

Local Health Departments are required ... to *regularly and systematically collect, assemble, analyze and make available* information on the health of their community ...

*What is a community health improvement plan ...*

- A locally based initiative
- Identifies local factors causing health concerns
- Recognizes community assets and resources
- Addresses local health priorities
- Linked to state and national priorities
- Mobilizes community resources to improve the health of residents

*Who is here ...*

- Representatives of the community
- Leaders with knowledge of the community
- Individuals interested and committed to creating a healthier community

*Why do a community health improvement plan ...*

- Form and strengthen partnerships
- Increase community awareness
- Tap community's innovative ideas
- Integrate isolated efforts ... build on existing services
- Conserve resources... prevent duplication of efforts
- Develop comprehensive strategies that will work in your community

*How do we create a community health improvement plan ..*

- Examine data: disease, death, disability, injury, community opinion — Health Rankings
- Identify priority health problems: factors that can be impacted — Look @ Alcohol burden
- Identify community assets and resources to be supported or tapped
- Develop a health improvement plan to address priority concerns
- Present the health improvement plan to the community
- Implement the identified strategies and measure success

*Reducing **risk factors** of the health problems are of the greatest concern in order to **prevent** disease, injury and death.*

*What risk factors do we focus on ...*

- Access to primary and preventive health services
- Adequate and appropriate nutrition
- Alcohol and other substance use and addiction
- Environmental and occupational health hazards
- Existing, emerging, and re-emerging communicable diseases
- High risk sexual behavior
- Intentional and unintentional injuries and violence
- Mental health and mental disorders
- Overweight, obesity, and lack of physical activity
- Social and Economic Factors that Influence Health
- Tobacco use and exposure

*Why these risk factors...*

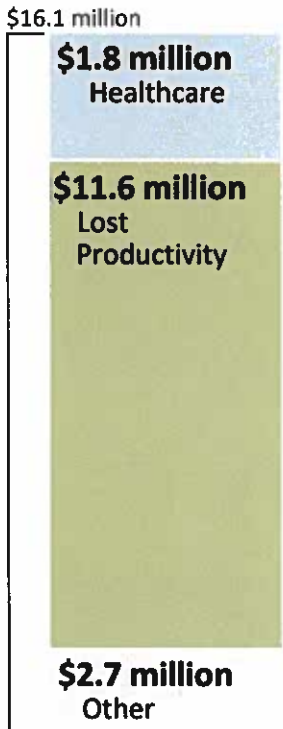
- Eleven health priorities for the state to reach a Healthiest Wisconsin 2010.
- Reflect the underlying causes of hundreds of diseases and health conditions that affect the people of Wisconsin
- Identified in a two-year, science base, state-wide effort
- Inter-sector and interdisciplinary workgroup involving almost 200 public health, medical and academic experts

7/10/13

# The Cost of Excessive Alcohol Use in Green Lake County

Annual economic cost of excessive alcohol use in Green Lake County **\$16.1 MILLION**

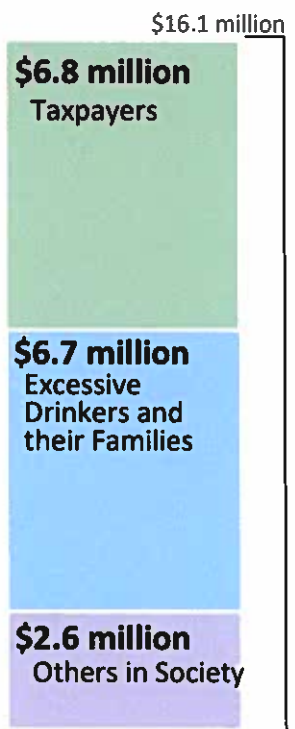
## What We Pay For<sup>1</sup>



Green Lake County population: 19,051<sup>2</sup>

Cost per Green Lake County resident: \$844.40

## We All Pay<sup>1</sup>



Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

## Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Green Lake County contributed to at least:

- 7 alcohol-related deaths<sup>3</sup>
- 171 alcohol-related hospitalizations<sup>4</sup>
- 131 alcohol-related arrests<sup>5</sup>

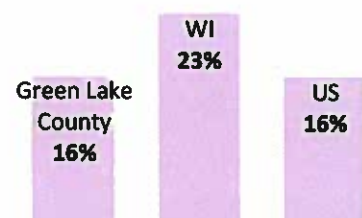
## How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 1+ for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.<sup>6</sup>

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.<sup>1</sup>

### Binge Drinking Rates<sup>7</sup>



For more details, please refer to the full report, available online at <http://uwphi.pophealth.wisc.edu/>.

7/10/13

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DEPARTMENT OF HEALTH & HUMAN SERVICES**

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To: Green Lake County Health Advisory Board  
Re: Green Lake County Health Department Tobacco Program  
From: Marilyn Voeltner, Health Educator

The purpose of this memorandum is to inform you about Wisconsin Wins (WI WINS), a program run by the Green Lake County Health Department in conjunction with the Wisconsin Tobacco Prevention & Control Program. The program is part of our commitment to membership in the multi-jurisdictional tobacco coalition, 5 Counties for Tobacco-Free Living.

The WI WINS campaign was launched in the spring of 2002 to assure compliance with the Federal Synar regulation, which requires states to maintain a youth tobacco access rate of less than 20%.

Under this program underage youth, accompanied by health department personnel, conduct local investigations to determine retailer compliance. The purpose is not to entrap retailers; the purpose is simply to remind them of state statutes and to encourage them to properly train their employees regarding sales of tobacco products. Wisconsin law requires that anyone selling tobacco products be provided with training regarding the sale of tobacco. At the completion of the training, a training acknowledgement must be signed and kept on file. (The WI Department of Health Services provides approved training at [www.smokecheck.org](http://www.smokecheck.org).)

Locally, with the cooperation of city police departments, we have routinely been conducting these checks either on an annual basis. I am proud to say that our compliance rate is consistently good. In fact, this past July we had no illegal sales at all, a first for the county! We believe our commitment to WI WINS has helped remind local retailers to lower the rate of illegal sales.

In addition to conducting the WINS checks, we encourage all members of the Health Advisory Board to personally commend clerks and retailers for their diligence in following the law, and doing their part to discourage youth from using tobacco products.

# Accreditation: Customized for Boards of Health

by Shivani Jethwa

Public health accreditation is defined as the development of a set of standards, a process to measure health department performance against those standards, and reward or recognition for those health departments who meet the standards.<sup>1</sup> The Public Health Accreditation Board (PHAB) aims to have 60% of the U.S. population be served by accredited agencies by the year 2015. Currently, 102 health departments throughout the nation are in the process of becoming accredited. It is likely that more health departments will join a similar trend as accreditation provides a golden opportunity for them to improve and strengthen as it increases the public's trust in the services provided.

In order for the health departments to successfully complete the accreditation process, the guidance and approval of their boards of health is required. As boards of health across the country determine the feasibility of approving funds for pursuing accreditation, they need to look at certain aspects that include the monetary contribution, prerequisites, standards and measures, and means of supporting the health departments. As a board of health member, how would you start assessing this process?

Rewards must be sought to attract any investment, and accreditation is no exception to this rule. Rewards such as quality and performance improvement go hand-in-hand with accreditation leading to greater public trust in public health departments and a healthier community. Improved communication and collaboration with public health agencies and between public health agencies and the board of health proves yet to be another reward for investing in accreditation. Finally, boards of health can assess themselves and determine areas of strength and improvement.

One role of the board of health is to support your health department, and this can be done in a number of ways. Perhaps two of the most important are to be well informed on the process of accreditation and in synch with your health department throughout

**“Rewards must be sought to attract any investment, and accreditation is no exception to this rule. Rewards such as quality and performance improvement go hand-in-hand with accreditation leading to greater public trust in public health departments and a healthier community.”**

the entire process. Making accreditation a standing agenda item at board of health meetings and determining the needs of your health department are other ways of supporting your health department. This will ensure that all the board of health members are updated with progress of their health department and the latest information on accreditation. Also, being an advocate for the health department in your community and gaining support for the efforts made by the department will not only lift it up but also will create a sense of trust with the community as the health department will be held to national standards.

The board's role does not end with supporting your health department. The board also plays a vital role in the successful completion of the prerequisites which is an integral part of the accreditation process. **Every health department that seeks to be accredited is required to complete and document a community health assessment,**

community health improvement plan, and department strategic plan. PHAB has developed accreditation standards and measures that provide details about these prerequisites such as implementation, documentation, and timelines. As a board of health member, it is essential that you familiarize yourself with the guidelines to ensure provision of proper guidance when needed.

To learn more about accreditation, go to the NALBOH public health accreditation web page at <http://nalboh.org/PHA.htm> where additional resources are available or contact Shivani Jethwa at (419) 353-7714 or [shivani@nalboh.org](mailto:shivani@nalboh.org).

*Shivani Jethwa, MPH, is a Project Coordinator at NALBOH.*

<sup>1</sup> Public Health Accreditation Board. (n.d.). What is accreditation? Available at <http://www.phaboard.org/accreditation-overview/what-is-accreditation/>