



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	8
Community Benefits	9
Who Was Involved in the Community Health Needs Assessment	10
How the Assessment was Conducted	11
Implementation Plan	16
Recurring Themes & Health Needs	19
Community Resources	21
Next Steps	22



# 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.

In 2016 we hired a fulltime behavioral health counselor who sees patients of all ages in our Cumberland and Turtle Lake Clinics to meet the mental health needs in the community. The LPC is also involved in the area school system.

In 2018 we embarked on an electronic health record—turning two computer systems between the clinic and the hospital. This new electronic health record conversion is with AthenaHealth. We now have one patient, one record to increase patient safety and flow of information.

We remodeled an existing building for added space for our outpatient physical therapy department giving patients comfort and privacy.

In 2017 65 acres of land was purchased for a replacement campus. This land was annexed into the city in 2018. Began working with the USDA for financing and financing was approved in September of 2018. The project will consist of just under 100,000 square feet and is estimated at 40 million dollars. Other uses for the remaining land will be, assisted living, independent elderly housing and other healthcare related entities. Estimated time of ground breaking is April 2020 with a project completion date of 2022. We are thrilled to better serve our patients and community.

In 2018 we partnered with Prevea Health and our rehabilitation services offering physical therapy, occupational and speech therapy for the community of Rice Lake, Wisconsin. We are excited to be breaking into the Rice Lake area to better serve our patients.





# Executive Summary Continued

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

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



# Marketing Samples for Thrive Barron County

**thrive**  
BARRON COUNTY  
Creating together to thrive

**WE WANT  
YOUR  
FEEDBACK**

**Barron County  
Community Health Survey**

We need your help! Please go to the Barron County web site [www.barroncountywisc.gov](http://www.barroncountywisc.gov) to take the Barron County Community Health Survey. The survey is under "What's New?" Or go directly to the survey at: <https://www.surveymonkey.com/r/2018BCHealthSurvey>.

Don't have internet? Visit your local library. Paper surveys may also be obtained at Barron County libraries, Prairie Farm High School, the Public Health office in the Barron County Government Center, and county healthcare facilities.

Use your voice! Tell us how you feel about health in Barron County. The results of this survey will be used by hospitals, clinics, public health and community partners to guide discussions and activities to improve health in Barron County.

If you have questions or concerns about this survey or our Community Health Assessment process, please contact Health Officer Laura Sauve at 715-537-6109 or [laura.sauve@co.barron.wi.us](mailto:laura.sauve@co.barron.wi.us).

**Please complete survey by April 30, 2018.**  
Thank you for your time and participation!

**SAVE THE DATE: September 26, 2018**

**Get Involved.** Community discussions to review community health data, survey results, offer input and discuss next steps will be held Sept. 26, 2018. Watch for details in early September!

**Lakeview** Medical Center   **MAYO CLINIC** HEALTH SYSTEM   **CUMBERLAND** HEALTHCARE

Marshfield Clinic HEALTH SYSTEM   BARRON COUNTY DEPARTMENT OF HEALTH & HUMAN SERVICES

*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.*

*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.*



# Press Release

Sample of the 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: August 13, 2018

Contact: Deb Dietrich, 715-537-9909, [dietrich.debra@mayo.edu](mailto:dietrich.debra@mayo.edu) or

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

## Community members asked to partner together to better the health of Barron County

Community members are invited to join area health care providers to identify and explore the top health concerns in Barron County on Wednesday, Sept. 26 at the Barron County Government Center, 335 E. Monroe Ave., Barron. Two sessions will be offered: 9 a.m. to noon and 5:30 to 8:30 p.m.

The meetings will consist of brief presentations on the progress of the three current health focus areas: alcohol, tobacco and other drug abuse; mental health and chronic disease; as well as a report on the current health needs of Barron County. The report will include the results of the recent community health needs assessment survey, completed by 838 county residents.

The forum will allow participants to become more informed and will give citizens an opportunity to voice their concerns about issues. The main objective of this day is to share and brainstorm ideas for improvement of the three health focus areas for Barron County to concentrate on for the next 3 to 5 years.

"We need the help of our communities. Whether you are a doctor, a farmer, a retired person, or a student, you have important opinions and information on the health of our community" states Laura Sauve, Barron County Program Manager/Health Officer. "We are asking a wide variety of people to attend."

The Barron County Health Department has joined forces with other Barron County healthcare providers to collect data for the 2018 health needs assessment. The health assessment creates a community-wide health improvement plan based on data such as illness, injury and death rates, community opinions and community resources. Amery Regional Medical Center, Barron County Aging & Disability Resource Center, Cumberland Healthcare, Mayo Clinic Health System, and Marshfield Clinic Health System, have been actively working together with Barron County Public Health to plan the project. Public health departments and non-profit hospitals in every county, throughout the country, are required to complete health improvement plans every 3 to 5 years using community input.

"We are very fortunate and excited to be partnering with the health care providers in Barron County," Sauve states. "This partnership has already created some great collaboration. We are now looking to our community members for some in-depth discussion on what our county needs to concentrate on going forward."

If you are interested in being a part of this county-wide project please plan on attending the community meetings on Sept. 26. A light meal is included and reservations are appreciated. Please register by email at: [health@co.barron.wi.us](mailto:health@co.barron.wi.us) or call (715) 537-5691 ext. 6442.

###



## Service Area

According to the 2010 US Census, Cumberland, Wisconsin has a population of 2,170 and is the third largest city in Barron County, with a population totaling 45,251 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 19,133 households. The racial makeup of the county is 95.5% White, 1.4% Black or African American, 1.0% Native American, 0.7% Asian, 2.6% Hispanic or Latino and 1.3% from two or more races.

The median household income in Barron County is \$49,257, with 13.1% of residents living in poverty. The percentage of residents, age 25 or older, with a high school degree or higher is 90.6% (2013-2017). The percentage of Barron County residents with a bachelor's degree or higher is 19.5% (2013-2017).

In Barron County, the age of the population is spread out with 21.7% of residents being under the age of 18, 56.9% of residents from age 18 to 64 and 21.4% 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 2017 calendar year, Cumberland Healthcare reported donating \$300,000.00 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 CPR training.



# 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 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 choose 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 2018, we have completed another Thrive Barron County 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 800 surveys were completed both online and on paper. Surveys were distributed at local hospitals, clinics, the Barron County Department of Health & Human Services, libraries. 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 2015 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 2021, at which time the health priorities will be reviewed again.



# How the Assessment Conducted Continued

*Below is Page 1 of 2 of the 2018 Community Health Needs Assessment Survey:*



## 2018 Barron County Community Health Survey

All Barron County residents are invited to complete this survey. The information you provide in this 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 Laura Sauve, Health Officer, at 715-537-6109. Thank you for taking time to help!

### 1. In your opinion, please choose the TOP THREE health concerns in Barron County.

- ☐ Alcohol, Tobacco and other Drug Use/Abuse focuses on the negative impacts of mood altering substances (alcohol, meth, marijuana, prescription drugs, tobacco, and heroin), such as:
  - Violence, car crashes and other injury or death, crimes, dependence/addiction
- ☐ Childhood Development focuses on receiving the care and support needed to reach the best possible physical, social, and emotional health and development, such as:
  - Prenatal care, early learning opportunities for infants and children/quality child care, positive caring relationships, regular health check-ups
- ☐ Chronic Disease Prevention and Management focuses on preventing and managing illnesses that last a long time, usually cannot be cured, and often result in disability, such as:
  - Heart disease, cancer, diabetes, Alzheimer's/dementia
- ☐ Contagious Disease Prevention and Control focuses on illnesses caused by bacteria, viruses, fungi, or parasites that can be passed from person-to-person or animal-to-person as well as ways to prevent and control these illnesses, such as:
  - Influenza, Lyme disease, immunizations, personal health practices (handwashing, using bug spray, etc.)
- ☐ Dental Health focuses on keeping teeth, gums, and mouth healthy. Issues of concern include:
  - Mouth pain, tooth decay/tooth loss
- ☐ Injury and Violence focuses on preventing injury from accidents or violence, such as:
  - Falls, car crashes, suicide, child abuse, sexual assault
- ☐ Mental Health focuses on services and support to address how we think, act, and feel as we handle stress, relate to others, and make choices. Examples of mental health conditions are:
  - Depression, anxiety, post-traumatic stress disorder (PTSD), bi-polar disorder
- ☐ Nutrition focuses on always having enough and nutritious food for healthy eating from infancy through old age, such as:
  - Breastfeeding, fruits and vegetables, fresh foods properly stored, prepared, and refrigerated, balanced meals
- ☐ Physical Activity focuses on ways to stay active to improve overall health, such as:
  - Walking, swimming, lifting weights, team sports
- ☐ Sexual Health focuses on education and health care services that help maintain sexual health for people of all ages, such as:
  - Preventing unintended pregnancy, detecting or preventing sexually transmitted infections (STIs) such as chlamydia and gonorrhea
- ☐ Worksite Health and the Environment focuses on preventing illnesses and injuries from indoor and outdoor hazards, such as:
  - Contaminated food, water, or air, hazards at work (e.g., unsafe work practices or tools, exposure to chemicals or radiation, diseases that can be passed from animals to humans)

Other / Additional Comments:



# How the Assessment Conducted Continued

*Below is Page 2 of 2 of the 2018 Community Health Needs Assessment Survey:*

2. If you could improve one or more things in your community what would it/they be and why?

3. How do you define health?

4. How do you define a healthy community?

5. 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.

- |  |  |
|--|--|
| <input type="checkbox"/> Tobacco use                           | <input type="checkbox"/> Not having enough money to get food                             |
| <input type="checkbox"/> Alcohol                               | <input type="checkbox"/> Lack of sleep (less than 7 hours per night)                     |
| <input type="checkbox"/> Drug use                              | <input type="checkbox"/> Not knowing how to get help paying bills                        |
| <input type="checkbox"/> Bullying                              | <input type="checkbox"/> Fear of being judged for health problems                        |
| <input type="checkbox"/> Physical injury                       | <input type="checkbox"/> Not being able to find affordable housing                       |
| <input type="checkbox"/> Unsafe housing                        | <input type="checkbox"/> Not being able to get a good education                          |
| <input type="checkbox"/> Child care giving                     | <input type="checkbox"/> Not having a reliable car/ transportation                       |
| <input type="checkbox"/> Adult care giving                     | <input type="checkbox"/> Not having enough money to get healthcare                       |
| <input type="checkbox"/> Polluted air or water                 | <input type="checkbox"/> Not enough time to deal with health problems                    |
| <input type="checkbox"/> Not eating healthy                    | <input type="checkbox"/> Not understanding how health insurance works                    |
| <input type="checkbox"/> Severe or chronic pain                | <input type="checkbox"/> Not having support or help from family or friends               |
| <input type="checkbox"/> Being a victim of a crime             | <input type="checkbox"/> Trouble seeing, hearing, remembering, or moving                 |
| <input type="checkbox"/> Not getting enough exercise           | <input type="checkbox"/> Not having enough money for medications or treatments           |
| <input type="checkbox"/> Feeling lonely or depressed           | <input type="checkbox"/> Not being able to communicate (language, ability to read, etc.) |
| <input type="checkbox"/> Not knowing "Where to start"          |  |
| <input type="checkbox"/> Physical, sexual, or verbal abuse     |  |
| <input type="checkbox"/> Getting in trouble with the law       |  |
| <input type="checkbox"/> Not being able to get a "good" job    |  |
| <input type="checkbox"/> Not having a safe place to exercise   |  |
| <input type="checkbox"/> Not being able to get to appointments |  |
| <input type="checkbox"/> Unsafe work or school environment     |  |

Other / Additional Comments:

6. Have you been able to find and access help for problems checked in question 2? (such as healthcare, government programs, county organizations, etc.)

- ☐ Yes  
☐ No

Please explain:





# How the Assessment Conducted Continued

**7. What are the top three strengths in Barron County?**

- ☐ Businesses/job opportunities
- ☐ Communities and neighborhoods
- ☐ Community organizations (like churches, senior centers, etc.)
- ☐ Diverse population
- ☐ Low crime rate
- ☐ Healthcare and public health services
- ☐ Improved health awareness
- ☐ Natural resources (like city/county parks, lakes, etc.)
- ☐ Schools (public, private, technical, university)
- ☐ Supportive services (like shelters, food shelves)

Other / Additional Comments:

**8. Many social issues contribute to our health. Please choose the top three issues below which could improve the health of Barron County.**

- |   |   |
|---|---|
| <input type="checkbox"/> Less unemployment  | <input type="checkbox"/> Less people in jail                                |
| <input type="checkbox"/> Having enough food   | <input type="checkbox"/> Feeling connected to family, neighbors and friends |
| <input type="checkbox"/> Having stable housing  | <input type="checkbox"/> Access to health care                              |
| <input type="checkbox"/> Less poverty or having enough money for basic bills                      | <input type="checkbox"/> Access to mental health care                       |
| <input type="checkbox"/> Helping young children learn and develop                                 | <input type="checkbox"/> Access to dental health care                       |
| <input type="checkbox"/> Enrollment in higher education (i.e. technical college, 4 year colleges) | <input type="checkbox"/> Understanding health information                   |
| <input type="checkbox"/> Increase high school graduation rates                                    | <input type="checkbox"/> Access to foods that help keep you healthy         |
| <input type="checkbox"/> Help with speaking and reading needs                                     | <input type="checkbox"/> Less crime and violence                            |
| <input type="checkbox"/> More community and government participation                              | <input type="checkbox"/> Good environmental conditions                      |
| <input type="checkbox"/> Less discrimination  | <input type="checkbox"/> Safe housing                                       |

Other / Additional Comments:

**9. Adverse childhood experiences (ACEs) are stressful or traumatic events that occur during childhood and are strongly associated with health problems throughout our lives. Please let us know if you experienced any of the following during your childhood.**

- |  |  |
|--|--|
| <input type="checkbox"/> Physical abuse            | <input type="checkbox"/> Mother treated violently          |
| <input type="checkbox"/> Sexual abuse              | <input type="checkbox"/> Substance misuse within household |
| <input type="checkbox"/> Emotional abuse           | <input type="checkbox"/> Household mental illness          |
| <input type="checkbox"/> Physical neglect          | <input type="checkbox"/> Parental separation or divorce    |
| <input type="checkbox"/> Emotional neglect         | <input type="checkbox"/> Household member in jail          |
| <input type="checkbox"/> Intimate partner violence |  |

Other / Additional Comments:



# How the Assessment Conducted Continued

We are asking the following questions to make sure we are getting opinions from people of different backgrounds.

10. What is your current gender identity?

- |  |   |
|--|---|
| <input type="checkbox"/> Male                      | <input type="checkbox"/> Genderqueer/gender non-conforming        |
| <input type="checkbox"/> Female                    | <input type="checkbox"/> Prefer not to answer                     |
| <input type="checkbox"/> Trans male/ trans man     | <input type="checkbox"/> Different identity (please state): _____ |
| <input type="checkbox"/> Trans female/ trans woman |   |

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

12. What is your age?

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> Less Than 18 | <input type="checkbox"/> 65-80                |
| <input type="checkbox"/> 18-24        | <input type="checkbox"/> Over 80              |
| <input type="checkbox"/> 25-49        | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> 50-64        |   |

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

- |   |  |
|---|--|
| <input type="checkbox"/> Some high school               | <input type="checkbox"/> Bachelor's degree               |
| <input type="checkbox"/> High school diploma or GED     | <input type="checkbox"/> Graduate or professional degree |
| <input type="checkbox"/> Associate degree/ some college | <input type="checkbox"/> Prefer not to answer            |

14. From the options below, please select the race/ethnicity that best represents you.

- |  |  |
|--|--|
| <input type="checkbox"/> White – non Hispanic              | <input type="checkbox"/> Native Hawaiian or other Pacific Islander |
| <input type="checkbox"/> White- Hispanic                   | <input type="checkbox"/> From multiple races                       |
| <input type="checkbox"/> Black or African American         | <input type="checkbox"/> Prefer not to answer                      |
| <input type="checkbox"/> American Indian or Alaskan Native | <input type="checkbox"/> Other (please specify): _____             |
| <input type="checkbox"/> Asian                             |  |

15. How much money did people living in your house earn in 2017?

- |  |   |
|--|---|
| <input type="checkbox"/> Less than \$25,000    | <input type="checkbox"/> More than \$100,000  |
| <input type="checkbox"/> \$25,001 to \$50,000  | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> \$50,001 to \$100,000 |   |

16. How many people, including yourself, does this income support?

- |                                      |                                    |
|--------------------------------------|------------------------------------|
| <input type="checkbox"/> 1 (just me) | <input type="checkbox"/> 5         |
| <input type="checkbox"/> 2           | <input type="checkbox"/> 6         |
| <input type="checkbox"/> 3           | <input type="checkbox"/> 7 or More |
| <input type="checkbox"/> 4           |                                    |

Please share any additional comments you would like us to know:

Thank you for giving your opinions! Please return this survey to the place where you picked it up or mail to:

Barron County DHHS  
Attn: Community Survey  
335 E. Monroe Avenue, Room 338  
Barron WI 54812



# Implementation Plan

As previously stated, Barron County's 2018 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 a former smoker and trained Cumberland Healthcare staff member.

## ***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 has created 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, walking competitions, free chair massages, painting classes, yoga classes and much more. We will monitor the stress and wellbeing of our employees through our annual Employee Engagement Survey.



# Recurring Themes & Health Needs Identified

Barron County's top concerns, as evidenced through the 2015 and 2018 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 \$49,257, versus the state average of \$59,305 and the US average of \$59,039. 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. The department continues to grow through 2018.

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





# 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 2018, we had 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 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 2018 has been increased to accommodate future community benefit activities.

## VIII. Approval

Cumberland Healthcare's CEO approves the Implementation Strategy and Community Benefit Plan for addressing priorities identified in the most recent Community Health Needs Assessment.

Mike Gutsch

Chief Executive Officer Cumberland Healthcare

Date: 08/2018



## 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) 822-7500.