



2022 Year in Review

Healthy People Wood County (HPWC) is a partnership of residents, hospitals, nonprofits, businesses, public health officials, and schools all aligning our energy to fight complex health problems together. Alone none of us can overcome the challenges our communities face. Together we can achieve progress.

To take action and improve the health of Wood County residents, several key focus areas were identified in the Community Health Improvement Plan (CHIP) in 2021. Over the past year, HPWC has made incredible progress toward improving challenges in our communities. This document shares 2022 highlights by issue area.

General HPWC Highlights

- Conducted 1-on-1 meetings with advisory council members
- Reconvened advisory council for first time since 2020
- Held 2 quarterly advisory council meetings
- Updated CHIP
- Developed CHIP Monitoring Plan
- Updated the HPWC website
- UniverCITY partnership was established with UW-Madison

Youth Health

- Teens participated in the Stay True to You campaign where they took photos enjoying life substance-free to share on social media
- Created a social isolation & loneliness presentation to present to all schools in Wood County
- Teens facilitated 6 workshops on youth leadership & community change at the Youth in Action Summit
- Teens hosted 4 Escape the Vape Escape Rooms & 4 peer to peer workshops at 3-O Day
- Hosted a peer to peer workshop at Nekoosa High School, reaching 50+ students
- Teens co-led mental health presentations with AmeriCorps members to 2 local student groups
- Facilitated 2 PATCH for Provider workshops



Mental Health

- Restarted Mental Health Storytelling & held 1 event
- Restarted QPR Trainings & held 4 trainings
- Revisited the Trauma Informed Culture Toolkit
- Engaged local organizations to discuss organizational policy & procedure around employee and customer mental health, suicide prevention, and trauma responsiveness
- Created an organizational toolkit to help organizations review policies & procedures following best practices



Substance Use

- Participated in drug take back events in partnership with local law enforcement and disposed of 850.8 pounds in April & 980.8 pounds in October
- Passed county-wide ordinance restricting purchase of psychoactive hemp-derived cannabinoid products to age 21+ and distance these products can be sold to 750+ feet from a youth-friendly location
 - 2 local municipalities adopted the county ordinance
 - Provided 10 presentations to local, state, and national prevention partners
- Installed a Nalox-ZONE box at the River Block building in Wisconsin Rapids to increase community access to free naloxone
- Held 5 trainings on Opioid Overdose Prevention and Narcan Administration
- Distributed 224 Narcan kits through the Narcan Direct Program
- Began conducting tobacco/nicotine compliance checks after being on hold since 2019
 - 27 inspections with 7 sales to minors



Transportation & Recreation

- River Riders Bike Share program usage increased 77% from last year, totaling 576 rides taken in Wisconsin Rapids
- Marshfield Community Bike Share program usage increased 35% from last year, totaling 275 rides taken in Marshfield
- Helped with the development of the new Wood County Bike & Pedestrian plan
- Provided data & information to assist the City of Wisconsin Rapids to apply for the Bicycle Friendly Community status



Leadership Development

- Held 3 training sessions to build capacity & leadership skills within the Wood County HMong community
- Facilitated an evaluation session to obtain feedback on the training sessions

Housing



HPWC partnered with Mary's Place of Marshfield to obtain a grant from the Legacy Foundation to construct supportive transitional housing in Wisconsin Rapids. A gutted building was purchased and is under renovation with the goal to successfully open by the end of spring 2023. Mary's Place of Wisconsin Rapids will offer adult men, women, and families housing, basic necessities, case management, mentoring/life coaching, job referral, and financial guidance.

Incarceration

In July 2022 the Wood County Sheriff's Department and Criminal Justice Department received a WI Department of Justice grant for Medication-Assisted Treatment in the Wood County Jail. This grant supports medication for substance-use disorders, a nurse practitioner with expertise in primary care and addiction, SMART Recovery Programming in the jail, recovery coaching services, and additional community resources during the re-entry process.

Access to Healthy Foods



- Hired a Regional Farmers Market Coordinator to support & promote connectivity of central Wisconsin markets
- Continued to support the Wisconsin Rapids Downtown Farmers Market with a total of 104 local farmers, artisan, and community business. There was \$5,025 in debit/credit sales; \$7,856 in EBT sales; \$540 in Aspirus Fruit & Veggies RX redeemed; and \$211,959 in total sales.
- Collected data at 7 regional farmers markets: 26 customer counts, 570 customer surveys, & 346 vendor applications

Family Health

- Awarded grant to implement Parents as Teachers evidence-based home visiting program
- Led the development of the Wood County Child Care Task Force
- Assisted with developing a six strategy plan to improve access to child care in Wood County, which was shared with the ARPA committee and a funding request was made.
- Provided education on the importance of community water fluoridation via fact sheets & public testimony to the Villages of Vesper & Biron



Health in All Policies (HiAP)

A Rapid Health Impact Assessment was conducted on the Wisconsin Rapids Downtown Farmers Market to evaluate the potential health impacts of a permanent structure, location, built environment characteristics, and accessibility as they relate to local food, local economy, and social connectedness.

