



2022-2026

# MARATHON COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN



## Community Health Improvement Plans

Since 1993, Wisconsin State Statutes have required communities throughout Wisconsin to develop and implement local health plans to address health conditions affecting their residents called Community Health Improvement Plans (CHIP). As indicated by Wisconsin Department of Health Services, local health departments are required by Wis. Stat. ch. 251.05 to:

- Regularly and systematically collect, assemble, analyze, and make available information on the health of the community; including statistics on health status, community health needs, and epidemiological and other studies of health problems.
- Involve key policymakers and the general public in determining and developing a community health improvement plan that includes actions to implement the services and functions specified under Wis Stat. § 250.
- Develop public health policies and procedures for the community.
- Submit data, as requested, to the local public health data system established by the department.

A team of community representatives is formed to:

- Review health conditions and their modifiable risk factors that affect community residents.
- Develop goals, measurable objectives, and implementation strategies to address the top health priorities.
- Identify community strengths and resources that can be built upon to address given health conditions.
- Incorporate health-plan goals and strategies into day-to-day activities of community partners.
- Prioritize health conditions that affect residents.
- Annually review progress on goals, objectives, and strategies.

To learn more about Community Health Improvement Assessment and Plans, please visit: [www.dhs.wisconsin.gov/chip/index.htm](http://www.dhs.wisconsin.gov/chip/index.htm).

## Marathon County Strategic Plan

Marathon County's overarching goal of the 2018-2022 Strategic Plan is to be the healthiest, safest, and most prosperous county in Wisconsin. The Strategic Plan recognizes that health and well-being are lifelong pursuits and that our communities can support positive, healthy lifestyles. The 2022-2026 Marathon County Community Health Improvement Plan health priorities will contribute to the advancement of the objectives identified in Marathon County's Strategic Plan:

- **Objective 3.3:** Ensure that every child makes it to adulthood with health, stability, education, and growth opportunities.
- **Objective 3.7:** Ensure that every person has local access to effective mental health treatment.
- **Objective 6.3:** Protect and enhance the quantity and quality of potable groundwater and potable surface water supplies.
- **Objective 7.2:** Mitigate the impacts of the heroin and methamphetamine epidemics in Marathon County through evidence-based practices.
- **Objective 8.7:** Strive to provide affordable, accessible, high-speed internet access throughout the County.
- **Objective 10.8:** Encourage development and redevelopment of key employment centers in areas that possess strong market potential, provide good transportation access for workers, and promote the efficient movement of goods.

## Public Health Accreditation Board Requirements

According to the Public Health Accreditation Board, the Community Health Improvement Plan (CHIP) is used to set priorities, direct the use of resources, and develop and implement projects, programs, and policies. It is required that the planning and implementation process be community-driven, involving community stakeholders and partners.

A CHIP is meant to be dynamic, requiring annual review of implementation progress, as well as revision to the CHIP to include completed objectives, an emerging health issue, a change in responsibilities, or a change in resources.

The CHIP is a long-term systemic plan to address the issues identified in the Community Health Assessment. In Marathon County, the Community Health Assessment is the LIFE Report (which can be accessed at [www.unitedwaymc.org/community-data](http://www.unitedwaymc.org/community-data)), and provides data about the quality of life in Marathon County. This data can also be found on the website Marathon County Pulse (Which can be accessed at <https://www.marathoncountypulse.org>.)

## Results-Based Accountability Process

For the development of the 2022-2026 Marathon County Community Health Improvement Plan, the Results-Based Accountability Framework was used. As described by the performance management company, Clear Impact, Results-Based Accountability™ is a disciplined way of thinking and acting to improve entrenched and complex social problems. Using a data-driven decision-making process, the RBA Framework distinguishes between population accountability and performance accountability; population accountability organizes our work with co-equal partners to promote community well-being. The RBA Framework utilized several collaborative group process methods, including Root Cause Analysis, Factor Analysis, and ranking matrices with specific criteria. To learn more about the Results-Based Accountability framework, please visit [www.clearimpact.com](http://www.clearimpact.com).

In March 2020, Healthy Marathon County Alliance and Marathon County Board of Health selected health priorities, based on the LIFE Report: Substance Misuse, Mental Health, and Health Equity. Development of the CHIP then ceased due to the COVID-19 pandemic response that was required.

In June 2021, development resumed with the Board of Health and representatives of Healthy Marathon County confirming that the health priorities of Substance Misuse, Mental Health, and Health Equity were still relevant and would be the basis for the next CHIP. By the end of 2021, Results and Indicators were determined for mental health and substance misuse, with the Result and Indicator for health equity identified by August 2022.

All Indicators can be found at [www.marathoncountypulse.org](http://www.marathoncountypulse.org), by clicking on the Dashboard labeled **2022-2026 Community Health Improvement Plan**.

In February 2022, the Community Health Improvement Team began meeting with community partners to complete RBA's Turn the Curve process, resulting in strategies for our communities to implement. Implementation of the Strategies and reporting of Performance Measures will occur through December 2026. To view the most recent changes or information regarding the 2022-2026 Marathon County Community Health Improvement Plan, please visit [www.healthymarathoncounty.org](http://www.healthymarathoncounty.org).

## Implementation Through Community Collaboration

It is required that the planning and implementation process for the CHIP is community-driven, involving community stakeholders and partners. The Healthy Marathon County Alliance is a community catalyst to improve the health of Marathon County residents through individual, organizational, and community involvement. The Healthy Marathon County Alliance works collaboratively with community partners, the Marathon County Health Department, and the Board of Health to build systems, environments, and a culture that supports health.

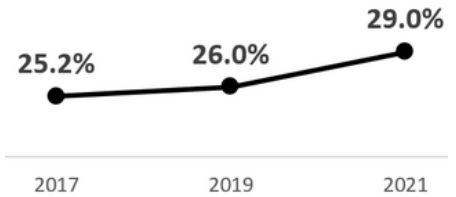
The Healthy Marathon County Alliance members represent multiple sectors of the community and including the community at large, area businesses, community investment and improvement organizations, healthcare entities, and area health coalitions. Using a Collective Impact framework, Healthy Marathon County Alliance, in collaboration with Marathon County Health Department, is responsible for engaging stakeholders to address community health priorities, assist in conducting the community health assessment, and leveraging resources needed to sustain community improvement efforts that maximize community assets. To learn more about the Healthy Marathon County Alliance and its members, please visit [www.healthymarathoncounty.org](http://www.healthymarathoncounty.org).

**RESULT: All Marathon County residents meet their highest potential of mental health.**

**INDICATORS**

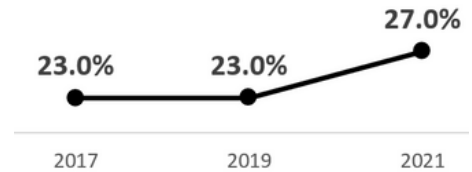
**Teens Who Reported Feeling Depressed (High School):**

Percentage of high school students who felt so sad or hopeless every day for two or more weeks in a row that they stopped doing some usual activities during the 12 months before the survey.



**Teens Who Reported Feeling Depressed (Middle School):**

Percentage of middle school students who ever felt so sad or hopeless almost every day for two or more weeks in a row that they stopped doing some usual activities.



**STRATEGY**

Advance the application of the Comprehensive School-Based Mental Health Framework.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of student-led mental health advocacy and awareness groups	19	-	-	-	-
Number of Mental Health in Marathon County updates with Comprehensive School Mental Health Framework content	6	-	-	-	-
Percentage of school districts with school-based mental health therapy services	88%	-	-	-	-
Amount of state funding from the WI Department of Public Instruction that Marathon County school districts receive to support their comprehensive school-based mental health systems	\$151,022	-	-	-	-
Percentage of teens who have an adult to talk to (Middle School)	67%	-	-	-	-
Percentage of teens who have an adult to talk to (High School)	69%	-	-	-	-

Indicator data can be viewed on the Marathon County Pulse Data Dashboard at [www.marathoncountypulse.org](http://www.marathoncountypulse.org)

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**RESULT: All Marathon County residents meet their highest potential of mental health.**

**INDICATOR**

**Poor Mental Health - Average Number of Days:**

Average number of days that adults reported their mental health was not good in the past 30 days.



**STRATEGY**

Promote community education and trainings on mental health, mental illness, and trauma-informed care.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of Question, Persuade, Refer (QPR) Trainings offered in Marathon County	N/A	-	-	-	-
Percentage of Mental Health in Marathon County updates that include a mental health training opportunity	N/A	-	-	-	-
Number of people trained in QPR	N/A	-	-	-	-

**STRATEGY**

Support Community Health Worker (CHW) networks in Marathon County.

**PERFORMANCE MEASURES**

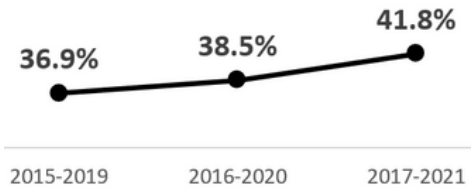
	Baseline	2023	2024	2025	2026
Number of mental health resources CHWs have access to	N/A	-	-	-	-
Percentage of CHWs that have completed QPR	N/A	-	-	-	-
Percentage of clients receiving mental health support from a CHW	N/A	-	-	-	-

**RESULT: All residents in Marathon County have a fair and just opportunity to be as healthy as possible.**

**INDICATOR**

**Renters spending 30% or more of household income on rent:**

Percentage of renters who are spending 30% or more of their household income on rent. Rental costs are comprised of rent and utilities (electricity, gas, other fuels, water, and sewer).



**STRATEGY**

Educate community stakeholders about the connection between safe and affordable housing and positive health outcomes.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of educational outreach activities completed	0	-	-	-	-
Number of housing units that completed lead hazard reduction in Marathon County	3	-	-	-	-
Percentage of children under age six tested for blood lead who have 5 or more micrograms per deciliter of lead in blood.	1.60%	-	-	-	-
Percentage of houses in the area built prior to 1950	23.00%	-	-	-	-
Percentage of households with at least one of the following four housing problems: overcrowding, high housing costs, lack of kitchen, or lack of plumbing facilities	10.70%	-	-	-	-

**STRATEGY**

Advance local housing initiatives, including those of the Marathon County Housing Task Force, an initiative of the United Way of Marathon County.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of households receiving rent/mortgage assistance and were able to stay in their homes	533	-	-	-	-
Percentage of calls to 211 for housing assistance	24%	-	-	-	-
Median household gross rent	\$829	-	-	-	-

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**RESULT: Marathon county residents of all ages and abilities are free from the physical, emotional, and social impacts of substance misuse.**

**INDICATOR**

**Teens who smoked cigarettes in the past 30-days (High School):**  
 Percentage of teens who smoked cigarettes during the past 30-days before the survey.



**STRATEGY**

Conduct tobacco age-compliance checks for tobacco service points and retailers in Marathon County.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of tobacco compliance checks completed in Marathon County	45	-	-	-	-
Percentage of tobacco retailers checked that reported to be in compliance of state statute	91%	-	-	-	-
Percentage of high school teens who smoked cigarettes in the past 30-days in Marathon County	4.0%	-	-	-	-

**STRATEGY**

Propose alternatives to suspension and citation programs within Marathon County high schools.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Percentage of school districts that implement an alternative to suspension and citation program	33%	-	-	-	-
Percentage of high school teens who smoked cigarettes in the past 30-days in Marathon County	4.0%	-	-	-	-

**STRATEGY**

Recommend use of lifeskills curriculum within high schools to strengthen coping strategies.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Percentage of school districts that integrate coping skills curriculum	1	-	-	-	-
Percentage of high school teens who smoked cigarettes in the past 30-days in Marathon County	4.0%	-	-	-	-

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**INDICATOR**

**Adults who Smoke:**

The percentage of adults who currently smoke cigarettes.



**STRATEGY**

Promote Wisconsin and Marathon County smoking cessation programs.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of people that visited the Quitline site through geo-targeted marketing strategies	0	-	-	-	-
Number of people in Marathon County that enrolled in the QuitLine	102	-	-	-	-
Percent of adults that smoke in Marathon County.	17.2%	-	-	-	-

**STRATEGY**

Engage community stakeholders in the Nicotine Prevention Alliance.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of members participating in Nicotine Prevention Alliance activities	54	-	-	-	-
Number of activities completed that involved community stakeholders	18	-	-	-	-
Percentage of adults that smoke in Marathon County	17.2%	-	-	-	-

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**RESULT: Marathon county residents of all ages and abilities are free from the physical, emotional, and social impacts of substance misuse.**

**INDICATOR**

**Teens who used marijuana in the past 30-days (High School):**  
 Percentage of high school students that used marijuana in the past 30 days before the survey.



**STRATEGY**

Recommend best practice marijuana policies, including enforcement, across Marathon County school districts.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Percentage of school districts that adopt the best practice policy	0	-	-	-	-
Percentage of high school teens who used marijuana in the past 30-days	8.0%	-	-	-	-

**STRATEGY**

Recommend use of life skills curriculum within high schools to strengthen coping strategies.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of school districts that integrate coping skills curriculum	1	-	-	-	-
Percentage of high school teens who used marijuana in the past 30-days	4.0%	-	-	-	-

**STRATEGY**

Continue implementation of the marijuana (THC) Diversion Program.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of clients that were referred to Youth Justice Intake on drug charges	36	-	-	-	-
Percentage of clients referred who were eligible for THC Diversion Program	19.4%	-	-	-	-
Percentage of clients who were re-referred to Youth Justice Intake on drug charges	0.0%	-	-	-	-
Percentage of high school teens who used marijuana in the past 30-days	8.0%	-	-	-	-

**RESULT: Marathon county residents of all ages and abilities are free from the physical, emotional, and social impacts of substance misuse.**

**INDICATOR (Continued)**

**Teens who used marijuana in the past 30-days (High School):**  
 Percentage of high school students that used marijuana in the past 30 days before the survey.



**STRATEGY**

Explore Screening, Brief Intervention, and Referral to Treatment (SBIRT) in Marathon County Schools with grades 8-12.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of schools and youth serving organizations that integrate SBIRT	0	-	-	-	-
Number of students that participate in SBIRT	0	-	-	-	-
Percentage of high school teens who used marijuana in the past 30-days	8.0%	-	-	-	-
Percentage of high school teens who drank alcohol in the past 30 days	20.0%	-	-	-	-

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**RESULT: Marathon county residents of all ages and abilities are free from the physical, emotional, and social impacts of substance misuse.**

**INDICATOR**

**Teens who drank alcohol in the past 30-days (High School):**

Percentage of high school students who drank alcohol during the past 30 days before the survey.



**STRATEGY**

Conduct Minimum Legal Drinking Age compliance checks for alcohol service points and retailers in Marathon County.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of alcohol compliance checks completed in Marathon County	0	-	-	-	-
Percentage of alcohol retailers checked that reported to be in compliance of state statute	0	-	-	-	-
Percentage of high school teens who drank alcohol in the past 30 days	20.0%	-	-	-	-

**STRATEGY**

Continue implementation of Choices Track 1 Group in Marathon County high schools.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of students referred to the program	59	-	-	-	-
Percentage of students who completed the program	85%	-	-	-	-
Percentage of high school teens who drank alcohol in the past 30 days	20.0%	-	-	-	-

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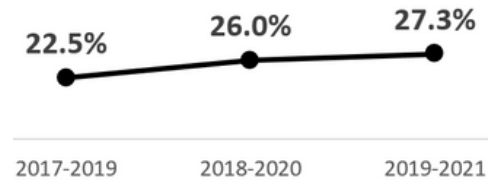
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**RESULT: Marathon county residents of all ages and abilities are free from the physical, emotional, and social impacts of substance misuse.**

**INDICATOR**

**Adults who binge drink:**

Percentage of adults who reported binge drinking at least once during the 30 days prior to the survey. Male binge drinking is defined as five or more drinks on one occasion, and female binge drinking is four or more drinks on one occasion.



**STRATEGY**

Recommend use of lifeskills curriculum within high schools to strengthen coping strategies.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Percentage of school districts that integrate coping skills curriculum	1	-	-	-	-
Percentage of high school teens who smoked cigarettes in the past 30-days in Marathon County	4.0%	-	-	-	-

**STRATEGY**

Explore the effectiveness of referring to treatment using Continuum of Care platforms, which manage patient care through the preventative, curative, maintenance, and rehabilitative stages.

**PERFORMANCE MEASURES**

	Baseline	2023	2024	2025	2026
Number of organizations using a continuum of care platform	0	-	-	-	-
Number of referrals made to treatment	0	-	-	-	-
Percentage of referrals that were completed/met	0	-	-	-	-

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## Partners In Creating the Community Health Improvement Plan

Aging and Disability Resource Center of Central WI  
Aspirus Health  
Boys and Girls Club of the Wausau Area  
Bridge Community Health Clinic  
Center for Community Health Advancement - Marshfield Clinic Health System  
Children's Wisconsin  
Crisis Assessment Response Team (CART)  
D.C. Everest Area School District  
Edgar School District  
Everest Metro Police Department  
Girl Scouts of Northwestern Great Lakes  
Healthy Marathon County Alliance  
Inclusa  
KATS (Keeping Area Teens Safe)  
Marathon County Alcohol and Other Drug (AOD) Partnership  
Marathon County Department of Social Services  
Marathon County Health Department  
Marathon County Sheriff's Office  
Marshfield Clinic Health System  
Mosinee School District  
NAMI Northwoods (National Alliance on Mental Illness)  
Nicotine Prevention Alliance of Central Wisconsin  
North Central Health Care  
Northcentral Technical College  
Peaceful Solutions Counseling  
Prevent Suicide Marathon County  
School District of Athens  
Stratford School District  
The Cross Church  
United Way of Marathon County  
Wausau City Council  
Wausau Community Warming Center - Catholic Charities  
Wausau Police Department  
Wausau School District  
Wisconsin Institute for Public Policy & Service (WIPPS)



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