



SSM Health St. Mary's Hospital - Madison

700 South Park Street | Madison, WI 53715

# Message to our community

SSM Health St. Mary's Hospital – Madison is proud to deliver exceptional and compassionate care to South Central Wisconsin. 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-Madison 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.

Our sustained community commitment can be seen through our collaborative partnerships with residents and organizations. We rely on these relationships to help us identify and develop plans to address high-priority community health needs. We are grateful for the opportunity to partner with the other members of the Healthy Dane Collaborative on our Community Health Needs Assessment and our continued efforts of improving the health of Dane County together.

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 reputable 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 goal at St. Mary's Hospital – Madison 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 priorities we will address over the next three years:

- Reproductive Justice
   Injury Prevention
- Chronic Conditions Behavioral Health

During this time, St. Mary's Hospital - Madison will further develop its community partnerships and deliver an exceptional experience through high-quality, accessible and affordable care to all residents. Additionally, we will continue to work on all of these priority areas using a health equity lens in all that we do. Please visit our website at www.ssmhealth.com to learn more about how we will continue to make a difference in our community. I welcome your thoughts on how together, we can create a healthier Dane County.

Sincerely,

**Kyle Nondorf** 

President, St. Mary's Hospital – Madison





# Message to our community

#### Greetings,

Dane County has a unique history of collaboration between local health care providers. For many years, our organizations have worked together in order to leverage our combined resources and address the health concerns of our community. In 2012, members of the Dane County Health Council came together to develop a joint health needs assessment under the name Healthy Dane Collaborative. Since the development of the 2012 Community Health Needs Assessment (CHNA), the Healthy Dane Collaborative continues to work together to pursue collaborative approaches aimed at improving the health of Dane County.

This 2021-2023 CHNA was collaboratively completed in 2021 by Healthy Dane partners: Group Health Cooperative, Public Health Madison Dane County, SSM Health St. Mary's Hospital - Madison, Stoughton Hospital, UnityPoint Health-Meriter and UW Health. It combines population health data in addition to feedback gathered from the community through community input sessions and interviews to present a big-picture view of the factors impacting the health of our community. While many indicators of health are positive overall, it is apparent that specific populations in Dane County, specifically Black, Indigenous, and People of Color, experience significant inequities in terms of social and economic opportunities and health outcomes.

The Healthy Dane Collaborative recognizes the health needs of the community and the resources available are constantly evolving. The CHNA can serve as a valuable guidepost to establish shared priorities and as a benchmarking tool as we continue to create a healthier Dane County. The Healthy Dane Collaborative is proud to share this CHNA with the community.

#### Sincerely,

- Public Health Madison Dane County
- SSM Health St. Mary's Hospital Madison
- Stoughton Hospital
- UnityPoint Health Meriter
- Group Health Cooperative SCW
- UW Health



## Executive summary

### Background

SSM Health St. Mary's Hospital – Madison 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, as well as to help guide the hospital in its community benefit planning efforts and in providing a workplan to address evaluated needs. The SSM Health Wisconsin Regional Board approved this CHIP on February 22, 2022.

SSM Health St. Mary's Hospital – Madison 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**

- Reproductive Justice: Birth Outcomes, Maternal Morbidity, Infant Mortality, Reducing Low Birth Weights
- **Chronic Conditions:** Heart Disease, Hypertension, Diabetes and Access to Healthy Foods and Activity
- Behavioral Health: Mental Health, Suicide Prevention and Substance Use Prevention
- **Injury Prevention:** Senior Falls Prevention, Community Violence and Trauma

### **Strategies**

- Reproductive Justice: Connect Rx Program with the Dane County Health Council and Black Women's Community Advisory Board
- Chronic Conditions: Rebalanced Life Wellness Association Health Promotion and Education Program and Black Men's Community Advisory Board
- **Behavioral Health:** Youth Suicide Prevention with Jakob Swag Foundation and the Got Your Back app and the Zero Suicide Initiative through Safe Communities
- **Injury Prevention:** Senior Falls Prevention and Gun Violence Interventions Focused Interruption

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

#### SSM Health

SSM Health is a Catholic not-forprofit health system serving the comprehensive health needs of communities across the Midwest through a robust and fully integrated health care delivery system. Headquarted in St. Louis, SSM Health has care delivery sites in Missouri, Illinois, Oklahoma, and Wisconsin.

The health system includes 24 hospitals, more than 300 physician offices and other outpatient care sites, 10 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. An early adopter of the electronic health record (EHR), SSM Health is a national leader for the depth of its EHR integration.

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

### St. Mary's Hospital – Madison

#### Highlight of services

At SSM Health St. Mary's Hospital -Madison, our goal is to serve the community and play an active role in it. For the seventh consecutive year, U.S. News & World Report recognized SSM Health St. Mary's Hospital - Madison as one of the best hospitals in Wisconsin. From pediatrics to senior health, we take the time to listen and understand the needs of all our patients. We consistently offer the latest advances in medical services through individualized patient treatment. In 2020, St. Mary's Hospital – Madison earned recognition for Stroke Care Excellence and Pulmonary Excellence, the Press Ganey Pinnacle of Excellence Award for Clinical Quality award, U.S. News and World Report Best Hospital and received a CMS Five Star Rating. Lastly, in 2021, St. Mary's Hospital - Madison achieved Level II Trauma Center Verification.

#### Community benefit

In 2020, St. Mary's Hospital provided \$22,112,940 in community benefit, comprised of \$2,358,548 in charity care; \$5,864,958 in community services; and \$13,907,707 in unpaid costs of Medicaid and other public programs. Examples of our community benefit programs include:

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

#### Additional affiliations and partnerships

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

Outpatient visits | 45,434 ER visits | **18,381** Births | 2,021 Beds | **440** Employees | 2,197 Medical staff | 658 Volunteers | 650

Charity care | 2,358,548

Admissions | 17,486

# Community partners and roles

Healthy Dane is a community collaborative comprised of four Dane County hospitals (UnityPoint Health – Meriter, SSM Health St. Mary's Hospital – Madison, Stoughton Hospital, and UW Health), Group Health Cooperative – South Central Wisconsin and Public Health Madison and Dane County. The group came together to assess community health needs. The members of Healthy Dane have a long history of collaboration particularly around issues affecting access to healthcare.

The development of Healthy Dane is another example of how area hospitals and the local health department work together to improve the health of all Dane County residents. The group recognizes that health issues that are identified in this assessment may be larger and more complex than one organization can address. We are committed to working together, along with other Dane County partners and residents, to understand and address the needs of the community in coordinated and effective ways.



Healthy Dane Collaborative

www.healthydane.org

# Our progress since 2018

# **Priority 1: Mental Health**

Safe Communities Partnership - St. Mary's Hospital – Madison joined with the Safe Communities Partnership to support mental health programming around substance use disorder recovery and suicide prevention.

Suicide Prevention – The Zero Suicide partnership included health care systems and community organizations in suicide prevention. The initiative was modeled after Henry Ford Health Care System's program, which demonstrated an 80% reduction in suicide among health care plan members

Latino Health Council Programming - St. Mary's Hospital - Madison also partnered with the Latino Health Council to provide specialized mental health support to the Latinx community. The Council produced and distributed linguistically, culturally and contextually relevant educational videos and emotional support Spanish-language materials and programming.

Meditation at Monona Terrace - St. Mary's Hospital – Madison sponsored a weekly mindfulness meditation program, led by Sarah Moore MD, a mind-body practitioner, therapist, and physician. The free program at Monona Terrace in Madison has been and is open to all community members.

# Priority 2: Chronic Disease

Rebalanced-Life Wellness Association (RLWA) - St. Mary's Hospital - Madison continues to provide multi-year support to the RWLA for health screening, education and health promotion for Black men in a barber shop health clinic setting.

Community Action Coalition's Double Dollars Program - The Double Dollars program provided electronic benefit transfer (EBT) card shoppers with a dollar-for-dollar match up to \$25 per market day at participating farmers' markets. The extra money went to the vendors who were reimbursed for the full value of every Double Dollar.

REAP Food Group - REAP has been transforming school meals in Dane County to promote access to healthy food, education about healthy eating, creating understanding about where our food comes from and why it matters. Much of REAP's work focuses on the prevention of chronic disease.

# Priority 3: Maternal and Child Health

First Breath Program for Smoking Cessation with the Wisconsin Women's Health Foundation - St. Mary's Hospital - Madison partnered with the Wisconsin Women's Health Foundation, a nonprofit organization that provides health services and education for women and families. The First Breath program provides free smoking cessation programming and services to pregnant women and to new parents and caregivers with babies less than six months old.

Pre-Natal Care Program with Access Community Health Centers - St. Mary's Hospital - Madison contributed to Pre-Natal Support Specialist services through the Access Community Health Centers, a Federally Qualified Healthcare Center (FQHC) in the Dane County community. The Pre-Natal Support Specialists provide care coordination and other "wrap around" services for pregnant women receiving Access' care. The women are typically among the most vulnerable populations in the community and these important services are not currently reimbursable through medical assistance programs.

Community Advisory Board (CAB) - In coordination with the Healing Our Hearts organization, St. Mary's Hospital - Madison worked with Black women to organize a community advisory board to advise hospital leadership on culturally competent maternal and child health (MCH) services. The CAB provided and provides a safe vehicle for engaging in strategic dialogue, listening to concerns, uncovering racism and providing input on specific projects.

# The health needs of our community

#### **Prioritization Process**

- Both community input and quantitative data were used to assess the needs and assets of Dane County.
- Areas of high community need, and priority focus were identified using the following criteria:
  - Data indicated an inequity, disparity or notable differences in outcomes within the population
  - · Community voiced need
  - Data indicated that Dane County outcomes are worse than state or national outcomes
  - Established collaboration and continuing momentum of existing work
- Areas of identified inequities were weighted the most highly when prioritizing health needs.
- Identify areas for momentum and collaboration.

Health Priority		Health Equity Lens	Social Determinants of Health Lens
0	Reproductive Justice:	Disparities/Inequalities  Racism/Discrimination  Cultural Humility  Culturally Competence Care:  • Workforce  • Language Access  • Location Access	Access to Care
Ť	Chronic Conditions:		Housing Transportation
4	Behavioral Health:  • Mental Health  • Substance Use		Healthy Food Access
$\bigoplus$	Injury:     Falls     Accidents     Violence		Living Wage

# The health of our community

# **Priority 1: Reproductive Justice**

10.6

Infant mortality rate for infants who are Black/African American compared to 4.6 for white infants.

- The Dane County Black-White disparity in severe maternal mortality is similar to statewide and national benchmarks. Structural racism is associated with these disparities and may affect the quality of care Black women and birthing persons receive before and during pregnancy, during delivery hospitalization, and postpartum.
- In Dane County, 82.7% of women accessed early prenatal care. Rates were lower for mothers 15 – 24 years old.
- African American babies are more likely to be born with low birth weight (less than 5 pounds, 8 ounces) or very low birth weight (less than 3 pound, 5 ounces) than White babies.
- The birth of a healthy baby is not only the result of 9 months of pregnancy, but the entire span of a woman's life leading up to pregnancy. Chronic stress over the life-course (e.g. in the community, social relationships, discrimination, finances, trauma) causes wear and tear on the body and can impact health outcomes.

# **Priority 2: Chronic Conditions**

Of BIPOC community health survey respondents identified cancer as a very critical health issue.

- The age-adjusted hospitalization rate due to pediatric asthma in Dane County is higher than state rate (6.8) at 11.0 hospitalizations per 100,000, the rate for Black pediatric Dane residents is almost 6 times that of Whites.
- 88.2% of high school students report being physically active for 60 minutes at least one or more days per week, slightly lower than 2018 at 91.
- In Dane County there are 0.15 grocery stores per 1,000 population.
- 25.3% of adults living in Dane County are obese and 32.6% of adults in Dane County are overweight.
- The age-adjusted hospitalization rate due to Hypertension for Black and African American individuals is 55.2 compared to 4.0 for White individuals in Dane County.

# The health of our community

# **Priority 3: Behavioral Health**

of high school females report depressive symptoms, up from 34.2% in 2018.

- The overall age-adjusted death rate due to Alzheimer's Disease in Dane County is higher than state and national rates at 33.3 deaths per 100,000.
- 13.8% of high school seniors report binge drinking. 60.1% of the binge drinkers were girls.
- Lower income high school youth report a higher rate of suicidal thoughts (41.9%) than their more affluent peers (16.3%).
- Although responses varied by race, ethnicity and language preference, "Substance abuse" was consistently seen as the second most critical health need among survey respondents.
- Between 2015 and 2019, the rate of opioid-related overdose deaths in Dane County increased by almost 50%.

# **Priority 4: Injury Prevention**

Death rate due to falls for Dane County from 2016-2018

- 17.2% of 9th-12th and 17.7% of 7th-8th grade youth report they had intentionally harmed themselves in the past 12 months compared to 15.5% and 14.9% respectively in 2018.
- Poisoning was the leading cause of injury related hospitalization (from 2017 – 2019), followed by falls, then motor vehicle crashes.
- Suffocation was the leading cause of injury related death, followed by motor vehicle crashes during this same time period.
- Alcohol is involved in 34.3% of motor vehicle crash deaths in Dane County.
- The age group with the highest suicide rate in Dane County was ages 65+. This age group (18.9) and ages 45-64 (15.3) had higher rates than Wisconsin rates (14.9).

## Social Determinants and Social Needs

### SOCIAL DETERMINANTS AND SOCIAL NEEDS: MOVING BEYOND MIDSTREAM COMMUNITY STRATEGIES IMPACT Laws, policies, **Improve** and regulations that Community create community conditions Conditions upstream supporting health for all people. INDIVIDUAL Include patient screening questions IMPACT about social factors like housing and food access; use data to inform care and provide referrals. Addressing Individuals Social workers, community health midstream Social workers, and/or community-based Needs organizations providing direct support/assistance to meet patients social needs Medical Providing interventions Clinical Care downstream Created by the de Beaumont Foundation and Trust for America's Health, 2019.

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

# Reproductive Justice: Connect Rx

#### St. Mary's Hospital - Madison takes part in the essential work of the Dane County Health Council.

Our vision is for all Dane County residents to have an optimal health and well-being. Our mission Is to eliminate gaps and barriers to optimal health and reduce disparities In health outcomes.

Our #1 priority is maternal and child health.

- African American babies are 3x more likely to die in first year, 2x more low birth weights
- WI has the worst disparity in the country
- Goal: eliminate disparities in low birthweight births between African American and white women in Dane
- Dane county health council adopted shared goal

Project Connect RX Wisconsin employs a community population healthcare approach to identifying low and med/high risk African American women within child bearing age and gathering important social determinants of health information to provide pre-natal care in Dane County, Wisconsin. Community and health services coordination ensures improved maternal fetal outcomes. The goal of the project is to prevent preterm births, low birth weights and improve infant mortality.





### Reproductive Justice

In Dane county, infant mortality is almost 3 times higher in the Black/African American population when compared to other races.

Low birth weight is twice as likely in the Black/African American population when compared to other populations.

The rate of preterm deliveries for the Black/African American population is 15%, while the rate for other populations is 10%.

### Inputs

Resources

Dane County Health Council Organizations

UW-Health Community Health Workers

Epic

211 Resource Directory

Coordinated Care Management Model: Compass Rose

### **Outputs**

Activities | Audience

Low, medium, and highrisk pregnant people in Dane County

> Equity Lens: Black and African American women of childbearing age in Dane

nregnant women will be screened for SDOH and have access to the 211community support directory. (#

screened, # pregnant women, % screened)

Black and African American women that are identified as medium to high risk will be referred to Compass Rose program at UW Health.

All other at-risk pregnant women will be connected to OB KN Navigator.

Reduce Black infant mortality rates in Dane County from 10.5 deaths per 1.000 live births to 5.6 deaths per 1,000 live births which is equivalent to

**Outcomes** 

Short Term | Long Term

Reduce Black pre-term deliveries from 15% to 10%, which is equivalent to other pepulations.

the mortality

rate for White

infants.

# **Health Equity**

Compared to the overall population, women are 15% less likely to access early prenatal care.

Employ a community healthcare approach to identify low, medium and highrisk pregnant women by gathering social determinants of health (SDOH) information.

Community Health

Navigator.

workers or an OB RN

Health All pregnant women will be screened for SDOH and have access to the 211community support directory. Medium and high-risk patients will be County referred to

SSM Health St. Mar

**OB RN Navigator** 

# Reproductive Justice:

# **Community Advisory Board**

#### **Background**

In the community health survey, Dane County residents identified "Healthy pregnancy" as the third most critical health need. The well-being of mothers, infants, and children is an important public health goal for the U.S., determining the health of the next generation and predicting future public health challenges for families. This specific priority is also heavily impacted by social inequities.

#### **Community Advisory Board**

The role of the Community Advisory board is to formalize a group of community driven Black/African American women with a vested interest in improving Health Outcomes in our community and eliminating low birthweight disparities between babies born to White and Black women.



### Reproductive Justice

Dane County's infant mortality rate is lower than state and national rates at 5.6 deaths per 1,000 live births. However, rates are higher among Blacks and people who identify with two or more races at 10.5 deaths per 1,000 live births.

#### **Health Equity**

Due to social and environmental factors, expectant mothers of color experience greater barriers to accessing early prenatal care which has been shown to positively impact birth weight.

### Inputs

Resources

St. Mary's Hospital Family Birth Center

St. Mary's

Hospital

Diversity, Equity

and Inclusion

team

Healing our Hearts

Harambee Village Doulas

### Outputs

Activities | Audience

Black women

in Dane

County

Host the Black
Maternal and Child
Health Community
Advisory Board
(CAB) monthly to
provide input and
recommendation
for improving
culturally
competent
healthcare.

Institute process, programming and policy changes in response to CAB recommendation.

Provide financial stipends to participants for their time and expertise.

## Outcomes

Short Term | Long Term

Black women will participate in the CAB to assist in the efforts for process change, program development and policy efforts. (# of Black women, # of CAB meetings per year, # recommendations provided, # process, system or policy changes for improvements)

Build trust between the Black and African American community and healthcare in Dane County. (Survey feedback, % respondents indicating increased trust).

Reduce Black infant mortality rates in Dane County from 10.5 deaths per 1,000 live births to 5.6 deaths per 1,000 live births which equivalent to the mortality rate for White infants.

## **Chronic Conditions**

## **Rebalanced-Life Wellness Association**

#### **Background**

Significant racial and ethnic health inequities exist in the Madison community and the broader Dane County area. Disparities in equity of care also persist within healthcare institutions. St. Mary's Hospital – Madison has a sincere interest in working closely with community partners to provide health education, health promotion and disease prevention activities and resources.

In partnership with the Rebalanced-Life Wellness Association (RLWA), provide regular SSM Healthsponsored health education, health promotion and disease prevention learning opportunities tailored to the needs and interests of Black Men in the Madison, Wisconsin community and Dane County, Wisconsin area.





The RLWA Men's Health & Education Center opened the nation's first Men's Health & Education Center to eliminate health · disparities and bring preventative healthcare to men of color from a location that they trust and respect, Madison's largest Black barbershop.

#### Chronic **Conditions**

The age-adjusted death rate due to Heart Disease in Black and African American individuals is 175.2 compared to Hispanic individuals at 64.6 in Dane County. The ageadjusted hospitalization rate due to Hypertension for Black individuals is 55.2 compared to White individuals at 4.0 in Dane County.

#### **Health Equity**

age-adjusted death rate due to diabetes in Dane County is lower than the state at 13.5 deaths per 100,000, the rate for Black Dane County residents is 3X that of Whites.

### Inputs

Resources

Rebalanced-Life Wellness Association

Men's Health and Education Center

Perry Family Free Clinic

RLWA Men's Health Running Group

SSM Health subject matter experts

### Outputs

Activities | Audience

Black men in

Dane County

interested in

preventing

and managing

chronic

diseases.

Regularly provide subject matter experts (SMEs) for health education, health promotion and disease prevention events with a RLWA group.

Provide a meeting space and refreshments at SSM Health for the group to convene.

Launch pre- and post-surveys to track knowledge enhancement and areas of need.

Provide funding to RLWA.

### Outcomes

Short Term | Long Term

More Black men in Dane County will have access to health education on chronic disease. (# of Black men attending, # of health education sessions per year)

Participating Black men will have increased knowledge on chronic disease prevention and management. (pre and post test results)

Reduce the death rate due to Heart Disease in Black, Dane County residents from 175.2 per 100,000 to 150.0 per 100,000.

Reduce the hospitalizations due to Diabetes in Black, Dane County residents from 55.2 to 40.0.

### **Chronic Condition:**

## **Black Men's Health Community Advisory Board**

#### **Background**

Significant racial and ethnic health inequities exist in the Madison community and the broader Dane County area. Disparities in equity of care also persist within healthcare institutions. SSM Health's St. Mary's Hospital – Madison has a sincere interest in working closely with community partners to provide health education, health promotion and disease prevention activities and resources.

In partnership with the Rebalanced-Life Wellness Association (RLWA), create, support and sustain a Black Men's Health Community Advisory Board (CAB) to provide much valued input on culturally competent health care, appropriate access to health care and the health care needs of Black Men in the Madison, Wisconsin community and broader Dane County, Wisconsin area. The input will be provided to a leadership oversight committee which will be responsible for making process and policy changes to improve care delivery.



### Chronic **Conditions**

Overall, approximately 60% of all respondents indicated that their experience with healthcare organizations was "Very Good" or "Excellent." The ratings for White respondents were higher than those of Black, Indigenous and Persons of Color (BIPOC) respondents or those of individuals who completed the Spanishlanguage survey.

#### Health Equity

Addressing racism and discrimination in healthcare and cultural humility conditions for BIPOC patients.

### Inputs

Resources

Rebalanced-Life Wellness Association

Dane County Black Fraternities

Black Male students from Madison School District

Dane County Fatherhood Initiatives

Sponsorship dollars

### Outputs

Activities | Audience

Black

men in

Dane

County

Host the Black Men's **Health Community** Advisory Board (CAB) quarterly to provide input and recommendation for improving culturally competent healthcare.

> Institute process, programming and policy changes in response to CAB recommendation.

Promote physical activity events such as Black Men Run and Black Men Cycle Madison.

#### Outcomes

Black men will participate in the CAB to assist in the efforts for process change, program development and policy efforts. (# of Black men, # of CAB meetings per year, # recommendations provided, # process, system or policy changes for improvements)

Black men will share satisfaction with CAB process and SSM response to change. (# surveys, % satisfied).

Black community members will share there is improved communication and cultural humility in healthcare services.

## Behavioral Health: Youth Suicide Prevention

In 2021, as Mental Health came to the top of the identified priority needs in Dane County, SSM Health donated \$30,000 to the Jakob's 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.



#### Mental Health

20.2% of all 7th-12th grade youth report having suicidal thoughts (ideation) during the past 30 days. This compares to 2018 at 20.7%, 2015 at 18.7% and 2012 at 12.3%. (Dane County Youth Risk Behavior Survey, 2019)

**Health Equity** Lower income high school youth report a higher rate of suicidal thoughts (41.9%) than their more affluent peers. (16.3%). (YRBS, 2019)

### Inputs

Resources

Healthy Dane Collaborative SSM Health

Sponsorship dollars

Jakob Swag Foundation and Got Your Back app

Dane County School Districts

SSM Health CHI & MarCom staff

### Outputs

Activities | Audience

Youth ages 6th

grade to 12th

grade

Teaching staff

at local

schools.

Educate and provide information to local schools and colleges.

Campaign to promote app throughout communities.

Educate youth on mental health resources and prevention through clubs, athletics and/or health classes.

Educate school staff through inservices or staff meetings.

### **Outcomes**

Short Term | Long Term

Students will have access to an app with prevention tools to ensure support

through mental health

crises. (# of student downloads) Decrease of students reporting having suicidal thoughts in the last 30 days. (Decrease from 20.2% to 17.0 %)

Decrease of low-income students reporting a high rate of suicidal thoughts. (Decrease from 41.9% to 33%)

## Behavioral Health: Zero Suicide

#### **Background**

In Dane County we lose 65-70 people each year to suicide; 500 are hospitalized or admitted to emergency departments due to injuries sustained during suicide attempts. Wisconsin lost 917 people in 2017 to suicide. Suicide is the number one cause of violent death: 74% of violent deaths are suicides.



Safe Communities is coordinating a Zero Suicide partnership that includes all area health care systems as well as community organizations with a role to play in suicide prevention. The initiative is modeled after Henry Ford Health Care System's program, which demonstrated an 80% reduction in suicide among health care plan members.

Coordinate Community-wide Zero Suicide Team: Behavioral health leaders from UW Health, SSM Health, UnityPoint Health, Journey Mental Health, Group Health Cooperative, Stoughton Hospital and the William S. Middleton VA Hospital meet every 6 weeks - 2 months to collaborate on implementation of Zero Suicide. In addition, each system launched an internal work team to advance Zero Suicide within their organizations.

### **Behavioral** Health

In the Dane County community health survey, respondents identified "Suicide and Self-harm" as the fourth highest critical health need. In Dane County, males had an age-adjusted suicide rate of 18.1 while females had a rate of 5.5. Recent data suggests that people with substance use disorders are about six times more likely to die by suicide than the general population.

#### **Health Equity**

The age group with the highest suicide rate in Dane County was ages 65+. This age group (18.9) and ages 45-64 (15.3) had higher rates than Wisconsin rates (14.9).

### Inputs

Resources

SMHM Behavioral Health Department

Community-wide Zero Suicide Team

Aging and Disabilities Resource Center ADRC

WI Coalition for Senior Isolation and Loneliness

#### Outputs

Activities | Audience

Ensure every patient seeking Behavioral Health Services has a Collaborative Safety Plan completed.

Continue collaborative efforts as key member of the Dane County Zero Suicide to implement the

Be the healthcare representative on the WI Coalition for Senior Isolation and Loneliness.

initiative.

suffering from mental health conditions in Dane County (65+)

Seniors

Men in Dane County with suicide ideation and mental health concerns.

Individuals with substance use disorders

Outcomes

Short Term | Long Term

Behavioral health services will receive a collaborative safety plan. (# of safety plans / # of patients, % of patients with safety plans)

Patients seeking

St. Mary's Hospital will be a key stakeholder in the Zero Suicide Team and Coalition for Senior Isolation. (# of meetings, # of initiatives)

Seniors in Dane County will have more education on impact of isolation on mental health. (# education and outreach)

Reduce the age-adjusted suicide rate for Dane County men from 18.1 to 15.0.

Reduce the suicide rate for senior population, 65+, from 18.9 to 15.0.

# Injury Prevention: Falls Prevention in Seniors

#### **Background**

In the State of Wisconsin, the top five causes for hospitalization due to injury from 2016-2019 include: fall, poisoning, motor vehicle, non-traffic transportation and struck by/or against an object or person. In 2019 2,242 Dane County residents were hospitalized due to an injury, of those hospitalizations 1,095 were due to an unintentional fall-related injury. 65% (710) of those hospitalizations were for patients 65+. Falls are the number one leading cause of injury in Wisconsin and Dane County; this is also reflected in the St. Mary's Hospital - Madison trauma registry.

### **SENIOR FALL PREVENTION**









AND HEARING CHECKED

MEDICATIONS WITH YOUR DOCTOR

It is important to note that geriatric falls make up the majority of the trauma patients seen at St. Mary's Hospital – Madison. Therefore, it was easily determined a fall prevention program needs to be an area of focus. The SSM Health Trauma Program collaborates with the SSM Health SAFE at Home program which provides comprehensive care for patients who are high risk for falling. The goal is to reduce falls and help participants live as safely and independently in their own homes for as long as possible. Recommendations are made in the following categories: medication, adaptive equipment, basic maintenance, community agency referral, decluttering, and home modification.

#### **Outputs** Inputs Outcomes Activities | Audience Short Term | Long Term Resources Promote and Seniors aged Dane County seniors Reduce the St. Mary's Injury 65+ in Dane support Health will have access to number of falls Hospital -Prevention Madison Adult and Wellness County. fall prevention in Dane County for the events and education. (# of **Health Equity** Trauma Injury and From 2016-2018 the classes around offerings, # of senior age-adjusted death Violence Most falls occur rate due to falls in Prevention Fall Prevention participants) population. among adults Dane County was 28.4 such as Stepping Reducing the Program aged 65 and Dane County seniors per 100,000 residents On, Tai Chi and age-adjusted will receive fall Dane County which is higher than the Only Leaves death rate due prevention kits at Aging and the state at 20.6. Should Fall to falls from community facing Disability Prevention 28.4 to 20.6 to Falls are the leading events focusing on Resource Center Conference. be equivalent cause of injury and fall prevention. (# to the state of injury death. Safe Communities Provide Fall fall prevention kits) Wisconsin Dane County Falls Prevention Kits Injuries related to falls overall. Prevention Task to Seniors 65+ can increase early Force death and make it and support difficult for older other initiatives SSM Safe at Home adults to live of the SAFE at independently. Wisconsin Home initiative. Institute for Healthy Aging WIHA

# Injury Prevention: Violence Prevention

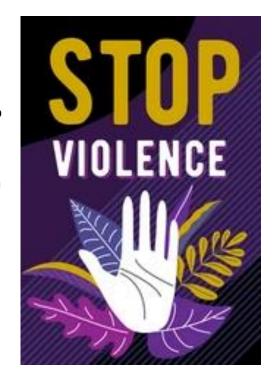
#### **Background**

At St. Mary's Hospital - Madison the top five causes for hospitalization due to injury during 2018 and 2019 include falls, motor vehicle crash, bicycle crash, motorcycle crash, and assault.

Although penetrating injury secondary to violent crime is not in the top three mechanisms of injury, there has been an 88% increase in gun violence in the community over the last two years.

In 2020, St. Mary's Hospital - Madison started discussion and by 2021 a formal partnership with Focused Interruption (FIC) was established through the trauma program. The mission of FIC is to facilitate the comprehensive healing of people at highest risk of gun violence, victimization, and perpetration.

Since 2016, Focused Interruption has helped more than 500 victims of gun violence in the Madison area by providing support, guidance, and assistance to the victims and their families. By refocusing these individuals, they empower them to see their value in our community.



#### Injury Prevention

Age Adjusted death rate due to unintentional injuries is 58.6, however when looking at gender, the death rate for males is 70.7 compared to females at 46.4. The City of Madison experienced an 88% increase in gun violence in 2020.

#### **Health Equity**

21% of Dane County High School students had at least 1 Adverse Experience (ACE) which impacts future health

#### Inputs

Resources

Madison Dane County Violence Prevention Coalition Focused

Interruption Dane County

SAFF Communities of Madison-Dane County

Community Safety Intervention Team

#### Outputs

Activities | Audience

Support the work and efforts of the Focused Interruption's Community Safety Workers, Support Groups for families impacted by gun violence, and the outreach team.

Provide education to healthcare staff on Trauma informed care.

Support SAFE Communities Gun Shop Project.

experiences around gun violence Individuals accessing Emergency Services who have been involved in gun violence

Families with

Healthcare staff Gun Shop

Owners

#### **Outcomes**

Short Term | Long Term

Increase number of individuals seeking emergency medical services due to gun violence supported the community safety workers or support groups at Focused Interruption. (# patients)

Increased number of healthcare workers educated on trauma informed care. (# healthcare workers)

Number of gun shops practicing prevention methods in efforts to reduce gun violence. (# gun shop owners)

Reduce gun violence in Dane County and deaths due to unintentional injuries from 58.6 to 50.0 in Dane County.

# Community health improvement actions outside of this plan

#### **Madison Gospel 5K Foundation**

The Madison Gospel 5K Foundation was established in February of 2019. The mission of the Madison Gospel 5K Run/Walk is to unite the Madison community in exercising our faith, fellowship, and building a healthier city through the promotion of healthy lifestyles in all its aspects. St. Mary's Hospital - Madison is proud to provide a financial sponsorship to this event each year in efforts to improve the health and wellness of families of color.



#### Our Commitment to Diversity, Equity and Inclusion

SM Health has a long history of diversity and inclusion. Our founding Sisters, the Franciscan Sisters of Mary, opened the first Catholic Hospital for African Americans in the nation in 1933. The hospital welcomed African American patients, and it offered African American physicians and nurses the opportunity to practice their profession.

We see diversity as not only a part of our past, but as the key to our future success. At SSM Health, we realize that workplace diversity is essential if we want to be competitive in our health care markets. We seek to foster awareness and appreciation of diversity among our employees, patients and customers.

We make it a point to work with diverse organizations broadening our reach into the communities we serve to support and promote a more inclusive society. We also seek to attract and support people and suppliers from diverse backgrounds and cultures. At SSM Health, diversity is an integral part of who we are and a reflection of our mission and values.



2022-2024

**Appendices** 

SSM Health St. Mary's Hospital - Madison

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## References

**Healthy Dane** www.healthydane.org

County Health Rankings and Roadmaps www.countyhealthrankings.org

Latino Consortium for Action: Cuéntame Más

www.unitedwaydanecounty.org/wp-content/uploads/2016Latino-HEALTHCARE-exec-summary-reader.pdf

Public Health Madison and Dane County publichealthmdc.com

Race to Equity Report racetoequity.net

2-1-1 Counts https://wi.211counts.org/

Area Health Education Center – Community Health Internship Program https://ahec.wisc.edu/chip/

**Goodman Youth Evaluators** https://www.goodmancenter.org/

UW-Madison and UW Health Career Pathways Program - Career Pathways Students https://hopemadisonwi.org/

UW-Madison School of Medicine and Public Health, Master's in Public Health Program – Applied Practice Experience (APEX) Program Student https://www.med.wisc.edu/education/master-of-public-health-mph/apex-ile/applied-practice-experience/