

Prairie Ridge Health, Inc.

1515 Park Avenue | Columbus, WI 53925

Prairie Ridge

HEALTH



Inspired by you

2019

Community Health Needs Assessment


COLUMBUS
COMMUNITY HOSPITAL


**PRAIRIE
RIDGE**
Health Clinic

are now

Prairie Ridge
HEALTH



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Message to Our Community

Prairie Ridge Health, formerly Columbus Community Hospital, is a 25-bed acute care hospital providing personalized, high quality healthcare, wellness and education in a compassionate and innovative environment for community members in Columbia County and surrounding areas.

Our team of providers, healthcare workers, volunteers, and board members live by our mission, "By building caring relationships with those we serve, we guide the journey to health and wellness." We rely on these relationships to help us identify and develop plans to address high-priority population health needs. We are grateful for the opportunity to partner with local organizations in our efforts to improve the health of our communities.

Over the last three years, our journey led us to collaborate with community partners to conduct and implement strategies to combat three top priorities within our community: obesity, physical inactivity and low mammography screenings. Over the last year this same collaborative group of engaged community partners has come together to report the results of those programs, as well as to formulate our next Community Health Needs Assessment (CHNA). Interviews with key community members and leaders in business, healthcare, public service, schools, and many other industries were conducted to identify concerns and healthcare needs in the communities we serve, as well as to assess the number of area-based programs and organizations that already exist to address community needs.

The needs were then prioritized based on the level of importance to the community and our ability as a local hospital to address the needs and provide a successful outcome.

Three priorities to be addressed over the next three years include:

- Obesity
- Heart Disease Death Rate
- Mammography Screenings

During the next three years, Prairie Ridge Health will continue to build caring relationships with our community partners to address these needs in a personalized, high quality manner.

I welcome your thoughts on how we can create a healthier community together.

Sincerely,

John Russell

President / CEO

Prairie Ridge Health – *formerly Columbus Community Hospital*



Contact us for more information or to take part in improving the health of our community at 920-623-2200 or visit our website at prairieridgehealth.com.

Background

Prairie Ridge Health is pleased to present the Fiscal Year 2019-2021 (2018-2020 Tax Year) Community Health Needs Assessment (CHNA). This CHNA report provides an overview of the health needs and priorities associated with our service area. The goal of this report is to provide individuals with a deeper understanding of the health needs in their community, and help guide the hospital in its community benefit planning efforts and the development of an implementation strategy to address the assessed needs. The Prairie Ridge Health Board of Directors approved this CHNA on August 22, 2019. Prairie Ridge Health, formerly Columbus Community Hospital, last conducted a CHNA in 2016.

The Affordable Care Act requires 501(c)(3), tax-exempt hospitals to conduct a CHNA every 3 tax years and adopt an implementation plan for addressing identified needs.



Sources of Input

Prairie Ridge Health determined priorities for the 2019-2021 CHNA and strategic implementation plan via the following resources: ¹American Cancer Society and Susan G Komen Foundation; ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings; ⁴Columbia County, WI Census Data; Community Survey; ⁵Community Commons Analytics Platform (CCAP); meetings with key stakeholders, ⁶University of WI Population Health Institute; ⁷WI Public Health Department, Columbia County Division of Health; ⁸WI Department of Health and Human Services, WI Interactive Statics on Health (WISH)

- Obesity: Volunteers of Columbus Community Hospital, local employers, community members who meet a 3 or above on the Prediabetes Risk Assessment, community members who are overweight or obese, and Columbus School District, Fall River School District, Marshall School District, St. Jerome School, and Zion Lutheran School.
- Heart Disease Death Rate: SSM Health Medical Group, local employers, and community members who meet a 3 or above on the Prediabetes Risk Assessment, are overweight or obese, diagnosed with a heart disease, and diagnosed with Prediabetes and/or Diabetes
- Mammography Screenings: Columbus Community Hospital Foundation, Volunteers of Columbus Community Hospital, Cancer Navigation Specialist, and volleyball, football and basketball teams of local schools

Note: While these data sources are the most current public sources available, the data is from 2014-2015.

Goals

Prairie Ridge Health is located in Columbia County while bordering two other counties, Dane and Dodge. Prairie Ridge Health primarily services the southern right sector of Columbia County and adjacent communities. In 2017, this accounted for an estimated population of about 11,299 people or about 20% of the population within Columbia County. Nonetheless, the only data available is by county. Therefore, Prairie Ridge Health and collaborating partners will impact 20% of the overall population for Columbia County in connection with the WI Dept. of Health Services and the trends used to establish the Healthy People 2010 and 2020 Tracker.

Obesity

Reduce the percentage of Columbia County adult residents who are obese from 36.50% in 2019 (2015) to 36.35% by 2021 (2017) (BMI > 30)



Heart Disease Death Rate

Reduce the rate of Columbia County adult residents who die from heart disease from 163.2 per 100,000 in 2019 (2015) to 162.5 by 2021 (2017)



Mammography Screenings

Increase the percentage of mammography screenings in Columbia County for one or more of the following, depending on data set availability:

- From 66.33% in 2019 (2015) to 66.60% by 2021 (2017) for females 67-69 years of age
- From 39% in 2019 (2016) to 39.2% by 2021 (2018) for females 65-74 years of age
- From 53.4% in 2019 (2015) to 54.47% by 2021 (2017) for females 40 years of age and older (40+)



About Prairie Ridge Health



About Prairie Ridge Health

MISSION: By building caring relationships with those we serve, we guide the journey to health and wellness.

VISION: Our team will be your preferred choice for personalized high quality health CARE, wellness and education provided in a compassionate and innovative environment.

VALUES: The key values which guide the team and volunteers are:

- Communication and Listening** Effective communication and active listening result in understanding
- Attitude (Positive and Honest)** A positive and honest attitude produces a pleasant atmosphere
- Respect and Teamwork** Respect for ourselves and others fosters teamwork
- Empathy and Compassion** Awareness of the emotional and physical needs of others creates empathy and compassion



Building caring relationships...we guide your journey to health and wellness

Prairie Ridge Health operates one hospital and three clinics. The hospital is located in Columbus, WI. The clinics are located in Columbus, WI, Beaver Dam, WI, and Marshall, WI, offering Family Medicine, Internal Medicine, General Surgery, Orthopedics, Obstetrics, Obstetrics/Gynecology (OBGYN) and Rheumatology services.

Prairie Ridge Health is affiliated with SSM Health Dean Medical Group. The SSM Health system spans four states with care delivery sites in Illinois, Missouri, Oklahoma and Wisconsin.

Highlight of services

An accredited acute care hospital with skilled medical professionals, Prairie Ridge Health provides a full array of inpatient, outpatient, diagnostic and ancillary services, and it's all close to your home and family.

Community Benefit

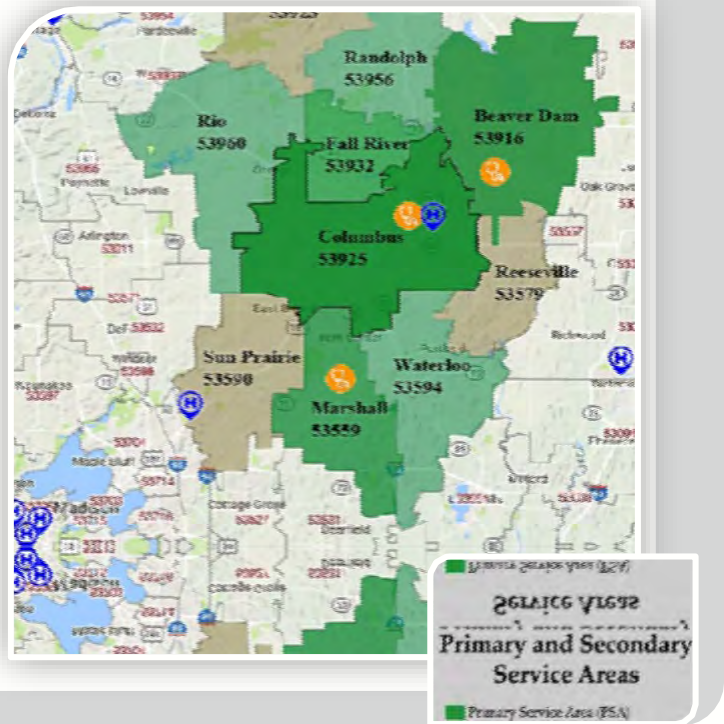
Uncompensated Medicaid Patient Cost	5,506 People Served	\$1,542,587
Community Care	609 People Served	\$268,081
Health Education & Community Outreach	1,881 People Served	\$134,759
Health Fairs & Community Events	4,112 People Served	\$27,618

Fiscal Year 2018 Hospital at a Glance

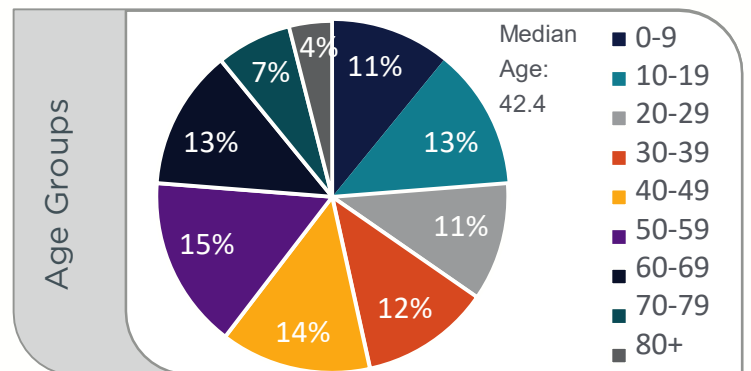
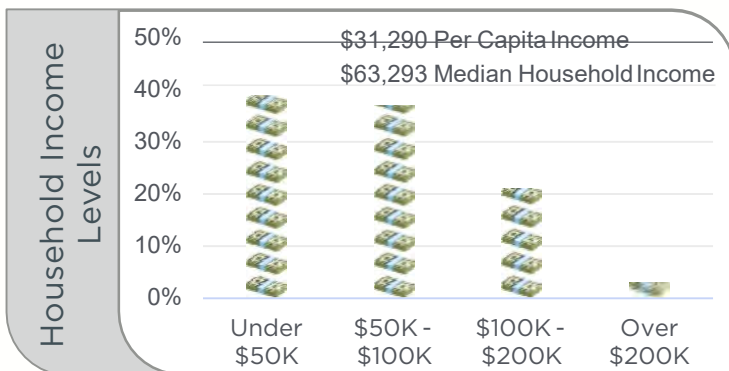
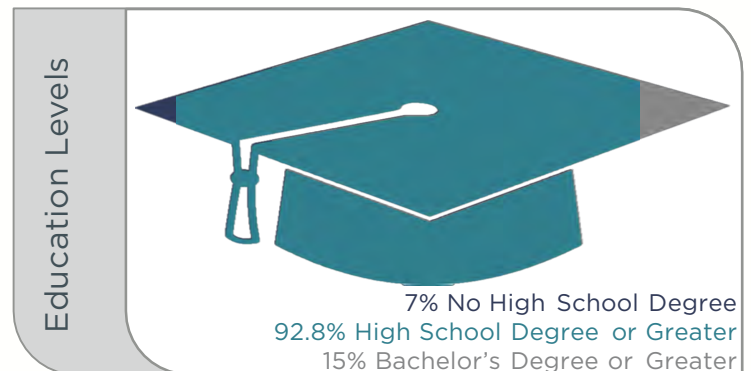
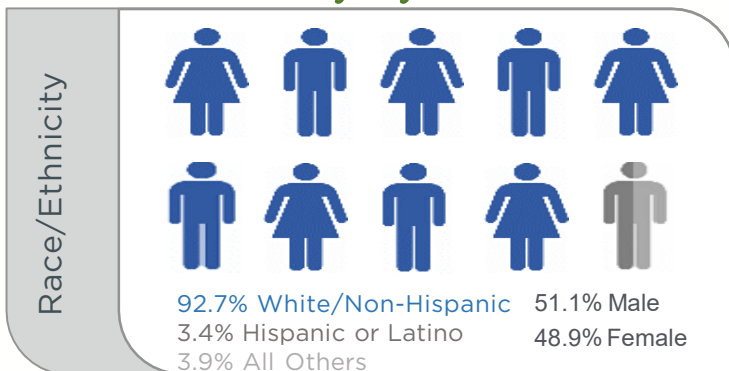
- Admissions:** 887
- Outpatient Visits:** 47,929
- ER & UC Visits:** 11,447
- Births:** 78
- Beds:** 25
- Employees:** 342+
- Medical Staff:** 155+
- Volunteers:** 110
- Community Benefit:** 12,108+
\$1,973,045

About our Community

Prairie Ridge Health's service area includes Columbus, Fall River, Cambria, Doylestown, Friesland, Marshall, Randolph, Rio, Waterloo, Beaver Dam, Sun Prairie and other surrounding communities. Prairie Ridge Health borders three counties, Columbia, Dane and Dodge, but primarily defines its community as the southern right sector of Columbia County and adjacent communities. According to the 2016 Census, this service area had an estimated population of 54,068 people. The areas below include demographic and health indicator statistical information specific to this community.



Our community by the numbers



About the data

The data was derived from a variety of sources including the ⁵Community Commons Analytics Platform (CCAP) which includes the most publicly available data (it is vital to note, that while these data sources are the most current public sources available, the data is still dated, often using 2014-2016 data), for approximately 100 community indicators from over 20 sources and covering 30 topics in the areas of clinical care, health behaviors and health outcomes. Additional data sources included ⁸Wisconsin Department of Health and Human Services, Wisconsin Interactive Statics on Health (WISH) – Columbia County; ³Columbia County - Wisconsin County Health Rankings and Roadmaps. Below is a statistical overview of both the strengths and weaknesses within the communities served by Prairie Ridge Health that factored into discussions with local stakeholders regarding the priority health needs of the population.

Our community's health by the numbers

	<p>Obesity</p> <p>37% of adults are obese in Columbia County^{5, 3, 2}</p>		<p>Alcohol and Drug Abuse</p> <p>In Columbia County, 31.3% of adults drink heavily and 29.0% binge drink while 23-25% of driving deaths involved alcohol and 265 residents were hospitalized due to opioids. Also, drug poisoning deaths were higher than the state and national averages^{5, 8, 3, 2}</p>
<p>Heart Disease Deaths</p> <p>163.2 per 100,000 Columbia County adult residents die due to heart disease, which is higher than the state average of 157.1⁵</p>		<p>Adults Who Smoke</p> <p>21.8% of adults smoke in Columbia County. This is higher than the state (18.7) and national (18.1) averages⁵</p>	
	<p>Mental Health</p> <p>The suicide death rate is higher than both state (13.84) and national (13.0) averages in Columbia County at 24.7%^{5, 2}</p>		<p>Fewer Families in Poverty</p> <p>8.58% of Columbia County families live below 100% of the Federal Poverty Level. This is below state and national averages.⁵ However, this is an increase of 3% since the 2016 CHNA.</p>
<p>Mammography Screenings</p> <p>Only 66.3% of women aged 67-69 (39% aged 65-74) receive annual mammograms in Columbia County. This is below the state average^{5, 3, 2}</p>		<p>Preventable Hospital Event</p> <p>58.2 per 1,000 ambulatory care sensitive events were preventable. This is higher than both the state and national averages^{5, 3}</p>	
	<p>Physical Environment</p> <p>75% of Columbia County residents do not have access to exercise opportunities³. A rate of only 7.04 recreation and fitness facilities exist in Columbia County per 100,000⁵</p>		<p>Access to Healthy Food</p> <p>Columbia County has a low density of farmer's markets and grocery stores (9 or 15.84 per 100,000 people) compared to the state (1,028 or 18.08 per 100,000 people)^{5, 2}</p>

High School Graduation

92.5% of students received a high school diploma within 4 years (NCES), this is higher than the state (90.7%) and national averages (75.5%)³



Commuting to Work

41% of adults drive more than 30 minutes to commute to work². In addition, only 2.66% of adults walk or bike to work³



Physical Inactivity

Fewer adults are physically inactive (23% in 2012 to 19% in 2015), reporting no physical leisure-time activities^{2,3}



Teen Births

15-22.8 babies are born to teens (age of 15-19 years of age, per 1,000 females). This is lower than the state (18-27.5) and national (36.6) averages^{3,5}

Student Proficiency

47.77% of 4th grade students reading skills tested below the "proficient" level in the state standardized test³



Uninsured

6-6.31% of adults (16-64 years of age) are without health insurance in Columbia County; this below the national average (12.08)^{3,5}



Health Status

12.6-13% of adults reported feeling their general health status is "poor or fair"; this is lower than the state (15%) and national (15.7%) averages^{5,3,2}



Flu Vaccinations

51% of fee-for-service (FFS) Medicare enrollees had an annual flu vaccination. This is on par with the state average (52%). 73% of children received the recommended immunizations

Overall Cancer Incidences

Overall, 489 new cancer diagnoses occurred (per 100,000 population) in Columbia County, compared to state average rate of 468 new diagnoses^{3,2}



Fall Fatalities

50 residents, ages 65 and older, died in Columbia County due to a fall. 26% of Columbia County adults in this age category live alone. Columbia County is ranked among the top 10 worst counties in WI for fall fatalities³



Transportation

82% of adults drive alone to work³ and only 0.19% of adults use public transportation to commute to work⁵



Unemployment

Only 2.6-2.9% of Columbia County residents, ages 16 and older, are unemployed but seeking work^{3,5}

Voice of the community

Along with collecting and analyzing data from a community awareness survey and online data sources, Prairie Ridge Health held a meeting with stakeholders representing the broad interests of the communities served. The group included public health officials, subject matter experts and local law enforcement, as well as Prairie Ridge Health affiliated clinicians, administrators and staff.

The following issues were identified: obesity, physical inactivity, mammography screenings, breast cancer incidence rate, tobacco use (smoking and smokeless), healthy behaviors ranking, mental health, traffic accidents, adults who drink excessively, alcohol and drug poisoning (including opioids), death rate due to unintentional poisoning and death rate due to chronic lower respiratory diseases. The concerns recognized were then assessed due to ability to impact as a result of market reach and resources. Following assessment, the stakeholders elected to focus on obesity, heart disease death rate, and mammography screenings.

Prairie Ridge Health will continue to collaborate with stakeholders. Additional forums will occur as needed. While the results will be available after approval of this document by Prairie Ridge Health (formerly Columbus Community Hospital) Board of Directors, stakeholders will be considered a part of potential additional collaborative opportunities for the 2019-2021 plan.

Of note, Wisconsin Department of Health Services (DHS) has identified the following five areas of focus: nutrition and physical activity, tobacco use, alcohol abuse, opioid abuse, and either suicide or depression. In 2016, DHS also listed breast cancer as one of the top 25 concerns within Wisconsin. The areas of focus selected by the key stakeholders collaborating on this CHNA are in alignment with DHS's priorities, as well as with surrounding health care organizations (Source: University of Wisconsin Population Health Institute⁶):

Dane County⁶

Diet & Exercise:

- Public Health Madison & Dane County
- St. Mary's Hospital (Madison)
- Stoughton Hospital

Chronic Disease

- St. Mary's Hospital (Madison)
- Stoughton Hospital
- University of Wisconsin Hospitals

Dodge County⁶

Diet & Exercise:

- Beaver Dam Community Hospital
- Dodge Cty. Human Services & Health Dept.
- Watertown Regional Medical Center
- Waupun Memorial Hospital

Chronic Disease

- Dodge Cty. Human Services & Health Dept.

Sauk County⁶

Diet & Exercise:

- Reedsburg Area Medical Center
- Sauk County Public Health Dept.
- Sauk Prairie Healthcare
- St. Claire Hospital – SSM

Chronic Disease

- Sauk Prairie Healthcare
- St. Claire Hospital – SSM

Key priorities

Obesity

In addition to being a concern identified in the community and by DHS, Columbia County is one of the top 10 most obese counties in Wisconsin (ranked 7th). Throughout the US, the number of individuals considered obese continues to rise. In addition to being costly for the US health care system, obesity can lead to or complicate other health conditions, including heart disease, stroke, diabetes and certain types of cancer.



Heart Disease Death Rate

About 1 in 4 Americans die every day from Heart Disease². Several medical conditions and lifestyle choices can put people at a higher risk of dying from heart disease, including: diabetes, high blood pressure, high cholesterol, smoking, overweight and obesity, poor diet, physical inactivity and excessive alcohol use. Many forms of heart disease can be prevented or treated with healthy lifestyle choices.



Mammography Screenings

Breast cancer incidents are high in Columbia County; however, deaths due to breast cancer are decreasing by an average of 3.3% per year¹. This is due to proper and timely testing and screenings that allow for earlier detection and treatment options. While "incidents" are high and deaths are declining, Columbia County is still not at par with the rest of Wisconsin in regard to mammography screenings.



Obesity

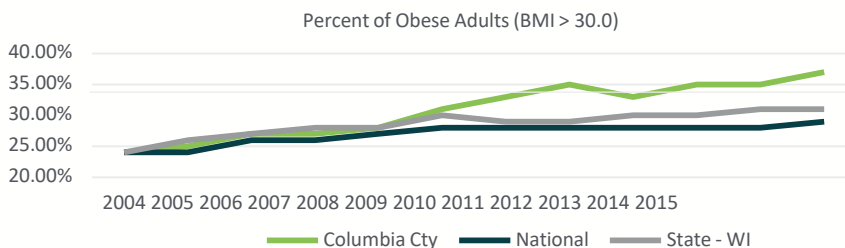
Obesity can be a life-long, progressive, life-threatening, genetically related, and costly disease. This disorder is associated with illnesses directly caused or worsened by significant weight. Adults who are obese have a body mass index (BMI) of 30 or more. Morbid obesity (or clinically severe obesity) is defined as being over 200% of ideal weight, more than 100 pounds overweight, or having a BMI of 40 or higher, at which serious medical conditions occur as a direct result of the obesity. Obesity and unhealthy weight can also contribute to the development of other diseases, such as diabetes and heart disease.

Throughout the US, the number of individuals considered overweight or obese continues to rise. In addition to being costly for the nation’s health care system, obesity can also lead to or complicate other health conditions, including heart disease, stroke, diabetes and certain types of cancer.

Obesity continues to be a growing issue in Columbia County communities. Columbia County is ranked 7th in the top 10 most obese counties in Wisconsin. There are many contributors to obesity such as lack of: physical activity, nutritional knowledge, education, financial resources, and access to healthy foods. Meanwhile, there is an increased demand for convenient meals. The *What Works for Health, WI Department of Health Services* and *The Community Guide*, have identified evidence based practices effective in combating obesity that are rooted in informational and behavioral adaptations, including fostering accountability, forming sustainable lifestyle changes, and support.

Additional facts and figures

- 36.5 - 37% of adults in Columbia County are obese (BMI > 30), compared to the state average of 30.1% and national average of 27.9%



- 23.3% of adults in Columbia County are overweight (BMI > 25 but BMI < 30)
- Health Behavior in Columbia County (obesity is a factor) is ranked 32 of 72
- 2020 Tracker Target of 30.5% has not been met
- 58.06 fast food establishments exist per 100,000 residents and only 15.84 grocery stores exist per 100,000 residents in the area
- 8.58% of families live below 100% of Federal Poverty, rising steadily from 5.5%

Priority #1



Do you have a question about obesity?

Visit our website at www.PrairieRidge.Health

Sources: ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings; Community Survey; ⁴Columbia County, WI Census Data, ⁵Community Commons Analytics Platform-2015; Key Stakeholders meetings, ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health

Heart Disease Death Rate

About 1 in 4 Americans die every day from Heart Disease². There are several conditions, behaviors and genetic characteristics that can put individuals at risk for heart disease².

- Conditions include: high blood pressure, high cholesterol, diabetes, and obesity
- Behaviors include: an unhealthy diet, physical inactivity, excessive alcohol consumption and smoking/tobacco use
- Genetic Characteristics include: family history of any of the previously mentioned conditions, age, sex, race or ethnicity.

Columbia County has a higher population of adults (5.6%) diagnosed with a heart disease by a medical professional compared to both the state (3.9%) and nation (4.4%). Furthermore, more residents within Columbia County are dying from heart disease related deaths than in the state (165.2 compared to 157.1 respectively).

However, many forms of heart disease can be prevented or treated with healthy lifestyle choices. Through healthy living habits and preventing or treating medical conditions proactively, one can maintain a healthy blood pressure, cholesterol, and blood glucose level which will normalize and lower the risk for heart disease and ultimately death due to heart disease. A healthy lifestyle includes: eating a healthy diet, maintaining a healthy weight range, getting enough physical activity, not smoking or using other forms of tobacco, and limiting alcohol use. To further prevent heart disease death, it is recommended to check cholesterol levels, control blood pressure, manage diabetes, take recommended medications, and talk with a health care team.

Additional facts and figures

- 5.6% of adults in Columbia County have heart disease, higher than the state (3.9%) and national (4.4%) averages
- 165.2 adult deaths per 100,000 residents are due to heart disease, higher than the state average of 157.1
- 24.3% of adults have high blood pressure and 46.12% have high cholesterol, higher than both state (36.21%) and national (38.52%) averages
- 36.5-37% of adults in Columbia County are obese (BMI > 30) and 23.3% of adults in Columbia County are overweight (BMI > 25 but BMI < 30)
- 80.3% of adults consume less than 5 daily servings of fruits and vegetables
- 18.5% of adults are physically inactive - 75% of adults do not have access to exercise opportunities and only 7.04 recreation/fitness facilities exist per 100,000 people
- 7.5% of adults and 22.12% of Medicare adults have diabetes - 91.9% of Medicare adults have had a hemoglobin A1C test within the year

Priority #2



Do you have a question about heart disease?

Visit our website at www.PrairieRidge.Health

Sources: ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings; Community Survey; ⁴Columbia County, WI Census Data; ⁵Community Commons Analytics Platform; meetings with key stakeholders, ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health

Mammography Screenings

Breast cancer is one of the leading causes of cancer death among women in the United States. According to the American Cancer Society, about 1 in 8 women will develop breast cancer with 90% of women having no family history of breast cancer. Breast cancer is associated with increased age, obesity, alcohol use and hereditary factors. Since 1990, breast cancer death rates have declined progressively due to advancements in treatment and detection.

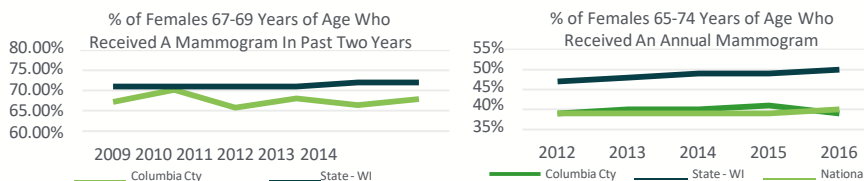
Mammography uses X-rays to create images of the breast called mammograms. Mammography is a screening tool used to find breast cancer in a person who does not have any known problems or symptoms. Mammography can detect cancers at an early stage, when they are small and the chances of survival are highest. 3D mammography (Digital Breast Tomosynthesis -DBT) screenings allow for clearer images, improving breast cancer detection while reducing the need for unnecessary further testing. In addition, 3D screenings allow radiologists to see enhancement in dense breast tissues, leading to a 41% increase in the detection of invasive breast cancers. Mammography screenings are the most effective breast cancer screening tool used today. It is recommended for women¹:

- Ages 40-44 should have the choice to start annual breast cancer screening with mammograms (x-rays of the breast)
- Ages 45-54 should get an annual mammogram
- Ages 55 and older should have a mammogram every 2 years, or continue yearly
- Screening should continue as long as a woman is in good health

While advancements in technology and early detection have resulted in a steady decline in deaths due to breast cancer in Columbia County, it is still recommended that women perform self examinations on a regular basis, noting how their breasts normally look and feel and reporting any breast changes to a health care provider right away.

Additional facts and figures

- 53.4% of females 40 years of age and older receive an annual mammogram
- 66.3% of females 67-69 years of age and 37% of females 65-74 years of age receive recommended mammograms, compared to the state average of 71.9% and 50% respectively



- 132.6 per 100,000 females have had a breast cancer incident (2011-2015) compared to the state average of 129.7 and national average of 124.7
- Deaths due to breast cancer are decreasing at a trend of 3.3% per year

Sources: ¹American Cancer Society and Susan G Komen Foundation, ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings-2016; Community Survey; ⁴Columbia County, WI Census Data, ⁵Community Commons Analytics Platform-2015; meetings with key stakeholders, ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health

Priority #3



Do you have a question about mammograms?

Visit our website at www.PrairieRidge.Health

Prairie Ridge Health, Inc.
1515 Park Avenue | Columbus, WI 53925



2019 – 2021

Strategic Implementation Plan



During the data review process, attention was directed to health issues that met the following criteria:

- Poor rankings for health issues in Columbia County as compared to the state of Wisconsin, other counties or Healthy People 2020 national health goals
- Health issues that are top initiatives and concerns identified by the Wisconsin Department of Public Health
- Health issues for which trends are worsening or not on par with state or national averages
- Health issues that are among national and state health priorities
- Health issues that are of concern to community residents and leaders
- Health issues that impact a large population of people or for which disparities exist

In addition, Prairie Ridge Health and key stakeholders took into consideration the primary health issues listed in the hospital's last CHNAs (2013 and 2016). Prairie Ridge Health also examined "social determinants of health," or factors in the community that can either contribute to poor health outcomes or support a healthy community. This data was provided by the County Health Rankings Report for Columbia County, the Community Commons Analytic Platform, and the community awareness survey. Using data from the Wisconsin Public Department of Health, the University of Wisconsin Public Health Institute and the CDC, as well as input from key stakeholders, the top three identified health needs are obesity, heart disease death rate and mammography screenings. These needs were reinforced by community leaders during the key stakeholder meetings.

It is vital to note, that while these data sources are the most current public sources available, the data is still dated, often using 2014-2016 data. An assumption must be made that in the future the same data gap will occur. Therefore, all priority goals are set using the starting point of 2015 (latest available data in 2019) and forecasted ending analysis of 2017 (this forecasted data will be available in 2021). In addition, Prairie Ridge Health primarily services the southern right sector of Columbia County and adjacent communities, accounting for an estimated population of 11,299 people or about 20% of Columbia County. Furthermore, Healthier People 2010 and 2020 used a benchmark of 10% improvement over 10 years. Therefore, Prairie Ridge Health and collaborating partners will utilize this benchmark, assuming the three year data lag combined with an impact of 20% of the overall goals for Columbia County to establish each priority objective.

Priority #1 Obesity



Priority #2 Heart Disease Death Rate



Priority #3 Mammography Screenings



Obesity

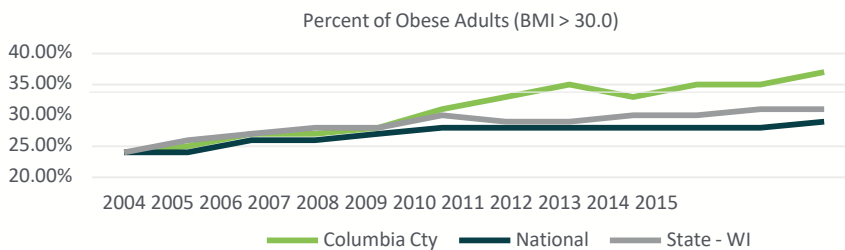
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Throughout the US, the number of individuals considered overweight or obese continues to rise. In addition to being costly for the nation’s health care system, obesity can also lead to or complicate other health conditions, including heart disease, stroke, diabetes and certain types of cancer.

Obesity continues to be a challenge in Columbia County communities. Columbia County is ranked 7th in the top 10 most obese counties in Wisconsin. There are many contributors to obesity such as lack of physical activity, nutritional knowledge, education, financial resources, and access to healthy foods. Meanwhile, there is an increased demand for convenient meals. The *What Works for Health, WI Department of Health Services* and *The Community Guide*, have identified evidence based practices effective in combating obesity that are rooted in informational and behavioral adaptations, including fostering accountability, forming sustainable lifestyle changes, and support.

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Priority #1



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Strategic Implementation Plan

Obesity

Goals

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- Reduce the percentage of Columbia County adult residents who are obese from 36.50% in 2019 (2015) to 36.35% by 2021 (2017) (BMI > 30) (CCAP & County Health Rankings)



The percentage of Columbia County adult residents who are overweight will likely rise as a result of people moving down the weight classification spectrum (obese to overweight to normal weight)

Action plan

Strategy #1: Community and/or Employer Based Programs

- Operation Overhaul 2.0 - Engage employers in wellness based programs with the goal of reducing obesity and impacting certain chronic health conditions. Interventions within the Operation Overhaul 2.0 program include, but are not limited to, education and information strategies, behavioral and social strategies, environmental and employer policy strategies, and worksite weight control strategies, including measurable changes of weight (considering height and body composition), minutes of exercise, percentage of weight gain/loss, waist circumference, endurance, flexibility, and blood pressure. Smoking cessation is offered as well.
- Healthier Together – Engage area residents in a Diabetes Prevention program. The year-long program aims to establish long-term lifestyle changes and results while building accountability and knowledge of participants through weekly check-ins, tracking of their journey, and providing a forum for questions, discussion and support.

Strategy #2: Live It! Real Life Nutrition for Teens - Reaching children (while in the school setting) to address unhealthy behaviors is a proactive approach to combating adult obesity. The curriculum aims to motivate students to make nutrient-rich food choices while performing physical activity to enhance the wellness of middle school children within the community.

Strategy #3: Investigate the potential for Intensive Behavioral Therapy (IBT) focusing on Obesity – Through this treatment, participants will learn how to change their eating and exercise habits to produce measurable changes in BMI. The treatment uses interventions to address poor habits and to maintain new healthy habits. This is an intense program that focuses on accountability and support through frequent one-on-one contact with a trained professional. Participants will learn how to change their lifestyle through potential tools such as: tracking eating, changing the environment to avoid overeating, increasing physical activity levels, creating an exercise plan, and setting realistic goals.

Strategy #4: Increase Knowledge and Awareness of a Healthy Lifestyle – Create an online tool with the goal of acting as a resource for community members to interact, engage and learn from healthcare professionals on a healthy lifestyle. Potentially including but not limited to: food share program (Hunger Care), fitness and exercise resource guide, identification of healthy menu selections and nutritional values, healthy recipes, and motivational tips and resources. All tools used will be open to the public through Prairie Ridge Health's website to encourage community participation.

Community partners and supporting resources

- Prairie Ridge Health
- SSM Health Dean Medical Group
- Other local providers
- Volunteers of Prairie Ridge Health
- Local Schools
 - Columbus Middle School
 - Fall River Middle School
 - St Jerome Middle School
 - Zion Middle School
 - Marshall Elementary School
- Second Harvest
- Local Employers
- Community members who meet a 3 or above on the Prediabetes Risk Assessment and/or are obese

Heart Disease Death Rate

About 1 in 4 Americans die every day from Heart Disease². There are several conditions, behaviors and genetic characteristics that can put an individual at risk for heart disease².

- Conditions include: high blood pressure, high cholesterol, diabetes, and obesity
- Behaviors include: an unhealthy diet, physical inactivity, excessive alcohol consumption and smoking/tobacco use
- Genetic Characteristics include: family history of any of the previously mentioned conditions, age, sex, race or ethnicity.

Columbia County has a higher population of adults (5.6%) diagnosed with a heart disease by a medical professional compared to both the state (3.9%) and nation (4.4%). Furthermore, more residents within Columbia County are dying from heart disease related deaths than in the state (165.2 compared to 157.1 respectively).

However, many forms of heart disease can be prevented or treated with healthy lifestyle choices. Through practicing healthy living habits and preventing or treating medical conditions proactively, one can maintain a healthy blood pressure, cholesterol, and blood glucose level which will normalize and lower the risk for heart disease and ultimately death due to heart disease. A healthy lifestyle includes: eating a healthy diet, maintaining a healthy weight range, getting enough physical activity, not smoking or using other forms of tobacco, and limiting alcohol use. To further prevent heart disease death, it is recommended to: check cholesterol levels, control blood pressure, manage diabetes, take recommended medications, and talk with a health care team.

Additional facts and figures

- 5.6% of adults in Columbia County have heart disease, higher than the state (3.9%) and national (4.4%) averages
- 165.2 adult deaths per 100,000 residents are due to heart disease, higher than the state average of 157.1
- 24.3% of adults have high blood pressure and 46.12% have high cholesterol, higher than both state (36.21%) and national (38.52%) averages
- 36.5-37% of adults in Columbia County are obese (BMI > 30) and 23.3% of adults in Columbia County are overweight (BMI > 25 but BMI < 30)
- 80.3% of adults consume less than 5 daily servings of fruits and vegetables
- 18.5% of adults are physically inactive - 75% of adults do not have access to exercise opportunities and only 7.04 recreation/fitness facilities exist per 100,000 people
- 7.5% of adults and 22.12% of Medicare adults have diabetes - 91.9% of Medicare adults have had a hemoglobin A1C test within the year

Priority #2



Do you have a question about heart disease?

Visit our website at www.PrairieRidge.Health

Sources: ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings; Community Survey; ⁴Columbia County, WI Census Data; ⁵Community Commons Analytics Platform; meetings with key stakeholders; ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health

Strategic Implementation Plan

Heart Disease Death Rate

Goals

Prairie Ridge Health primarily services the southern right sector of Columbia County and adjacent communities, accounting for an estimated population of 11,299 people or about 20% of Columbia County. Meanwhile, Healthier People 2010 and 2020 used a benchmark of 10% improvement over 10 years. Therefore, Prairie Ridge Health and collaborating partners will utilize this benchmark, assuming the three year data lag combined with an impact of 20% of the overall goals for Columbia County.

- Reduce the rate of Columbia County adult residents who die from heart disease from 163.2 per 100,000 in 2019 (2015) to 162.5 by 2021 (2017)(CCAP)

Action plan

Obesity and diabetes are main contributors to heart disease. Therefore, some programs outlined as items to combat obesity will also aid in combating heart disease related deaths.



Strategy #1: Community and/or Employer Based Programs

- Operation Overhaul 2.0 - Engage employers in wellness based programs with the goal of reducing obesity and impacting certain chronic health conditions. Interventions within the Operation Overhaul 2.0 program include, but are not limited to, education and information strategies, behavioral and social strategies, environmental and employer policy strategies, and worksite weight control strategies, including measurable changes of weight (considering height and body composition), minutes of exercise, percentage of weight gain/loss, waist circumference, endurance, flexibility, and blood pressure. Smoking cessation is offered as well.
- Healthier Together – Engage area residents in a Diabetes Prevention program. The year-long program aims to establish long-term lifestyle changes and results while building accountability and knowledge of participants through weekly check-ins, tracking of their journey, and providing a forum for questions, discussion and support.

Strategy #2: Cardiac Rehab – Cardiac rehab is designed for those with heart disease. There are two phases of cardiac rehab, none of which currently integrate one-on-one nutrition consults. Proper nutrition and exercise are key elements to heart strength. It has been identified that there is a gap in nutritional knowledge and intake in those attending the program. A screening tool will be developed to determine who will benefit from nutrition consult(s).

Strategy #3: Investigate the potential for Intensive Behavioral Therapy (IBT) focusing on Cardiovascular Disease – IBT is a therapy program that focuses on nutrition and consists of: screening for high blood pressure in adults age 18 years and older; and intensive behavioral counseling to promote a healthy diet for adults with hyperlipidemia, hypertension, advancing age and other known risk factors for cardiovascular and diet-related chronic disease. It uses the 2019 ACC/AHA recommendation of non-pharmacological interventions to improve blood pressure and heart health (weight loss, heart healthy eating, sodium reduction, increased physical activity, and limiting alcohol and other unhealthy behaviors).

Strategy #4: Knowledge and Awareness of a Healthy Lifestyle – Create an online tool with the focus of acting as a resource for community members to interact with, engage and learn from healthcare professionals on a healthy lifestyle, specifically a healthy heart. Potentially include but not limited to: food share program (Hunger Care), fitness and exercise resource guide, identification of healthy menu selections and nutritional values, healthy recipes, and motivational tips and resources. All tools used will be open to the public through Prairie Ridge Health's website to encourage community participation.

Strategy #5: Diabetic Education – Provide provider education related to diabetes screening standards, referrals, and screening tools.

Community partners and supporting resources

- Prairie Ridge Health
- SSM Health Dean Medical Group
- Local Employers
- Second Harvest
- Community members who meet a 3 or above on the Prediabetes Risk Assessment
- Community members who are either:
 - Overweight or obese
 - Diagnosed with a heart disease
 - Diagnosed with Prediabetes and/or Diabetes

Mammography Screenings

Breast cancer is one of the leading causes of cancer death among women in the United States. According to the American Cancer Society, about 1 in 8 women will develop breast cancer with 90% of women having no family history of breast cancer. Breast cancer is associated with increased age, obesity, alcohol use and hereditary factors. Since 1990, breast cancer death rates have declined progressively due to advancements in treatment and detection.

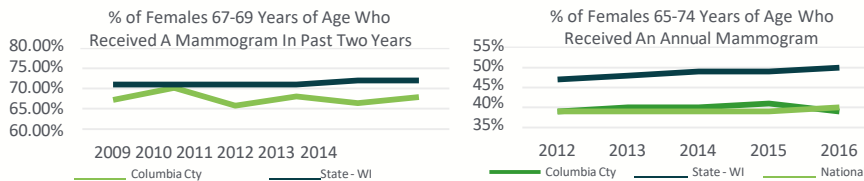
Mammography uses X-rays to create images of the breast called mammograms. Mammography is a screening tool used to find breast cancer in a person who does not have any known problems or symptoms. Mammography can detect cancers at an early stage, when they are small and the chances of survival are highest. 3D mammography (Digital Breast Tomosynthesis -DBT) screenings allow for clearer images, improving breast cancer detection while reducing the need for unnecessary further testing. In addition, 3D screenings allow radiologists to see enhancement in dense breast tissues, leading to a 41% increase in the detection of invasive breast cancers. Mammography screenings are the most effective breast cancer screening tool used today. It is recommended for women¹:

- Ages 40-44 should have the choice to start annual breast cancer screening with mammograms (x-rays of the breast)
- Ages 45-54 should get an annual mammogram
- Ages 55 and older should have a mammogram every 2 years, or continue yearly
- Screening should continue as long as a woman is in good health

While advancements in technology and early detection have resulted in a steady decline in deaths due to breast cancer in Columbia County, it is still recommended that women perform self examinations on a regular basis, noting how their breasts normally look and feel and reporting any breast changes to a health care provider right away.

Additional facts and figures

- 53.4% of females 40 years of age and older receive an annual mammogram
- 66.3% of females 67-69 years of age and 37% of females 65-74 years of age receive recommended mammograms, compared to the state average of 71.9% and 50% respectively



- 132.6 per 100,000 females have had a breast cancer incident (2011-2015) compared to the state average of 129.7 and national average of 124.7
- Deaths due to breast cancer are decreasing at a trend of 3.3% per year

Sources: ¹American Cancer Society and Susan G Komen Foundation, ²Centers for Disease Control and Prevention; ³County Health Roadmap Rankings-2016; Community Survey; ⁴Columbia County, WI Census Data, ⁵Community Commons Analytics Platform-2015; meetings with key stakeholders, ⁶University of WI Population Health Institute; and ⁷WI Public Health Department, Columbia County Division of Health

Priority #3



Do you have a question about mammograms?

Visit our website at www.PrairieRidge.Health

Strategic Implementation Plan

Mammography Screenings

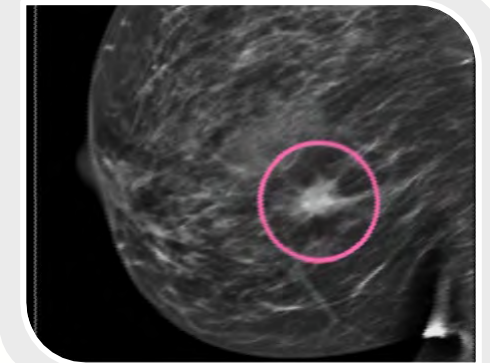
Goals

Prairie Ridge Health primarily services the southern right sector of Columbia County and adjacent communities, accounting for an estimated population of 11,299 people or about 20% of Columbia County. Meanwhile, Healthier People 2010 and 2020 used a benchmark of 10% improvement over 10 years. Therefore, Prairie Ridge Health and collaborating partners will utilize this benchmark, assuming the three year data lag combined with an impact of 20% of the overall goals for Columbia County.

Increase the percentage of mammography screenings in Columbia County for one or more of the following, depending on data set availability:

- From 66.33% in 2019 (2015) to 66.60% by 2021 (2017) for females 67-69 years of age
- From 39% in 2019 (2016) to 39.2% by 2021 (2018) for females 65-74 years of age
- From 53.4% in 2019 (2015) to 54.47% by 2021 (2017) for females 40 years of age and older (40+)

The incidence rate of breast cancer in Columbia County is 132.6 per 100,000 females (2015). As a result of increased screenings, the incidence rate will probably increase against the desired trend.



Action plan

By facilitating increased education and awareness with providers and the community at large, Prairie Ridge Health aims to increase the rate of mammography screenings in order to detect breast cancer early; thus, decreasing the death rate due to breast cancer.

Prairie Ridge Health currently has a Breast Cancer Navigation program. This program is supported by the Hospital, Prairie Ridge Health Foundation and local high school volleyball, football and basketball teams through Volley for a Cause, Hoops and Tackle events.

Strategy #1: Technology

- Enhance technology to meet community expectations which may also reduce unnecessary callback appointments through 3D Mammography - DBT (national avg. call back rate is 6-12%).

Strategy #2: Access

- Enhance additional times to have a mammogram. This is vital for those that commute longer distances to work and care for a parent. Often transportation for older community members for appointments occurs in early evenings.
- Enhance awareness of “no provider referral needed” and “only takes 15 minutes” – this takes into account the lower income disparity in which they cannot afford to take off of work or see a doctor on a regular basis to obtain a referral. In addition, Prairie Ridge Health will work to schedule other desired appointments in conjunction with a mammogram to remove the barrier of having to take additional days and times off of work.

Strategy #3: Awareness

- Outreach efforts to enhance community awareness regarding self examinations and discussions with physicians
- Educate the community regarding the importance of mammography screenings focused on: chance of having breast cancer, self examinations, environmental, genetic and behavioral factors; specifically educating on recent developments regarding obesity, alcohol use and hereditary factors, as these would indicate an earlier screen is warranted.
- Collaborate with primary care providers to increase mammography screenings, focusing on who should be screened, when, and why, including screening those with hereditary factors, obesity, and alcohol use at an earlier age as these are factors that increase the incidence of breast cancer.

Community partners and supporting resources

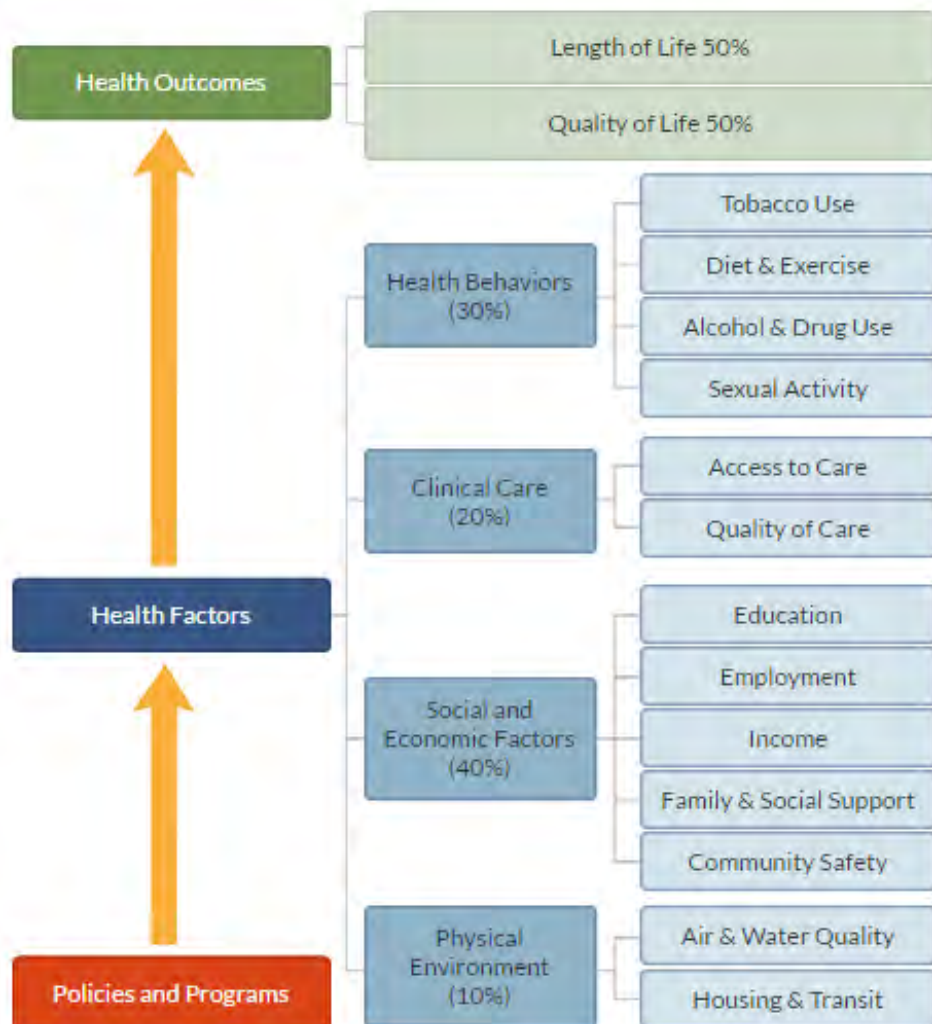
- Prairie Ridge Health (PRH)
- Prairie Ridge Health Foundation
- Local Senior Centers
- PRH Cancer Navigation Program
- SSM Health Dean Medical Group
- Women’s Day
- Volunteers of Prairie Ridge Health
- Local Clinic Providers
- Local High School Athletic Teams

The Approach

The “Our Approach” model (shown below) is a population health model that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play.

- Health Behaviors include focusing on alcohol and drug use, diet and exercise, sexual activity, tobacco use, and others
- Clinical Care includes focusing on access to care and quality of care
- Social and Economic Factors include focusing on community safety, education, employment, family, social support, and income
- Physical Environment include focusing on air and water quality as well as housing and transit

Prairie Ridge Health selected key health initiatives within three areas of focus: health outcomes (heart disease death rate), health behaviors (obesity), and clinical care (mammography screenings). The implementation of these initiatives will also impact the social factors of many participants. This will impact individuals across a majority of the health factor continuum to improve health outcomes for Columbia County.



Health Outcomes
Overall Ranking: 28

Length of Life: 40
Quality of Life: 8

Health Factors
Overall Ranking: 32

Health Behaviors: 32
Clinical Care: 56
Social & Economic Factors: 16
Physical Environment: 63

TAKE ACTION

Work Together

Source: CountyHealthRankings-2014