

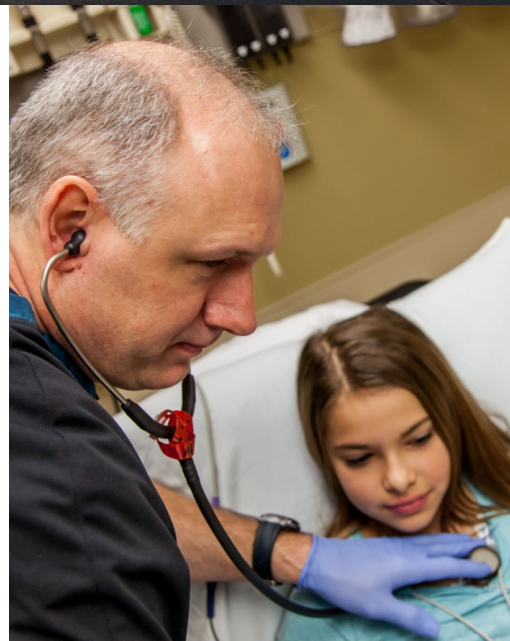


**CUMBERLAND  
HEALTHCARE**

**COMMUNITY HEALTH  
NEEDS ASSESSMENT:  
CUMBERLAND HEALTHCARE**



  
**thrive**  
BARRON COUNTY  
*Growing Together in Health*





# Table of Contents

Mission, Vision, Values	3
Executive Summary	4
Description of Community Served by Cumberland Healthcare	10
Community Benefits	11
Who Was Involved in the Community Health Needs Assessment	12
How the Assessment was Conducted	13
Implementation Plan	17
Recurring Themes & Health Needs	20
Community Resources	22
Next Steps	23



# Mission, Vision, Values

## Mission

An independent, community-based health system dedicated to providing exceptional quality care, every step of the way.

## Vision

To become the provider of choice for our community and surrounding areas by being a leader in rural healthcare.

## Values

We are committed to serving our patients, community and employees from a foundation built on **PRIDE**.

Positive attitude

Respect

Integrity

Dependable/Accountable

Excellence







# Executive Summary

Cumberland Healthcare, located in Cumberland, Wisconsin, is an independent, nonprofit, community-based healthcare facility that serves northwest Wisconsin. Cumberland Healthcare became a Critical Access Hospital on August 19, 2005, and is licensed for 25 acute care beds.

In 1955, a group of concerned citizens recognized the need for a new hospital. They organized a corporation to plan and constructed Cumberland Memorial Hospital, now called Cumberland Healthcare. The hospital was completed in 1956 to serve the health care needs of the community. An obstetrics wing was added in 1963. In 1968, in response to the increasing demand for hospital services, 16 medical/surgical unit beds were added along with the administrative wing. In an effort to meet the rising needs of our patients and the community, the physician specialty clinic area was added in 2010. Our seven examination rooms offer state-of-the-art equipment and technology. Since then there have been numerous renovations to further the needs of our patients and the community.

Our Emergency Department includes three renovated emergency rooms. We also utilize an automatic medication dispensing system that helps caregivers access medications quickly and easily. This system has proven to ensure patient safety and improve clinician efficiency.

In 2015, we partnered with Mayo Clinic Health System to offer oncology services in our facility in our newly renovated Healing Center. The Healing Center offers outpatient infusion/ oncology and wound healing services. The Healing Center features open infusion bays with heated massage chairs, a private room, three clinic rooms and a specialized wound therapy room.

In 2015, we partnered with Care & Rehab Inc. to expand our nursing home services. Care & Rehab, Inc. will take over the operation of the Extended Care Unit beginning on January 1, 2017. The transaction will include an addition to the Extended Care Unit consisting of 16 private resident rooms, a dining area and rehabilitation treatment space. This partnership will allow us to continue to offer quality nursing home care in Cumberland, Wisconsin.

In 2016 we partnered with 4Ever Fit, a fitness studio in Rice Lake, that is currently building a new 7,000 square foot facility. Cumberland Healthcare Rehabilitation Services will be located in the new building and will provide their services to the Rice Lake community. We are thrilled to be breaking into the Rice Lake area to better serve our patients.



## Executive Summary Continued

In an effort to offer earlier and more accurate detection of breast cancer, Cumberland Healthcare added 3D mammography equipment to our Radiology Department in 2016. This technology allows our patients to receive the most accurate test results utilizing the latest technology.

Quality has always been of utmost importance at Cumberland Healthcare. To help improve our quality scores we created the Cumberland Healthcare Community Advisory Council in 2016. The Community Advisory Council is comprised of Cumberland Healthcare patients and local community members. Participants provide feedback on services offered, the facility and other issues as they arise. By starting a Community Advisory Council, our hope is to create honest feedback and make appropriate changes as needed

In 2016 we opened a new Behavioral Health Unit and are offering counseling services to the Cumberland and surrounding communities. We are thrilled to be offering these much needed services.

Cumberland Healthcare continues to upgrade its facilities to meet the changing needs in health care services.



# Marketing Samples for Thrive Barron County



Please RSVP to Laura Sauve:  
 laura.sauve@co.barron.wi.us  
 www.barroncountyiwi.gov  
 715-537-6109

---

## We need your help!

Help shape the direction of Barron County health priorities to improve the wellness of all residents. Be a part of making Barron County healthier, happier and safer.


**Wednesday, September 26, 2012**  
**9 am – 4 pm**  
*Part 1: Prioritize top health concerns*  
*Snacks and lunch provided*

---

**Wednesday, October 10, 2012**  
**10 am – 4 pm**  
*Part 2: Plan health improvement initiatives*  
*Snacks and lunch provided*

Both meetings to be held at:  
 Barron County Government Center  
 335 East Monroe Avenue, Barron, WI 54812

*In Partnership with:*





*Invitations sent out to community members inviting them to the initial planning day. Over 200 invitations were sent out.*

*This information was also sent to six local newspapers in the form of a newspaper advertisement.*

*Thrive Steering Committee members also spoke on local radio station (WJMC 1240 AM) to discuss the event. This was a 30-minute talk show.*



Please RSVP by September 23, 2015  
[health@co.barron.wi.us](mailto:health@co.barron.wi.us) or  
 715-537-5691, press 2

---

## *You're Invited*

**A one-day session focused on improving health in Barron County**



- Share ideas to reduce chronic disease and drug use and improve mental health in Barron County
- Explore evidence-informed practice tools with Alison Bergum, Evidence Lead, *What Works for Health*
- Bring an electronic device if possible (optional)


**Wednesday, September 30<sup>th</sup>**  
**9:00am-4:00pm**  
**Lunch and Snacks provided**



---

Barron County Government Center  
 335 E Monroe Ave, Barron, WI 54812

*In partnership with:*



*Invitations sent out to community members inviting them to a review of the year and a planning day focused on improving the health of Barron County residents.*

*This information was also sent to six local newspapers in the form of a newspaper advertisement.*



# Marketing Samples for Thrive Barron County

## Keeping Thrive Alive Annual Meeting



**WHEN:** Wednesday, October 22, 2014

**WHERE:** Barron County Government Center, 335 E. Monroe Ave., Auditorium

**TIME:** 11 a.m. to 1 p.m.

CHAT groups will have the opportunity to meet from 1—2 p.m.

### Lunch Included

Please RSVP to Laura Sauve at: [laura.sauve@co.barron.wi.us](mailto:laura.sauve@co.barron.wi.us) or 715-537-6109, by October 15, 2014.

*Invitations sent out to community members inviting them to the Keeping Thrive Alive Meeting. Successes were shared about the past year. Awards were also presented to those members who went above and beyond for their Community Health Action Team (CHAT).*



Please RSVP by September 23, 2015 [health@co.barron.wi.us](mailto:health@co.barron.wi.us) or 715-537-5691, press 2

## You're Invited

A one-day session focused on improving health in Barron County

- Share ideas to reduce chronic disease and drug use and improve mental health in Barron County
- Explore evidence-informed practice tools with Alison Bergum, Evidence Lead, *What Works for Health*
- Bring an electronic device if possible (optional)

**Wednesday, September 30<sup>th</sup>**

**9:00am-4:00pm**

**Lunch and Snacks provided**



Barron County Government Center  
335 E Monroe Ave, Barron, WI 54812

*In partnership with:*



*Invitations sent out to community members inviting them to a review of the year and a one day session focused on sharing ideas and solutions regarding the top health concerns in Barron County.*

*This information was also sent to six local newspapers in the form of a press release and was open to the public..*



# Press Release

Sample of the first press release from Barron County's Health and Human Services explaining the partnerships and what the Community Health Needs Assessment entails. Copies of this press release were sent to six newspapers throughout Barron County, Wisconsin.

*For Immediate Release*

*Date: March 2, 2012*

*Contact: Laura Sauve, 715-537-6109, [laura.sauve@co.barron.wi.us](mailto:laura.sauve@co.barron.wi.us)*

## **Your Opinion is Needed to Improve Barron County's Health**

Barron County health providers are listening to you. Area clinics, hospitals and public health are asking community members to share their health concerns and help identify the top health issues facing Barron County through a Community Health Improvement Plan and Process (CHIPPP).

The CHIPPP creates a community-wide health improvement plan based on data such as illness, injury and death rates, community opinions and community resources. Public health departments and non-profit hospitals in every county, throughout the country, are required by law to complete health improvement plans every three to five years using community input. Healthcare providers in Barron County who are collaborating on this process include: Cumberland Healthcare, Lakeview Medical Center, Mayo Clinic Health System-Northland, Marshfield Clinics, and public health.

"The current health improvement plan identified substance use and abuse, nutrition and physical activity, and health care access as the top issues in Barron County," states Barron County's health officer, Kelli Engen. "Community groups, coalitions and health care providers have been working hard over the last several years to obtain funding and address these community needs."

Your opinion counts. Community members throughout Barron County are being asked to complete a survey naming their top health concerns. The survey consists of 10 questions and should take less than five minutes to complete. Each person's input is important and will help public health and area medical providers determine what health issues are the most important to improve.

The survey and health data will be compiled to identify the top health concerns facing Barron County. Community members will then be asked to attend a one day event on Sept. 26, 2012 to help create and commit to a plan of action to address the identified health concerns. The survey can be found online or in paper form during the month of March. To complete the online survey go to the "What's New?" section on the Barron County website: [www.barroncountywi.gov](http://www.barroncountywi.gov). Paper surveys are available at all Barron County Public Libraries, the Prairie Farm Schools, Mayo Clinic Health System- Northland Clinics, Lakeview Medical Center, Marshfield Clinics, Cumberland Healthcare Medical Clinic, Barron County Department of Health and Human Services, or by contacting Barron County Department of Health & Human Services at 715-537-5691.





# Press Release

Sample of a press release from Barron County's Health and Human Services discussing the 2015 Community Health Needs Assessment survey. Copies of this press release were sent to six newspapers in Barron County, Wisconsin.

*For Immediate Release*

*Date: July 20, 2015*

*Contact: Kelli Engen, Health Officer, 715-537-6111, [Kelli.engen@co.barron.wi.us](mailto:Kelli.engen@co.barron.wi.us)*

## **Your Opinion is Needed to Improve Barron County's Health**

Barron County health providers are listening to you. Area clinics, hospitals, and public health are asking community members to share their health concerns and help identify the top health issues facing Barron County through a community health improvement process known as Thrive.

"We are asking community members to take an active role in identifying our top health issues," comments Deb Dietrich, public affairs, Mayo Clinic Health System – Northland. "Then in the fall, we will bring community members together with area clinics, hospitals, and public health to create and commit to a plan of action to address the identified health concerns."

Thrive creates a community-wide health improvement plan based on data such as illness, injury and death rates, community opinions and community resources. Public health departments and non-profit hospitals in every county, throughout the country, are required by law to complete health improvement plans every 3-5 years using community input.

"The 2012 assessment identified Alcohol, Tobacco and Other Drugs, Mental Health, and Chronic Disease as the top three issues in Barron County," states Barron County's Health Officer, Kelli Engen. "Community groups, coalitions and health care providers have been working over the last several years to obtain funding and address these identified community needs."

Your opinion counts. Community members throughout Barron County are being asked to complete a survey naming their top health concerns. "Your input helps public health and area medical providers determine what health issues are the most important to improve. Once opinions and data are compiled, community members will be asked to come to a one day meeting to help create the actual health improvement plan." Lisa Laatsch, Marketing Director at Lakeview Medical Center, reports.

Use your voice. Complete the Barron County Community Health Improvement Survey. The survey consists of 10 questions and should take less than five minutes to complete. The survey is available online or in paper form. To complete the online survey, go to Thrive Barron County website: [www.thrivebc.org](http://www.thrivebc.org) Paper surveys are available at Barron County Public Libraries, the Prairie Farm High School, Mayo Clinic Health System locations, Marshfield Clinics, Cumberland Clinics, Turtle Lake Clinic, Barron County Department of Health and Human Services, or by contacting Barron County Department of Health & Human Services at 715-537-5691.



## Service Area

According to the 2015 US Census, Cumberland, Wisconsin has a population of 2,146 and is the third largest city in Barron County, with a population totaling 45,563 people. Cumberland Healthcare's primary service area consists of Cumberland, Turtle Lake and Almena. The secondary service area includes the rest of Barron County along with the surrounding counties of Washburn and Polk.

Barron County has a makeup of 19,029 households. The racial makeup of the county is 95.7% White, 1.3% Black or African American, 1.0% Native American, 0.7% Asian, 2.5% Hispanic or Latino and 1.3% from two or more races.

The median household income in Barron County is \$44,709, with 13.7% of residents living in poverty. The percentage of residents, age 25 or older, with a high school degree or higher is 89.0% (2010-2014). The percentage of Barron County residents with a bachelor's degree or higher is 16.6% (2010-2014).

In Barron County, the age of the population is spread out with 21.7% of residents being under the age of 18, 57.8% of residents from age 18 to 64 and 20.5% who were 65 years of age or older. Of those, 49.9% are female, with 50.1% being male (2015). The county hosts a variety of markets including rural agriculture, manufacturing, frac-sand mining and a seasonal tourist economy.



# Community Benefits

As the County's Community Health Improvement Process evolved, health priorities were determined, which include alcohol, tobacco and other drug abuse, mental health and chronic disease. Using this data, Cumberland Healthcare has addressed unmet needs within the context of our overall approach, services offered and mission commitments, while supporting the overall goals of Thrive Barron County.

Key findings from all data sources, including data provided by Thrive Barron County and hospital available data, were reviewed and the most pressing needs will be incorporated into our annual community benefit plan. The community benefit plan reflects Cumberland Healthcare's overall approach to community benefits by targeting the interaction between the identified needs of the community and the key strengths and mission commitments of the organization to help build the continuum of care. We have established leadership accountability and an organizational structure for ongoing planning, budgeting, implementation and evaluation of community benefit activities, which are integrated into our multi-year strategic and annual operating planning processes.

In the 2015 calendar year, Cumberland Healthcare reported donating \$215,186.00 in community benefits. These benefits included, but are not limited to; Rice Lake Area Free Clinic lab work and staff time, athletic trainer game coverage for the Cumberland and Turtle Lake School Districts, free health screenings at Women's Health Night, the Know Your Numbers Health Fair, Turtle Lake Inter-County Fair and the Barron County Fair, community health education, nursing education for Wisconsin Indianhead Technical College students, emergency/trauma coverage for community events and providing staffing for the Healthier Cumberland Coalition.



# Who Was Involved in the CHNA

Sarah Baars, WIDPH Western Regional Office

Celina Dieckman, Barron County Health & Human Services

Deb Dietrich, Mayo Clinic Health System- Northland

Kelli Engen, Barron County Health & Human Services

Lisa Laatsch, Lakeview Medical Center

Char Mlejnek, Lakeview Medical Center

Jeanette Olsen, Wisconsin Indianhead Technical College

Peter Potts-Schufelt, Mayo Clinic Health System

Tim Ringhand, WIDPH Western Regional Office

Laura Sauve, Barron County Health & Human Services

Hannah Thalacker, Barron County Health & Human Services

Sarah Turner, Barron County Community Coalition

Jamie Wickstrom, Cumberland Healthcare

Patty Willeman, Amery Regional Medical Center

Rebecca Volk, Cumberland Healthcare





# How the Assessment Conducted

In 2012 local competing healthcare systems, Cumberland Healthcare, Lakeview Medical Center, Marshfield Clinic and Mayo Clinic Health System, along with Barron County Public Health and community members, came together to create Thrive Barron County. Thrive Barron County is a group committed to improving the health of Barron County through the Community Health Improvement Plan and the Community Health Needs Assessment.

After the steering committee was formed, the first Community Health Needs Assessment was conducted in March of 2012 via online and paper surveys. During this time, 1,100 surveys were conducted throughout the county. The top three health problems identified were as 1) Alcohol and Drugs 23.0%, 2) Chronic Disease 12.0%, 3) Nutrition 10.8% and 4) Physical Activity 10.8%.

After the results were calculated, the steering committee hosted a Community Planning Day on September 26, 2012, and invited business leaders, health experts and the general public to help select the top three health priorities for Barron County. Eighty five community members from Barron County were in attendance. In 2012, the Community Improvement Plan chose to focus on the top three health concerns for Barron County; 1) Alcohol and Drugs, 2) Mental Health and 3) Chronic Disease.

After the health concerns were chosen, Community Health Action Teams, or CHAT's, were created for each health priority. Each CHAT includes experts, professionals and residents that have knowledge or are interested in that specific health concern. Each CHAT meets as needed to ensure adequate work is being done and has a plan of action. Every year, the Thrive Steering Committee and all three CHAT's invite business owners, health professionals and other community members to an annual meeting discussing what Thrive Barron County has accomplished for that year. It also includes plans for the future.

In 2015, it was time for Thrive Barron County to conduct another Community Health Needs Assessment. The purpose of this was to reevaluate what Barron County residents felt were the top health issues in the county. Over 900 surveys were completed both online and on paper. Surveys were distributed at local hospitals, clinics, the Barron County Department of Health & Human Services, libraries and the Prairie Farm High School. Residents were also asked to complete the survey at the 2015 Barron County Fair and National Night Out. Surveys were translated into Spanish and Somali to ensure that those populations' voices were



# How the Assessment Conducted Continued

represented and able to understand the survey. The survey was also shared on multiple social media pages and the Thrive Barron County websites. Based on the surveys returned, community members felt the top 3 health concerns facing Barron County residents were:

- 1) Alcohol, Tobacco and Other Drug Abuse (ATODA)
- 2) Mental Health
- 3) Chronic Diseases

Since the health issues chosen by Barron County residents hadn't changed since the 2012 Community Health Needs Assessment, the Thrive Steering Committee opted to keep the same health priorities for the county. Thrive Barron County will conduct another Community Health Needs Assessment in 2018, at which time the health priorities will be reviewed again.

Below is a timeline of Thrive Barron County events.

<b>January 2011</b>	Steering Committee Formed
<b>February 2011</b>	Assessment Plan Developed
<b>March 2011</b>	Data Collection Begun
<b>March 2012</b>	Electronic/Paper Community Survey Conducted
<b>June 2011</b>	Initiative gets its own logo and name, <i>Thrive Barron County, Growing Together in Health</i>
<b>September 2012</b>	Community Meeting to Prioritize Health Initiatives for Barron County
<b>November 2013</b>	Thrive Barron County Annual Meeting
<b>October 2014</b>	Keeping Thrive Alive Annual Meeting
<b>August 2015</b>	Electronic/Paper Community Survey Conducted
<b>September 2015</b>	Thrive Annual Meeting + A Day Focused On Improving Health in Barron County



# How the Assessment Conducted Continued

*Below is Page 1 of 2 of the 2015 Community Health Needs Assessment Survey:*

## **2015 Barron County Community Health Needs Assessment Survey**

All Barron County residents are invited to complete this survey. The information you provide by completing the survey is important. Your views and opinions will help us understand the health needs of Barron County. Your responses to this survey are completely anonymous. If you have questions or concerns about this survey please contact Kelli Engen, Health Officer, at 715-537-5691, press 1.

**1. In your opinion, please choose the TOP THREE health problems in Barron County.**

- Alcohol, Tobacco, and Other Drug Abuse
- Mental Health (being able to find a counselor, suicide prevention, etc.)
- Chronic Diseases (such as diabetes, heart disease, cancers, etc.)
- Physical Activity
- Nutrition (having enough food, healthy foods, etc.)
- Contagious Diseases (such as influenza, tuberculosis, immunizations, etc.)
- Worksite Health and the Environment (clean air and water)
- Childhood Development (care before and during pregnancy; physical, social, and emotional care for children)
- Injury and Violence (falls, car accidents, domestic abuse, etc.)
- Dental Health
- Sexual Health (unplanned pregnancy, STD's, etc.)
- Other (please specify)

**2. In your opinion, what are the TWO BEST ways to improve health in Barron County?**

- Holding community education/ health classes (health fairs, quit smoking classes, etc)
- Providing community fitness opportunities (biking, walking, ski trails, exercise classes, etc.)
- Working with lawmakers on policies to improve health
- Promoting worksite wellness Increasing access to healthy foods
- Increasing mental health awareness and services Improving transportation services
- Decreasing poverty
- Alcohol, tobacco and other drug abuse prevention and treatment services
- Violence prevention and victim services
- Health education in schools
- Parent education
- Other (please specify)

**3. Please check ALL of the things that have contributed to physical or mental health problems for you or a household member in the last 12 months.**

- Being a victim of a crime
- Getting in trouble with the law
- Not having enough money to get food
- Physical, sexual, or verbal abuse
- Not having enough money to get healthcare
- Not having a safe place to exercise
- Not being able to get to appointments
- Not having support or help from family or friends
- Stress
- Trouble seeing, hearing, remembering, or moving
- Not getting enough exercise
- Severe or chronic pain
- Not eating healthy
- Lack of sleep (less than 7 hours per night)



# How the Assessment Conducted Continued

*Below is Page 2 of 2 of the 2015 Community Health Needs Assessment Survey:*

- Tobacco Use
- Not having enough money for medications or treatments
- Alcohol
- Not knowing how to get help paying bills
- Drug Use
- Fear of being judged for health problems
- Not understanding how health insurance works
- Not being able to communicate (language, ability to read, etc.)
- Not being able to get a "good" job
- Not knowing "where to start"
- Not being able to find affordable housing
- Unsafe housing
- Feeling lonely or depressed
- Unsafe work or school environment
- Polluted air or water
- Not enough time to deal with health problems Physical injury
- Other (please specify)

**4. Are you male or female?**

- Male
- Female
- Prefer not to answer

**5. In what ZIP code is your home located? (enter 5-digit ZIP code)**

**6. What is your age? (Optional - We are asking this question to make sure we are getting opinions from people of all ages.)**

- Less than 18
- 18-24
- 25-49
- 50-64
- 65 to 80
- Over 80
- Prefer not to answer

**7. What is the highest level of education you have completed?**

**8. From the options below, please select the race/ethnicity that best represents you. (Optional - We are asking this question to make sure we are getting opinions from people of all races.)**

- White - Non Hispanic
- White -Hispanic
- Black or African American
- American Indian or Alaskan Native
- Asian
- Native Hawaiian or other Pacific Islander
- From multiple races
- Prefer not to answer
- Some other race





# Implementation Plan

As previously stated, Barron County's 2015 Community Health Needs Assessment found that the top three health concerns in the County were:

- 1) Alcohol, Tobacco and Other Drug Abuse (ATODA)
- 2) Mental Health
- 3) Chronic Diseases

Cumberland Healthcare has created an action plan for each of the above health priorities.

## *Alcohol, Tobacco and Other Drug Use (ATODA)*

### Behavioral Health

In 2012 behavioral health services were removed from Cumberland Healthcare. Since 2012, Cumberland Healthcare has never lost sight of offering behavioral health services in the Cumberland community. In 2015, plans were made to open a new Behavioral Health Unit. We realize the correlation between behavioral health issues and alcohol, tobacco and drug use and we are hoping to help combat this issue in Barron County.

According to drugfree.org, a new government report found that rates of substance abuse are far higher in people with mental illness. The report found that one in five adults in the United States—nearly 50 million people—experienced mental illness in the past year, according to Reuters.

Adults with any mental illness in the past year were more than three times as likely to have met the criteria for substance dependence or abuse compared with those without mental illness (20 percent versus 6.1 percent). People with serious mental illness in the past year had a rate of substance dependence or abuse of 25.2 percent.

Cumberland Healthcare will assist the community by getting to the root of our patients' issues through providing counseling services. Data will be collected to determine the number of Barron County residents we are reaching each year.



# Implementation Plan Continued...

## Smoking Cessation Classes

Cumberland Healthcare is committed to helping residents quit smoking through the “Kickin’ Butts” smoking cessation classes. These free classes are held once a year and are open to the public. Kickin’ Butts is a five-week class, taught by an ex-smoker and trained Cumberland Healthcare staff member.

## First Breath Tobacco Cessation Program

Additionally, a goal of the ATODA Community Action Team of Thrive Barron County is to reduce the number of pregnant women who report smoking. To combat this, we are offering the First Breath Tobacco Cessation Program to pregnant women at our facility. We will measure our success by the number of participants who have completed the program through Cumberland Healthcare and Thrive Barron County annually.

## *Mental Health*

### Behavioral Health

As stated in the ATODA action plan, in 2015, plans were made to open a new Behavioral Health Unit in 2016 at Cumberland Healthcare. This will create more opportunities for residents to deal with mental health issues they may be facing. We will track our success by monitoring the number of individuals we serve per year.

### Worksite Wellness

Cumberland Healthcare is also working on creating better mental health for our employees through our employee wellness program. Our Wellness Committee is continuously coming up with new programs and activities for our employees, including wellness challenges, poker walks, free chair massages, painting classes, yoga classes and much more. We will monitor the stress and wellbeing of our employees through our annual Employee Satisfaction Survey.

Additionally, Cumberland Healthcare is also a member of the Excel with Be Well Worksite Wellness program. This is a county-wide worksite wellness program that assists worksites in developing best practices for employee wellness. This group meets quarterly and includes a speaker that gives tips about various wellness issues, including mental health. This will assist Cumberland Healthcare with developing more programs for its employees.



# Implementation Plan Continued...

## *Chronic Diseases*

### Know Your Numbers Health Fair

Cumberland Healthcare has been offering the Know Your Numbers Health Fair (KYN) every May to the community for over ten years. The Know Your Numbers Health Fair includes free health screenings, completed through a simple blood draw, health information, breakfast and giveaways. We offer the Know Your Numbers Health Fair at both our Cumberland and Turtle Lake clinic locations. In May of 2016, we had our best turnout to date, with over 400 participants.

The Know Your Numbers Health Fair is a free resource that allows all Barron County residents to determine where they are at health-wise and make appropriate changes if needed. We are tracking participants' health results from year-to-year to determine if individuals are making health changes based on their results. We also have participants fill out a questionnaire prior to testing and are tracking those results as well.



# Recurring Themes & Health Needs Identified

Barron County's top concerns, as evidenced through the 2012 and 2015 Community Health Needs Assessment survey results, revealed that there is a high need to combat alcohol, tobacco and other drug abuse, mental health and chronic diseases in our communities.

Being located in rural Northwestern Wisconsin, there is a need for greater access to behavioral health services and concerns related to alcohol consumption and drug abuse in Barron County. Currently, 13.7% of Barron County residents are living in poverty. Additionally, the median household income in Barron County is \$44,709, versus the state average of \$52,738 and the US average of \$53,482. Lower income levels have led to the inability to meet basic family needs for food, clothing and shelter.

Community members of all ages, children and adults alike have been affected as seen by exacerbated need for greater access to mental health services such as counseling, psychiatric care and social support. In 2015, the Wisconsin Department of Children & Families recognized this need and awarded the Barron County Department of Health & Human Resources the Brighter Future Initiative, or BFI. The BFI focuses on identifying and treating youth who have been affected by a trauma. This grant largely focuses on getting affected youth the mental health services they require.

According to the National Alliance on Mental Illness, of Wisconsin's approximately 5.6 million residents, close to 188,000 adults live with serious mental illness and about 60,000 children live with serious mental health conditions (2010). Additionally, according to Substance Abuse and Mental Health Administration, of those diagnosed with a mental health issue, only 42.5% received treatment while 57.5% did not (2014).

In 2015, plans were made to open a new Behavioral Health Unit at Cumberland Healthcare. We are thrilled to be offering counseling services in Cumberland.

Analysis of public health data found that chronic disease and poor health behaviors (i.e. tobacco use, heart disease, hypertension, depression/anxiety disorder, lack of physical activity and diabetes) are highly prevalent among Barron County residents, and lead to many of the health issues in our communities. Other findings from the health assessment indicate that the leading causes of death in our county ranked in order are heart disease, cancer, chronic lower respiratory disease (emphysema, asthma, pneumonia, bronchitis) and cerebrovascular disease





# Recurring Themes & Health Needs Identified Continued

(stroke). Mortality rates for three of the four causes of death are greater than both Wisconsin and national averages. A recent health screening of Barron County residents indicated that 68.1% of adults were either overweight or obese.

While Barron County faces serious health concerns, it is our job to make sure that these issues are recognized and combatted in our community. Thrive Barron County, along with Cumberland Healthcare, is committed towards reducing these numbers and creating a healthy and safe place for our residents.



# Committed Resources

Cumberland Healthcare will continue to play a leading role in addressing the health needs of our community. Community benefit planning is integrated into our hospital's annual planning and budgeting processes to ensure we continue to effectively and adequately support community benefits. In addition to anticipated staff resource support increases, Cumberland Healthcare's budget for fiscal year 2016 has been increased to accommodate future community benefit activities.

## VIII. Approval

Cumberland Healthcare's Board of Directors includes representatives from the City of Cumberland and its surrounding communities. The Board of Directors approves the Implementation Strategy and Community Benefit Plan for addressing priorities identified in the most recent Community Health Needs Assessment.

Cumberland Healthcare Board of Director's Approval:

Charles Christenson  
Chairman Cumberland Healthcare Board of Directors



Date: 08/242016

Mike Gutsch  
Chief Executive Officer Cumberland Healthcare



Date: 08/242016



## Next Steps

Cumberland Healthcare and Thrive Barron County have implemented strategies for each health concern. Additionally, each health concern has its own Community Health Action Team (CHAT) which brings experts, professionals and community members together to share ideas and implement action plans. Each CHAT has created and implemented detailed work plans regarding their designated health concern.

Thrive Barron County has developed a report card to analyze the Implementation Plan. Thrive Barron County is committed to conducting another health needs assessment in three years. The Barron County Department of Health & Human Services Public Health Officer has given her assurance that the department will align their assessment timeline with that of Thrive Barron County's and once again partner to complete the assessment. This assessment summary will be accessible on the websites' of: Cumberland Healthcare, Lakeview Medical Center, Mayo Northland- Barron and Barron County Public Health. For questions regarding the Community Health Needs Assessment, please call (715) 822-7262.