

# **Dodge-Jefferson Healthier Community Partnership**

## **Community Health Improvement Plan**

**2015-2017**



**“To act as a collaborative catalyst, identifying community needs and linking the necessary resources to enhance the health and well-being of all individuals and communities in Dodge and Jefferson Counties.”**

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# Community Health Improvement Plan Team

A dedicated group of health professionals and citizens in Dodge & Jefferson Counties, under the direction of the Dodge-Jefferson Community Healthier Partnership Board of Directors, collaborated to make the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) a reality. They include:

Tina Crave – President & CEO, Greater Watertown Community Health Foundation

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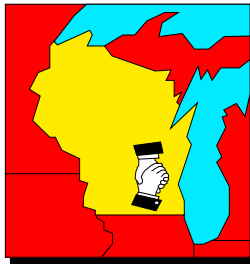
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# Community Health Improvement Plan Partners



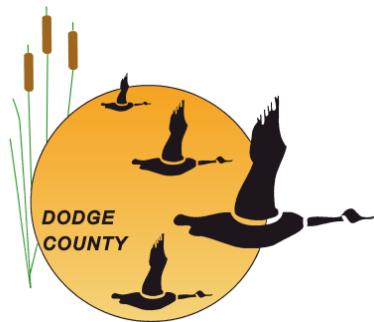
## Dodge-Jefferson Healthier Community Partnership



Watertown Department of Public Health



Jefferson County Health Department



Dodge County Human Services & Health Department



Beaver Dam Community Hospitals



Fort HealthCare



Watertown Regional Medical Center

# History of Dodge-Jefferson Healthier Community Partnership

In 1995, a group of individuals from Dodge County, Jefferson County and the City of Watertown – including Public Health, Human Services, the University of Wisconsin Extension, law enforcement officials, area hospitals and schools – came together to form the *Dodge-Jefferson Healthier Community Partnership* (DJHCP). The group recognized the potential to make positive changes that would not only improve health status, but also address social determinates of health and improve access to health care. In 1998, DJHCP became incorporated as a non-profit organization whose mission is to improve the health status of individuals, families, and communities in Dodge and Jefferson Counties. DJHCP completed a Community Health Assessment in 1996, 2001, 2007, and 2013.



Map of DJHCP Area

## CHA and CHIP

Since 1993, Wisconsin State Statutes require communities throughout Wisconsin to develop and implement local health plans to address health conditions impacting their residents. (1) This process, referred to as the "Community Health Improvement Process," includes developing a Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP). This improvement plan process is used by the hospitals and Health Departments as a strategic approach to engage the community in Dodge and Jefferson Counties.

In 2013, the DJHCP Team hosted a Town Hall meeting attended by over 100 participants, who identified and ranked health issues. They voted on one health area in which the communities should take action – to “increase individuals’ physical activity”. Afterwards, the DJHCP CHIP Team met to analyze the data and develop a Community Health Improvement Plan based on this chosen health focus area.

This collaboratively-developed CHIP includes ideas and programs from professionals and laypeople in the community, building on values that can make Dodge and Jefferson counties healthier and happier places to live while providing the foundation to improve the health of residents.

The 2015-2017 CHIP will focus on promotion of physical activity in the community and will be supported by all members of the DJHCP CHIP team as a way to align common goals and activities.

**CHIP Team Goals: (2)**

- **Develop a community health improvement plan to focus on health priorities.**
- **Enhance a healthy workforce by mobilizing area organizations to improve the health of their employees and clients.**
- **Build capacity within the community to promote living better and longer through shared responsibility.**



**This CHIP aligns with:**

**Wisconsin Association of Local Health Departments and Boards Improvement Plan Guidelines**

WALHDAB is the statewide organization of Board of Health members and Health Department administrators providing a unified forum for Public Health leadership development, advocacy, education and forging of community partnerships for the improvement of Public Health at the local level.

For more information about WALHDAB, visit <http://www.walhdab.org/> or [www.walhdab.org/NewCHIPResources.htm](http://www.walhdab.org/NewCHIPResources.htm) (3)

**Healthiest Wisconsin 2020 Health & Infrastructure Areas:**

- Chronic Disease Prevention & Management (obesity, heart disease, asthma, cancer and arthritis)
- Mental Health and Collaborative Partnerships

For more information on the State Health Plan visit [www.dhs.wisconsin.gov/hw2020](http://www.dhs.wisconsin.gov/hw2020) (4)

**National Healthy People 2020 Goals and Focus Areas:**

- Educational & Community-based Programs
- Nutrition & Weight Status
- Physical Activity

For more information on the National Health Plan visit [www.healthypeople.gov/2020](http://www.healthypeople.gov/2020) (5)



# Dodge–Jefferson Healthier Community Partnership CHIP Objectives

**Problem:** Lack of adequate physical activity and healthy eating habits in community residents contributes to several of the leading chronic diseases and causes of death in Dodge and Jefferson Counties.

**Goal:** To reduce the personal and public burdens of chronic disease in Dodge and Jefferson Counties by encouraging, promoting, and rewarding higher levels of exercise, and reducing barriers to physical activities and locally grown foods.

## **Objective #1**

By July of 2016, DJHCP and community partners will promote personal, family, and social group physical activity through informational displays, collaborative outreach, and social media connectedness. This is in addition to other projects/activities already done by DJHCP and partners.

### **Project ~ Online Collaborative Outreach and Social Media Connectedness**

- **Promotion:** DJHCP and partners will work to share links, cross-post, and promote each other's online sites and events. This interconnectedness should increase the awareness of the benefits of physical activity and upcoming events to their followers /online community.
- **Location:** Online websites and social media sites held by DJHCP & partners.
- **Tracking Parameters:** Webpage counts/hits and social media analytics (likes, views, shares, etc.)
- **Agency assigned:** DJHCP partners

## **Objective #2**

By July of 2017, DJHCP group and community partners will engage local community organizations (schools, churches, civic groups, etc.) and businesses to establish Health Groups that promote healthy living and activities. This is in addition to other projects/activities already done by DJHCP and its partners.

### **Project ~ Support access to and creation of local food sources such as: Farm-to-School programs, Community Gardens, Farmer's Markets and Community Supported Agriculture Programs (CSA)**

- **Promotion:** DJHCP will work with county groups to create or increase access to local foods, especially Farm-to-School programs.
- **Location:** Dodge and Jefferson Counties
- **Tracking Parameters:** Number of gardens, hours gardened, number of produce harvested, number of persons attending programs/activities, square-footage of gardens.
- **Agency assigned:** DJHCP partners

## **Objective #3**

By July of 2018, DJHCP group and community partners will work with community leaders and local officials for the passage of county and municipal ordinances that will expand opportunities for physical activity. This is in addition to other projects/activities already done by DJHCP and its partners.

### **Project ~ The promotion of walking, hiking, cycling, skiing, snowshoeing trails, paths, and/or routes.**

- **Promotion:** DJHCP will work to promote new or expansion of trails/paths/routes.
- **Location:** Dodge and Jefferson Counties
- **Tracking Parameters:** Number of people using trails, number of resolutions supported/passed, number of paths/miles created.
- **Agency assigned:** DJHCP partners

# CHIP Focus on Physical Activity for Wellness

## Why the community chose physical activity as the 2015-17 focus:

During the assessment and Town Hall meeting in 2013, physical activity was voted to be the best way that communities could help individuals improve their health and most likely make immediate impacts on a person's health. According to the Centers for Disease Control (CDC) 2014 report on physical activity, 23% of adults and 13% of youth reported no leisure time physical activity in Wisconsin. Only 22% of adults in Wisconsin met the recommended guidelines for daily physical activity.

## What counts as “physical activity”?

Adults are considered “physically inactive” if during the past month, other than a regular job, they did not participate in any physical activity such as running, calisthenics, golfing, gardening, or walking.

## Why is physical activity important?

A lack of physical activity can lead to many harmful health conditions, including: obesity, coronary heart disease, hypertension, stroke, Type-2 diabetes, high cholesterol, liver and gallbladder disease, sleep apnea, osteoarthritis, reproductive complications, dementia, depression, and poor mental health. By doing regular physical activity, one strengthens bones and muscles, improves moods, increases chances of living longer, and improves ability to do daily activities.

## How does exercise impact mental health?

An article on the Mayo Clinic's website reported that, “Research on anxiety, depression and exercise shows that the psychological and physical benefits of exercise can also help reduce anxiety and improve mood.”



Regular physical activity has many psychological and emotional benefits including:

- Releasing feel-good brain chemicals that ease depression (neurotransmitters, endorphins, etc.).
- Reducing immune system chemicals that can worsen depression.
- Increasing body temperature, which may have calming effects.
- Improving self-confidence by meeting exercise goals or challenges, even small ones.
- Worrying less. Exercise is a distraction that can get a person away from the cycle of negative thoughts that feed anxiety and depression.
- Increasing social interaction by joining an exercise group or team.
- Coping in a healthy way. Doing something positive to manage anxiety or depression is a healthy coping strategy.



# How to Get Moving for Better Health

## How much physical activity is needed?

Getting moving is easy to do! Just put on comfortable shoes and start! Low-impact activities such as walking or hiking are the easiest and least expensive physical activities to start improving health. However, it takes a specific amount of activity to make significant health changes. According to the 2008 *Physical Activity Guidelines for Americans*, the CDC suggests that children (ages 6-17 years) participate in physical activity for 60 or more minutes each day. (6) This can include either moderate-intensity aerobic activity, such as brisk walking, or vigorous-intensity activity, such as running. This vigorous-intensity aerobic activity should be done at least 3 days per week.



The CDC suggests that adults (18-65+ years) get 2 hours and 30 minutes (150 minutes) of moderate-intensity aerobic activity (i.e., brisk walking) every week. This time can be broken up into 10-minute or longer periods of exercise.

This aerobic activity should be added to muscle-strengthening exercises to make for a complete workout. For healthy pregnant and post-partum women there are additional guidelines to follow. All physical activity plans should be reviewed by a doctor before starting.

This aerobic activity should be added to muscle-strengthening exercises to make for a complete workout. For healthy pregnant and post-partum women there are additional guidelines to follow. All physical activity plans should be reviewed by a doctor before starting.

## **Physical Activity and Calories Burned (weight range 160-240 pounds)**

Activity	Calories per Hour
Walking slowly (2 mph)	204-305
Walking fast (4 mph)	314-469
Jogging (5 mph)	315-480
Hiking	438-654
Running (8 mph)	861-1,286

Learn more at: [www.mayoclinic.org/healthy-living/weight-loss/in-depth/exercise/](http://www.mayoclinic.org/healthy-living/weight-loss/in-depth/exercise/)

## What Families and Individuals Can Do

- For walking/running/hiking activities, consider forming a group or team to help with accountability of completing the physical activity, motivation to increase endurance, safety, and socialization. Spread the word among family members, friends, neighbors, or on social media sites such as Facebook or Twitter.
- Individuals can get involved with their local physical activity and nutrition groups to develop and promote alternative means of transportation such as walking and biking and provide better access to healthy foods.
- Advocate for safe routes to school, bike paths and parks.
- Check with local schools and encourage participation in walking teams and lunch break walks.



## What Communities Can Do

Local communities can form coalitions to develop master plans to promote bicycle and pedestrian friendly routes. Resolutions that are coordinated with local laws can enhance safe physical activity and promote farmer's markets and access to fruits and vegetable in order to reduce the impact that obesity, physical inactivity and poor nutrition have on our communities.

- Assess coalition membership and recruit active and diverse members:  
[www.dhs.wisconsin.gov/physical-activity/Resources/CoalitionBuilding/index.htm](http://www.dhs.wisconsin.gov/physical-activity/Resources/CoalitionBuilding/index.htm)
- Identify key needs in the community and develop an action plan to address the needs.
- Pass laws that support parks, bike paths and safe routes to school.



## What Worksites Can Do

- Support formation of an employee health and wellness committee.
- Make connections with community activities.
- Allow employees to participate in physical activity on their work breaks.
- Join or form a local coalition to coordinate nutrition and physical activity initiatives.
- Integrate business activities with community, school, and healthcare initiatives.
- Consider leading a city-wide worksite wellness initiative.
- Organize or participate in any community-wide worksite wellness or well city initiatives.

Worksites have the opportunity to encourage healthy habits and help prevent health problems such as diabetes, depression and heart disease. Well-designed worksites keep employees safe and encourage physical activity during the workday.



## Health Issues

In addition to the goal of increasing physical activity for wellness, DJHCP has identified the following health issues for Dodge and Jefferson counties:

- Obesity
- Access to Nutritional Foods
- Excessive Alcohol Consumption
- Chronic Disease
- Tobacco Use
- Drug/Substance Abuse
- Depression/Mental Health Issues

Population data from the 2013 Health Assessment showed that Dodge County, Jefferson County, the city of Watertown, and the state of Wisconsin are all similar in terms of population, ethnicity, poverty, education, and unemployment. (7)

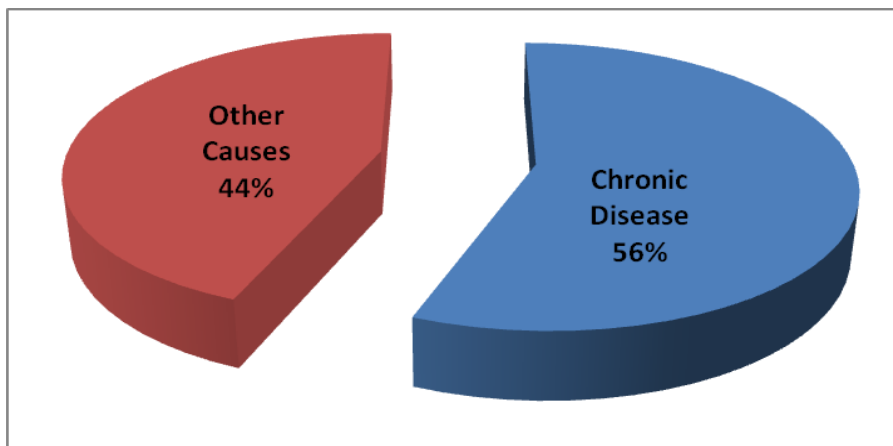
## Chronic Disease

As mentioned in the CHIP objective, lack of adequate physical activity and healthy eating habits in community residents is a problem because it contributes to several of the leading chronic diseases and causes of death in Dodge and Jefferson Counties. In 2012, chronic diseases accounted for 56 percent of deaths (1,490 total) in Dodge and Jefferson counties. (8)

### Causes of Death in Dodge & Jefferson Counties (2012) (9)

**56% Chronic Diseases:** heart disease, cancer, diabetes, obesity, stroke, chronic respiratory disease, dementia, and kidney disease

**44% Other Causes**





**Why Chronic Disease Prevention?**

In general, chronic diseases are defined as illnesses that last a long time, do not go away on their own, are rarely cured, and often result in disability later in life. Examples of the most common chronic diseases include heart disease, stroke, cancer, diabetes, respiratory disease, obesity, and kidney disease. Not only do they lead to detrimental health conditions, but



chronic diseases are also very harmful to the economy. Approximately \$1.15 billion dollars is spent each year in Wisconsin through Medicaid to treat chronic disease alone. (10)

While these health issues have a serious impact on the health and wellbeing of communities, they can be improved and potentially prevented if the people of Watertown and Jefferson and Dodge Counties work together to make personal and community efforts to modify the risk factors.

The World Health Organization estimates that by eliminating/reducing the risk factors leading to chronic disease, at least 80% of all heart disease, stroke, type 2 diabetes and over 40% of all cancers would be prevented. (11)

**Modifiable Risk Factors and Top Four Chronic Diseases Causing Death in WI. (12)**

*An “X” indicates a direct relationship between the risk factor and the disease*

Modifiable Factors	Heart Disease	Type 2 Diabetes	Cancer	Obesity
Diet	X	X	X	X
Physical Activity	X	X	X	X
Tobacco Use & 2 <sup>nd</sup> Hand Smoke	X	X	X	
Alcohol Consumption	X	X	X	X





# Community Health Resources



**Beaver Dam Community Hospital** (Dodge County) ([www.bdch.com](http://www.bdch.com))

Address: 707 S. University Avenue, Beaver Dam, WI 53916

Phone: 920-887-7181

**Dodge County Human Services & Health Department** ([www.co.dodge.wi.us](http://www.co.dodge.wi.us))

Address: 199 County Road DF, Juneau, WI 53039

Phone: 920-386-3500

**Fort HealthCare** (Jefferson County) ([www.forthhealthcare.com](http://www.forthhealthcare.com))

Address: 611 Sherman Avenue East, Fort Atkinson, WI 53538

Phone: 920-568-5000

**Jefferson County Health Department** ([www.jeffersoncountywi.gov](http://www.jeffersoncountywi.gov))

Address: 1541 Annex Road, Jefferson, WI 53549

Phone: 920-674-7275

**Watertown Regional Medical Center** ([www.watertownregional.com](http://www.watertownregional.com))

Address: 125 Hospital Drive, Watertown, WI 53098

Phone: 920-261-4210

**Watertown Department of Public Health** ([www.ci.watertown.wi.us/departments/health\\_department](http://www.ci.watertown.wi.us/departments/health_department))

Address: 515 South First Street, Watertown, WI 53094

Phone: 920-262-8090

**Wisconsin Department of Health Services** ([www.dhs.wisconsin.gov](http://www.dhs.wisconsin.gov))

Address: 1 West Wilson Street, Madison, WI 53703

Phone: 608-266-1865



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