

Letter of Invitation to the Community

-From the health officer of the health department. Briefly describes the CHIP, invites community members to participate and why their participation is important.

Waushara County Health and Wellness Coalition Members

Potential Partners

-Change happens with collaboration. The objectives/strategies of a CHIP overlap and compliment those of community groups so the committee should support and encourage joint efforts with these partners.

CHIP Overview

-The who, what, where, why, how of the CHIP

Health Priority 1, 2, 3

- **Background information** -Describes the definition/severity of the issue, its impact on Waushara County, and data related to the issue. Data comes from the community health needs assessment, national and state surveys (YRBS, BRFSS), county health rankings, etc.
 - **Primary Goal(s)** -Broad focus
 - **Outcome/Objective(s)** -Specific, measurable, achievable, relevant, time-framed
 - **Suggested Strategies** -Strategies based on evidence-based practice to meet those objectives

Other Community Health Priorities

- **Healthiest Wisconsin Goals**
- **Waushara County Actions**

References

Appendix

-Some CHIPS include public opinion surveys, BMI charts, modifiable risk factor charts, and Healthiest Wisconsin 2010 health priorities

The Waushara County Health and Wellness Coalition has been making progress in public health since 2003. Following the completion of the community health needs assessment in 2009, the coalition initiated the community health improvement plan (CHIP). This plan is designed to address local health priorities over the next five years. The CHIP will be shared with all community members with the hope that well informed individuals and collaborative action will improve the health of our community. Although this plan was built off of Healthiest Wisconsin 2010 objectives and priorities, Healthiest Wisconsin 2020 will be used to guide future health improvement efforts. The data and coalition efforts will be reviewed every five years to monitor progress toward established goals and identify new goals and priorities as necessary.

The Waushara County Community Health Improvement Plan...

- Is a locally based initiative
- Identifies local factors causing health concerns
- Develops innovative strategies to address the unique needs of the community
- Mobilizes community members to take action to improve the health of residents

Who developed the Community Health Improvement Plan?

- Community members serving on the Waushara County Health and Wellness Coalition
- Members were from various backgrounds, such as health care, social services, education, and business leaders
- Individuals with knowledge of the community and a commitment to creating a healthier community

Why develop a Community Health Improvement Plan?

- Increase community awareness of health issues
- Form and strengthen partnerships within the community
- Gather ideas and strategies from the community to address health issues
- Build on existing services and resources to improve the health of Waushara County

How did we create a Community Health Improvement Plan?

- Examined data from the community health needs assessment
- Healthiest Wisconsin 2010, the state health plan, identified eleven health priorities that the coalition used as a guide to benchmark our community with state and national goals
- Identified local health priorities and influencing factors
- Identified community resources to address these health priorities and factors

Which health priorities did we focus on?

- Access to primary and preventative health services
- Adequate and appropriate nutrition
- Alcohol and other substance use and addiction
- Environmental and occupational health hazards
- Existing, emerging, and re-emerging communicable diseases
- High risk sexual behavior
- Intentional and unintentional injuries and violence

- Mental health and mental disorders
- Overweight, obesity, and lack of physical activity
- Social and economic factors that influence health
- Tobacco use and exposure

Why did we focus on these health priorities?

- These are the eleven health priorities identified by Healthiest Wisconsin 2010
- These priorities reflect the underlying causes of the hundreds of disease and health conditions that affect Wisconsin residents

Where do we go from here?

- Present the health improvement plan to the community
- Establish groups to work towards each health priority
- Implement strategies developed in the plan and evaluate success
- Publish an annual report on the progress of the health improvement plan

What can you do to make a difference?

- Read through the suggested strategies and try to incorporate them into your daily life
- Businesses can work with the Waushara County Health and Wellness Coalition to incorporate these strategies into the workplace
- Participate in healthy community activities and volunteer to work with community groups that promote healthier lifestyles
- If you are interested in serving on a community committee or want to know more about improving the health of our community, please contact:

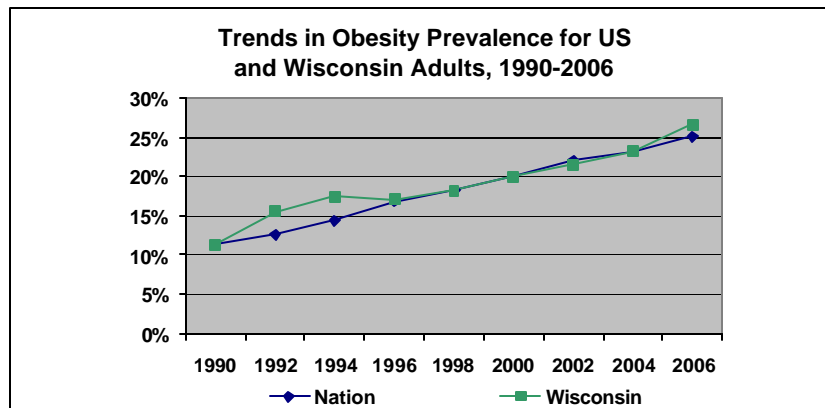
Director of Community Relations
Wild Rose Hospital
Phone: (920) 622-3257

Background

Poor diet and physical inactivity have been linked to many serious health conditions in the United States, Wisconsin, and Waushara County. These are modifiable risk factors that are putting a huge burden on our economy and health care system. If the Waushara County Health and Wellness Coalition can make progress with these health priorities, every resident will benefit from the cost savings and improved quality of life.

Overweight and Obesity

Overweight and obesity are important health issues in the United States, as they have increased more than 25% in the past 30 years¹. Overweight and obesity have increased in every state, among both genders and across all age groups, race and educational attainments. Wisconsin has an obesity rate of 26.7%, which is the 16th highest in the nation. Obesity rates are highest in the Northeastern region of Wisconsin, with 27.3% of residents being obese. In 2008, Waushara County's obesity rate was estimated at 28.4%, with nearly 12% of children being overweight or obese².



Overweight/obesity, physical inactivity, and poor nutrition are major contributors to chronic diseases prevalent in our community, such as such heart disease, stroke, diabetes, certain cancers, arthritis, asthma, and hypertension. From 2002 to 2006, Waushara County had the highest age-adjusted mortality rate for coronary heart disease in the state³. The total annual cost of heart disease, heart failure, and stroke in Waushara County is estimated at \$33.5 million⁴. In Waushara County it is estimated that 4,990 people age 20 years and older have pre-diabetes. The direct cost for diabetes in our community is estimated at \$20.4 million and indirect costs at \$10.2

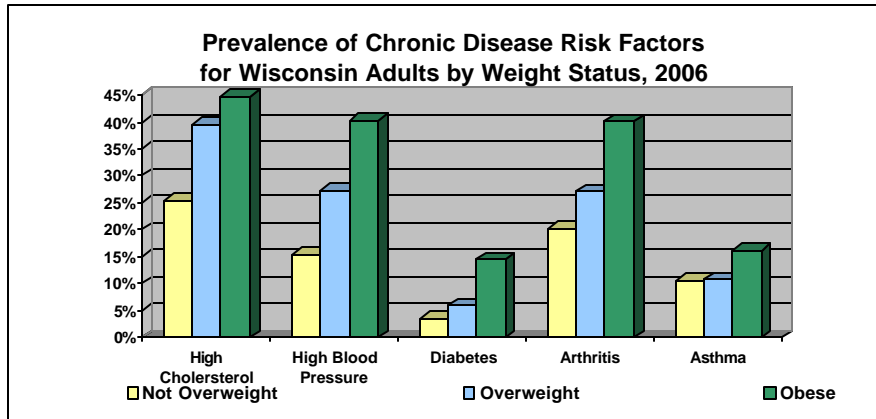
¹ Obesity, Nutrition, and Physical Activity in Wisconsin, 2008

² Waushara County Community Health Needs Assessment, 2009

³ Waushara County Community Health Needs Assessment, 2009

⁴ The Burden of Cardiovascular Disease in Wisconsin, 2005

million annually⁵. Wisconsin spends an estimated \$1.5 billion annually on obesity-related medical expenses⁶.



Physical Activity

Physical activity is an important part of maintaining a healthy lifestyle, but research shows that Wisconsin and Waushara County residents are not exercising enough. Physical activity helps with obesity prevention, reduces the risk of heart disease, diabetes, and some cancers, strengthens muscles and bones, improves mental health, prevents falls in older adults, and improves overall quality of life⁷. Nearly 45% of Wisconsin residents and 44% of Waushara County residents are not getting the recommended amount of exercise (30 minutes a day for 5 days a week)⁸.

Nutrition

Adequate and appropriate nutrition is an increasing concern in our community. Adequate nutrition refers to food security. Food security exists when all people have access to sufficient, safe, and nutritious foods at all times⁹. Uncertain availability or limited access to food leads to food insecurity, such as having to rely on food pantries or food stamps. Nearly 14% of Waushara County residents and nearly 27% of children in Waushara County receive food stamps¹⁰. According to the 2007 WIC Food Security Profile, 58% of respondents in Waushara County reported low food security and 22% reported very low food security. These rates are higher than state average, with 51% of respondents in Wisconsin reporting low food security and 15% reporting very low food security. These numbers have dramatically increased since 2002.

⁵ The Burden of Diabetes in Wisconsin, 2008

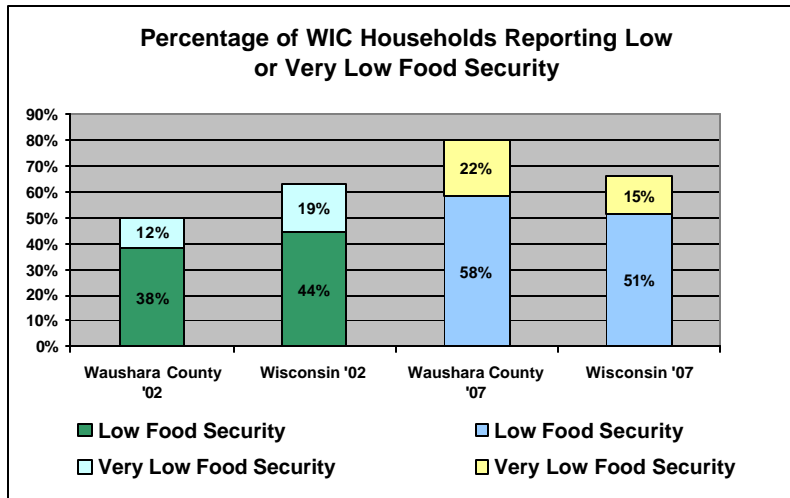
⁶ Obesity, Nutrition, and Physical Activity in Wisconsin, 2008

⁷ Centers for Disease Control and Prevention, 2010

⁸ Wisconsin County Health Rankings, 2008

⁹ World Health Organization, 2010

¹⁰ Waushara County Food Security Profile, 2007-2008



Appropriate nutrition refers to foods that promote overall good health. Nutritious foods contribute to healthy birth outcomes for pregnant women and the growth and development of infants and children. In appropriate amounts, nutritious foods help prevent many chronic diseases related to diet and weight¹¹. Due to the high prevalence and convenience of fast food, snacks, and sugar sweetened beverages, media influences and other factors, people are not getting the appropriate daily nutrition. Waushara County is ranked 9th in the state for low fruit and vegetable consumption¹². Nearly 75 % of residents eat fruits and vegetables less than five times a day. Over 20% of Wisconsin high school students reported drinking soda once or more a day¹³.

Healthiest Wisconsin Objectives

The state health plan, *Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public*, identified overweight, physical activity, as well as adequate and appropriate nutrition, as top health priorities facing Wisconsin communities. The *Healthiest Wisconsin 2010* objectives were used as a baseline for Waushara County's Community Health Improvement Plan objectives.

- Reduce the obesity rate among adults from 20% to 15%
- Increase the proportion of adults who engage in any physical activities during the month from 78% to 88%
- Increase the proportion of adolescents who engage in at least 30 minutes of physical activity on most days from 27% to 37%.
- Increase the proportion of Wisconsin's population that makes healthy food choices to 40%
- Increase the proportion of households that have access to adequate, safe, and appropriate foods at all times

¹¹ Waushara County Community Health Needs Assessment, 2009

¹² Waushara County Community Health Needs Assessment, 2009

¹³ Wisconsin Youth Risk Behavior Survey, 2009

Primary Goal

Waushara County residents will make healthier lifestyle choices regarding diet and physical activity.

Objective

By 2015, a minimum of four of the strategies will be promoted and implemented to help Waushara County residents make healthier lifestyle choices.

Suggested Strategies*

- Create a nutrition and physical activity based newsletter (paper or electronic) to distribute throughout the community, including a local health calendar of events
- Partner with community groups and businesses to promote activity challenges, such as Minutes in Motion
- Partner with school districts to support healthy fundraising in schools, rather than food based fundraising
- Promote the use of and help to expand community gardens and farmers' markets
- Promote the benefits of the healthy food choices provided at community gardens and farmers' markets
- Support competitive pricing in schools, worksites, vending machines, etc. to increase the price of non-nutritious foods
- Develop point-of-decision prompts to highlight fruit and vegetables and encourage water consumption in school, worksites, grocery stores, etc.
- Develop informational pieces to post in clinic waiting rooms
- Collaborate with fitness centers to provide free trials for community members or discounts for low-income members
- Partner with public libraries to acquire more health related books and coordinate monthly features and display cases on different health topics
- Develop a brochure to distribute in the community and post on-line of free or low cost physical activity opportunities in Waushara County

***References for Suggested Strategies**

Minutes in Motion is a six week activity challenge sponsored by a hospital in La Crosse, WI. The program is free to all community members. Participants must track and record minutes of physical activity- at least 30 minutes every day for six weeks. Minutes are reported on-line at the midpoint and end of the challenge. Everyone is invited to a celebration event at the end of the challenge and those who complete the challenge are entered into a drawing for great prizes.

<http://www.gundluth.org/mim/>

A New York City health department has been successful in promoting healthy fundraising in schools. Contrary to popular belief, they found that non-food fundraising has been more successful, and healthier, than bake sales and food based fundraising. Fundraising groups have sold student art and photography, raffle tickets for sporting events, and clothing.

<http://www.wnyc.org/news/articles/156117>

Healthy food options in vending machines have proven to be effective according to the report, *What Works? Policies and Programs to Improve Wisconsin's Health*, and community efforts in La Crosse, WI. A local hospital teamed up with Stansfield Vending Company to introduce healthier snack options with subsidized prices, while increasing the price of unhealthy options or eliminating them all together. A snack is considered "healthy" if it meets the requirements of the 500 Club, where food items contain less than 500 calories and are controlled in fat. Before Stansfield implemented this strategy, only three healthy options were among the top 10 sellers in vending machines. After healthier options were introduced and the price subsidized, eight healthy items were in the top 10 best sellers and 55 percent of total snack sales were healthy options.

<http://www.stansfieldvending.com/LinkClick.aspx?fileticket=Aqed4UsOJqg%3d&tabid=102>

Oneida County developed a brochure of physical activity opportunities in the area and posted it on the health department's website. The list brochure includes trails, public beaches, swimming pools, weight rooms, parks, tennis courts, disc golf, canoeing/kayaking, driving ranges/golf, ice skating and sledding. All items posted are free or low cost and are located at non-profit or federal/state/local facilities.

http://www.co.oneida.wi.gov/section_detail.asp?linkcatid=442&linkid=1817&locid=136&name=

The National Network of Libraries and Medicine facilitates partnerships between public libraries and local health/community-based organizations. NNLM offers guidance on providing health information services in libraries, how to develop a community-based health information program, and funding opportunities for partnerships.

<http://nnlm.gov/outreach/community/>

Background

Access to primary and preventative health services is an issue in our community that needs to be addressed. Across the United States, Wisconsin, and Waushara County, an increasing amount of people, especially among underserved populations, are unable to obtain affordable and quality health care services. Access to health care is a modifiable risk factor that is associated with a number of health conditions. When people lack access to primary and preventative health services, important opportunities are lost for the promotion of healthy lifestyle behaviors and for early diagnosis and treatment of health problems¹⁴. This results in higher mortality rates, more advanced and difficult to treat chronic and preventable diseases, and higher costs for our health care system.

According to the state health plan, *Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public*, "access" means that primary and preventative health services are organized in a way that makes sense to individuals and families. Access means that people have the financial and non-financial resources needed to use available services. Accessible health care supports a wide range of health services and adapts to meet the diverse needs across different communities. According to the 2008 County Health Rankings, Waushara County ranked 65th in the state for health care, which is based on access and quality of care.

Indicators of access to health care:

- Ability to pay for needed care
- Insurance coverage
- Availability of providers for medical, mental, and dental health care
- Transportation
- Availability of child care
- Ability to take time away from work to get care

Shortage of Health Care Providers

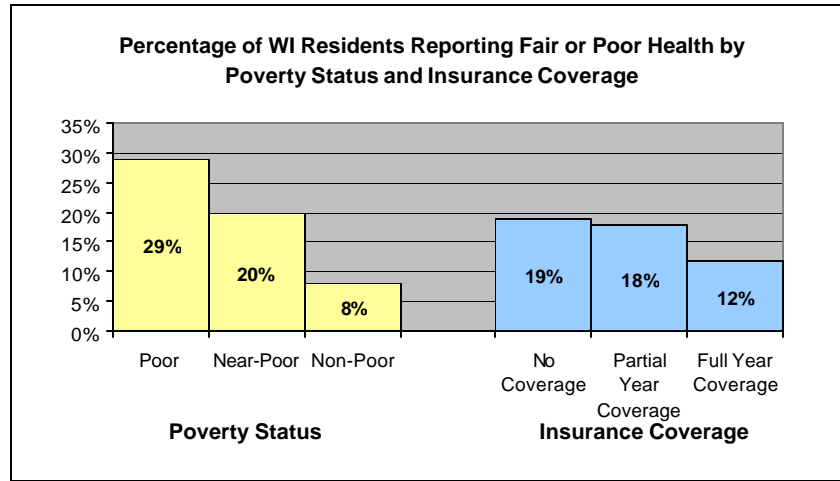
As stated above, one indicator of access to care is the availability of health care providers. Waushara County is a federally designated health professional shortage area¹⁵. This means that there is a shortage of primary care, mental and dental health professionals for the number of residents living in Waushara County. Our county has a severe shortage of dental health professionals for low-income populations. The Family Health Clinic in Wautoma is the only facility in the county that accepts Medical Assistance payments for dental health services.

¹⁴ Healthiest Wisconsin 2010

¹⁵ Wisconsin Primary Care Programs: Shortage Designations, 2010

Access to Care and Health Status

Other indicators of access to care, such as the ability to pay for needed care and insurance coverage, are associated with health status. According to the 2005 Wisconsin Family Health Survey, the health status of Wisconsin residents varies with insurance coverage and poverty status. Those without health insurance for all, or part of the past year were more likely to report being in fair or poor health. The poor and near-poor were also more likely to report being in fair or poor health than the non-poor.



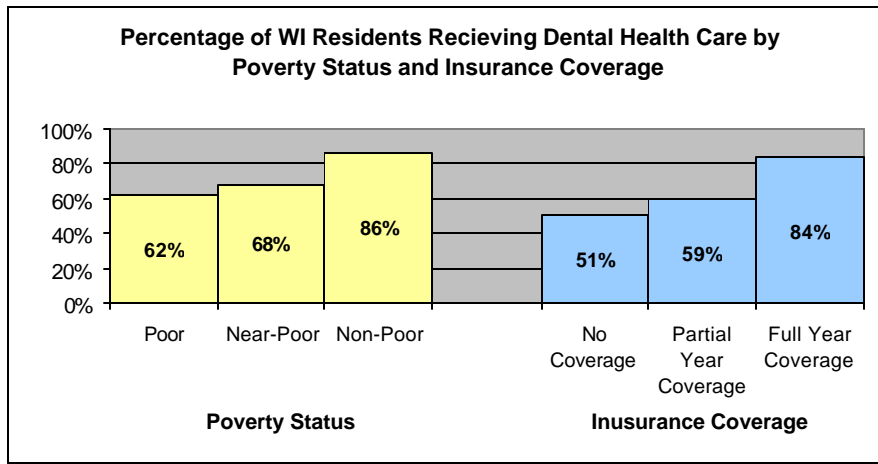
Use of Health Services

Health insurance coverage and poverty status are strong predictors to the utilization of health care. Waushara County has a higher poverty rate than the state¹⁶ and a higher rate of uninsured residents (14.4%) than the Northeast region (10.3%) and the state (9.9%)¹⁷. Those without health insurance for the whole year were less likely to receive medical or dental care than those who had insurance all or part of the year¹⁸. The proportion of residents who receive dental care also varies widely with poverty status, as the non-poor much were more likely to receive care than the poor and near-poor. According to the 2008 County Health Rankings, Waushara County ranked 39th in the state for dental health visits. Nearly 30% of residents reported not going to a dentist in the past year, compared to state rate of 25.4%.

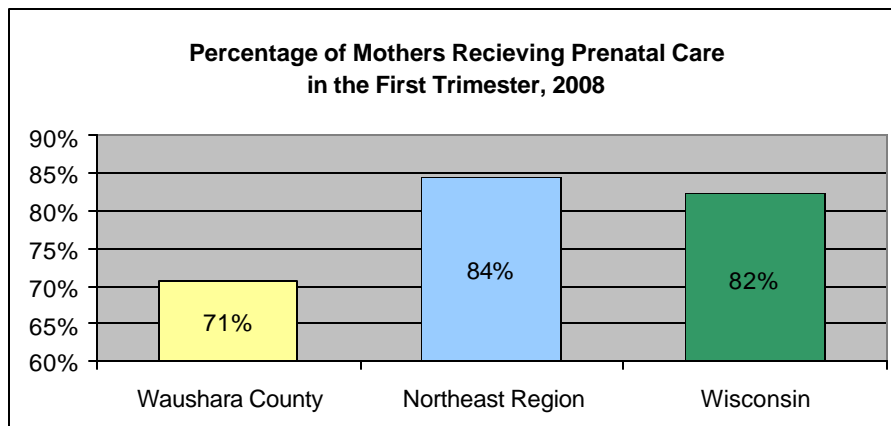
¹⁶ Waushara County Community Health Needs Assessment, 2009

¹⁷ U.S. Census Bureau, 2006

¹⁸ Wisconsin Family Health Survey, 2005



Access to primary and preventative health services affects the health of all community members, especially developing babies. Access to prenatal care leads to healthier birth outcomes. The higher percentage of women being seen in their first trimester of pregnancy, the more likely a community will see healthy babies being born¹⁹. Waushara County has a lower rate of prenatal care visits than the Northeast region and the state²⁰. Late to no prenatal care is associated with higher rates of low birth weight babies and infant mortality²¹. Poverty status and lack of insurance are common barriers of access to prenatal care²², which is similar to medical and dental health services.



¹⁹ Waushara County Community Health Needs Assessment, 2009

²⁰ Wisconsin Interactive Statistics on Health

²¹ U.S. Department of Health and Human Services

²² Maternal and Child Health Journal, 2000

Healthiest Wisconsin 2010 Objectives

The state health plan, *Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public*, identified access to primary and preventative health services as a top health priority facing Wisconsin communities. The *Healthiest Wisconsin 2010* objectives were used as a baseline for Waushara County's Community Health Improvement Plan objectives.

- Increase the proportion of people with health insurance all year to 92%
- Reduce the proportion of people that report difficulties, delays, or the inability to receive ongoing primary and preventative health care by 10%
- Increase the proportion of people of each of the following populations who receive ongoing preventative and restorative oral health care by 10%: Medicaid/BadgerCare, uninsured, and underinsured populations.

Primary Goal

Waushara County residents will have knowledge of and access to primary and preventative health services.

Objective

By 2015, a minimum of four of the strategies will be promoted and implemented to increase awareness of and access to primary and preventative health services in Waushara County.

Suggested Strategies*

- Recruit more volunteer drivers and work with organizations in the community to get gift certificates or other incentives for volunteers
- Collaborate with community health organizations to plan and implement a community health fair to educate the public and conduct health screenings
- Increase education about preventative services and prenatal care
- Advocate for higher Medicaid reimbursements for dental health professionals

*References for Suggested Strategies

An organization called *To Your Health* partnered with CVS/pharmacy to conduct community health fairs from the parking lots of various stores. *To Your Health* health fairs are a collection of health care screening services coupled with the opportunities for an individual, or an entire family, to consult directly with health care practitioners. Attendees of the health fairs are informed of wide-ranging health and medical related programs and services available in their community.

<http://www.toyourhealthusa.com/>

Background

Injuries are among the most common causes of death and disability in the United States and Wisconsin. According to the state health plan, *Healthiest Wisconsin 2010: A Partnership to Improve the Health of the Public*, injuries are classified in two ways: unintentional and intentional. Unintentional injuries include falls, burns, motor vehicle crashes, and poisonings. Intentional injuries involve violent injury, such as suicide, homicide, sexual assault, and abuse of children, elders, or between domestic partners. Intentional and unintentional injuries often follow a pattern, just as diseases do. In 2008, injury related hospitalizations and emergency department visits for Wisconsin residents resulted in \$1.8 billion in hospital charges²³. With a better understanding of the causes and patterns of injuries, the Waushara Health and Wellness Coalition can take steps to prevent injury related death and disability in the future.

Motor vehicle crashes

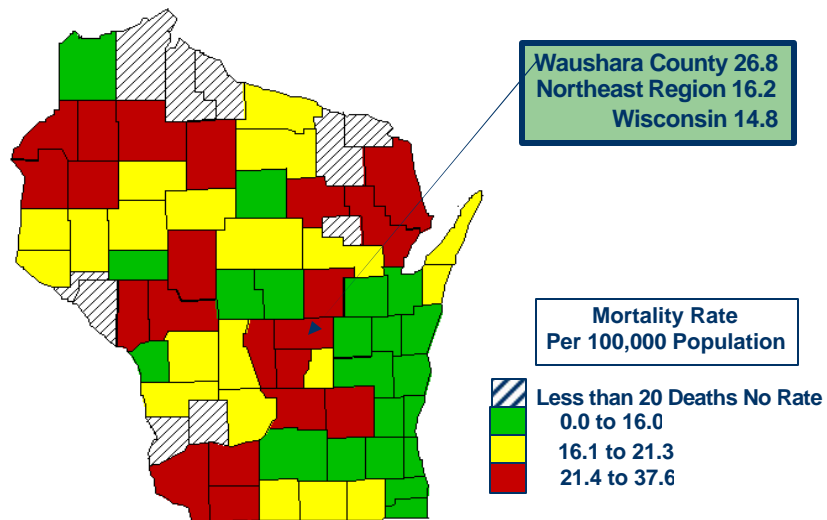
Motor vehicle crashes are a major cause of death and injury in Wisconsin. It is estimated that 27% of injury related deaths in Wisconsin can be attributed to motor vehicle crashes²⁴. Waushara County's mortality rate for motor vehicle crashes is high compared to other counties and the state of Wisconsin. Of nearly 600 people killed in motor vehicle crashes, 34% died in speeding related crashes, 40% died in alcohol related crashes, and over half were not wearing seat belts²⁵.

²³ Healthiest Wisconsin 2010

²⁴ Healthiest Wisconsin 2010

²⁵ Wisconsin Department of Transportation, 2008

2002-2006 Crude Mortality Rate with Motor Vehicle Accident Listed as the Primary Cause of Death



Source: Wisconsin Interactive Statistics on Health

Wisconsin's seat belt use rate is 74%, which is the 48th lowest in the nation²⁶. Safety restraint use, which includes child car seats, is highest among children²⁷. Unfortunately, over 70% of child car seats are used improperly, putting these children at a higher risk of injury in the event of a crash. Teenagers are the least likely to wear seat belts, while they are the most likely to be involved in motor vehicle crashes²⁸. The lack of seat belt use, combined with inexperienced driving, explains why motor vehicle crashes are the leading cause of death for youth nationwide.

Youth Violence and Suicide

The 2010 CHOICES survey provides an overview of health-risk behaviors reported by Waushara County middle and high school students. Health-risk behaviors are often established during childhood and adolescence and extend into adulthood. With this survey, health professionals will have a better understanding of youth health-risk behaviors in Waushara County and will be better able to prevent unhealthy behaviors in the future.

Suicide is the second leading cause of death in Wisconsin youth, which accounts for 26% of deaths in this age group (15-24 years)²⁹. Depression and history of self-harm are associated with higher rates of suicide³⁰. Waushara County high school students

²⁶ Wisconsin Department of Transportation, 2010

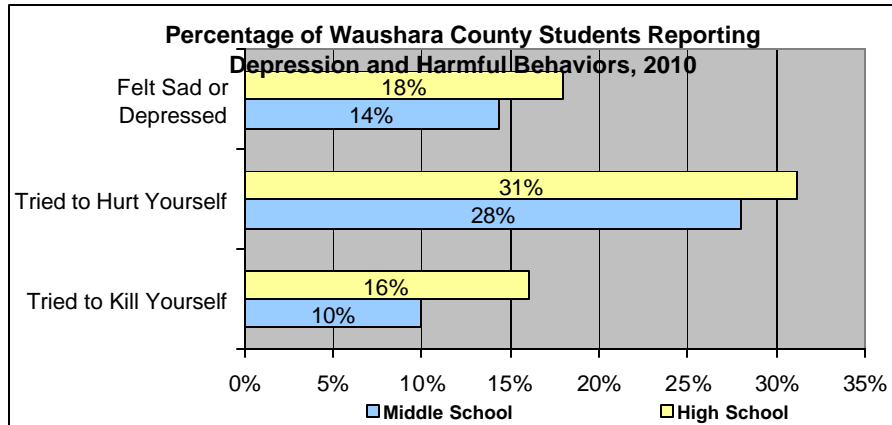
²⁷ Wisconsin Department of Transportation, Field Observation, 2010

²⁸ Waushara County Community Health Needs Assessment, 2009

²⁹ Waushara County CHOICES Survey, 2010

³⁰ American Association of Suicidology

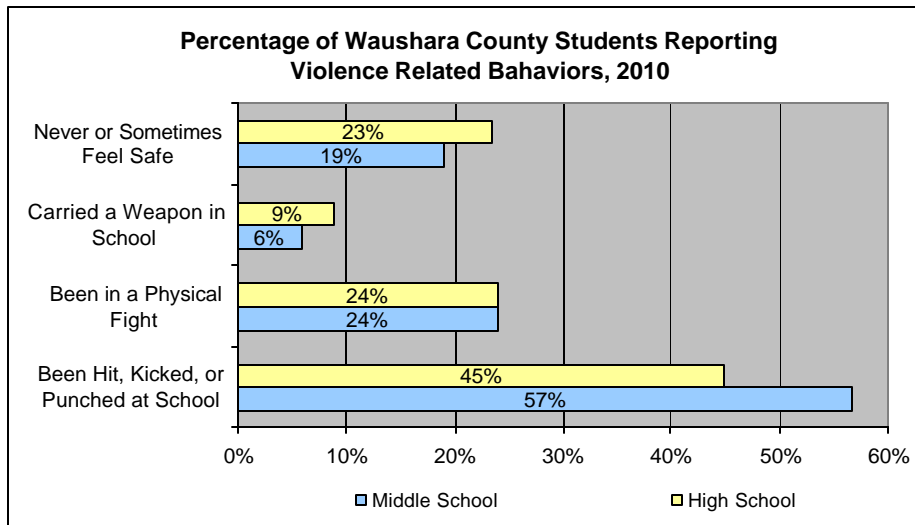
reported higher rates of sadness or depression in the past 30 days , lifetime self-harm and lifetime suicide attempts than middle school students.



Youth violence can cause severe emotional and physical harm, serious injury, or even death³¹. Research shows that students who experience youth violence are likely to feel unsafe and may engage in violent behaviors in the future³². Youth violence in schools decreases when students feel safe at school. Waushara County high school students reported higher rates of feeling unsafe at school and carrying weapons at school. Middle school students reported higher rates of being hit, kicked, or punched, while reports of physical fights were the same for middle school and high school students.

³¹ Centers for Disease Control and Prevention, 2010

³² University of California, 2003



Falls

Falls have been the leading cause of injury-related emergency department visits and hospitalizations in Waushara County since 2002³³. In 2008, there were over twice as many emergency department visits due to falls than any other injury, resulting in over \$1.6 million in hospital charges. Falls are a serious issue in all age groups, as they are the leading cause of injury-related emergency department visits and hospitalizations for people under 14 years of age and over 45 years of age. They are the second leading cause of injury-related emergency department visits and the third leading cause of injury-related hospitalizations for people between 15 and 44 years of age. Older people die from falls more often than younger people. In Waushara County, 74% of those who die from falls are age 65 or older³⁴.

Healthiest Wisconsin 2010 Objectives

The state health plan, *Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public*, identified intentional and unintentional injuries as a top health priority facing Wisconsin communities. The *Healthiest Wisconsin 2010* objectives were used as a baseline for Waushara County's Community Health Improvement Plan objectives.

- Reduce the rate of motor vehicle fatalities and incapacitating injuries to 9.4 per hundred million vehicle miles traveled.
- Decrease the overall motor vehicle death rate to 14.0 per 100,000 population.
- Reduce the rate of hospitalizations due to falls.
- Decrease the death rate from falls to 9.0 per 100,000 population.

³³ Wisconsin Interactive Statistics on Health

³⁴ Waushara County Community Health Needs Assessment, 2009

Primary Goal

Preventative measures will decrease the occurrence of intentional and unintentional injuries affecting Waushara County residents.

Objective

By 2015, a minimum of four of the strategies will be promoted and implemented to decrease the occurrence of intentional and unintentional injuries in Waushara County.

Suggested Strategies*

- Increase motor vehicle safety education for parents and their families.
- Research and implement fall prevention programs and classes .
- Support the Waushara Prevention Council in their prevention efforts.

*References for Suggested Strategies

An article written by the Dean of the College of Public Health at the University of South Florida discusses unintentional injuries in children. The author states that family is the primary influence on safety and prevention strategies for motor vehicle injuries should focus on seat belt use. Parents should place children in the back seat and serve as positive role models for children by always wearing their seatbelts and obeying traffic safety laws. Key factors that lead to the misuse or nonuse of child safety seats include inability to afford seats, lack of knowledge about proper installation and use, language barriers, and vehicle overcrowding.

<http://cme.medscape.com/viewarticle/553273>

Sure Step is an evidence based fall prevention program designed to decrease falls. Participants receive a thorough in-home assessment completed by a Registered Nurse or Occupational Therapist. The assessment includes an evaluation of medications, home environment, risky behaviors, vision, cognition, balance, and mobility. An in-home follow up visit provides the participant with written recommendations to decrease the risk of falls. The program has been very effective in reducing falls in high risk older adults. Results to date show a 67% reduction in falls in the six months after the beginning of the program compared the six months prior. For more information, contact the Aging & Disability Resource Center at 1-877-883-5378 and ask to speak to someone about fall prevention.

<http://www.adrcinformation.org/AGModules/LearnAbout/ArticleView.aspx?mid=2970&tabid=372&articleid=2060&categoryrelationarticleid=10097>

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