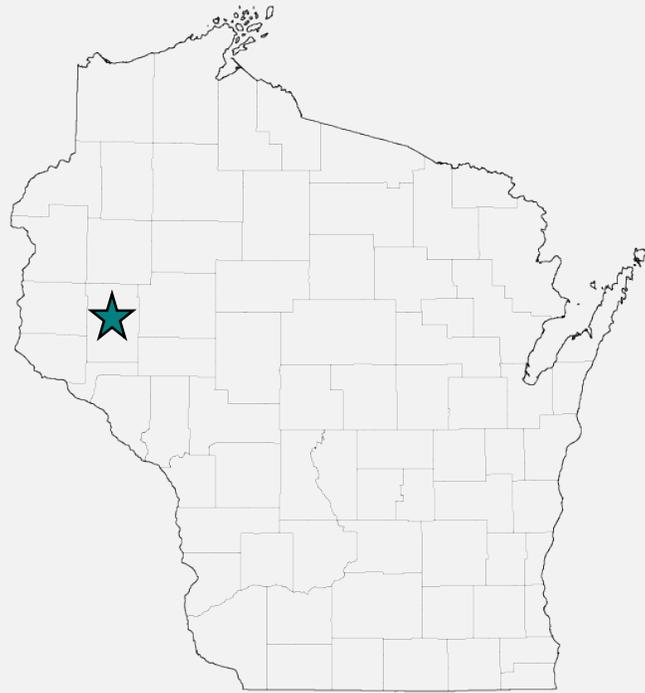


DUNN COUNTY, WI



COMMUNITY HEALTH NEEDS ASSESSMENT REPORT

2015-2016

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Executive Summary

Introduction

The 2015-2015 Dunn County Community Health Needs Assessment was organized by a team of partnering agencies for the betterment of health programming and health outcomes in the Dunn County Community. See Appendix A for a full listing of all partnering agencies and individuals. The purpose of the assessment was to identify the top health concerns in the area so health professionals are able to collaborate and combine resources to improve existing preventative initiatives, and develop new efforts. New health initiatives will be created in accordance with the guidelines set in *Healthiest Wisconsin 2020*, a guidebook created for the overall betterment of health in the state of Wisconsin.

Data Collection Process

Beginning in June, 2015 a steering committee was formed, consisting of members from Mayo Clinic Health System, Dunn County Health Department, the University of Wisconsin – Stout, Arbor Place Alcohol and Drug Treatment Center, Dunn County Extension and Western Wisconsin Region of Public Health. Members of the steering committee were responsible for survey development, survey distribution, organizing large group meetings, completing the final data analysis, and presenting results.

Steering Committee Members

John Achter, University of Wisconsin – Stout Interim Associate Dean of Students

Kathy Asper, Arbor Place, Manager of Outreach and Prevention Services

Kristen Bruder, Family Living Educator Dunn County UW-Extension

Mary Bygd: Associate Administrative Assistant, Mayo Clinic Health System Red Cedar

Sara Carstens, Director of Community Engagement and Wellness, Mayo Clinic Health System

Christa Cupp, Western Region Division of Public Health

Jay Edenberg, Director of Public Affairs, Mayo Clinic Health System

Jason Hausler, 4-H Youth Development Educator, Dunn County UW-Extension

Wendy MacDougall, Dunn County Health Department, Health Officer/Director

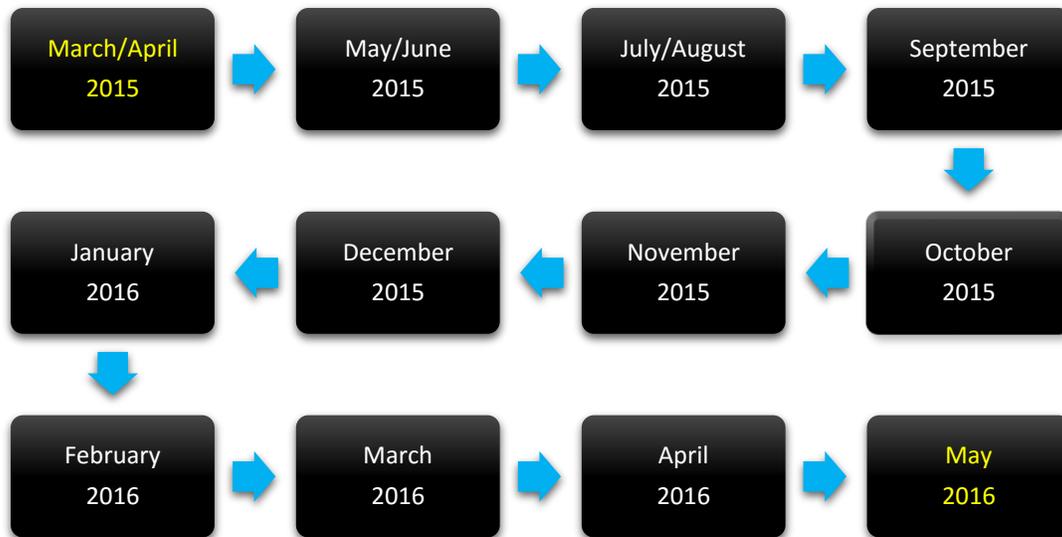
Cortney Sabin, Applied Psychology Graduate Student at University of Wisconsin – Stout

Sandy Tarter, Nutrition Coordinator, Dunn County Extension

Tina Tharp, Community Wellness Supervisor, Mayo Clinic Health System

Project Timeline

This project was carried out from March, 2015 to May, 2016. See timeline below:



- **March 29th**: Initial Community Meeting
- **June 12th**: Steering Committee Planning Meeting
- **August 10th**: Steering Committee Meeting, Survey Modifications
- **September 18th**: Large Community Meeting, Introduced Survey to Community Partners
- **October 1st to October 31st**: Survey Open, Online and Paper Varieties Available
- **November 18th**: Steering Committee Meeting, Finalized Next Steps for Data Analysis
- **December/January**: Data Analysis Underway
- **February**: Steering Committee Planning Meeting, Discussed Summary of Results
- **March 3rd**: Large Group Meeting, Presented Preliminary Survey Findings
- **April/May**: Finalized Survey Report, all Combined Results (Survey Data, Actual County Statistics)

Survey Layout

The Dunn County Community Health Survey was modelled after the Eau Claire and Chippewa County Community Health Surveys. Improvements were made to the current survey by taking into consideration lessons learned from prior survey designs and implementation processes.

The first question on the survey asked respondents whether or not they were Dunn County residents. If they responded “no,” they were redirected to the end of the survey, as this project was designed to collect only health perceptions of Dunn County residents. Next, respondents were asked to indicate how they prefer to receive health information. Top responses were: 1) *from a healthcare provider/hospital/clinic* (54%), 2) *by email* (54%), *on a website* (46%), 3) *by U.S. Mail* (35%), and 4) *through social media* (24%).

An additional exploratory question asked: “If families need help/assistance/information from someone outside of their family, what prevents them from seeking the help?” Dunn County residents who answered the survey agreed with the following three options equally (about 70% selected each choice): 1) They don’t want anyone to know they are struggling, 2) They don’t have the money to get help, and 3) They don’t know where to go for help. Note: future surveys should incorporate other possible barriers, including cultural considerations, transportation, and time.

Next, the community health survey presented 14 health areas individually, and asked survey respondents to answer the same questions about each. The first question for each health area asked: “Do you see (*health area*) as a problem in your community?” Respondents were able to select their answer on a scale of one (*not a problem*) to four (*major problem*). Next, they were asked to answer yes or no to the following: “This issue affects me or someone I know.” A list of statements were then presented and respondents were asked to choose which of the statements they thought were true to the specific health area. Finally, a comment box was offered with the following prompt: “*What else should we know about this topic? What are your ideas for improvement?*” See Appendix C for an analysis of all survey comments for the top five health areas.

At the end of the 14th and final health area, respondents were asked to select only the top three areas which they thought needed the most improvement in Dunn County. Several concluding questions were asked to gather demographic information about survey participants.

Main Findings

The top five health areas were identified as: ***Mental Health Issues, Obesity and Unhealthy Weight, Drug Use, High-Risk Alcohol Use and Healthy Nutrition***. This report displays each health area, starting with the top perceived priorities. The percentages listed below represent the amount of survey respondents who selected each as a top health area.

1. *Mental Health – (53%)*
2. *Obesity and Unhealthy Weight – (47%)*
3. *Drug Use - (45%)*
4. *High-Risk Alcohol Use - (39%)*
5. *Healthy Nutrition - (36%)*
6. Physical Activity (Exercise) – (24%)
7. Healthy Growth and Development – (14%)
8. Chronic Disease Prevention and Management – (13%)
9. Injury and Violence Prevention – (12%)
10. Tobacco Use and Exposure – (11%)
11. Oral Health – (10%)
12. Reproductive and Sexual Health – (8%)
13. Environmental and Occupational Health – (8%)
14. Communicable Disease Prevention and Control – (7%)

Each health area outlined in this report (see above for all health areas) follows the same format. First, a basic definition of the health area is presented, followed by community health survey results and actual county health statistics pertaining to that specific health area. After the bolded heading, “Dunn County Community Health Survey Results,” you will find all community perception data collected by the Dunn County Community Health Needs Assessment survey. After the bolded heading, “Actual County Statistics,” you will find actual current public health data for Dunn County, pertaining to each specific health area.

Ideas for Future Projects

The Dunn County Community Health steering committee came up with several ideas for improving future community health assessment survey projects. First, each health area (one through fourteen) appeared in the same order for each person who took the online survey.

Many participants chose to exit the survey before completing it, which resulted in less data collected for the health areas that were displayed near the end of the survey. In the future, each category should be displayed in a random order, so similar amounts of data are collected for each core health area. Another idea would be to shorten the survey altogether. It was noted that for the online survey, 1,016 people started it but only 714 individuals completed the final question.

Additionally, more diverse response options could be offered so the survey is able to capture all opinions. This could be achieved by including more open-ended questions, where participants are allowed to enter their own opinions without having to select predetermined responses. The primary objective is to capture the true essence of community health perceptions.



Dunn County Population Profile

Dunn County is situated in northwestern Wisconsin, with St. Croix and Pierce Counties bordering it to the west, Barron County to the north, Chippewa and Eau Claire Counties to the east, and Pepin County to the south. The estimated population of Dunn County was 44,295 in 2015¹.

Menomonie serves as the county seat with a population estimate of 16,264, according to the 2010 U.S. Census. Dunn County is home to the University of Wisconsin – Stout, a polytechnic university that brings almost 10,000 students to Dunn County each year. Dunn County is also home to Chippewa Valley Technical College (CVTC), and several large manufacturing corporations and businesses, including: 3M, Andersen Windows, Phillips Plastics, Ford Motor Company, and Cardinal Glass. Dunn County is also known for its mix of rural culture and urban community living.

Sex: 49.6% female
50.4% male²

Median Income: \$50,425²

Percent of Population in poverty: Adults: 15% (Children, 17%)²

Average unemployment rate, 2015: 5.8%²

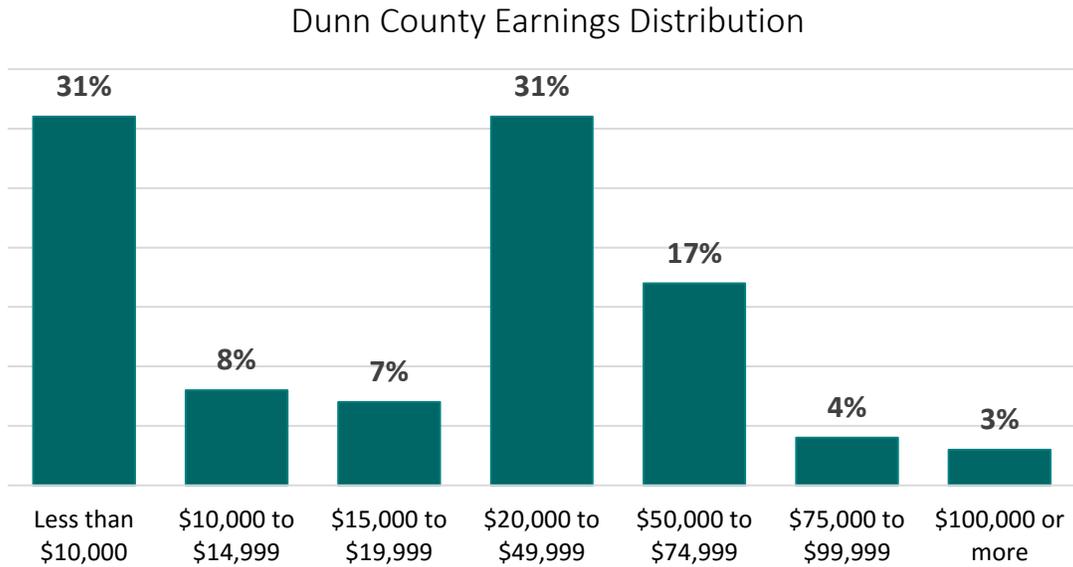
Population growth rate: 1% (increase from 2010)³

Racial distribution: 93.5% non-Hispanic white, 2.8% Asian, 1.7% Hispanic, 0.4% American Indian and Alaskan Native, 0.6% African American

Sources of Information:

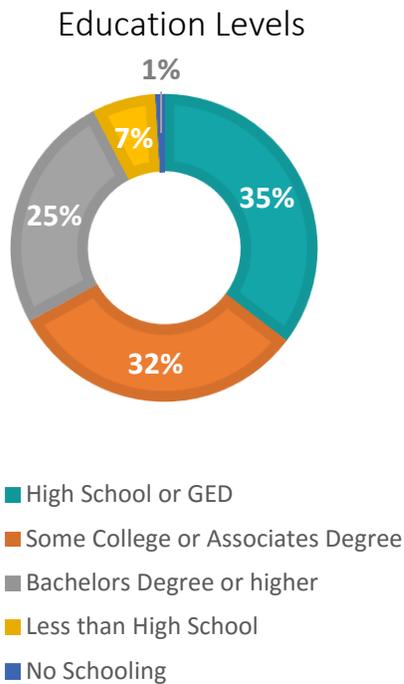
Dunn County Clerk¹
2015 County Health Rankings²
WI DHS-Office of health informatics³
<http://www.towncharts.com/Wisconsin/Economy/Dunn-County-WI-Economy-data.html>⁴
2010-2014 US Census Bureau-census.gov⁵

Income distribution (yearly, individual reported income)⁴:

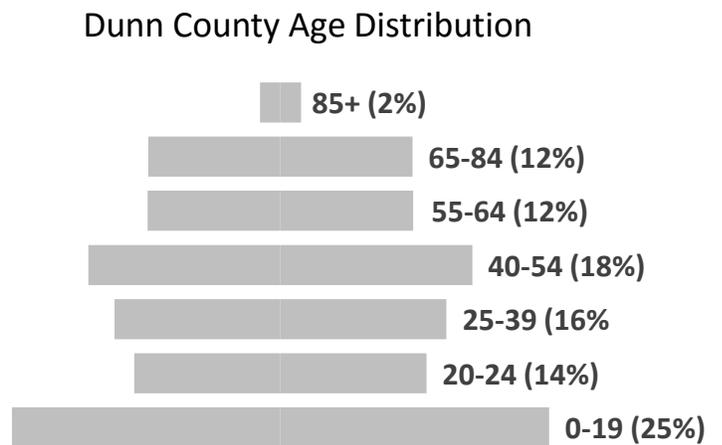


Source: <http://www.towncharts.com/Wisconsin/Economy/Dunn-County-WI-Economy-data.html>

Education: 94% graduation rate²



Age distribution³:

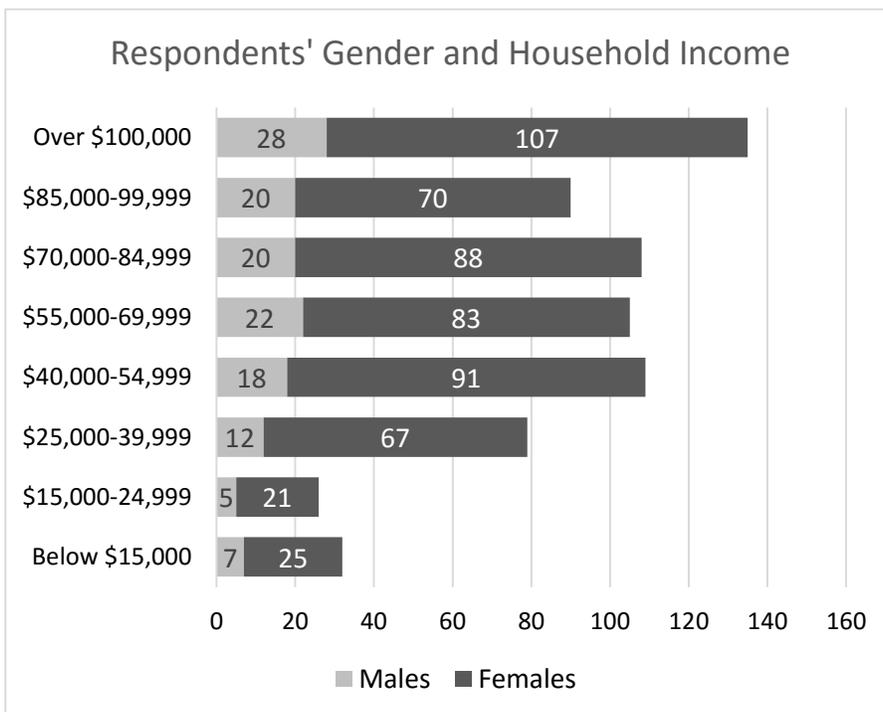
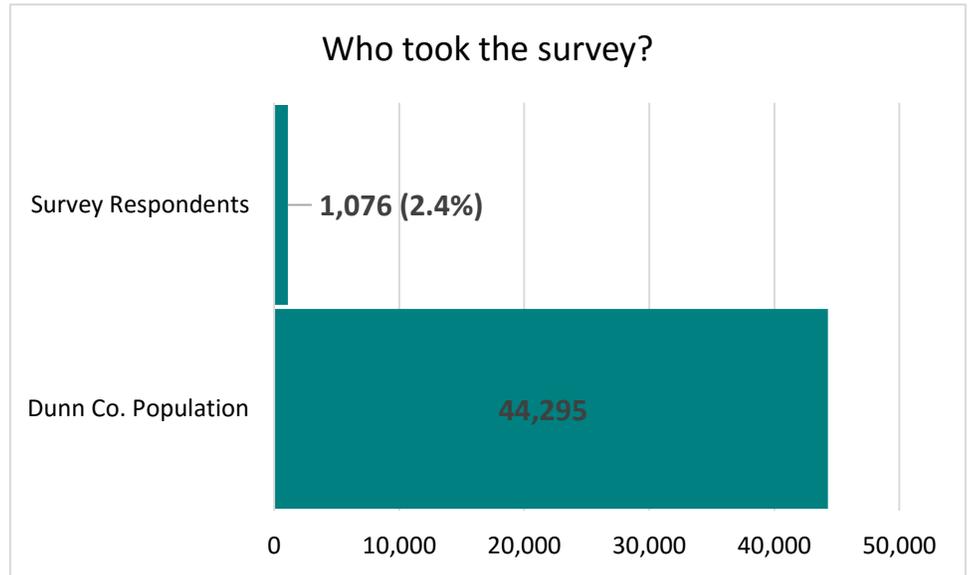


Source: <http://www.towncharts.com/Wisconsin/Education/Dunn-County-WI-Education-data.html>



Who took the survey?

Of **44,295** total residents, **1,076** took the survey. 57% reported a bachelor's degree or higher for education. See above for actual county statistics.



More women (**81%**) filled out the survey, compared to men (**19%**). The most frequently reported household income level was over \$100,000. See actual income distribution above.

Health Areas 1-14

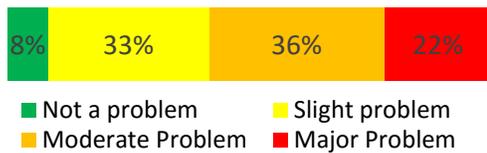
*Includes results from the Dunn County Community Health Survey
and existing Public Health data

1) Mental Health

Mental Health: This category focuses on services and support to address how we think, act, and feel as we handle stress, relate to others, and make choices. A few examples of mental health problems that can have this effect are: Depression, Anxiety, and Post-Traumatic Stress Disorder.

Dunn County Community Health Survey Results:

Do you see Mental Health as a problem in your community?



68% said this issue affects me or someone I know

Dunn County Residents agree. . .

- ✓ People don't feel comfortable asking about or finding mental health services for themselves or others (88%)
- ✓ More mental health education is needed (66%)
- ✓ People don't know how to prevent mental health issues (61%)
- ✓ Mental health treatment is too expensive (59%)
- ✓ People don't know about services/help for mental health conditions (57%)
- ✓ People cannot easily get to treatment for mental health (48%)

Actual County Health Statistics:

Note: suicide rates were included in both the Mental Health and Injury and Violence Prevention categories.

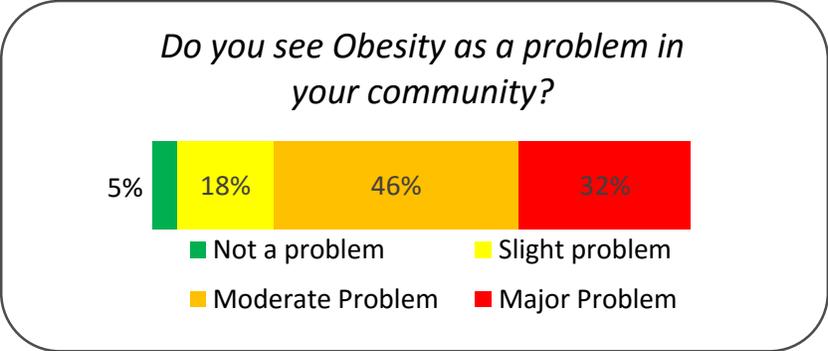
	Dunn County	Wisconsin
<i>Suicide Deaths</i> <small>Source: https://www.dhs.wisconsin.gov/publications/p0/p00648-2014.pdf</small>	8 <small>(2015 local data)</small>	724 <small>(per year, 2014)</small>
<i>Hospitalizations: Self-Inflicted Wounds 2015</i> <small>(County Health Rankings)</small>	85	95 <small>(county average)</small>
<i>Ratio of population to mental health providers</i> <small>(County Health Rankings)</small>	723:1	623:1

2) Obesity and Unhealthy Weight

Obesity/Unhealthy Weight means too much body fat that increases the risk for heart disease, high blood pressure or diabetes.

Dunn County Community Health Survey Results:

76% said this issue affects me or someone I know



Dunn County Residents Agree...

- People don't know about resources or services for healthy weight management (68%)
- Healthy weight support groups or treatment services are too expensive (64%)
- People don't know about the health risks of obesity (44%)
- People can't get to help for healthy weight management (41%)

*See Appendix C for an analysis of all comments corresponding to this health area

Actual County Health Statistics:

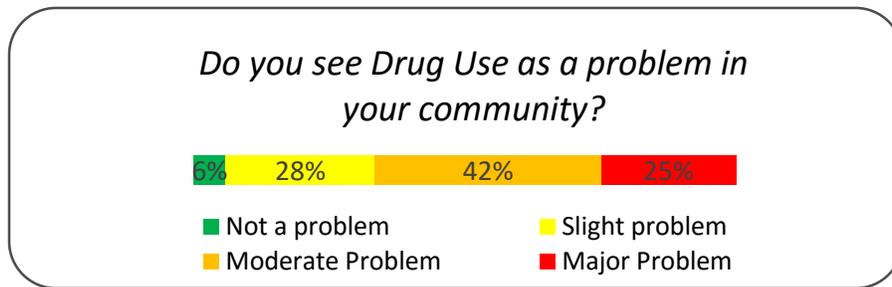
	Dunn County	Wisconsin
<i>Obesity rates for adults</i> <small>http://dhs.wisconsin.gov/health/physicalactivity/index.htm</small>	29%	29%
<i>Obesity rates in children between 2 and 5 yrs.</i> <small>Source: KidsCount Data Center</small>	12%	16.6%

23.1% of Adults in Wisconsin reported drinking a “sugar-sweetened beverage” in the last seven days (State of Wisconsin Nutrition, Physical Activity and Obesity Profile)

3) Drug Use

Drug Use focuses on the problems associated with using mood altering substances (such as marijuana, heroin, and methamphetamine) and misuse of prescription drugs. Drug use can lead to violence, motor vehicle crashes, crimes, drug dependence, and other injuries or death.

Dunn County Community Health Survey Results:



*This issue affects me or someone I know: **33%***

Dunn County Residents Agree . . .

- Drugs are easy to get in the community (schools, neighborhoods, homes etc.) (75%)
- More drug use prevention education is needed (44%)
- Treatment to stop drug use is too expensive (42%)
- Drug use is accepted and/or not seen as a problem within families or the community (41%)

*See Appendix C for an analysis of all comments corresponding to this health area

Actual County Health Statistics:

	Dunn County	Wisconsin (all county average)
<i>Drug-related hospitalizations, per 100,000</i>	221	270
<i>Drug-related deaths, per 100,000</i>	7	11.3
<i>Drug arrests (2014)</i>	135	27,733 (total)

Source: Wisconsin Profile on Alcohol and Other Drug Use 2014

4) High-Risk Alcohol Use

High-Risk Alcohol Use includes underage drinking, drinking alcohol during pregnancy and binge drinking (4+ drinks per day for women or 5+ drinks per day for men). This topic focuses on what can happen with problem drinking, such as: car crashes and other injuries or death, crimes and violence, and alcohol dependence.

Dunn County Community Health Survey Results:

This issue affects me or someone I know: 47%

Dunn County Residents Agree:

- ✓ High-risk alcohol use is accepted and/or not seen as a problem for families or the community (70%)
- ✓ Alcohol is easy to get in the community (57%)
- ✓ More alcohol prevention education is needed (43%)
- ✓ There are not enough alcohol-free social activities (40%)

*See Appendix C for an analysis of all comments corresponding to this health area



Do you see High-Risk Alcohol Use as a problem in your community?

- Major Problem
- Moderate Problem
- Slight problem
- Not a problem

Actual County Health Statistics:

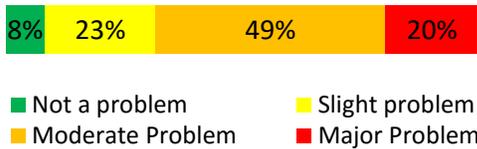
	Dunn County	Wisconsin
<i>Adults that reported consuming at least one drink in the past 30 days</i>	71%	60%
<small>Source: SAMHSA report: WI Epi Profile on Alcohol and other Drug use, 2014</small>		
<i>Adults that reported engaging in binge drinking</i>	31%	25%
<small>Source: SAMHSA report: WI Epi Profile on Alcohol and other Drug use, 2014</small>		
<i>Alcohol-related hospitalizations (2012 total)</i>	286	48,074 (total)
<small>Source: Wisconsin Department of Public Health (2012)</small>		

5) Healthy Nutrition

Healthy Nutrition means always having enough food and nutritious food for healthy eating from birth through old age, and includes: breast-feeding, eating balanced meals, storing, preparing and refrigerating food properly, and maintaining a low-sugar, low-fat diet.

Dunn County Community Health Survey Results:

Do you see Healthy Nutrition as a problem in your community?



*This issue affects me or someone I know: **58%***



Dunn County Residents Agree . . .

- ✓ Some people can't afford enough food (73%)
- ✓ Not everyone knows how to eat healthy or how to make healthy meals (72%)
- ✓ Healthy food is too expensive (67%)
- ✓ Not everyone has the time to prepare healthy food (61%)
- ✓ The healthy choice is not the easy choice or what I want to eat (50%)
- ✓ Some people don't have enough food (49%)
- ✓ Some people don't know about resources to help people get food (48%)

*See Appendix C for an analysis of all comments corresponding to this health area

Actual County Health Statistics:

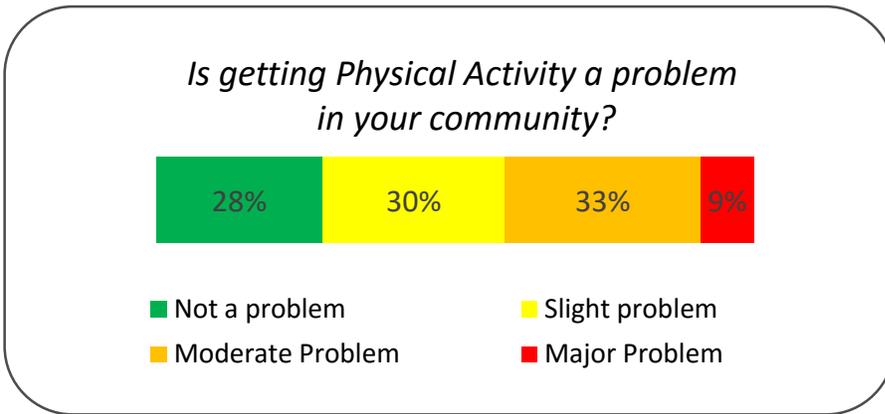
	Dunn County	Wisconsin
<i>Percentage of all restaurants that are fast food restaurants</i> <small>Source: 2013 County Health Rankings</small>	42%	41%
<i>Adults that reported getting less than five servings of fruits and vegetables per day</i> <small>Source: Burden of Heart Disease and Stroke in WI-2010</small>	73%	23%
<i>Alcohol-related hospitalizations (2012 total)</i> <small>Source: Wisconsin Department of Public Health (2012)</small>	286	48,074 (total)

*WIC breastfeeding initiation rate: **70.4%** National target: **81%*** (www.healthypeople.gov/2020)

6) Physical Activity (Exercise)

Physical Activity includes ways to stay active and healthy, such as: walking, yoga, bicycling, skiing, swimming, lifting weights, and participating in team or individual sports. Engaging in regular physical activity promotes overall health.

Dunn County Community Health Survey Results:



57%
of survey respondents said this issue affects me or someone I know

- Dunn County Residents Agree. . .*
- ✓ Physical activity choices (gyms, exercise equipment, organized sports) are too expensive (66%)
 - ✓ People do not have the time to be physically active (65%)
 - ✓ People suffer from health problems that prevent physical activity (59%)
 - ✓ People don't know it is important to be active to have good health (36%)

Actual County Health Statistics:

	Dunn County	Wisconsin
<i>Physical inactivity rates</i>	20%	21%
<i>Reported access to exercise opportunities</i>	61%	83%

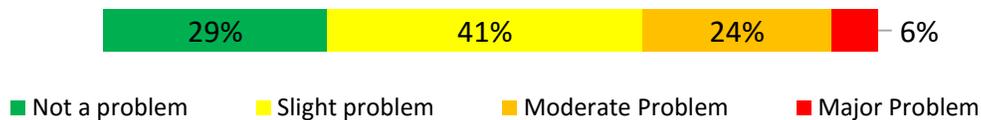
Source: County Health Rankings

7) Healthy Growth and Development

Healthy Growth and Development means having the care and support needed to reach the best possible physical, social, and emotional health and development. Healthy practices include prenatal care, early learning opportunities for infants and children, positive caring relationships, regular health check-ups, and quality child and elder care.

Dunn County Community Health Survey Results:

Do you see Healthy Growth and Development as a problem in your community?



33% of survey respondents said this issue affects me or someone I know

Dunn County Residents Agree. . .

- ✓ People can't afford health care (premiums, deductibles, medicine, and dental care) for themselves or their children (79%)
- ✓ People don't know where to get help for children with special needs (48%)
- ✓ People can't get places that have this information (lack of transportation or convenient locations of health services, unable to miss work, baby sitters) (40%)
- ✓ Social connections/support networks are not available (39%)
- ✓ People can't afford health care when they are pregnant (37%)

Actual County Health Statistics:

Reading proficiency: **36%** (*Dunn County*), **36%** (*Wisconsin*)

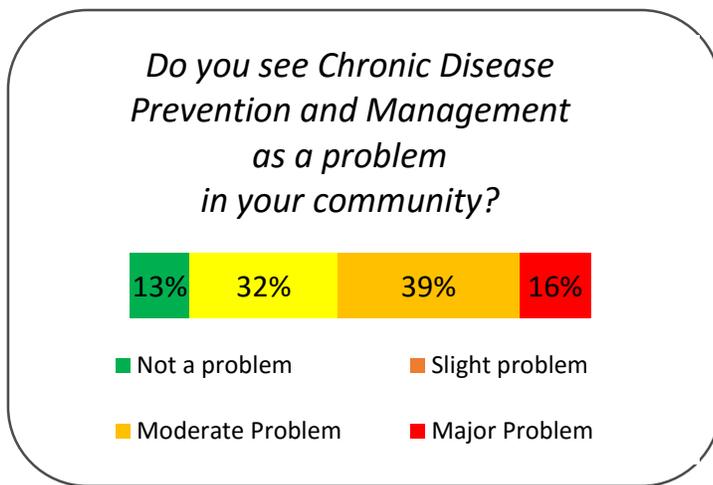
Low Birth Rate: **24 of 454 total births**

Sources: County Health Rankings, Wisconsin Interactive Statistics on Health (WISH) data query system

8) Chronic Disease Prevention and Management

Chronic Disease Prevention and Management means preventing and managing health problems that last a long time, usually cannot be cured, and often result in disability. Some examples of chronic disease include: heart disease, cancer, diabetes, asthma and arthritis.

Dunn County Community Health Survey Results:



Dunn County Residents Agree. . .

- ✓ People don't want to change their way of eating, getting exercise or check-ups to see if they have any of these problems (87%)
- ✓ People don't have insurance coverage or the ability to pay for treatment for these health problems (72%)
- ✓ People can't get to the services for chronic disease prevention or management (44%)

66% of respondents said this issue affects me or someone I know

Actual County Health Statistics:

	Dunn County	Wisconsin
<i>Adults diagnosed with diabetes</i> Source: http://www.cdc.gov/diabetes	8%	24%
<i>Deaths from cardiac disease, per 100,000</i> Source: https://www.dhs.wisconsin.gov/cardiovascular/facts.htm	95.2	115.4
<i>Cancer incidence per 100,000</i> Source: County Health Rankings	398	471

9) Injury and Violence Prevention

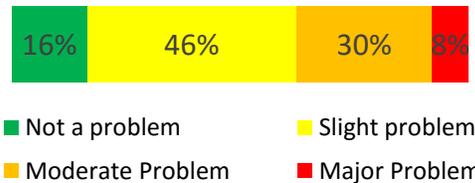
Injury and Violence Prevention means reducing risk of accidents or violence. Examples of injury and violence are: falls, accidental poisoning, gunshot wounds, suicide, child abuse, racism, and sexual assault.

Dunn County Community Health Survey Results:

This issue affects me or someone I know: **36%**



Do you see Injury and Violence Prevention as a problem in your community?



Dunn County Residents Agree. . .

- ✓ People don't know how to be in healthy relationship or prevent violence in relationships (79%)
- ✓ People don't know where to go for help when they have experienced violence (57%)
- ✓ People don't know how to prevent injury or violence in the home, neighborhood or workplace (34%)
- ✓ People don't know about or know where to get things to prevent injuries (car seats, child-proofing supplies, fall prevention) (32%)

Actual County Health Statistics:

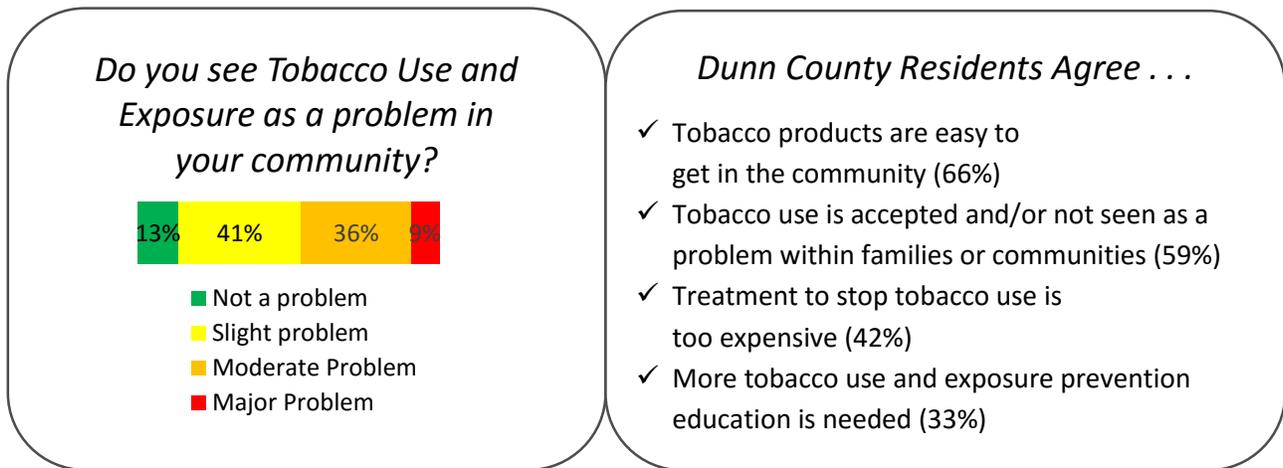
	Dunn County	Wisconsin (county average)
<i>Motor vehicle crash-related ER visits</i> Source: County Health Rankings	397	585 (county average)
<i>Injury deaths due to falls, adults over 65</i> Source: County Health Rankings	675	811 (county average)
<i>Violent Crimes</i> Source: County Health Rankings	82	255 (county average)

10) Tobacco Use and Exposure

Tobacco Use and Exposure focuses on improving health by: preventing tobacco use, providing treatment to stop smoking, and protecting people from second-hand smoke. Tobacco use includes all variations of tobacco and tobacco products: cigarettes, cigars, smokeless tobacco, and tobacco vaporizers.

Dunn County Community Health Survey Results:

This issue affects me or someone I know: 49%



Actual County Health Statistics:

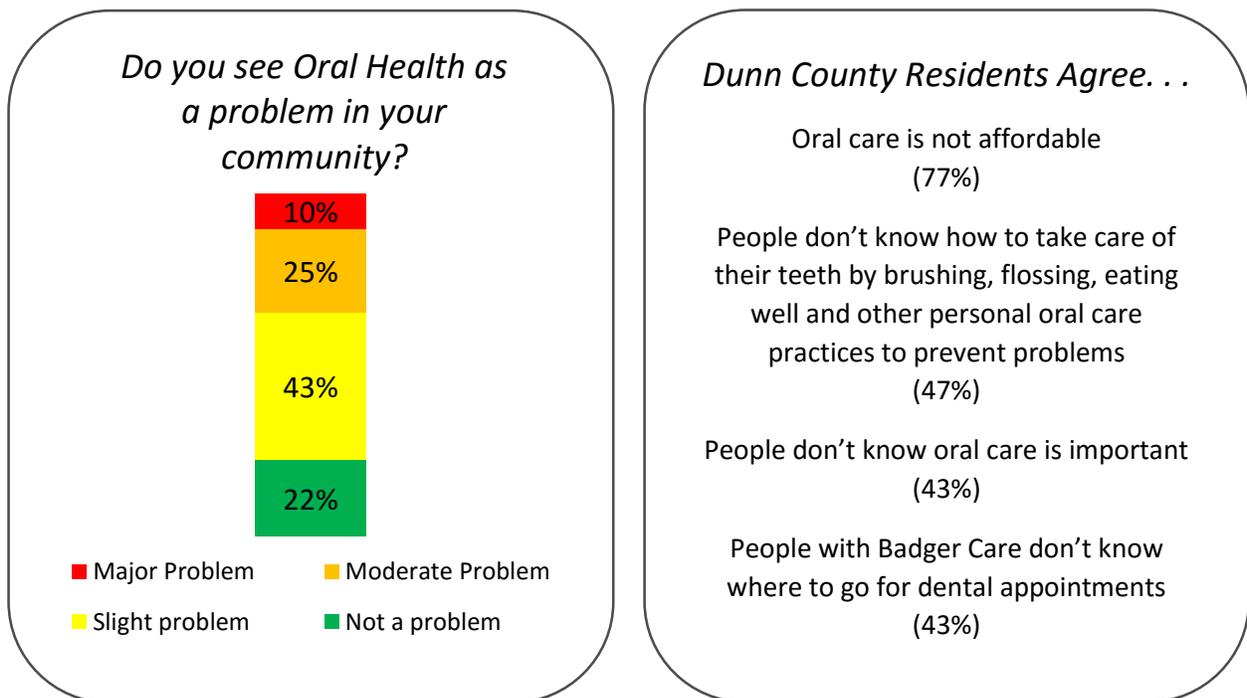
	Dunn County	Wisconsin
<i>Reported rates of smoking during pregnancy</i>	18%	15%
<i>Compliance checks for illegal sales to minors</i>	23.8%	7.3%

Source: WI WINS data

11) Oral Health

Oral Health focuses on keeping the teeth, gums, and mouth healthy. Problems associated with oral healthcare can include mouth pain, tooth decay, lost teeth, mouth sores, and difficulty eating food.

Dunn County Community Health Survey Results:



41% of survey respondents said this issue affects me or someone I know

Actual County Health Statistics:

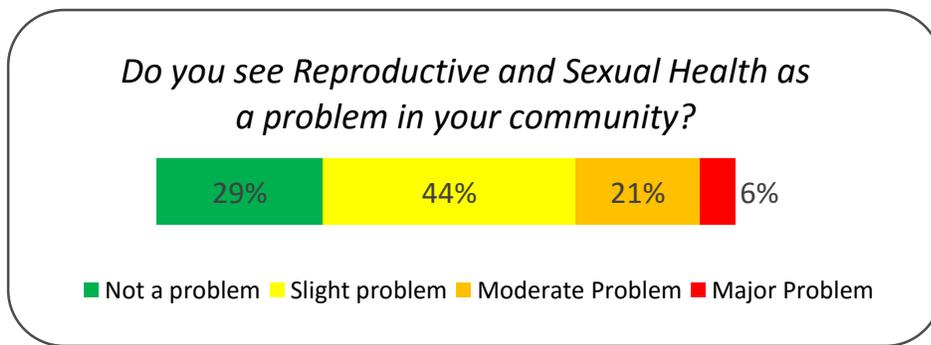
	Dunn County	Wisconsin
<i>Those reporting no recent dental visits</i>	34%	24%
<i>Ratio of dental providers to population</i>	3,148:1	1,631:1

Source: County Health Rankings

12) Reproductive and Sexual Health

Reproductive and Sexual Health means education and health care services that help people to stay healthy and safe in their sexual relationships at all ages, prevent unintended pregnancy and prevent sexually transmitted infections (STIs), such as chlamydia, HIV, hepatitis C and gonorrhea.

Dunn County Community Health Survey Results:



This issue affects me or someone I know:
20%

Dunn County Residents Agree. . .

- People do not feel comfortable asking questions about sexual health (89%)
- People don't know where to get sexual health supplies or care (43%)
- People cannot easily access services for sexual health care (33%)
- Sexual health care or supplies are too expensive (33%)

Actual County Health Statistics:

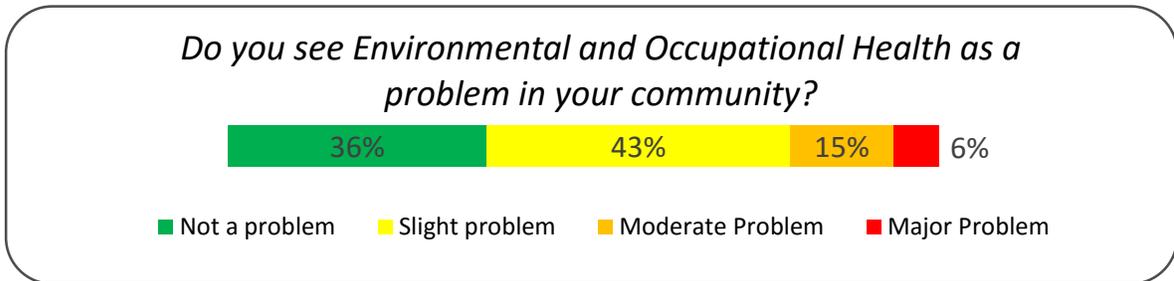
	Dunn County	Wisconsin
<i>Pregnant women who received 1st trimester prenatal care</i> (Source: County Health Rankings)	81%	76%
<i>Teen Births</i> Source: Wisconsin Interactive Statistics on Health (WISH) data query system, http://dhs.wisconsin.gov/wish/	21 (4.6% of all births)	3,413 (18.3% of all births)

162 Chlamydia Cases reported in 2015 (local data)

13) Environmental and Occupational Health

Environmental and Occupational Health means preventing illnesses and injuries from indoor and outdoor hazards, such as chemicals, contaminated food or water, polluted air, hazards at work (unsafe work practices or tools, exposure to chemicals or radiation), and diseases that can be passed from animals to humans.

Dunn County Community Health Survey Results:



31% said this issue affects me or someone I know

- Dunn County Residents Agree. . .*
- ✓ Home improvement measures are too expensive (71%)
 - ✓ People don't know about common hazards or how to change/improve them (62%)
 - ✓ Safe neighborhoods, homes, apartments and work areas are not always available or affordable (52%)
 - ✓ Home safety testing equipment is too expensive (41%)

Actual County Health Statistics:

	Dunn County	Wisconsin (county average)
<i>Annual days that air particulate matter is above standard</i>	0	0.1
<i>Percentage of old housing</i>	24%	27%
<i>Percentage of nitrate in private wells</i>	2.8% per Liter	1.5% per Liter

Source: dhs.wi.gov/epht

14) Communicable Disease Prevention & Control

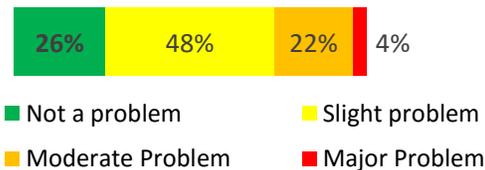
Communicable Disease Prevention and Control includes infections that you can catch from other people, bugs, animals, food that isn't cooked, etc. This health area includes getting sick from bacteria, viruses, fungi or parasites that can be passed from person-to-person or animal-to-person (influenza, measles, whooping cough, salmonella, etc.), as well as ways to prevent and stop the spread of these infections (immunizations/shots, personal health practices, getting treatment, etc.).

Dunn County Community Health Survey Results:

31% said this issue affects me or someone I know.



Do you see Communicable Disease Prevention and Control as a problem in your community?



Dunn County Residents Agree. . .

- ✓ Preventing these infections isn't seen as important (67%)
- ✓ Stopping the spread of disease isn't workable for me (staying home from work or school) (45%)
- ✓ People don't know where to get information on preventing infections (33%)

Actual County Health Statistics:

Population over age 65 that had flu shot in last 12 months: **51.7%** (Dunn County)

Source: <http://www.hhs.gov/nvpo/flu-vaccination-map/>

52.7% (Wisconsin)

Children up to date at age 24 months with recommended vaccinations: **73%**

Source: Dunn County local data from WIR

Chlamydia cases reported in Dunn County: **162** (local data)

Appendix A: Collaborative Agencies

Community Partners

Individuals from the following agencies attended open-forum style meetings coordinated by Mayo Clinic Health System and Dunn County Health Department. The meetings served as an opportunity for all attendees to participate in the planning and execution of the Dunn County Community Health Needs Assessment, and all were welcome to provide feedback about preliminary findings.

- *Aging and Disability Resource Center of Dunn County*
- *Arbor Place*
- *Boys and Girls Club*
- *Bridge to Hope*
- *Cedar Corporation*
- *City of Menomonie*
- *Community Foundation of Dunn County*
- *Dunn County Criminal Justice Coordinating Council*
- *Dunn County Health Department*
- *Dunn County Veterans Service Office*
- *Division of Public Health, Western Wisconsin Region*
- *Dunn County Sheriff's Office*
- *Dunn County Behavioral Health*
- *Family Resource Center*
- *Head Start*
- *Mayo Clinic Health Systems*
- *Menomonie Public Library*
- *Menomonie School District*
- *Our Savior's Lutheran Church*
- *Partners for Resilience*
- *Positive Alternatives*
- *Stepping Stones*
- *Tainter Lake Improvement Association*
- *University of Wisconsin – Stout*
- *UW – Extension*
- *WestCAP*
- *Wisconsin Department of Natural Resources*

Steering Committee Members

Steering committee members generally met on a monthly basis throughout the planning, organization and implementation phases of this project, from August, 2015 to February, 2016. These individuals made all important decisions about survey questions, survey distribution, data collection and reporting of results.

John Achter, Interim Associate Dean of Students at the University of Wisconsin – Stout

Kathy Asper, Arbor Place, Manager of Outreach and Prevention Services

Kristen Bruder, Family Living Educator Dunn County UW-Extension

Mary Bygd: Associate Administrative Assistant, Mayo Clinic Health System Red Cedar

Sara Carstens, Director of Community Engagement and Wellness, Mayo Clinic Health System

Christa Cupp, Western Region Division of Public Health

Jay Edenberg, Director of Public Affairs, Mayo Clinic Health System

Jason Hausler, 4-H Youth Development Educator, Dunn County UW-Extension

Wendy MacDougall, Dunn County Health Department, Health Officer/Director

Cortney Sabin, Applied Psychology Graduate Student at University of Wisconsin – Stout

Sandy Tarter, Nutrition Coordinator, Dunn County Extension

Tina Tharp, Community Wellness Supervisor, Mayo Clinic Health System

Appendix B: Community Resource Database

Resource	Contact Information	Description
2-1-1	Simply dial 2-1-1 to get help with life.	<i>Free, confidential community human services information and referrals.</i>
House Calls	(715) 232-6475 (800) 615-0334 www.housecallsinc.org	<i>Provides personal care, financial mgmt., supportive homecare, community support service, guardianship, supervised visits.</i>
Dunn County Human Services	(715) 232-1116	<i>Mental Health Clinic, Aging & Disability Resource Center, Family & Children’s Unit & Infant Development Programming</i>
Economic Support (Dunn Co Human Services)	call (888) 283-0012	<i>To apply, make appointments or ask questions on BadgerCare, Medicaid, Food Share, & Childcare Assistance programs</i>
Dunn County Energy Assistance	(715) 232-1116	
access.wi.gov	www.access.wi.gov	<i>Wisconsin’s internet tool to apply for and check eligibility for low cost or no cost health, nutrition or other programs.</i>
Job Center	(715) 232-7360 401 Technology Drive E, Menomonie www.workforceresource.org	<i>Job search and employment and training assistance for youth, unemployed and laid-off adults. W2 program & Emergency Assistance (one-time benefit for families)</i>
Community Connections/Stepping Stones	(715) 235-2920	<i>Provides light housekeeping, meal preparation, yard- work, companionship, small fix-it repairs, shopping, and transportation as volunteers are available.</i>
Dunn County Health Department	(715) 232-2388 www.co.dunn.wi.us	<i>Immunizations, fluoride for children, health screenings, women’s cancer prevention program, family planning, environmental health services, lead testing, well permits & water tests.</i>

ASSISTANCE RESOURCES

	United Way C3 Center	(715) 231-3066 1620 Stout Road, Tues & Thurs. 11am- 2pm	<i>Free used furniture, appliances, clothing, and household goods with referral.</i>
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MEDICAL AND DENTAL	Marshfield Clinic	(715) 738-2000 - Chippewa Falls Menomonie Dental Center 3375 Kothlow Ave. Suite 40 Menomonie, WI 54751 715-233-6480	<i>Dental care, Accepts MA</i>
	Free Clinic of the Greater Menomonie Area	Medical: (715)233-7655 (715) 308-3808 www.menomoniefreeclinic.org Open Tuesdays 5:00-7 p.m.	<i>Provides services to the uninsured with household incomes of 200% or less of the Federal Poverty Level. First come, first serve.</i>
	Mayo Clinic Health System—Red Cedar Hospital	(715)235-5531 Clinic: (715) 233-7777	<i>Urgent Care, Emergency, Family Birth Center, Behavioral Health</i>
	Catholic Charities	(715) 832-6644 (877) 832-3483	<i>Financial literacy, bankruptcy and home & buyer education</i>
	Prescription Drug Discount Cards	www.familywize.org (715) 235-3800 www.caremark.com/naco County Administration Office, 800 Wilson Avenue	<i>Discounts on out-of-pocket expenses through Family Wize, a program sponsored by the local government association, or pick up a card at the County Administration Office</i>

EDUCATION	UW-Extension	(715) 232-1636	<i>Provides Education in Nutrition, college transition, parenting, budgeting, Agriculture & 4-H Youth Development</i>
	Early Head Start/Head Start/All Day 4K	(715) 235-9122 (800) 352-6283	<i>Early Head Start serves income eligible families from pregnancy to age 3. Head Start serves families with kids ages 3-5 including 4K, pregnant and parenting teens, and home visit program.</i>
	Chippewa Valley Technical College	(715) 233-5344	<i>Adult Basic Education, Computer Literacy, ESL, GED</i>

FOOD AND NUTRITION

Dunn Co. DHS-Aging & Disability Resource Center	(715) 232-4006	Home delivered meals, senior meal sites, and liquid nutritional supplements
WIC Program	(715) 232-2498 (888) 332-5768	Supplemental food program for women, infants, and children. Offers health screening, nutrition education, and breastfeeding support. Provides vouchers for specific foods
Stepping Stones Food Pantry	(715) 235-2920 1602 Stout Road, Menomonie. Mon., Thurs. & Fri: 11am- 2pm, Tues & Wed: 3pm-6pm Sat: 10am—Noon	Provides food and personal care items to Dunn County households in crisis and at or below 185% of the Federal Poverty Level.
WestCAP Food Access/Resource Center	(715) 977-1191 823 Main Street, Boyceville Thurs. 3pm-7pm and Fri. 9am- 1pm	Open to residents of Boyceville and Glenwood City School Districts who are at or below 185% of the Federal Poverty Level
Caring Ministries Food Pantry	(715) 704-6400	Emergency food for residents in Colfax postal code or school district. By appointment only.
Elk Mound: Shepherd of the Hill Church Food Pantry	(715) 879-5115 Tues. & Fri. 10am-Noon or by emergency appt.	Provides food to those in need
Ruby's Pantry hosted by Shepherd of the Hill	Food Distribution-begins at 5:30 pm. 3rd Monday of the month. www.rubyspantry.org	\$20 donation. Bring your own bags/boxes.
W2 Program	(855)792-5439 (888) 283-0012 access.wi.gov	Must have minor children in the home.
Second Harvest Food Bank of Southern Wisconsin Food Share Helpline	Toll free: (855) 366-3635	---
Free Reduced School Lunch	---	Contact your local school administration.
Menomonie Farmers' Market	Local Produce May - October: Sat. 8am-1pm & Wed. 11:30am-6pm.	New Location: Wilson Park (Corner of 8 th Street and 9 th Avenue)

	Tuesday's Table	Every Tues. 5pm-6pm St Joseph's Church 10th St & Wilson Avenue, Menomonie	<i>You are invited to a free home cooked meal</i>
	Thursday's Table	Every Thurs. 5pm-6pm 1st Congregational Church, 420 Wilson Avenue, Menomonie	<i>You are invited to a free home cooked meal</i>
	Food Harvest Ministry Food Distribution	(715) 643-2350 Boyceville - Third Saturday of each month at the Community Center. Knapp - Fifth Saturday of the month in Knapp.	<i>Distribution starts at 10am. Suggested donation \$20 Bring your own bags/boxes. No questions asked. 100% non-profit.</i>

HOME REPAIR	Dunn County Volunteer Home Repair Collaborative Stepping Stones	(715) 235-2920	<i>Provides basic home repairs/modifications for low income home owners</i>
	Dunn County Community Development Block Grant	(715) 781-4658	<i>Home Rehabilitation Loans at 0% interest with deferred payments. Waiting list, based on priority</i>

SHELTERS AND CRISIS SERVICES	Stepping Stones Shelter	(715) 235-2975 Stepping Stones Winter Haven 1518 Stout Road (white house next to Stepping Stones) 7:30 p.m.—7:30 a.m. (715) 235-2920	<i>Provides emergency shelter and services for housing related issues. Provides overnight, safe shelter at Stepping Stones Shelter for adults age 18 and over. Open from November 15 to March 31.</i>
	The Bridge to Hope	(715) 235-9074 (800) 924-9918 Texting Hotline (715) 505-3640	<i>Offers crisis intervention; emergency shelter & services to victims of domestic and sexual abuse and human trafficking in Dunn and Pepin Co.</i>
	TeenCARE Positive Alternatives	(715) 235-9552	<i>Offers crisis/intervention services for teens/parents.</i>
	American Red Cross	(715) 235-3700 (877) 618-6628	<i>Disaster Services provides for immediate needs of food, shelter & clothing as a result of a disaster. Armed Forces Emergency Services provides emergency communication for military members and their families.</i>

	Sojourner House/Catholic Charities	(715) 832-6644 (877) 832-3483 618 South Barstow St., Eau Claire	<i>A shelter for men and women over 18.</i>
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UTILITY AND FINANCIAL ASSISTANCE	Catholic Charities-St. Lawrence Community Services	(715) 832-6644 (877) 832-3483 488 N Dewey St. Eau Claire, WI 54703	<i>Provides housing, utility assistance, foreclosure prevention, homebuyer education and case management to income eligible</i>
	Citizens Energy Oil Heat Assistance	(877) 563-4645	---
	Dunn County Energy Assistance	(715) 232-1116	---
	Veterans Service Office	(715) 232-1646	<i>Veteran's federal & state benefits, VA Health Care.</i>
	Dunn County Housing Authority	(715) 235-4511 Ext. 204	<i>Provides rent subsidy assistance for low income families, the elderly, and disabled adults. Waiting List.</i>
	Menomonie Housing Authority	(715) 235-0656	<i>Provides housing for low income families and the elderly based on 30% of gross income.</i>
	West CAP, Inc.	(800) 606-9227 www.westcaprentalproperties.org	<i>Provides weatherization services to save home energy; must first be referred from Energy Assistance. Housing Assistance provides rent and utility and mortgage assistance to Dunn and Chippewa Co. Offers affordable rental properties. JumpStart assists low income families to get into reliable fuel efficient cars.</i>

NON-CRISIS	American Red Cross	(715) 235-3700 (877) 618-6628	<i>Health & Safety Services teaches life-saving health and safety skills. Blood Services provides a safe and steady blood supply.</i>
	Bread For The World	(715) 235-9377	<i>Influences legislation to change government policies to be more helpful for hungry people. Supports Stepping Stones of Dunn Co. The Crop Walk is the 2nd Sat. of Oct. and Empty Bowls is the 1st Sat. in March.</i>

Source: http://www.co.dunn.wi.us/index.asp?SEC=76489326-3F2F-4822-BB30-94E307BF9B6D&Type=B_BASIC

Appendix C: Analysis of Comments

Below you will find an analysis of all comments listed for the top five health areas, in response to the following question: *What else should we know about this topic? What are your ideas for improvement?* The column titled “Examples” provides actual survey responses which fit each response theme.

1. Mental Health

Theme	Definition	Frequency	Examples
Lack of Resources	Dunn County lacks mental health-related resources, such as providers, clinics, therapy options, and hospitals.	27	<ul style="list-style-type: none"> • <i>We need more family therapy options. Professionals who are skilled in working with both the individual and parent in the family dynamic</i> • <i>Access for mental health care is limited even when referred by a doctor because there are so few mental health providers in Dunn Co</i> • <i>options are appalling in Menomonie.</i>
Education and Awareness	People in Dunn County do not fully understand mental health issues and need to be educated on disorders, acceptance of those who suffer from mental illnesses, treatment, and available resources	25	<ul style="list-style-type: none"> • <i>We need to focus on accepting those people who live with such disabilities by educating others and increasing awareness.</i> • <i>More education and talking about this subject is needed</i> • <i>More community outreach on making the community aware of the resources and services available</i>
Stigma/Taboo Subject	There is a stigma attached to mental health and many people do not accept and/or have a negative perception of those who suffer from mental illnesses.	19	<ul style="list-style-type: none"> • <i>STIGMA</i> • <i>I believe this is a growing issue. There is a stigma about seeking mental health treatment.</i> • <i>Invisible disabilities have a stigma and no one wants that surrounding them</i>
Costs and Coverage	The costs associated with mental health	19	<ul style="list-style-type: none"> • <i>Mental health help is WAY to EXPENSIVE that those that need it can not afford to get</i>

	<p>services are too high. People have a hard time affording it, which could also be due to high insurance premiums.</p>		<p><i>it or don't qualify for help when they need it.</i></p> <ul style="list-style-type: none"> • <i>People don't want to be treated for mental health because of the effect it may have on their insurance.</i> • <i>Also, the costs (medical, legal, police, etc.) that go along with retroactively dealing with problems associated with mental illness are much greater than people realize (and less expensive than proactive measures).</i>
<p>Barrier to Getting Help</p>	<p>Individuals experience barriers to getting help, such as: they are afraid to ask, they don't realize they are struggling with a mental illness, it is difficult to access services (long wait time).</p>	<p>17</p>	<ul style="list-style-type: none"> • <i>Inform people that it IS OKAY to ask for help</i> • <i>It is so wrong that you have to wait 2-5 weeks to get an appointment to see a mental health provider. That is SOOOO unhelpful!!</i> • <i>Hard to access counseling and care.</i>
<p>Early Intervention/Screening</p>	<p>Screening and education for mental illness should start at a young age.</p>	<p>12</p>	<ul style="list-style-type: none"> • <i>Elementary school is a great place to start screening and educating. Especially if kids are seeing these types of problems or behaviors in their homes -- they feel that it's "normal,"</i> • <i>Wellness should be promoted from prenatal care on.</i> • <i>In schools teachers, principals need to be educated on the signs and where help can be found for those they identify that have issues. It must start early with educating educators and parents.</i>
<p>Local Issue</p>	<p>All comments about mental health prevalence specific to the Dunn County Community.</p>	<p>6</p>	<ul style="list-style-type: none"> • <i>We have a population of people with serious mental health issues locally.</i> • <i>Hard to have anonymity in a small town.</i> • <i>Everyone I work with seems to have depression/anxiety.</i>
<p>Excuse</p>	<p>Those with mental illnesses use their disease as an excuse and way to get out of normal activities and</p>	<p>4</p>	<ul style="list-style-type: none"> • <i>Everyone I know has mental health issues. I think it is a cop out sometimes and an easy way out for lots. Suck it up people and get over it. If you need help teach people what it is, how to see it and where to get some</i>

	<p>responsibilities. They do not take initiative to seek help and improve their condition.</p>		<p><i>help. If you can eat (find food and eat it), have a cell phone and use it then you can do what other people do and get at job and work through it.</i></p> <ul style="list-style-type: none"> • <i>The mentally ill in our community do not want to change their situation. Often the illness allows them to have an excuse for unemployment, poor behavior and learned helplessness. Mental illness is treatable only if the individual wants the help.</i> • <i>I also believe people use their mental illness as a crutch to not succeed in life.</i>
<p>Culture</p>	<p>Culture contributes to mental health-related issues in our community.</p>	<p>4</p>	<ul style="list-style-type: none"> • <i>mostly a cultural problem</i> • <i>The family is eroding and then society will too.</i> • <i>The culture works against good mental health practices because it is dominated by individualism, by the causes of mental health problems (cf. alcohol and drugs), by greed, by infantilism, by machismo, by violence as a way of solving problems. It's fair to say we have a "sick culture".</i>
<p>Collaboration</p>	<p>The community should collaborate and come together to discuss ways to manage and treat mental illness in the community.</p>	<p>3</p>	<ul style="list-style-type: none"> • <i>We all need to be involved in mental health care. People need to speak up and express concerns for family, friends, neighbors, coworkers, etc.</i> • <i>Let's recognize this disease in an open forum.</i> • <i>More health resiliency needed. Offer often free in snippets. Discussions, roundtables. So powerful.</i>
<p>Suicide Rate</p>	<p>The current suicide rate is high and appears to be increasing</p>	<p>3</p>	<ul style="list-style-type: none"> • <i>I spoke on this topic earlier. The suicide rate in our area is out of control. Approximately one suicide weekly between Dunn, Chippewa and Eau Claire Counties.</i> • <i>The community needs to erase the stigma with suicide and have honest conversations about "asking for help"</i> • <i>22 veterans commit suicide in this country per day. That is just one demographic that makes up a fraction of a sliver of our population. It is also a prime example of the</i>

			<i>need to bring the services to the community and to normalize asking for help.</i>
Other	Other comments that did not fit into a specific category.	5	

2. Obesity

Theme	Definition	Frequency	Example
Personal Choice	It is up to the individual to choose a healthy lifestyle and maintain a healthy lifestyle. Many do not have motivation, desire, or take responsibility for their health.	37	<ul style="list-style-type: none"> • <i>Some people don't want to make the lifestyle choices/changes</i> • <i>I think people know that being overweight/obese is unhealthy but are too lazy to change eating habits and increase physical activity.</i> • <i>This is a personal type of life style one chooses to live. All the information is out there each person has to be strong enough to make the right decision.</i>
Complexity of the problem	There is not one simple solution for addressing this concern; many complex factors play a role in the current problem.	23	<ul style="list-style-type: none"> • <i>This is a complex problem that goes beyond the reasons listed above, including cultural trends toward unhealthy eating and sedentary work, and the personal difficulty of making health behavior change. I want to believe that people know the risks and maybe even wish they could change, but need motivation, support and assistance to make changes.</i> • <i>I feel obesity is the effect from many causes. It is a pretty complex issue. People in our society shame and are shamed by obesity.</i> • <i>I would to the list of compounding factors: stress, lack of activity, too heavy workloads, lack of healthy food choices, difficulty in changing lifestyles.</i>
Other Proposed Solutions	Other proposed solutions which may help improve obesity rates in the Dunn County Community.	18	<ul style="list-style-type: none"> • <i>Need to get more Registered Dietitians in the community at low to no costs that are available in various locations (stores, workplaces, community organizations, schools) at various times.</i> • <i>"grocery stores give ""tours"" Where in Dunn County?</i> • <i>if you hit them in their pocket books with paying higher health care and allow those that are healthier to get cheaper care - we might just change the world</i>
Socially/ Cultural Problem	Maintaining a healthy lifestyle is a	17	<ul style="list-style-type: none"> • <i>Dunn county has an unhealthy food culture. I am glad to see the farmers market</i>

Difficult to Change	social/cultural issue. Oftentimes, family dynamics pave the way for health behaviors. Some unhealthy behaviors are socially accepted or promoted.		<p><i>growing and Menomonie Market expanding; I hope the trend continues.</i></p> <ul style="list-style-type: none"> • <i>Seriously poor nutrition practices and choices passed on in families create generations of folks who don't eat properly.</i> • <i>It is fine to be obese in dunn county.</i>
	Making health behavior changes are difficult, and many factors contribute to this, including mental health issues.	15	<ul style="list-style-type: none"> • <i>Most obese people also have depression, and therefore do not want to change their ways on anything. They just want to live in their "slump".</i> • <i>Life is too hard, stressful, depressing, etc. to exercise</i> • <i>Reducing weight to normal range is too much work for most people</i>
Cost	Healthy choices are often more expensive, whereas unhealthy choices are more affordable. Dunn County residents struggle to maintain a healthy lifestyle due to financial strains and insurance coverage issues.	14	<ul style="list-style-type: none"> • <i>Many of the weight management options are expensive and not covered by insurance.</i> <ul style="list-style-type: none"> • <i>Healthy food is very expensive</i> • <i>Healthy food is expensive. HMR programs & other similar programs are expensive. People can't afford what may help them.</i>
Convenience/Accessibility	Unhealthy food choices are more readily available and accessible than healthy choices.	11	<ul style="list-style-type: none"> • <i>When food that is high in fat and sugar is cheap and easily available, but healthy options are expensive and need to be sought out, we are primed for a society that will suffer from obesity.</i> • <i>People choose the quick easy option of fast food which is generally unhealthy - especially for busy parents and kids who end up paying for it.</i> • <i>overly processed foods and drinks fill the stores. Fast food restaurants are everywhere.</i>
Unaware, Need for Education	There is a need for more education about making healthy choices; many people	8	<ul style="list-style-type: none"> • <i>Reading this survey, I did not know about the weight management services that could be offered.</i>

Child's environment	are unaware or uneducated.		<ul style="list-style-type: none"> • <i>I'm not sure that people don't know but don't believe obesity will cause health problems.</i> • <i>People know about obesity and need a better understanding of the importance of nutrition and a commitment to eat better and be active.</i>
	Kids do not get enough physical activity. School environments should include more physical activity and more education about an active lifestyle.	6	<ul style="list-style-type: none"> • <i>Improvements in the school day to include more activity would be great to get body's moving everyday</i> • <i>Having children do more physical work in school would help and teaching everyone how to do yoga and aerobic exercises would be beneficial.</i> <i>Too much tv and PC - not enough exercise for children - no running or playing</i>
Nutrition	The food that is readily available is inadequate and or not nutritious. Often times, portion sizes are too large, food includes unhealthy additives, and food content does not have the necessary vitamins and minerals.	5	<ul style="list-style-type: none"> • <i>Also the food that is packaged etc. are made so people crave more. Plus there are so many harmful additives in our food now</i> • <i>Schools serves processed, chemical laden foods! If u can't understand what the ingredients are we shouldn't be serving them to our families! No artificial flavoring or colors. We need stronger regulations!</i> • <i>Restaurants serve far too many calories in their meals.</i>
Existing Programs	There are existing community programs that are of high quality and beneficial. Many choose not to utilize the programs.	5	<ul style="list-style-type: none"> • <i>Keep up the great programs for seniors – strong bones, stepping on, yoga etc</i> • <i>There are great programs out there. Like TOPS.</i> • <i>Mayo has done a good job of addressing this issue and did a film on it that went around the US to educate people about obesity and what they can do.</i>
Unhealthy Preference	Unhealthy foods are more appealing and taste good.	3	<ul style="list-style-type: none"> • <i>People LIKE eating all the unhealthy foods. And TOO much of it.</i> • <i>Unhealthy foods taste good and people like them.</i> • <i>It seems like all the good tasting foods are high in calories.</i>
Other:	Comments that do not fit in one category.	7	

3. Drug Use

Theme	Definition	Frequency	Example
Community Resources	Sub-themes include: General Resource Improvement, Preventative Action, Treatment, Education/Awareness, Help for family of user	(61)	
<i>Education/Awareness</i>	More education is needed surrounding the issue of drug use	24	<ul style="list-style-type: none"> • <i>There needs to be additional education at early ages about the dangers as well as to family members who can recognize the behaviors</i> • <i>I think that we don't necessarily need *more* drug use prevention education; we need *better* drug use prevention education.</i> • <i>Research does show that when the public is aware of the drug and what it can do it makes a difference in the number of people using. More public awareness is necessary.</i> •
<i>Treatment</i>	Those who abuse drugs need access to proper treatment; oftentimes treatment is difficult to access and costly	17	<ul style="list-style-type: none"> • <i>While more treatment options are available than a few years ago, cost, transportation and stigma affect the number of people seeking help.</i> • <i>More affordable healthcare treatments are needed.</i> • <i>Drug recovery programs available for others who need help.</i>
<i>Preventative Action</i>	Preventative efforts should be put in place, including the addition of alternative activities, and incentives for positive behaviors	13	<ul style="list-style-type: none"> • <i>There needs to be more support for families and activities for all youth (not just those that can afford it) that are focused on healthy behaviors.</i> • <i>We often focus on how to intervene after it happens. I think we have lots of good education in the community but we aren't doing enough analysis and intervention for at risk youth. Why do they start? Are there interventions we should address once we know why they start?</i>

<i>Help for family of user</i>			<ul style="list-style-type: none"> • <i>I think we should improve the outreach to the rural areas with other things for kids to do, so they can feel more important and not get so depressed and turn to drugs.</i>
	More resources are needed for the families that are helping a loved one with recovery	4	<ul style="list-style-type: none"> • <i>There should be support groups for children who have parents with substance abuse issues so they know they are not alone and they are not the cause of the problem. It is such an unseen, under talked about issue and children are the silent victims.</i> • <i>Families have their hands tied when trying to help an addicted member. The HP-PA restrictions make it virtually impossible for someone to discuss an addict with their health care provider.</i> • <i>Need more support for parents dealing with child using</i>
<i>General Resource Improvement</i>	More resources related to drug abuse and drug use are needed in the Dunn County Community.	3	<ul style="list-style-type: none"> • <i>We need more research and resources to combat drug use.</i> • <i>We need resources to help those with these issues. Local resources are important</i> • <i>Need more local resources for help</i>
Enforcement	Sub-themes include: Stricter Penalties, Marijuana, Drug Dealing	(47)	
<i>Stricter Penalties</i>	There should be stricter penalties and laws put in place for drug use.	29	<ul style="list-style-type: none"> • <i>Also, consequences for those providing the drugs is not consistent or enforced in the court system like they could be. There should be zero tolerance for anyone providing drugs to someone else!</i> • <i>More County Deputies are needed to help combat the drug problems in this county. It seems like the Police & Sheriff's Departments are so understaffed on the road that they don't have extra time to devote to fully investigating other crimes. Also, when abusers are sentenced, it seems to be more of a slap on the hand instead of a more severe punishment.</i>

<p><i>Marijuana</i></p>	<p>All comments related to marijuana use, including: it is/is not harmful, it should be classified differently from all other drugs, it may be legalized and it may have a beneficial medical use.</p>	<p>15</p>	<p><i>Individuals do not get any real punishment for drug use, sale or possession. There is no deterrent or jail time.</i></p> <ul style="list-style-type: none"> <i>• Kids think marijuana is OK, and a lot of adults think it's no worse than alcohol. Marijuana use in young people/teens can cause brain damage and be a pathway to stronger drugs. They need more education</i> <i>• The use of certain drugs (ie. marijuana) should be decriminalized because the problems associated with it being crime (black market and associated activities) are greater than the problems of use.</i> <i>• Marijuana needs to be legalized, licensed and available. The rest might then be easier to control.</i>
<p><i>Drug Dealing</i></p>	<p>Those who sell drugs due so to earn a living; drug dealers do not receive enough punishment</p>	<p>3</p>	<ul style="list-style-type: none"> <i>• People who make and sell drugs are able to plea bargain out of sever enough punishment!!</i> <i>• Selling and/or manufacturing drugs is a more lucrative economic option for individuals who can't obtain fulltime decent paying work. It is more attractive than working a couple part time jobs and still coming up short. A better work economy is needed</i> <i>• Also, people turn to illegal drugs to make money. Economic development curbs that.</i>
<p>Local Concern</p>	<p>Sub-themes include: Increased Prevalence, High School, Family Issues, Acceptable to culture</p>	<p>(44)</p>	
<p><i>Increased Prevalence</i></p>	<p>All comments related to prevalence and availability of drugs in the Dunn County vicinity which are a cause for concern.</p>	<p>16</p>	<ul style="list-style-type: none"> <i>• Methamphetamine is becoming a problem within our community. No longer is the issue meth labs, but rather younger children beginning ot use.</i> <i>• Menomonie seems to be promoting drug use with smoking tobacco stores and drug paraphenalia stores in town (glass blowing store) Drugs are easy to find and</i>

Opinions on Drugs and Acceptability	<i>High School</i>	High school students have access to drugs	14	<p><i>definitely more of a problem in Dunn County than ever before.</i></p> <ul style="list-style-type: none"> • <i>Seems to be a major problem at high schools, yet it is being considered cool to get busted or called to the office during a bust.</i> • <i>It is well known by kids that any drug you want can easily be obtained in the halls of the High School! Stop turning a blind eye! Drug use and culture in the middle school is shocking to me. Where do young kids get the money for drugs? A reliable source of information said marijuana use at Menomonie High School is almost mainstream; no longer just for 'druggie' or 'burnout' kids. Kids learn what they live, so it appears drug use is prevalent in Dunn County.</i>
	<i>Family Issues</i>	Drug use stems from family history, and drug use creates problems within family dynamics.	5	<ul style="list-style-type: none"> • <i>I think education has been provided but families choose not to seek help. Difficult to break cycles. May mean they need to make new friends, contacts to get the help they need.</i> • <i>Difficult to change when family/friends are still using.</i> • <i>Seems to be "children learn what they live". Same family names from when I was a child are still in the drug scene.</i>
	<i>Acceptable to Culture</i>	Drug use in Dunn County is seen as normal, accepted, and not problematic.	9	<ul style="list-style-type: none"> • <i>No one cares anymore not parents, not staff, not society.</i> • <i>Some parents think their child's drug use is acceptable, harmless or just what "kids" do</i> • <i>In some social groups, drug use is acceptable and even encouraged</i>
		General opinions on drug use and abuse, and the overall effect of use.	16	<ul style="list-style-type: none"> • <i>Addictions are complicated and recovery is often difficult to sustain.</i> • <i>People addicted to drugs need to be removed from their environment; away from the source of their drugs.</i> • <i>This is a PERSONAL PROBLEM! Get your act together!!</i>

Mental Health	Drug use is directly related to mental health issues, and individuals may use drugs to “self-medicate” or as a coping mechanism to handle life stressors.	15	<ul style="list-style-type: none"> • <i>So many people don't have coping mechanisms to deal with matters that affect them in daily life. Dealing with drug use may need to start with better understanding mental illness or behavior issues.</i> • <i>The pressure of keeping up with everything because we simply can't do it all has people turning to drugs for comfort or with the thought of the drug will help them get through it all.</i> • <i>Tobacco, alcohol, and other drugs and their abuse is a mental health problem. People need to learn healthy coping mechanisms at a young age to prevent substance abuse.</i>
Unsure/Uninformed	Individuals are not aware of the extent of drug use and resulting problems in the community.	8	<ul style="list-style-type: none"> • <i>Since retirement I am less connected with the work place crowd and hearing what is going on. Can't comment more than I have.</i> • <i>I don't know enough about the choices to offer valid opinions</i> • <i>Don't know about drug use in the county</i>
Other	Comments that do not fit into a specific category	8	

4. High-Risk Alcohol Use

Theme	Definition	Frequency	Example of Comments
Social/Cultural Attitudes	Sub-themes include: General Social Norm, Alcohol found at events, Wisconsin Culture, Parents allow	(40)	
General Social Norm	Alcohol use is viewed as normal, accepted, and is often promoted in society.	18	<ul style="list-style-type: none"> Way too many people have withdrawal symptoms. Alcohol is seen as a normal thing to do, even by the nurses in town Promoted too much in the media - ESPECIALLY in Sports Alcohol use is seen as a rite of passage into adulthood. Beverage producers have a very strong lobby and make huge contributions to political campaigns and causes.
Local Wisconsin Culture	Alcohol is ingrained in our local culture, specific to Wisconsin and the Dunn County Community alike.	10	<ul style="list-style-type: none"> I moved here from Minnesota eight years ago. I was shocked to see the central role alcohol plays in Wisconsin community. This is a societal problem...Wisconsin is known as a state with the most drunks and alcohol problems and many Wisconsiners accept this... It's the WI culture of you're strange if you don't drink or over drink.
Parents allow	Parents drink too much around their kids and allow their underage kids to drink	7	<ul style="list-style-type: none"> it is ok to drink lots of alcohol and give it to the kids. How to change a society belief...no answer. I am particularly concerned about parents who are patterning horrific drinking habits to their children and don't really care when those children begin drinking at a young age. Wow!! More and more times I witness parents drinking out at local sporting events.
Alcohol found at events	Alcohol is present at all social activities and seen as normal	5	<ul style="list-style-type: none"> Alcohol is socially acceptable - at most events, draws the adults to the events. And so I am aware of the increased social use of alcohol at many, many community events. It bothers me that these events are "family" events and that presenters feel

			<p><i>that without serving alcohol, people will not attend an event.</i></p> <ul style="list-style-type: none"> • <i>Drinking is socially acceptable and becomes a crutch - seems many people have a hard time in social settings and drinks take the "nerves" away. Why can't people have a good time without the alcohol?</i>
Enforcement	Sub-themes include: Stricter laws/higher penalties, Driving Offenders, Underage drinkers and parent providers	(27)	
<i>Stricter Laws/Higher Penalties</i>	Dunn County should put higher penalties in place for all alcohol-related offences	13	<ul style="list-style-type: none"> • <i>More law enforcement programs, more monitoring of those who get other vulnerable adults, children, or other people involved in unlawful activities.</i> • <i>There needs to be follow through when this is reported; oftentimes it is overlooked. We "hear say" but there is no follow up</i> • <i>The penalties need to be more detrimental to the individual breaking the law.</i>
<i>Driving Offenders</i>	Those who receive an OWI, DWI or DUI should receive more intense repercussions.	10	<ul style="list-style-type: none"> • <i>too many dwi's before license is taken etc</i> • <i>Mandatory classes for people convicted of drinking and driving. They need to know how their poor choices can affect them and others that they could potentially kill or injure.</i> • <i>It's ridiculous how common it is to have people getting arrested for 4th, 5th and 6th offense OWI. Whatever is being done now is NOT working!</i>
<i>Underage Drinkers and Parent Providers</i>	More should be done to reinforce the laws about legal drinking age and providing alcohol to minors.	4	<ul style="list-style-type: none"> • <i>The laws should be changed in allowing minors to drink when their parents are present! It doesn't set a good example and starts them drinking too soon.</i> • <i>Also, crack down on the parents that supply alcohol to their underage kids.</i> • <i>Re-enforcing the laws as to legal age to drink.</i>
Education is Needed	Sub-themes include: Educate youth,	(24)	

<p><i>Educate Youth</i></p>	<p>Special Topics regarding alcohol use</p> <p>More efforts need to be put in place to educate young people about the effects of drinking: health, societal, financial. Further, a focus should be put on safe drinking and drinking in moderation.</p>	<p>13</p>	<ul style="list-style-type: none"> • <i>Going to the schools to educate kids as early as elementary/middle school.</i> • <i>Instead of teaching young people to "just say no", teach them how to drink to responsibly.</i> • <i>Stress the financial and legal consequences of drinking to young people. Show long it takes to work yourself out of a "whole". We fail to show school kids the financial losses that families can suffer because a member is making poor choices.</i> •
<p><i>Special Topics regarding alcohol use</i></p>	<p>The community in general should know more about alcohol use and abuse, and how to prevent problems from occurring.</p>	<p>11</p>	<ul style="list-style-type: none"> • <i>Educate how alcohol destroys lives</i> • <i>I think a lot of people don't see wine consumption as alcohol issues.</i> • <i>education about functional alcoholics. I believe people don't think they are an alcoholic if their drinking isn't affecting others even though they're drinking 4+drinks/day.</i>
<p>More Resources Needed</p>	<p>More resources are needed to curb drinking and driving and to provide support to chronic drinkers</p>	<p>22</p>	<ul style="list-style-type: none"> • <i>Only one option that I know of in town. That option does not have a good reputation.... Considered a joke to those who have used them 😊</i> • <i>bars should offer free soda to those who ask and esp to designated</i> • <i>We need affordable resources for where to get help for addictions. The closest is in Chip Falls or anywhere but Menomonie</i>
<p>Individual Choice, Responsibility</p>	<p>Many people do not believe they have a problem, so do not want to get help. Some people make poor choices and need to take personal responsibility for their actions.</p>	<p>19</p>	<ul style="list-style-type: none"> • <i>However, there are many families that do no see it as an issue/problem for them if they are able to get to work each day or not have had issues with law enforcement.</i> • <i>People have to be willing to get treatment and recognize the problem.</i> • <i>There is a lot of blame shifting to these questions. The problem is poor choices. People need to be held accountable for their own actions. It's not the fault of the dunn county community not supporting them.</i>

<p>University-related</p>	<p>The problems associated with alcohol use are related to the University located in Dunn County.</p>	<p>13</p>	<ul style="list-style-type: none"> • <i>We are a college community. Binge drinking is still an issue with the college community</i> • <i>it's really hard in a college community</i> • <i>Alcohol sellers (stores AND bars) have SPECIALS when students return and say they aren't promoting drinking. It's good for their profit, bad for society all around.</i>
<p>Modify Drinking Age</p>	<p>The drinking age should be changed to 18; college-aged students should be allowed to drink alcohol.</p>	<p>3</p>	<ul style="list-style-type: none"> • <i>Banning alcohol for under 21 college students leads to dangerous drinking in basements and house parties. It should be brought into the public. If young college students want to drink they will, it is our responsibility to provide a safe venue for this experimentation to occur.</i> • <i>make the drinking age 18</i> • <i>The current drinking age encourages "underage" and high-risk drinking activities.</i>
<p>Self-Medicare</p>	<p>People use alcohol as a way to self-medicate and/or cope with life stressors.</p>	<p>3</p>	<ul style="list-style-type: none"> • <i>Alcohol is often used as a pain killer in the rural areas because medications are too expensive or people can't afford healthcare to get medications.</i> • <i>People who have stress, abuse, depression use alcohol besides the identified "culture use"</i> • <i>I don't see a problem with Drinking. People have stressful lives. And some people need that release of stress.</i>

5. Healthy Nutrition

Theme	Definition	Frequency	Examples of Comments
Health-focused Education	There is a need for health-focused education, as many Dunn County residents are uninformed and unaware of healthy decision making.	34	<ul style="list-style-type: none"> • Education is key. People are not taught the proper nutrition. • We are doing a good job talking about it but we need to keep doing it and not slow down. It needs to be a topic not only in our schools but in our community programs as well. And in the work place with employers and their employees. In all the church programs and non-profit organizations. • Education about healthy food choices is key! Many do not understand the impact of low quality food on their health or community.
Welfare and Assistance Programs	Sub-themes: Problems, Ideas for Improvement	(24)	
<i>Problems</i>	There are many problems associated with our current assistance programs for those in poverty.	12	<ul style="list-style-type: none"> • People that can afford food are down getting free food from the pantry, taking away from those who need it. • Too many people and children are overweight in this county and they are the ones getting government assistance. I thought that WIC and food stamps etc... were to be used for healthy food! Where are these people getting the money for junk food etc... • Healthy nutrition is a problem because all these people with food stamps can take their card to the store to buy soda & chips. This should only be able to be used to buy healthy food like the WIC program.
<i>Ideas for Improvement</i>	All ideas for improving the current welfare and assistance programs.	12	<ul style="list-style-type: none"> • Help the pantries to have healthier food • Stricter rules on using food stamps- purchasing only healthy items and making it more difficult to transfer these to other people. • Area in need of improvement ... revamp food stamp allowance amounts. Food support should come in the form of a bag

Grocery Store/Restaurant Improvements	Current food options that are offered in grocery stores and restaurants are inadequate and need to be improved.	21	<p><i>of groceries ... not a "credit card" for people to make their own purchases. The program is so comfortable that families never plan to get off the welfare ride.</i></p> <ul style="list-style-type: none"> • <i>More healthy food choices at local establishments</i> • <i>More healthy foods and options to get healthy foods for the community instead of just at the local farmer's market or at a co-op with notoriously high prices</i> • <i>Also, in small towns or rural areas, seldom are there healthy choices for lunches and dinners out, and choices are almost always limited to small cafes or, more often, bars that serve fried, pre-packaged food.</i>
Personal Choice	It is the individual's choice to prioritize healthy nutrition and maintaining a healthy lifestyle. Many lack motivation and desire to make health behavior changes.	19	<ul style="list-style-type: none"> • <i>There are some people in our community who can afford health food choices, but choose to spend their income on items other than healthy food, e.g., big screen TVs, video games, movies, junk food. Healthy food choices are no more expensive than these other choices; it's a matter of priorities.</i> • <i>Even when you know what you should be eating it's always more tempting to eat the unhealthy choices.</i> • <i>Students only want to eat chicken nuggets and junk food. Even if the most nutritious meal is provided they are going to throw it away. I see students eat Doritos and drink 2 liter bottles of soda instead of eating a school lunch.</i>
High Cost	Healthy foods are more expensive than unhealthy, processed foods that are more readily available.	15	<ul style="list-style-type: none"> • <i>Healthy food is more expensive to buy.</i> • <i>Healthier foods need to be cheaper and unhealthier foods need to be more expensive. This is a manufacturer problem</i> • <i>Don't make the healthy foods so much more expensive than processed boxed crap</i>
Convenience, Accessibility	Highly prevalent cheap, processed	15	<ul style="list-style-type: none"> • <i>Many families purchase meals that are quick to prepare.</i>

	<p>foods do not require preparation time and are therefore more convenient and accessible. Because of this, fast food restaurants are appealing and save time.</p>		<ul style="list-style-type: none"> • Many people prefer the convenience of fast food • Many people just want fast snacks and don't take the time to make a good meal. Its easier to go through the drivethrough for a quick meal.
<p>School Nutrition</p>	<p>The current school lunch program is inadequate. There are not enough healthy choices offered.</p>	<p>14</p>	<ul style="list-style-type: none"> • School lunch needs to be healthier, better tasting, and more visually appealing. • Menomonie school lunch program is in desperate need of improvement in the area of nutrition and whole food choices. For example the school district sees fruit juice as a healthy fruit choice & is given with hot lunch or with a snack. Juice full of sugar is not an acceptable fruit choice. Neither is pre-packaged foods with tons of preservatives & sugar as the first ingredient such as most cereals they provide in the morning for breakfast.
<p>Social/Cultural Norm</p>	<p>It is socially and culturally accepted to eat unhealthy foods.</p>	<p>9</p>	<ul style="list-style-type: none"> • The fast-food generation is bigger than ever. People get into food habit 'ruts' and change is hard for them. • Non healthy food is the "norm" Our culture supports food that is unhealthy-cheese, beer, meat (in quantities that are too large and unaccompanied by veggies)
<p>Food Content and Portion Sizes</p>	<p>Manufactured food is high in calories, fat, sugar and other added ingredients. Portion sizes are also too large and should be adjusted.</p>	<p>7</p>	<ul style="list-style-type: none"> • Sugar is a major health threat, but all convenience and fast foods are full of it, causing tons of chronic disease. • Moderation is also a factor - knowing when to stop eating (overeating). High fat/sugar/salt foods have altered people's palates such that people are addicted to foods that are not healthful.
<p>Low Income Prevalence</p>	<p>The Dunn County Community has a large number of residents who live below the poverty line. Poverty remains</p>	<p>7</p>	<ul style="list-style-type: none"> • Poverty in Dunn Co. is extensive, kids not getting fed over the weekend, only receiving food at school is tragic. Access to healthy food for families should not be an obstacle in a developed nation.

Advertising	<p>a problem in this area.</p>		<ul style="list-style-type: none"> • <i>I know many people do not have the funds or the time to eat well.</i> • <i>This is a low wage area. One of the lowest in the state of WI. We need livable wages to afford healthy foods</i>
	<p>Food advertising plays a large role in what individuals choose to eat. There is a large amount of marketing for unhealthy, processed foods.</p>	7	<ul style="list-style-type: none"> • <i>Kids are constantly bombarded by marketing forces across a variety of products from trendy school prepackaged to chain restaurants (which advertise using the "smart kid" telling parents where they should eat.)</i> • <i>Food is marketed. For profit companies, despite any good healthy intentions, will always push profit, and will always fight for "market share."</i> • <i>It is important for residents to realize that eating healthy is more about setting realistic goals than catering to commercials.</i>
Other Ideas for Improvement	<p>All other ideas to improve this health area: Healthy Nutrition.</p>	7	<ul style="list-style-type: none"> • <i>Healthy foods spoil quickly, are expensive, and often require cooking/cutting/prep. It would be helpful if already prepared and already cut items were not more expensive. My thinking could be off-are there healthy food options that you can buy in bulk, with no prep time?</i> • <i>My idea for improvement is to model health insurance after car insurance. If you are a higher risk, then you should be charged more for insurance. The ownership and cost should not be placed on the health care system or taxpayers that are not at fault.</i> • <i>We need a way to report our concerns</i>
Breastfeeding	<p>The community is lacking resources and support related to breastfeeding.</p>	6	<ul style="list-style-type: none"> • <i>There is zero support at the Mayo clinics (Menomonie and ec) for breastfeeding feeding when you give birth over a weekend. I had so much trouble breastfeeding but was told help was only offered Monday through Friday. Sorry my son's birthday wasn't on their schedule.</i> • <i>Doctors don't give good breastfeeding information, especially in the ER with</i>

			<p><i>mastitis, but also regular clinic doctors (not unique to Menomonie, this is nationally).</i></p> <ul style="list-style-type: none"> <i>• Breastfeeding assistance from lactation consultants at local hospitals is very expensive. I wish all moms knew they could talk with people at the county level to get help and support with breastfeeding</i>
Existing Programming	There are many programs and resources offered in Dunn County.	5	<ul style="list-style-type: none"> <i>• We have a great Community Wellness program and Mayo provides allot of free programs or low cost to educate people on eating well.</i> <i>• I think the Mayo Classes/Events like "My turn to Cook" that focus on ages 10 and older are fantastic ideas to teach young and old. I think these and similar classes should be expanded.</i> <i>• There are good programs. For example in the category of institutional food, I have heard the the neighbors of Dunn county has wonderful meals for their residents.</i>
Local Support	Local farmers and produce providers should receive more support in the community.	5	<ul style="list-style-type: none"> <i>• Local foods should be promoted, including supporting farmers markets throughout the county.</i> <i>• Local Fresh Produce Buying Cooperatives, legislation change to permit dairy producers to provide direct to local consumers on farm sales of raw milk</i> <i>• Give more support to organic producers.</i>
Other	Other comments that did not fit into a specific category.	8	