Ozaukee County Health Needs Assessment

A summary of key informant interviews

2014

Prepared by:

Center for Urban Population Health

1020 N. 12th Street, Suite 4180
Milwaukee, WI 53233
414.219.5100
www.cuph.org
www.healthofmilwaukee.org
This report was prepared by the Design, Analysis and Evaluation team at the Center for Urban Population Health. Sydney Allen, MPH; Courtenay Kessler, MS; and Carrie Stehman, MA, 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, Children’s Hospital of Wisconsin, Columbia St. Mary’s Health System, Froedtert Health and Wheaton Franciscan Healthcare.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Focus Area Ranking</td>
<td>2</td>
</tr>
<tr>
<td>Top Five Health Issues</td>
<td>2</td>
</tr>
<tr>
<td>General Themes</td>
<td>3</td>
</tr>
<tr>
<td>Issue Summaries</td>
<td>4</td>
</tr>
<tr>
<td>Alcohol and Drug</td>
<td>4</td>
</tr>
<tr>
<td>Chronic Disease</td>
<td>4</td>
</tr>
<tr>
<td>Communicable Disease</td>
<td>5</td>
</tr>
<tr>
<td>Environmental and Occupational Disease</td>
<td>5</td>
</tr>
<tr>
<td>Growth and Development</td>
<td>5</td>
</tr>
<tr>
<td>Mental Health</td>
<td>6</td>
</tr>
<tr>
<td>Nutrition</td>
<td>6</td>
</tr>
<tr>
<td>Oral Health</td>
<td>7</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>7</td>
</tr>
<tr>
<td>Reproductive and Sexual Health</td>
<td>8</td>
</tr>
<tr>
<td>Tobacco</td>
<td>8</td>
</tr>
<tr>
<td>Access</td>
<td>9</td>
</tr>
<tr>
<td>Injury and Violence</td>
<td>9</td>
</tr>
<tr>
<td>Appendix A</td>
<td>10</td>
</tr>
</tbody>
</table>
Introduction

This report presents a summary of public health priorities for Ozaukee County, as identified in 2014 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 Survey conducted through a partnership between Aurora Health Care, Children’s Hospital of Wisconsin, Columbia St. Mary’s Health System, Froedtert Health, and Wheaton Franciscan Healthcare. The Community Health Needs Assessment incorporates input from persons representing the broad interests of the community served, and from those who possess special knowledge of or expertise in public health.

Key informants in Ozaukee County were identified by the five organizations listed above. Aurora Health Care and Columbia St. Mary’s Health System invited the informants to participate, and conducted the interviews from June - August 2014. 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 2014 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 describes the themes that presented themselves across the top ranked health topics. Finally, a summary of the strategies, barriers, and partners described by participants is provided as well.

Limitations: Thirteen 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 Ozaukee County data (e.g., community health surveys and secondary data reports).

A. Focus Area Ranking

A total of 13 key informants were asked to rank up to 5 of the major health-related issues in their county from a list of 13 focus areas identified in the State Health Plan. (See Appendix A for the full list of informants). 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 Among Top 5 Health Issues</th>
<th># Key Informants Who Ranked Health Issue as the Top (#1) Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol and Drug</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Chronic Disease</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Communicable Disease</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Environmental and Occupational</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Growth and Development</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Mental Health</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Nutrition</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Oral Health</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Physical Activity</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Reproductive and Sexual</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Tobacco</td>
<td>4</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. Alcohol and Drug
2. Mental Health
3. Physical Activity
4. Tie – Tobacco and Access
5. Tie – Chronic Disease and Nutrition
Summaries of themes for each issue are presented below in the order listed in the table above. As a guide, issues ranked as the top five priorities for the County are marked with this thermometer symbol:

C. General Themes

It is important to note that since the last release of this report in 2012, there has been a minor shift in the highest ranking health issues. Alcohol and drug, mental health, physical activity and nutrition were all identified as top health issues in both 2012 and 2014. Environmental and occupational health, however, was no longer ranked within the top five health issues in 2014. New to the list were tobacco, access, and chronic disease.

Overall, the participants focused on issues related to alcohol and drug abuse, mental health, and physical activity. Issues around tobacco, access, chronic disease and nutrition were ranked highly as well.

A lack of health care providers (especially those who address alcohol and drug, and mental health issues in youth populations), and the cultural acceptance of and unwillingness to change negative personal health behaviors were identified as critical challenges to addressing many of the health issues noted for the County.

To address these existing health issues, increasing educational campaigns and programming, increasing awareness efforts for existing resources available in the County, and improving collaboration and communication among all sectors of the County were discussed as necessary strategies to employ.

The complexity of the top ranked health issues cannot be successfully remedied without the collaboration and coordination of efforts across agencies. There are currently a wide variety of organizations and efforts working to address these top ranked health issues in Ozaukee County, including schools, Ozaukee Family Services, the INVEST coalition, and educational and awareness campaigns. Respondents consistently noted the importance of involving more stakeholders in these efforts, including health care providers, public health professionals, law enforcement officials, businesses, the Department of Human Services, and organizations such as Starting Point. In particular, the INVEST coalition was frequently mentioned as a stakeholder, pointing to its potential as a key partner in addressing many of these inter-related health issues.
D. Issue Summaries

Alcohol and Drug

Twelve key informants included Alcohol and Drug as a top five health issue.

**Existing Strategies:** Interviewees indicated that the INVEST coalition, Ozaukee County Heroin Task Force, and AODA educational programs in schools are existing strategies addressing alcohol and drug abuse. Involving law enforcement officials and awareness efforts are additional strategies.

**Barriers and Challenges:** The cultural acceptance of substance abuse in the County and statewide, the stigma and shame associated with alcohol and drug abuse, and easy access to drugs are all key challenges in addressing this issue. In addition, provider shortages (especially for youth), high cost of treatment, over-prescription of painkillers, and a lack of transitional housing are barriers as well.

**Needed Strategies:** Necessary strategies identified by participants included increasing awareness of the signs of alcohol and drug abuse for parents, teachers and teenagers, and conducting educational campaigns on what the existing resources are that help address this issue. One participant noted the importance of “de-emphasiz[ing] alcohol as a form of entertainment.”

**Key Community Partners to Improve Health:** Hospitals should be partnering with a variety of health care providers, schools, law enforcement, the Department of Human Services, public health professionals, the Ozaukee County Heroin Task Force, the INVEST coalition, and Starting Point.

Chronic Disease

Three informants included Chronic Disease in their top health issues for the County.

**Existing Strategies:** Participants described health and wellness initiatives, case management by primary care providers, and other educational campaigns as existing strategies.

**Barriers and Challenges:** Main challenges in addressing chronic disease include the difficulty in getting individuals to commit to making personal behavior changes and to comply with these changes long-term. Also, the prevalence of long waiting periods for elderly populations to access medical services creates a barrier to improving health.

**Needed Strategies:** Increased community education and programming, improved awareness of services, and creating incentives for businesses to develop wellness initiatives were all identified as needed strategies.
**Key Community Partners to Improve Health:** Hospitals should be partnering with businesses, schools, aging services, and family caregivers.

**Communicable Disease**

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

**Environmental and Occupational**

One informant ranked Environmental and Occupational Health as a top health issue for the County.

*Existing Strategies:* No existing strategies were identified.

*Barriers and Challenges:* Oftentimes businesses worry about liability issues revolving around environmental and occupational health issues.

*Needed Strategies:* Increased education for businesses was noted as a key strategy.

*Key Community Partners to Improve Health:* Hospitals should be partnering with community groups and businesses.

**Growth and Development**

Growth and Development was ranked as a top health issue by one key informant.

*Existing Strategies:* Ozuuke County is a safe community with good schools and great resources to promote positive youth development.

*Barriers and Challenges:* The conservative nature of the County, limited financial resources, and funding issues are some of the main challenges in addressing growth and development issues.

*Needed Strategies:* One strategy that was described was to take advantage of existing resources, such as empty buildings within the county, to expand services.

*Key Community Partners to Improve Health:* Hospitals should be partnering with the Chamber of Commerce and the Ozuuke Economic Development Committee.
**Mental Health**

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

*Existing Strategies*: The INVEST coalition was listed numerous times among key informants. The INVEST coalition has a Mental Health and Suicide Subcommittee, and also works with the Concerned Ozaukee Parent’s Exchange (COPE) Hotline to address suicide prevention. Ozaukee Family Services, counselors, and schools that have programs geared towards adolescents were other strategies discussed by participants.

*Barriers and Challenges*: Stigma was the most frequently referenced barrier for mental health issues. One participant noted that Ozaukee County’s affluent and educated population may not feel comfortable seeking help. An overall lack of providers (especially for youth), staffing challenges in hiring mental health professionals, and limited support for young adult populations are additional barriers.

*Needed Strategies*: Increasing educational efforts to promote a better understanding of mental health issues is key. Open collaboration and communication among organizations and community caregivers is also essential.

*Key Community Partners to Improve Health*: Hospitals should be partnering with health care providers such as community case managers, family caregivers, and public health professionals. Other partners should include schools, the INVEST coalition, the COPE Hotline, and the National Alliance on Mental Illness (NAMI) of Ozaukee County.

**Nutrition**

Three respondents included Nutrition as a top health issue for the County.

*Existing Strategies*: The INVEST coalition and school programs were identified as existing strategies. Schools promote healthy eating in health classes, are working to improve the school breakfast and lunch programs, and in Grafton and Port Washington a Farm to School program exists which helps to address nutrition issues.

*Barriers and Challenges*: The lack of nutrition education in families, along with a lack of staffing resources for community education were listed as main barriers. The difficulty that accompanies changing a food culture is a challenge as well. One participant also mentioned that TV commercials and Internet pop-up ads are obstacles in encouraging individuals to eat healthy, nutritious foods.
Needed Strategies: Collaboration across all sectors of society, including the education, medical, and social sectors, is key in order to combat the nutrition issues within the County. Increasing education and creating a menu rating system for restaurants are other potential strategies.

Key Community Partners to Improve Health: Hospitals should partner with schools, the INVEST coalition, and other organizations such as the YMCA, Boy Scouts and Girl Scouts, and Big Brothers Big Sisters.

Oral Health

Two key informants included Oral Health as a top health issue for the County.

Existing Strategies: One participant noted that case managers should be aware of the Wisconsin Dental Association Foundation’s Mission of Mercy efforts (if they are available in the region).

Barriers and Challenges: Main challenges include a limited number of dentists who accept patients with BadgerCare insurance, difficulties in adolescents being able to access services, and the overall complexity of oral health problems, which are linked to housing issues, poverty, etc.

Needed Strategies: One participant described the need for more creative ideas to help address this issue. The Mission of Mercy efforts were cited again as an example.

Key Community Partners to Improve Health: Hospitals should be partnering with the County and with schools.

Physical Activity

Six key informants included Physical Activity as a top health issue for the County.

Existing Strategies: There was consensus among participants that Ozaukee County offers many outlets for physical activity including recreational facilities (softball fields, gyms, etc.), parks, bike paths, and walking trails. Some schools also offer physical education/wellness classes for adults to help increase physical activity.

Barriers and Challenges: Community members’ lack of time and the high cost of exercise programs were cited as main barriers. Creating walkable communities in rural areas is a challenge as well.

Needed Strategies: Respondents felt that the creation of a county-wide bike share program is needed. Collaboration among schools, health facilities, and other organizations is also important for
promoting new exercise programs. One participant even described the creation of a “community walking map with points of community interest” as an innovative strategy.

Key Community Partners to Improve Health: Hospitals should be partnering with the INVEST coalition, the Park and Rec Department, city and county government bodies, schools, businesses, physicians, health clubs, and gyms.

Reproductive and Sexual Health

One respondent included Reproductive and Sexual Health as a top five priority issue.

Existing Strategies: The current curriculum required to be taught in schools.

Barriers and Challenges: Although schools have required programs, they are often not very effective. The stigma associated with sexual health issues and sexting issues were also listed as barriers in addressing reproductive and sexual health problems.

Needed Strategies: Necessary strategies for improvement include educational and awareness tactics, along with increased resources to address the issue.

Key Community Partners to Improve Health: Hospitals should be partnering with primary care physicians.

Tobacco

Four key informants included Tobacco as a top health priority for the County.

Existing Strategies: Participants cited smoke-free ordinances, the INVEST coalition, and health education and promotion efforts in schools and beyond as existing strategies.

Barriers and Challenges: Barriers include culture, and the potential “no fear” frame of mind of youth. The introduction of new products such as E-cigarettes and marketing by tobacco companies are challenges as well.

Needed Strategies: Increasing awareness and educational efforts from within the family, and from providers to patients. Raising taxes on cigarettes may also be an effective strategy.

Key Community Partners to Improve Health: Hospitals should be partnering with the INVEST coalition, Starting Point, schools, primary care physicians, the COPE Hotline, convenience stores, and senior centers.
Access

Access was ranked as a top five health issue by four key informants.

Existing Strategies: Ozaukee Shared Ride Taxi services, Interfaith Caregivers of Ozaukee County, Ozaukee Family Services, the INVEST coalition, the COPE Hotline, and United Way were all identified by participants as existing strategies.

Barriers and Challenges: Transportation, provider shortages, and poor incentives for providers to accept BadgerCare or Medical Assistance.

Needed Strategies: Additional transportation options and health care providers are needed to improve issues of access in the County. Affordable housing and economic security for Ozaukee County residents were listed as necessary strategies to address issues of access as well.

Key Community Partners to Improve Health: Hospitals should be partnering with law enforcement (dispatch centers), fire departments, Emergency Medical Services (EMS), individual municipalities, the Department of Human Services, Ozaukee Family Services, Ozaukee Shared Ride Taxi services, and Interfaith Caregivers of Ozaukee County.

Injury and Violence

Injury and Violence was ranked as a top five health issue by one key informant.

Existing Strategies: No existing strategies were identified.

Barriers and Challenges: Referrals and funding for home assessments were listed as key challenges in addressing injury issues within the County.

Needed Strategies: The creation of an easier process for medical providers to refer patients for a home assessment is a necessary strategy.

Key Community Partners to Improve Health: Hospitals should be partnering with primary care providers, public health professionals, the Visiting Nurse Association, and the County Aging and Disability Resource Center.
### Appendix A

**Ozaukee County Key Informants**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>James Brunnquell</td>
<td>President</td>
<td>Village of Grafton</td>
</tr>
<tr>
<td>Jennifer Clearwater</td>
<td>Center Executive</td>
<td>Feith Family Ozaukee YMCA</td>
</tr>
<tr>
<td>Kathleen Cady-Schilling</td>
<td>Executive Director</td>
<td>Ozaukee Economic Development Corp (OED)</td>
</tr>
<tr>
<td>Elizabeth Ann Fetner</td>
<td>Executive Director</td>
<td>Newcastle Place Retirement Community</td>
</tr>
<tr>
<td>Kristine Hage</td>
<td>Executive Director</td>
<td>Cedarburg Chamber of Commerce</td>
</tr>
<tr>
<td>Shea Halula</td>
<td>Executive Director</td>
<td>Starting Point Ozaukee</td>
</tr>
<tr>
<td>Lisa Holteback</td>
<td>Associate Director</td>
<td>Ozaukee Family Services</td>
</tr>
<tr>
<td>Kirsten Johnson, MPH</td>
<td>Director, Health Officer</td>
<td>Ozaukee County Public Health Department</td>
</tr>
<tr>
<td>Mike Lappen</td>
<td>Director</td>
<td>Ozaukee County Human Services</td>
</tr>
<tr>
<td>Demond Means, EdD</td>
<td>Superintendent</td>
<td>Mequon Thiensville School District</td>
</tr>
<tr>
<td>Barbara Bates Nelson</td>
<td>Executive Director</td>
<td>United Way Ozaukee County</td>
</tr>
<tr>
<td>Mike Weber</td>
<td>Superintendent</td>
<td>Port Washington-Saukville School District</td>
</tr>
<tr>
<td>Steve Zils</td>
<td>Emergency Department physician</td>
<td>Aurora Health Care (Grafton)</td>
</tr>
</tbody>
</table>

† Denotes this individual’s position/organization represents low-income populations

†† Denotes this individual’s position/organization represents medically underserved populations

††† Denotes this individual's position/organization represents minority populations