Advancing the Health of our Community

2023

Community Health Assessment

Oneida County

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Introductory Letter

Dear Community Resident:

It is our pleasure to share with you the 2023 Oneida County Community Health Needs Assessment. On behalf of the Oneida County Board of Health, steering committees, and the Marshfield Health Care hospitals, and Aspirus Health Care Centers, we hope you will find this information useful in planning and responding to the needs of our community. We would like to personally thank the UW – Extension and the Division of Public Health-Northern Region for their continued support and resources.

This document represents the work of over 75 community leaders and partners in addition to the staff in at the county health department, Marshfield Health Care hospitals, and Aspirus Health Care Centers. These partners demonstrated a strong commitment to assessing the health needs of Oneida County, working collaboratively to making our community healthier.

This report is meant to summarize the key findings from the day long community needs assessment conducted on October 14, 2022, secondary data analysis, and community surveys. This data can be accessed on the Oneida County Health Department's websites:
Oneida County Health Department: https://publichealth.oneidacountywi.gov/
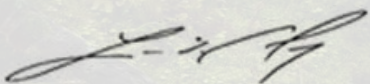
Following the community assessment, a Community Health Improvement Plan will be developed. This plan provides a template to assist public health stakeholders with implementing the evidenced-based strategies that address the top four health priorities of:
- Substance Use
- Mental Health
- Childcare
- Housing

We hope that you find this document useful and welcome any comments and suggestions you mayhave for improving the health of our communities.

Sincerely,

Linda Conlon, MPH, BAN, RN
Oneida County Health Officer/Director

Acknowledgements

We would like to thank the residents of Oneida County who participated in the data collection process through the online survey, phone survey, stakeholder interviews, or community forums. Community engagement in the Community Health Assessment (CHA) provides the planning committee a better sense of health concerns in our community.

A special thank you to the members of the **CHA Core Planning Committee**, which include:

Oneida County Health Department Team

Cami Buchmann	Community Health Specialist
Linda Conlon	Health Officer
Kyla Waksmonski	Community Health Specialist

Community Partners

Aspirus Health Care Center

Sarah Beversdorf	Manager, Community Benefit and Community Health Improvement

Marshfield Health Care Clinic

Jordyn Fink	Former Marshfield Clinic Community Benefits Coordinator
Mackenzie Ganschow	Marshfield Clinic Community Benefits Coordinator

Forest County Health Department Team

Amy Gatton	Former Health Officer
Jill Krueger	Public Health Consultant
Annette Siebold	Interim Health Officer
Tiffany Wozniak	Public Health Nurse

Vilas County Health Department Team

Tammi Boers	Health Officer
Rachel Cornelius	Community Health Educator

Thank You!

A special thank you to the businesses and individuals who contributed to the success of the CHA process, including Dorothy Chaney of Impact Community Planning Group, and Justin Sullivan and Cori Beskow of UW Stout Catalyst team.

We also would like to extend heartfelt gratitude to the dedicated members of the **Oneida County Steering Committee** for their invaluable insights, unwavering commitment, and collaborative efforts. Their guidance has been instrumental in shaping and steering this project towards success. Thank you for your exceptional contributions and leadership.

Sarah Beversdorf
Manager, Community Benefit and Community Health Improvement, Aspirus Health Care Center

Casey Crump
Bemidji Area Indian Health Services, Injury Prevention Specialist

Stephanie Dahlquist
YMCA Associate Executive Director

Mackenzie Ganschow
Marshfield Clinic Community Benefits Coordinator

Lloyd Gauthier
Chief of Police, Rhinelander Police Department (RPD)

Joel Gottsacker
Aging and Disability Resource Center (ADRC) Manager

Terri Kolb
FoodWIse Administrator

Linda May
YMCA CEO

Petra Pietrzak
Community Member/ Town of Newbold Supervisor

Mary Rideout
Oneida County Department of Social Services (OCSS) /ADRC Director

Sandra Stetzer
Family Preservation and Support Manager, Children's Wisconsin

*Thank you to the many community member partners who participated in the Community Health Assessment Process, who will be further acknowledged throughout this report.

Introduction

Oneida County Health Department proudly presents this collaborative Community Health Assessment(CHA). Completed in conjunction with Forest County Health Department, Vilas County Health Department, Marshfield Clinic Health System, and Aspirus Health Care Center, the process worked to understand local health status, behaviors, and needs.

The collaborative worked diligently to raise voices of those disproportionately affected, assess meaningful data, and identify priorities, all while continuously seeking community feedback.

Health Equity Lens

A health equity lens was used throughout the CHA process. According to the CDC, health equity is the **state in which everyone has a fair and just opportunity to attain their highest level of health.** However, to better understand health equity, it's critical to understand the connection between health outcomes and their root causes. The tree below from Health Resources in Action demonstrates the relationships. The health outcomes on the leaves are dependent on the soil and nutrients that are absorbed by the roots. This model shows us that underlying systems and social determinants of health have a dramatic influence on health behaviors and ultimately, health outcomes. The community health assessment process works to understand the context of systems and social determinants in our own community to better address health priorities in the upcoming community health improvement plan.

Purpose

- To fulfill Wisconsin State Statute § 251.05, all local health departments are required to conduct a Community Health Assessment (CHA) every five years.

- To provide updated information on the area's health status, which supports identification and prioritization of local health related issues and the development of a local health improvement plan.

- To create a process to encourage public and community input into the area's health needs and the use of available resources.

- To leverage assessment as a core function of public health.
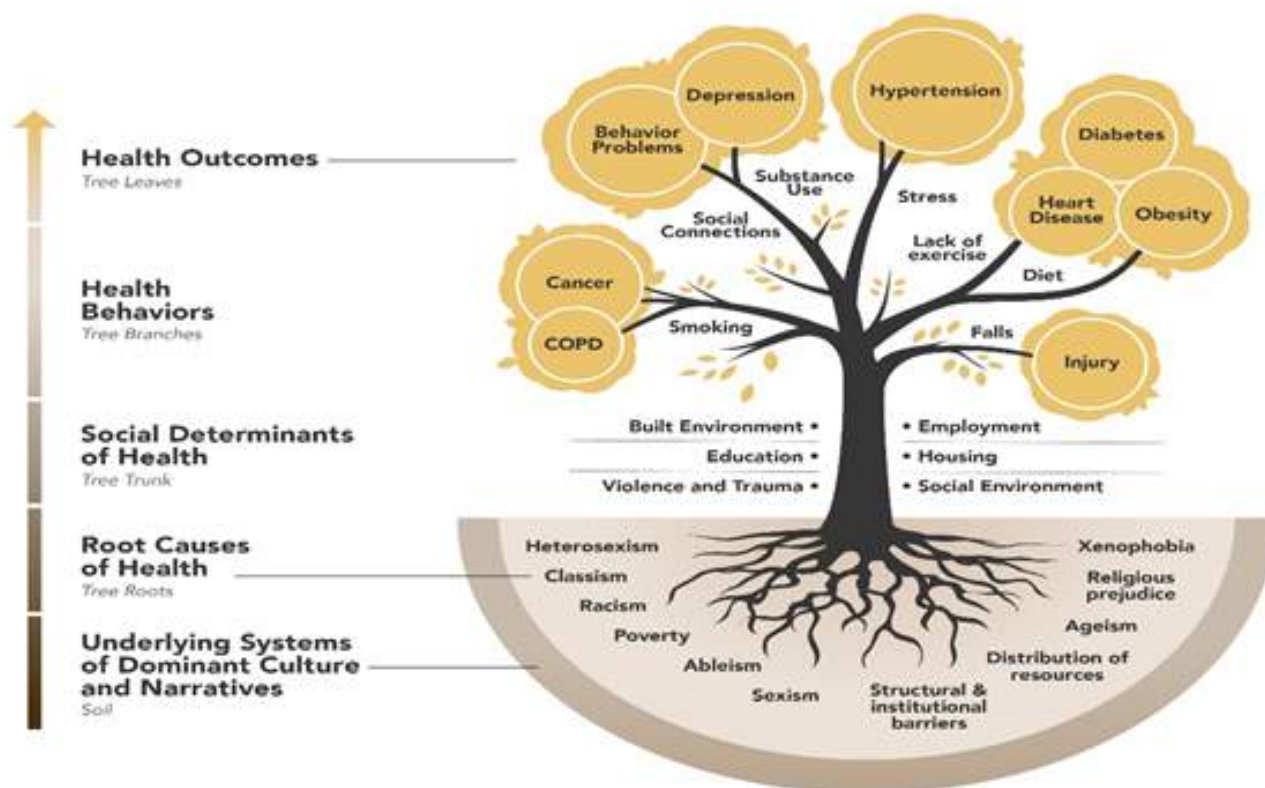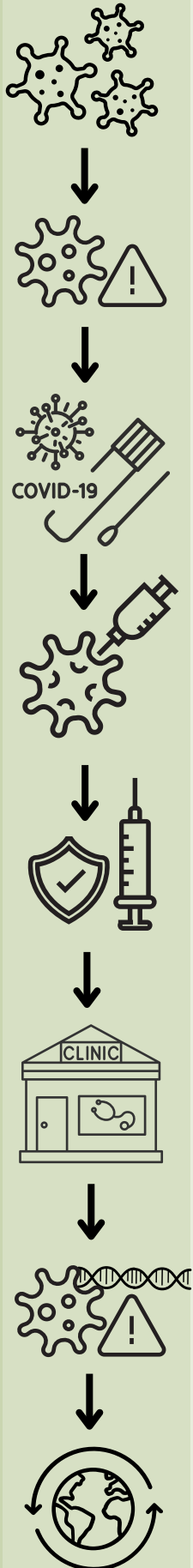
2020: The Pandemic

COVID-19

The Impact of COVID-19 on Oneida County's Public Health System and Community.

The coronavirus pandemic has affected health outcomes across the world. Unfortunately, Oneida County has not been immune to its impact. Despite this, our public health system responded with resilience and determination.

This report provides data and analysis from currently available data. While we are beginning to understand the pandemic's short-term effects, many unknowns remain, including potential longer-term impacts on social determinants of health, health behaviors, and health outcomes.

Oneida County's public health system response to the pandemic was robust, with partnerships and collaborations strengthened or created to navigate challenging times. It is worth acknowledging, however, the significant strain on public health resources and workforce, exacerbating already limited resources.

The pandemic highlighted that populations historically disproportionately affected continue to bear a heavier burden. This community health assessment process worked to better understand these sub-populations along with health behaviors, health outcomes, and the systems that serve them.

While we acknowledge the complexity of achieving health equity, we are optimistic and through fruitful partnerships, will work together as a community to ensure a healthy future for all.

Assessment Process

Timeline

August 2022
CHA Core Planning Committee begins CHA process & monthly meetings

November 2022
CHA Survey launch via social media

December 2022
CHA Survey distributed in person to specific populations

January 2023
Conducted Focus Groups

February 2023
Conducted Key Informant Interviews

March 2023
Conducted Key Informant Interviews

April 2023
CHA Steering Committee convenes & quarterly meetings
Board of Health (BOH) presentation

May 2023
Community Conversations planning

June 2023
Community Data Walk

July 2023
Community Health Prioritization meeting and survey
BOH update

August 2023
Community meeting and survey to identify Health Priority Focus Areas

September 2023
Secondary Data Packet released to community

October 2023
Health Priority Planning and Strategic meetings for Priority Areas

November 2023
Collaboration with existing coalitions

December 2023
Synthesize data and information

February 2024
Finalize CHA Report
BOH presentation

What is the Community Health Assessment?

The Community Health Assessment (CHA) identifies community health concerns, subsequently inform the development of a Community Health Improvement Plan (CHIP). This plan incorporates top health priorities, strategies, and indicators, guiding the implementation of targeted initiatives to enhance the overall health and well-being of the community.

Community Health Assessment Process

- Define the "Community"
- Data Collection — December 2022 through April 2023
- Understand & Interpret the Data — December 2022 through January 2024
- Community Conversations — June 2023 through August 2023
- Priority Setting — July 2023 through August 2023
- Document & Communicate CHA Results — February 2024

Outer ring: Religious or fraternal organizations, Civic or volunteer groups, Healthcare professionals, State or local agencies, Other local organizations, Youth, Parents, Business, Media, School, Youth-serving organizations, Law enforcement,

Guiding Frameworks

Throughout the CHA process the Oneida County Health Department (OCHD) utilized three frameworks:

- **Healthy People 2030** framework details five keys areas to addressing work needed to improve health and well being for all people; health disparities, health equity, health literacy, well-being, social determinants of health.

- **Healthiest Wisconsin 2030** is the State Health Plan (SHIP) that identified priority areas and strategies, measures and indicators to track progress, and partnerships necessary to implement the full plan. This process was rooted in lifting the voices of the people of Wisconsin in the decision-making process and engaged over 200 partners from many sectors and all parts of the state.

- **NACCHO MAPP 2.0** is a community driven strategic planning process that helps communities assess their public health needs and resources, prioritize health issues, and develop strategies to improve the health and well being of their populations through a shared community health improvement plan.

Assessment Process

Breaking down the CHA process

Data Collection: Primary Data

Primary data is defined as information collected for the first time or directly from main sources by surveys, interviews, etc. In terms of the community health assessment, the primary data sources consisted of members of the community, through the means of key stakeholder interviews, surveys, and focus groups. The CHA process hinges on the community's opinions and experiences.

What OCHD primary data was collected:

Community Health Assessment Survey

Key Informant Interviews

Focus Groups

Community Health Assessment Survey

The Community Health Assessment survey was created in collaboration with the CHA Core Planning Committee and the UW STOUT Catalyst team. The survey respondents were asked 58 questions, categorized into four topic areas Demographic, Social Determinants of Health, Health Conditions, and Health Behaviors. The survey was available online via the Oneida County Health Department (OCHD) website and Facebook page, and hard copy.

The survey was available to anyone over the age of 18 years old. OCHD distributed posters and flyers throughout the county, marketed the survey on social media, and leveraged partners to assist in distribution. OCHD monitored the demographics of the survey respondents and made a concerted effort to reach populations not represented, to obtain a fair representation of the Oneida County community.

The survey was active between November 14, 2022 and January 31, 2023, during which 1107 surveys were completed between Forest, Oneida, and Vilas County. Of the 1107 surveys, 502 were from residents who work, play or live in Oneida County.

Gender of respondents

74.4%	Female
24.6%	Male
1%	Non Genderconforming

Education of respondents

0.4%	8th grade or less
2.8%	Some high school
14.9%	High school diploma or GED
19.1%	Some college, no degree
18.1%	Associate's degree/ Technical school
29.5%	Bachelor's degree
11.2%	Master's degree
2.6%	Advanced degree (Ph.D, M.D., etc)

Ethnicity of respondents

90.5%	Non Hispanic or Latino
9.5%	Hispanic or Latino

Race of respondents

89.7%	White
3.4%	African American
2%	Native Hawaiian & Other Pacific Islander
1.6%	American Indian or Alaska Native
1.4%	Two or more races
1%	Asian
<1%	Other

Age of respondents

Under 18	0.2%
18-25	8.85%
26-40	32.39%
41-55	21.73%
56-65	17.5%
66-75	12.67%
Over 75	6.64%
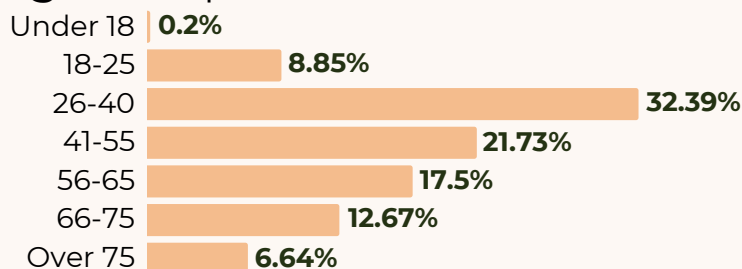
Assessment Process

Breaking down the CHA process

Data Collection: Primary Data

Oneida County's primary data collection process worked to ensure engagement of community members across the county, with special attention to marginalized and underserved populations. Through key informant interviews, focus groups, and surveys available online and hard copy, the effort prioritized diverse community input and feedback.

Key Informant Interviews

14 Interviews from providers, policy makers, local experts, and community members

Thank you the agencies who participated:

- Aging and Disability Resource Center (ADRC)
- Children's of Wisconsin
- Koinonia
- Marshfield Clinic
- Lakeland Union High School (LUHS)
- Minocqua J1 School District (MHLT)
- Oneida County Human Service Center
- Oneida County Social Services
- Peer Recovery Coach
- Rhinelander Fire Department (RFD)
- Rhinelander High School (RHS)
- Rhinelander Police Department (RPD)

Identified Themes:

- Access to affordable Mental Health services/ increase in providers (in youth and adults)
- Access to affordable AODA services/ increase in providers
- Isolation
- Access to transportation services
- Access to affordable Health Care
- Access to affordable housing
- Lack of strong economy/jobs (staffing & well trained individuals)
- Access to affordable childcare services
- Lack of energy/momentum for community members to want change

Focus Groups

3 Interviews of diverse groups of people.

ONEIDA COUNTY HEALTH DEPARTMENT

JOIN OUR DISCUSSION ON COMMUNITY HEALTH

WE WANT YOU!

Do you have concerns about the health of our community? Share your opinions with us!

HELP US: UNDERSTAND THE NEEDS OF OUT COMMUNITY IN ONEIDA COUNTY

WHEN? THURSDAY, JANUARY 26TH TIMES ARE YET TO BE DETERMINED

$30 GIFT CARD INCENTIVE & SNACKS MUST BE 18 YEARS OR OLDER TO PARTICIPATE

For more details, contact Cami at (715-369-6185)

Thank you to the individuals from the following locations who participated:

- Pukall Lumbar
- PrintPack
- Rainbow Hodags & Peer Recovery Substance Group

Identified Themes:

- Access to more information about community resources
- Access to more Health Care insurance plans, specialty care and locations
- Need for more support groups
- Access to affordable housing
- Lack of strong economy/jobs
- Access to affordable childcare services
- Need for more community activities for adults and kids

Community SWOC

To best understand community perception and lived experience in our community, a robust strengths, weaknesses, opportunities and challenges (SWOC) analysis was conducted. The community health assessment survey, community coalition focus groups, and stakeholder key-informant interviews provided insight, opinions, and the lived experiences of our community to inform the SWOC. Common themes identified are shared below:

Community Health Assessment Survey

Oneida County Community Health Assessment (CHA) Survey participants were asked the following questions:

What do you think are the top 5 strengths in our community?

What do you think are the top 5 areas for improvement in our community?

In your opinion, what would make our community a healthier place to live in?

#1 **More affordable & higher quality of housing**

Top 5 Strengths
1. Clean environment
2. Access to community parks & green spaces
3. Opportunities to practice spiritual beliefs
4. Community safety
5. Good schools

Top 5 Areas for Improvement
1. Access to safe & affordable housing
2. Access to affordable childcare
3. Access to affordable healthcare
4. Access to affordable mental health services
5. Good jobs & strong economy

Key Informant Interviews

Interviewees were asked a series of questions about their work in the community and the populations they serve. The following themes were identified.

Top 3 Strengths

What is working well for the population you serve to help overcome their challenges and barriers? How can we leverage this in the future?

1. Community resources/referrals
2. Collaboration with community partners
3. Having a supportive community

Top 3 Areas for Improvement

What are the most important barriers or challenges of the population you serve to being healthy?

1. Access to transportation
2. Access to affordable housing
3. Access to healthcare

Focus Groups

Focus Group participants we asked what are the top 3 strengths/things that need to be improved in our community. The following themes were identified.

Top 3 Strengths
1. Healthcare
   ↳ Various resources that have assisted the community members with physical and mental health
2. Community programming
   ↳ Various available resources
3. Assistance
   ↳ Various assistant programs

Top 3 Areas for Improvement
1. Community programming
   ↳ Need to better access to information about resources in the community
2. Healthcare issues
   ↳ Need for more wealthcare insurance plans, specialty care, and locations
3. Support groups
   ↳ Need for more support groups

Assessment Process

Breaking down the CHA process

Data Collection: Secondary Data

Secondary Data is data that has already been collected by researchers and made available. OCHD developed a template that tracks more than 350 indicators based on the Healthy People 2030 framework and other data indicators of interest. Many of these data points provide insight into longitudinal trends over several years that serve as indicators of improvement or decline in Oneida County's Health.

Secondary Data Collection

Collecting and studying information is critical in public health decision making, creating programs, evaluating services, and making improvements. We need accurate and dependable data to help communities monitor the community's health.

These data points identify important health behaviors and outcomes that affect people in Oneida County. Data is shown in different formats, like tables, charts, graphs, and maps.

OCHD utilized common language to improve readability. It is necessary that the information comes from reliable and valid sources to support effective and timely decision-making. See some of the many data sources listed to the right.

During the secondary data process over

352 Data Points

were collected. To view all the data points collected, please see the secondary data packet.

211
Behavioral Risk Factor Surveillance System
Burden of Binge Drinking Report
CDC: At a Glance
Census Bureau
Center for Medicare & Medicaid Services (CMS)
DHS Alcohol Attributable Deaths
DHS Alcohol Hospitalizations
DHS: MH County Services Dashboard
DNR: Recreational Crash Report
Dose of Reality
DPI: School Nutrition
Feeding America
Grow North Region Housing Survey
Kids Count
Metop.io
Seal-A-Smile
Tri-County Medical Examiner Report
TSC Crash Map
United for ALICE
United States Environmental Protection Agency
WI Department of Health Services
WI Environmental Public Health Tracking
WI Interactive Statistics on Health
Wisconsin County Health Rankings
WISEdash
Youth Behavioral Risk Surveillance System

Assessment Process

Breaking down the CHA process

Community Conversations Meeting #1

After county data was collected from primary and secondary sources, a series of community forums were held to present the data and gather direct input from participants. All members of the community were invited and forums were advertised through flyers, social media, and press releases to local media.

Oneida County hosted three separate meetings; Community Data Walk, Health Prioritization, and Health Priority & Focus Area Planning.

Top voted on priority indicated by ⭐

Community Data Walk   June 13, 2023

Participants spent the first meeting day reviewing data presented to mirror the Health People 2030 Areas. After reviewing the secondary and primary data, participants worked on three different worksheets:

1. Data Walk: participants identified strengths, weaknesses, differences and similarities between survey/focus group/key informant interview data and data that they would want to know more about or get.
2. Report Out: participants worked as a table and listed 4 concerns, 2 successes, and 2 data points that surprised them.
3. Scoping Priorities: participants identified 2 priorities for each category; Social Drivers, Health Behaviors, and Health Conditions. Then used stickers to preliminary vote on the top priorities.*Displayed to the right.

At the end of the day, each participant was given the opportunity to select the health priorities of greatest concern to focus on for the next three years. For community members who were unable to attend, a brief survey was shared on the OCHD media platforms and emailed to participants to share, to identify the health priorities.

A recap video of the meeting was also created for individuals who were unable to attend.

Social Drivers
- Affordable healthy food
- Affordable housing
- Affordable transportation
- ⭐ **Childcare**
- Food Insecurity (Youth, nutritious food)
- ⭐ **Housing**
- Lack of right resources
- Transportation

Health Behaviors
- Youth Sexual Violence
- Barriers to eating nutritious food
- Community education/values/social norms
- Healthy eating
- Injury prevention - suicide
- Lack of social or community events without alcohol
- Nutrition healthy eating (access & affordable)
- Obesity & physical Activity
- ⭐ **Substance Use**
- Violence prevention

Health Conditions
- Cancer
- Lack of independent living opportunities for aging and people with disabilites
- ⭐ **Mental Health/Access, Resources, Overall**
- Obesity/Nutrition

Assessment Process

Breaking down the CHA process

👥 Community Conversations Meeting #2

Before the start of the second meeting, preliminary priorities were combined from results of the Community Data Walk and Community Priority Setting survey. The following priorities received the most votes: housing, childcare, mental health, and substance use. These four priorities were then used as a platform for the Health Prioritization meeting.

Health Prioritization July 12, 2023

Participants spent the second meeting day discussing and reviewing the top four health concerns selected by community members from the Community Data Walk and Community Priority Setting survey.

To accomplish this, participants were divided into four groups that reviewed and discussed data specific to each of the chosen health priorities.

Once the groups reviewed all four health priorities, participants were then asked to vote on which focus area(s) should be considered or move forward.

Focus areas resulted for each health priority are shown in the bar charts with the top three results in each category indicated by a ⭐.

Housing

Category	Votes
⭐ Financial hardship of households	21
⭐ Housing rental costs	11
⭐ Housing with problems/quality concerns	15
Number of vacant housing units (secondary/summer homes vs. vacant)	10

Number of votes received

Childcare

Category	Votes
⭐ Capacity vs. Need vs. Gap	9
⭐ Pay of childcare providers/cost of running a daycare/cost to parents	28
Limited hours for childcare	8
⭐ Lack of care before and after school	11

Number of votes received

Mental Health

Category	Votes
% of LBGTQ+ students that have MH concerns	4
⭐ % of HS & MS with anxiety	12
⭐ % of HS & MS who experience bullying	12
3 most used MH services	9
⭐ Average number of mentally unhealthy days	10
⭐ Poor self reported mental health	10

KEY:
HS = High School
MS = Middle School
MH = Mental Health

Number of votes received

Substance Use

Category	Votes
⭐ Youth substance use	19
Alcohol related harm	7
Binge drinking rates	2
⭐ Drinking culture	16
Increase in Methampethetamine use	1
⭐ Limited access to treatment	13

Number of votes received

Breaking down the CHA process

Community Conversations Meeting #3

Health Priority & Focus Area Planning   August 2, 2023

For the final meeting of the community conversation series, participants worked on identifying local conditions and strategic ways to address them. Local conditions consist of specific local examples of specific root causes.

Early in the meeting, participants worked on an Assets, Resources, & Gap activity. ***See Appendix F.** The activity was organized according to the four health priorities and categorized based on how resources will impact the following levels: individual, family, or community. After discussing the strengths, weakness, opportunities, and challenges in Oneida County, participants then began working on mapping strategies.

Participants worked through four logic models, one for each health priority and selected one local condition to focus on. As a group participants then worked through identifying strategies based on the CADCA: 7 Strategies for Creating Effective Community Change.
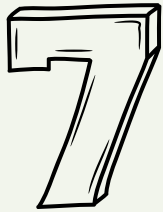
7 Strategies for Creating Effective Community Change

1. Providing Information

2. Enhancing Skills

3. Providing Support for Prevention Activities

4. Enhancing Access/ Reducing Barriers

5. Changing Consequences

6. Changing Physical Design

7. Modifying/Changing/ Developing Policies

Mental Health

Local Condition:
Youth are being bullied

1. Providing Information
   - Education- - parents on online activity
   - How to talk to your children about bullying
2. Enhancing Skills
   - Parent education and training - modeling responsible behavior
3. Provide Support
   - Parental Support
   - Expand mentoring programs
4. Access/Barriers
   - Encourage parents to implement apps for detecting online activity
5. Change Consequences
   - Character Study
6. Physical Design

7. Modify/Change Policy
   - Encourage family policy

One example of mapped strategies created by community conversation participants.

To view all brainstormed strategies visit the OCHD website.

Assessment Process

Breaking down the CHA process

⚠ Community Final Selection of Priorities & Focus Areas

Through a modified Mobilizing for Action through Planning and Partnerships (MAPP) process and deliberately seeking community feedback and consensus, the community health assessment revealed four community health priorities. Careful attention was given to health equity and sharing prioritization power with those disparately impacted by health outcomes. This involved meeting members of the public *where they are* and engaging organizations serving those experiencing inequities to amplify the voices of those most affected. The priorities, strategies, and action plans that are developed as a result of this assessment are driven by the community's voice and grounded in community need through timely qualitative and quantitative data.

96%
of survey respondents agreed with the selected priority and focus areas.

WHY? This community health assessment involved hosting three community conversation events in which the public, partners, community-based organizations, and other stakeholders convened to review data, share lived and professional experience, and use tools to achieve consensus around the plan's upcoming health priorities. However, community involvement does not stop there. Community members, partners, and stakeholders will continue to refine the health priorities, develop logic models around focus areas within each priority, and draft action plans to improve the community's health.

Selected Health Priorities and Focus Areas

	HEALTH PRIORITY	FOCUS AREAS	
🧍	**CHILDCARE**		• **Lack of care before and after school** • **Pay of childcare providers/cost of running a daycare/cost to parents**
🏠	**HOUSING**		• **Financial Hardship of households** • **Housing with problems/quality concerns**
🍾	**SUBSTANCE USE**		• **Drinking culture** • **Limited access to treatment** • **Youth Substance Use**
🧠	**MENTAL HEALTH**		• **High school & middle school students with anxiety** • **High school & middle school students who experience bullying** • **Poor Self reported mental health days/ mentally unhealthy days**

Stakeholders and community members completed a second strengths, weaknesses, opportunities, and challenges (SWOC) analysis as they further identified and refined the four health priorities. This qualitative data provides additional context related to critical gaps and also areas of momentum to be carefully considered as both CHA focus areas are refined and CHIP strategies are drafted. Below is the SWOC analysis for each of the four health priorities: *Please see Appendix F for the complete SWOC analysis.*

Mental Health

Strengths
- Telehealth
- Koller Behavioral Health
- NAMI
- School based Mental Health services
- Raise your voice
- UW-Extension mental health programs

Weaknesses
- Lack of providers
- Cost of Care
- Long wait for services
- Lack of youth serving providers
- Stigma
- Isolation & services for homebound individuals

Opportunities
- Funding and grants
- Mental Health drop-in center
- Engage non-traditional partners
- Incentivize providers
- Education on prevention

Challenges
- Transportation
- Not enough providers
- Referral policies
- Access to resources
- Isolation/rural

Substance Use

Strengths
- Coalition and current program work
- Treatment facilities
- Peer recovery coaches
- First Breath
- Hope consortium

Weaknesses
- Stigma
- Cultural acceptance
- Uncertainty of where to get/find resources
- Transitional housing
- Long waitlist for facilities

Opportunities
- Early intervention/prevention services for youth and adults
- Lack of awareness and education
- Recovery resources in jail

Challenges
- YRBS data
- Access to variety of drugs
- Geographical distance
- Local crisis beds/after crisis care

Child Care

Strengths
- Scholarships for childcare education students
- WI Shares Child Care Subsidy Program
- Northwoods
- Boys & Girls Club
- YMCA

Weaknesses
- Cost vs. wage
- Need vs. spots available
- Licensing burden
- Lack of childcare providers/low workforce
- Lack of business education

Opportunities
- Partnerships with childcare centers
- Awareness and education of programs
- Community attention

Challenges
- Parents not able to stay home with sick kids due to work
- Capacity limits
- Cost

Housing

Strengths
- Homeless Shelter
- Housing Assistance (HUD)
- Section 8 housing
- Habitat for Humanity
- Housing Authority
- NEWCAP
- DATCAP

Weakness
- Limited inventory
- Unaffordable housing
- Long waitlists
- Home buyer education/navigating the housing market

Opportunities
- Develop partnerships with local community partners
- Expand knowledge of resources available for housing assistance

Challenges
- Cost of affordable and safe housing
- Rural tourist area
- Development restrictions on land

Oneida County Community Profile

Located in the Northern region of Wisconsin, Oneida County is home to more then 1,100 lakes and rivers, 20 townships, and one city. The majority of jobs in the area are in manufacturing. Other top jobs include healthcare, social assistance, retail, education, and construction.[1]

Towns
Cassian
Crescent
Enterprise
Hazelhurst
Lake Tomahawk
Little Rice
Lynne
Minocqua
Monico
Newbold
Nokomis
Pelican
Piehl
Pinelake
Schoepke
Stella
Sugar Camp
Three Lakes
Woodruff
Woodboro

Cities
Rhinelander

1,114 square miles

Community Snapshot

38,212
Population[2]

Male 50.9%

Female 49.1%

51.8
Median Age[3]

78.7
Average Life Expectancy[4]

$62,660
Median Household Income[5]
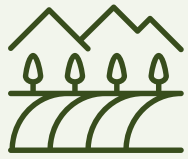
75% Rural

25% Urban

1. U.S. Census Bureau, Table: S2403, 2021
2. U.S. Census Bureau, Quick Facts, 2022
3. U.S. Census Bureau, Table: S0101, 2022
4. County Health Rankings & Roadmaps, 2023
5. U.S. Census Bureau, Table: DP03, 2021

Total Population[1] → 38,212

Community Profile

Age[2]

- Over 65 **28.2%** (WI 18.7%)
- Under 18 **16.7%** (WI 21.1%)
- 18-64 **55.1%** (WI 60.2%)
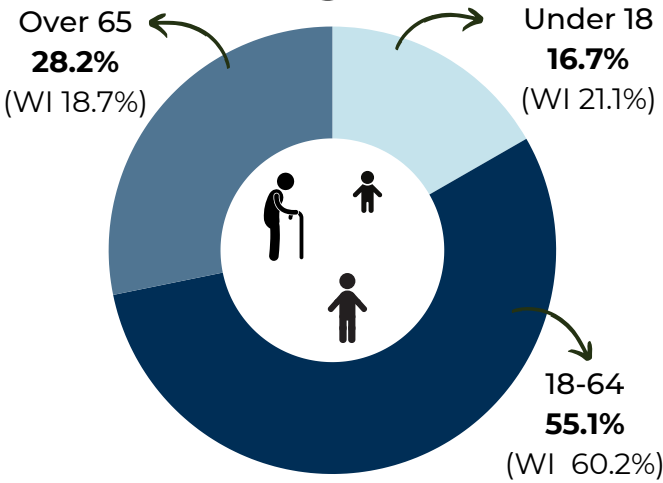
Age profoundly shapes community health, impacting healthcare needs, disease patterns, and behaviors. In Oneida County, an aging population poses unique challenges, demanding specialized healthcare for age-related conditions. Chronic diseases rise, emphasizing the need for targeted prevention and social support networks for seniors. A diverse community excels in resilience, with varied age groups contributing diverse skills to address challenges. Intergenerational relationships provide purpose, while a mixed age demographic fuels a dynamic local economy. Younger individuals drive innovation, while older counterparts offer stability. Overall, age influences not only individual well-being but also community strength, emphasizing the importance of embracing age diversity for resilience and collective prosperity.

Race and ethnicity are two concepts related to ancestry. "Race" is usually associated with physical characteristics and "ethnicity" is typically linked with cultural expression and identification. It is possible to identify with one or more groups within established concepts of race and ethnicity, or to identify as outside of pre-established racial or ethnic groups.

Ethnicity[3]

Oneida		Wisconsin
94.6%	Non Hispanic or Latino	80.1%
1.7%	Hispanic or Latino	7.6%

Race[4]

Oneida		Wisconsin
95.9%	White	86.6%
0.6%	African American	6.6%
1.3%	American Indian or Alaska Native	1.2%
0.6%	Asian	3.2%
>0%	Pacific Islander/ Native Hawaiian	0.1%
1.6%	Two or more races	2.2%

Language[5]

Oneida		Wisconsin
98.3%	English	91.3%
0.6%	Spanish	4.6%
0.2%	Asian/Islander	1.8%
0.1%	Other	0.4%
0.7%	Indo-European	1.9%

What Determines Our Communities Health?

Our health is not only defined by individual choices. A model devised by the CDC suggests that only 30% of our total health is influenced by health behaviors. The remaining 70% is shaped by broader factors beyond our daily decisions. Consequently, we should not only focus on health behaviors and health outcomes but rather consider the larger context that determines our well-being. This report will illustrate examples from each of these categories.

Health Factors Model[1]

10% Physical Environment
- **Air & water quality**
- **Housing & Transit**

40% Social & Economic Factors
- **Education**
- **Employment**
- **Income**
- **Family & social support**
- **Community safety**

20% Clinical Care
- **Access to care**
- **Quality of care**

30% Health Behaviors
- **Tobacco use**
- **Diet & exercise**
- **Alcohol & Drug Use**
- **Sexual activity**
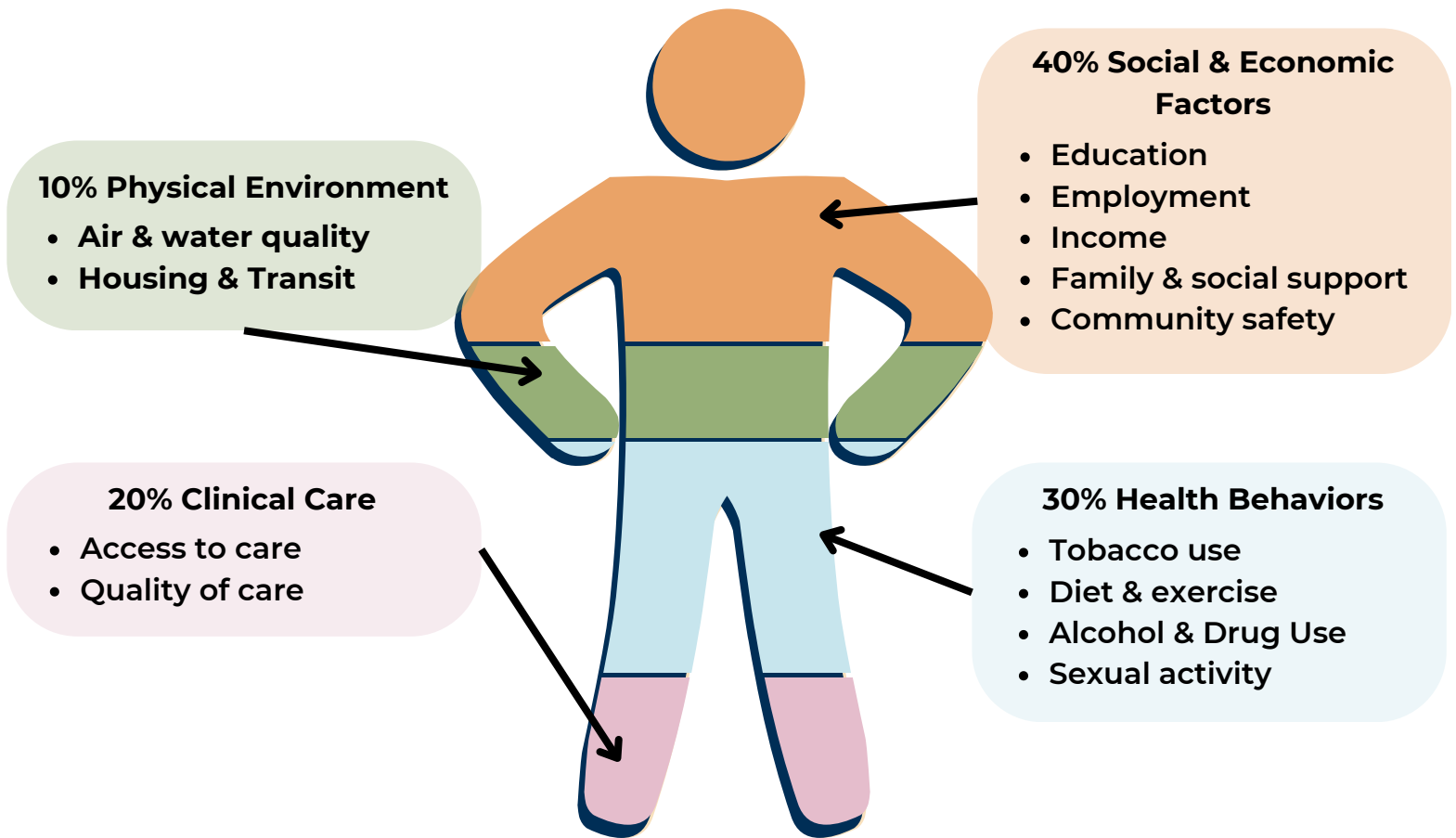
Addressing Health Factors through Upstream approaches[2]

Addressing health factors through upstream approaches involves prioritizing on the root causes and broader determinants of health, aside from just treating symptoms or individual behaviors. By targeting upstream factors, such as social, economic, and environmental determinants, interventions can have a more significant and long-lasting impact on population health. This approach aims to prevent health problems from arising in the first place, rather than relying on downstream interventions like medical treatments.

By addressing these upstream factors, communities can create environments that support health and well-being for all residents, leading to better health outcomes and reducing health inequities over the long term.

After decades of decline, the rural population has increased since 2020, largely attributed to the pandemic. According to 2020 data, 32.9% of Wisconsinites live in rural areas[1]. Compared to those living in urban areas, rural residents tend to be older and are at higher risk for poor health outcomes. According to the Wisconsin Office of Rural Health and the Census Bureau, Oneida County is officially defined as a rural county, with 74.3% of its overall area being rural[2].

On average, rural residents live close to 2 years less than metropolitan residents. Compared to urban individuals, rural residents experience higher rates of dying from: heart disease, chronic lower respiratory disease, stroke, and unintentional injury.

Rural Community Challenges

Long commutes and transportation limitations are obstacles to employment, particularly affecting rural communities and isolating them from poverty-alleviating services. Because of these factors and others, it's not surprising that rural areas generally experience higher poverty rates compared to urban areas, negatively impacting health outcomes.

Means of Transportation in 2021[3]

	Wisconsin	Oneida County
Mean Commute Time - Residents	22.2	21.2
Mean Commute Time - Workers	21.9	20.5
% of Residents Working in another county	28%	21.1%
% of Workers Residing in another county	24.3%	20%

Occurrence of Feeling Isolated
per week

1 Time	18.8%
2-3 Times	19%
4-5 Times	8.2%
6-7 Times	4.2%
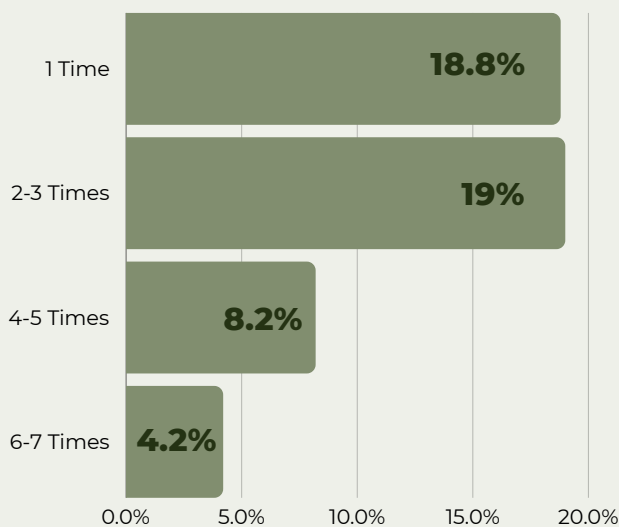
Social isolation is a prevalent issue in rural communities, where individuals may have fewer opportunities for social interaction and support networks compared to urban areas. In Oneida County over 50% of Community Health Assessment Survey respondents said they feel isolated or alone at least 1 time a week. Social isolation can have detrimental effects on mental health, leading to higher rates of depression, anxiety, and other mental health disorders.

8 of **14**
Key Informant Interviews stated isolation greatly impacts the clients they serve.

Overall, the isolation of rural communities presents significant challenges for residents in accessing essential services, maintaining social connections, and achieving economic prosperity. Addressing these challenges requires comprehensive strategies that aim to improve access to healthcare, strengthen social support networks, and enhance community infrastructure in rural communities.

Rural Health in Oneida County

Rural Barriers to Health

Individual Health Factors

- Increased tobacco & nicotine use
- Decreased physical activity
- Increased diabetes, obesity & cholesterol
- Increased depression & suicide
- Increased substance use

Social Determinants of Health

- Limited access to higher education
- Decreased access to safe & affordable housing
- Decreased access to reliable transportation
- Lower income

Medical Care

- Decreased health literacy
- Decreased access to specialty health care providers
- Increased difficulty in health care hiring
- Delayed medical care
- Reduced prevention services
- Increased rates of untreated illnesses

Social Drivers/ Social Determinants of Health

The social determinants of health are the conditions in which people live, learn, work, and play. In other words, they are the non-medical factors that affect health and well-being, and are usually outside one's control. They include factors like neighborhood and housing safety, air and water quality, experiences with racism and discrimination, and access to all sorts of things — like health care, education, and healthy foods. They affect a wide-range of health and quality of life risks and outcomes.

According to the County Health Rankings Model, social and economic factors account for 40% of health factors.

Employment & Income

Education

Housing

Food Access

Health Care Access

Physical Environment

Built Environment

Childcare

Employment & Income

Why is Employment & Income Important?

Employment and income are crucial for accessing healthcare, affording necessities, and maintaining mental well-being. Jobs with benefits like health insurance and paid leave positively affect health but are often limited to higher-paying positions or urban/metro areas. Stable employment provides purpose and supports mental well-being, while unemployment and low income increases stress and limits healthcare access. Socioeconomic disparities contribute to health inequities, with lower-income individuals facing higher rates of chronic diseases and shorter life expectancies.

Employment

Oneida County's unemployment rate rose to **7.3%** in 2020, partially due to the COVID-19 pandemic's impact.[1] However, the unemployment rate has dropped to **2.2%** as of 2022.[2]

Unemployment

Wisconsin	Oneida County	Forest County	Vilas County
3.4%	2.2%	4%	4.6%
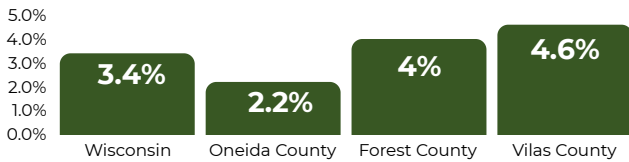
Employment promotes healthier lifestyles through structured routines, healthcare benefits, and financial stability. However, high-stress jobs or work-related factors can lead to unhealthy behaviors, impacting health negatively. Unemployment can also increase the risk of mental health issues and poorer physical health due to financial strain and reduced access to healthcare.

Top industries in Oneida County by number of employees in 2021[3]

Industry	Employees
Manufacturing	2,057
Health Care & Social Assistance	1,820
Retail Trade	1,339
Educational Services	766
Construction	755
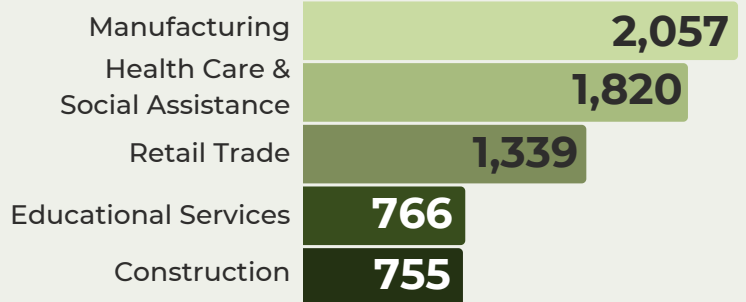
Oneida County Labor Status, Population 16 and Over, 2021 [4]

%	Status
25.1%	Retired
20%	Not in the Labor Force
1.3%	Unemployed
12.3%	Part Time Hourly
4.5%	Part Time Salary
18%	Full Time Hourly
18.7%	Full Time Salary
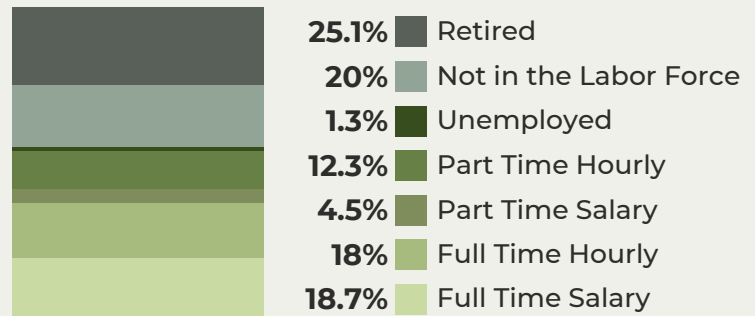
Living Wage [5]

The living wage shown below is the hourly rate that an individual in a household in Oneida County must earn to support themselves and their family. For example a single individuals with no children need to make $15.34 per hour. Wisconsin's current minimum wage is **$7.25,** well below the living wage. [6]

On average Oneida County residents earned **$1,009 per week** during the 3rd quarter of 2022. [7]

Median Household Income, 2021 [8]

Wisconsin	**$67,080**
Oneida County	**$62,660**
Forest County	**$51,959**
Vilas County	**$56,837**

1 Adult				2 Adults (1 Working)				2 Adults (2 Working)			
0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children	3 Children
$15.34	$32.76	$42.55	$55.81	$26.01	$31.26	$36.28	$40.04	$12.89	$18.21	$23.42	$28.00

1. County Health Rankings & Roadmaps, 2023
2, 8. U.S. Census Bureau, Table: DP03, 2021
3. U.S. Census Bureau, Table: S2403, 2021
4. United for ALICE, 2021
5. Living Wage Calculator, 2023
6. Wisconsin's Current Minimum Wage Rates
7. U.S. Bureau of Labor Statistics, 2022

Poverty

3,552
people are living in poverty, 2022 [1]

11.6%
of children under 18 are living in poverty in 2022[2]

6.7%
of individuals 65 years and older are living in poverty in 2022 [3]

ALICE [4]

ALICE is an acronym that stands for Asset Limited, Income Constrained, Employed households. It describes households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county. This is known as "The ALICE Threshold." Households below the ALICE Threshold are in poverty and often can't afford common living essentials.

	Above ALICE Threshold	ALICE	Poverty
Wisconsin	86%	23%	11%
Oneida County	84% of households are above ALICE	28% of ALICE households	
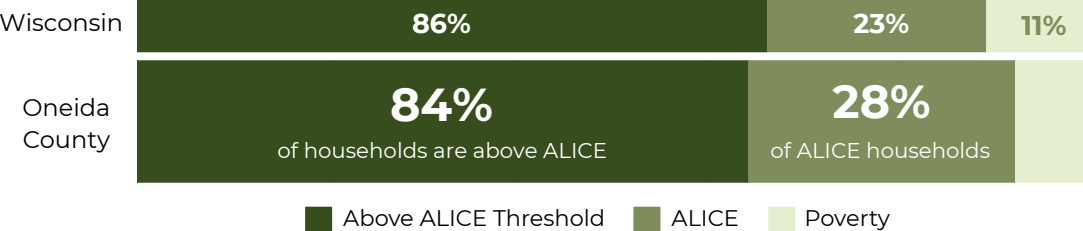
8%
of households are in **Poverty or Below ALICE** in 2021

	Above ALICE Threshold	ALICE	Poverty
Single & Cohabiting	68%	23%	9%
Families with Children	78%	14%	8%
65 & Over	52%	41%	7%

The ALICE Household Survival Budget reflects the minimum cost to live and work in the modern economy and includes housing, child care, food, transportation, health care, a smartphone plan, and taxes. It does not include savings for emergencies or future goals like college or retirement.

In Oneida County, the annual total ALICE Household Survival Budget was $23,364 for a single adult, $26,028 for a single senior, and $61,824 for a family of four with young children in 2021. [5]

Financial Hardship by Location in 2021[8]

County Township	Total Households	% Below ALICE Threshold
Cassian town	431	**29%**
Crescent town	863	**26%**
Enterprise town	208	**51%**
Hazelhurst town	488	**35%**
Lake Tomahawk town	398	**32%**
Little Rice town	159	**33%**
Minocqua town	2,224	**32%**
Monico town	175	**47%**
Newbold town	1,206	**27%**
Nokomis town	660	**28%**
Pelican town	1,190	**33%**
Pine Lake town	1,117	**32%**
Rhinelander city	3,228	**51%**
Schoepke town	161	**47%**
Stella town	223	**23%**
Sugar Camp town	823	**34%**
Three Lakes town	907	**33%**
Woodboro town	332	**33%**
Woodruff town	814	**35%**

Trends in Wisconsin [6]

⬆ Overall Cost of Living

➡ Flat Wages

⬆ Worker Vulnerability

⬆ Total Number of ALICE households

Disparities by Age [7]

47% of households headed by individuals age 65 and older, and **54%** of households headed by individuals under age 25 lived below the ALICE threshold in Oneida County in 2021.

Education

Why is Education Important?

Education teaches important skills and knowledge that help people make smart choices about their health and their family's health. If you get a good education, it can lead to better job opportunities with higher pay. Jobs that pay more usually come with health insurance and extra benefits, which can make your health better by giving you more money and access to healthcare.

Reading & Math Scores [2023]

Average grade level performance for 3rd graders on English Language Arts standardized tests.[1][2]

3.1 Reading **3.0**
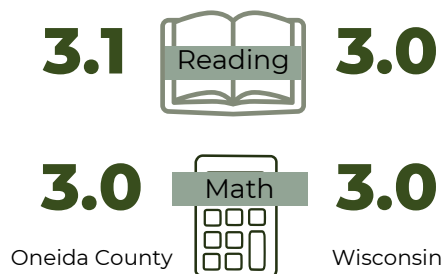
3.0 Math **3.0**

Oneida County   Wisconsin

Literacy Skills [2017]

The percent of adults with literacy skills at:[4]

Oneida County   Wisconsin

13%   **15%**   **Level 1** literacy are at risk for facing difficulties using or comprehending print material.

36%   **34%**   **Level 2** literacy can be considered nearing proficiency but may still struggle to perform complex inferencing and evaluation tasks.

52%   **51%**   **Level 3** or higher are considered to be proficient with working with information and ideas in text

High School Graduation [2023]

Percent of ninth-grade cohort that graduated high school.[3]

95% Oneida County
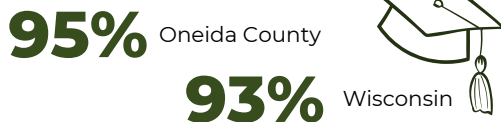
93% Wisconsin

Educational Attainment [2018-2022]

Population 25 years and older:

	Oneida County	Wisconsin
At least a 9th grade education[5]	99.07%	97.58%
At least a high school degree[6]	95.36%	93.10%
Any post-secondary education[7]	64.60%	63.17%
Post-bachelor's degree or higher[8]	10.17%	10.96%

Did you know?

Health Literacy
Low health literacy can lead to:

↑ Higher risk of hospitalization

↓ Lower rates of screenings and preventative services

↓ Poorer overall health status

Education significantly influences health outcomes by shaping individuals' knowledge, behaviors, and access to resources. Higher educational attainment is associated with better health literacy, enabling individuals to make informed decisions about their well-being.

Education also enhances socio-economic status, influencing access to healthcare, nutritious food, and safer living environments. Moreover, educated individuals are more likely to secure stable employment, which further contributes to overall health and well-being. Lower educational levels are linked to increased health disparities, limited health-related knowledge, and a higher likelihood of engaging in risky behaviors.

Education acts as a powerful determinant of health, influencing a range of factors that collectively shape individuals' long-term well-being.

1, 2, 3 County Health Rankings & Roadmaps, 2023
4. U.S. Department of Education, PIAAC, 2017
5, 6, 7, 8. Metop.io, 2018-2022

25

Why is Housing Important?

Housing plays a critical role in health outcomes as it directly impacts living conditions, environmental exposures, and overall well-being. Substandard or unstable housing can lead to increased exposure to environmental hazards, such as pollutants, and inadequate sanitation, contributing to respiratory issues and other health problems. Insecure housing, including homelessness, is linked to higher stress levels, mental health issues, and reduced access to healthcare.

Safe, stable housing boosts health by nurturing mental well-being, ensuring security, and enabling healthy lifestyles. The neighborhood tied to housing influences access to parks, groceries, and healthcare. Housing quality and affordability directly impact health, shaping access to safety, nutritious food, exercise, and education opportunities.

Housing Instability

Housing instability encompasses a number of challenges, such as having trouble paying rent, overcrowding, moving frequently, or spending the bulk of household income on housing. In Wisconsin, 13% of households experience housing problems compared to **10%** in Oneida County in 2021.[1]

Affordable housing is housing that costs no more than 30% of your gross income. This includes rent or mortgage payments, homeowner association fees, and utilities like gas, electricity, water, and internet.

1 in **10** households in Oneida County experience at least one of the following[2]:

Overcrowding

High housing costs

Lack of kitchen facilities

Lack of plumbing

That means **1,641.7** households experience these issues in Oneida County

22.9% of households in Oneida County spend 30% or more of income on housing in 2022[3]

9% of households in Oneida County spend 50% or more of income on housing in 2023[4]

In order to assess the housing conditions in Oneida County, Community Health Assessment (CHA) Survey participants were asked to rate the degree to which they agreed that *houses and apartments in my community are affordable and livable.*

1 Strongly disagree

2.35

5 Strongly agree
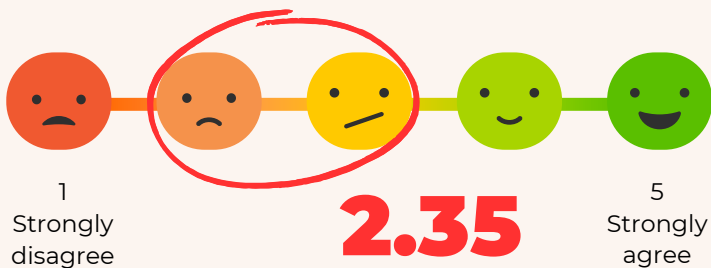
CHA Survey participants were asked if their current housing meet their needs, **11.5%** say no. When asked to describe why their current housing doesn't meet their needs the following reasons were mentioned.

- Safety concerns
- Too small
- Too big
- Too expensive
- Health concerns
- Repairs needed
- Current situation/temporary
- Amenities at the home doesn't suit resident's needs

"We desperately need more affordable low to mid income housing options if we want to remedy the lack of available skilled workforce."

~ Survey Participant

Maslow's hierarchy of needs is a psychological theory that describes human motivation and the hierarchy of needs that individuals must fulfill to achieve self-actualization.

At the base of the hierarchy are physiological needs such as food, water, and shelter, which are essential for survival.[1] Housing fulfills this basic need for shelter, providing individuals with a safe and secure environment in which to live. Without adequate housing, individuals may struggle to meet their basic physiological needs, leading to instability, stress, and increased vulnerability to health and social issues.

As individuals progress up the hierarchy, they seek to fulfill higher-level needs such as safety, belongingness, esteem, and self-actualization, which are also influenced by the quality and stability of their housing situation.

Therefore, access to safe and affordable housing is fundamental to supporting individuals' overall well-being and enabling them to pursue higher-level goals and aspirations.

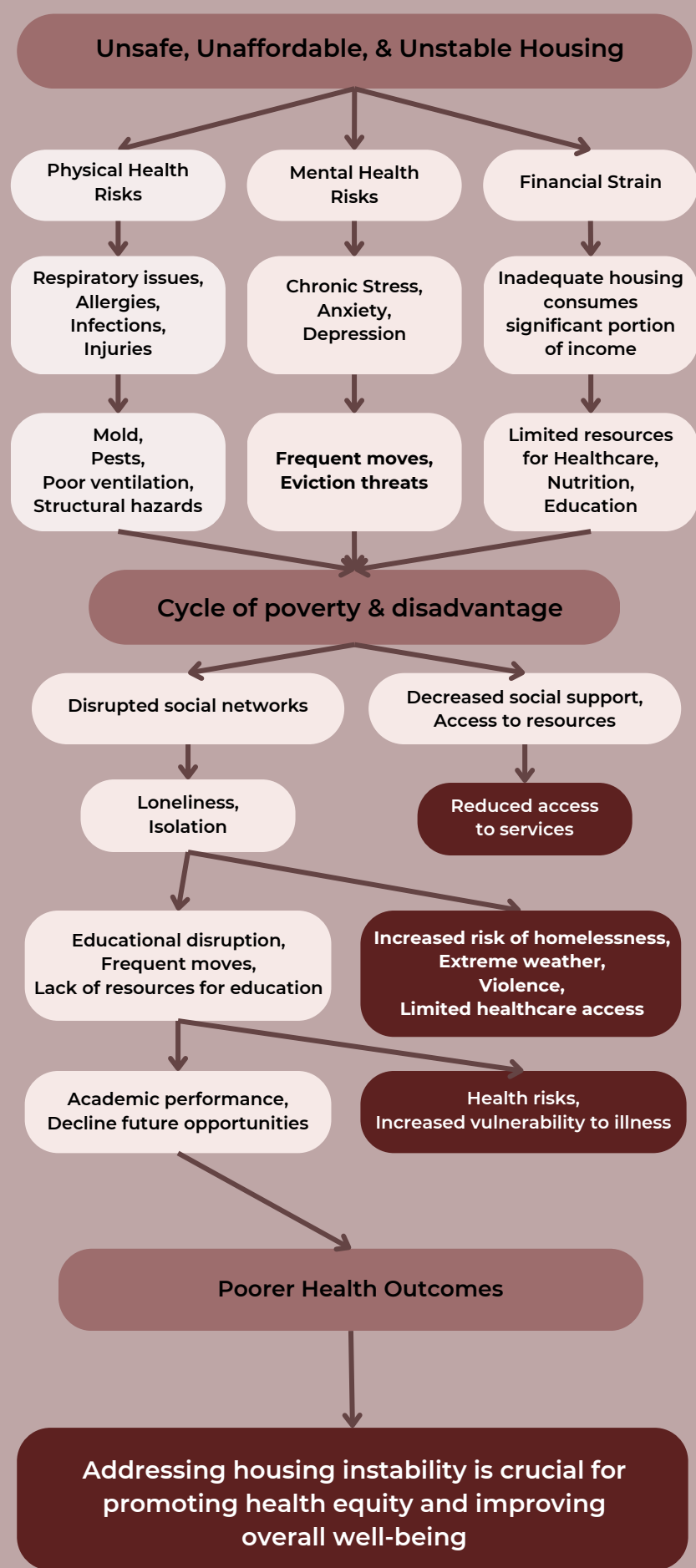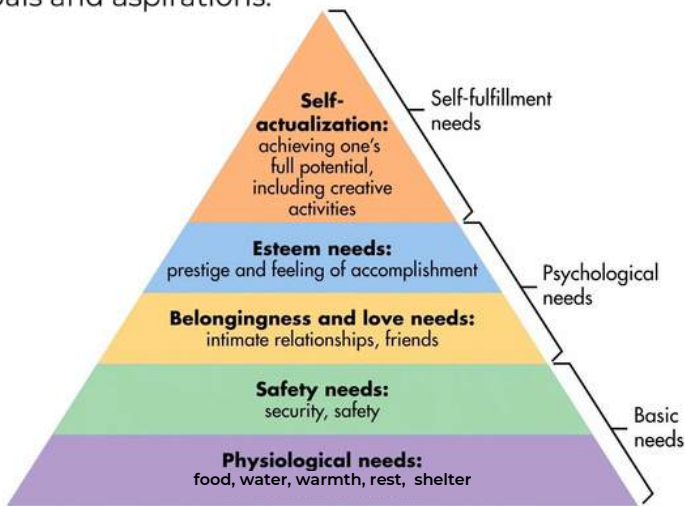**Self-actualization:** achieving one's full potential, including creative activities — Self-fulfillment needs

Esteem needs: prestige and feeling of accomplishment — Psychological needs

Belongingness and love needs: intimate relationships, friends

Safety needs: security, safety — Basic needs

Physiological needs: food, water, warmth, rest, shelter

The flow diagram starts with the concept of unstable and inadequate housing. It branches out into various factors contributing to poorer health outcomes: Physical Health Risks, Mental Health Impact, Financial Strain, Social Isolation, Educational Disruption, and Increased Risk of Homelessness. Each factor is further expanded to illustrate specific issues and consequences associated with unstable housing. The diagram concludes by emphasizing the importance of addressing housing instability for promoting health equity and improving overall well-being.

Unsafe, Unaffordable, & Unstable Housing

Physical Health Risks → Respiratory issues, Allergies, Infections, Injuries → Mold, Pests, Poor ventilation, Structural hazards

Mental Health Risks → Chronic Stress, Anxiety, Depression → **Frequent moves, Eviction threats**

Financial Strain → Inadequate housing consumes significant portion of income → Limited resources for Healthcare, Nutrition, Education

Cycle of poverty & disadvantage

Disrupted social networks → Loneliness, Isolation

Decreased social support, Access to resources → Reduced access to services

Educational disruption, Frequent moves, Lack of resources for education

Increased risk of homelessness, Extreme weather, Violence, Limited healthcare access

Academic performance, Decline future opportunities

Health risks, Increased vulnerability to illness

Poorer Health Outcomes

Addressing housing instability is crucial for promoting health equity and improving overall well-being

1. Simply Psychology, 2024
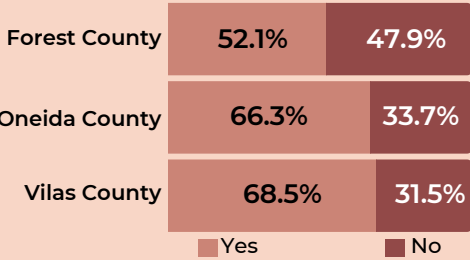
Food Access

Why is Food Access Important?

Lack of regular access to affordable healthy food can lead to increased incidences of obesity, diabetes, heart disease and other health conditions. Those encountering food insecurity often face additional concerns such as poor housing and lack of health insurance. Food insecurity is not only associated with chronic health problems in adults but can also lead to mental health issues, such as depression.

Community Health Assessment (CHA) Survey participants were asked whether they received food stamps.

Yes, Receive Food Stamps

Forest County	14.9%
Oneida County	22.4%
Vilas County	13.4%
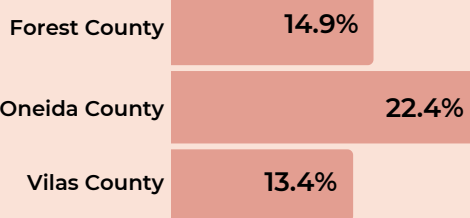
Aware of Food Assistance Programs

	Yes	No
Forest County	52.1%	47.9%
Oneida County	66.3%	33.7%
Vilas County	68.5%	31.5%

Food Insecurity & Access

Food insecurity refers to the lack of consistent access to enough food for an active, healthy life. It can manifest in various ways, including not having enough food to eat, experiencing hunger, or having to compromise on food quality or quantity due to financial constraints. Solutions involve addressing poverty, improving food access, and strengthening social support systems. Programs like **Women, Infants, and Children Nutrition Program (WIC)** and **Supplemental Nutrition Assistance Program (SNAP)**, also known as food stamps. Provide food benefits to eligible individuals and families to supplement their grocery budget to afford the nutritious foods essential to health and well-being.

Oneida County **$1,636,000**   **$263,063,000** Wisconsin
Money needed to cover the food budget shortfall annually in 2021[1]

1,235
Number of households receiving SNAP benefits in Oneida County in 2022[2]

2,620
Number of food insecure individuals in Oneida County in 2021[3]

234
Number of families that received WIC benefits in Oneida County in 2021[4]

Food Environment

In Oneida County, residents experience challenges to access healthy foods. As a rural community different factors such as limited transportation options, fewer grocery stores, and lower income levels, prevent healthy eating habits. This map shows the locations of different food selling stores/places.

We acknowledge that the map may not comprehensively display all the amenities accessible within our county due to closures/seasonal businesses.

2 farmers markets	**5** dollar stores	**9** grocery stores	**30** convenience stores	**8** fast food establishments	**41** bars that serve food	**3** food pantries
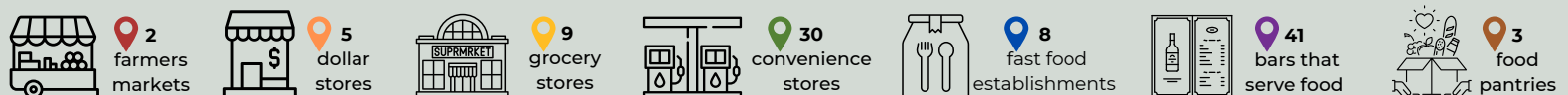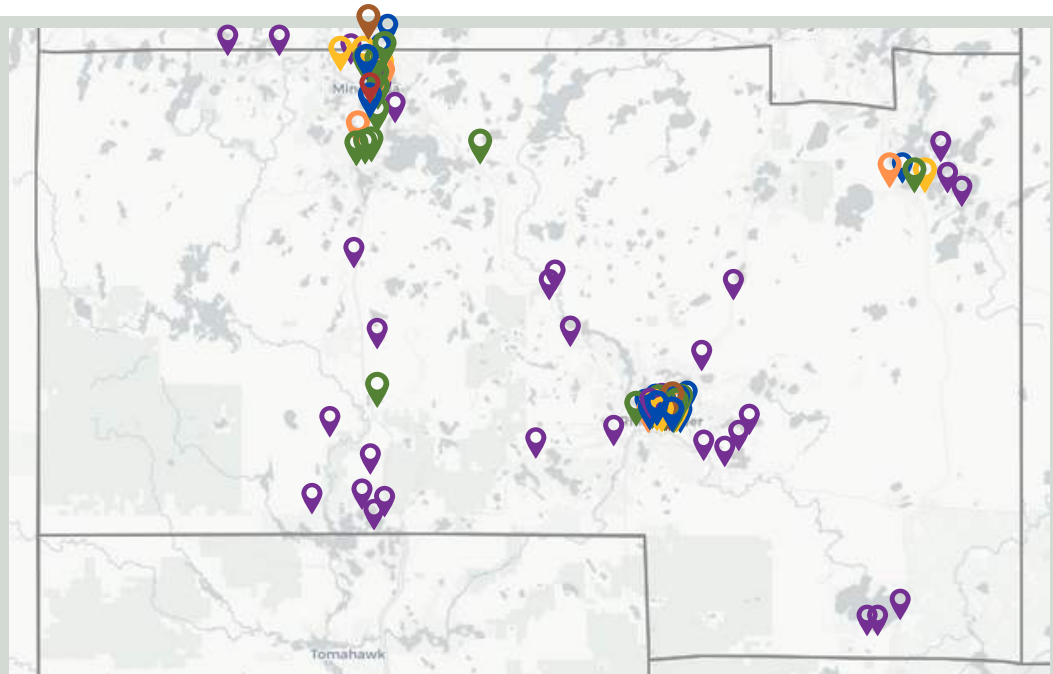
1, 3. Feeding America, 2021
2. U.S. Census Bureau, Table: S2201, 2022
4. Oneida County Women, Infants, and Children, 2021

28

Why is Health Care Access Important?

Access to affordable, quality, and timely health care can help prevent diseases and detect concerns sooner. This enables people to live longer, healthier lives. While part of a larger framework, looking at clinical care can help us understand why some communities are healthier than others. People living in rural areas are at greater risk of poor health conditions due to various factors, including facing significant barriers to accessing care.

Health Care Access

Healthcare access refers to the ease with which individuals can obtain medical services. Barriers include cost, waitlist, geography, and discrimination. Solutions aim to ensure equitable access for all.

"We need access to more specialty services and primary care providers in our area." **~ Survey Participant**

CHA Survey participants who indicated that they did not have access to a mental health care provider were asked what reasons stopped them.

Top 2 reasons

Mental Health
1. Too long of a wait list
2. Not knowing where to get help from

2023

RATIO OF PEOPLE TO PROVIDERS	ONEIDA COUNTY	WISCONSIN
Primary Care Providers[1]	1,490 to 1	1,240 to 1
Dental Care Providers[2]	1,160 to 1	1,380 to 1
Mental Health Providers[3]	360 to 1	420 to 1

Health Insurance

Workers in rural areas are more likely to be uninsured or underinsured due to low wages and working for a small business; thereby reducing the availability of health insurance made available through employers.

Lack of insurance coverage is linked to decreased access to care and increased risk of poorer health outcomes. 1 in 6, rural Americans under 65 years old are more likely to be uninsured.[4] Oneida County fares better among other rural counties with a lower uninsured population of 1 in 16 adults.[5]

In a recent survey, 36% of adult rural Americans skipped needed health care due to costs. Another survey found that rural Americans were most likely to have difficulties paying medical bills.[6] In order to assess Oneida County residents take on insurance and its cost. The following responses were collected:

CHA Survey participants who indicated that they did not have insurance, were asked what reasons kept them from getting insurance. The top 2 reasons:

Primary Care
1. Too expensive
2. Not having a primary doctor

Dental Care
1. Too expensive
2. Not having a primary dentist

Community Health Assessment (CHA) Survey participants who indicated that they have insurance and what degree the insurance was affordable and met their needs.

Medical Insurance
Have insurance **97.8%**
6.0%
18.5%
10.2%
63.1%
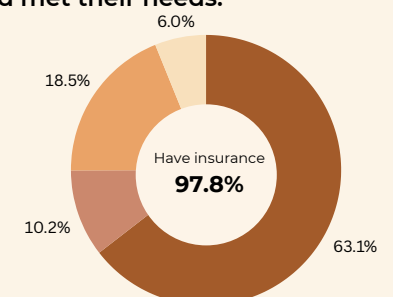
Dental Insurance
Have insurance **76.9%**
3.6%
7.8%
15.4%
50.1%
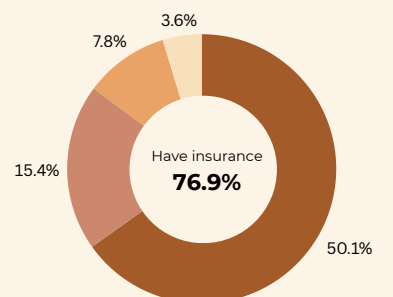
- Yes, is affordable & meets needs
- Yes, but does not meets needs
- Yes, but is not affordable
- Yes, but is not affordable & does not meets needs

1, 2, 3, 5. County Health Rankings & Roadmaps, 2023
4, 6. NIHCM Foundation: Rural Health: Addressing Barriers to Care

Average daily density of fine particulate matter in micrograms per cubic meter (PM2.5)[1]

6.1 Oneida County   **7.8** Wisconsin

2023

Rn 86 Radon 222.0176
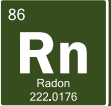
Percent of tests with results at or above the Environmental Protection Agency (EPA) standard of 4pCi/L [2]

25.0% to <36.0%

Oneida County   **2021**

Pb 82 Lead 207.2

The measure of exposure from housing built before 1960 and at risk of containing lead.[3]
0 = lowest exposure 100 = highest exposure

51.6 Oneida County   **59.8** Wisconsin

2023

Per- and Polyfluoroalkyl Substances (PFAS)[4]

Per- and Polyfluoroalkyl Substances (PFAS) are a large group of human-made chemicals used for decades in numerous products, including non-stick cookware, fast food wrappers, stain-resistant sprays and certain types of firefighting foam. These contaminants have made their way into the environment in a variety of ways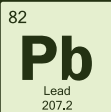 including through spills of PFAS-containing chemicals, discharges of PFAS-containing wastewater to treatment plants and use of certain types of firefighting foams.

This map represents data about where PFAS impacts Oneida County. The map shows locations of contamination sites. If several contaminated sites are in close proximity, click on the map to be directed to the Wisconsin PFAS Interactive Data Viewer. This map includes the following information:

Why is Physical Environment Important?

Safe and walkable neighborhoods enhance social interactions and community well-being. Overall, a supportive physical environment fosters health by minimizing exposure to harmful factors and promoting conditions that facilitate healthy behaviors and social connections.

Poor environmental conditions, such as air pollution or lack of recreational spaces, contribute to respiratory issues, cardiovascular diseases, and mental health problems. Accessible and well-designed environments encourage physical activity, reducing the risk of obesity and related conditions.

Composite index consisting of a place's exposure to harmful environmental factors relating to air quality, pollution, and built environment in 2022. Higher values indicate a larger burden.[5]

46.94 Wisconsin   **23.93** Oneida County   **7.96** Vilas County   **7.85** Forest County

Surface Water and Fish Tissue Sampling

◇ Background Monitoring - Lakes

◇ Background Monitoring - Major Rivers

◇ Targeted Monitoring

Open Sites (with point clustering)

1 ▣ ——— ▣ 8   Multiple (see count)

▣ Closed Site

PFAS-Based Consumption Advice

▬ Fish Advisory - River/Waterbody Area

▬ Fish Advisory - Stream/River Line

▬ Other Consumption Advice

Municipal Water System Sampling

● PFAS above the WI DHS health advisory level in one or more samples from the system

○ PFAS exceeds the WI DHS hazard index for samples from the water system

● PFAS detected below hazard index in one or more samples from the water system

● PFAS not detected in any samples from the water system

1. County Health Rankings & Roadmaps. 2023
2. Wisconsin Environmental Public Health Tracker, 2023
3, 5. Metop.io
4. Department of Natural Resources, Wisconsin PFAS Interactive Data Viewer

30

Built Environment

Why is Built Environment Important?

The built environment, encompassing structures, transportation systems, and community planning, profoundly influences health outcomes. Well-designed spaces w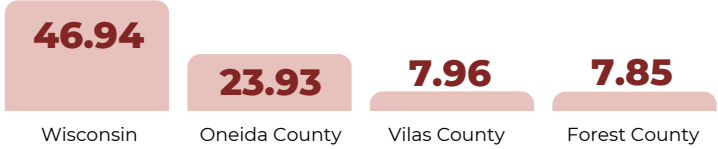ith walkable neighborhoods, bike paths, and access to public transportation promote physical activity, reducing the risk of obesity and related health issues. Environments lacking in these features contribute to sedentary lifestyles and associated health problems.

The proximity of green spaces, recreational areas, and facilities for exercise further influences residents' overall well-being. Interestingly, the built environment also affects social connectivity, influencing mental health and community engagement.

Community Health Assessment (CHA) Survey participants selected which items they believed to be the **Top 5 strengths were in their community**

#1 Clean Environment

#2 Access to community parks & green space

Community Health Assessment (CHA) Survey participants were asked to rate the degree to which they agreed that **there are places for people to come together in my community.**

4.09

1 — Strongly disagree

5 — Strongly agree

Walkability Index, based on intersection density, proximity to transit, diversity of businesses, and density of housing in 2022.[1]

*Values range from 1 to 20 with 20 being most walkable.

Wisconsin	**8.68**
Oneida County	**6.39**
Vilas County	**6.69**
Forest County	**5.78**

67.5%

of people in Oneida County that are living within 1 mile from a park in 2020.[2]
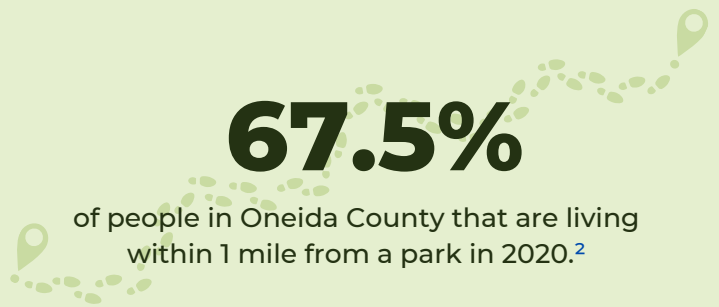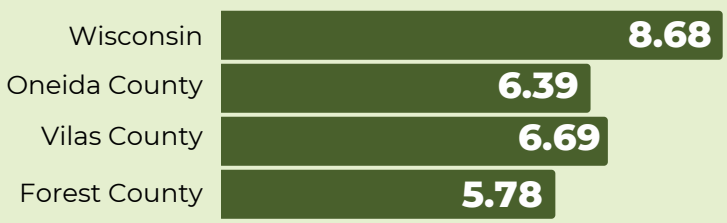
Factors that contribute to accessing activities....

Percent of occupied households with no vehicles available from 2018-2022.[3]

3.7% Oneida County

6.27% Wisconsin

Percent of households with broadband internet connection in 2023[4]

85% Oneida County

86% Wisconsin

Health Priority
!
Childcare

Why is Childcare Important?

Childcare influences parental employment and family income, affecting health and socioeconomic factors. Structured programs support children's development, fostering cognitive, emotional, and social skills. Early access to safe environments promotes mental health, reduces behavioral issues, and leads to lifelong health benefits, fostering equity and positive outcomes.

Childcare Centers

Families who access child care can earn paid income or pursue higher education. However, many barriers still exist to accessing care. In Oneida County there are **16** regulated childcare facilities. Regulated child care provides a foundation for safe child care settings by conducting background checks, regular inspections and complaint investigations. Residents can also access 2 childcare facilities just outside of the county lines.

Regulated Child Care Types[1]

Bar chart showing: Certified Family Care: 2, Licensed Camp Care: 1, Licensed Family Care: 3, Licensed Group Care: 12

According to a survey conducted by the Oneida County Childcare Coalition for birth to 5 year old care[2]:

1190 — **390** = **800**

1190	390	800
Number of children who potentially need childcare	Current capacity for childcare	Children who potentially need childcare

Access to Affordable Childcare

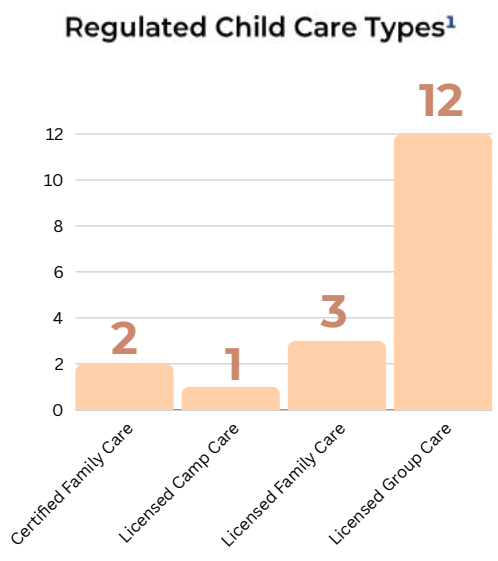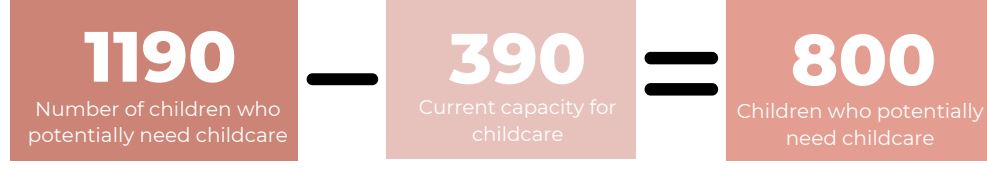Affordable childcare is essential for families, enabling parents to work while ensuring children receive quality care and early education. It promotes economic stability, workforce participation, and child development, contributing to societal well-being and reducing inequalities. Accessible, subsidized options help alleviate financial burdens on families. Access to affordable childcare was consistently identified as an issue in Oneida County.

2 out of 10 employees reported that a partner/spouse does not work (or work less than full time) to care for children.[3]

7 out of 10 employees reported having been absent from work due to child care in the past year.[4]
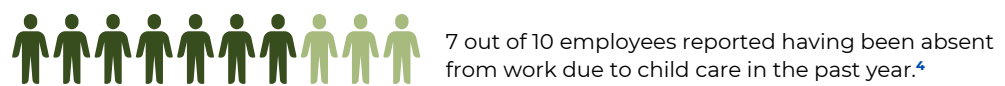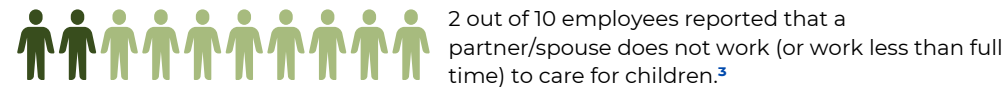
"Better access for people to find good childcare for working families. There are very few childcare centers and even less before/after school childcare resources. If these two things were better, we could attract a lot more working families to fill so many job openings. It will be hard to grow as a community without those things!"

~ Survey Participant

"Childcare is a big issue. Moms are talking about major issues getting childcare and a lot end up staying home because they can't find anything or it is too expensive, the wage they make didn't cover the childcare cost."

~ Focus Group Participant

1. Wisconsin Department of Children and Families, 2023
2, 3, 4. Oneida County Children Coalition Survey, 2023

Health Behaviors

Health behaviors are health-related practices, such as diet, exercise, and smoking that can improve or damage the health of individuals or community members. Health behaviors are influenced by the choices available in the places where people live, learn, work and play.

Based on the Health Factors Model on page 18, 30% of overall health is attributed to health behaviors.

- Injury Prevention
- Nutrition & Healthy Eating
- Physical Activity
- Substance Use:
  - Alcohol Use
  - Other Substance Use
  - Tobacco Use

Injury Prevention

Why is Injury Prevention Relevant?

Understanding the causes of injuries can help us understand the community's well-being and if people live long, healthy lives. If there are trends in injury data, strategies can be deployed to educate and prevent future injuries.
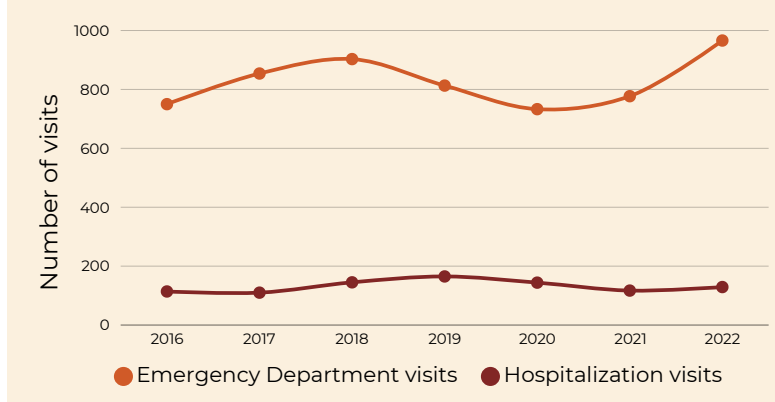
Injury

In 2022, there were **2,196** emergency department visits and **216** hospitalizations due to injury in Oneida County. [1,2]

Top 5 Injury Related Visits in Oneida County in 2022

Hospitalization[3]	Emergency Department[4]
1. Falls	1. Falls
2. Poisoning	2. Struck by or against object or person
3. Motor vehicle traffic	3. Cutting or piercing objects
4. Nontraffic transportation	4. Natural or environmental factors
5. Struck by or against object or person	5. Overexertion

Falls are the number one reason for emergency department and hospitalization visits, in Oneida County since 2016.

In 2022, there were 966 emergency department visits and 129 hospitalizations due to injury in Oneida County.[5,6]

Recreational Injury

Oneida County has a wide array of recreational activities, attracting numerous in and out of state visitors. Given the tourism-driven nature, the likelihood of unintentional injuries is increased.

Since 2014, the Department of Natural Resources has been releasing "Crash Incident Reports", which detail crash location, crash type, victim age, gender and residency, WI safety certification, safety gear, and alcohol involvement.

Snowmobiling is a major draw in the Northwoods region. Unfortunately, a significant number of fatal snowmobile crashes happen in Forest, Oneida, and Vilas County.
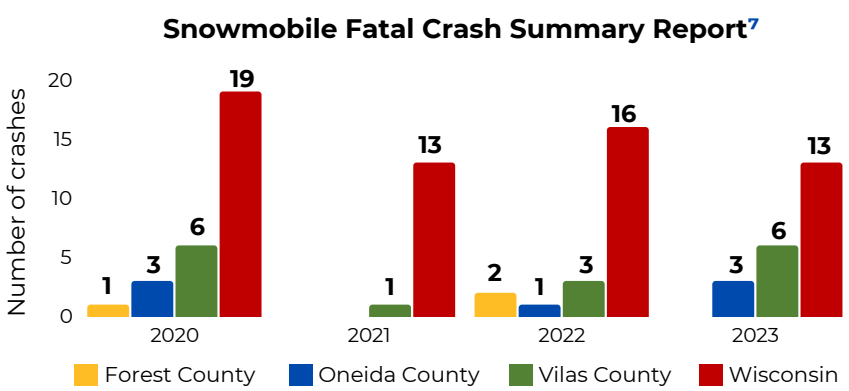
DONT FORGET !
- Always wear the proper/appropriate safety gear
- Be cautious of your surroundings
- Never drink and operate recreational equipment
- Check your equipment prior and stay informed about hazards
- Utilize the buddy system and follow safety guidelines
- Take the recommended safety course and learn basic first aid

Snowmobile Fatal Crash Summary Report[7]

DID YOU KNOW ?

Of 2022 Wisconsin fatal ATV/UTV crash victims[8]:

63% were not wearing a seatbelt at the time of the crash

Over 95% were not wearing a helmet at the time of the crash

Of the **88** operators required by law to have a valid ATV safety certification, only **27** had completed the required training.

1, 4, 5. Wisconsin Department of Health Services, Injury-Related Emergency Dept. Module, 2022
2, 3, 6. Wisconsin Department of Health Services, Injury-Related Hospitalizations Module, 2022
7. Department of Natural Resources, Snowmobile Crash Incident Report, 2017-2023
8. Department of Natural Resources, Recreational Vehicle Annual Report, 2022

Injury Prevention

Mortality

Length and quality of life of residents are evaluated to rank counties for health outcomes. Various measures of mortality can help us identify preventable causes of death.

The average life expectancy in Oneida County is **78.7 years**, while Wisconsin's average is 78.9 years.[1]

Unintentional Fall-Related Deaths[2]

Top 5 Causes of Death in Oneida County in 2021[3]

Cause	Number
Disease of the Heart	114
Cancer	102
Other causes	82
COVID-19	46
Accidents (Unintentional Injuries)	29

Underlying causes of death are grouped into 50 categories defined by the National Center for Health Statistics.[4]
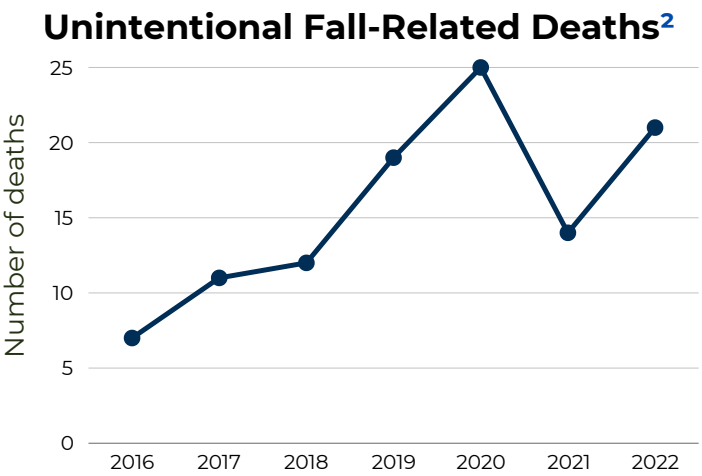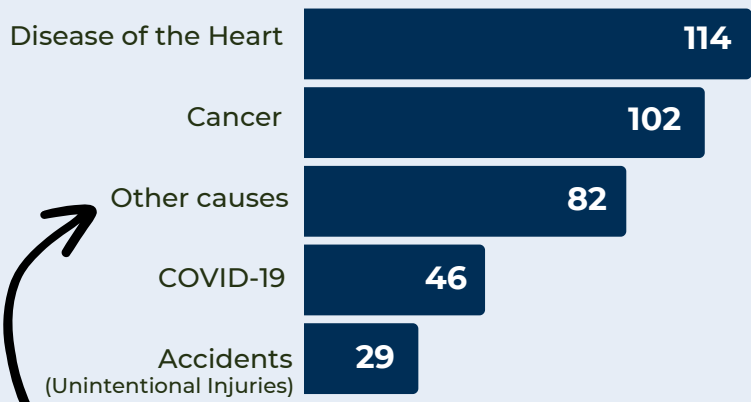
Premature death is a rate measured as the years of potential life lost before age 75 per 100,000 population.[5]

Oneida County **6,400** years lost per 100,000 population

Wisconsin **6,600** years lost per 100,000 population

4.07
I feel safe in my community
On a scale of 1= strongly disagree and 5= strongly agree

1.89
Violence in the home or community
On a scale of 1= not concerned and 5= extremely concerned

Community Safety

Community safety entails collective efforts to prevent crime, mitigate risks, and promote well-being. The goal is to create secure environments where everyone feels safe and supported.

To assess community safety in Oneida County, the Community Health Assessment (CHA) Survey asked participants if they feel safe at home or in their community. **10.2%** of CHA survey participates stated that they <u>do not feel safe due to the following reasons:</u>

3.6%	0.8%	3.6%	2.2%
Other	Harmful conditions in my home	Neighborhood violence	Spouse or partner violence

- Crime (drugs, guns, violence)
- General feeling of being unsafe
- Community issues (neighbors, sex offenders, political tension)
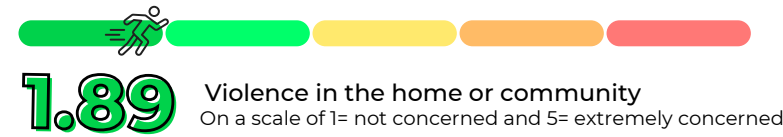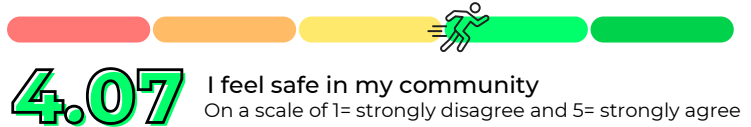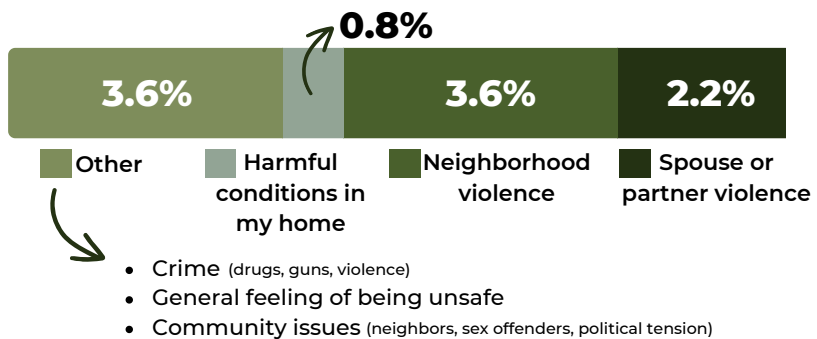
Youth Safety[6]

If youth feel like school is not safe it can affect school performance and attendance.

High School	Middle School	
12% (WI 7.6%)	**15%**	Percent of students who reported missing school because of feeling unsafe/safety concerns either at school or in route to school.
25% (WI 20.3%)	**N/a**	Percent of school students who agree or strongly agree violence is a problem at their school.
8% (WI 8.2%)	**24%**	Percent of students that have been in a physical fight at school.
9% (WI 5.5%)	**N/a**	Percent of students who have been threatened with a weapon on school property.

1, 5. County Health Rankings & Roadmaps, 2023
2. Wisconsin Department of Health Services, Injury-Related Mortality, 2016-2022
3, 4. Wisconsin Department of Health Services, Mortality Module Broad Groups, 2016-2022
6. Oneida County Youth Risk Behavior Survey, 2021

Nutrition & Healthy Eating

Why is Nutrition & Healthy Eating Important?

Healthy eating habits and physical activity are crucial elements of good physical and mental health. Individuals lacking a balanced diet of nutrient-dense foods and adequate exercise are more at risk for poorer health outcomes and decreased quality of life.

Nutrition

Prioritizing a nutritious diet of protein, fruits, vegetables, and grains is fundamental for holistic well-being.   Healthy eating can prevent chronic diseases, support healthy weight management, boost mental health, and contribute to a longer, higher-quality life.

Youth in Oneida County in 2021

48%
(38.2% WI)
of high school students who ate **vegetables** every day[1]

47%
(40.6% WI)
of high school students who ate **fruits** every day[2]

Adults in Wisconsin in 2021

79.8%
of adults eat **vegetables** more than once a day[3]

60.4%
of adults eat **fruits** more than once a day[4]

64.8% of Community Health Assessment (CHA) Survey participants stated that they experience barriers to eating nutritious foods. When respondents were asked what kind of barriers they experienced, answers were listed below:

40.9% It is too expensive
19.2% It spoils too fast
11.7% I don't know how to prepare healthy meals
8.7% It doesn't taste good
8.5% Other
8.1% I don't know foods are considered healthy
1.4% I don't have access to grocery stores
1.0% I don't have reliable transportation to get groceries

- The amount of time it takes to prepare healthy foods (shopping & prepping)
- Lack of healthy options at stores and restaurants
- Easier to access/people prefer unhealthy choices

Community Health Assessment (CHA) Survey participants were asked **In your opinion, what would make our community a healthier place to live in?**

"Better food quality at restaurants. Bar and grill food and fast food are limiting and as I get older, I want healthy options that are affordable"
~ Survey Participant

"Provide a grocery store that offer healthy options."
~ Survey Participant

"Access to healthier food options, like a community greenhouse, programs to support self-sufficiency, teaching skills like gardening and foraging"
~ Survey Participant

"More farm to table opportunities and focus on to affordable true nutrition, not this low fat, high carb stuff."
~ Survey Participant

Physical Activity

Why is Physical Activity Important?

The CDC recommends that adults get 150 minutes of moderate-intensity physical activity and 2 days of muscle strengthening activity each week.

Frequent exercise provides immediate and long-term benefits for both adults and youth. These include improved cognition, sleep, mood, and bone health and reduced risk for chronic disease.

Physical Activity

Physical activity also reduces risk of obesity, cardiovascular disease, Type 2 diabetes, depression, dementia, and cancer.

Community Health Assessment (CHA) Survey participants rated the the following statements regarding physical health.

3.37
There are opportunities for youth to explore interests and participate in positive activities
On scale of 1= Strongly disagree and 5= Strongly agree.

3.67
Your own physical health
On scale of 1= very unhealthy and 5= very healthy.

Physical Activity Recommendations[1]

Adults **150** minutes of moderate intensity aerobic activity a week. Muscle-strengthening activity at least 2 days a week.

Youth At least **60** minutes of moderate-to-vigorous activity daily.

63.3% Wisconsin High School
64% Oneida County High School
72% Oneida County Middle School
Percent of students who exercise 4-7 days in the past week[2] **2021**

6% Oneida County Middle School
11% Oneida County High School
Percent of students who exercise zero days in the past week[3] **2021**

84% Wisconsin
71% Oneida County
Percent of people with adequate access to locations for physical activity (parks or recreation facilities)[4] **2023**

20% Wisconsin
18% Oneida County
Percent of adults that reported participating in NO physical activity outside of work[5] **2023**

Sleep

Sleep is critical to good health. Good sleep improves your brain performance, mood, and health. Sleep also helps your body repair itself.

Not getting enough quality sleep regularly raises the risk of many diseases and disorders. These range from heart disease and stroke to obesity, dementia, and more.

Adults who sleep less than 7 hours each night are more likely to say they have had health problems, including heart attack, asthma, and depression. [6]

32% **(31% WI)**
Percent of adults who reported getting less then 7 hours of sleep per night on average in Oneida County in 2023.[7]

18%
Percent of high school students who report 5 or fewer hours of sleep per night in Oneida County in 2021.[8]

28% **(27.9% WI)**
Percent of high school students who get 8+ hours of sleep per night in Oneida County in 2021.[9]

Tips to get better sleep

- Stick to a regular sleep schedule. Go to bed at the same time each night and get up at the same time each morning, including on the weekends.
- Get enough natural light, especially earlier in the day. Try going for a morning or lunchtime walk.
- Get enough physical activity during the day. Try not to exercise within a few hours of bedtime.
- Avoid artificial light, especially within a few hours of bedtime. Use a blue light filter on your computer or smartphone.
- Don't eat or drink within a few hours of bedtime; avoid alcohol and foods high in fat or sugar in particular.
- Keep your bedroom cool, dark, and quiet.

1. Physical Activity Guidelines for Americans, 2018
2, 3, 8, 9. Oneida County Youth Risk Behavior Survey, 2021
4, 5, 7. County Health Rankings & Roadmaps, 2023
6. National Institutes of Health

Substance Use: Alcohol Use

Why is Alcohol Use Relevant?

Excessive drinking increases the risk of various health problems such as liver disease, cardiovascular issues, mental health disorders, and accidents. It also contributes to social issues like family conflict, violence, and economic burdens through healthcare costs and lost productivity. Addressing binge drinking supports individual health and safety, strengthens social well-being, reduces economic costs, and improves public health outcomes.

Excessive Drinking

Excessive alcohol consumption is connected to a variety of health issues. By limiting excessive drinking, individuals can reduce their risk of developing these health problems and improve their overall well-being.
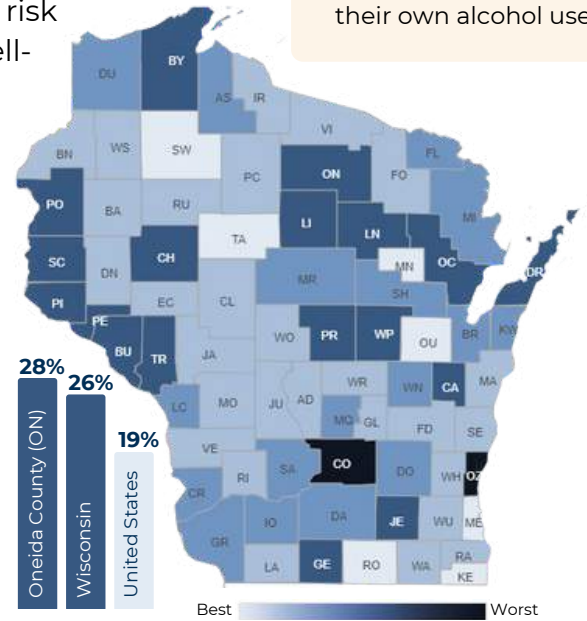
Community Input

11% of Community Health Assessment (CHA) Survey participants stated that they are worried about their own alcohol use.

Short Term Risks[1]
minutes, days, months

- Alcohol poisoning
- Memory problems
- Poor pregnancy outcomes
- Unintentional injuries
- Violence

Long Term Risks[2]
years

- Alcohol use disorders
- Cancer
- Heart disease
- High blood pressure
- Learning/memory problems
- Liver disease
- Mental health problems
- Weakened immune system

In Oneida County, **8 of 14** key informant interviews stated that alcohol and other substance use was one of their client's most pressing health concerns.

28% Oneida County (ON)
26% Wisconsin
19% United States

Best — Worst

Percentage of adults reporting binge or heavy drinking[3]

Underage Alcohol Use

Consumption of alcohol before the legal age of 21 can have damaging effects on the human brain and body development. Evidence also indicates early alcohol use can cause mental health problems and other addictions.

Percentage of Oneida County students who had at least one drink in the past 30 days in 2021[4]:

27%
High School Students
(WI 25.4%)

13%
Middle School Students
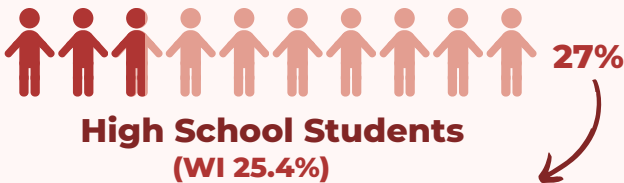
of the 27%
45% Among high students who drank, engaged in binge drinking.[5]

U13

35%
(WI 32.3%)
Percentage of Oneida County students who drink and had their first drink before age 13.[6]
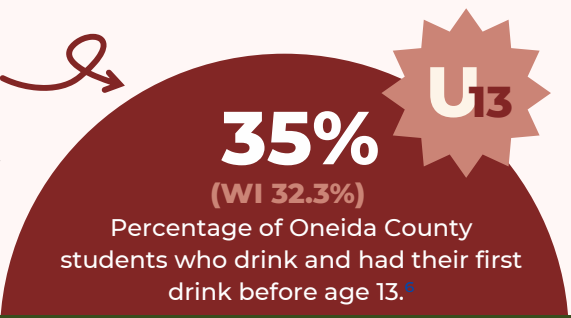
Wisconsin is one of 29 states that allows minors to not only be present in alcohol serving premises, but to also consume alcohol under adult supervision. This normalization can lead to a low perception of risk towards excessive drinking.

1, 2. Medical College of Wisconsin
3. County Health Rankings & Roadmaps, 2023
4, 5, 6. Oneida County Youth Risk Behavior Survey, 2021

Drinking Burden

Excessive alcohol consumption poses a significant economic burden on society, including healthcare costs, legal expenses, and lost productivity. By addressing binge drinking, communities can alleviate these economic burdens and allocate resources more effectively. In Oneida County, binge drinking is responsible for 76% of the excessive alcohol consumption economic cost.[1]

$2.1 million — Healthcare
$1.9 million — Other
$14 million — Lost Productivity
$3.1 million — Criminal Justice

$588 (WI $666) Cost per resident in Oneida County

$8.7 million (WI $1.6 billion) Cost to the government in Oneida County

The estimated annual economic cost of binge drinking in Oneida County is **$21.1 million**

Alcohol-Related Outcomes

Alcohol impairs judgment and coordination, leading to an increased risk of accidents, injuries, and fatalities. Addressing excessive alcohol consumption helps to promote safety on the roads, in workplaces, and in social settings, thereby reducing the risk of harm to oneself and others. Alcohol consumption in Oneida County contributed to the following:

535 Total number of visits for chronic alcohol hospitalizations[2] 2021

232 Arrests for driving under the influence[3] 2022

74 Vehicle crashes involving impaired drivers[4] 2022

73 Alcohol-related deaths[5] 2021

Chronic Alcohol Hospitalizations

Number of hospitalizations

Emergency Room Visits: 251, 323, 504, 239, 232, 269
Inpatient Visits: 264, 272, 325, 291, 260, 266

2016, 2017, 2018, 2019, 2020, 2021
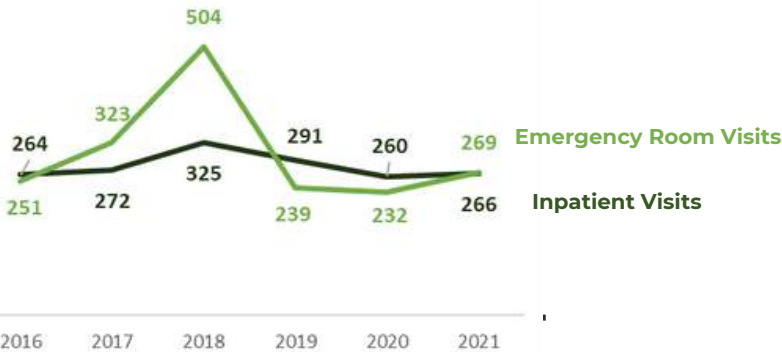
Alcohol-Related Deaths

Number of deaths per 100,000 people

58, 65, 60, 77, 56, 73

2016, 2017, 2018, 2019, 2020, 2021
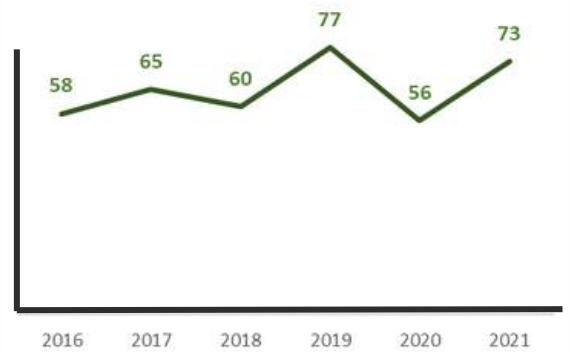
1. The Burden of Binge Drinking in Wisconsin, 2019
2. Wisconsin Department of Health Services, Alcohol Hospitalizations Dashboard, 2021
3. Wisconsin Department of Justice, 2022
4. Community Maps, 2022
5. Wisconsin Department of Health Services, Alcohol Deaths Dashboard, 2021

Environmental Factors

Outlet Density

High alcohol outlet density, defined as a high concentration of retail alcohol outlets in a small area, is known to be an environmental risk factor for excessive/heavy/binge drinking. In 2020-2021, Oneida County had an outlet density of **3.22** per every 500 people.

Rate of alcohol licensure per 500 people, Oneida County[1]

Legend - Crude Rate (per 500 pop.)
- 6.27 to 7.64
- 4.9 to < 6.27
- 3.53 to < 4.9
- 2.16 to < 3.53
- 0.79 to < 2.16

Township[2]

Lynne	18.0
Little Rice	8.3
Schoepke	7.8
Minocqua	6.1
Three Lakes	5.5
Monico	5.0
Enterprise	4.9
Hazelhurst	4.0
Woodruff	3.8
Nokomis	3.7
Lake Tomahawk	3.4
Sugar Camp	3.3
Rhinelander	2.9
Cassian	2.6
Pelican	2.4
Newbold	2.2
Pine Lake	2.0
Cresent	1.5
Woodboro	0.6
Stella	0.0
Piehl	0.0

+ Health Behaviors

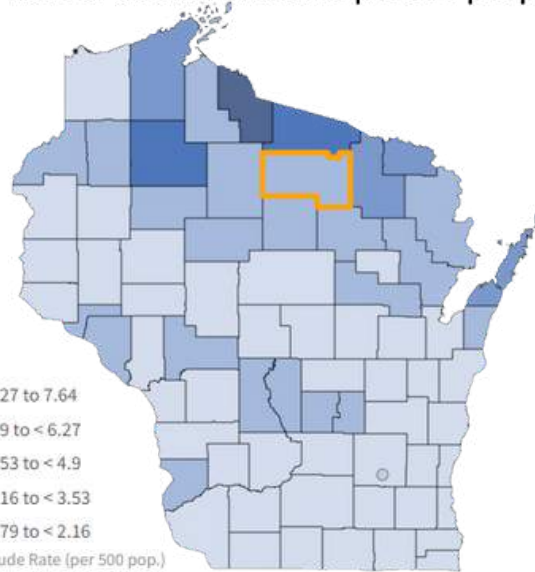Binge drinking is defined as a pattern of drinking that brings blood alcohol concentration (BAC) TO 0.08 g/dL (0.08%) or more.

For woman who have 4 or more drinks
For men who have 5 or more drinks

Results from studies consistently show that increased alcoholic beverage outlet density were associated with excessive/heavy/binge alcohol consumption and related harms.[4]

Drinking among Oneida County in 2021[3]

- Binge drinker 17.3%
- Non drinker 39.2%
- Non-binge drinker 43.5%
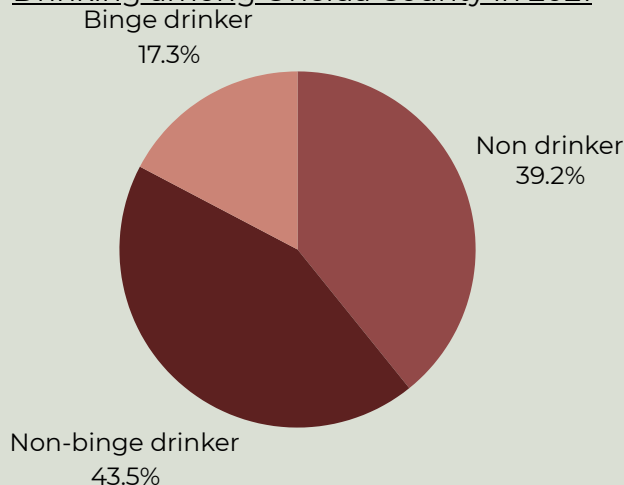
= Outcomes

Over time, alcohol misuse, including repeated episodes of binge drinking, contributes a variety of physical, mental, and other social/external outcomes.[5]

Alcohol has been shown to cause 7 different cancers; mouth & throat, larynx, esophagus, female breast, liver, and colorectal. Oneida County experiences particularly increased rates of colon/rectum, breast, and liver cancers.

Rate of new cancer cases per 100,000 people[6]   2016-2020

WI	Oneida County	
35	**47**	Colon & Rectum
135	**139**	Female Breast
7	**5**	Liver & Intrahepatic Bile Duct

Physical
High blood pressure
Heart disease/stroke
Liver disease
Digestive problems
Weakened immune system
Cancer*
Miscarriage/stillbirth/FASDs
Alcohol poisoning

Mental
Mental Health issues
Depression
Anxiety
Learning & Memory problems
Alcohol Use disorders/ Alcohol dependence

Social/External
Family problems
Job-related problems
Unemployment
Violence
Unintentional injuries (Motor, falls, drownings, burns)
Risky sexual behaviors

The **MORE** alcohol a person drinks, the **higher** their risk for cancer.[7]
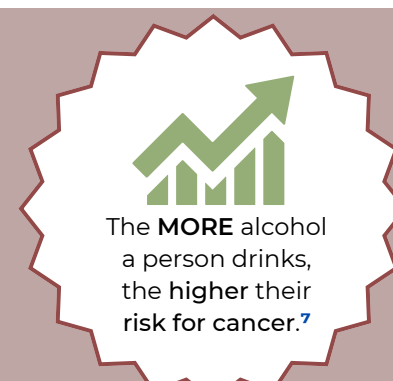
1. Wisconsin Environmental Public Health Tracking Portal, Health Profile, 2023
2. Wisconsin Department of Health Services, Social Determinants Profile, 2020
3. Wisconsin Department of Health Services, WISH Query System, 2021
4. The Guide to Community Preventive Services
5. Center for Disease Control and Prevention, Alcohol Use and Your Health
6. U.S. Cancer Statistics Data, 2016-2020
7. Wisconsin Cancer Collaborative

Health Priority
Substance Use
!

Why is Drug Use Relevant?

Drug use has a profound impact on public health, safety, and societal well-being. It poses significant risks to individuals' physical and mental health, often leading to chronic illnesses, infectious diseases, and mental health disorders. Additionally, drug use contributes crime, violence, strain on legal systems, decreased productivity, and increased demands on healthcare and social services. Addressing drug use is crucial for promoting individual health and safety and fostering healthier, more resilient communities.

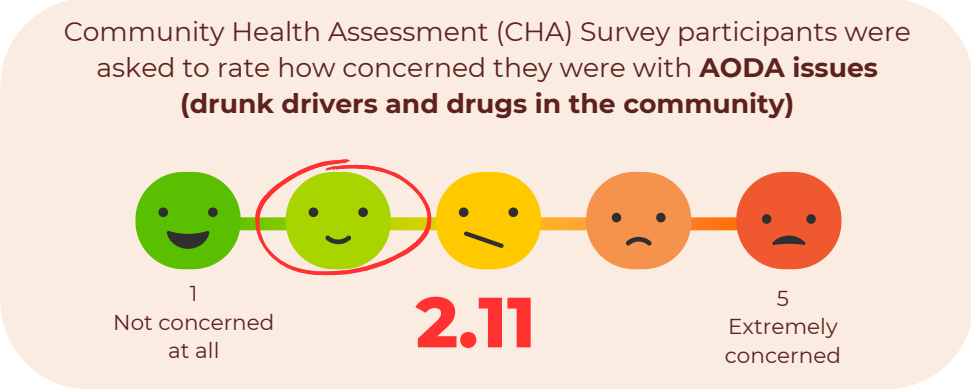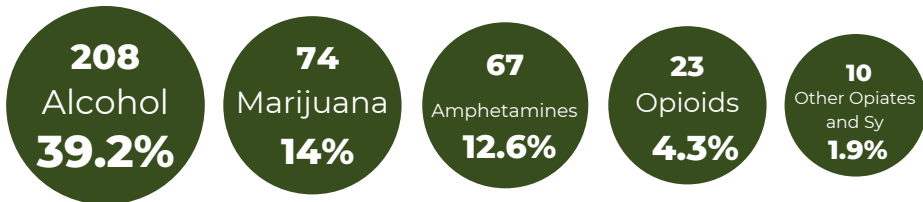Community Health Assessment (CHA) Survey participants were asked to rate how concerned they were with **AODA issues (drunk drivers and drugs in the community)**

2.11

1
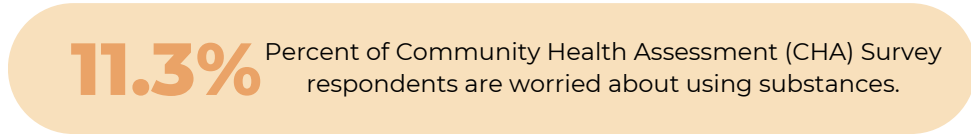Not concerned at all

5
Extremely concerned

Most Common Substances

Between Oneida, Forest, and Vilas Counties, the following were listed as the top 5 most common substances used in 2021. The data comes from county behavioral health agencies, who served 530 individuals during 2021.[1]

208
Alcohol
39.2%

74
Marijuana
14%

67
Amphetamines
12.6%

23
Opioids
4.3%

10
Other Opiates and Sy
1.9%

The Vicious Cycle of Addiction

Addiction can slowly develop and build over a period of time, affecting both adults and youth. As someone continues using an addictive substance, their body gets used to the effects and feelings the substance creates. They begin to need more of the drug in order to feel the same effects. This sets up a dangerous pattern that can lead to an addiction.

11.3% Percent of Community Health Assessment (CHA) Survey respondents are worried about using substances.

Youth Drug Use

Marijuana Use

Percent of Oneida County students who self-reported marijuana use in the past 30 days.[2]

Grade	Percent
8th grade	7%
9th grade	10%
10th grade	10%
11th grade	12%
12th grade	18%

U13
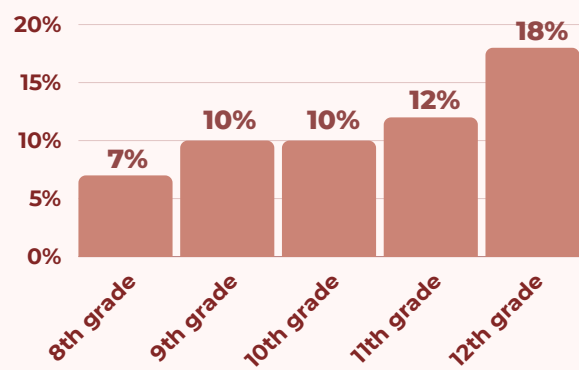
Of the Oneida County high school students who reported using marijuana, **24%** reported starting before the age of 13.[3]

Legal Drug Use

Percent of Oneida County students who self-reported misusing over-the-counter and/or prescription pain medication.[4]

Grade	Percent
6th grade	7%
7th grade	7%
8th grade	9%
9th grade	11%
10th grade	12%
11th grade	14%
12th grade	11%
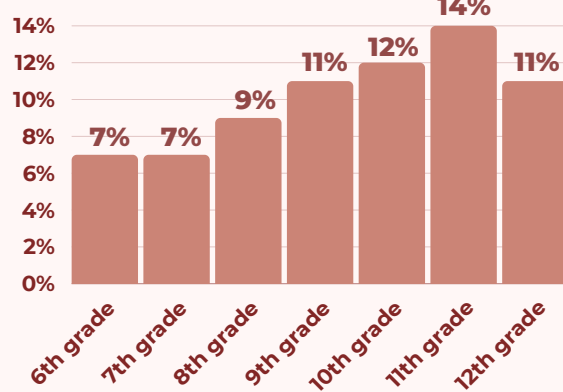
Percent of Oneida County students reported being offered, sold, or given drugs on school property.[5]

11%
High school students

3%
Middle school students
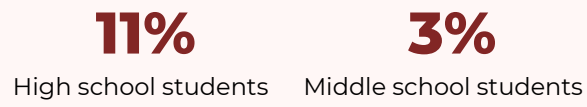
1. Wisconsin Department of Health Services, Substance Use: County Services Dashboard, 2021
2, 3, 4, 5. Oneida County Youth Risk Behavior Survey, 2021

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Health Priority Substance Use

Opioid Related Outcomes

Opioids are a class of drugs that include the illegal drug heroin, synthetic opioids such as fentanyl, and pain relievers available legally by prescription, such as oxycodone, codeine, morphine, and many others. Opioids can be highly addictive.

Fentanyl is up to 50 times stronger than heroin and 100 times stronger than morphine. Just 2 milligrams of fentanyl, equal to 10 to15 grains of table salt, is considered a lethal dose.

Rate of overdose deaths involving[1]:

	All Opioids	Synthetic Opioids	Heroin
Oneida County	13.8	8.3	2.8
Wisconsin	24.6	22.3	2.8

7.78
per 10,000 people
In Forest, Oneida, and Vilas County

The rate of people treated with an opioid-related treatment, provided through county authorized services.[2]

Oneida County Services

2·1·1 Wisconsin

211 Wisconsin serves the entire state, connecting people with needs to locally curated resources. 211 connects you with thousands of nonprofit and government services in your area. If you want personal assistance call the three-digit number 211 or 877-947-2211.
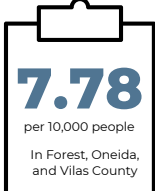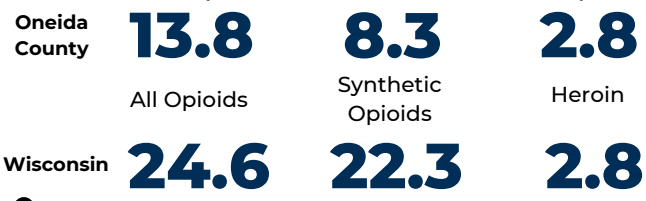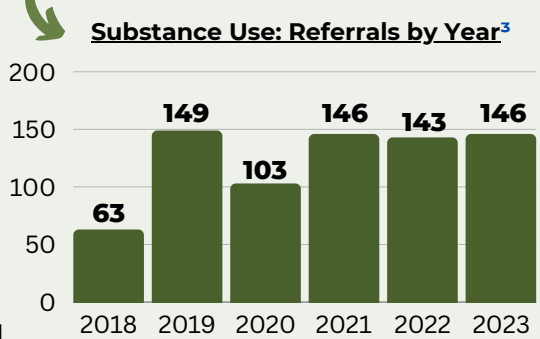
Community dashboards are designed to give users the ability to dig into years' worth of 211 Wisconsin interaction, referral, and follow-up data. This data contains crucial information regarding Oneida County's public health landscape and how the social determinants of health are affecting community members.

The number of connections 211 agents made to a community service for a community member

Substance Use: Referrals by Year[3]

Year	Referrals
2018	63
2019	149
2020	103
2021	146
2022	143
2023	146

Terminology Used:

Interaction: A single communication between a client & 211 Wisconsin

Referral: A connection made between a client & a particular community service to meet a client's need(s)

Breakdown of the services 211 agents connected residents too.

2018-2023 (combined)
Substance Use: Specific Service Category[4]

199 Distinct Interactions   750 Distinct Referrals

Service	Value
Residential Drug Use Disorder Treatment Facilities	43
General Assessment for Substance Use Disorders	28
Residential Alcohol Use Disorder Treatment Facilities	27
Substance Use Disorder Peer Recovery Coach Services	25
Inpatient Alcohol Use Disorder Treatment Facilities	22
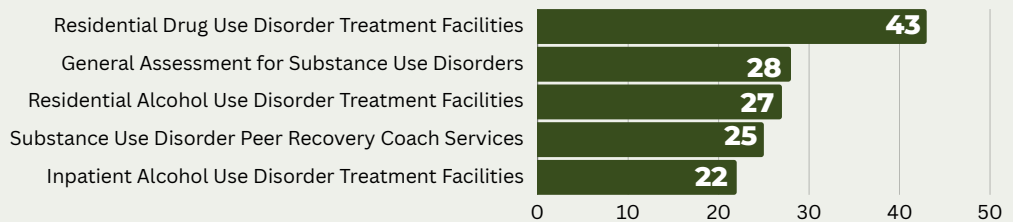
Community Input

Prevention of drug use in our community is a vital component in both its treatment and management. Mobilizing the community, creating awareness of addiction, and understanding available treatments are all essential to our community's overall health and well-being.

"Reduce substance use among all ages."
~ Survey Participant

"Need more peer recovery coaches."
~ Key Informant Interview

"Increasing funding for treatment/recovery services."
~ Key Informant Interview

"Increase post-services for AODA treatment."
~ Key Informant Interview

"Removing the drugs from the community, especially fentanyl and methamphetamine."
~ Survey Participant

1. Wisconsin Department of Health Services, Dose of Reality: Opioid Deaths by County Dashboard, 2021
2. Wisconsin Department of Health Services, Dose of Reality: Opioid Treatment Data by County Dashboard, 2020
3, 4. 211 Wisconsin

Tobacco Products

Cigarettes

Cigars

Pipe Tobacco

Vapes, E-cigarettes

Roll-Your-Own-Tobacco

Nicotine Gels

Smokeless Tobacco

Dissolvable

Hookah Tobacco

Nicotine is a highly addictive stimulant found in tobacco and vaping devices. Its presence in almost all tobacco products makes it difficult for users to quit.

Why is Tobacco Use Relevant?

Tobacco use remains a major concern due to its direct link to life-threatening health issues such as cancer, heart disease, and respiratory problems. The addictive nature of nicotine promotes sustained use, leading to long-term health consequences. Smoking is one of Wisconsin's top causes of preventable death.
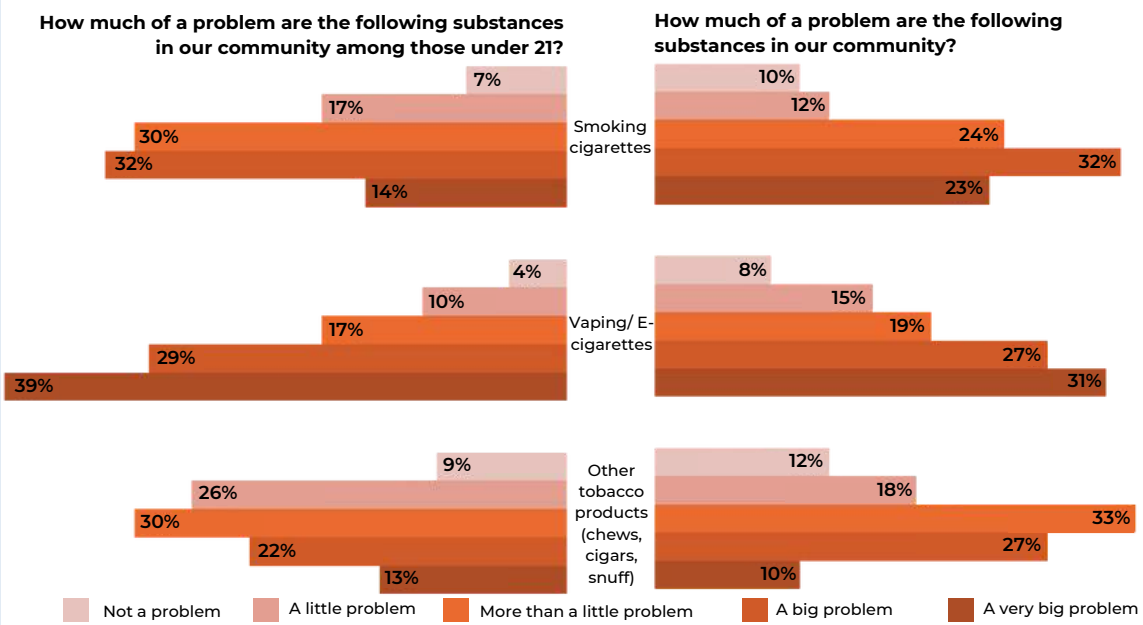
Health Effects

The toxic chemicals in tobacco and nicotine products can lead to significant health conditions including eye diseases, cardiovascular disease, chronic obstructive pulmonary disease (COPD), and at least 15 forms of cancer.[1]

Tobacco Prevelence

Adults

Adults who currently smoke tobacco in 2023[2]
- 17% Oneida County
- 16% Wisconsin

Women who use tobacco during pregnancy in 2022[3]
- 9.1% Oneida County
- 5.4% Wisconsin

Youth

Students who used vaping products in the past 30 days in 2021[4]
- 14.6% Wisconsin High School
- 13% Oneida County High School
- 6% Oneida County Middle School

Students who used cigarettes, chew, cigars or cigarillos in the past 30 days in 2021[5]
- 7% Oneida County High School
- 3% Oneida County Middle School

The Northwoods Tobacco Free Coalition (NWTFC) conducted a Public Opinion Survey in 2022 and received the following responses.[6]

How much of a problem are the following substances in our community among those under 21?

Smoking cigarettes: 7%, 17%, 30%, 32%, 14%

Vaping/ E-cigarettes: 4%, 10%, 17%, 29%, 39%

Other tobacco products (chews, cigars, snuff): 9%, 26%, 30%, 22%, 13%

How much of a problem are the following substances in our community?

Smoking cigarettes: 10%, 12%, 24%, 32%, 23%

Vaping/ E-cigarettes: 8%, 15%, 19%, 27%, 31%

Other tobacco products (chews, cigars, snuff): 12%, 18%, 33%, 27%, 10%

Legend: Not a problem | A little problem | More than a little problem | A big problem | A very big problem

1. Cancer Research UK
2. County Health Rankings & Roadmaps, 2023
3. Wisconsin Department of Health Services, WISH Query: Birth Counts Module, 2022
4, 5. Oneida County Youth Risk Behavior Survey, 2021
6. NWTFC Public Opinion Survey, 2022

Seeing the Bigger Picture: Substance Use

Environmental Factors

The ability for youth to easily access substances such as THC, Delta 8, and Nicotine is known as an environmental risk factor. To get a better understanding community conversations were held to discuss youth substance use and the following access points were identified.

Where are youth accessing substances?

- Peers
- Friends
- Parents/friends' parents
- Family members/older siblings
- Adults (19-20yrs)
- Local stores/shops
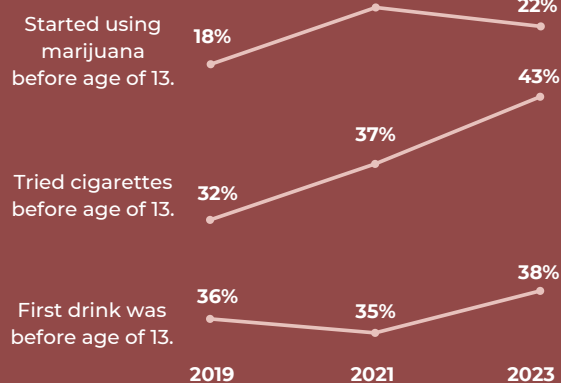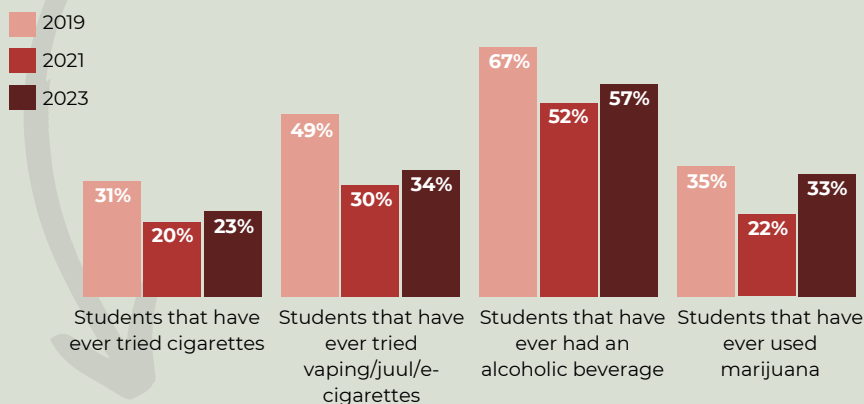- Online stores/shops
- Out of state locations

+ Health Behaviors

Consumption of substances such as alcohol, tobacco, and drugs for individuals under the age of 18 have significant health risks. In Oneida County, youth are starting to use substances at a younger age.

High School Student Substance Use in Oneida County[1]

2019
2021
2023

	2019	2021	2023
Students that have ever tried cigarettes	31%	20%	23%
Students that have ever tried vaping/juul/e-cigarettes	49%	30%	34%
Students that have ever had an alcoholic beverage	67%	52%	57%
Students that have ever used marijuana	35%	22%	33%

U13

Since 2019, Oneida County has seen more youth start using substances before age 13.[2]

Started using marijuana before age of 13.
18% → 24% → 22%

Tried cigarettes before age of 13.
32% → 37% → 43%

First drink was before age of 13.
36% → 35% → 38%

2019   2021   2023

═ Outcomes

When individuals begin to chronically use substances it can lead to negative health outcomes such as, cardiovascular problems, neurological damage, respiratory issues, and more mental health disorders. It can also lead to social and behavioral consequences like financial problems, legal issues, relationship disruptions, and unintended injuries.

Another factor that is affected by continuous substance use for youth is academic performance.

2021 YRBS Results by Average Grades (Self-Reported)[3]

	A's	B's	C's	D's or F's
Students who ever tried cigarettes	8%	25%	35%	50%
Students who ever tried vape/juul/e-cigarettes	17%	34%	49%	61%
Students who ever had an alcoholic beverage	43%	58%	62%	72%
Students who ever tried marijuana	12%	21%	40%	62%

How to read the table:

Of student who reported getting A's, 8% of them have ever tired cigarettes.

Health Conditions

Health conditions encompass a wide range of physical and mental ailments that affect an individual's well-being and functioning. It's crucial to address health conditions for several reasons improving individual health outcomes, enhancing quality of life, and reducing the burden of illness on individuals, families, and communities.

- Cancer
- Chronic Diseases
- Communicable Disease
- Heart Disease & Stroke
- Mental Health

Cancer

Why is Cancer Relevant?

Cancer is the second-leading cause of death worldwide. Approximately 10 million people die from cancer every year. More than 40% of cancer-related deaths could be prevented through modifiable risk factors, such as smoking, alcohol use, poor diet and physical inactivity.
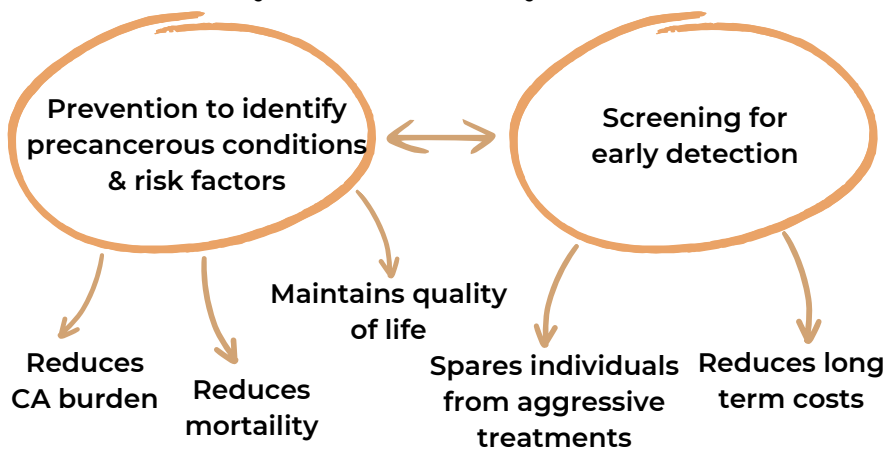
Screening & Prevention

Routine checkups, screenings, and vaccinations are all steps an individual can take throughout their life to ensure a healthy lifestyle. Regularly scheduled care can detect and prevent many chronic diseases that lead to cancer.

Cancer Screening Rates, in 2020[1]

	Oneida	Wisconsin
Colorectal Cancer Screening	69.6%	77.2%
Mammogram	71.1%	82%
Cervical Cancer Screening	85.5%	78.7%

Community Impact

Whether it is transportation barriers, long wait lists, limited finances or other reasons, rural areas have unique challenges. These barriers can make it hard for rural residents to access preventative screenings and treatment for cancer and other health issues. In Oneida County, **7.3%** of CHA survey respondents stated they have been told by a doctor that they have cancer.

Prevention to identify precancerous conditions & risk factors ↔ Screening for early detection

Reduces CA burden

Reduces mortaility

Maintains quality of life

Spares individuals from aggressive treatments

Reduces long term costs

"We need access to more specialty services and primary care providers in our area."

~ Survey Participant

Prevalence

The COVID-19 pandemic disrupted health services, leading to delays and reductions in cancer screening, diagnosis, and reporting to some central cancer registries. This may have contributed to the decline in new cancer cases for many sites in 2020.

1,518 Number of new cancer cases in Oneida County from 2016-2020[2]

Incidence rate per 100,000 residents in 2015-2019[3]

	Oneida County	Wisconsin
All cancers	508	11,487
Lung cancer	68.0	58.6
Breast cancer	157.2	135.1
Prostate cancer	126.5	118.3
Colorectal cancer	51.2	36.3
HPV-related cancer	11.0	11.4

Death rate per 100,000 residents in 2016-2020[4]

	Oneida County	Wisconsin
All cancers	179	34,174
Lung cancer	41.5	35.6
Breast cancer	27.3	18.4
Prostate cancer	17.9	20.8
Colorectal cancer	18.9	12.1

5 most common cancers in Oneida County from 2016-2020[5]

Deaths/Cases per 100,000 residents per year

Cancer	Deaths	Cases
Breast	27	157
Prostate	18	127
Lung	42	68
Colorectal	19	51
Bladder	4	26

1, 2. CDC, U.S. Cancer Statistics Data Visualizations Tool
3, 4, 5. Wisconsin Cancer Collaborative, Interactive County Cancer Data Dashboard, 2023

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Environmental Factors

Environmental factors can increase the risk of cancer; these include lower income, increased access to alcohol and tobacco, and limited access to physical activity opportunities. Oneida County has limited access to locations for physical activity, high rates of alcohol and tobacco retail licensure, and a median household income lower than the state of Wisconsin; these are all factors increasing an individual's risk for cancer.

71%
(WI 84%)
Percentage of Oneida County residents with adequate access to locations for physical activity.[1]
2023

3.22
(WI 1.45)
Rate of alcohol licensure per 500 people in Oneida County.[2] *In 2010-2011, the rate was 3.37 and since has only dropped 0.15
2020-2021

$62,660
(WI $67,080)
Oneida County median household income[3]
*$4,420 less than the state average
2021

72
Number of licensed tobacco retailers in Oneida County[4]
*Top three locations **17** Minocqua **13** Rhinelander **12** Three Lakes
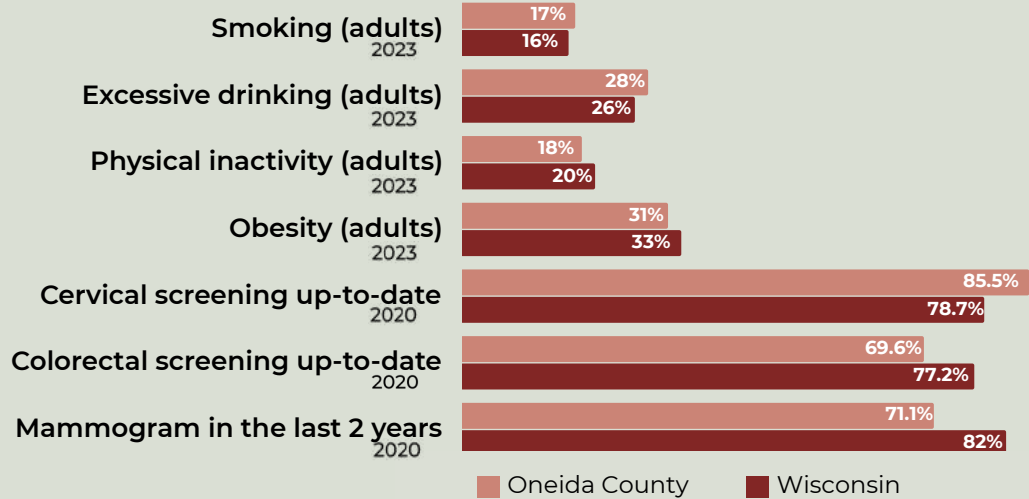2022-2023

+ Health Behaviors

Encouraging healthy behaviors such as regular cancer screenings, moderation or avoidance of alcohol consumption, maintaining a physically active lifestyle, and quitting smoking can play a crucial role in preventing cancer and improving cancer outcomes.

If individuals do not or are not able to participate in healthy behaviors, it can lead to long term health concerns.
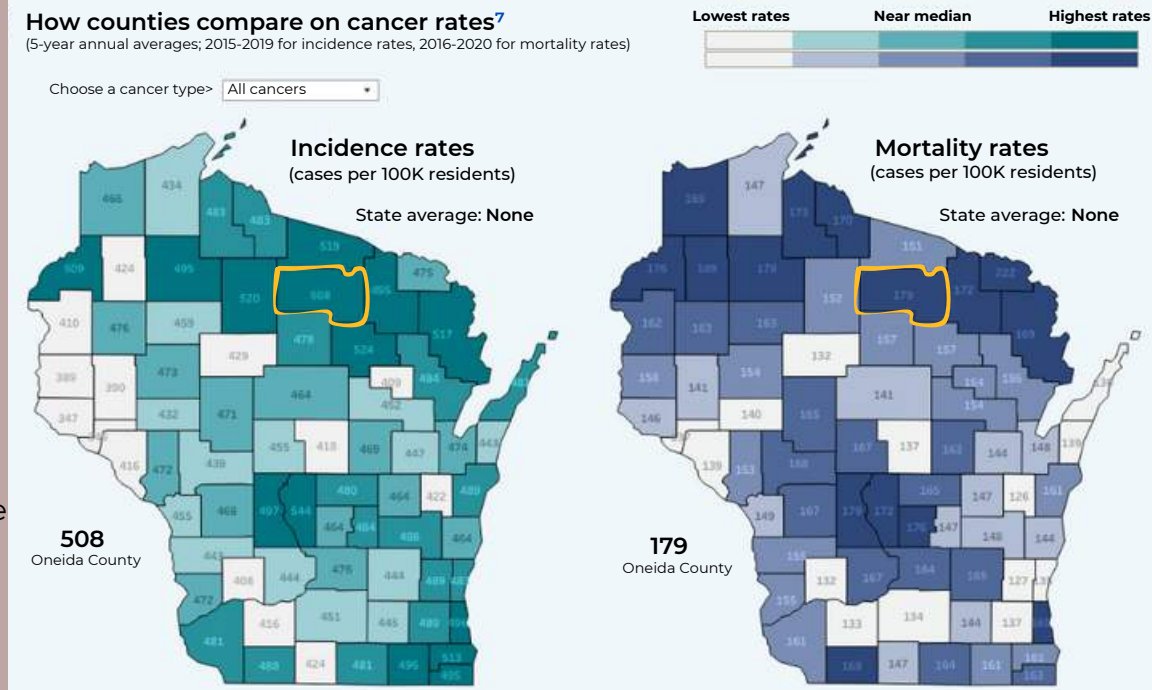
What affects cancer outcomes in Oneida County[5,6]

	Oneida County	Wisconsin
Smoking (adults) 2023	17%	16%
Excessive drinking (adults) 2023	28%	26%
Physical inactivity (adults) 2023	18%	20%
Obesity (adults) 2023	31%	33%
Cervical screening up-to-date 2020	85.5%	78.7%
Colorectal screening up-to-date 2020	69.6%	77.2%
Mammogram in the last 2 years 2020	71.1%	82%

═ Outcomes

Cancer incidence and mortality rates in Oneida County, are amongst the highest in the state.

By addressing environmental factors and health behaviors, the risk of cancer is lowered and cancer can be detected earlier. Earlier detection can spare individuals from aggressive treatments, reduce long term healthcare costs, maintain productivity and quality of life, and improve overall health outcomes.

How counties compare on cancer rates[7]
(5-year annual averages; 2015-2019 for incidence rates, 2016-2020 for mortality rates)

Lowest rates — Near median — Highest rates

Choose a cancer type> All cancers

Incidence rates
(cases per 100K residents)
State average: **None**

508
Oneida County

Mortality rates
(cases per 100K residents)
State average: **None**

179
Oneida County

1, 5. County Health Rankings & Roadmaps, 2023
2. Wisconsin Environmental Public Health Tracker, 2021
3. U.S. Census Bureau, Table: DP03, 2021
4. Wisconsin Wins, Licensed Tobacco Retailers, 2022-2023
6. CDC, U.S. Cancer Statistics Data Visualizations Tool
7. Wisconsin Cancer Collaborative, Interactive County Cancer Data Dashboard, 2023

Chronic Diseases

Why is Chronic Diseases Relevant?

Chronic disease(s) have a widespread impact on health, healthcare systems, quality of life, economic well-being, and global health outcomes. Preventing and managing chronic diseases are essential priorities for promoting health, reducing disparities, and enhancing the overall well-being of individuals and communities. Many chronic diseases can be avoided by reducing or eliminating health behaviors such as: smoking, poor diet, physical inactivity, and excessive drinking. In Oneida County, **24.9%** of CHA survey respondents stated they are worried about their own chronic disease(s).

The Web of Chronic Diseases[1]

Adapted from Alaska's Department of Health's The Web of Chronic Disease

- Cardiovascular Disease
- Cancer
- Chronic Lung Disease
- Diabetes
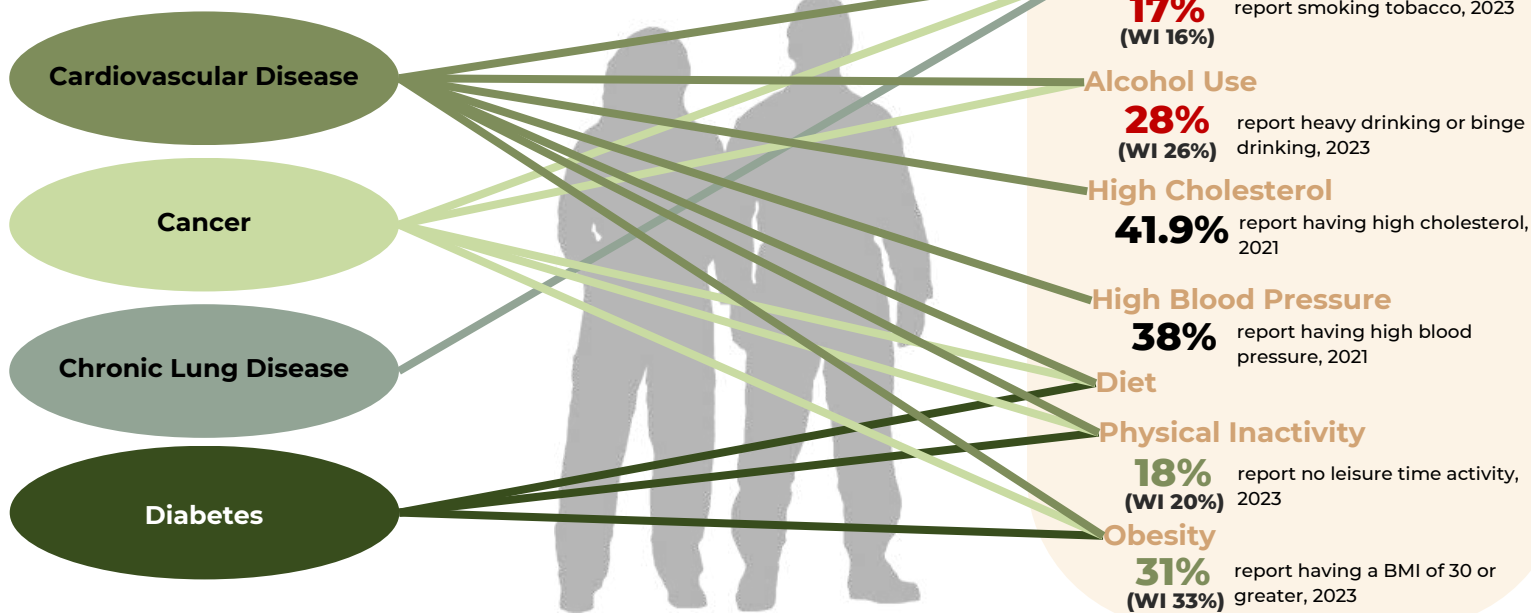
Adult Risk Factors
in Oneida County[2,3]

Tobacco Use
17% **(WI 16%)** report smoking tobacco, 2023

Alcohol Use
28% **(WI 26%)** report heavy drinking or binge drinking, 2023

High Cholesterol
41.9% report having high cholesterol, 2021

High Blood Pressure
38% report having high blood pressure, 2021

Diet

Physical Inactivity
18% **(WI 20%)** report no leisure time activity, 2023

Obesity
31% **(WI 33%)** report having a BMI of 30 or greater, 2023

Asthma — 2021

Forest County	Oneida County	Vilas County
10.9%	10.1%	10.2%

Current asthma among adults[4]

DID YOU KNOW?

Asthma affects the body's lungs causing episodes of wheezing, coughing, shortness of breath, and chest pain.

COPD — 2021

Forest County	Oneida County	Vilas County
8.6%	7.4%	7.8%

Prevalence of COPD among adults[5]

DID YOU KNOW?

Chronic Obstructive Pulmonary Disease (COPD) is a group of diseases that cause breathing difficulties and airflow blockage. Smoking tobacco is the primary cause for COPD.

CKD — 2021

Forest County	Oneida County	Vilas County
3.9%	3.7%	4.1%

Prevalence of CKD among adults[6]

DID YOU KNOW?

Chronic Kidney Disease (CKD), kidneys become damaged and over time may not clean the blood. Toxic waste and extra fluid accumulate in the body and may lead to high blood pressure, heart disease, stroke, and death.

Arthritis — 2021

Forest County	Oneida County	Vilas County
34.6%	35.4%	37.8%

Current arthritis among adults[7]

DID YOU KNOW?

There are more than 100 types of **arthritis** affecting one's joints and tissues around the joint. It causes pain and stiffness making daily activities difficult.

CHD — 2021

Forest County	Oneida County	Vilas County
8.5%	8.1%	8.8%

Prevalence of CHD among adults[8]

DID YOU KNOW?

Coronary Heart Disease (CHD) is when the coronary arteries become narrowed or blocked due to a buildup of plaque. This can lead to chest pain, shortness of breath, and potentially a heart attack.

Diabetes — 2021

Forest County	Oneida County	Vilas County
12.6%	11.1%	12.4%

Diagnosed diabetes among adults[9]

DID YOU KNOW?

Diabetes affects how the body responds to the breakdown of sugar from food into energy. Untreated diabetes can cause vision loss, kidney and heart disease, or loss of limbs.

1. Alaska Department of Health
2. County Health Rankings & Roadmaps, 2023
3. Centers for Disease Control and Prevention, PLACES, 2021
4, 5, 6, 7, 8, 9. Wisconsin Environmental Public Health Tracker, 2021

Communicable Disease

Why is Communicable Disease Relevant?

While most communicable disease infections are mild, some can lead to severe disease, disability, or death. Reporting and surveillance of infectious diseases can help identify and prevent widespread outbreaks and protect the public's health
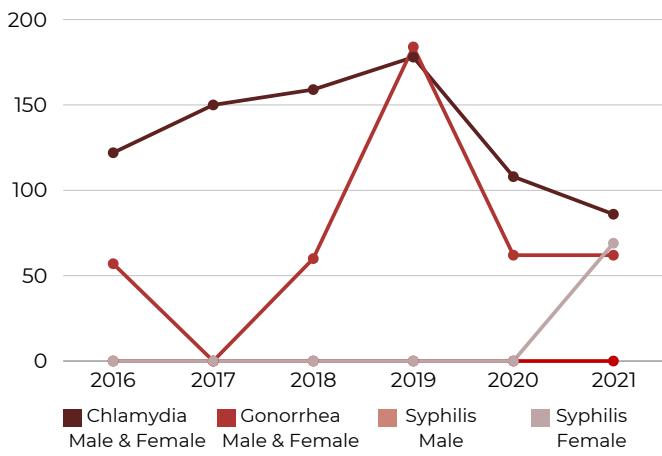
Sexually Transmitted Infections (STI's)

The Oneida County Reproductive Health Clinic (RHC) offers a variety of services to promote the reproductive health of individuals. These include STI & HPV screenings, PAP smears, long acting reversible contraceptives (LARC), and more.

187 Completed STI tests by Oneida County RHC in 2022[1]

STI Rate in Oneida County per 100,00 people[2]

Legend:
- Chlamydia Male & Female
- Gonorrhea Male & Female
- Syphilis Male
- Syphilis Female

Enteric Diseases

Enteric diseases, also known as enteric infections, are illnesses caused by pathogens that affect the gastrointestinal tract, primarily the intestines. These infections can result from consuming contaminated food or water, or through direct contact with infected individuals or contaminated surfaces.

Number of enteric cases Oneida County in 2022[3]
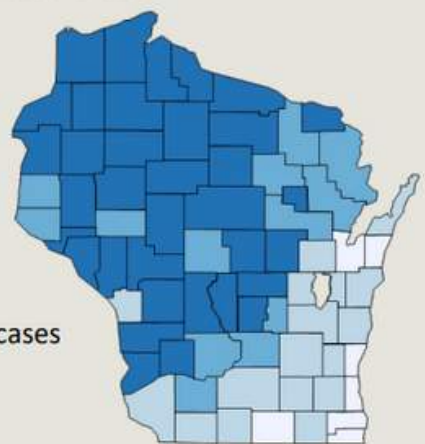
11 Giardia Cases   **3** Other Gastrointestinal Cases

Tick-Borne Diseases

Average incidence of confirmed and probable Lyme disease, anaplasmosis, and babesiosis cases by county of residence, 2009-2018[5]

Risk Level
(Incidence per 100,000 population)

- Highest: ≥ 100 cases
- High: 50 to 99.9 cases
- Moderate: 10 to 49.9 cases
- Low: > 0 to 9.9 cases

Lyme disease, anaplasmosis, and babesiosis account for the majority of tickborne disease cases in Wisconsin.

There are many diseases that can be spread by ticks in Wisconsin. Most tickborne diseases in Wisconsin are spread by the black-legged tick (also known as the deer tick). By doing daily tick checks, using insect repellent, and wearing appropriate clothes when you are outdoors you can prevent tick bites and reduce your risk of tickborne disease.

Number of tick-borne cases in Oneida County in 2022[4]

110 Lyme Disease Cases

17 Ehrlichiosis/Anaplasmosis Cases

1, 3, 4. Oneida County Health Department, Annual Report, 2022
2. Department of Health Services, Custom Report, 2016-2021
5. Department of Health Services, Tickborne Disease Risk in Wisconsin, 2019

Respiratory Diseases

Respiratory diseases are conditions that affect the respiratory system, including the lungs, airways, and other structures involved in breathing. These diseases can range from mild, such as the common cold, to severe and life-threatening conditions like pneumonia or lung cancer. Some common respiratory diseases include influenza (flu), pneumonia, respiratory syncytial virus (RSV), COVID, tuberculosis (TB) and more.

Influenza

Influenza (flu) is a contagious viral infection that affects the respiratory system, causing symptoms such as fever, cough, sore throat, body aches, and fatigue. It can lead to severe complications, hospitalizations, and even death, especially in vulnerable populations such as the elderly and young children. The best way to protect yourself and your community is to get an annual flu vaccine.

Percent of residents who received at least one flu dose in the 2023-2024 season[1]

33.2%
Oneida County

34.9%
Wisconsin

70%
Healthy People 2030 Goal
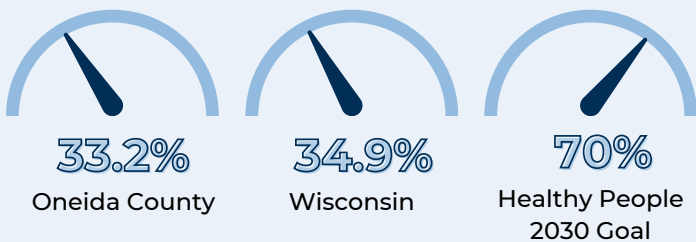
COVID-19

COVID-19, caused by the novel coronavirus SARS-CoV-2, is a highly contagious respiratory illness. Due to its global spread, it can overwhelm healthcare systems, causing significant morbidity and mortality, economic disruptions, and necessitating public health measures to control transmission and protect vulnerable populations.
In addition to getting vaccinated taking prophylactic medication can reduce your chances of being hospitalized or dying from the disease.[2]

Vaccinations in Oneida County[3]

|	At least one dose	Completed Primary Series	Up-to-date
Total population	72.3%	67.7%	22.7%
≥18 years	81.5%	76.6%	26.8%
≥65 years	95%	95%	54.4%

RSV

RSV is a viral infection that can lead to inflammation of the respiratory tract and lungs. The peak time for RSV to spread is during fall and winter. Most children and adults with RSV will have mild symptoms similar to the common cold and recover in one to two weeks. In children younger than 1 year, RSV is the most common cause of inflammation of the lungs, such as bronchiolitis and pneumonia.

RSV infections can be dangerous for certain adults. Each year, it is estimated that between **60,000-160,000** older adults in the United States are hospitalized and **6,000-10,000** die due to RSV infection.[4]

Pneumonia

Pneumonia is a lung infection that can be caused by bacteria, viruses, or fungi, leading to symptoms such as fever, cough, chest pain, and difficulty breathing. It can cause severe illness, hospitalizations, and even death, particularly in vulnerable individuals such as the elderly and those with weakened immune systems.

Pneumonia death rate In Wisconsin per 100,000 people[5]

2018	2019	2020	2021	2022
13.6	11.2	10.2	9.3	9.0
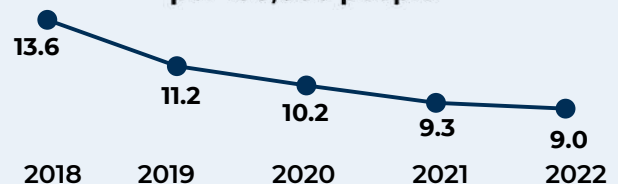
1. Department of Health Services, Influenza Vaccine Data
2. Center for Disease Control and Prevention, COVID-19 Treatments & Medications
3. Center for Disease Control and Prevention, COVID Data Tracker
4. Center for Disease Control and Prevention, RSV
5. Department of Health Services, WISH Mortality Module, 2018-2022

50

Immunization

Immunizations strengthen the body's defense against infectious diseases and prevents their spread within communities. This helps reduce illness, hospitalizations, and deaths, contributing to overall public health and well-being.

Immunization Rates, in 2021[1]

↑ Better than the state
↓ Worst than the state

|	Fully immunized	Dtap (4+ dose)	Hep A (1+ dose)	Hep B (3+ doses)	Hib (3+ doses)	MMR (1+ dose)	PCV (4+ doses)	Polio (3+ doses)	Varicella (1+ dose)
	By age 24 months								
Oneida County	65.7% ↓	69% ↓	79% ↑	84.5% ↑	77.8% ↓	79.3% ↓	75.4% ↓	83% ↓	78.7% ↓
Wisconsin	68.9%	71.9%	77.3%	84.3%	80.8%	81.6%	78.6%	83.8%	80.1%

	HPV (complete)	MenACWY (1+ dose)	Tdap (1+ dose)	Pneumococcal (PCV 13) (1+ dose)	Influenza (1+ dose)	COVID-19[2] (completed primary series)
	ages 13-18			**ages 65+**	**All ages**	
Oneida County	51.3% ↑	73.9% ↑	80.1% ↑	54.5% ↓	39.9% ↓	67.7% ↓
Wisconsin	48.4%	71.9%	77%	56.7%	40%	96.7%

Influenza vaccination coverage among vulnerable populations for 2023-2024 Influenza Season[3]

The social vulnerability index (SVI) is a tool that considers four main categories of overall vulnerability: socioeconomic status, household composition and disability, minority status and language, and housing type and transportation. Increased social vulnerability means that some groups are more susceptible to adverse impacts of stressors and disproportionate rates of severe illness, hospitalization, and death. Reducing social vulnerability can decrease both human suffering and economic loss.

What do these colors mean?

This map combines the CDC's Social Vulnerability Index (SVI) with influenza vaccination coverage. Possible scores range from 0 (lowest vulnerability) to 1 (highest vulnerability). Areas in orange are more socially vulnerable and have lower vaccination rates, not only increasing their risk of severe illness, hospitalization and death , but also impacting their potentially crippling levels of stressors and economic livelihood.
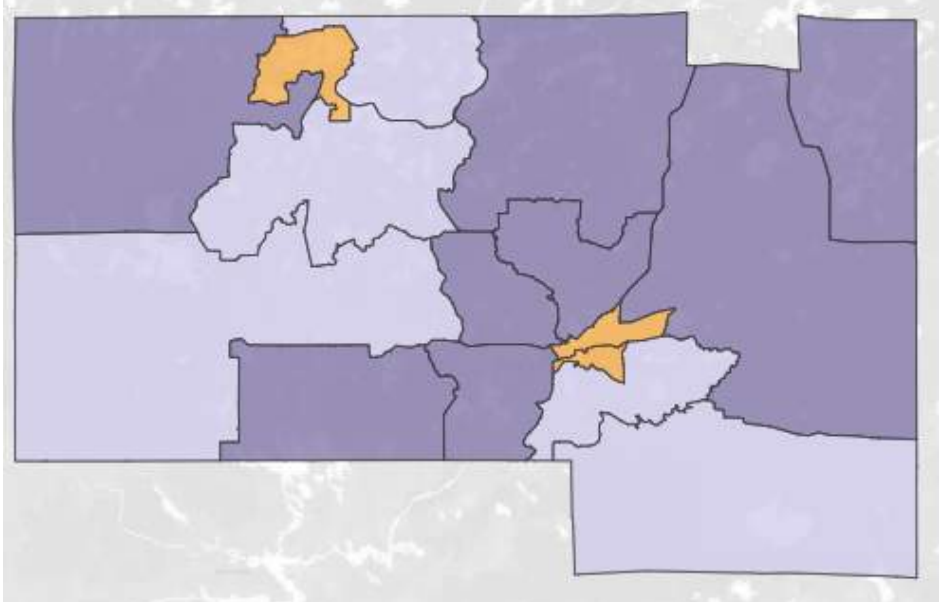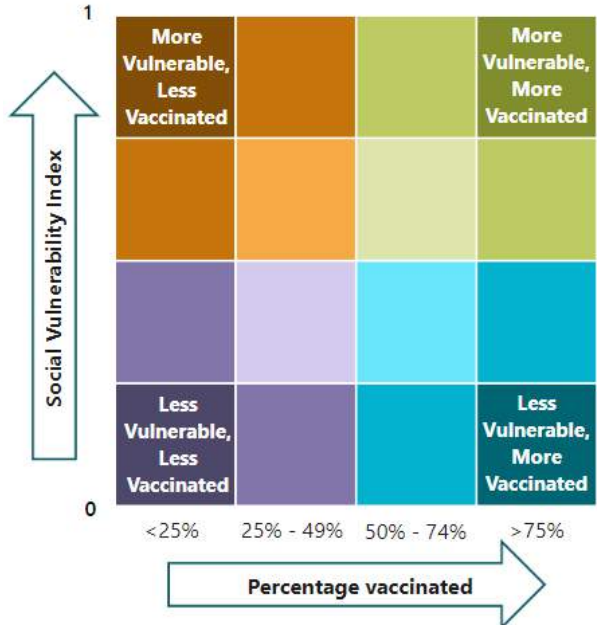
1. Wisconsin Environmental Public Health Tracker, 2021
2. Center for Disease Control and Prevention, COVID Data Tracker
3. Department of Health Services, Influenza Vaccine Data

Heart Disease & Stroke

Why is Heart Disease & Stroke Relevant?

Heart disease is the leading cause of death in the United States. The term "heart disease" refers to several types of heart conditions. In the United States, the most common type of heart disease is coronary artery disease (CAD), which can lead to heart attack.

Risk Factors

Risk factors increase the likelihood of damage to blood vessels, leading to conditions such as atherosclerosis (narrowing and hardening of arteries) and hypertension (high blood pressure), which are major contributors to heart disease and stroke.

Oneida County

38% High Blood Pressure[1]
2021

Lifestyle factors like smoking, unhealthy diet, physical inactivity, excessive alcohol consumption, and underlying conditions such as diabetes, obesity, and high cholesterol, are all risk factors that can promote the development of cardiovascular diseases.
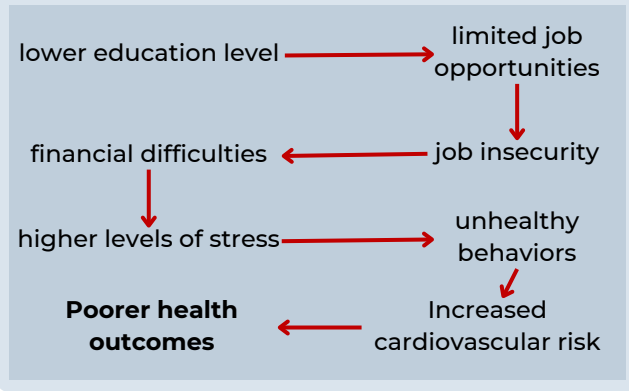
Oneida County

31% Obesity[2]
2023

Oneida County

41.9% High Cholesterol[3]
2021

11.1% Diabetes[4]
2021

Heart-Related Outcomes

Heart-related outcomes encompass a range of results associated with cardiovascular health.

31.4 (WI 33.8)
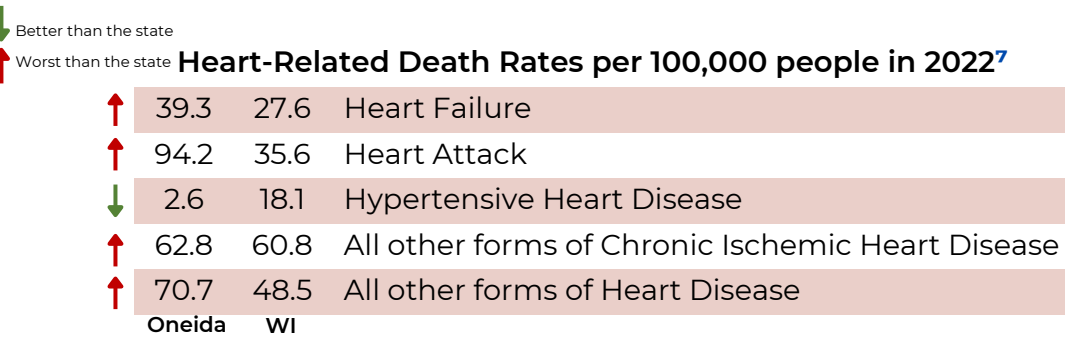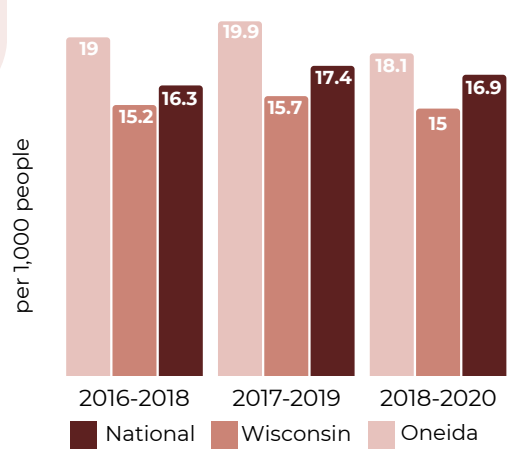Stroke deaths per 1,000 residents in Oneida County from 2016-2020[5]

198.3 (WI 162.2)
Deaths per 100,000 residents with an underlying cause of heart disease in Oneida County in 2020[6]

↓ Better than the state
↑ Worst than the state

Heart-Related Death Rates per 100,000 people in 2022[7]

	Oneida	WI	
↑	39.3	27.6	Heart Failure
↑	94.2	35.6	Heart Attack
↓	2.6	18.1	Hypertensive Heart Disease
↑	62.8	60.8	All other forms of Chronic Ischemic Heart Disease
↑	70.7	48.5	All other forms of Heart Disease

lower education level → limited job opportunities

financial difficulties ← job insecurity

higher levels of stress → unhealthy behaviors

Poorer health outcomes ← Increased cardiovascular risk

Heart Failure Hospitalizations[8]

2016-2018			2017-2019			2018-2020		
19	15.2	16.3	19.9	15.7	17.4	18.1	15	16.9

per 1,000 people

■ National ■ Wisconsin ■ Oneida

1, 3, 4. Center for Disease Control & Prevention, PLACES, 2021
2. County Health Rankings & Roadmaps, 2023
5, 6. Metop.io
7. Department of Health Services, WISH Mortality Module, 2022
8. Center for Disease Control &Prevention, Interactive Atlas, 2016-2020
9. Healthy People 2030
10, 11. European Journal of Preventive Cardiology, 2020

Youth Mental Health

Factors like academic pressure, social media, bullying, and family issues can contribute to youth mental health concerns. Some of these concerns include depression, anxiety, self-harm, eating disorders, substance abuse, and other risky behaviors.

2021 YRBS Results[3]

	Middle School 566 Responses	**High School** 986 Responses
Had Anxiety	51%	55% (WI 52.1%)
Had Depression	33%	32% (WI 33.7%)
Self-harmed	24%	21% (WI 21.6%)
Considered Suicide	17%	16% (WI 18%)
Had a Suicide Plan	11%	13% (WI 14.6%)
Attempted Suicide	6%	8% (WI 8.4%)
Bullied on School Property	30%	26% (WI 18%)
Bullied Online	21%	18% (WI 16%)
Think Bullying is a Problem at School	41%	46% (WI 37.9%)

Addressing these factors supports safer environments and healthy youth development. By promoting resilience, protective factors, and early intervention, we can reduce mental health issues and foster positive social interactions, leading to improved school performance, self-esteem, and overall well-being among youth.

Why is Mental Health Relevant?

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices.[1] Mental health is important at every stage of life, from childhood and adolescence through adulthood.

Mental and physical health are equally important components of overall health. For example, depression increases the risk for many types of physical health problems, particularly long-lasting conditions like diabetes, heart disease, and stroke. Similarly, the presence of chronic conditions can increase the risk for mental illness.[2]

Community Input

In order to capture a better understanding of mental health in our community, the Community Health Assessment (CHA) asked a variety of questions addressing self and family/friend concerns for mental health. Overall, **26.3%** of CHA Survey respondents are worried about their own mental health.

CHA Survey responses,

How would you rate your own mental health?
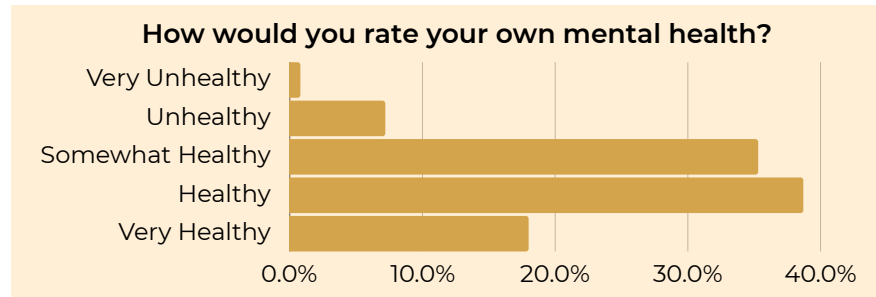
How many times per week do you feel isolated or alone?

0 times	1 time	2-3 times	4-5 times	6-7 times
49.8%	18.8%	19%	8.2%	4.2%

In an average month, how many days do you or a member of your household experience mental health problems that interfere with usual daily activities?

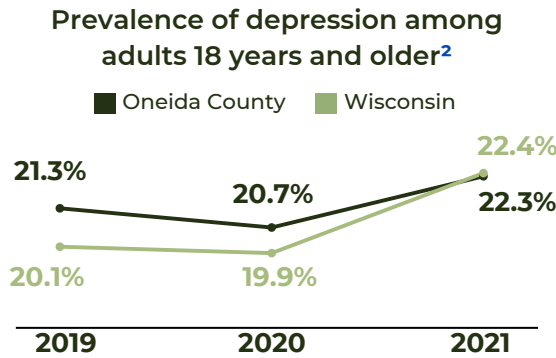|	0 days	1-7 days	8-14 days	15-21 days	22-28 days	29-31 days
Myself	53.5%	31.6%	8.6%	4.1%	1.4%	0.8%
Family member or friend	48.2%	32.7%	7.4%	5.8%	2.5%	3.5%

1. World Health Organization
2. National Institute of Mental Health
3. Oneida County Youth Risk Behavior Survey, 2021

Prevalence

Average number of mentally unhealthy days reported in the past 30 days in 2020[1]

4.2
Oneida County

4.4
Wisconsin

Prevalence of depression among adults 18 years and older[2]

Oneida County **Wisconsin**

21.3%   20.7%   22.4%
22.3%

20.1%   19.9%

2019   **2020**   **2021**

Suicide

In 2022, **927** Wisconsinites died by suicide.[3] Self-harm and self-inflicted injury often signal underlying emotional distress, potentially leading to suicidal thoughts. Understanding these behaviors as calls for help is crucial for providing appropriate support and intervention to address the root causes of the individual's suffering.

8.9% of Community Health Assessment (CHA) Survey respondents seriously considered suicide within the past 12 months.

Self-inflicted Injury Related Visits in Oneida County[4,5]

■ Wisconsin Emergency Department Visits
■ Wisconsin Hospitalizations
■ Oneida County Emergency Department Visits
■ Oneida County Hospitalizations

per 100,000 people

OC Hosp.
OC ED
WI ED
WI Hosp.

Oneida County is experiencing a more significant increase than Wisconsin in self-inflected injuries. Which may be a reflect of the increased depression rates.

	2018	2019	2020	2021	2022
■	71.8	69.7	66.7	71.7	70.8
■	78.2	86.1	60.8	62.2	87.3
■	49.3	43.8	38.6	38.4	35.7
■	70	79.1	72	49.4	102

Barriers to Getting Help

While the topic of mental health has been growing in popularity, there are still significant burdens to access: from limited availability of providers, to stigma, tight financial resources, and more. To better understand barriers for our community, the following responses were collected:

41.1% of Community Health Assessment (CHA) Survey respondents that wanted to get help for emotional problems.

Of the respondents that wanted to get help only **55.6%** or half sought out help for their emotional problems such as stress, depression, excessive worrying.

Those who responded that they did not seek help were asked why. The following responses were collected:

- Too long of a waitlist
- No time
- Don't know where to get help from
- Not covered by my insurance
- Other concerns
- Stigma

Additionally, **31%** of CHA survey respondents were not aware of mental health resources in the community.

"More access to mental health services for all ranges of mental health illness degrees and for all age groups."

~ Survey Participant
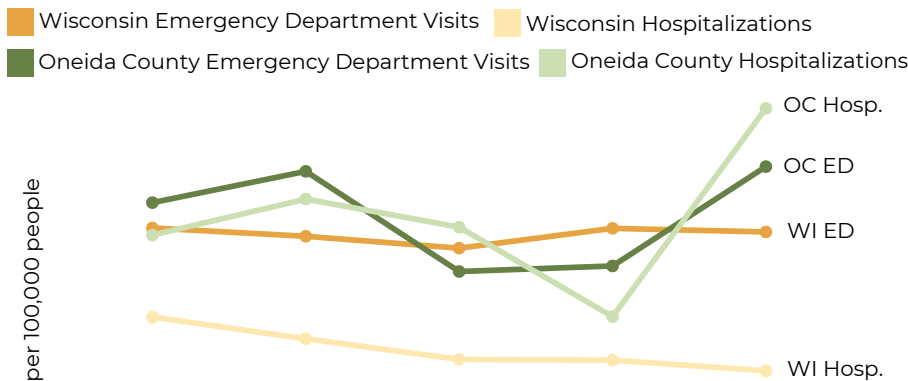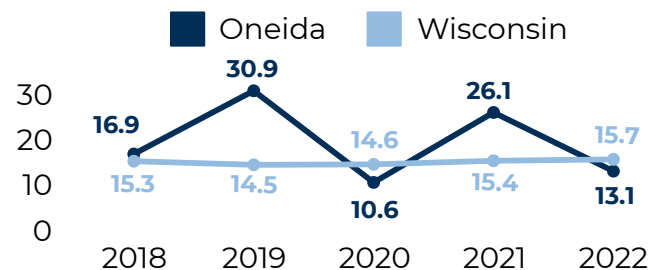
"More programs to address the mental health crisis."

~ Survey Participant

Intentional Self-harm Deaths per 100,000 people in Oneida County[6]

Oneida   **Wisconsin**

30.9
16.9   14.6   26.1
                            15.7
15.3   14.5   15.4   13.1
              10.6

30
20
10
0

2018   2019   2020   2021   2022

1. County Health Rankings and Roadmaps, 2023
2. Metop.io, 2021
3, 6. Department of Health Services, WISH Mortality Module, 2022
4. Department of Health Services, Injury-Related Emergency Department Visits, 2022
5. Department of Health Services, Injury-Related Hospitalizations, 2022

Environmental Factors

Environmental factors play a crucial role in mental health, influencing the well-being of individuals and communities. This can include the quality of a person's surroundings, their relationships, and connections within the community, as well as their level of education and employment, cultural beliefs, and access to healthcare services. This can be especially true for the LGBTQ+ community. Understanding and addressing this is essential for promoting mental health and preventing mental illness.

LGBT** Students at a Glance, 2021 YRBS Results in Oneida County[1]

This table highlights four topic areas related to school connectedness and performance: sense of belonging, bullying, having a teacher to talk to and mental health concerns.

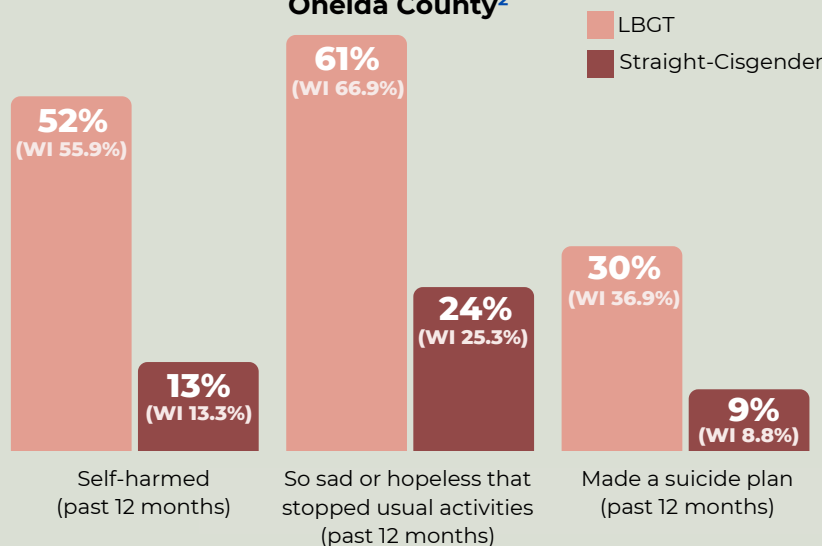|	LGBT	Straight-Cisgender
Sense of belonging	32%	65%
Bullied at school and/or online	43%	28%
Have a teacher to talk to	69%	72%
Have lived with someone who was depressed, mentally ill, or suicidal	70%	33%

Across all four questions, LGBT students fair worse than their straight or cisgender peers.
**The Youth Behavior Risk Survey utilizes the term LGBT instead of LGBTQ+

+ Health Behaviors

Environmental factors such as harmful or stressful environments can contribute to poor health behaviors. LGBTQ+ students reported poorer health behaviors than their straight or cisgender peers, including higher frequencies of self harm, feeling so sad or hopeless that they stopped usual activities, and made a suicide plan. This corresponds with LGBTQ+ students reporting less desirable environmental factors in the section above.

2021 YRBS Results by Sexual Orientation & Gender Identity in Oneida County[2]

Legend: LBGT / Straight-Cisgender

- Self-harmed (past 12 months): 52% (WI 55.9%) LBGT, 13% (WI 13.3%) Straight-Cisgender
- So sad or hopeless that stopped usual activities (past 12 months): 61% (WI 66.9%) LBGT, 24% (WI 25.3%) Straight-Cisgender
- Made a suicide plan (past 12 months): 30% (WI 36.9%) LBGT, 9% (WI 8.8%) Straight-Cisgender
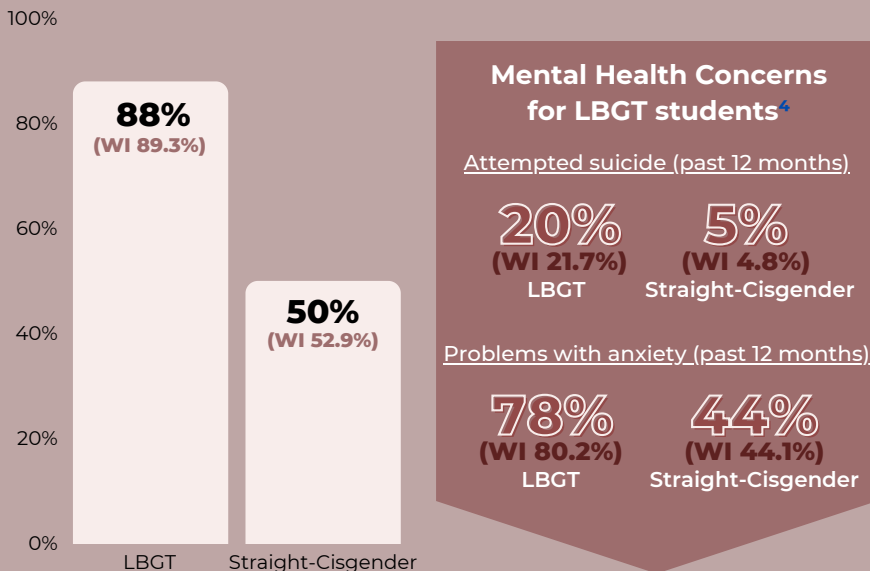
≡ Outcomes

Poorer health outcomes for LGBTQ+ students are reported in the 2021 YRBS Report:
 "LGBT students tend to report higher levels of mental health concerns. They also tend to report fewer protective factors and higher levels of bullying, harassment, marginalization and violent victimization–all of which affect mental and emotional wellbeing (see e.g. Kann et al 2016). The chart above covers students who answered affirmatively to one or more of the YRBS questions on depression, anxiety, non-suicidal self-harm, and suicidal ideation and behavior."

Harmful or stressful environmental factors put individuals at risk for concerning health behaviors, contributing to poor health outcomes.

Any Mental Health Concerns, 2021 YRBS Results in Oneida County[3]

The chart below covers students who answered affirmatively to one or more of the YRBS questions on depression, anxiety, non-suicidal self-harm, and suicidal ideation and behavior.

- LBGT: 88% (WI 89.3%)
- Straight-Cisgender: 50% (WI 52.9%)

Mental Health Concerns for LBGT students[4]

Attempted suicide (past 12 months)
- 20% (WI 21.7%) LBGT
- 5% (WI 4.8%) Straight-Cisgender

Problems with anxiety (past 12 months)
- 78% (WI 80.2%) LBGT
- 44% (WI 44.1%) Straight-Cisgender
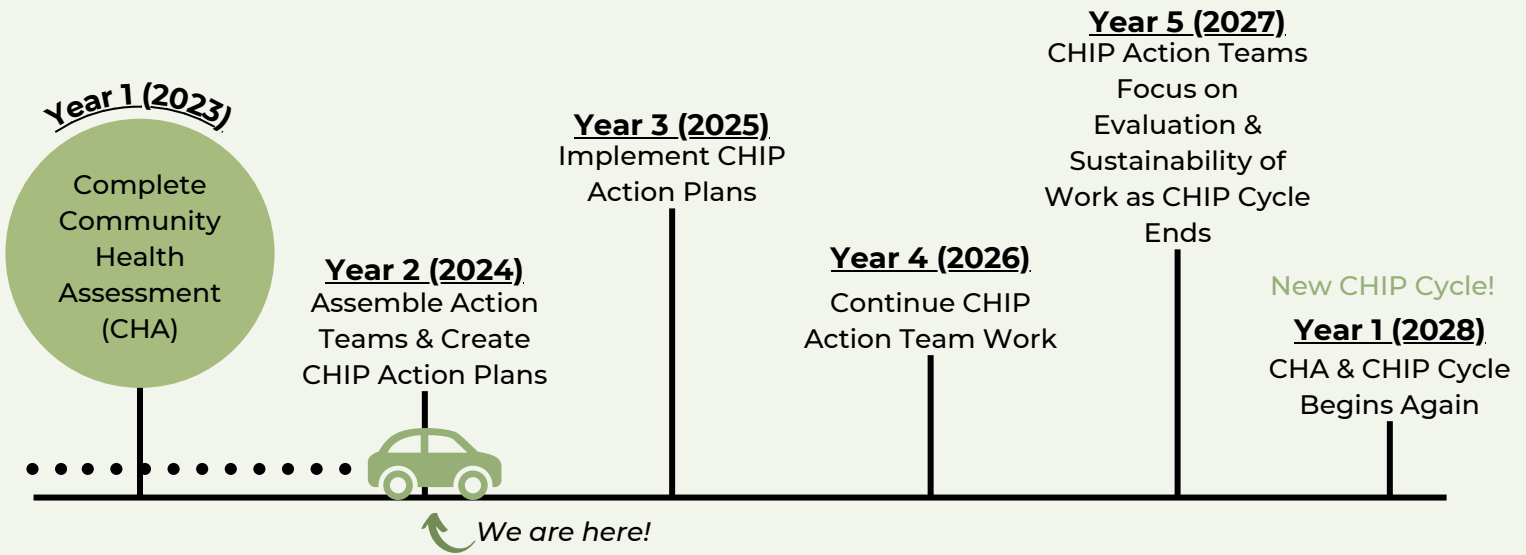
Next Steps

What happens next? From this community health assessment, a community health improvement plan (CHIP) will be drafted in collaboration with the steering committee and CHIP workgroups. This document will determine the trajectory for work related to the health priorities over the course of the next 3 - 5 years.

Together, we'll set goals and take actions to deal with these health issues. The plan will also help us develop new partnerships and strengthen existing ones. It will bring together people from different groups like the government, organizations, and the community.

We couldn't have completed this community health assessment process without our steering committee and partners. This process reinforces the importance of collaboration and strong community relationships.

HEALTH PRIORITY	HEALTH PRIORITY
CHILDCARE	**HOUSING**
FOCUS AREAS	FOCUS AREAS
• Lack of care before and after school • Pay of childcare providers/cost of running a daycare/cost to parents	• Financial Hardship of households • Housing with problems/quality concern

HEALTH PRIORITY	HEALTH PRIORITY
SUBSTANCE USE	**MENTAL HEALTH**
FOCUS AREAS	FOCUS AREAS
• Drinking culture • Limited access to treatment • Youth Substance Use	• High school & middle school students with anxiety • High school & middle school students who experience bullying • Poor Self reported mental health days/ mentally unhealthy days

Oneida County Health Departments CHA/CHIP Timeline

Year 1 (2023)
Complete Community Health Assessment (CHA)

Year 2 (2024)
Assemble Action Teams & Create CHIP Action Plans

We are here!

Year 3 (2025)
Implement CHIP Action Plans

Year 4 (2026)
Continue CHIP Action Team Work

Year 5 (2027)
CHIP Action Teams Focus on Evaluation & Sustainability of Work as CHIP Cycle Ends

New CHIP Cycle!
Year 1 (2028)
CHA & CHIP Cycle Begins Again

We need passionate, dedicated individuals like you to join us in our mission. Together, we can amplify our voices, pool our resources, and leverage our collective expertise to make a real difference in the lives of those around us.

Ready to take the first step? Contact us at ochd@oneidacountywi.gov or visit our website, https://publichealth.oneidacountywi.gov/ to learn more and get involved.

Together, let's be the change we wish to see in Oneida County!

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Social Drivers/ Social Determinants of Health

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APPENDIX A. CHA BLANK SURVEY

APPENDIX B. STOUT CHA SURVEY REPORT

APPENDIX C. STOUT COMPARISON REPORT

APPENDIX D. KEY INFORMANT INTERVIEW QUESTIONS

APPENDIX E. FOCUS GROUP QUESTIONS

APPENDIX F. SWOC (RESOURCES & GAP ANALYSIS).

APPENDIX G. HEALTH PRIORITY COMPARISON DATA