

Walworth County Health Needs Assessment



A summary of key informant interviews

2016

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Introduction

This report presents a summary of public health priorities for Walworth County, as identified in 2016 by a range of providers, policy-makers, and other local experts and community members (“key informants”). These findings are a critical supplement to the Walworth County Community Health Needs Assessment (CHNA) survey conducted through a partnership between the Walworth County Division of Public Health, Aurora Health Care, Children’s Hospital of Wisconsin, Fort Healthcare, and Mercy Health System. The CHNA incorporates input from persons representing the broad community served by the hospitals, focusing on a range of public health issues relevant to the community at large.

Key informants in Walworth County were identified and interviewed by staff from the Walworth County Department of Health and Human Services and Division of Public Health, Aurora Health Care, and Mercy Health System during August, September, and October 2016. The interviewers used a standard interview script that included the following elements:

- Ranking of up to five public health issues, based on the focus areas presented in Wisconsin’s State Health Plan, that are the most important issues for the County; and
- For those five public health issues, identifying:
 - Existing strategies to address the issue
 - Barriers and challenges to addressing the issue
 - Additional strategies needed
 - Key groups in the community that hospitals should partner with to improve community health
 - Subgroups or populations where efforts could be targeted
 - Targeted efforts toward specific subgroups or populations when applicable

All informants were made aware that participation was voluntary and that responses would be shared with the Center for Urban Population Health for analysis and reporting. This report presents the results of the 2016 CHNA key informant interviews for Walworth County, based on the summaries provided to the Center for Urban Population Health.

The report first presents a summary of the health issue rankings, including a list of the five issues which were ranked most frequently by respondents. The next section provides a summary of the strategies, barriers, and partners described by participants. Themes that crossed health topics are also presented.

Limitations: Twenty-five key informants participated in 24 interviews in Walworth County. The report relies on the opinions and experiences of a limited number of experts identified as having the community’s pulse. However, responses may not be representative of the overall perception of community strengths and needs. It is possible that the results would have been substantially different if a different set of informants had been interviewed. Results should be interpreted with caution and in conjunction with other Walworth County data (e.g., CHNA surveys and secondary data reports).

A. Focus Area Ranking

A total of 25 key informants in 24 interviews were asked to rank the five major health-related issues in their county from a list of 13 focus areas identified in the State Health Plan. The table below presents the results, including a summary of the number of times an issue was mentioned as a top five health issue, and the number of times an informant ranked the issue as the most important health issue for the county. Importantly, not every informant ranked five issues. In interviews with more than one informant, one set of rankings was provided.

Health Focus Area	Key Informant Rankings	
	Top 5	Number 1
Mental Health	19	7
Alcohol and Other Drug Use	17	7
Oral Health	9	3
Access to Health Services	9	2
Chronic Disease Prevention and Management	9	1
Nutrition	8	2
Physical Activity	8	2
Tobacco Use and Exposure	5	0
Healthy Growth and Development	2	0
Injury and Violence Prevention	2	0
Reproductive and Sexual Health	1	0
Environmental and Occupational Health	0	0
Communicable Disease Prevention and Control	0	0

B. Top Five Health Issues

The five health issues ranked most consistently as a top five health issue for the County were:

1. Mental Health
2. Alcohol and Other Drug Use
3. Oral Health
4. Access to Health Services
5. Chronic Disease Prevention and Management

Summaries of themes for each issue are presented below in the order listed above.

As a guide, issues ranked as the top five priorities for the County are marked with this thermometer symbol:



C. General Themes

Walworth County key informants ranked five of the thirteen major health-related issues as priorities for the County.

It is important to note that since the last release of this report in 2012, the report has changed slightly. In 2016, all but one of the interviews were conducted in a one-on-one format, and one of the interviews included two key informants, while in 2012, 35 key informants participated in a focus group and 13 key informants participated in one-on-one interviews. In 2016, an updated interview script was implemented. The new script includes the elements of the previous script with two sections added to elicit information about tailoring efforts to meet the needs of specific subgroups or subpopulations within the county. In terms of health issue rankings, Alcohol and Other Drug Use, Mental Health, and Chronic Disease Prevention and Management have remained top five health issues for the county, but some of the other priorities have changed. Oral Health and Access to Health Services have emerged as top priority areas for the county, while Physical Activity and Injury and Violence Prevention are no longer issues top five health priority areas in 2016.

The health issues key informants indicated were priorities for Walworth County affect residents across the lifespan, requiring engagement across sectors to adequately address residents' needs. Key informants identified a wide range of stakeholders and community partners engaged to improve the county's health. The Walworth County Department of Health and Human Services, the Open Arms Free clinic, hospitals and health systems, health care providers, child and family serving organizations, non-profits, businesses, law enforcement, schools, faith communities, and government entities were all included in the discussion as playing an active role in multiple health priority areas.

Many of the challenges and barriers identified by key informants across issues have to do with lack of funding for necessary services and programs, lack of providers in the county, or lack of access caused by insufficient means or insurance to pay for needed services. Other common barriers and challenges across issues are related to access: lack of transportation to programs, appointments, and services, and lack of familiarity with available health care and ancillary services. Another commonly cited barrier was lack of awareness of resources or services that do exist or lack of knowledge of how to get connected to the appropriate resources and services.

Key informants identified strategies needed to improve the health of the county. For many issues discussed, more education and public awareness are important. Better collaboration among community organizations, and across sectors, was a commonly identified strategy. Other needs identified are related to health insurance payment for services, better systems of care that offer options for low-income patients, and integration of behavioral health into primary care.

Key informants were asked about populations or groups that may benefit from targeted efforts to address their specific needs related to each issue. Commonly identified groups include residents in more rural parts of the county, children and their families, older adults, individuals with lower incomes, and Latino residents. Key informants identified some examples of what targeted efforts might look like for each of these groups, with the main theme being that it is important to go where the people already are and to incorporate new efforts into what people are already doing. Key informants also identified the importance of making messages, education, and programming accessible with regard to language, culture, ability status, and at convenient locations.

D. Issue Summaries

Behavioral Health

Mental Health and Alcohol and Other Drug Use were the two issues receiving the most rankings in key informants' top five health focus areas. Almost all key informants discussed Mental Health or Alcohol and Drug Use as top priority areas, with most discussing both. Mental Health received the most rankings as the number one health issue in the county. Key informants' insights also suggest both of these topics overlap significantly with the issue of Access to Health Services, with the main barriers and challenges to addressing both Mental Health and Alcohol and Other Drug Use being a lack of providers and services, long wait lists to access providers and services, lack of transportation to services, and difficulty paying for services or lack of coverage by insurance for services or medication. There was also some overlap in key informants' suggestions for what is needed to address these issues, with a focus on integrating services and treatment into primary care, expanding services that do exist at free clinics and community health centers, and forming a better continuum of care across providers, as well as a desire to shift the focus to prevention and awareness about the underlying causes of substance abuse and mental illness. Key informants also

discussed the stigma around both mental illness and substance abuse or addiction as a barrier that could be overcome with increased community awareness and acceptance of these issues.



Mental Health

Nineteen key informants ranked Mental Health as a top five health issue for the county. Key informants' discussions of Mental Health included quite a bit of overlap with themes related to Access to Health Services and Alcohol and Other Drug Use.

Existing Strategies: Key informants provided the following examples of strategies currently in place to improve Mental Health in the county: Collaboration between the county and private mental health providers, Open Arms Free Clinic's mental health services, the county's Crisis Intervention Services, Drug Court, National Alliance for Mental Illness (NAMI) increases awareness in the county, corporate wellness programs and employee assistance programs, local organizations like Catholic Charities who do outreach, the Walworth County Alliance for Children, the Winther Counseling Lab for the uninsured at UW-Whitewater, and services provided by the Alliance for the Prevention of Family Violence.

Barriers and Challenges: Key informants identified many issues related to lack of Access to Health Services that are also barriers to addressing Mental Health: Lack of inpatient programs; lack of transportation for outpatient services; lack of access to private mental health providers, especially psychiatry; financial barriers and lack of insurance coverage; lack of services for children; lack of staff and trained professionals in the county; lack of bilingual services; and difficulty accessing prescriptions. Other issues identified as barriers by key informants include the following: Stigma related to mental health issues make them hard to talk about, "mental health" encompasses a broad scope of issues to be addressed, the Walworth County Department of Health and Human Services is underutilized, the county is lacking in trauma informed care, and residents may not be aware of resources or how to get connected to them.

Needed Strategies: Early identification of youth at-risk; community education about mental illness; ongoing case management to ensure compliance with treatment plans; access to medication, therapy, and counseling; support from parents for children's treatment; team approaches to treatment; more resources in the community; shorter wait times for appointments; creative funding sources to expand services; more housing for residents with mental illness; broader integration of behavioral health into primary care practice, including screening for depression at all primary care visits; make employee assistance programs available through non-profit agencies for their consumers; invest in mobile clinics; expand services and times appointments are available; hire bicultural and bilingual counselors; and more focus on the family system in counseling are examples of strategies key informants identified to improve Mental Health in the county.

Key Community Partners to Improve Health: Wisconsin Department of Health Services, pharmacists, Walworth County Department of Health and Human Services, Open Arms Free Clinic, schools, parents, law enforcement, faith communities, the Walworth County Child Advocacy Center, employers, health care providers, county government, NAMI, Twin Oaks, the Association for the Prevention of Family Violence (APFV), and the Walworth County Alliance for Children were named as key partners to improve Mental Health in the county.

Subgroups/populations where efforts could be targeted: Most key informants agreed this issue affects everyone in the community, but there were a few suggestions for more targeted approaches. Older adults, Latinos, veterans returning from deployment, undocumented residents, residents with lower incomes and the homeless population are least likely to receive help and may be in need of targeted efforts. Other suggestions included children, teens, and middle aged women.

How efforts can be targeted: Key informants recommendations for targeted efforts include the following: Culturally-appropriate education and awareness campaigns; coordinating elements of community re-entry for veterans; being present for the homeless with food, shelter, and structure; more cohesiveness between organizations in the community, such as nursing homes, school districts, health systems, private practice, medication, and primary care providers; expanded free clinic services; and information, flyers, speakers series, etc. at community places like Women, Infants, and Children (WIC) program sites, Early Head Start, schools, Hispanic grocery stores, Hispanic churches, and other locations the populations-of-interest may already be.



Alcohol and Other Drug Use

Seventeen respondents ranked Alcohol and Other Drug Use as a top five health issue for the county. Specifically, key informants discussed alcohol, heroin, and prescription drugs. Key informants' responses indicated there is a lot of overlap between issues of Alcohol and Other Drug Use, Mental Health, and Access to Health Services.

Existing Strategies: Enforcement of laws related to driving under the influence of alcohol or drugs, limited hours to sell alcohol, the Walworth County Health Improvement Pan to address addictive behaviors, prescription drug drop off sites throughout the county, public service announcements regarding heroin and other drugs, the Walworth County Sheriff's Drug Unit, drug safety for children and the community, the Mt. Zion House rehabilitation center for men, Alcoholics Anonymous, Personal Responsibility Educational Program (PREP) in schools, services in jail, treatment courts, pre-sentencing diversion plans, the Department of Health and Human Services' Behavioral Health unit, Suboxone prescribers, private treatment services available, alcohol and drug abuse support groups, employee assistance programs, pharmacy collaboration with drug court, and training emergency medical services staff to administer Narcan are examples of strategies in place to address Alcohol and Other Drug Use in the county.

Barriers and Challenges: A lack of education about the risks of abuse, prevalence and easy access to drugs in the community, readily available information about how to formulate and access drugs, lack of detox facilities in the county, Wisconsin's cultural acceptance of alcohol use and abuse, lack of rehab resources and services, lack of sober activities, lack of affordability of treatment programs, lack of bilingual providers and services, lack of transportation for patients, and employees' fear that they may lose their job if they seek treatment that causes them to miss work were identified as barriers and challenges to addressing substance abuse in the county.

Needed Strategies: Collaborations with schools and churches to provide outreach, education, prevention programs, and treatment; increasing public awareness of the risks associated with alcohol and drug use; partnerships between departments, sports, and health class at schools; drug disposal offered at all retail pharmacies; educating parents about warning signs to look for in their kids; more youth activities and stronger mentorships to provide alternatives to drug and alcohol abuse; treatment, programs, and materials offered in Spanish; random drug testing; stricter law enforcement; more treatment facilities in the county, especially those that accept Medicaid; more memoranda of understanding between partner organizations and services providers; addictive behavior work groups; disseminating data about the problem; and conducting exit interviews when people leave treatment services were identified as strategies that could be implemented to improve the health of the county related to drug and alcohol abuse.

Key Community Partners to Improve Health: The Wisconsin Department of Health Services, the Walworth County Department of Health and Human Services, school counselors, parents, churches, free clinics, the Walworth County Child Advocacy Center, law enforcement, employers, and health care providers were identified as key partners to improve health in the county.

Subgroups/populations where efforts could be targeted: Key informants noted the importance of engaging everyone in community-wide education and awareness, and identified children as a group that could particularly benefit from early and regular prevention messaging. Another population that may require targeted efforts are individuals in jail.

How efforts can be targeted: Key informants provided these ideas for targeted efforts: Educate children in schools, educate parents to reduce children's use of alcohol, collaborate with the Tavern League of Wisconsin, provide safe rides, provide more community support and outreach, work on removing the stigma of addiction, sharing real stories of recovery and loss, conduct seminars, and train all school staff to identify abuse.



Oral Health

Oral Health was ranked as a top five health issue by nine key informants. A key theme within this issue is the lack of available dental services in the county and other issues related to Accessing Oral Health Services.

Existing Strategies: Current strategies in place to address Oral Health in the county include limiting sweetened beverages available in school cafeterias, volunteer dental providers at Open Arms Free Clinic, sealant programs in schools and Head Start, Mission of Mercy, services at Affordable Dental Care in Whitewater, and dental services at Beloit Area Community Health Center.

Barriers and Challenges: Barriers and challenges to improving Oral Health are related to issues of access: Lack of providers in the county, especially those who will serve uninsured or underinsured patients or patients who have Medicaid; lack of financial resources; lack of dental insurance or insurance that provides minimal dental coverage; and lack of transportation to appointments. Another challenge identified is the lack of awareness of the connection between oral/dental health and physical health, which may cause patients to forego preventive care or delay treatment for oral health problems.

Needed Strategies: Increased access to low cost dental care; better awareness of oral health; formation of a county-wide dental coalition; a special needs dental clinic; partnerships with dental schools and residency programs to recruit dentists to rural communities; outreach on the importance of oral hygiene; support for more education; and partnerships between primary care providers, especially pediatricians, and dental hygienists were identified as strategies that could improve Oral Health in the county.

Key Community Partners to Improve Health: Local dentists, Open Arms Free Clinic, Walworth County, Inspiration Ministries, Affordable Dental Care, the business community, faith communities, low-income consumers, the Beloit Area Community Health Center, Community Action, dental associations, and schools at all age levels were identified as they key partners to work on improving Oral Health in the county.

Subgroups/populations where efforts could be targeted: Respondents noted that while oral health is important to all people across the lifespan, children and older adults, particularly in low-income or uninsured families, may be the most vulnerable groups needing access to dental care. Latino and undocumented residents of the county may also need specific outreach, Spanish-speaking providers, and additional assistance navigating insurance and free resources.

How efforts can be targeted: Medicare and Medicaid HMOs should offer better dental insurance. Information, flyers, and announcements can be posted or handed out at public places and service providers who serve children, families, older adults, low-income clients, and Latino residents in the county.



Access to Health Services

Nine respondents ranked Access to Health Services as a top five health focus area. Discussion of this issue included significant cross-over with other issues, including Mental Health, Alcohol and Other Drug Use, Chronic Disease Prevention and Management, and Oral Health.

Existing Strategies: The Walworth County Transportation Coordinating Committee, the Aging and Disability Resource Center newsletter, the Affordable Care Act, health services provided by Open Arms Free Clinic and the Beloit Area Community Health Center, health screenings and outreach, appointment reminders, and VIP Services were named as strategies currently in place in the county to improve Access to Health Services.

Barriers and Challenges: Key informants identified some overarching barriers to accessing health care in the county: the health care and insurance systems can be difficult to understand and navigate; lack of transportation to get to appointments and services; lack of providers and specialty care in more rural areas of the county; lack of insurance coverage or the ability to pay out-of-pocket for services, co-pays, and medications; hours for walk-in clinics are limited; no in-patient psychiatry or detox facilities in the county; lack of child psychiatrists in the county; lack of resources; long waiting periods for services; lack of options for vision referrals; lack of dentists/dental clinics accepting Medicaid or uninsured patients; and existing services cannot meet patients' needs. Some other related barriers are confusion or lack of information about resources that do exist or where to go to access them, and the emergency department sometimes becomes the place people go to when they don't know where else to go, even if it is not an emergency.

Needed Strategies: Better focus on the needs of the Hispanic population; more education about how health care and insurance systems work; better networking between health care providers and community health organizations; more funding mechanisms to finance projects and services; care provided at home visits; funding for transportation; longer hours at walk in clinics; expanded health care locations; combine medical, mental health, and alcohol and drug treatment services into one treatment plan; integrate behavioral health into primary care settings; create mobile clinic options for immunizations, dental, the Women, Infants, and Children (WIC) program, and other appropriate services; policy change for public non-emergency medical transportation to allow siblings to ride along to health care appointments; and a centrally available updated resource list available to the community are strategies needed to improve Access to Health Services in the county.

Key Community Partners to Improve Health: Health care systems and health care providers, including Open Arms Free Clinic and Planned Parenthood; public and private transportation providers in the county; legislators at all levels; Medicaid and Medicare; law enforcement; the National Alliance on Mental Illness (NAMI) Walworth; Public Health; dental care providers; Community Action; WIC; shelters; libraries; schools; churches; the Walworth County Department of

Health and Human Services; UW-Extension; and Volunteer Connection were identified as key partners to improve Access to Health Services in the county.

Subgroups/populations where efforts could be targeted: It was suggested Hispanic residents, the working poor, elderly, dementia patients, undocumented residents, and rural residents may be most in need of assistance accessing health services and targeted efforts may be needed to reach these groups.

How efforts can be targeted: Looking for further projects and funding sources; providing more health resources printed in Spanish; and targeting outreach and partnerships with Hispanic churches, food pantries, schools, Open Arms Free Clinics, laundromats, job centers, and the Walworth County Housing Authority to reach some of these groups were identified as strategies needed to reach specific groups. Another suggestion is to provide gas cards and vehicle donations to agencies to provide transportation to services for these groups that may be the most in need.



Chronic Disease Prevention and Management

Nine respondents ranked Chronic Disease Prevention and Management as a top five health focus area. Key informants' responses to this issue overlapped with issues of Access to Health Services, Nutrition, Physical Activity, and Tobacco Use and Exposure.

Existing Strategies: Corporate wellness programs, public messages about the benefits of good nutrition and physical activity, incentives for annual physicals, existing health care providers, services at Open Arms Free Clinic, individual patient education, emphasizing regular screenings, health systems using electronic medical records to prevent missed opportunities for screening or follow-up care, and the availability of medication and equipment at pharmacies are examples of strategies currently being used to improve health related to Chronic Disease.

Barriers and Challenges: Many of the barriers and challenges related to Chronic Disease Prevention and Management are issues of access: Lack of transportation, the high costs of health care, lack of bilingual services for Spanish-speaking patients, the long distances patients have to travel for some treatments or specialty care, and the limitations of what Medicaid will cover are some examples. These barriers can lead to patients delaying treatment until their conditions are already out of control. At the systems-level, some barriers include less inpatient options and more clinic-based care, the complexities of health insurance, lack of focus on prevention, lack of care coordination between doctors or health systems, and missed opportunities to address chronic conditions in health care settings. At the individual level, some examples of challenges include patients' resistance to addressing obesity and smoking cessation, mental illness and other acute health

priorities need attention before a chronic condition can be dealt with, and a lack of patient awareness of chronic disease and prevention.

Needed Strategies: More patient education about risks and goal setting to reduce risk, promoting stress management techniques, maintenance of prevention strategies, more employer-based prevention programs, Medicare and Medicaid should offer incentive programs, more treatment services in the local area, financial assistance, navigation or support in accessing insurance, promoting prevention, using data to identify needs, performing outreach to new and existing patients, and employing translators and Spanish-speaking providers in medical settings are examples of strategies that could improve health in the county.

Key Community Partners to Improve Health: The Wisconsin Department of Health Services, Walworth County, Open Arms Free Clinic, pharmacies and pharmaceutical companies, local health systems and health care providers, Walworth County Economic Development Alliance, employers, churches, restaurants, and Spanish-language radio stations were identified as key partners to improve health related to this issue.

Subgroups/populations where efforts could be targeted: Older adults who are living with or at-risk for chronic disease, persons living with mental illness, individuals or families with low incomes, rural residents, the Latino population, and undocumented residents were identified as groups within the county who might benefit from targeted outreach efforts. It was also mentioned that youth and young adults should be targeted for prevention.

How efforts can be targeted: Though specific examples of strategies were not provided, it was suggested that these settings might be the right settings to reach people: Prayer groups, food pantries, free clinics, community organizations and clubs, schools, worksites, and any places groups are already meeting. It was suggested information could be shared through posting or distributing flyers, and providing education, broadly.

Nutrition

Nutrition was ranked as a top five health issue by eight respondents. Discussion of this issue included some overlap with Physical Activity, Chronic Disease Prevention and Management, and Access to Health Services. Key informants' discussion of Nutrition focused issues of food in/security and access to food, as well as education and awareness of healthy eating. A few key informants specifically mentioned obesity prevention as a priority within this focus area.

Existing Strategies: Media campaigns promoting better nutrition; nutrition education in schools; community education about MyPlate, food safety, and budgeting; school gardens; services through Public Health; UW-Extension bilingual nutrition education, horticulture education, and community gardens; and farmers markets are strategies in place to address nutrition education and encourage

the access to healthier food options. Summer meal programs for kids, group homes that provide meals, food pantries, the Women, Infants, and Children (WIC) Program are examples of strategies in place to address food security in the county.

Barriers and Challenges: Lack of resources for food pantries, lack of transportation, lack of money, changes to FoodShare in Wisconsin, decreased federal funding, and the stigma around using food pantries or meal programs are barriers and challenges to addressing hunger in the county. Lack of childcare during nutrition education classes or programs and difficulty getting groups together and keeping them together are other barriers and challenges to addressing Nutrition.

Needed Strategies: More opportunities for education about nutrition, and cooking and preparing healthy food, shopping for healthy groceries, and exercise; more events to gather food donations for pantries; local jobs with higher wages and more financial assistance; childcare resources for programs; incentivizing program participation, and assessing the best times to meet and topics of greatest interest; increased awareness and acceptance of programs to address hunger/food insecurity in the community; consistent messaging about nutrition throughout the community; and a centralized resource guide available through an app are strategies that could improve Nutrition in the county.

Key Community Partners to Improve Health: Schools, faith groups, Meals on Wheels, libraries, grocery stores, the Walworth County Department of Health and Human Services, United Way of Walworth County, WIC, food pantries, Open Arms Free Clinic, Girls & Boys Club of Walworth County, 4-H, parks and recreations departments in the county, adult education providers, senior centers, funders, and the community in general are key partners to improve health. It was also noted that greater connections and sharing of resources between these partners is important to improving health.

Subgroups/populations where efforts could be targeted: School children and their families, low income families, Latinos, and residents of small rural communities were named as specific groups who could benefit from targeted efforts.

How efforts can be targeted: Key informants suggested providing nutrition education through organizations that serve young children and families across issues would be a good way to reach children and families. It was suggested meeting low income families where they are at, for example in food pantries and job centers, and providing education and information about other resources may be an effective strategy. For Latinos, the county needs more Spanish-speaking providers and Spanish-language programs/education to refer to. Another suggestion was to provide ways for people to participate in programs or education regardless of insurance status.

Physical Activity

Eight respondents specifically ranked Physical Activity as a top five health issue for Walworth County. The discussion of this health focus area included overlap with Chronic Disease Prevention and Management.

Existing Strategies: Corporate wellness programs, the Get Moving Walworth County partnership, Healthy Kids Day and other programs at the Geneva Lakes Family YMCA, group exercise classes, health assessments, activity trackers, a good system of parks and trails and recreation, the UW-Extension Strong Women Program, programming at the Boys & Girls Club of Walworth County, school sports teams, and safe routes for walking and biking were identified as strategies in place to promote Physical Activity in the county.

Barriers and Challenges: At the individual-level, people often juggle hectic schedules of job demands, long work hours or multiple jobs, stress, and family obligations which leave little time or energy for physical activity. Gym memberships and programs can also be expensive, people lack transportation to get to and from activities, and there is a lack of awareness of programs that do exist. Other identified challenges include parents' denial that their children's sedentary lifestyles are problematic, and technology and electronics use that promote a more sedentary lifestyle generally.

Needed Strategies: Promotion of time for exercise, employers encouraging work-life balance, individual discipline to fit activity into busy schedules, free or reduced cost gym memberships for individuals and families who can't afford them, exercise opportunities for groups with special needs, incentives for exercise, firmer messaging from health care providers about the importance of physical activity, bike rentals, more paths for bike riding, and more spaces for indoor walking in winter are strategies that could improve Physical Activity in the county.

Key Community Partners to Improve Health: Schools, employers, churches, community groups, libraries, the Walworth County Economic Development Alliance, health systems, local fitness centers, and any place large groups gather that could be used for activities were identified as key partners to improve health.

Subgroups/populations where efforts could be targeted: It is necessary for everyone, but targeting youth can build healthy habits for life. One key informant suggested Latinos, especially children, are an important group to reach out to. Another informant suggested seniors and individuals with chronic illness may be especially in need of opportunities. Finally, it was suggested moms are an important group to address because their behaviors influence the whole family.

How efforts can be targeted: Programs in schools, churches, libraries, and for moms' groups; partnerships between organizations; and group exercise programs for individuals with chronic illness and other specific health concerns were identified as ways to target efforts toward specific groups within the county.

Tobacco Use and Exposure

Tobacco Use and Exposure was ranked as a top-five health issue by five respondents.

Existing Strategies: Screening for use, education about the risks of tobacco use, tobacco cessation treatment programs and medications, tobacco prevention programs, smoking bans in public places, and advertising about the health risks related to tobacco use are strategies currently in place to improve health in the county.

Barriers and Challenges: Stress and addiction, and lack of awareness of the relationship between tobacco use and chronic illness were identified as individual-level barriers to smoking cessation. At the community-level, social or peer pressure to fit in and a lack of available cessation programs or social supports are challenges to improving the county's health with regard to Tobacco Use and Exposure.

Needed Strategies: More cessation programs; an emphasized role of family, faith communities, role models, counselors, and teachers in supporting cessation; ongoing public awareness; and an increased emphasis on consumer cost savings from quitting tobacco use were identified as strategies needed to improve health.

Key Community Partners to Improve Health: School staff, the Walworth County Department of Health and Human Services, health care and behavioral health care providers, and the greater community were identified as the key partners needed to address this health issue.

Subgroups/populations where efforts could be targeted: Children in elementary school, young adults, patients who have chronic diseases or respiratory problems, Latinos, and the general public were identified as groups where prevention efforts could be targeted.

How efforts can be targeted: Specific suggestions were not provided, though it was suggested the school setting would be an appropriate place to reach children and their families.

Healthy Growth and Development

Two key informants ranked Healthy Growth and Development among their top five health issues for the county.

Existing Strategies: Vocational opportunities in the education system, UW-Extension programs, the Future Farmers of America, and 4-H were identified as organizations that help youth become more resourceful.

Barriers and Challenges: Lack of individual motivation for growth and development and a lack of volunteers to assist with programs were identified as key challenges to improving health in this focus area.

Needed Strategies: More scholarships for career development are needed to improve engagement and promote health related to this issue.

Key Community Partners to Improve Health: Schools, libraries, churches, and community groups are the key partners needed to promote Healthy Growth and Development in the county.

Subgroups/populations where efforts could be targeted: One key informant suggested improved civic engagement through organizations like Kiwanis International, Elks USA, and Lions Clubs might improve development for adults across the lifespan.

How efforts can be targeted: Suggestions were not provided.

Injury and Violence Prevention

Two key informants ranked Injury and Violence Prevention among their top five health priority areas. Family violence, sexual violence, and child abuse were provided as specific examples of the issues facing the county.

Existing Strategies: Strategies currently in place to address this issue include investigating and prosecuting offenders, victim advocacy services, and community resources. Specific community resources identified include the services of the Association for the Prevention of Family Violence (APFV), which has served the community for 37 years and partners with the county Department of Health and Human Services on crisis cases, Sexual Assault Nurse Examiner services, the county's Sensitive Crimes Response Team, and the Children's Hospital Of Wisconsin Walworth County Child Advocacy Center's (CAC) work to treat and prevent abuse.

Barriers and Challenges: Lack of reporting by victims, concerns about privacy, difficulty illustrating the prevalence of violence in the community, lack of awareness of resources, victims' and survivors' concern about what might happen after they report an incident, social stigma around abuse and violence, financial and other barriers to leaving abusive situations, and the perception that nothing can be done to help were named as barriers to improved health related to this issue.

Needed Strategies: Resolving other health issues, including alcohol and drug abuse and mental illness; early intervention; additional training from the Sensitive Crime Response Team; expansion of the CAC program; increased awareness in the community; and including the APFV as a part of employee assistance programs are strategies that could be implemented to prevent violence and injuries in the county.

Key Community Partners to Improve Health: The Walworth County Department of Health and Human Services, APFV, Sensitive Crimes Response Team, schools, and the Tree House Child and Family Center were identified as key partners needed to address this issue.

Subgroups/populations where efforts could be targeted: Though key informants indicated everyone is affected by this issue, children and families and rural residents of the county were named as two groups that may require more targeted outreach.

How efforts can be targeted: Ideas to reach these groups include seminars held in schools for children and their families, and providing transportation to services to address the isolation of rural residents.

Reproductive and Sexual Health

One key informant ranked Reproductive and Sexual Health among their top five health priority areas.

Existing Strategies: This key informant identified health services offered through Planned Parenthood as a strategy to promote Reproductive and Sexual Health in the county.

Barriers and Challenges: Rumors that the Planned Parenthood clinic may be closing, lack of services available, limited appointment times, and the public's negative perception of the quality of services available were identified as key barriers or challenges to addressing this issue.

Needed Strategies: An innovative strategy needed to improve health is a mobile clinic for family planning services offered through Open Arms Free Clinic, Planned Parenthood, or another free or low-cost clinic.

Key Community Partners to Improve Health: Planned Parenthood, Open Arms Free Clinic, other local clinics, and schools are the key county partners needed to improve health related to this issue.

Subgroups/populations where efforts could be targeted: Low income and undocumented residents may be especially in need of these services for free or at a low cost.

How efforts can be targeted: Information about clinics and services can be distributed through schools, other clinics, Head Start, Community Action, and public service announcements.

Environmental and Occupational Health

Environmental and Occupational Health was not ranked as one of the top health-related priority areas for the county. Neither existing strategies nor barriers were described. Key community partners and specific subpopulation outreach related to this health priority area were not discussed.

Communicable Disease Prevention and Control

Communicable Disease Prevention and Control was not ranked as one of the top health-related priority areas for the county. Neither existing strategies nor barriers were described. Key community partners and specific subpopulation outreach related to this health priority area were not discussed.

Appendix A. Interview Participants for Walworth County

Key Informant Interview Participants

Input about our community's most pressing health needs was provided by 25 individuals participating in key informant interviews. The organizations listed here include many that serve low-income, minority, and medically underserved populations. They represent an array of perspectives from communities that include, but are not limited to: racial and ethnic minorities, the elderly, youth, faith communities, individuals with disabilities, survivors of violence, and those living with mental illness and substance abuse.

Name	Title	Organization
Gina Carver	Lead Investigator	Walworth County Medical Examiner's Office
Derek D'Auria	Executive Director	Walworth County Economic Development Alliance
Shawn Davenport, PT	Director	Mercy Health System- Walworth
Cecilia Dever	Executive Director	Community Action, Inc.
Michelle Genthe	Child and Family Health Team Leader	Rock-Walworth Comprehensive Family Services Head Start/ Early Head Start
Nicole Heinrich	Behavioral Health Supervisor	Walworth County Department of Health and Human Services
Sonia Hill	Crisis Intervention Supervisor	Walworth County Department of Health and Human Services
Paula Hocking	Manager	Walworth County Child Advocacy Center
Mariann Hunter	Executive Director	United Way of Walworth County
Allison Kestol Bauer	Family Resource Worker	Rock-Walworth Comprehensive Family Services Head Start
Elizabeth Knapp	Twin Oaks Shelter Manager	Community Action, Inc.
Mike Kramp	CEO/ Executive Director	Geneva Lakes Family YMCA
Heidi Lloyd	Executive Director	Association for the Prevention of Family Violence
Bridget Monahan	Manager of Community Health & Wellness	Fort HealthCare
(Maria) Yolanda Peña	FoodWise Coordinator	Walworth County UW-Extension
Kurt Picknell	Sheriff	Walworth County Sheriff's Office
Denise Pieroni	City Administrator	City of Delevan
Dan Poulson	President	National Alliance on Mental Illness (NAMI) Walworth, Inc.
Ann Prince	Aging Program Supervisor	Walworth County Department of Health and Human Services
Nancy Russell	Chair	Walworth County Board of Supervisors
Eric Schmetter, RPh	Pharmacist and Store Manager	The Pharmacy Station, Elkhorn
Holly Schmidtke	Vice President and Chief Nursing Officer	Aurora Health Care, Burlington/ Walworth

Rev. James T. Schuerman	Pastor	St. Francis de Sales Church
Christine Smith	Financial Manager/ Pantry Coordinator	Mt. Zion Church/ Food Pantry
Valerie Vargas	Wellness Coordinator	UW-Whitewater University Health and Counseling Services