

# 2022-2024

Community Health Needs Implementation Strategy

## SSM Health St. Mary's Hospital – Janesville

3400 E. Racine St., Janesville, WI 53546

## Message to our community

SSM Health St. Mary's Hospital – Janesville is proud to deliver exceptional and compassionate care to the Janesville area.

Our founders, the Franciscan Sisters of Mary, cherished the sacredness and dignity of each person they cared for. We continue this tradition and are inspired by their work as we provide exceptional health care services that reveal the healing presence of God.

The COVID-19 pandemic has been challenging, but the SSM Health St. Mary's Hospital -Janesville team has remained steadfast in our care for the community. We have partnered with residents, charitable causes, local government agencies and businesses to provide COVID-19 education, support, testing and vaccinations, while also caring for those inflicted with the virus or facing other medical emergencies.

I am humbled to be part of this group of brave, committed caregivers.

At SSM Health, our core values of compassion, respect, excellence, stewardship and community guide our daily work. Our commitment to our community can easily be seen with our strong partnerships with local leaders and organizations that are also focused on providing health care services and improving the wellbeing of those we are privileged to serve. Together, we have identified and developed plans to address high-priority community health needs. We are grateful for the continued collaboration.

Over the past year, in tandem with our community partners, we conducted a comprehensive Community Health Needs Assessment (CHNA) by gathering unbiased published data from several sources. We also interviewed key health officials, conducted robust community discussion forums throughout our service area and surveyed our community members to identify concerns about the health of our community. In our data collection activities, we strove to ensure that all those in our community were involved - including diverse and often marginalized populations.

Our CHNA is important and extensive. It provides us areas of focus, but it is only one piece of a broad community health improvement process. Our goal at SSM Health St. Mary's Hospital – Janesville is to continue working with local organizations to truly address our community's health needs and improve the health of residents. Our data collection activities this year identified many areas of needs, which were prioritized on the level of importance to community members and our ability to make an impact.

The community priorities which we will address over the next three years are:

1. Mental Health

2. Access to Care

We will continue to nurture and develop productive relationships and remain steadfast in our commitment to delivering high-quality, accessible and affordable health care services to our community. Please visit ssmhealth.com to learn more about how we will continue to make a difference in Janesville and our surrounding communities.

Sincerely,

Mi Sunta

Eric Thornton President - SSM Health St. Mary's Hospital – Janesville



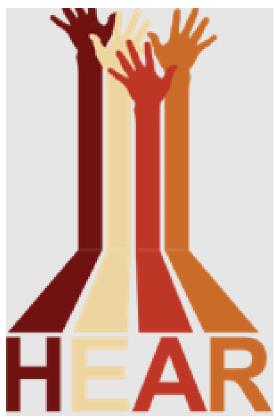


## **Executive summary**

## Background

SSM Health St. Mary's Hospital – Janesville is pleased to present the 2022-2024 (2022 tax year) Community Health Implementation Plan (CHIP). This CHIP report provides an overview of the strategic objectives to address the identified priorities associated with our service area. The goal of this report is to provide persons with a deeper understanding of the health needs in their community, help guide the hospital in its community benefit planning efforts and in providing a workplan address evaluated needs The SSM Health Wisconsin Regional Board approved this CHIP on February 22, 2022.

SSM Health St. Mary's Hospital – Janesville last conducted a CHNA in 2018 for the 2019-2021 CHNA. The Affordable Care Act (ACA) requires 501(c)(3) tax-exempt hospitals to conduct a CHNA every three tax years and adopt a strategic implementation plan for addressing identified needs.



## Priorities

SSM Health St. Mary's Hospital – Janesville determined priorities for the 2022-2024 Community Health Implementation Plan (CHIP). The priorities chosen include:

- Mental Health: Mental health was a primary topic of concern among Rock County residents through every mode of data collection. Specifically, Rock County residents were concerned with lack of access to treatment, mental health stigma, and the impact of mental health on substance use and the homeless population. Mental health is a complex topic that can be influenced by social factors including acceptance, support, stigma, and stereotypes.
- Access to Care: Access to healthcare generally means an individual is able to access timely health services to achieve the best health outcomes possible. Healthcare access is determined by healthcare coverage, timeliness of the available services, and the availability of the workforce providing healthcare services. These key components of healthcare access impact many of the factors that can promote good health such as service affordability, and receiving quality or routine care.

## Strategies

SSM Health St. Mary's Hospital – Janesville will collaborate with its community partners to leverage available resources available in Rock County. Strategies for each priority area will be highlighted in the 2022-2024 Community Health Implementation Plan (CHIP). A preliminary general list of strategies are provided below.

- Mental Health: Youth suicide prevention through the Got Your Back app, reducing senior social isolation and creating social connections, removing mental health stigma and promoting "Make It OK" campaign, youth substance use prevention including alcohol, vaping and prescription medications and supporting Rock County businesses in assessing organizational mental health culture.
- Access to Care: Dental Emergency Room Diversion Program with HealthNet, building a Black Maternal and Child Health Task Force and training Black doulas, improving health literacy and patient navigation and self-advocacy through education, building a diverse healthcare workforce and financially supporting the social determinants of health including transportation, access to healthy food and low-cost healthcare services.

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## About SSM Health and St. Mary's Hospital - Janesville

## SSM Health

SSM Health is a Catholic not-for-profit health system serving the comprehensive health needs of communities across the Midwest through a robust and fully integrated health care delivery system. Headquartered in St. Louis, SSM Health has care delivery sites in Missouri, Illinois, Oklahoma and Wisconsin. The health system includes hospitals, more than physician offices and other outpatient care sites, post-acute facilities, comprehensive home care and hospice services, a pharmacy benefit company, an

insurance company, a technology company and an Accountable Care Organization. With more than 10,000 providers and 40,000 employees in four states, SSM Health is one of the largest employers in every community it serves.

# Through our exceptional health care services, we reveal the healing presence of God.

## St. Mary's Hospital – Janesville

### **Highlight of services**

SSM Health St. Mary's Hospital-Janesville opened its doors to the public in 2012. The hospital offers talented specialists in women's health, cancer care, pediatrics, general surgery, orthopedics, rehabilitation services and many more medical services. In 2020, SSM Health St. Mary's Hospital-Janesville became designated as Baby Friendly by Baby-Friendly USA, Inc., earned recognition for Patient Safety Excellence, Stroke Care Excellence and Pulmonary Excellence and for the second year in a row received a CMS Five Star rating.

### **Community benefit**

In 2020, SSM Health St. Mary's Hospital – Janesville provided \$4,415,928 in net community benefit, comprised of \$292.000 n charity care; \$382,928 in community services; and \$3,741,000 in unpaid costs of Medicaid and other public programs. Examples of our community benefit programs include:

- Annual Mini Grant Program
- Community based health education
- Staff time on community coalitions and service to local nonprofits
- Financial sponsorship to local community partners

### **Additional affiliations**

The connection with SSM Health Dean Medical Group offers patients a seamless health care experience. The heritage of healing continues today with a deeprooted commitment to providing personal and compassionate care.

# Hospital at a glance

Admissions | 2,495 Outpatient visits | 56,820 ER visits | 14,420 Births | 463 Beds | 50 Employees | 474 Medical staff | 472 Volunteers | 67 Charity care | 292,000

## **Community partners and roles**

SSM Health St. Mary's Hospital – Janesville worked with the Health Equity Alliance of Rock County (HEAR) to develop the 2021 Rock County Community Health Needs Assessment (CHNA). Community perspectives and data gathered were incorporated into the hospital's Needs Assessment. Members of the Health Equity Alliance of Rock County include:

Aging and Disability Resource Center of Rock County American Heart Association	Nutrition and Health Associates / Women, Infants and Children (WIC)
Beloit Area Community Health Center	Rock County Council on Aging
Beloit Health System	Rock County Human Services Department
Beloit Library	Rock County Public Health Department
Beloit NAACP	Rock County Supervisors and Administration
Building a Safer Evansville (BASE)	Rock-Walworth Comprehensive Family Services Head
Children's Family Resource Center	Start/Early Head Start
City of Janesville	School Districts of Beloit and Janesville
Community Action, Inc.	Second Harvest Food Bank
Edgerton Hospital	South Central Wisconsin Area Health Education Center
FoodShare (SNAP) Wisconsisn	Southwest Wisconsin Workforce Development Board
HealthNet of Rock County	SSM Health St. Mary's Hospital – Janesville
Hedburg Public Library	United Way Blackhawk Region
Inclusa, Inc.	University of Wisconsin Division of Extension
InTouch Outreach Ministries	Vivent Health
Janesville Community Center	Wisconsin Nurses Association
Janesville Mobilizing 4 Change (JM4C)	Youth 2 Youth 4 Change (Y2Y)
Kids Forward	YMCA of Northern Rock County
Mercyhealth	YWCA of Rock County



# Our progress since 2018 Priority 1: Obesity



In Mini-Grant funds for partners focusing on improving access to healthy foods and chronic disease prevention and management. Through the annual Community Health Mini-Grant Program, over \$20,000 were awarded to community-based partners including:

Merrill Community Sharing Garden Outdoor Classroom
Janesville Community Center Cooking Classes in the Fourth Ward
Beloit Area Community Health Center's Blood Pressure Program
Rock County Sheriff's Department RECAP Gardens To-Go.

Sponsored initiatives for Janesville and Beloit Farmers' Markets, with a total of \$20,000 provided over three years to improve access to healthy food and provide health education in our communities. Some of the funds were used to purchase additional produce for community members utilizing SNAP benefits.

Over 150 community members participated in the 10 in 10 Healthy Bodies classes from 2019-2021 which taught mindful eating practice, encouraged physical activity and explored individual behaviors around food.

# **Priority 2: Tobacco/Vaping**

12%

Current rate of tobacco and vaping use for pregnant people in Rock County is 12% in 2020,compared to 16% in 2017. 500+ students in Beloit completed the CATCH my Breath vaping curriculum throughout the Covid-19 pandemic.

13 facilitators were trained to provide the Baby and Me Tobacco Free program available to Rock County residents.

Awarded Janesville Mobilizing for Change (JM4C) \$5,000 to provide more public awareness on the dangers of Vaping.

# **Priority 3: Substance Use**

Through the annual mini grant program, 18 participants graduated from the Living Well with Chronic Pain course as an alternative to opioid use in partnership with Building a Safer Evansville and local Recovery Coaches.

Funded the "Addictions Education and Counseling Assistance" program for domestic violence victims at the YWCA with a \$5,000 mini grant.

Served on the Substance Use Task Force and supported communitybased events Rock for Recovery and the Healthnet Mental Health Conference. .



Participants took part in the Living Well with Chronic Pain course

## The health needs of our community

SSM Health St. Mary's Hospital – Janesville worked closely with the Health Equity Alliance of Rock County to develop the 2021 Rock County Community Health Assessment (CHA). The hospital was an active member in the Rock County Community Health Assessment workgroup, has a representative serving as an advisor to the Health Equity Alliance of Rock County and assisted in inviting community members to conversations to gather and collect community perspectives from 1,035 survey participants, 22 interviews, and 16 community conversations with over 100 focus group participants. The process benefited from input from several individual community leaders representing diverse constituencies.

### **Primary Data**

SSM Health St. Mary's Hospital – Janesville sought and received input from the Rock County Public Health Department. The hospital also worked closely with the Health Equity Alliance of Rock County to develop the 2021 Rock County Community Health Assessment (CHA). Community perspectives and data gathered during this endeavor were incorporated into the SSM Health St. Mary's Hospital – Janesville's Community Health Needs Assessment. Community perspectives were gathered from multiple activities, including a community survey, key informant interviews, and focus groups (community conversations).

### **Secondary Data**

In addition to a review of demographics, we gathered and reviewed data from broad sources to set the initial direction and priorities of the community health needs assessment. The secondary data was derived from a variety of unbiased sources including the Wisconsin Hospital Association's CHNA Dashboard, County Health Rankings, Youth Behavioral Risk Survey, Community Commons, Area Deprivation Index and Opportunity Atlas, and the Wisconsin Department of Health Services.



2022-2024 Priority Areas

# **Priority 1: Mental Health**



of Rock County adults have a mental health diagnosis Ranked #5 in medical diagnosis in Rock County (127.2 diagnosis per 1,000 residents)

According to County Health Rankings, Rock County averaged 4.3 poor mental health days/resident compared to 4.0 for the state of Wisconsin overall.

22% of female and 13% of male high school students in Rock County have considered suicide.

In Rock County, 17% of adults aged 18 and older report they receive insufficient social and emotional support.

19.4% adults who have smoked or currently smoke and 21.9% of adults reported binge drinking. 20% of Rock County students have used vaping products and 27% have had at least one alcoholic drink in the last 30 days.

# **Priority 2: Access to Care**

According to the Community Health Survey responses, the top three reasons healthcare was difficult to access:

- 1. Too expensive
- 2. Lack of appointment availability
- 3. Not enough time spent with medical provider.

of Hispanic adults without health insurance in Rock County

20%

There were 991 preventable oral health visits in 2019 in Rock County.

According to County Health Rankings, the ratio of primary care providers to Rock County residents is 1:1990 with a worsening trend line.

The lack of health insurance is considered a key driver of health status. 5.93% of Rock County residents are uninsured and 20.59% of Rock County Latinos are uninsured.

## Social Determinants and Social Needs

## SOCIAL DETERMINANTS AND SOCIAL NEEDS: MOVING BEYOND MIDSTREAM



SSM Health St. Mary's Hospital Janesville 10

## Strategic Implementation Plan: Mental Health

Mental health is an essential part of overall health that includes emotional, psychological, and social well-being. Mental health can be determined by a range of factors and often affects how individuals cope with stress, relate to others, and make choices. Mental health was a primary topic of concern among Rock County residents through every mode of data collection. Specifically, Rock County residents were concerned with lack of access to treatment, mental health stigma, and the impact of mental health on substance use and the homeless population. Mental health is a complex topic that can be influenced by social factors including acceptance, support, stigma, and stereotypes. Some Rock County residents are more likely to be treated poorly or lack needed social support based on their gender identity or sexual orientation. Nearly 60% of CHA Survey respondents who identify as lesbian, gay, or bisexual reported experiencing discrimination sometimes, often, or always in the community.



Number of mental health providers per 100,000 people in Rock County

**Workgroup Members:** YWCA of Rock County, Rock County Health Department, Youth 2 Youth for Change, Rock and Walworth County Head Start and Early Head Start, UW-Division of Extension, NAMI Rock County, SSM Health St. Mary's Hospital – Janesville, Edgerton Hospital, Beloit Area Community Health Center, ECHO, and APTIV

### **Youth Mental Health**

17% of Rock County Youth reported they were seriously considering suicide in the past 12 months, with 8% actually attempting it.



### **Social Isolation**

In Rock County, 17% of adults aged 18 and older report they receive insufficient social and emotional support.



### **Combatting Stigma**

18% of Rock County adults have a mental health diagnosis and Rock County residents averaged 4.3 poor mental health days compared to 4.0 for Wisconsin overall.



\*All goals and objectives may be adjusted due to Covid-19 restrictions and the ability for community engagement.

## Mental Health: Youth Suicide Prevention

In 2021, as Mental Health came to the top of the identified priority needs in Rock County, SSM Health donated \$30,000 to the Jakob SWAG Foundation to provide support for Wisconsin youth. The Jakob SWAG Foundation originated out of Green County, Wisconsin in efforts to prevent youth suicide in our youth. The Got Your Back app is a mental health and suicide prevention app equipped with support systems, resources and tools for monitoring and supporting youth in navigating their own mental health. Jacob's SWAG believes that talking about suicide and how it affected the family can open lines of communication within families and communities. According to the website, the foundation hopes to spread the message that "it is ok to not be ok." It is normal to feel sad or lonely. It is appropriate to seek support and help when you are feeling unwell and unsafe. Our children need to learn that talking about feelings in an effort to get better is the right thing to do. No one should suffer in silence.

## Suicide Awareness, Prevention & Education

Featuring the Got Your Back App Powered by Jacob's SWAG Foundation

	Inputs Resources	Out <sub>I</sub> Activities		Outco Short Term	
1/20 of Kock CountyMorestudents reported theyyouthwere seriouslymentconsidering suicide inconcethe past 12 months, withmail8% actually attemptingBIPOit. Only 21% of studentshad hishared they could getof mentemotional help whenissuthey needed it. (RockWhite	Health Equity Alliance of Rock County (HEAR) Sponsorship dollars Jakob Swag Foundation and Got Your Back app Rock County School Districts Beloit College Blackhawk Tech SSM Health CHI & MarCom staff	 Educate and provide information to ocal schools and colleges. Campaign to promote app throughout communities. Educate youth on mental nealth resources and prevention through clubs, athletics and/or health classes. Educate school staff through in- services or staff meetings.	Youth ages 6 <sup>th</sup> grade to 12 <sup>th</sup> grade and college-aged students Teaching staff at local schools	Students will have access to an app with prevention tools to ensure support through mental health crises. (Goal of 100 students downloading app in Rock County)	Increase of students having access to emotional support for mental health needs. (Increase from 21% to 30%) Decrease of students reporting serious consideration of suicide. [Decrease from 17% to 12%)

## Mental Health: Social Connections for Seniors

In 2022, SSM Health will join the Wisconsin Coalition to End Social Isolation and Loneliness as a part of the strategic plan to improve social connection in our senior population.

Using a collective impact approach that brings together public and private entities, service providers, and individuals, the coalition seeks to organize to identify and deploy meaningful responses to the negative health impacts of social isolation and loneliness among older adults and people with disabilities in Wisconsin. To tackle the challenges, the coalition will focus on breaking down inequities in communities of color, rural communities and tribal nations, by addressing these areas:

## Ś

#### Public Awareness

We will raise awareness of loneliness as a public health issue and share strategies to improve connections and create a feeling of purpose.



#### **Research & Share**

We will create a research-driven knowledge base to support and inform coalition activities and interventions to be deployed locally.



#### Detect & Respond

We will share methods for identifying loneliness and provide access to meaningful and culturally-relevant resources and services.

#### Advocate

We will seek public policy solutions that combat the root causes and adverse consequences of isolation and loneliness.

	Inputs Resources	Outputs Activities   Audier	ence Short Term   Long Term
<section-header>Mental Health43% of older adults in Wisconsin feel lonely on a regular basis.Social isolation significantly increases a person's risk of premature death from all causes. It is also associated with a 50% increased risk of dementia.Bernon Mental Contract to the the the the the the the the the the</br></br></section-header>	Health Equity Alliance of Rock County (HEAR) Coalition on Social Isolation and Loneliness Greater WI Agency on Aging Resources WI Institute for Health Aging Aging Disabilities Resource Center (ADRC) and the Council on Aging UW-Division of Extension Senior Centers	provide spacealonefor the StrongCountBodies program6Serve as theSeniohealthcareidenleader on theimmicoalition forLBTGsocial isolationlow-i	ors living a in Rock hty aged 65+Seniors will have access to educational opportunities to gather and learn from each other (# educational opportunities, # attendees). Goal of 4 educational opportunities/ year with 25 total senior participants.33% of older adults in WI will report feeling lonely on a regular basis (a decrease from 43%)SSM Health will join the Coalition for Social Isolation as healthcare leader in this work (# meetings, # initiatives through coalition)SSM Health report feeling lonely on a regular basis (a decrease from 43%)

## Mental Health: Reducing Stigma

Even though mental health is a growing across all demographics, many people d There are a variety of reasons by someo choose not to get help, but mental healt one of the main reasons.

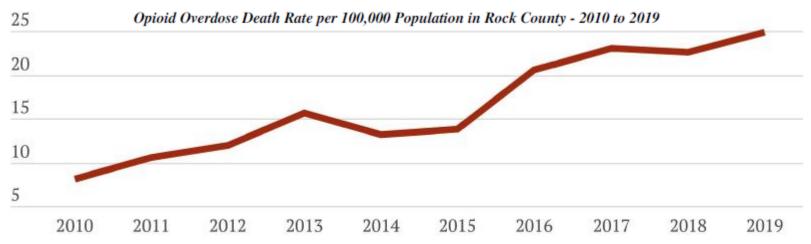
"Make it Okay" campaigns decreased sti between 2017 and 2019. There was a 59 in people who felt comfortable talking to about their mental health. There was a 7 increase in people who would tell their friends if they had a mental illness and a 4% decrease in the number of people who were reluctant to receive help.



		Inputs Resources		<b>puts</b>   Audience	Outcom Short Term   L	
Mental Health 18% of Rock County adults have a mental health diagnosis and Rock County residents averaged 4.3 poor mental health days compared to 4.0 for Wisconsin overall. (County Health Rankings, 2019)	Health Equity The most impacted by stigma include young people, men, people in the military and health workers.	Health Equity Alliance of Rock County (HEAR) NAMI Rock County Make It OK Campaign Youth 2 Youth 4 Change (Y2Y) Janesville Mobilizing for Change (JM4C) Community Action Inc. Fresh Start Program UW-Division of Extension	Utilize the Make it Ok campaign toolkit to reduce stigma around mental health in Rock County. Members of the Health Equity Alliance and other interested community members will become Make it OK Ambassadors Promote use of Pledge Cards in the community.	Youth in Rock County Male Community Members Specifically Black and Latino Men Veterans and current Military Healthcare Workers	Rock County organizations and community members will be a part reducing the stigma around mental health in Rock County by becoming Make It OK Ambassadors (# of community members, # of organizations, # pledge cards, # outreach opportunities)	Reduce poor mental health days from 4.3 to 4.0 to be equivalent to the state of Wisconsin overall. 5% increase in people who feel comfortable talking to someone about their mental health.

## Mental Health: Substance Use Prevention

Rock County residents have concerns that drug and alcohol use may be escalating throughout the County. Of particular concern is the increase in electronic cigarette (e-cigarette) use among teenagers and young adults. One in five Rock County high school students are currently using an e-cigarette product and nearly half have tried one. Many Rock County students do not believe that ecigarettes are harmful to their health. Almost 40% of Rock County students report that e-cigarette use has low or no risk to a person's health. However, e-cigarettes are not the only substance of concern among young adults. While binge drinking is more common in adults, teenagers also participate in risky drinking behaviors. In Rock County, one in eight (12.5%) high school students reported binge drinking in this same time frame. While Rock County's rates of binge drinking may not exceed national averages, Rock County residents are concerned that there is an alcohol culture in the region that promotes drinking. Despite extensive efforts to reduce the impact of opioids in Rock County, the opioid epidemic remains an issue. Similar to many regions throughout the country, Rock County has experienced increases in opioid involved deaths in recent years. From 2010 to 2019, Rock County's opioid death rates more than tripled.



		Inputs Resources		<b>puts</b>   Audience	Outcor Short Term   I	
Mental Health 20% of Rock County students have used vaping products, 27% have had at least one alcoholic drink and 12% reported binge drinking in the last 30 days. Additionally, 14% of students reported misusing over-the- counter or prescription pain medications.	Health Equity Members of the LGBTQ+ community are at an increased risk of various behavioral health issues, including substance use.	Youth 2 Youth 4 Change (Y2Y) Janesville Mobilizing for Change (JM4C) Community Action Inc. Fresh Start Program Rock County School Districts CATCH my Breath Vaping Prevention Curriculum SAMSHA WI DHS	Distribute Bottle Locks and Lock Boxes as part of outreach events with Y2Y. Provide the Catch my Breath curriculum to middle and high school students in Rock County	Middle and High School Youth in Rock County Parents of teenagers in Rock County	Youth in Rock County will receive vaping prevention education and discuss opportunities for change (# students) Lock Boxes for prescription drugs and Bottle Locks for alcohol bottles will be distributed throughout Rock County at outreach events (# lock boxes, # bottle locks)	Reduction in youth vaping from 20% to 15% use in the last 30 days. Reduction in youth drinking from 27% to 22% in the last 30 days. Reduction in youth misusing pain medications from 14% to 10% in last 30 days.

## Mental Health: Employer Scorecard and Tools

Mental health conditions are common impacting 1 in 5 Americans. These conditions exist at all levels of organizations from entry level to the C-suite. Yet most people with mental health conditions do not connect with services and supports. Stigma, fear of judgement and concern for career opportunities prevent many from seeking help when it's needed. This can be costly for all because mental health conditions impact work performance, productivity, retention and more. Employers can play a key role in positively impacting workplace mental health. The most common ways to improve workplace mental health include raising awareness and educating the workforce, creating a mentally healthy climate and culture and improving access to mental health services and supports.

## MENTAL HEALTH IN THE WORKPLACE

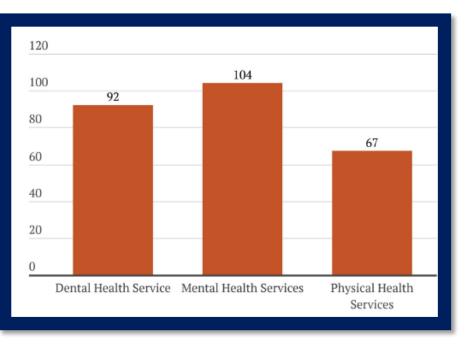


		Inputs Resources	Out Activities		Outcor Short Term   L	
Mental Health Depression may interfere with a person's ability to complete physical job tasks about 20% of the time and reduces cognitive performance about 35% of the time. Nearly 1 in 5 adults reported a mental illness in 2016 and 63% of Americans are in the US labor force. (CDC)	Health Equity Employees from diverse backgrounds can face lack of representation, unconscious bias, and other stressors that impact mental health at work.	Health Equity Alliance of Rock County (HEAR) Dean Health Plan (DHP) SAMSHA Forward Janesville Local Chamber of Commerce Groups NAMI Rock County Mental health America (MHA) of Wisconsin	Identify evidence-based workplace assessment and score card to offer local businesses. Provide education and tools to local businesses to make changes in the workplace culture around mental health Adopt the Mental Health Friendly Workplace initiative	Rock County Local Businesses Diverse community members in the labor force	Assessment, Education and Tools provided to local businesses (# assessments complete, # education and tools provided) Local businesses will adopt a new mental health initiative within their organization (# businesses)	Rock County employees will report a reduction of stress and burnout in the workplace. Reduce poor mental health days from 4.3 to 4.0 to be equivalent to the state of Wisconsin overall.

## Strategic Implementation Plan: Access to Care

Access to healthcare generally means an individual is able to access timely health services to achieve the best health outcomes possible. Healthcare access is determined by healthcare coverage, timeliness of the available services, and the availability of the workforce providing healthcare services. These key components of healthcare access impact many of the factors that can promote good health such as service affordability, and receiving quality or routine care.

Workgroup Members: Rock County Health Department, SSM Health St. Mary's Hospital Janesville, MercyHealth, Edgerton Hospital, Beloit Area Community Health Center, Healthnet, AHEC, Rock and Walworth County Head Start, APTIV, and Janesville School District.



Number of CHA Survey Participants Reporting Difficulty in Obtaining Health Services by Service Type - 2021

### **Dental Access**

There were 991 preventable oral health visits in 2019. When compared to WI, Rock County averages 20 more ER visits / 10,000 people related to non traumatic oral health issues.



### Access to Insurance

The lack of health insurance is considered a key driver of health status.5.93% of Rock County residents are uninsured and 20.59% of Rock County Latinos are uninsured.



### Health Literacy | Navigation

Health literacy is not simply a reflection of an individual's skills and abilities, but on how well health systems provide information and services.



\*All goals and objectives may be adjusted due to Covid-19 restrictions and the ability for community engagement.

## Access to Care: Dental Diversion Program

Both HealthNet and SSM Health found that 95% of the 400 individuals who went to the ER for oral health problems were uninsured, underinsured, or on Medicare or Medicaid in 2019. When it comes to oral health. HealthNet is one of few clinics in the area that accepts BadgerCare. This is critical for the 75% of uninsured or underinsured Rock County residents who do not have regular access to a dentist. HealthNet will not only be doubling their dental clinic services at their South Franklin street location, but also implementing dental services for individuals with developmental disabilities. As, currently, there are no comprehensive dental treatment options in Rock County to meet this need. HealthNet and SSM Health are proud to collaborate on this initiative to provide emergency appointments that prevent dental pain and infections to Rock County's most vulnerable residents.

## 

### Información de la Clínica Dental

Horario de la clínica dental: lunes a viernes, de 8am-12pm; 1-5 pm Visite healthnet-rock.org/dental-clinic/dental-enrollment/ para obtener más información, o llame al 608-314-1940

### Nuestros Servicios Dentales

Se mantiene y se cumple el más alto nivel de procesos de tratamiento y control de infecciones.

- Exámenes de diagnóstico.
- Empastes
- Extracciones del diente (servicio ofrecido segun del grado de dificultad)
- Limpiezas dentales
- Radiografías dentales
- Aplicación de fluoruro
- Examen de detección de cáncer oral

		Inputs Resources		Outr Activities		Outco Short Term	omes Long Term
Access to Care There were 991 preventable oral health visits in 2019 in Rock County. Additionally, there was 1 dentist per 1,470 Rock County residents. This is slightly worse than the state of Wisconsin overall with a ratio of 1:1,410.	Health Equity 75% of uninsured and underinsured Rock County residents do not have regular access to a dentist.	HealthNet of Rock County Dental Clinic SSM Health St. Mary's Hospital – Janesville Emergency Department	s f	Develop a bartnership with HealthNet Dental to create an Emergency Room diversion program for uninsured and under-insured patients. Train SSM Health Emergency Department staff in workflow for referring oral health patients to HealthNet Dental to establish a Dental Home.	Uninsured and underinsured Rock County residents without an established dental home. Rock County residents who present with oral health emergencies in Rock County.	Reduction of the number of Emergency Department visits related to an oral health concern at St. Mary's Hospital – Janesville. (# of encounters) Increase number of emergency patients who are referred to HealthNet for dental services and dental home. (# of patients)	Increase the number of uninsured and underinsured residents in Rock County with an established dental home. (50% of individuals without a dental home as a reduction from 75% in 2019)

## Access to Care: Black Maternal and Child Health

Despite widespread quality medical care, the U.S. has alarmingly high rates of infant mortality. Infant mortality, or death of an infant before his or her first birthday, is an important indicator of the overall health of a community. In 2018, almost 21,000 infants died in the U.S. as a result of birth defects, injuries, sudden infant death syndrome, and preterm birth or maternal pregnancy complications. Rock County's infant mortality rate is 4.2 deaths per 1,000 live births, significantly lower than Wisconsin and U.S. averages of 5.85, and 5.9, respectively. Black or African American children are disproportionally impacted by poor pregnancy outcomes such as low birthweights and infant mortality as a result of lack of access to care, structural racism, and discrimination.



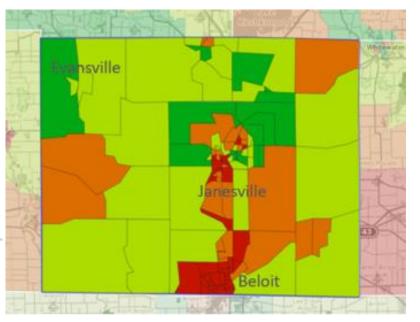
	Inputs Resources		puts   Audience	Outco Short Term	
Access to Care Rock County's infant mortality rate is 4.2 deaths per 1,000 live births, significantly lower than Wisconsin and U.S. averages of 5.85, and 5.9, respectively. Health Eq. In Rock Cou the Black im mortality r from 2014 2018 was 16. 1,000 live bi over double rate of Hisp and Whit infants.	Rock and Walworth County Early Head Start Doulas	Establish a Maternal and Child Health Task Force in Rock County. Identify and Train Black women from Rock County as birth doulas through Harambee Village. Promote doula services in Rock County to improve Black birth outcomes.	Local hospital and clinics women service lines and labor and delivery teams Black women of childbearing age and Black pregnant people Community based organizations focusing on racial justice and Black women and infant health	Black women from within Rock County will be trained as a birth doula for low- income Rock County pregnant people. (# doulas trained, # of women served) Maternal Child Health Task force made up of local healthcare partners and nonprofits to address infant mortality in Rock County. (# partner organizations)	Reduce Black infant mortality from 16.8 per 1,000 births to 8.4 deaths per 1,000 births which is a 50% reduction, but still two times the rate of White infants in Rock County.

## Access to Care: Health Literacy and Navigation

Health literacy is the ability to obtain, process, and understand information needed to make health decisions. Health literacy is not simply a reflection of an individual's skills and abilities, but on how well health systems provide information and services. The health literacy map here helps explain the deficits around locating, interpreting and navigating health information for those living in certain census areas. The city of Beloit ranked in the lowest quartile or Below Basic.

#### Map Information

Health Literacy Levels	Display Options
Quartile 4 (highest)	O Base Map
Quartile 3	O NAAL Categories
Quartile 2	O National Quartile
Quartile 1 (lowest)	State Quartile



	Inputs	Outputs	Outcomes
	Resources	Activities   Audien	Short Term   Long Term
<section-header><section-header><section-header><section-header><section-header></section-header></section-header></section-header></section-header></section-header>	Health Equity Alliance of Rock County (HEAR) Wisconsin Institute for Healthy Aging (WIHA) Dean Health Plan (DHP) EPIC MyChart Wisconsin Health Literacy (WHL) Janesville Community Center Rock County Libraries	with ChronicRockConditions classwithfor seniors onconditionsadvocating forSenthemselves.RockResearch andviticconduct a healthdiffiliteracynaviassessment at St.healMary's Hospital –SpJanesville.SpeMyChart educationcom	hiors in c County c chronic ditions hiors in c County with for themselves and navigating healthcare. (# of participants, # of c county educational opportunities) SMHJ will learn what changes to implement from an assessment to improve health literacy. (# initiatives) Rock ounty Nor Rock outom quartile related to health literacy. Seniors in Rock County will be in the bottom quartile related to health literacy. Seniors in Rock County will report improve health literacy. (# initiatives) More Spanish language health education will be provided in Rock County. (# of education)

## Access to Care: Diverse Healthcare Workforce

Seeing a healthcare provider for routine care is easier for those with health insurance, sick leave, and an established primary care physician. However, others may struggle to receive healthcare as a result of insurance status, income, employment, language barriers, and health literacy. Additionally, some may not trust healthcare providers due to historical trauma and discrimination that still persists in healthcare settings to this day. Among CHA Survey respondents, more than one in three Black or African American and nearly half of the Hispanic and Latinx respondents indicated that they sometimes or rarely were able to get the health services they need. Additionally, 13% of Black or African American respondents indicated they have not felt welcome when seeking healthcare services and 11% of Hispanic and Latinx respondents indicated they struggle to access healthcare services due to language barriers.

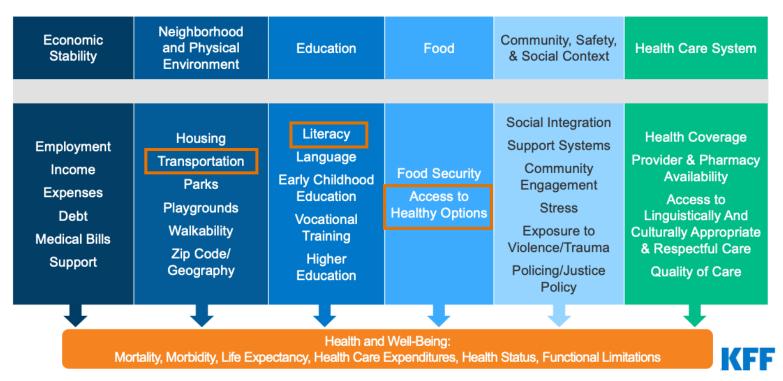
Ν



		Inputs		puts	Utico	mes
		Resources	Activities	Audience	Short Term   1	Long Term
Access to Care Rock County has a shortage of medical professionals at 48.7 primary care physicians per 100,000 residents. This rate is lower than both the state at 78.7 and the nation at 75.7 primary care physicians per 100,000 residents.	Health Equity 13% of Black or African American CHA survey respondents indicated they have not felt welcome when seeking healthcare services.	Health Equity Alliance of Rock County (HEAR) Community Health Worker Network Area Health Education Center (AHEC) Blackhawk Technical College Sponsorship Dollars at SMHJ Community Action, Inc. Fresh Start Program CareerTek	Discuss opportunities for healthcare career pipelines for diverse students at Blackhawk Technical College. Provide scholarships opportunities to culturally diverse healthcare students. Engage with Fresh Start students in pursuing healthcare careers.	Diverse high school students in Rock County Diverse Blackhawk Technical College students in healthcare programs Community based organizations serving diverse youth populations	More Rock County diverse students will be interested in healthcare careers. (# students) Scholarships will provide financial stability and encourage diverse students to pursue healthcare careers. (\$ and # of scholarships) More students will engage with healthcare professionals to increase interest (# job shadows, # engagements)	10% of Rock County residents who identify as Black will report not feeling welcome when seeking healthcare. (Reduction from 13% in 2021). Increased number o healthcare professionals in Rock County that represent diverse cultures.

SSM Health St. Mary's Hospital Janesville 21

## Access to Social Determinants of Health Transportation | Healthy Food | Literacy



	Inputs Resources	Outp Activities		Outcor Short Term   I	
<section-header><section-header><section-header><text><text><text></text></text></text></section-header></section-header></section-header>	Health Equity Alliance of Rock County (HEAR) Local Transportation Services HealthNet of Rock County Local farmers markets and SNAP benefits Janesville Jets Literacy Program Annual Mini- Grant program	Provide financial support for patients needing transportation services to access healthcare services. Sponsor and enhance the Janesville Jets literacy program for area schools. Sponsor HealthNet of Rock County to provide free healthcare services for low-income residents. Sponsor local farmers markets and expand on existing SNAP benefits.	Rock County residents who do not have access to transportation Janesville Elementary school students Low-income Rock County residents Rock County residents with limited access to healthy foods or are food insecure	Provide free transportation for Rock County residents to access healthcare. (\$ costs toward transportation) Sponsor HealthNet of Rock County. (\$ provided) Janesville students will increase time reading to improve literacy. (# students) Sponsor farmers markets and other programs improving access to healthy food. (\$ provided, # people served)	Access to transportation will not be a barrier for accessing healthcare. 90% of Latino Rock County residents will have health insurance instead of 79.41% currently. 5% of Rock County households will be food insecure instead of 10.4% currently.

# Community health improvement initiatives outside of this plan

### Annual Mini Grant Program

SSM Health St. Mary's Hospital – Janesville is provides annual mini-grant opportunities, up to \$5000; for projects, activities, or events which focus on one of the two health needs identified through SSM Health St. Mary's Hospital – Janesville's 2022-2024 Community Health Needs Assessment (CHNA) priorities OR which address a Social Determinant of Health (SDoH) including:



- o Access to Care
- o Mental Health
- o Addressing African American/Black Infant Mortality
- o Increasing Access to Affordable Housing / Addressing Homelessness
- o Increasing Access to Affordable Transportation
- o Increasing Access to Affordable Healthy Foods in Rural Areas/Food Deserts
- o Efforts to Reduce Discrimination and Racism / Racial Justice initiatives
- o Increasing Literacy or Education Opportunities for Vulnerable Populations

Previous Rock County Mini Grant Recipients include:

### <u>2019</u>

- o Building a Safer Evansville (BASE) Healthy Living with Chronic Pain
- o Academy of Performing Arts and Afterschool Programs Health Meals for Families
- o Janesville Mobilizing for Change (JM4C) Spreading the Truth about Vaping

### <u>2020</u>

o Community Action Inc. Merrill Sharing Community Garden – Outdoor Garden Classroom o Rock County Breastfeeding Coalition – Building a Network of Breastfeeding Support o YWCA Rock County – Alternatives to Violence Program

### <u>2021</u>

- o Boys and Girls Club of Janesville Becoming Anti-Racist
- o Sheriff's Department RECAP Program RECAP Gardens to Go Project
- o Beloit Area Community Health Center Hypertension Management Program



# 2022-2024

Appendices

## SSM Health St. Mary's Hospital - Janesville

3400 E. Racine St., Janesville, WI 53546

Name	Health Equity Alliance of Rock County (HEAR)				
Sponsor	Rock County Public Health Department (RCPHD)				
Project Definition					
Foundation	Mission - "Through community partnerships we identify opportunities to remove barriers and advance health equity in Rock County." Vision - "We envision a Rock County where everyone has opportunities to thrive and maximize their health." Commitment - "To create and nurture a space of integrity, humility, authenticity, and respect."				
Projects	2021-2024 Community Health Assessment (CHA) <ul> <li>Community Health Assessment Survey</li> <li>Key Informant Interviews</li> <li>Community Conversations</li> <li>Local Public Health Assessments</li> <li>Forces of Change Assessment</li> </ul> 2021 Community Health Assessment Report 2022-2024 Community Health Improvement Plan <ul> <li>Priority Subcommittees</li> <li>Logic Models</li> <li>Strategies</li> </ul> Community Health Improvement Plan (CHIP) Progress Report				
Project / Project D					
Improvement Plan County (HEAR). Th engagement to imp community engage	ck County Community Health Assessment and Community Health is a results-driven effort which will be led by the Health Equity Alliance of Rock his is a proactive effort that will actively embrace diverse community prove the health of communities most effected by inequities. Through active ement, the community voice will be reflected in the 2021-2024 Rock County of population-wide interventions are developed to address disparities.				
Traniework	A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES				
SOCIAL INEQUITIES Care Reselection Beneficient Benefic	INSTITUTIONAL LIVING CONDITIONS				

Guiding Documents and Framework
-2021 County Environmental Health Profile – Rock County
-2021 Rock County Community Health Assessment (CHA) Report
-American Journal of Public Health
-Behavioral Risk Factor Surveillance System (BRFSS)
-Centers for Disease Control and Prevention (CDC)
-County Health Rankings & Roadmaps
-Equity and Empowerment Lens
-Human Impact Partners: Health Equity Capacity Building
-Healthy People 2030
-Kaiser Family Foundation
-Mobilizing for Action through Planning and Partnerships (MAPP)
-National Association of County and City Health Officials (NACCHO)
-Robert Wood Johnson Foundation: Building A Culture of Health
-United States Census Bureau
-University of Wisconsin Population Health Institute
-Wisconsin's 2020 Statewide Health Assessment
-Wisconsin Association of Local Health Departments and Boards (WALHDAB)
-Wisconsin's State Health Improvement Plan
-Wisconsin Department of Health Services
-Wisconsin Department of Public Health
-Wisconsin Interactive Statistics on Health (WISH)
-Wisconsin Public Health Association (WPHA)
-Wisconsin Public Health Profiles
-Youth Risk Behavior Surveillance System (YRBSS)
-YWCA Race to Equity Report
Meeting Times
General Body Meetings
Frequency: Monthly
Date: 2 <sup>nd</sup> Wednesday of the month
Time: 11:00 am – 12:30pm
Location: Virtual Zoom Meetings
https://ssmhealth.zoom.us/j/92767027589?pwd=eWpnRHh0S3cyVjNHb0w0alA2czEvQT09
Advisory Committee Meetings
Frequency: Every other month
Date: HEAR Advisory Meetings – 4th Wednesday of the every other month
Time: 3:00 pm (1 hour meetings)
Location: In person (United Way-Blackhawk Region)
Subcommittee Meetings
Frequency: Monthly, more frequently as needed
Date:
Time:

Location: Virtual Zoom Meetings, hosted by Subcommittee Co-Facilitators

### Meeting Communications

### Meeting Agenda

Meeting Agenda will be distributed at least 2 business days in advance of the meeting.

### Meeting Minutes

Meeting minutes will be distributed at least 2 business days in advance of the next meeting. HEAR Coordinator

The HEAR Coordinator is responsible for distributing the meeting agenda, facilitating the meeting, and distributing the meeting minutes (General Body and Advisory Committee). The coordinator will ensure that the meeting starts and ends on time and that all presenters adhere to their allocated time frames. HEAR coordinator to evaluate requests to share out additional information (i.e. event information) to the HEAR partners.

### Subcommittee Co-Facilitators

Subcommittee Co-Facilitators are responsible for distributing materials for subcommittee meetings; this includes the meeting agenda and minutes. Co-Facilitators will facilitate subcommittee meetings and ensure meetings run on time.

### Note-taker

The Note-taker is responsible for documenting the status of all meeting items, including items that are brought to attention at the meeting. The Note-taker will be responsible for compiling meeting minutes and sending compiled minutes to HEAR Coordinator for review before distributing.

### Process of Change

The Process of Change will follow the organizational standard change process for all requests. The HEAR Coordinator has overall responsibility for executing the process for change requests.

- Requests will be submitted to the HEAR Coordinator by email at HEARCoordinator@co.rock.wi.us.
  - HEAR Coordinator will document the request and communicate request to the appropriate committee.
  - 3. The respective committee will review the request and evaluate impact of the request.
  - The respective committee will discuss and vote on the request. HEAR Coordinator to consult with RCPHD as needed.
  - 5. HEAR Coordinator will communicate outcome with those impacted.
  - 6. HEAR Coordinator will implement change.

### Level of Decisions

HEAR Coordinator will vet all requests and evaluate need for approval to respective committee. Anything that requires a commitment of resources will be sent through either the Advisory Committee and/or general body for decision making.

### Advisory Committee:

- · Advisory Committee changes of membership
- · Changes to infrastructure and general body meetings
- Future agenda items as needed
- Presentations approvals
- Grievances

### HEAR General Body:

- Strategies for conducting assessments
- Identifying CHA priorities

### HEAR Subcommittees:

- Identifying strategies to address CHA priorities
- Developing strategies to meet CHIP goals and objectives

Program / Project Team Roles and Responsibilities						
Team Members	Roles	Responsibilities				
Christine Gunn - RCPHD	Coordinator	Provide high-level strategic oversight. Inform the project need and scope and identifies the desired project outcomes and deliverables. Serves as a liaison to higher levels of the organization or community.				
Alison Chouinard – RCPHD Cori Tucker – Health Net Denise Peters-Kauihou – United Way Jill Camber-Davidson – RCPHD Kaelyb Lokrantz – Community Action Katrina Harwood – RCPHD Megan Timm – SSM Health Michelle Genthe – RWFCS Head Start/Early Head Start	Advisory Group	Coordinate and lead the teams' work. Monitors the focus and plan. Demonstrate knowledge of the project area. Assist in processes of data collection, CHA/CHIP development.				
Access to Care Mental Health	Subcommittees	Identify goals and objectives for CHIP. Participate in the development and implementation of strategies.				
Access to Care: Cori Tucker Danica Keeton <u>Mental Health:</u> Amiee Leavy Shari Faber	Subcommittee Co-Facilitators	Coordinates and distributes necessary resources and materials for subcommittee meetings.				

## Appendix B: References

CARES University of Missouri Extension SparkMap. 2021. "Community Health Needs Assessment: Rock County."

file:///C:/Users/mtimmr/Downloads/StandardReport 1.pdf

Center for Disease Control and Prevention. 2019. Youth Risk Behavior Survey Data and Documentation. <u>https://www.cdc.gov/healthyyouth/data/yrbs/data.htm</u>

County Health Rankings. 2021. "Wisconsin: Rock County." Last modified 2021. <u>https://www.countyhealthrankings.org/app/wisconsin/2021/rankings/rock/county/outcomes/overall/snapshot/WI</u>

National Health Literacy Data Mapping to Inform Health Care Policy. 2014. "Health Literacy Data Map." University of North Carolina at Chapel Hill. Access on August 4, 2021. <u>http://healthliteracymap.unc.edu/</u>

United for Alice. 2018. "Wisconsin 2018 County Profiles." United Way of Northern New Jersey. <u>https://www.unitedforalice.org/county-profiles/wisconsin</u>

United States Census Bureau 2021. "Quick Facts: Rock County." https://www.census.gov/quickfacts/fact/table/rockcountywisconsin/AGE135219

Wisconsin Department of Health Services 2019. "Wisconsin Interactive Statistics on Health (WISH) Infant Mortality Module." Last modified August 2020. <u>https://www.dhs.wisconsin.gov/wish/infant-</u> <u>mortality/form.htm</u>

Wisconsin Hospital Association. 2021. "Community Health Needs Dashboard." <u>https://www.wha.org/Community-Health-Needs</u>

Rock County CHNA report Race to Equity report for Rock County