This report was prepared by the Design, Analysis and Evaluation team at the Center for Urban Population Health. Courtenay Kessler, MS, Maddie Lamb and Farrin Bridgewater prepared this report. If there are any questions, please feel free to contact them at 414.219.5100.

The funding to prepare this report comes from Aurora Health Care, Columbia St. Mary’s, Children’s Hospital of Wisconsin, Froedtert & the Medical College of Wisconsin, ProHealth Care and Wheaton Franciscan Healthcare Inc.
# Table of Contents

Introduction ........................................... 1  
Focus Area Ranking ................................... 2  
Top Five Health Issues ................................. 2  
General Themes ....................................... 3  
Issue Summaries ....................................... 3  
  Alcohol and Drug .................................... 3  
  Chronic Disease ...................................... 4  
  Communicable Disease .............................. 4  
  Environmental and Occupational ................. 4  
  Growth and Development ............................ 4  
  Mental Health ....................................... 5  
  Nutrition ............................................. 5  
  Oral Health .......................................... 6  
  Physical Activity .................................... 6  
  Reproductive and Sexual Health ................... 6  
  Tobacco ............................................. 6  
  Access ............................................... 7  
  Injury and Violence .................................. 7  
Appendix A ............................................. 8
Introduction

This report presents a summary of public health priorities for Manitowoc County, as identified in 2012 by a range of providers, policy-makers, and other local experts and community members (“key informants”). These findings are a critical supplement to the Manitowoc County community health needs assessment (CHNA) survey conducted through a partnership between Aurora Health Care and Children’s Hospital of Wisconsin. The CHNA incorporates input from persons representing the broad community served by the hospitals, focusing on a range of public health issues relevant to the community at large.

Key informants in Manitowoc County were identified by Aurora Health Care. They also invited the informants to participate and conducted the interviews. The interviewers used a standard interview script that included the following elements:

- Ranking of up to five public health issues, based on the focus areas presented in Wisconsin’s State Health Plan, that are the most important issues for the County; and
- For those five public health issues:
  - Existing strategies to address the issue
  - Barriers/challenges to addressing the issue
  - Additional strategies needed
  - Key groups in the community that hospitals should partner with to improve community health

All informants were made aware that participation was voluntary and that responses would be shared with the Center for Urban Population Health for analysis and reporting. This report presents the results of the 2012 CHNA key informant interviews for Manitowoc County, based on the summaries provided to the Center for Urban Population Health.

The report first presents a summary of the health issue rankings, including a list of the five issues which were ranked most frequently by respondents. The next section provides a summary of the strategies, barriers, and partners described by participants. Themes that crossed health topics are also presented.

Limitations: Only eight key informant interviews were conducted in Manitowoc County. The report relies on the opinions and experiences of a limited number of experts identified as having the community’s pulse. However, responses may not be representative of the overall perception of community strengths and needs. It is possible that the results would have been substantially different if a different set of informants had been interviewed. Results should be interpreted with caution and in conjunction with other Manitowoc County data (e.g., CHNA surveys and secondary data reports).
A. Focus Area Ranking

A total of 8 key informants were asked to rank the 5 major health-related issues in their county from a list of 13 focus areas identified in the State Health Plan. The table below presents the results, including a summary of the number of times an issue was mentioned as a top five health issue, and the number of times an informant ranked the issue as the most important health issue. Importantly, not every informant ranked five issues, and some did not include an order ranking (e.g., included check marks, but no numbers). Those without an order ranking are included as being ranked in the top five, but are excluded from the top issue ranking.

<table>
<thead>
<tr>
<th>Focus Area</th>
<th># Key Informants Ranking Issue in Top 5</th>
<th># Key Informants Who Ranked Health Issue as #1 Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol and Drug</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Chronic Disease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Communicable Disease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Environmental and Occupational</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Growth and Development</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Mental Health</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Nutrition</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Oral Health</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Reproductive and Sexual</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Tobacco</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Access</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Injury and Violence</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

B. Top Five Health Issues

The five health issues ranked most consistently as a top five health issue for the County were:

1. Tie - Alcohol and Drug
   Nutrition
2. Tie - Physical Activity
   Mental Health
3. Tie - Access
   Growth and Development

Summaries of themes for each issue are presented below in the order listed above. As a guide, issues ranked as the top five priorities for the County are marked with this thermometer symbol:
C. General Themes

Manitowoc County key informants ranked eight of the thirteen major health-related issues as priorities for the County.

Five of the major health-related areas (Nutrition, Alcohol and Drug, Growth and Development, Physical Activity, and Tobacco) face issues specific to youth. For example, nutrition strategies are aimed at improving school lunches, by connecting with local farmers to provide farm fresh foods. Both Tobacco and Alcohol and Drug efforts are challenged by youth experiencing peer pressure, ease of access, and lack of parental guidance because family members are tobacco, alcohol or drug consumers themselves. One respondent noted that additional strategies for Physical Activity should focus on younger members of the community and involve local schools and the YMCA.

Common phrases that were noted within the eight health issues that were ranked in the top five by the key informants are education, funding, staff, and cost. Six of the major health-related issues included that some type of education should be offered to address that specific health issue in Manitowoc County. For four of the health issues, key informants indicated that the need for more staff was a challenge that will need to be addressed in order to make change. Four health issues had comments that money was a barrier or is needed for an additional strategy, while three health issues included that the cost for patients was a barrier. Of note, for many key informants, Nutrition and Physical Activity shared common strategies, barriers, and partners, and it may be worth addressing these issues in tandem.

D. Issue Summaries

Alcohol and Drug

Alcohol and Drug issues were ranked as a top five health issue for the County by all eight informants.

Existing Strategies: School programs, Healthiest Manitowoc County 2020, and several services and coalitions for awareness and education exist in Manitowoc. One informant included prescription pill collection as an existing strategy.

Barriers and Challenges: Key partners noted the ease of access and cultural acceptance as two important barriers. Lack of services, insurance, and access are remaining barriers and challenges.

Needed Strategies: Informants included education for students and the community as important additional strategies for Manitowoc. Providing alternatives for children and young adults and providing services for those in need of support were also listed. One respondent noted that drug prescriber education is also needed.
Key Community Partners to Improve Health: Hospitals should partner with schools, law enforcement, and community businesses, and continue working with Healthiest Manitowoc 2020.

**Chronic Disease**

Chronic Disease was not ranked as one of the top health related priorities for the County. Neither strategies nor barriers were described.

**Communicable Disease**

Communicable Disease was not ranked as one of the top health related priorities for the County. Neither strategies nor barriers were described.

**Environmental and Occupational**

Environmental and Occupational was not ranked as one of the top health related priorities for the County. Neither strategies nor barriers were described.

**Growth and Development**

Four respondents ranked Growth and Development as a top five health issue for the County.

*Existing Strategies:* Community partnerships (governmental and non-profit) within the county that can provide resources and education for families were listed as existing strategies.

*Barriers and Challenges:* A lack of resources, programming, staff, and funding were included as barriers that need to be addressed.

*Needed Strategies:* Additional strategies consist of looking at other models and statewide programs and continuing work with community partners.

*Key Community Partners to Improve Health:* Hospitals should be partnering with local organizations such as United Way, CESA 7 (Cooperative Educational Service Agency Region 7), Lakeshore Family Resources, Healthiest Manitowoc County 2020 and local schools.
Mental Health

Six respondents ranked Mental Health as a top five health issue for the County.

Existing Strategies: Existing strategies include Painting Pathways, county Mental Health coalitions and task forces, and the United Way. One respondent noted that some programs were beginning to address stigma and access issues related to mental health.

Barriers and Challenges: Common challenges listed by the key informants relate to the lack of providers, access to these providers, and affordable medication. Social stigma was also noted as a barrier that needs to be addressed.

Needed Strategies: Education, increased access, and focus on early prevention are needed strategies for Manitowoc. One respondent suggested developing a community treatment center; this center could in turn increase community outreach, access, and education. Model programs across the state may provide promising strategies.

Key Community Partners to Improve Health: Hospitals should be partnering with local, county, and mental health organizations as well as schools and providers. The Painting Pathways program, which serves adults diagnosed with mental illness, appears to be very important among the key informants.

Nutrition

Nutrition was ranked as a top five health issue by all eight key informants.

Existing Strategies: Programs that involve introducing farm fresh foods into schools and the community (e.g., use of food stamps at farmer markets) exist in Manitowoc. There are also several educational programs.

Barriers and Challenges: Changing lifestyle habits, cost of nutritious foods, and the ease of access to junk food prove to be barriers.

Needed Strategies: Gardening initiatives, education, and the introduction of a “Produce for Pantries” program were suggested by key informants as needed initiatives.

Key Community Partners to Improve Health: Hospitals should be partnering with schools, food programs, farmers and farmer markets, and local businesses and organizations. Healthiest Manitowoc County 2020 has focused on this issue as well and may be an important partner.
**Oral Health**

Oral Health was not ranked as one of the top health related priorities for the County. Neither strategies nor barriers were described.

**Physical Activity**

Physical Activity was ranked as a top five health issue by six key informants.

*Existing Strategies:* School programs, Transform Wisconsin, and programs to increase availability to facilities were noted as current strategies in the County. YMCA, businesses, the United Way and Healthiest Manitowoc County 2020 are also addressing this issue.

*Barriers and Challenges:* Barriers and challenges for Manitowoc include the current prevalence of obesity and difficulty of changing lifestyle habits. One informant noted that funding, staff, and time are also barriers.

*Needed Strategies:* Additional strategies recommended by interviewees included after-school activities and education. Obtaining Well County status was also suggested as a related strategy.

*Key Community Partners to Improve Health:* Hospitals should be partnering with the YMCA, Coalition on Activity and Nutrition, schools, employers, and Manitowoc County Park and Recreation.

**Reproductive and Sexual**

Communicable disease was not ranked as one of the top health related priorities for the County. Neither strategies nor barriers were described.

**Tobacco**

Two informants ranked Tobacco as a top five health issue for the County.

*Existing Strategies:* The respondents included school programs, such as DARE and Second Steps, and community advertising as current strategies in Manitowoc.

*Barriers and Challenges:* Peer pressure, easy access and addictiveness are all barriers that Manitowoc faces. For adults, the “break mentality” is a challenge to ending tobacco use.

*Needed Strategies:* Respondents listed education, family support, and working with law enforcement regarding underage use.
Key Community Partners to Improve Health: Hospitals should be partnering with community businesses, Healthiest Manitowoc County 2020, schools, and law enforcement.

Access

Access was noted as a key health issue by four respondents.

Existing Strategies: Current strategies in the County include in-school programs (e.g., dental outreach and vision screening), county and hospital community programs and non-profits that address substance abuse and mental health.

Barriers and Challenges: Lack of transportation, insurance, and services that are available and costs for patients identified as challenges.

Needed Strategies: Strategies that are needed to address access issues in Manitowoc include increasing the number of clinics and providing transportation and education. More funds are needed to support these efforts.

Key Community Partners to Improve Health: Hospitals should be partnering with the schools, health care providers (and specifically with specialists) and health departments, and continue working with non-profits that address substance abuse and mental health.

Injury and Violence

Injury and Violence was noted as a top five health issue by one respondent.

Existing Strategies: Fall prevention efforts and car seat programs are two existing strategies for Manitowoc County.

Barriers and Challenges: The respondent noted capacity as a barrier.

Needed Strategies: The key informant noted that efforts and leadership need to be coordinated to promote healthy communities.

Key Community Partners to Improve Health: Hospitals should be partnering with Healthiest Manitowoc County 2020.
# Appendix A

## Manitowoc County Key Informants

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>William Bertsche, MS</td>
<td>Monroe Elementary Principal</td>
<td>Manitowoc Public School District</td>
</tr>
<tr>
<td>Joyce Greenwood-Aerts</td>
<td>Director of Human Resources</td>
<td>St. Mary's Home-Felician Village</td>
</tr>
<tr>
<td>Colleen Homb</td>
<td>Community Services Team Leader</td>
<td>Lakeshore CAP, Inc.</td>
</tr>
<tr>
<td>Faye Malek</td>
<td>Family Living Educator</td>
<td>Manitowoc County UW-Extension</td>
</tr>
<tr>
<td>Rev. Matthew L. Sauer, D.Min.</td>
<td>Pastor</td>
<td>First Presbyterian Church</td>
</tr>
<tr>
<td>Annie Short, BA</td>
<td>Program Coordinator</td>
<td>Northwest Wisconsin Area Health Education Center (NEW AHEC)</td>
</tr>
<tr>
<td>Steve Smith, BA</td>
<td>CEO</td>
<td>Manitowoc-Two Rivers YMCA</td>
</tr>
<tr>
<td>Amy Wergin, RN, BSN</td>
<td>Public Health Nurse Manager</td>
<td>Manitowoc County Health Department</td>
</tr>
</tbody>
</table>