
Western Dairyland Fresh Start Program  
Western Region Division of Public Health  
Wisconsin Child Psychiatry Consultation Program (WI CPCP)  
YMCA of the Chippewa Valley  
Youth Advocates

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*Special thanks to coalition leaders, action team co-chairs, and Eau-Claire City County Health Department staff who gave their time and shared their perspectives during the development of the 2021-2024 Eau Claire County Community Health Improvement Plan.*

Bruce King (Alliance co-chair)

Kaila Rabideau (HRPAT co-chair)

Eau Claire City-County Health Department staff

Katie Wilson (HRDPAT co-chair)

Emily Carlson (HRPAT co-chair)

Lisa Wells (Healthy Communities co-chair)

Isabella Hong (MHAT co-chair)

Lorraine Smith (Alliance co-chair)

Janessa VandenBerge (CDPAT co-chair)

Mark Gideonsen (Healthy Communities co-chair)

JoAnna Bernklau (CDPAT co-chair)

TJ Atkins (MHAT co-chair)

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# ACCOMPLISHMENTS 2018-2021

Our community coalitions and partners have been working hard over the past few years to address identified health priorities. Since the 2018 Eau Claire County Community Health Improvement Plan, diverse initiatives have been implemented that have impacted policies, systems, and the environment. Below are a few accomplishments from our 2018-2021 Community Health Improvement Plan.

## Chronic Disease Prevention

- Partnered with Chippewa and Dunn counties on initiatives to promote healthy nutrition and physical activity. Strategies included increasing healthy food access at convenience stores, a summer activity passport challenge, and building partnerships through a regional food systems rally.
- Participated in National Walkability grant, which helped inspire local plans to increase walkability on State Street remodel in Eau Claire.

## Mental Health

- Continued to add capacity and expand QPR (Question, Persuade, Refer) suicide prevention training in local school districts (Augusta, Altoona, Fall Creek, and Eau Claire).
- Partnered on messaging efforts related to mental health during the COVID-19 pandemic.
- Promoted social media challenges to encourage social connectedness, physical and mental well-being, while following COVID-19 safety guidelines.
- Collaborated on several initiatives to end stigma surrounding mental health.

## Healthy Relationship Promotion

- Developed and distributed Healthy Relationship Toolkit to increase youth-serving professionals' knowledge, awareness, and comfort with finding and providing information about relationships with youth.
- Continued to grow and expand evidence-based "Safe Dates" programming for youth in the community.

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## Substance Misuse Prevention

- Assisted with passing Public Excessive Intoxication ordinance in the City of Eau Claire and developed and facilitated Public Excessive Intoxication educational program as a result of the ordinance.
- Created 4 short videos to spread awareness about the harms of vaping. The campaign videos included basic education about vaping health risks and how to talk to youth about vaping. The short clips aimed to encourage people to learn more about vaping, use community resources for prevention, and help individuals or their loved ones quit vaping.
- Hosted Students Against Destructive Decision (SADD) advocacy trainings for youth to learn about vaping, underage drinking, and substance misuse. More than 100 Eau Claire County youth attended the trainings. 100% of youth who attended reported confidence to create an accurate and valid activism targeted at youth risk behavior.
- Conducted compliance checks at local tobacco retailers. The percentage of tobacco retailers who passed their compliance checks (did not sell tobacco products to minors) increased from 90% in 2018, to 95% in 2019. In 2020, 100% of tobacco retailers passed their compliance checks.
- Provided 128 doses of Narcan to partners throughout the county. 87 individuals received Narcan training.
- Collected and disposed of more than 14,600 pounds of unused or expired medication during National Prescription Drug Take-Back events in Eau Claire County.
- Distributed 1,947 at-home medication deactivation bags throughout the community as a tool to safely dispose of medication.
- Provided 1,436 medication lockboxes and lock bags to community members to safely store medication.

## Oral Health Promotion

- Continued to update and promote dental home by age 1 campaign. This included creating a list of providers that would accept 1-year-olds, as well as ones that would accept Badgercare. Also worked with medical and dental providers to educate about importance of dental care by age one.
- Coordinated with local dental providers to assist Amish population to receive dental care.
- Hosted educational poster contest to encourage positive oral health behaviors for elementary school students, and social media challenge for high school students around oral health effects of vaping.

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# GET INVOLVED!

There are so many ways to improve health in the community! See below to find out how to get involved or stay up to date with the work and progress of our local coalitions.

## Eau Claire Healthy Communities



- To find out more and how YOU can get involved, visit [www.echealthycommunities.org](http://www.echealthycommunities.org).
  - View the calendar to find more details about a meeting or event.
  - Read Council and Action Team meeting minutes to see what's going on.
  - Fill out a "Get Involved" form on <https://echealthycommunities.org> to join an Action Team or the Council.
    - Action Teams meet monthly to move forward with health priorities.
    - Council meets bi-monthly to provide Action Team support, networking, leadership/training opportunities, community updates, and much more!
- Check out Healthy Communities' social media: @echealthycommunities
- Not sure how to be involved?
  - Contact Eau Claire Healthy Communities at [healthy.communities@co.eau-claire.wi.us](mailto:healthy.communities@co.eau-claire.wi.us)

## Alliance for Substance Misuse Prevention

- To find out more and how YOU can get involved, visit [www.getinvolvedasap.org](http://www.getinvolvedasap.org)
  - Read the Alliance's monthly newsletters to see what's going on.
- Check out the Alliance's social media and YouTube channel to stay up to date.
  - Social media: @ecalliance
  - YouTube: [@asapec](https://www.youtube.com/@asapec)
- Want to be involved?
  - Contact The Alliance for Substance Misuse Prevention at [alison.harder@co.eau-claire.wi.us](mailto:alison.harder@co.eau-claire.wi.us)
  - The Alliance meets on the 3<sup>rd</sup> Tuesday of odd-numbered months from 8:00-9:00am.



## Take Action to Improve Health!

- Spread the word about Healthy Communities and the Alliance and what we are doing to improve the health of our community.
- Think about how your organization could be involved with the work included in the CHIP.
- Write a letter to the editor to your local newspaper.
- Contact your policy makers.

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# DATA SOURCES

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**We are committed to creating a healthy  
community for all people in Eau Claire  
County.**

View the Community Health Assessment, Community Health  
Improvement Plan, and health priority work plans at:  
[www.echealthycommunities.org](http://www.echealthycommunities.org)

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**There are many ways to get involved!**

Learn more at:  
[www.echealthycommunities.org](http://www.echealthycommunities.org) or  
[www.getinvolvedasap.org](http://www.getinvolvedasap.org)