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 Bridgwater prepared this report. If there are any questions, please feel free to contact them at 414.219.5100.

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Introduction

This report presents a summary of public health priorities for Ozaukee 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 Ozaukee County community health needs assessment (CHNA) survey conducted through a partnership between Aurora Health Care, Columbia St. Mary’s, 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 Ozaukee County were identified by Aurora Health Care and Columbia St. Mary’s. These partners 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. Based on the summaries provided to the Center for Urban Population Health, this report presents the results of the 2012 CHNA key informant interviews for Ozaukee County.

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 five key informant interviews were conducted in Ozaukee 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 more representative Ozaukee County data (e.g., CHNA surveys and secondary data reports).
A. Focus Area Ranking

A total of five key informants were asked to rank the five major health-related issues in Ozaukee County from a list of thirteen focus areas identified in the Wisconsin State Health Plan:

<table>
<thead>
<tr>
<th>Focus Area</th>
<th># Key Informants Ranking Issue Among Top 5 Health Issues</th>
<th># Key Informants Who Ranked Health Issue as the Top (#1) Priority</th>
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<tr>
<td>Alcohol and Drug</td>
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<tr>
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<td>Oral Health</td>
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<td>Tobacco</td>
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</tr>
<tr>
<td>Injury and Violence</td>
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</tr>
</tbody>
</table>

A. Top Five Health Issues

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

1. Mental Health
2. Alcohol and Drug
3. Environmental and Occupational
4. Nutrition
5. Physical Activity

C. General Themes

Overall, the key informants focused on issues related to mental health, drug and alcohol use, and environmental factors, with large parts of the discussion on physical activity, nutrition and chronic disease focused on how the built and natural environment can impact relevant behaviors and outcomes. Across all health issues, respondents noted themes related to stigma and the public perception that these challenges are “not in my community.” Community culture, lack of safety net resources, and awareness were common challenges.
The providers identified a wide range of stakeholders and community partners needed to make a difference in these complex health issues. Public health, hospitals and medical providers, non-profits, business owners, law enforcement, government officials, and community members (through the INVEST Collaborative, as well as other civic organizations) were all noted as having a role to play to improve the community’s health.

D. Issue Summaries

Alcohol and Drug

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

Existing Strategies: Interviewees indicated law enforcement, faith based organizations, high school programs, treatment facilities, community groups (i.e., INVEST Collaborative), and collaboration within the community’s non-profit organizations as existing strategies.

Barriers and Challenges: Cultural acceptance and knowledge of issue reduces the success the community has with addressing the issue. Financial barriers such as insurance coverage and transportation are other barriers.

Needed Strategies: Persons interviewed would like to see laws enacted to address driving regulations and “social hosting” of minors. There is also a need for acknowledgement of what other agencies and providers are doing in the community.

Key Community Partners to Improve Health: Respondents suggested hospitals should be partnering with a wide range of partners, including police, schools, social workers, policy makers, non-profits (Starting Point), local government, and the County’s Human Services to improve community health around alcohol and drug issues.

Chronic Disease

Only one respondent noted chronic disease as a top five health priority.

Existing Strategies: Maintaining outdoor activities, including a community pool, was noted as critical, specifically as it relates to promoting physical activity and prevention for the County’s aging population,

Barriers and Challenges: The community appears to be wealthier than it actually is; there are a number of families without health insurance.

Needed Strategies: Education and outdoor resources for physical activity (more walking trails) are needed.

Key Community Partners to Improve Health: Hospitals should be partnering with non-traditional health care providers and well as the public school systems.
**Communicable Disease**

This issue was not ranked in the top five health issues by any informant. No additional information or suggestions to address this issue were presented.

**Environmental and Occupational**

Three interviewees ranked emotional and occupational health issues in their top five health issues.

Existing Strategies: The community needs to consider the aging population in so far as senior housing. Support group and community resources were named as key strategies.

Barriers and Challenges: Lack of funds, education, and respect for the environment as well as time and work injuries are just a few barriers to addressing this issue.

Needed Strategies: There should be greater focus on work place safety and issues related to smoking. Respondents stated that barriers and challenges previously stated must be addressed.

Key Community Partners to Improve Health: Hospitals should be partnering with police officials, employers, schools, disease specific organizations, UW/Ozaukee County Extension, and Ozaukee Land Trust.

**Growth and Development**

One respondent listed Growth and Development as a top five health priority. The respondent identified child protective services and parenting education (through NAPS) as important existing strategies to address this issue. The respondent felt families were by and large not prepared for parenthood and thus ashamed to ask for help. To improve health in this area, the need for assistance must be normalized so parents can ask for help without feeling stigmatized. To address this issue, hospitals should be partnering with Ozaukee Family Services, NAPS, and schools.

**Mental Health**

All five key informants identified mental health as a top health issue for Ozaukee County.

Existing Strategies: Ozaukee Family Services, Ozaukee Human Services, as well as a number of other community based organizations are valuable community resources. One respondent felt there were no resources to address mental health in the County, and another felt there were more resources available for crisis issues.

Barriers and Challenges: Homelessness and lack of insurance, cultural differences, financial restrictions, stigma, avoiding the issue in the hopes that is will go away, and access to reliable transportation all can be considered as barriers to adequate care.
**Needed Strategies:** Further strategies suggested include but are not limited to: comprehensive education and prevention efforts, prescription drug availability, increased healthcare coverage of mental health, and services for children.

**Key Community Partners to Improve Health:** Hospitals should be partnering with neighboring hospitals, public schools, the local police department, government entities (Ozaukee Human Services, Public Health) and business groups of greater Milwaukee.

**Nutrition**

Two respondents included physical activity as a top five priority issue for the County.

**Existing Strategies:** School-related strategies, including farm to school and general wellness initiatives, were most often named as existing strategies to address nutrition issues. The INVEST Collaborative (a community coalition) and the YMCA were also named as key collaborators addressing the issue.

**Barriers and Challenges:** Issues around the culture of food were identified as challenges to improving nutrition. More specifically, respondents named fast food access, use of food as a reward, and the general lifestyle of County residents as barriers. Funding to support farm-to-school and related programs was also noted as a challenge, as was the lack of regulation for nutrition policies.

**Needed Strategies:** Engagement of medical professionals with nutrition issues (including but not limited to dietitians) was noted as a key need for the community. Cooking classes and other education sessions were also recommended. Thinking more broadly, one respondent called for a change in food culture.

**Key Community Partners to Improve Health:** Potential partners included school groups, parent groups, and grocery stores and restaurants. Opportunities to bring healthcare providers into the community to engage on nutrition topics were noted several times.

**Oral Health**

One respondent included oral health as a top five priority issue for the County. Lack of access to oral health services for the uninsured in the County was named as a critical issue, with the lack of transportation into areas with more free or reduced-cost resources.

**Physical Activity**

Two respondents included physical activity as a top five priority issue for the County.

**Existing Strategies:** One respondent noted that the County has many resources to address physical activity, but they are under-used by County residents. Respondents named the INVEST Collaborative, school wellness programs, and the YMCA scholarships as key strategies to address this issue.
Barriers and Challenges: County lifestyle and funding were named as challenges. The importance of supporting both the aging population and youth was also suggested.

Needed Strategies: Respondents felt community-wide understanding of the importance of physical activity across health outcomes was needed in order to increase physical activity in the County.

Key Community Partners to Improve Health: Schools, parent groups, hospitals, the Logemann Community Center and city governments were named as key partners.

Reproductive and Sexual Health

Only one respondent included reproductive and sexual health as a top five priority issue. School-based education (safe sex with an emphasis on effectiveness of abstinence) was named as an existing strategy. A “culture expect[ing] sexual activity at a young age” was named as a key challenge. More education about safe sex is needed (including information on sexually transmitted diseases) in conjunction with education concerning drug and alcohol use. On-line videos and partners who provide hotlines and in-person education were named as potential partnering organizations.

Tobacco

Only one respondent included tobacco as a top five priority issue for the County. Access to tobacco was named as a key challenge. Government partners and gas stations were named as potential partners to combat this issue.

Access

This issue was not ranked in the top five health issues by any informant. No additional information or suggestions to address this issue were presented.

Injury and Violence

This issue was not ranked in the top five health issues by any informant. No additional information or suggestions to address this issue were presented.
# Appendix A

## Ozaukee County Key Informants

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jamie Berg, RS, MPH</td>
<td>Health Officer</td>
<td>North Shore Health Department</td>
</tr>
<tr>
<td>Cheri Farnsworth</td>
<td>Executive Director</td>
<td>Ozaukee Family Services</td>
</tr>
<tr>
<td>Lucia Francis, MS, RHIA</td>
<td>Vice President</td>
<td>Milwaukee Area Technical College; Mequon Thiensville Rotary</td>
</tr>
<tr>
<td>Kirsten Johnson, MPH</td>
<td>Director, Health Officer</td>
<td>Ozaukee County Public Health Department</td>
</tr>
<tr>
<td>Demond Means, EdD</td>
<td>Superintendent</td>
<td>Mequon Thiensville School District</td>
</tr>
<tr>
<td>Lee Szymborski</td>
<td>City Administrator</td>
<td>City of Mequon; Mequon-Thiensville Sunrise Rotary Club (Member)</td>
</tr>
</tbody>
</table>