



Community-Clinical Linkages: Addressing Health and Hunger

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Community Health Planner/Healthy Promotion Supervisor

Wood County Community Health Assessment (CHA) and Community Health Improvement Plans (CHIP)





Collaborative Effort

**Broad Concept of Health—Social, Cultural,
Environmental**

Assessment and Implementation Plan

**Requirement of Health Systems and Public
Health**

Better Outcomes

Focus on Health Equity

Investing in Communities = Healthy Communities





BOLD

“Aspire toward a fundamental shift beyond short-term programmatic work to longer-term influences over policy, regulation, and systems-level change.

UPSTREAM

Focus on the social, environmental, and economic factors that have the greatest influence on the health of your community, rather than on access or care delivery.

INTEGRATED

Align the practices and perspectives of communities, health systems, and public health under a shared vision, establishing new roles while continuing to draw upon the strengths of each partner.

LOCAL

Engage neighborhood residents and community leaders as key voices and thought leaders throughout all stages of planning and implementation.

DATA-DRIVEN

Use data from both clinical and community sources as a tool to identify key needs, measure meaningful change, and facilitate transparency among stakeholders to get actionable insights.”

COMMUNITY HEALTH PRIORITIES



MENTAL HEALTH AND WELL-BEING

Mental health was the highest ranked health priority according to the CHNA survey and Community Stakeholder meeting.



ALCOHOL AND SUBSTANCE USE

Nearly one out of five Wood County high school students had five or more drinks of alcohol in a row recently.



SOCIAL DETERMINANTS OF HEALTH INEQUITIES

Wood County residents with higher incomes tend to live longer.



HEALTHY GROWTH AND DEVELOPMENT

The rate of chlamydia, a sexually transmitted infection, has increased in Wood County (from 222 per 100,000 in 2011 to 334 in 2015).



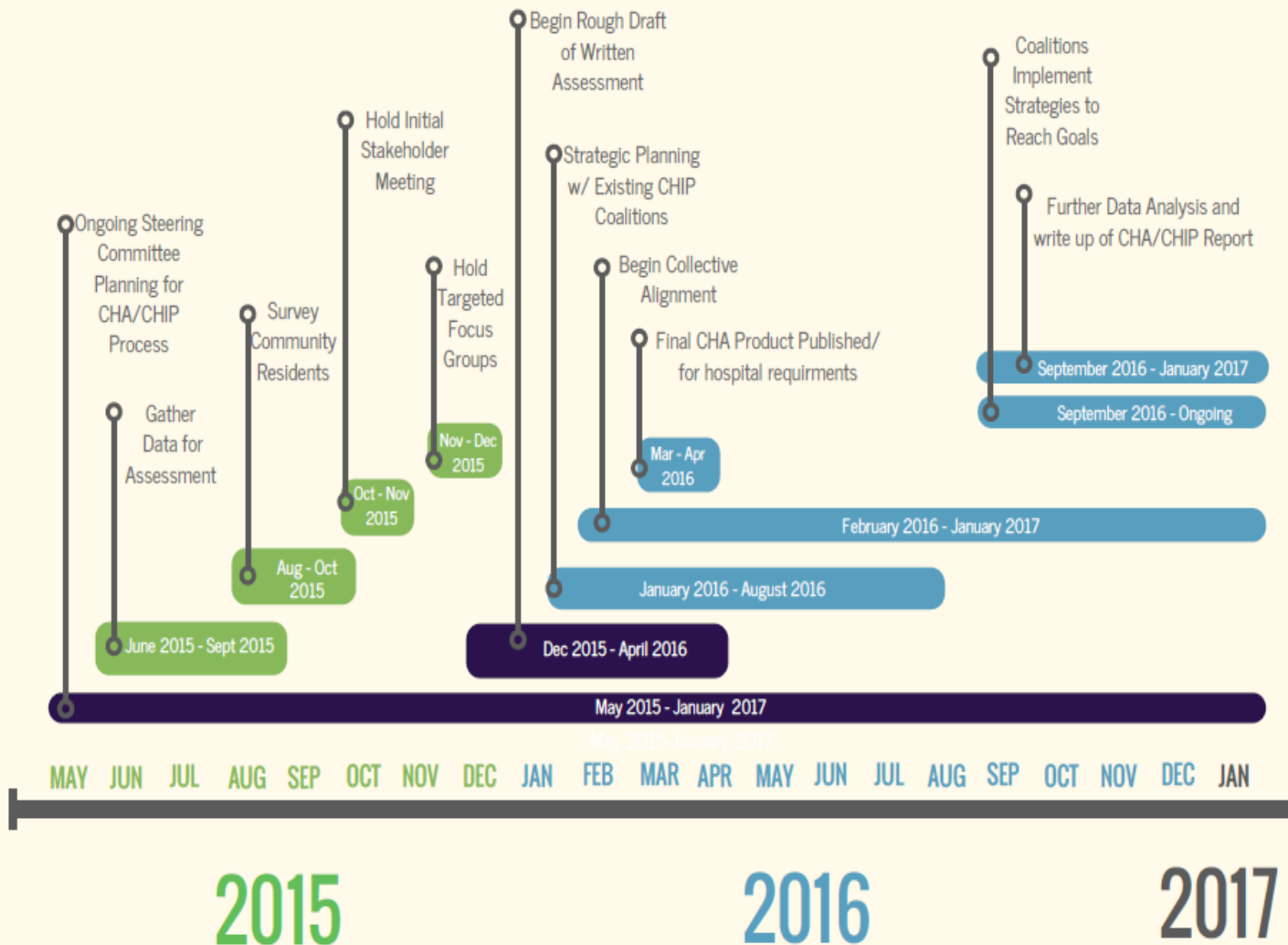
HEALTHY ACTIVITY AND FOOD ENVIRONMENTS

Physical activity decreased among Wood County high school students (from 65 to 46 percent) while screen time increased (from 20 to 40 percent) from 2012 to 2016.

⁴ Sources: Wisconsin (WI) Department of Public Instruction (DPI) Youth Risk Behavior Survey, Health Inequality Project, WI Department of Health Services (DHS) WI Interactive Statistics on Health (WISH), and WI DHS Sexually Transmitted Disease Program.

⁵ Mental Health icon by Gemma Evans and Social Class/“Investor” icon by David García from the Noun Project. Available at <https://thenounproject.com>. All other icons made by Freepik from www.flaticon.com.

Community Health Assessment / Community Health Improvement Plan



Wood County, Wisconsin – Process Timeline



Importance of establishing the social determinants of health inequities across priorities





Social
Determinants
of Health
Inequities



Poverty has increased, with child poverty doubling from 7% to 14%

While 92% of the Wood County population age 25 years and older has completed high school, there are **fewer with a bachelor's degree** in Wood County (20%), compared to the state (28%)

3,320 food insecure children in Wood County,
1 one out of 5 (20 %)

The **population reporting Hispanic/ Latino ethnicity increased slightly** from 1% to 3%

K12 Population Identifying as Non-White: 13%



Implementing
evidence-based
strategies to
address health
and hunger





Food Systems



Recreate Health

Reducing the impact of chronic disease in Wood County by creating community and systems level change by empowering everyone to make healthy choices regarding nutrition and physical activity.

**Improve the nutrition of Wood County
residents through enhanced food systems**

Farm to School

Farm to Hospital

Community Food Center



**Food
Promotion
and Retail**



Recreate Health

Reducing the impact of chronic disease in Wood County by creating community and systems level change by empowering everyone to make healthy choices regarding nutrition and physical activity.

**Improve the nutrition of Wood County residents
through enhanced food promotion and retail**

Grocery Store

Farmers Market

Restaurants/Bars

Corner Stores



**Community-
Clinical
Linkages**



Recreate Health

Reducing the impact of chronic disease in Wood County by creating community and systems level change by empowering everyone to make healthy choices regarding nutrition and physical activity.

Improve chronic disease referrals and educational training's through the improvement of community-clinical linkages in Wood County

Community-Clinical Linkages

Non-Rx Primary Care Providers

Non-Rx Mental Health Providers



WIC At a Glance

Amber France, MS, MPH, IBCLC
Wood County Health Department
Wood County WIC Director & Lactation Supervisor

WIC Nutrition Program

- 172,407 participants on the WIC program statewide
- 2,233 in Wood County



What is WIC??

- Historically
 - Free food and formula program
- Current
 - So much more!
 - 4 pillars of WIC
 - Partnerships and community work



Who works at WIC?

- Registered Dietitians
- Breastfeeding Specialists
- Program Support Staff
- Nurses (as needed)



What does a WIC appointment look like?

- Determine eligibility
- Anthropometrics, leads, hemoglobin, immunization
- Health and diet questionnaire
- Risk determination with nutrition education based on risk
- Goal setting for behavior change
- Referrals as needed

Welcome

to WIC

Start

Certification
(1st Appt. - includes
Prenatal & Postpartum)

Benefit Issuance

Benefit Issuance

Up to a 3 month
span of time

Up to a 3 month
span of time

Up to a 3 month
span of time

Follow rotation up to age 5

Recertification
(Yearly
Certification)

MidCert
(Mid-Year
Certification)

Up to a 3 month
span of time

Benefit Issuance

Up to a 3 month
span of time



Certification and Recertification appointments bring the following:

- Person(s) listed to be seen in WIC
- Proof of ID: eWIC ID card, birth certificate, crib card, etc.
- Proof of all income for household: Current pay stub, unemployment stub, W-2, SSI, disability statement, child support, etc.
- Proof of current address: Current bill, rent receipt, etc.
- If from out of state, bring an immunization record for each child being certified
- If pregnant, bring proof of pregnancy to Prenatal appt.

Recertification
(Yearly Certification)

Certification
(1st Appt. - includes
Prenatal & Postpartum)

Lead

This test measures how much lead is in your child's blood. When there is a high level of lead in the body, lead poisoning occurs. This is especially harmful to children because it can damage the developing brain, leading to cognitive and intellectual developmental problems.

Children should have two lead tests by the age of two.

Breastfeeding Support & Baby and Me Class

Breastfeeding support is offered to all expecting and postpartum mothers. Our Breastfeeding Peer Counselor is available 24/7. Call for more details.

Baby and Me Class is offered to all prenatal moms. This class provides information regarding breastfeeding, safe sleep, immunizations, car seats, and introduction of foods.

MidCert appointments bring the following:

- Person(s) listed to be seen in WIC
- Proof of ID: eWIC ID card, birth certificate, crib card, foot prints, etc. if not bringing eWIC card

MidCert
(Mid-Year
Certification)

Benefit Issuance appointments bring the following:

- Proof of ID: eWIC ID card or drivers license
- Any information missed at Certification or Recertification
- Nutrition Education required for benefit issuance is offered in office or online.

Benefit Issuance

Hemoglobin

This test measures how well your red blood cells are carrying oxygen and carbon dioxide to your body's organs and tissues.

Hemoglobin tests are taken at a child's certification, recertification and midcert appt. (15-18 months) It may also be taken if iron was low at previous appt. For pregnant women, hemoglobins are taken for a Prenatal appt. and 28 days after delivery.

Four Pillars of WIC

- Nutrition Education
- Breastfeeding Support
- Healthy Foods
- Healthcare Referrals



Nutrition Education

- Appointments
 - Every 3 months
 - Every 6 months clinic appointment
 - Months between are nutrition education and benefit issuance
- Nutrition education based on risk

Breastfeeding Support

- Lactation consultants
- BF peer counselor
- Breast pumps
- Coalition/community work



Healthy Foods



- Food packages
 - Milk, eggs, peanut butter, dried beans/peas, fresh fruits and vegetables, cereal, juice, baby foods, (breastfeeding moms – tuna and cheese), formula, special needs formula for infants and children
- Farmer's Markets
 - \$24 vouchers



Healthcare Referrals

Work closely with healthcare providers – share information

Examples:

- Low iron & hemoglobin results
- Prenatal healthcare
- PH nurse
- Smoking cessation
- Birth to Three
- Head Start
- Water Testing/Radon

Using WIC

- EBT Card
- Reloaded every 3 months
- WIC Approved Vendor
- Scan WIC card first



Fit Families and First Breath

Offer other programs within WIC

Fit Families

- Children ages 2-4 and family
- Set goals around physical activity, healthy bites, sugar sweetened beverages, and role modeling
- Monthly health coaching



First Breath

- Smoking cessation
- Three sessions prenatally and 1 postpartum
- Incentive to quit program

How to Qualify for WIC

- Pregnant, postpartum breastfeeding (12 months), postpartum formula feeding (6 months), infants and children to age 5
- Individuals who participate in other programs such as those listed below may automatically be income eligible. WIC staff will determine income eligibility during your appointment.
 - FoodShare
 - Medicaid
 - BadgerCare Plus
 - Wisconsin Works Program (W-2)
 - Temporary Assistance to Needy Families (TANF)
 - Food Distribution Program on Indian Reservations

July 1, 2016 - June 30, 2017

WIC Income Eligibility Table

Family Size	Weekly Income	Bi-weekly Income	Monthly Income	Annual Income
1	\$423	\$846	\$1,832	21,978
2	570	1,140	2,470	29,637
3	718	1,435	3,108	37,296
4	865	1,730	3,747	44,955
5	1,012	2,024	4,385	52,614
6	1,160	2,319	5,023	60,273
7	1,307	2,614	5,663	67,951
8	1,455	2,910	6,304	75,647
Additional	+148	+296	+642	+7,696

Based on 185% of the US Department of Health and Human Services Non-farm Income Poverty Guidelines for Gross Income (Before Deductions).

How to Apply for WIC

- Can apply online at our website <https://www.co.wood.wi.us/Departments/Health/WICApplication.aspx>
- Can apply by calling our local WIC agency
- Paper applications available, as needed

Application for the Wood County WIC Program

Participation in the WIC program is voluntary. Completion of this form is required to determine WIC eligibility and any personally identifiable information collected will be used for that purpose only.

Answer the following questions to the best of your knowledge. All information will be kept confidential.

Your Name
Address
City
ZIP Code
County
Daytime Telephone
Number of people in your family (counting you)
Household Income per Week

Are you pregnant? No Yes
Due Date Your Birth Date

Have you had a baby in the last 6 months? No Yes
Your Birth Date

Are you breastfeeding a baby who is under one year of age? No Yes

Name, sex, and birth date for each of your children under age 5

Name <input type="text"/>	Sex <input type="radio"/> M <input type="radio"/> F	Birth Date <input type="text"/>
Name <input type="text"/>	Sex <input type="radio"/> M <input type="radio"/> F	Birth Date <input type="text"/>
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Name <input type="text"/>	Sex <input type="radio"/> M <input type="radio"/> F	Birth Date <input type="text"/>

Department Menu

- Health Department
- About Us
- Contact Us/Staff
- Health Alerts
- Breastfeeding
- Community Health
- Oral Health
- Environmental Health
- Inspection & Licensing
- Emergency Preparedness
- Family Health
- Immunization
- Injury Prevention
- Student Experiences
- Quality Improvement-How Can We Improve?
- Women, Infants & Children (WIC)
- Health Laws & Rules
- Calendar of Events

WIC Community Involvement

- Participation in coalitions
- Partnerships to bridge gaps in services
 - Hemoglobin and lead partnership with Head Start and providers
 - Breastfeeding policies and system level changes
 - Fruit/Vegetable of the month collaboration
 - Farmer's Market
 - Non-pharmaceutical prescription pads
 - Referral system (clinics and hospitals)

Benefits of Partnerships

- Enhance services provided
- Bridge gaps in services
- Help decrease barriers within the community

“It takes a village”



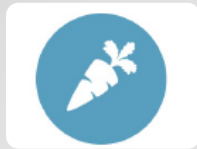
Healthy People Wood County: Recreate Health

Sarah Salewski, BBA
Wood County Health Department
Health Promotion & Communications Specialist

Recreate Health

Reducing the impact of chronic disease in Wood County by creating community and systems level change by empowering everyone to make healthy choices regarding nutrition and physical activity.

Food Systems



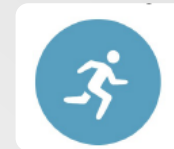
Community-Clinical Linkages



Food Promotion & Retail



Infrastructure Improvements



Community Partnerships for Healthy Mothers and Children (CPHMC) Grant



Community-Clinical Linkages

Improve chronic disease referrals and educational trainings through the improvement of community-clinical linkages in Wood County.

Figure 1. Public Health Sector Linking Community and Clinical Sectors



Community Sector

Composed of organizations that provide services, programs, or resources to community members in non-health care settings.



Public Health Sector

Composed of public health organizations that can lead efforts to build and improve linkages between community and clinical sectors.



Clinical Sector

Composed of organizations that provide services, programs, or resources directly related to medical diagnoses or treatment of community members by health care workers in health care settings.

Non- Rx Prescriptions



Rx for Health

Visit or call to set an appointment. Present this card to the organization(s) prescribed below. (not applicable at farmers markets)

South Wood County YMCA

Who: All Ages

**FREE 2 Week
Trial Membership**

Port Edwards YMCA
211 Wisconsin River Drive
715-887-3240

Wisconsin Rapids YMCA
1421 Pepper Avenue
715-887-3240

Offer: Livestrong at the YMCA/Cancer Survivor Program, YMCA Diabetes Prevention Program
Personal Fitness Program, Child and Family Healthy Living Programs

Women, Infants, and Children (WIC):

Who: Children up to age 5, pregnant and breastfeeding mothers.

Offer: nutrition counseling, breastfeeding information and consultation,
supplemental nutritious food, and much more!

Apply Today!
Wood County WIC
715-421-8950

Aging & Disability Resource Center of Central Wisconsin

Who: All Adults

Offer: **Community Workshops** - Living Well with Chronic Conditions, Healthy Living with
Diabetes. Other workshops and information regarding community resources are available.

Centralia Center Building
220 3rd Ave S #1
715-421-0014

Visit the Farmers Markets!

Peach Street Farmers Market

*Aspirus Doctors Clinic parking lot-June - October
Tuesdays, 8am-1pm*

Wood County Farmers Market

*JC Penny Parking Lot-June - October
Thurs. 9am-3pm, Sat. 8am-12pm*

For a complete list of Wood County Farmers
Markets and Farm Stands visit:

www.woodcountymarket.com

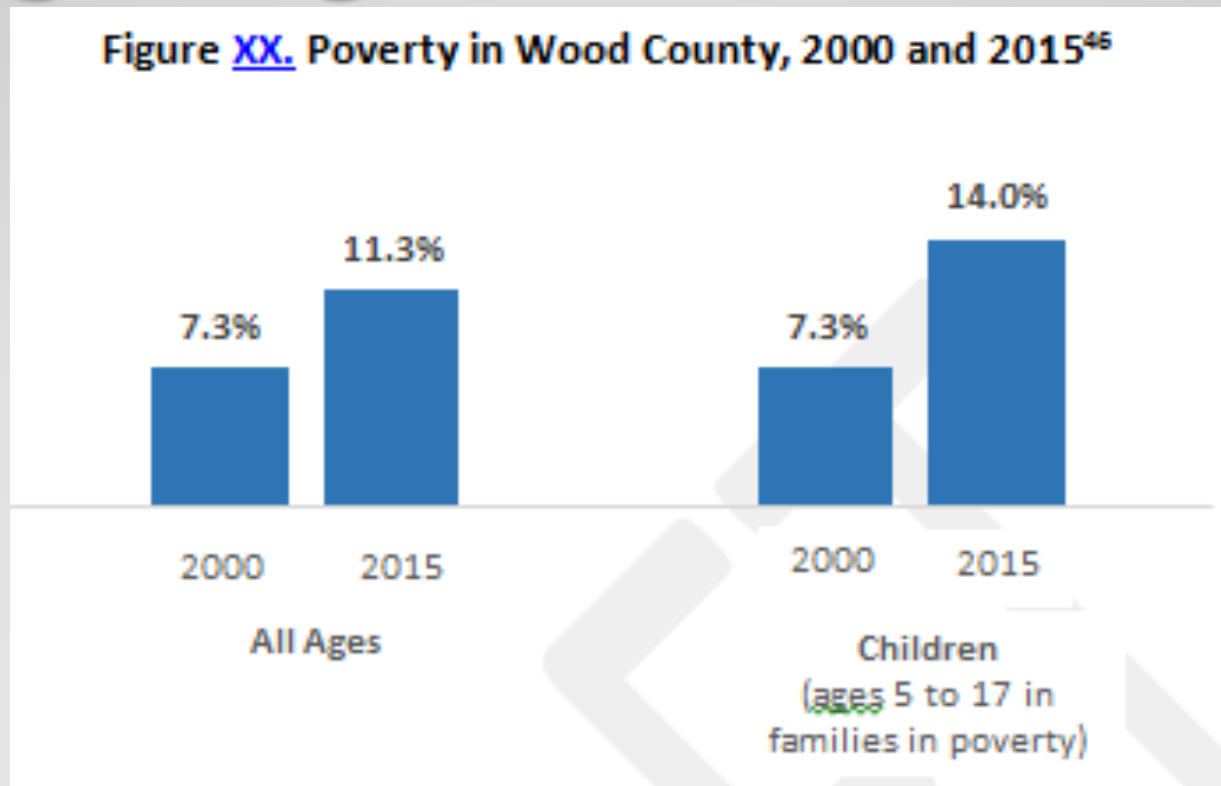
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Comments: _____



Social Determinants of Health and Community-Clinical Linkages: Tying it Together

Figure XX. Poverty in Wood County, 2000 and 2015⁴⁶



Social Determinants of Health and Community-Clinical Linkages: Tying it Together

“In 2014, there were **3,320 food insecure children** in Wood County, one out of every five (20 percent). ”

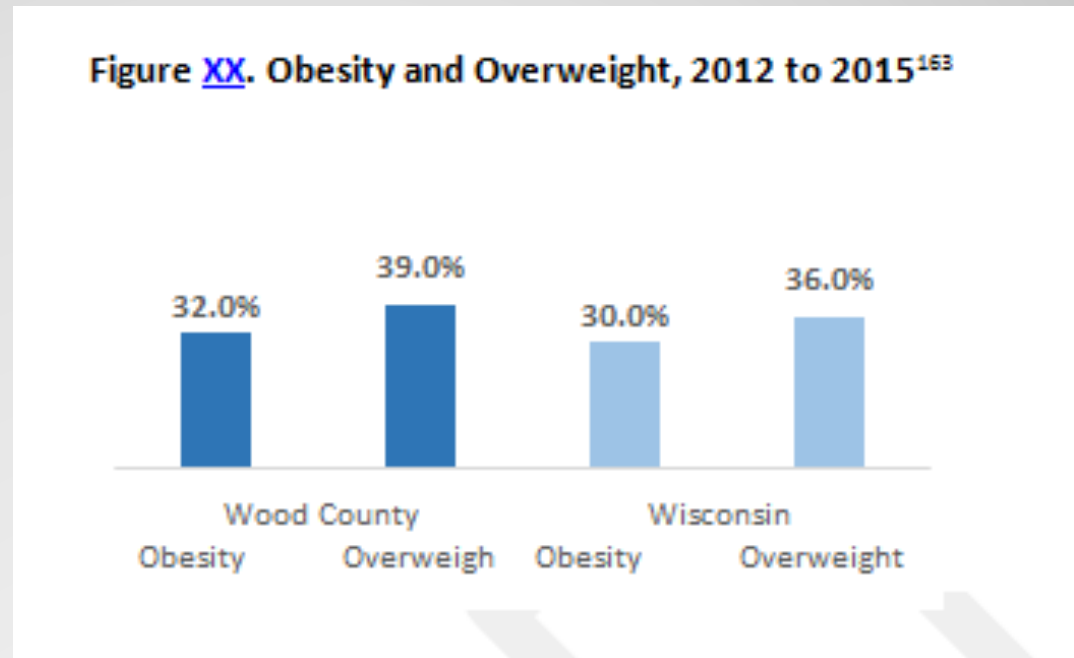


Figure XX. Access to Exercise Opportunities, 2014¹⁴²

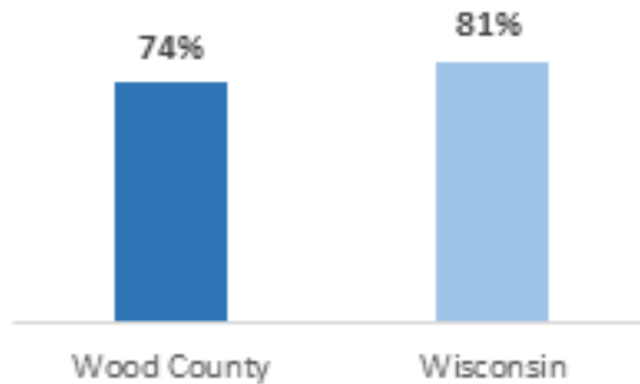


Figure XX. High School Students Who Were Physically Active for 60 minutes on 5 days or More¹⁴⁵

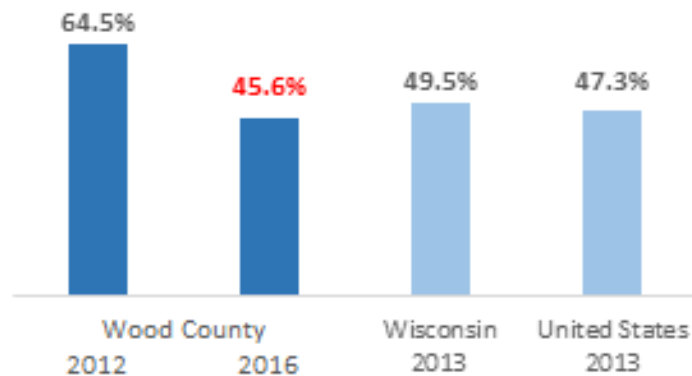


Figure XX. Obesity by Income Quartiles (Q1 to Q4) in Wood County, 2001 to 2014⁷⁰

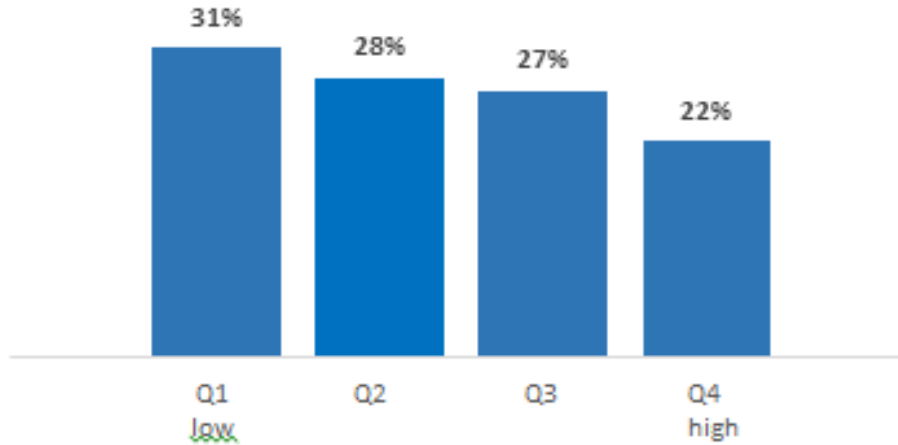
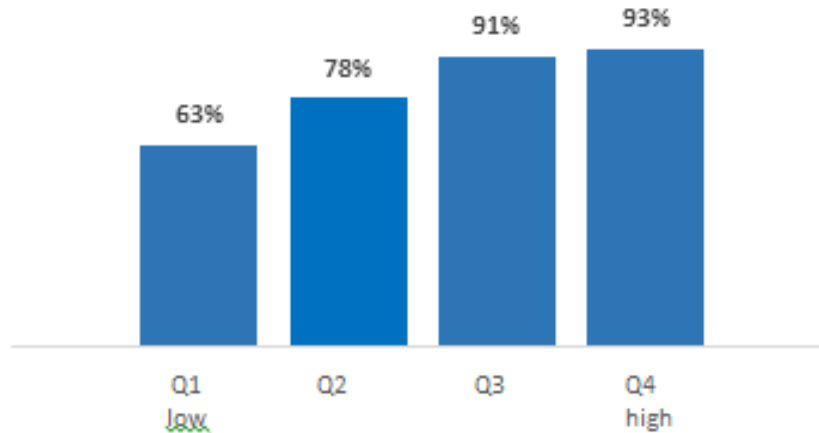


Figure XX. Physical Activity by Income Quartiles (Q1 to Q4) in Wood County, 2001 to 2014⁷¹



“Life expectancy increases with income in Wood County”

Panelist Discussion

- **Bret Salscheider**, CEO; South Wood County YMCA
- **Ciara Schultz**, Community Health Educator; Central Wisconsin Aging & Disability Resource Center of Central Wisconsin
- **Amber France**, Nutrition and Lactation Program Supervisor; Wood County Health Department/WIC
- **Dr. Carrie Engelbright**, Health and Wellness Promotion Lead Faculty; Mid-State Technical College & Peach Street Farmers Market Manager
- **Lawrence G. Leibert, MD**; Pediatrics, Aspirus Riverview Hospital and Clinics/ Aspirus Wausau Hospital

Thank you!

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