



## Wood County Community Health Assessment

April 18, 2012

Draft Revised April 2011

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What is a community  
health needs assessment ?

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Local Health Departments are  
required to:

Regularly and systematically collect,  
assemble, analyze and make available  
information on the health of their  
community.

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Source: DPH Northern Region

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*Hospital organizations, as a provision under the Affordable Care Act, are required to conduct a community needs assessment and adopt an implementation strategy every 3 years.*

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**Why do a community health improvement process and plan?**

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

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Source: DPH Northern Region

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**The Process - How do we create a community health improvement plan?**

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

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Source: DPH Northern Region

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### Top 15 risk factors

1. [Genetic predisposition & family history](#)
2. [Predisposing medical conditions](#)
3. Inadequate access to health care
4. [Age](#)
5. Tobacco use
6. Low socio-economic status
7. Diet/nutritional factors
8. Overweight/obesity
9. Factors resulting in health disparities
10. High risk sexual behavior
11. Environmental and/or occupational hazards
12. Alcohol use/abuse
13. [Gender](#)
14. Drug use/abuse
15. Lack of social supports

Source: Wisconsin's Turning Point Presentation

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### What do we focus on?

- Alcohol and Drug Use
- Chronic Disease Prevention and Management
- Communicable Diseases
- Environmental and Occupational Health
- Healthy Growth and Development
- Injury and Violence Prevention
- Mental Health
- Nutrition and Healthy Foods
- Oral Health
- Physical Activity
- Reproductive and Sexual Health
- Tobacco Use and Exposure

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Source: Healthiest Wisconsin 2020

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### Why these?

- Twelve health priorities for the state to reach a Healthiest Wisconsin 2020.
- Reflect the underlying causes of hundreds of diseases and health conditions that affect the people of Wisconsin
- Identified in a two-year, science-based, state-wide effort
- Inter-sector and interdisciplinary workgroup involving almost 200 public health, medical and academic experts

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Source: Wisconsin's Turning Point Presentation

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### What is the Healthiest Wisconsin 2020 Framework?

- Vision: Everyone Living Better, Longer
- Goals:
  - Improve health across the life span
  - Eliminate health disparities and achieve health equity
- Mission: Assure conditions in which people can be healthy and members of healthy, safe, and resilient families and communities.
- Shared Values: Accountability; alignment; collaboration; community assets; evidence; fairness; infrastructure; justice; leverage; performance improvement; prevention; science; shared leadership; and sustainability.
- 23 Focus Areas and Objectives:
  - Crosscutting Focus Areas (2)
  - Health Focus Areas (12)
  - Infrastructure Focus Areas (9)

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Source: Healthiest Wisconsin 2020

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### Focus Area - Health Priority

### Goals and Objectives

### Strategies and Activities

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Source: DPH Northern Region

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### Wisconsin DHS Regions



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Source: DPH Northern Region

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**Estimated Return on Investment  
of Childhood Vaccines**

- For each birth cohort vaccinated against 13 diseases in accordance with the schedule for DTaP, Hib, IPV, MMR, hep B, Varicella, Hepatitis A, Pneumo-7, and Rotavirus vaccines:
  - 42,000 lives are saved
  - 20M cases of disease are prevented
  - 13.6 billion dollars in direct costs are saved
  - 68.9 billion dollars in direct plus indirect (societal) costs are saved
  - For each dollar invested in these vaccinations, \$10.20 is saved

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Source: CDC

**Confirmed and Probable Incidents of Selected Communicable Diseases  
Infecting Wood County Residents**

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Row Total
Hepatitis C	19	22	31	15	21	22	14	19	26	27	216
Pertussis	0	20	8	14	1	5	3	18	9	77	155
Streptococcus Pneumoniae, Invasive Disease	6	5	3	3	8	6	5	7	7	5	55
Streptococcal Disease, Invasive Group A & B	6	6	1	2	6	5	7	6	8	2	49
Hepatitis A	36	0	1	0	1	0	0	0	2	0	38
Hepatitis B (Chronic and Unspecified)	1	2	6	4	1	4	4	6	6	1	35
Influenza – A	0	0	0	0	0	0	0	32	1	0	33
Mycobacterial Disease (Non-TB)	0	0	0	0	0	0	5	7	7	5	24
Influenza – Associated Hospitalization	0	0	0	0	0	0	0	0	1	20	21
Varicella	0	0	0	1	42	6	4	4	4	5	66
Tuberculosis, Latent Infection (LTBI) (Not Reportable)	1	0	0	1	4	7	13	8	4	8	46
Parapertusis (Not Reportable)	0	0	0	0	0	0	0	0	1	31	32

Source: Wisconsin Electronic Data Surveillance System

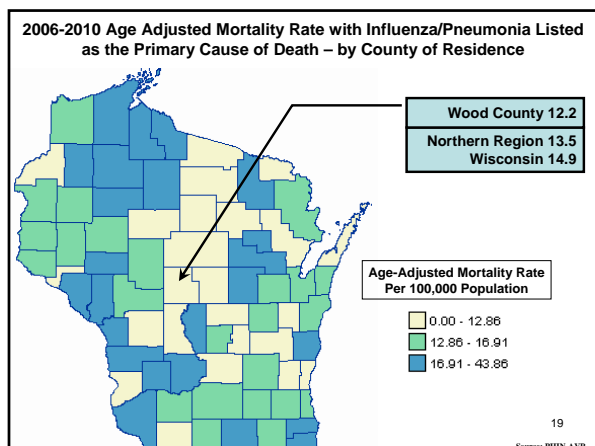
**Confirmed and Probable Incidents of Selected Communicable Diseases  
Infecting Wood County Residents**

Combined Years 2009-2011 Rate is per 100,000 population						
	Wood County		Northern Region		Wisconsin	
	Number	Rate	Number	Rate	Number	Rate
<b>Hepatitis C</b>	72	96.3	502	103.0	7,485	131.6
<b>Pertussis</b>	104	139.1	312	64.0	2,050	36.0

2010 Population Estimates  
 Wood County 74,749  
 Northern Region 487,198  
 Wisconsin 5,686,986

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Source: Wisconsin Electronic Data Delivery System




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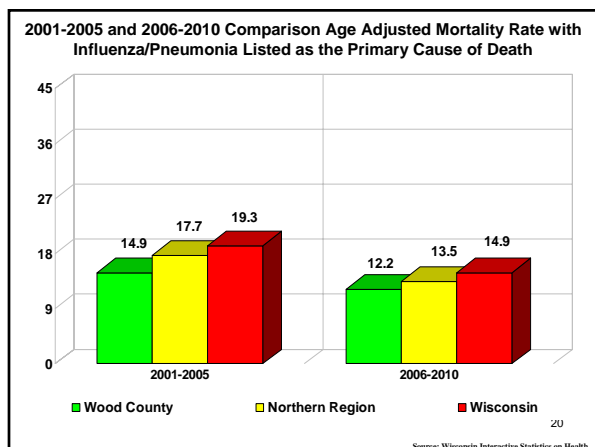
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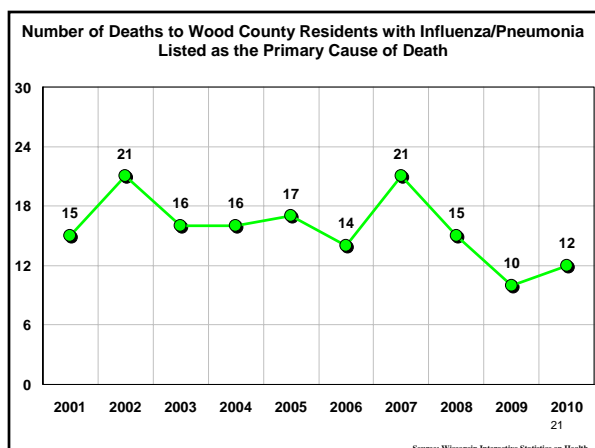
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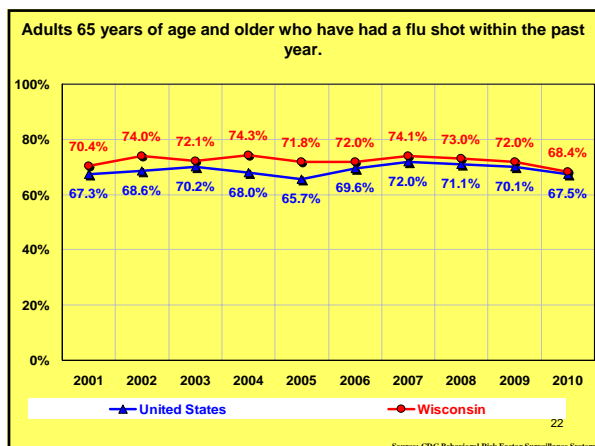
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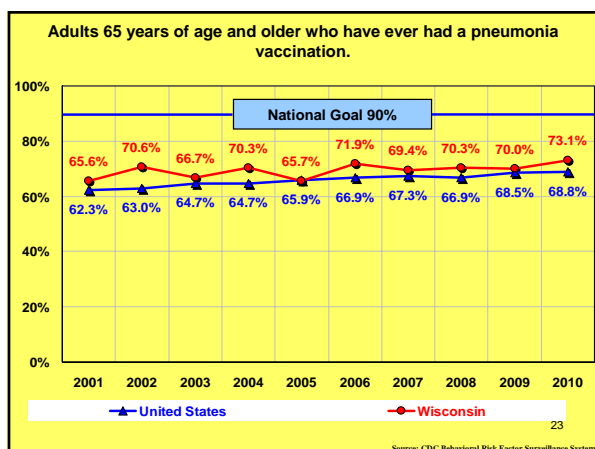
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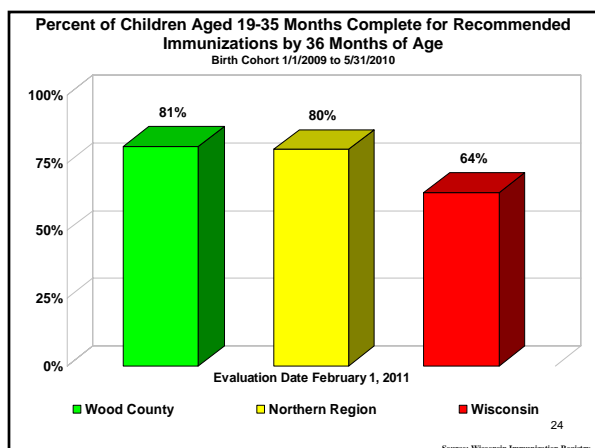
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Countywide Immunization Assessment

- In 2012, Wood County Health Department is working on a population based immunization objective for children.
- The objective states: By December 31, 2012, 79% children residing in Wood County Health Department jurisdiction who turn 24 months of age during the contract year will complete 4 DTaP, 3 Polio, 1 MMR, 3 Hib, 3 Hepatitis B, 1 Varicella and 4 Pneumococcal Conjugate (PCV) vaccinations by their second birthday.

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Source: DPH Northern Region

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St. Vincent de Paul Free Medical Clinic

In Fiscal Year 2010

- Saw 350 Patients
- 132 Labs Performed
- 7 Referrals to Shopko Eye Clinic
- 369 Prescriptions Filled

In First 6 Months Year 2012

- Saw 250 Patients
- Budget \$32,000 – Spent \$16,000

In Fiscal Year 2011

- Saw 333 Patients
- 120 Labs Performed
- 10 Referrals to Shopko Eye Clinic
- 396 Prescriptions Filled
- Budget \$20,00

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Wood County

Healthiest Wisconsin 2020  
Everyone Living Better Longer  
Health Focus Area

Environmental and Occupational  
Health

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DRAFT - Revised April 2011

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### Healthiest Wisconsin 2020 Focus Area Environmental and Occupational Health

#### Why is this focus area important?

Human health is affected in countless ways by the physical environments where we live and work, and by the quality of air, water and food. Foodborne illness remains a major cause of health problems and economic disruption.

Major disparities in health conditions such as childhood lead poisoning and asthma result from inequities in the quality of home and neighborhood environments. Hazards are reduced through engineering, regulation, safe work practices and other methods.

Increasingly, issues related to pollution, lack of physical activity, climate and injury are being addressed through comprehensive improvements to community design.

28

Source: Healthiest Wisconsin 2020

### Confirmed and Probable Incidents of Selected Foodborne and Waterborne Diseases Infecting Wood County Residents

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
Campylobacter	21	17	16	15	25	32	20	36	25	20	227
Cryptosporidium	8	3	7	13	10	13	16	19	26	20	135
Giardia	13	7	16	11	11	15	6	6	16	16	117
Salmonellosis	8	9	13	14	12	8	6	7	12	5	94
E-Coli	6	2	0	1	0	3	3	0	3	4	22

29

Source: Wisconsin Electronic Data Surveillance System

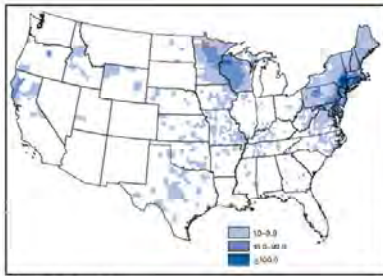
### Confirmed and Probable Incidents of Selected Environmental Diseases Infecting Wood County Residents

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
Blastomycosis	1	3	1	1	0	2	1	1	2	2	14
Ehrlichiosis	0	0	0	2	3	9	4	4	6	14	42
Lyme Disease	43	33	30	70	76	89	78	65	109	106	699

30

Source: Wisconsin Electronic Data Surveillance System

**Average Rate\* of Lyme Disease, by County of Residence – United States, 1996-2006**



\* Per 100,000 population.  
 † County of residence was available for 98.1% of cases reported during 1996-2006.  
 ‡ During 2003, Pennsylvania reported 4,722 confirmed cases and 1,008 suspected cases.

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Source: CDC

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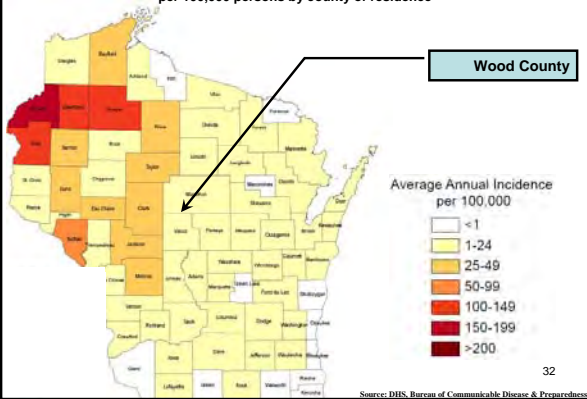
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**1990-1992 Lyme Disease Average Annual Incidence per 100,000 persons by county of residence**



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Source: DHS, Bureau of Communicable Disease & Preparedness

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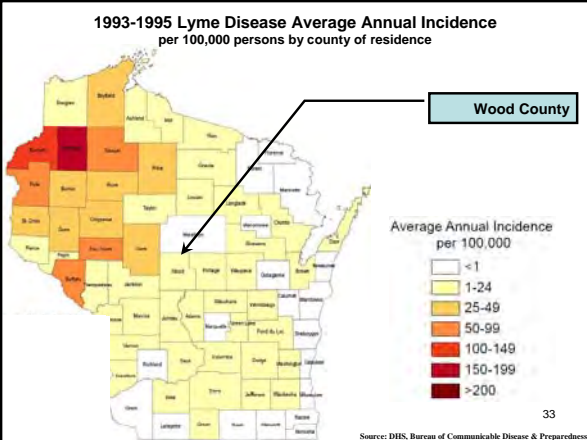
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**1993-1995 Lyme Disease Average Annual Incidence per 100,000 persons by county of residence**



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Source: DHS, Bureau of Communicable Disease & Preparedness

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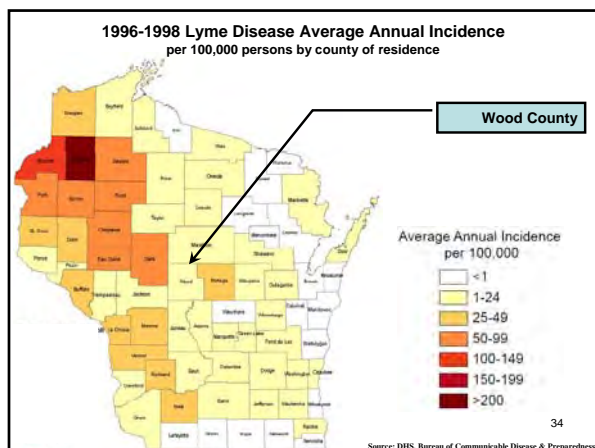
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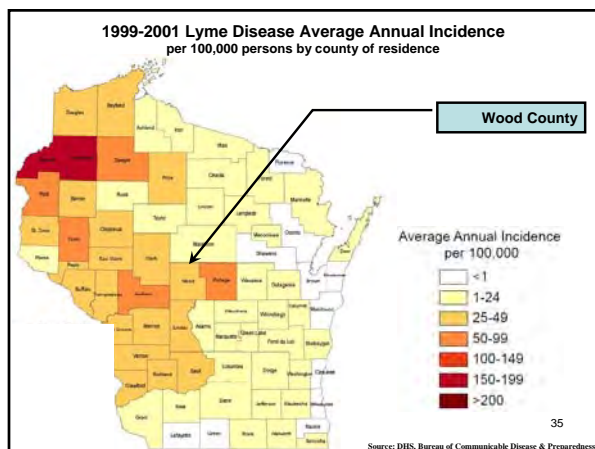
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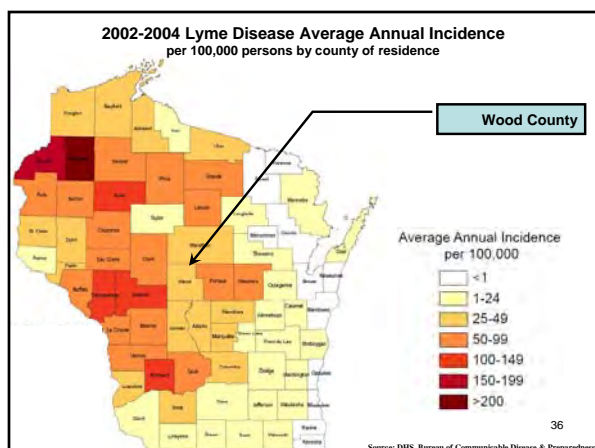
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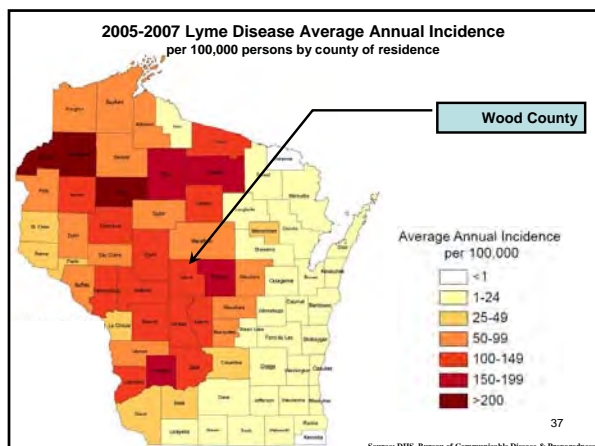
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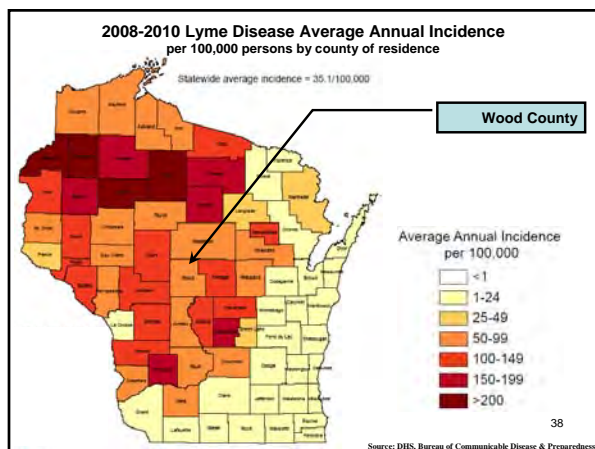
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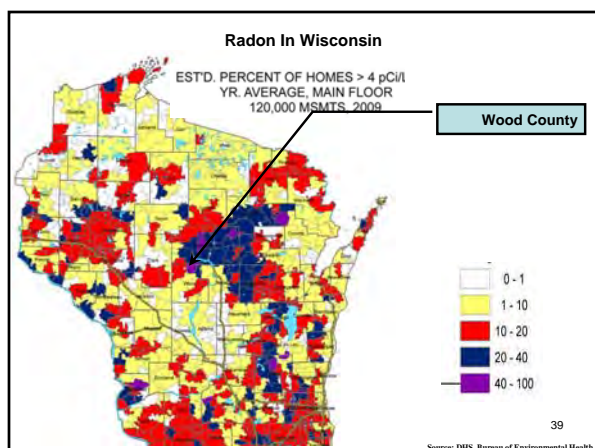
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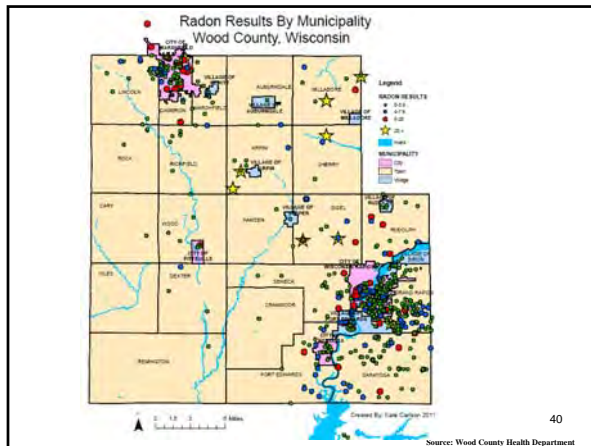
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Number of Wood County Children Receiving a Blood Lead Level Test

	Between 0 and <3 Years of Age			3 – 6 Years of Age (Not Previously Tested)			All Tests		
	Total Children Tested	Total Number With BLL $\geq 10$ (mcg/dL)	Poisoning Prevalence	Total Children Tested	Total Number With BLL $\geq 10$ (mcg/dL)	Poisoning Prevalence	Total Children Tested	Total Number With BLL $\geq 10$ (mcg/dL)	Poisoning Prevalence
2001	727	13	1.8%	146	0	0.0%	1059	15	1.4%
2002	893	13	1.5%	77	0	0.0%	1072	17	1.6%
2003	885	9	1.0%	47	1	2.1%	1033	12	1.2%
2004	866	9	1.0%	56	0	0.0%	1041	12	1.2%
2005	867	9	1.0%	39	0	0.0%	1008	9	0.9%
2006	862	5	0.6%	45	0	0.0%	1028	5	0.5%
2007	897	1	0.1%	50	1	2.0%	1055	2	0.2%
2008	939	3	0.3%	59	1	1.7%	1117	6	0.5%
2009	1,092	5	0.5%	86	1	1.2%	1341	7	0.5%
2010	927	3	0.3%	76	0	0.0%	1003	3	0.3%
2011	892	4	0.4%	60	0	0.0%	952	4	0.4%

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Source: PHIN

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**Wood County**

**Healthiest Wisconsin 2020**

**Everyone Living Better Longer**

**Health Focus Area**

**Oral Health**

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DRAFT - Revised April 2011

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Healthiest Wisconsin 2020 Focus Area  
Oral Health

Why is this focus area important?

Oral health means being free of mouth pain, tooth decay, tooth loss, oral and throat cancer, birth defects and other diseases that affect the mouth.

Many diseases can start with oral symptoms, and many diseases beginning in the mouth can affect health in other parts of the body.

Wisconsin experiences shortages of access for dental and other oral health services, particularly for people receiving BadgerCare or lacking insurance coverage for oral health services.

43  
Source: Healthiest Wisconsin 2020

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Riverview Hospital/Clinic  
ER Visits for Oral Health  
9/1/10-8/31-11

- 566 visits to the ER were for Oral Health concerns
- The most frequent diagnoses were:
  - Dental Disorder NOS (N=301)
  - Periapical Abscess (N=130)
  - Unspecified Dental Caries (N=60)
- 75% of patients coming to the ER for Oral Health concerns were in their 20s or 30s

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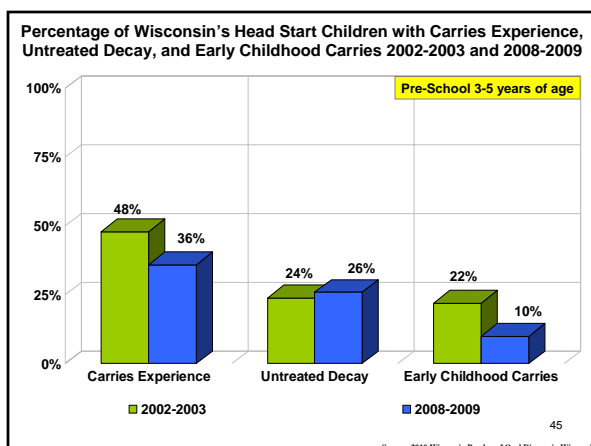
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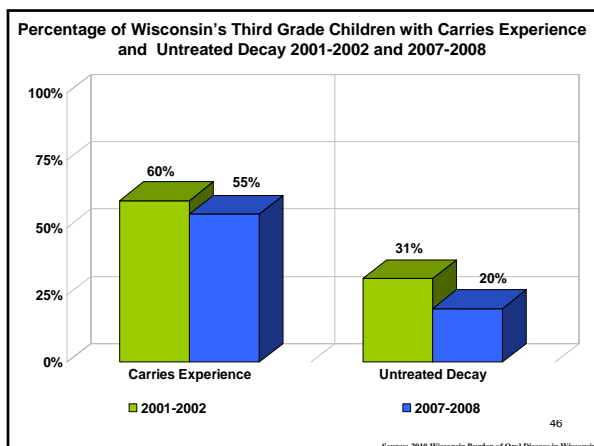
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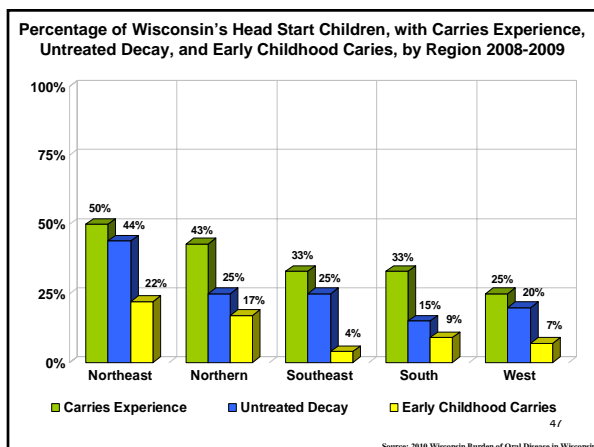
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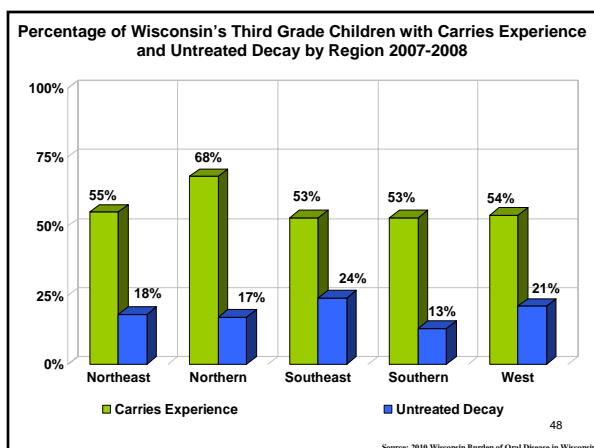
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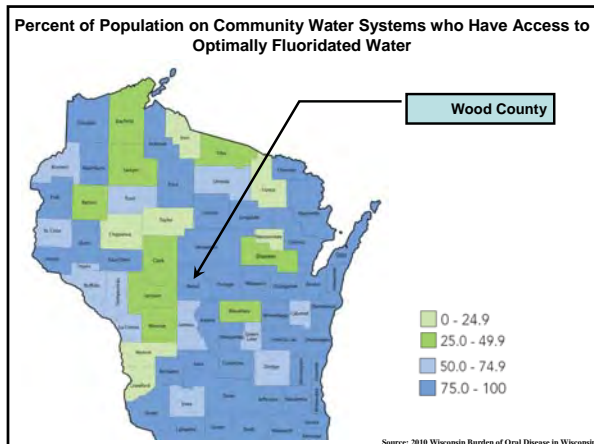
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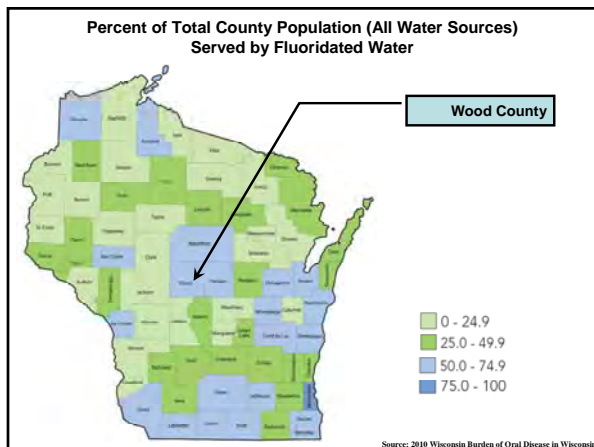
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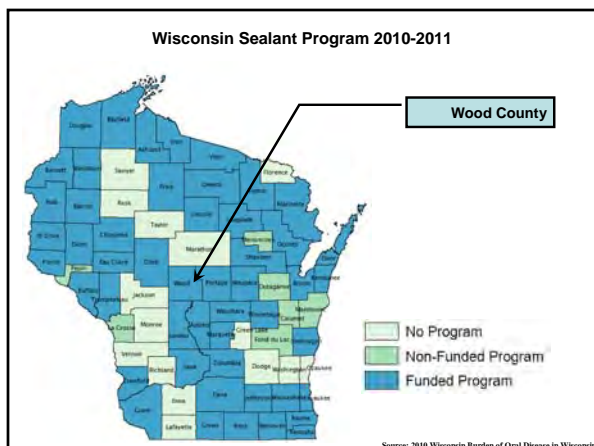
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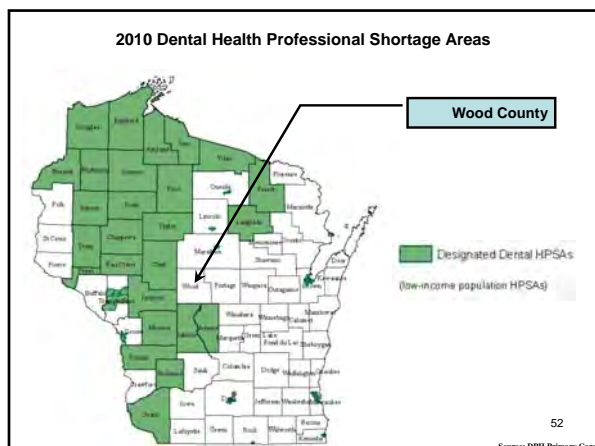
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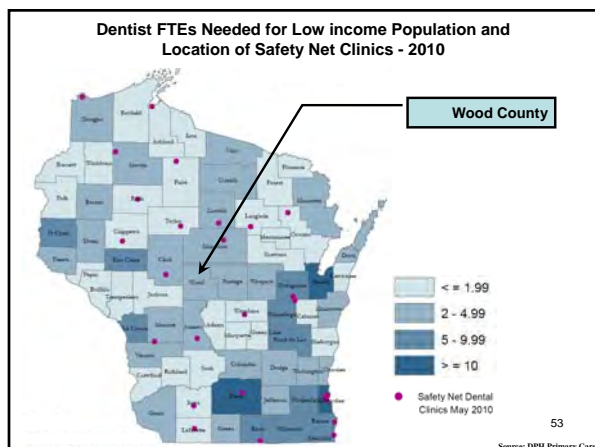
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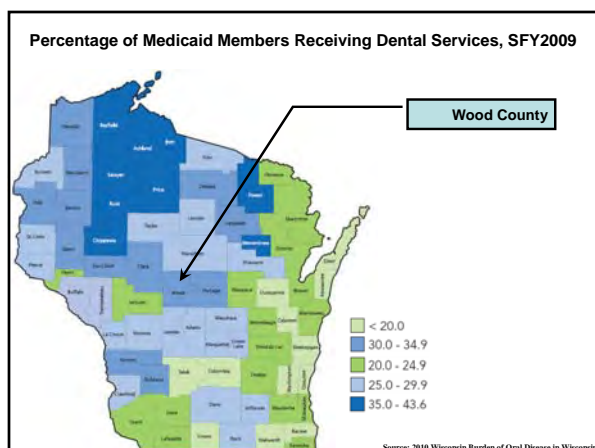
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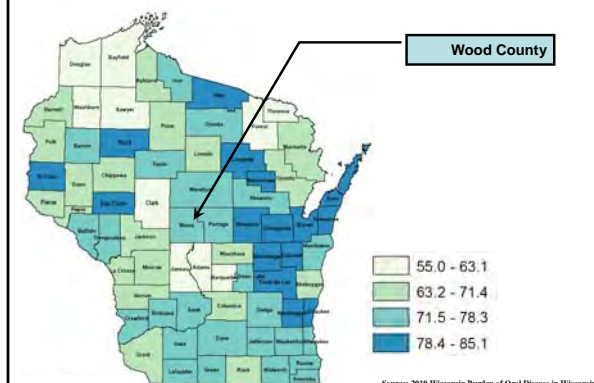
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Percentage of Adults with a Dental Visit in the Past Year BRFSS 2006, 2008, & 2010




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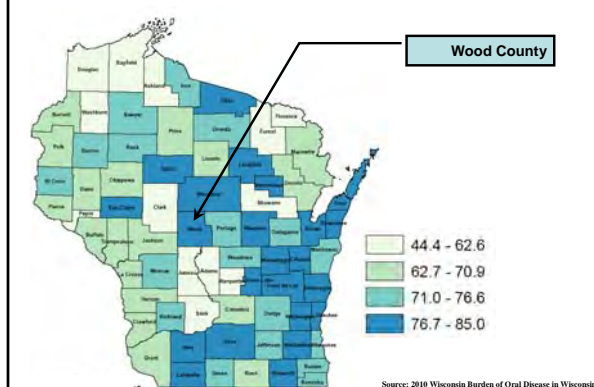
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Percentage of Adults with a Dental Cleaning in the Past Year BRFSS 2006, 2008, & 2010




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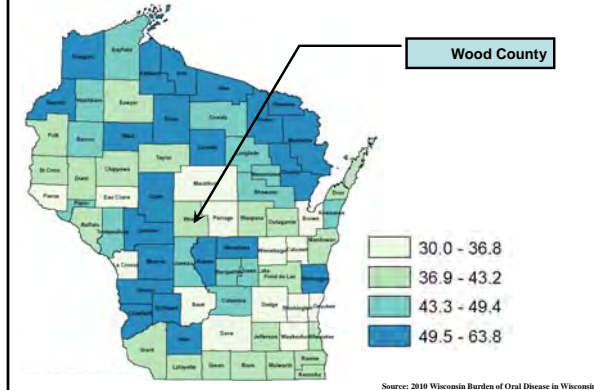
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Percentage of Adults with at Least One Tooth Extracted Due to Decay/Gum Disease BRFSS 2006, 2008, & 2010




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Wood County

Healthiest Wisconsin 2020

Everyone Living Better Longer

Health Focus Area

Chronic Disease Prevention and Management

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DRAFT - Revised April 2017

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Healthiest Wisconsin 2020 Focus Area

Chronic Disease Prevention and Management

Why is this focus area important?

Chronic diseases, such as heart disease, stroke, cancer, diabetes, and arthritis, are among the most common and costly of health problems. Rates will rise over the decade as the average age of the population increases and because of the current epidemic of obesity.

Chronic diseases can be prevented or mitigated in many ways, including healthy diet and physical activity, eliminating tobacco use and substance abuse, screening, and disease-management programs.

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Source: Healthiest Wisconsin 2020

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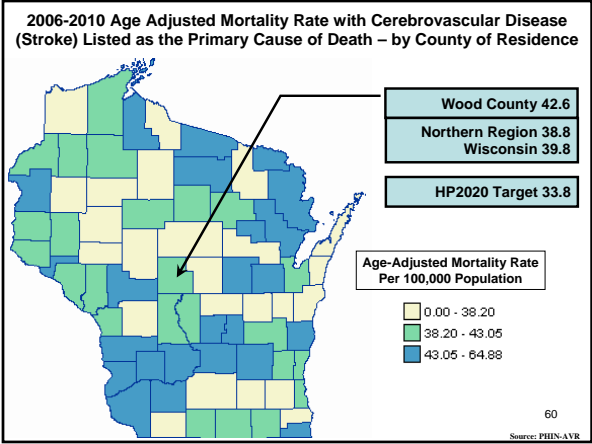
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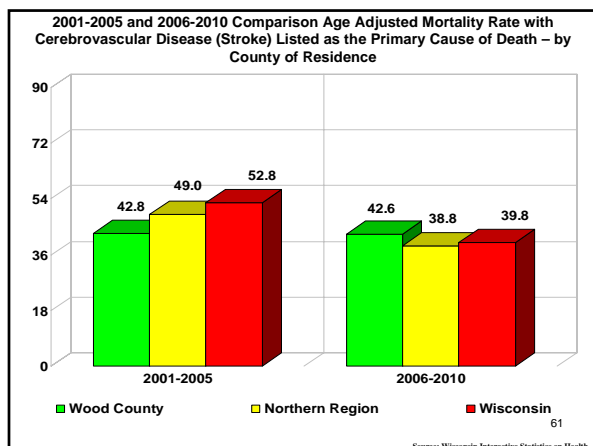
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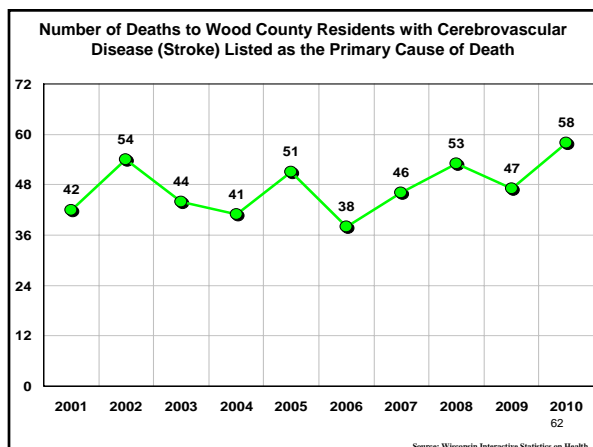
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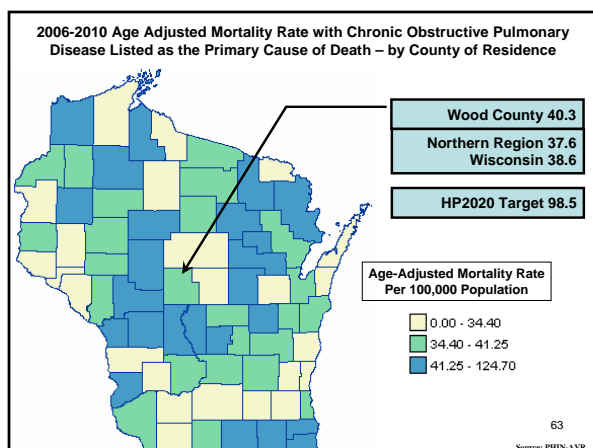
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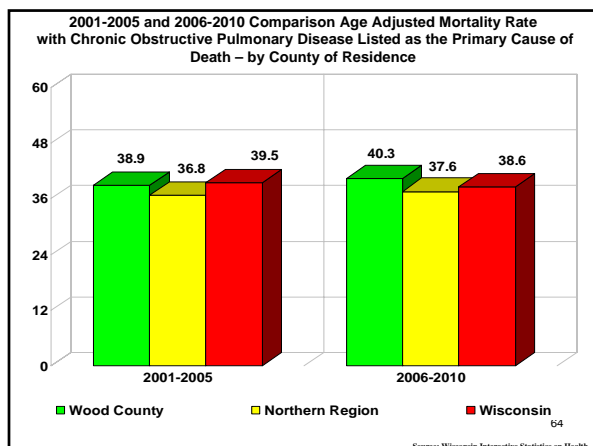
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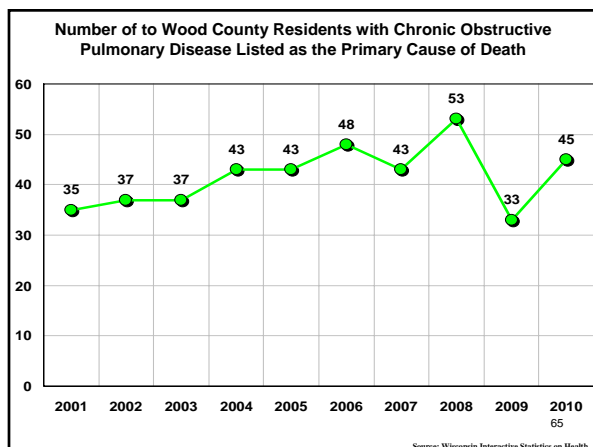
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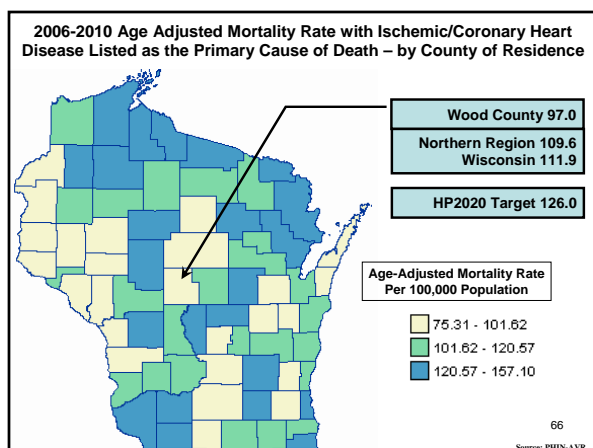
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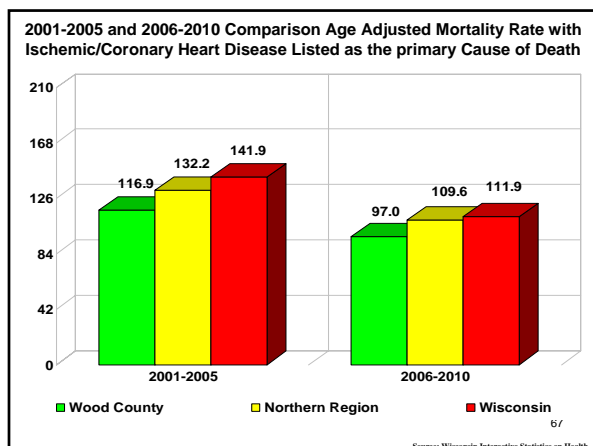
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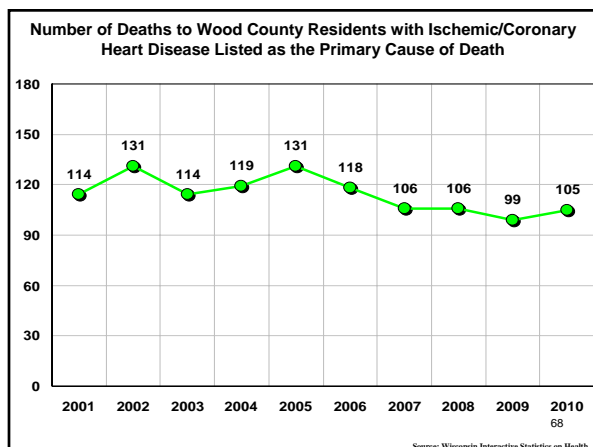
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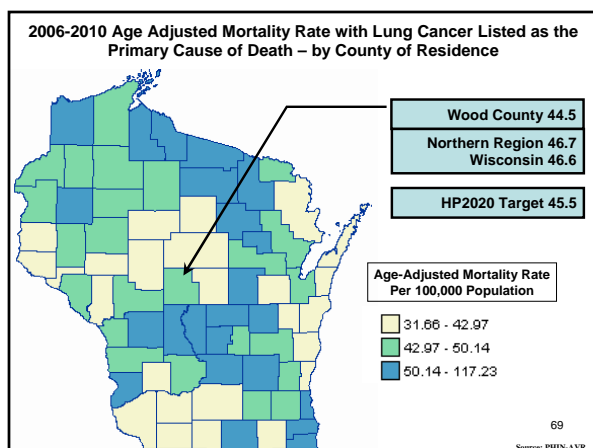
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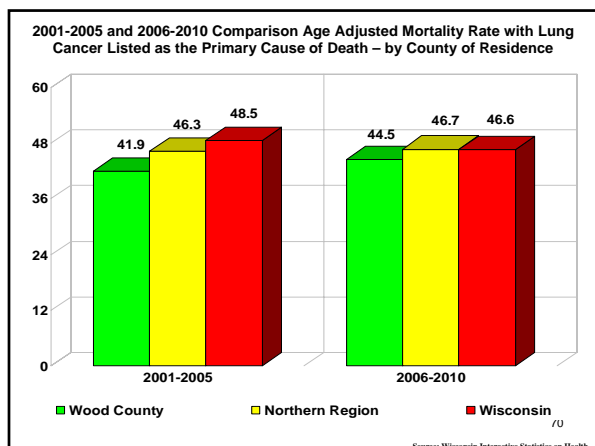
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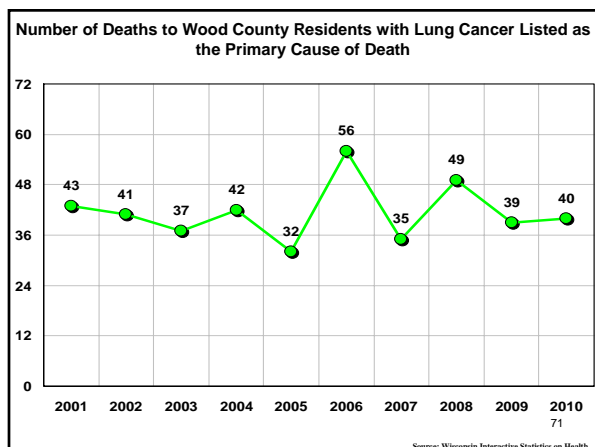
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**Wood County**

**Healthiest Wisconsin 2020**

**Everyone Living Better Longer**

**Health Focus Area**

**Tobacco Use and Exposure**

72  
DRAFT - Revised April 2011

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**Healthiest Wisconsin 2020 Focus Area**  
**Tobacco Use and Exposure**

**Why is this focus area important?**

Tobacco use and exposure represent the leading overall cause of death in the U.S. and Wisconsin and a major economic burden.

In Wisconsin each year, an estimated 8,000 people die of tobacco-related illnesses, (where tobacco is listed as at least one of the risk factors); an estimated \$2.2 billion is paid in direct health care costs; and an estimated \$1.6 billion is attributed to lost productivity.

73  
 Source: Healthiest Wisconsin 2020

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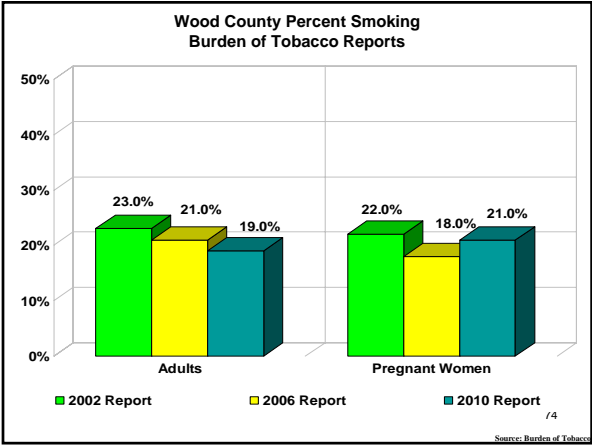
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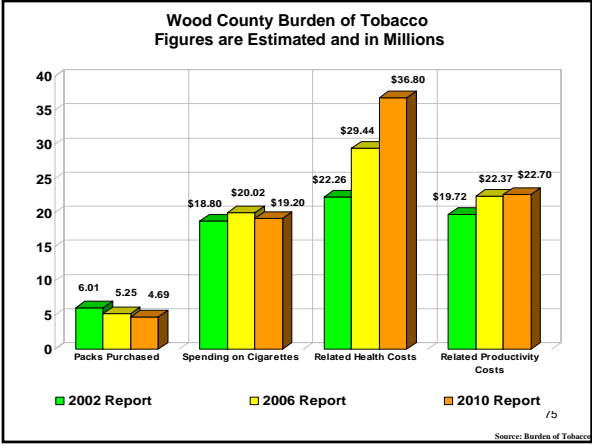
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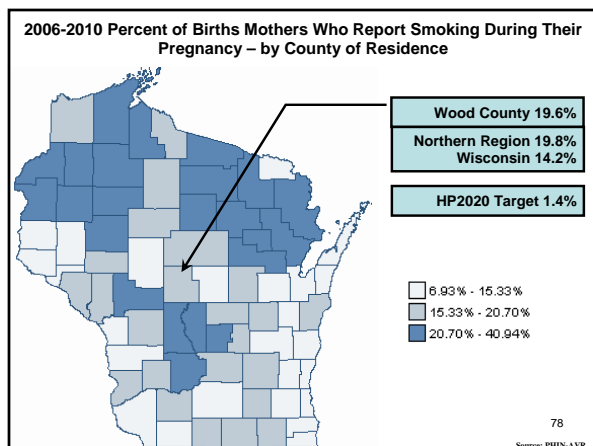
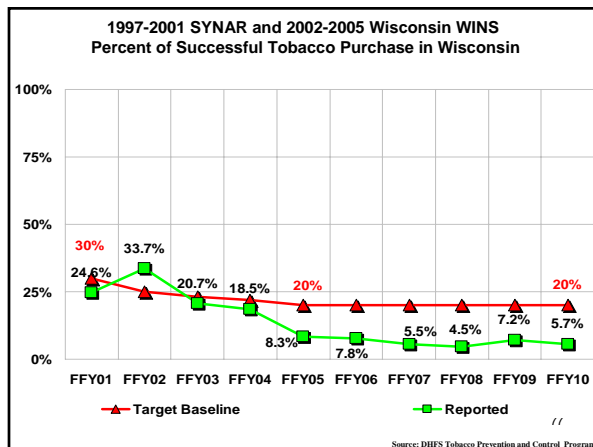
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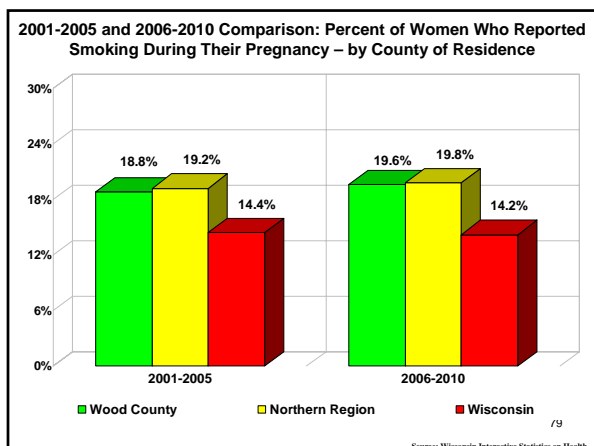
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	Percent of Retailers Selling to Minors	Number of Sales to Minors	Number of Visits
2004	23.3%	38	163
2005	7.5%	14	186
2006	14.1%	27	191
2007	4.9%	7	144
2008	13.4%	27	202
2009	10.7%	11	103
2010	19.6%	10	51
2011	5.5%	3	55

Source: DHES Tobacco Prevention and Control Program.






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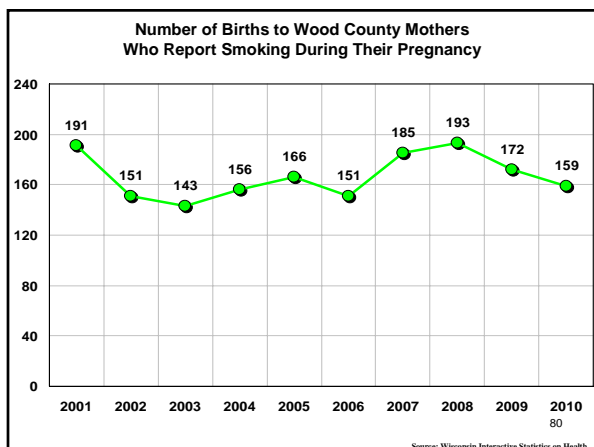
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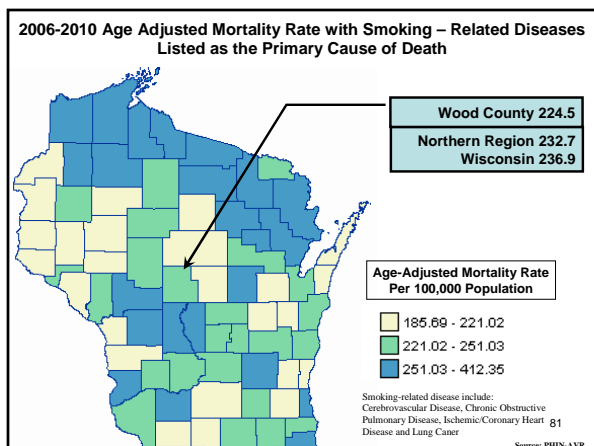
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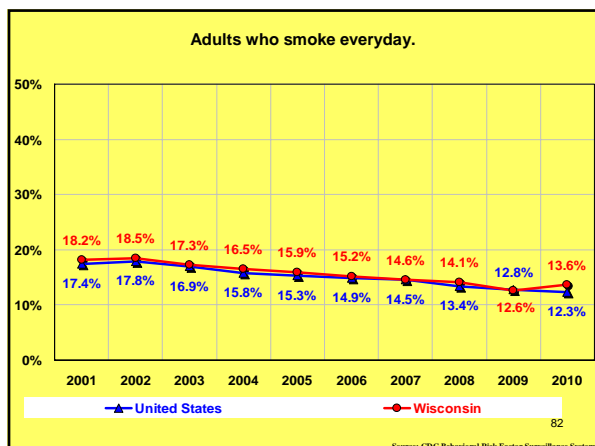
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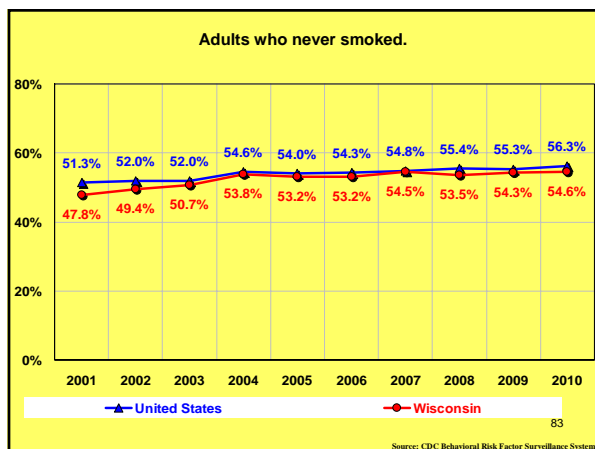
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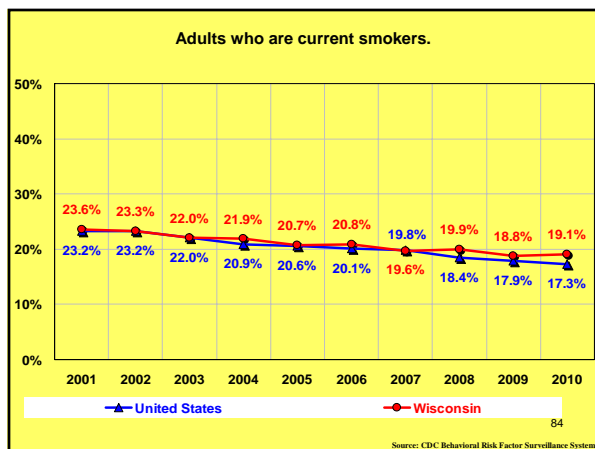
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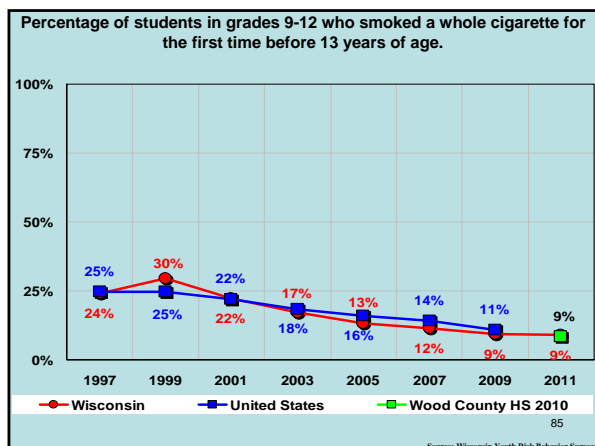
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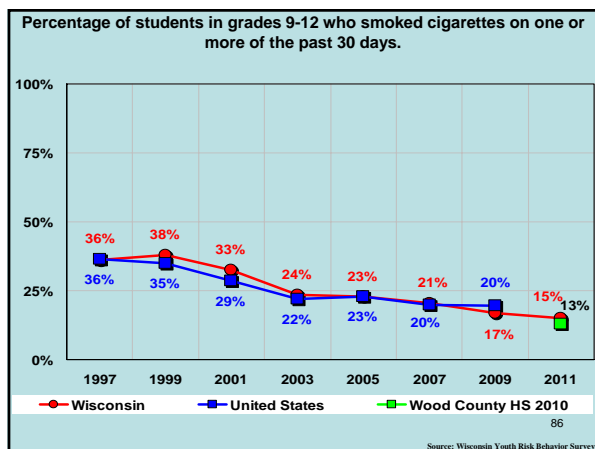
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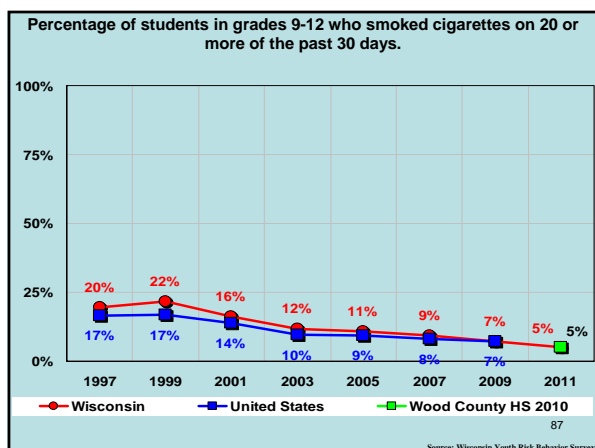
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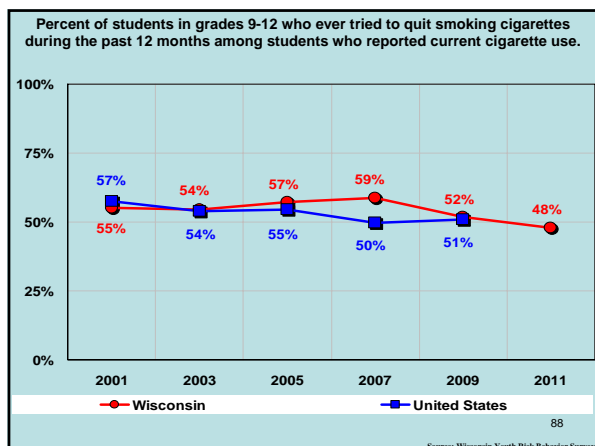
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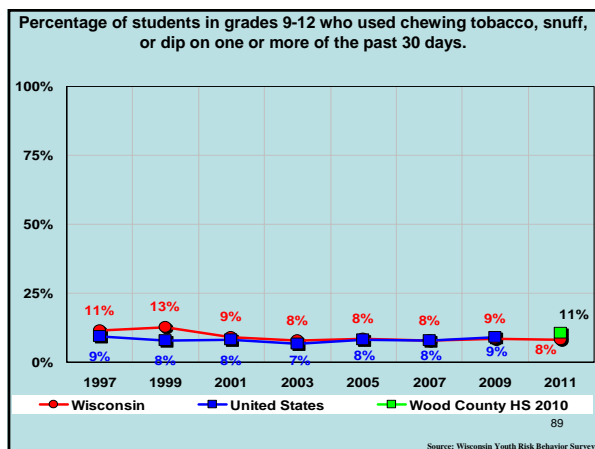
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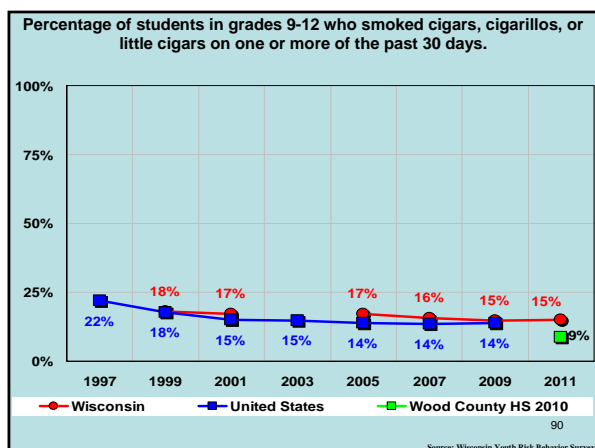
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# Wood County

## Healthiest Wisconsin 2020

### Everyone Living Better Longer

#### Health Focus Area

#### Alcohol and Drug Use

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**Healthiest Wisconsin 2020 Focus Area**  
**Alcohol and Drug Use**

**Why is this focus area important?**

Alcohol-related deaths are the fourth leading cause of death in Wisconsin.

While most people in Wisconsin drink responsibly, safely and legally, Wisconsin ranks at or near the top among states in heavy alcohol drinking.

Consequences of alcohol or drug abuse include motor vehicle and other injuries; fetal alcohol spectrum disorder and other childhood disorders; alcohol- and drug-dependence; liver, brain, heart and other diseases; infections; family problems; and both nonviolent and violent crimes.

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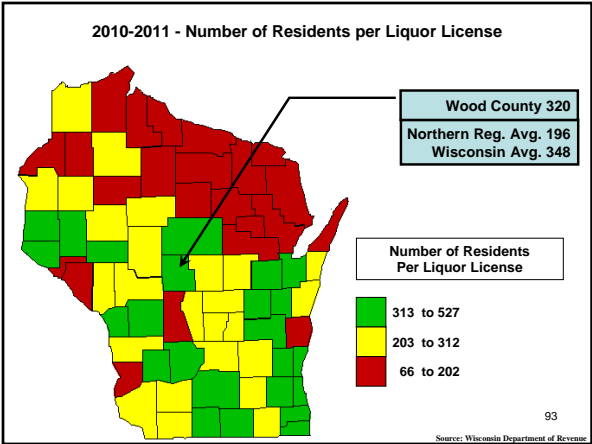
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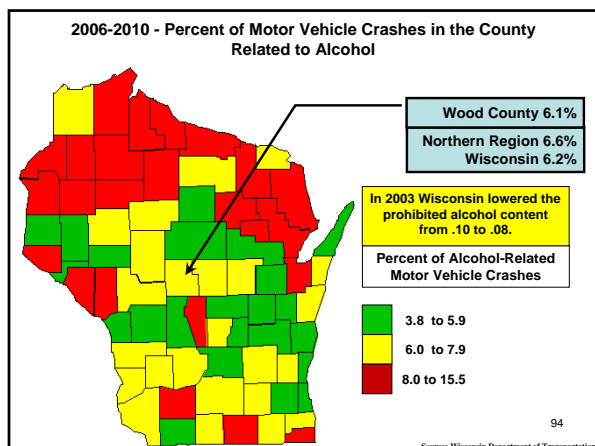
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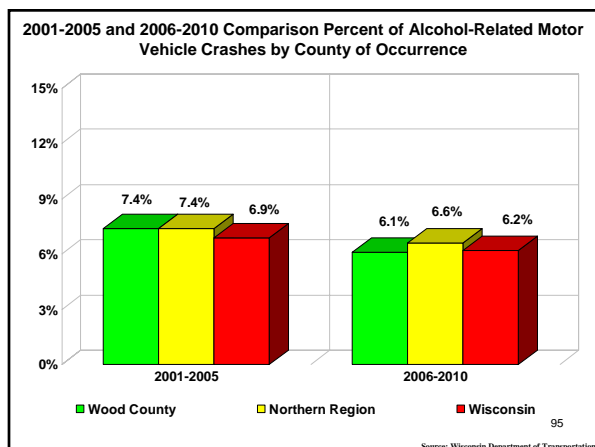
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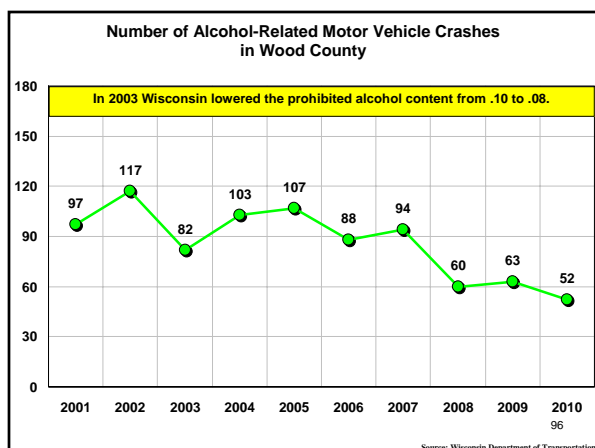
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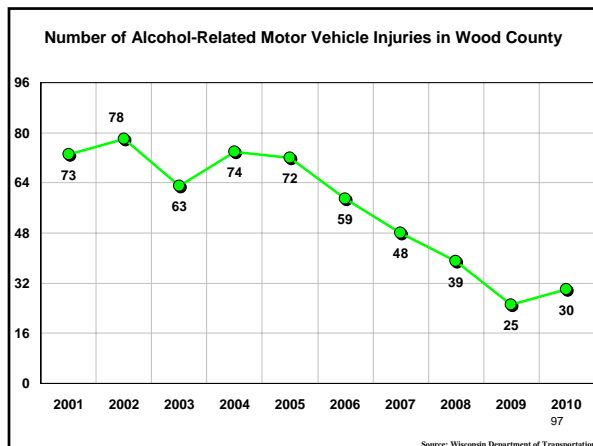
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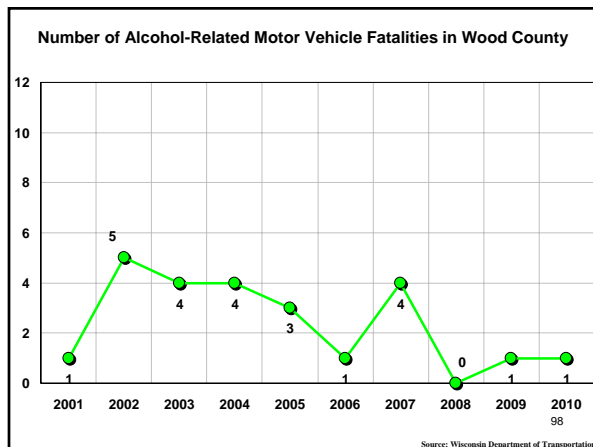
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**Alcohol – Related Facts in Wisconsin  
Legal Drinking Age**

- In 1971 the voting age for federal elections was lowered from 21 to 18 years of age by the 26th amendment to the U.S. Constitution, and the Wisconsin legislature subsequently **lowered the legal drinking age from 21 to 18 years of age.**
- In 1986 following federal requirements that all states conform to a **national minimum drinking age of 21.** Wisconsin “grandfathered in” those who were 19 and 20 years of age. In effect the state did not have a uniform age of 21 until September 1, 1988.
- In 1984 the drinking age **was changed to 19 years of age.** Also included was the “absolute sobriety” provision that makes any blood alcohol concentration illegal for drivers under the age of 19.

99

Source: Wisconsin Department of Transportation

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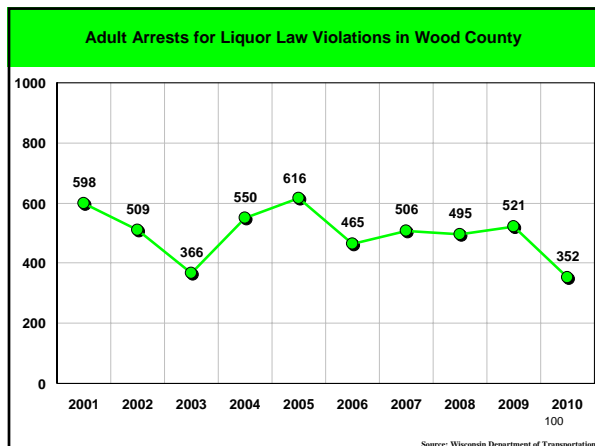
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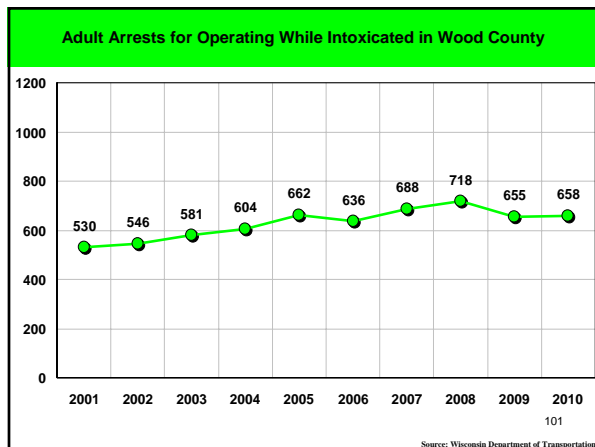
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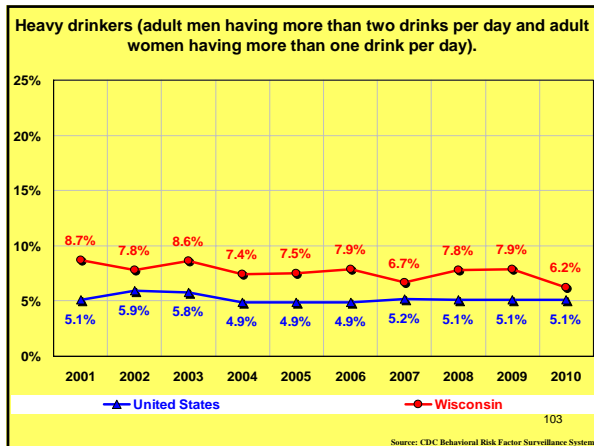
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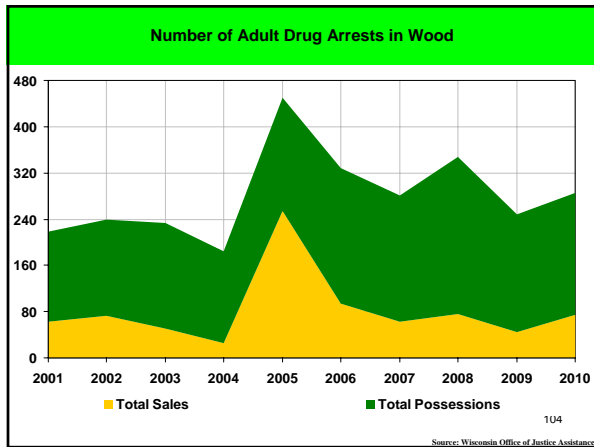
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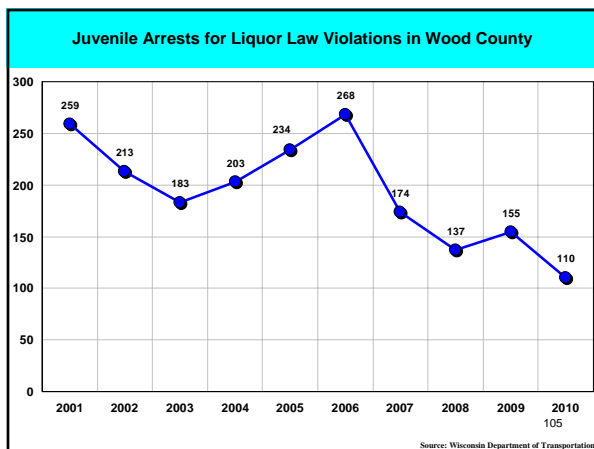
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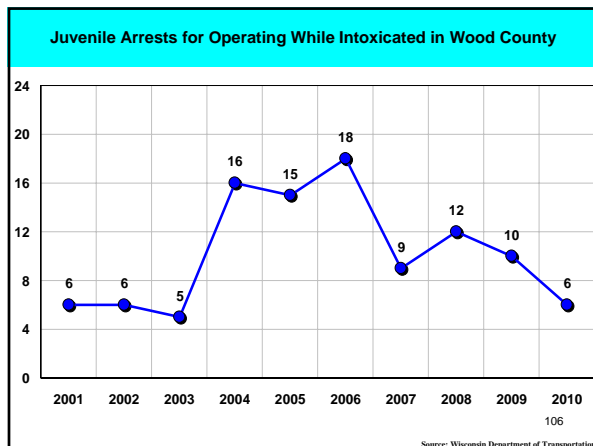
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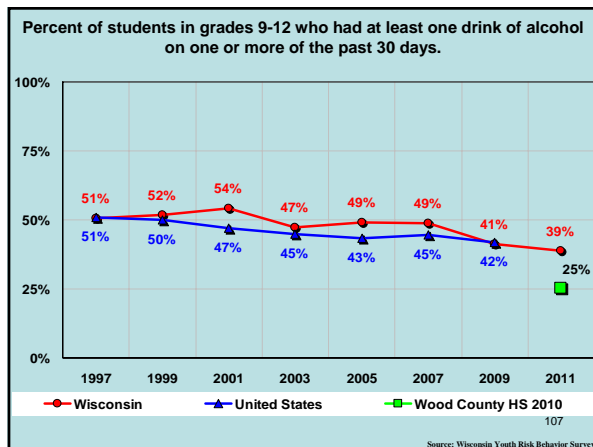
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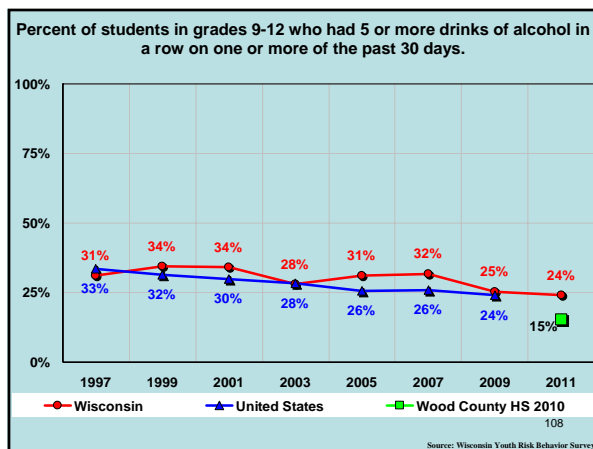
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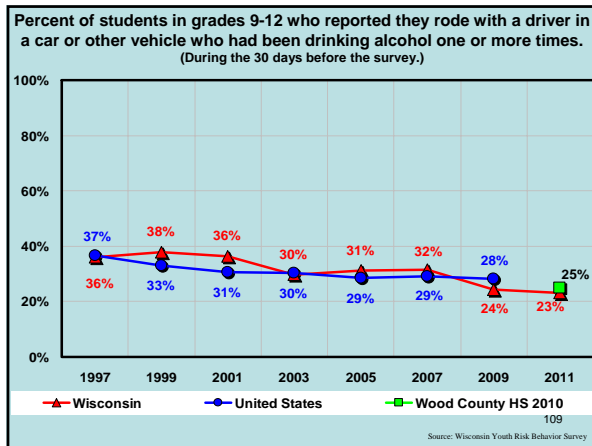
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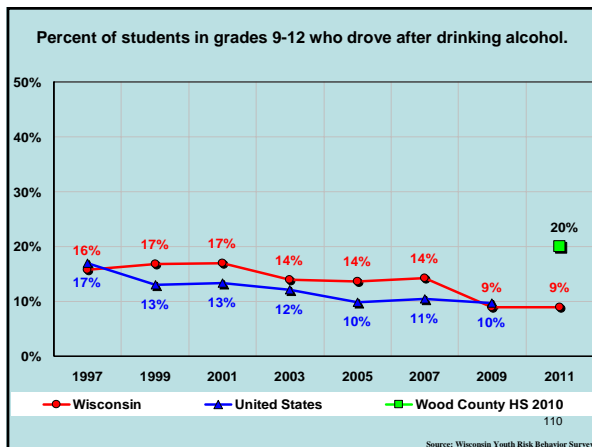
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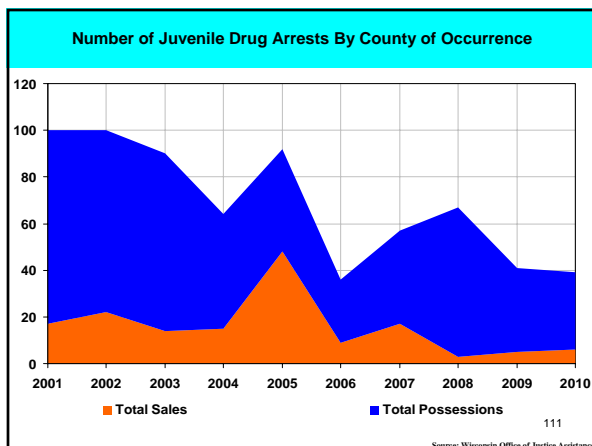
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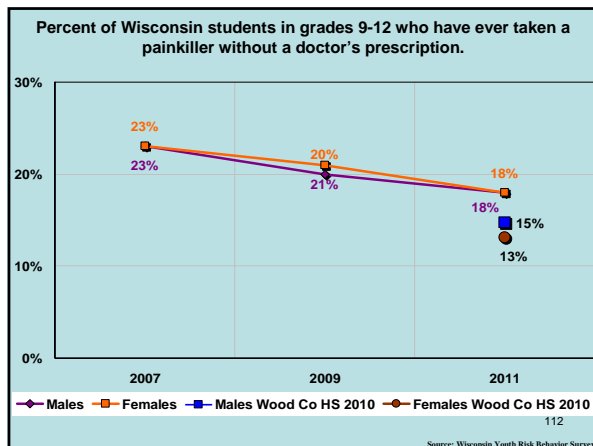
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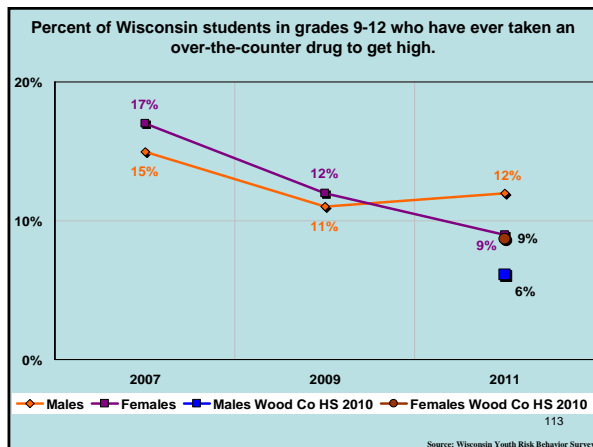
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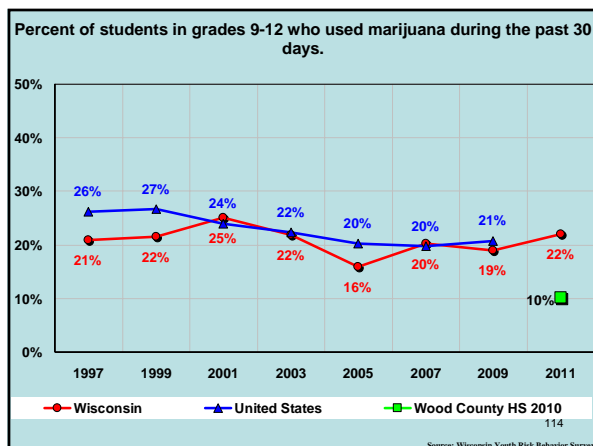
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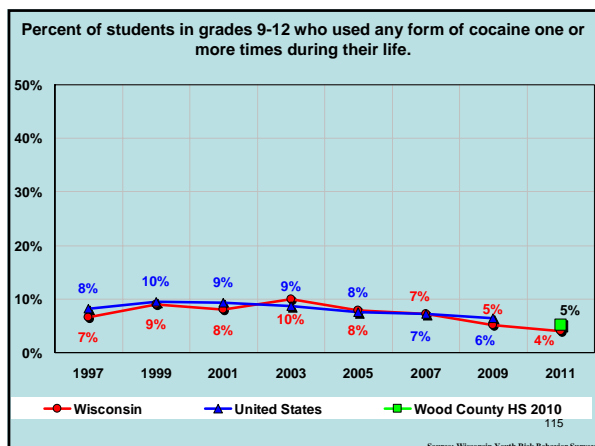
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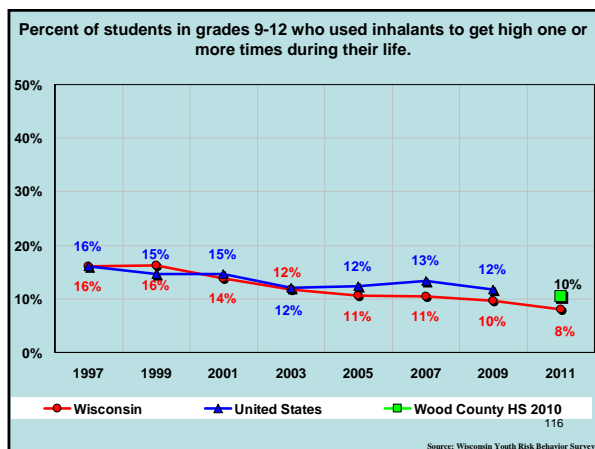
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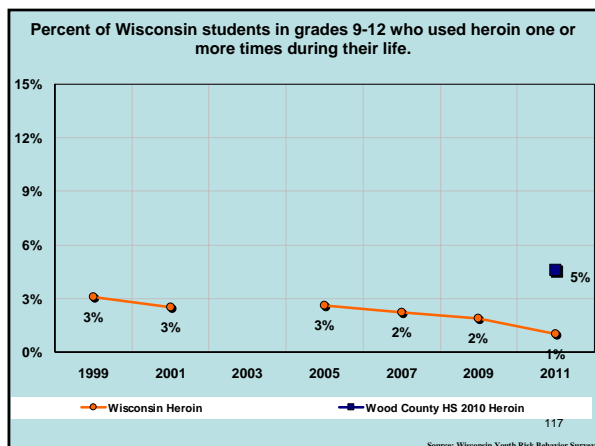
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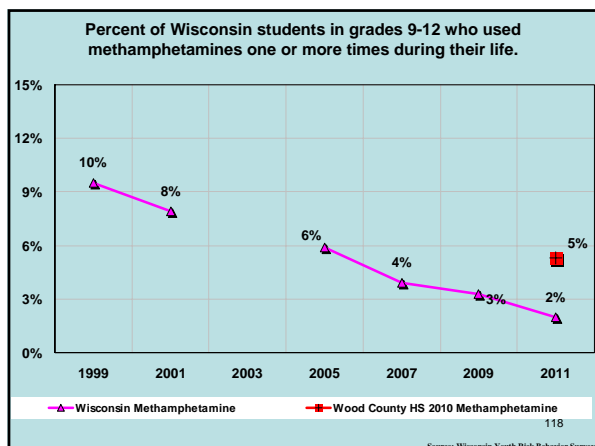
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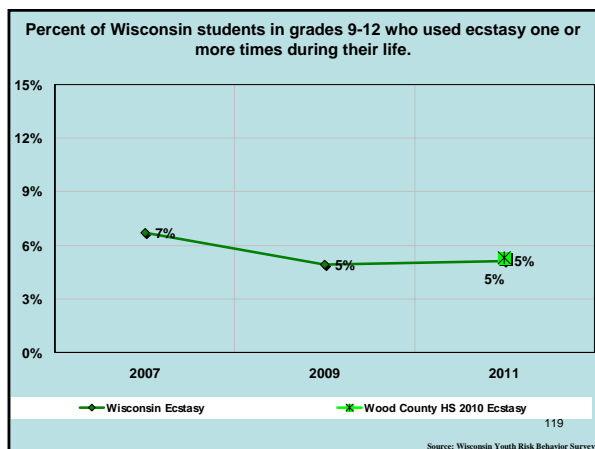
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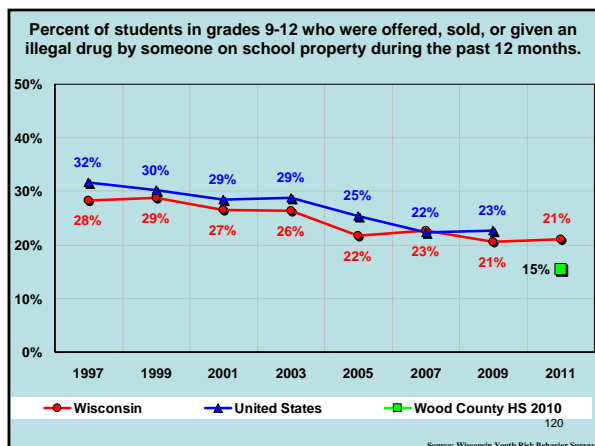
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# Wood County

## Healthiest Wisconsin 2020

### Everyone Living Better Longer

#### Health Focus Area

#### Injury and Violence Prevention

121  
DRAFT - Revised April 2011

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Healthiest Wisconsin 2020 Focus Area  
Injury and Violence Prevention

Why is this focus area important?

Injuries are the leading cause of death in Wisconsin residents 1-44 years of age, and are a significant cause of morbidity and mortality at all ages.

The majority of these deaths are preventable. In 2008, inpatient hospitalizations and emergency department visits for injury to Wisconsin residents resulted in \$1.8 billion in hospital charges.

122  
Source: Healthiest Wisconsin 2020

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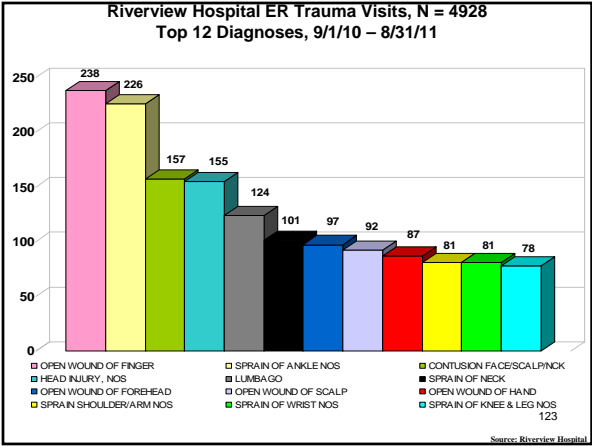
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## Riverview Hospital ER Visits

9/1/10-8/31/11

- Over 40% of trauma visits were for patients 11-35 years old
- Patients in their 20s had the highest frequency of trauma visits.
- Over 1,200 visits (26% of total) were for contusions or wounds of limbs
- Over 800 visits (16%) were for sprains
- Over 600 visits (14%) were for injuries to the head or face

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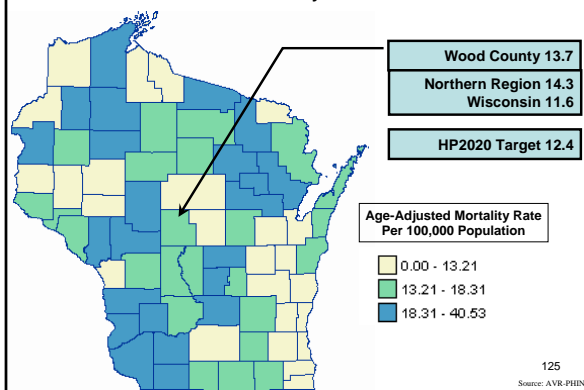
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2006-2010 Age Adjusted Mortality Rate With Motor Vehicle Accident Listed as the Primary Cause of Death




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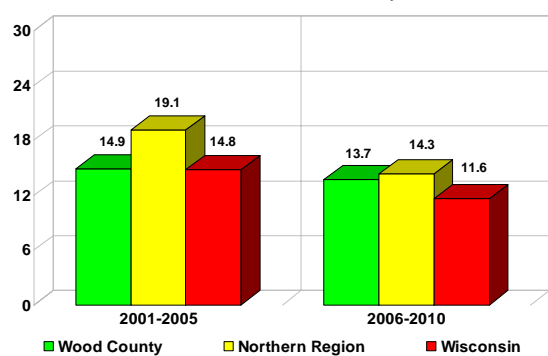
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2001-2005 and 2006-2010 Comparison Age Adjusted Mortality Rate with Motor Vehicle Accidents Listed as the Primary Cause of Death




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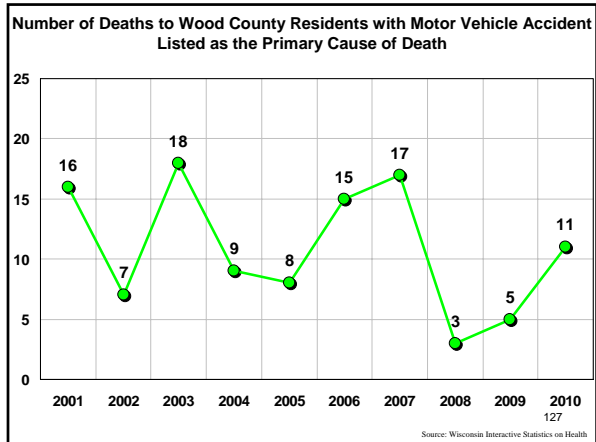
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**2006-2010 Wood County Selected Cause of Injury Hospitalizations**

Cause of Injury Hospitalization	Number	Rate per 100,000	NRO Rate per 100,000	Wisc. Rate per 100,000
Falls	2,022	533.3	435.0	433.1
Poisoning	467	123.2	118.5	126.7
Motor Vehicle Traffic Crash	428	112.9	79.2	78.1
Nontraffic	159	41.9	34.3	26.5
Struck by or Against Object or Person	157	41.4	32.1	31.8
Cutting or Piercing	118	31.1	28.4	27.2
Overexertion	107	28.2	20.0	18.2
Natural or Environmental Factors	94	24.8	21.8	19.4
Fire, Heat & Chemical Burns	55	14.5	11.1	12.0
Machinery	38	10.0	7.2	5.8
Suffocation	23	6.1	7.8	8.9
Firearms	16	4.2	2.8	6.1
Drowning	<5		0.8	0.8
Other, Specified but not Classified, and Unspecified	746	196.8	148.5	169.8

Source: Wisconsin Interactive Statistics on Health

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**2006-2010 Wood County Selected Cause of Emergency Department Visits**

Cause of Injury Emergency Department Visit	Number	Rate per 100,000	NRO Rate per 100,000	Wisc. Rate per 100,000
Falls	7,155	1,887.1	1,824.0	2,198.3
Struck by or Against Object or Person	3,831	1,010.4	969.2	1,227.0
Overexertion	2,373	625.9	574.6	715.6
Cutting or Piercing	2,194	578.7	626.9	767.7
Motor Vehicle Traffic Crash	1,903	501.9	449.0	681.2
Natural or Environmental Factors	1,642	433.1	388.4	348.2
Nontraffic	895	236.1	235.0	228.0
Poisoning	567	149.5	168.4	165.3
Fire, Heat & Chemical Burns	530	139.8	115.1	121.5
Machinery	254	67.0	71.8	75.0
Suffocation	29	7.7	9.2	10.7
Firearms	8	2.1	2.7	9.1
Drowning	6	1.6	2.2	2.7
Other, Specified but not Classified, and Unspecified	4,388	1,157.3	942.7	1,161.2

Source: Wisconsin Interactive Statistics on Health

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2006-2010 Wood County Selected Cause of Mortality				
Cause of Injury Mortality	Number	Rate per 100,000	NRO Rate per 100,000	Wisc. Rate per 100,000
Falls	60	15.8	14.9	16.7
Motor Vehicle Traffic Crash	47	12.4	13.8	11.0
Nontraffic	9	2.4	1.7	1.5
Poisoning	37	9.8	9.6	12.3
Fire, Heat & Chemical Burns	6	1.6	1.3	1.0
Suffocation	13	3.4	4.5	5.0
Firearms	36	9.5	9.0	8.1
Drowning	11	2.9	1.6	1.2
Other, Specified but not Classified, and Unspecified	7	1.9	2.2	2.5

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Source: Wisconsin Interactive Statistics on Health

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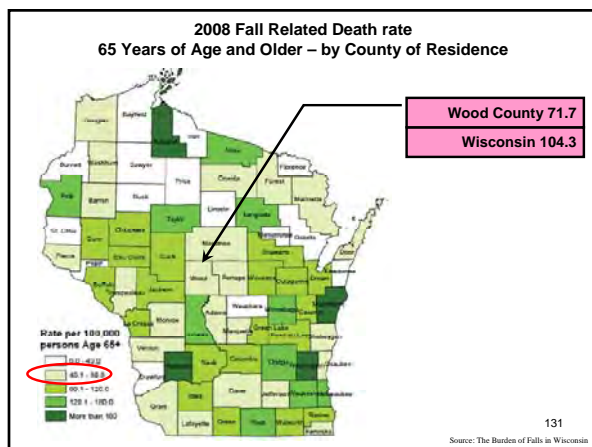
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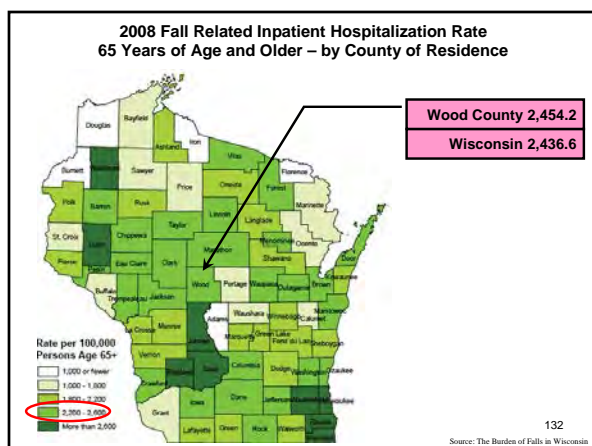
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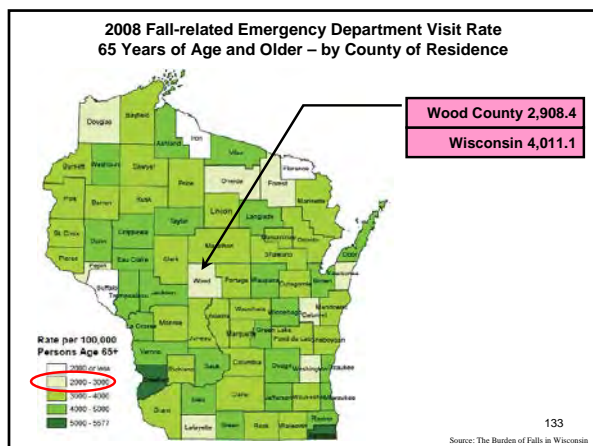
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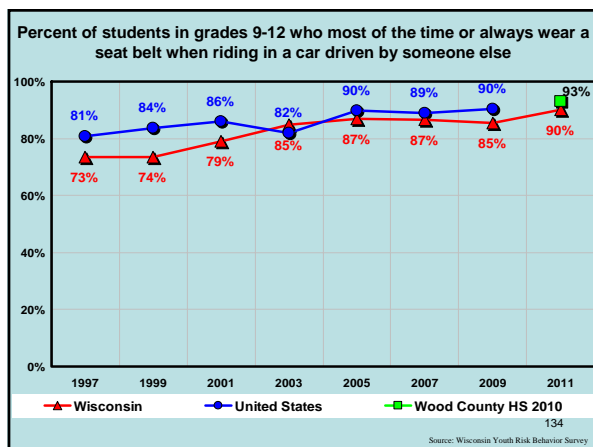
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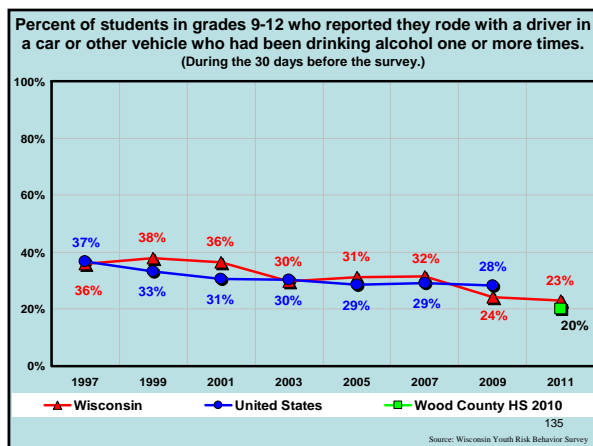
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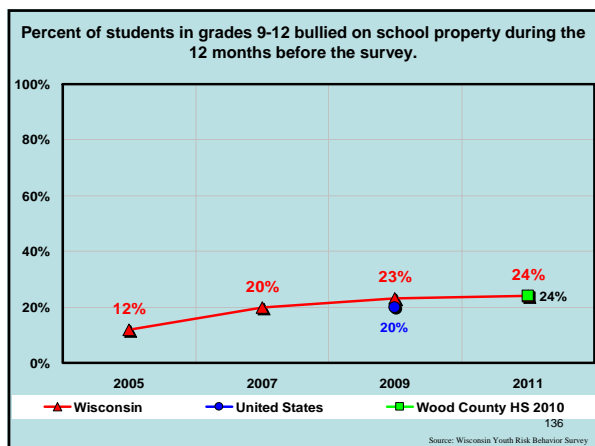
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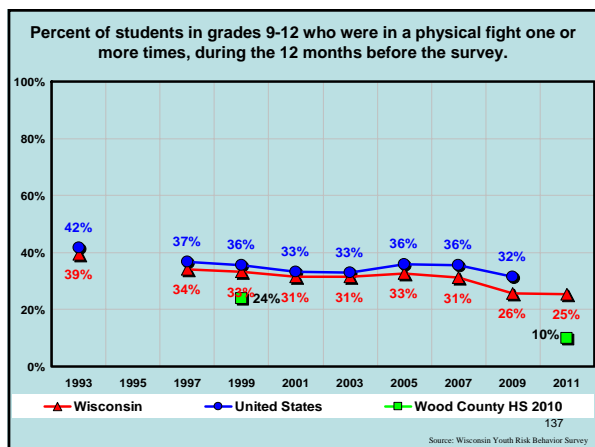
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**Number of Deaths to Wood County Residents with Homicide Listed as the Primary Cause of Death**

No Wood County trend data is available.

- From **2001-2010**, 8 Wood County residents had Homicide listed as the primary cause of death. An average of 0.8 per year.
- From **1991-2000**, 9 Wood County residents had Homicide listed as the primary cause of death. An average of 0.9 per year.

Source: Wisconsin Interactive Statistics on Health

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# Wood County

## Healthiest Wisconsin 2020

### Everyone Living Better Longer

#### Health Focus Area

#### Mental Health

139

DRAFT - Revised April 2011

#### Healthiest Wisconsin 2020 Focus Area

#### Mental Health

Why is this focus area important?

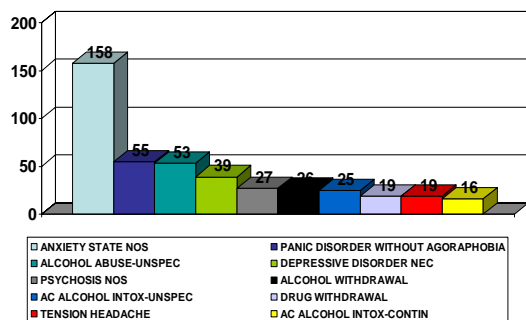
Approximately 20 percent of the population experiences a mental health problem during a one-year period (Robins & Regier, 1991).

Mental health issues are also associated with physical health problems and risk factors such as smoking, physical inactivity, obesity and substance abuse; factors that can lead to chronic disease, injury and disability.

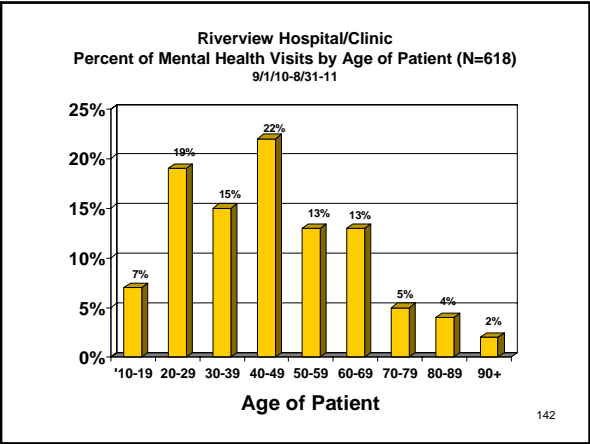
140

Source: Healthiest Wisconsin 2020

Riverview Hospital/Clinic: Top 10 Mental Health Diagnoses  
9/1/10-8/31/11



141




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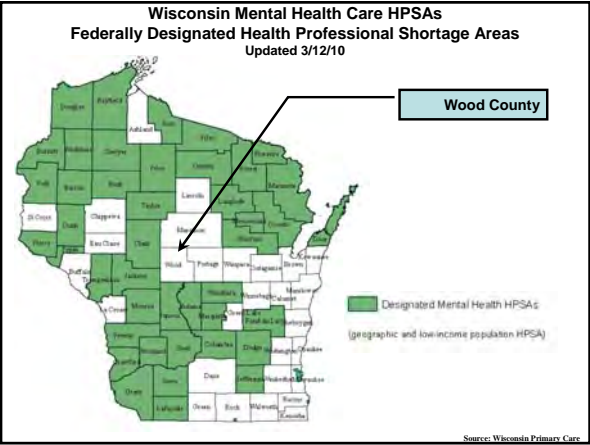
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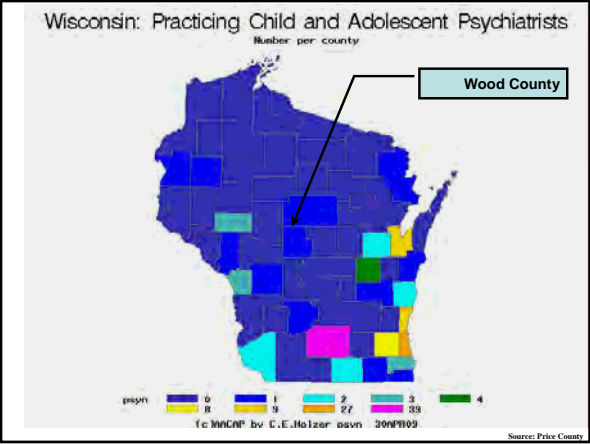
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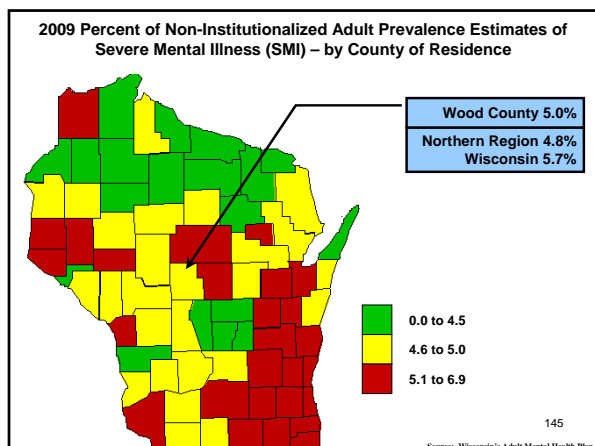
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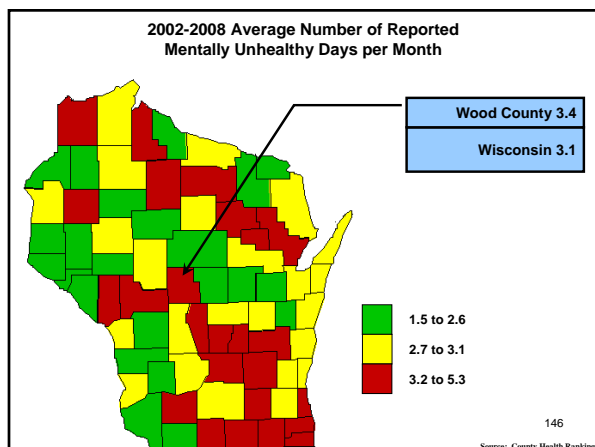
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**Mobile Crisis Responses**

	2010	2011
Diversions	40	57
Detentions	15	35
Total	65	92

147

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### Wood County Law enforcement Commitments

	Chapter 51 (271A)	Other (271Z)	Suicides (111A)
2009	420	24	13
2010	344	66	10
2011	408	144	6
2012	55	23	0

148

NORWOOD HEALTH CENTER  
MARSHFIELD, WISCONSIN  
TOTAL SERVICE DATA REPORT  
January thru December 2011

PSYCHIATRIC UNIT

TYPE OF ADMISSION	2010	2011
Admissions by Category:		
A. Voluntary	31	149
B. Legal Detention/Commitment	444	353
Total Admissions	515	502
Patient Days by Category:		
A. Voluntary	2,108	2,024
B. Other	865	1,179
Total Patient Days	2,973	3,204
Patient Days by Staff:		
A. Medicine	964	1,307
B. Med/Surg	483	595
C. Therapist	544	477
D. Wood County	143	101
E. Other County	175	104
F. Not Paid	524	417
Percent by Occupancy	66.42	67.71
Average Length of Stay	3.10	3.01

NURSING HOME UNITS

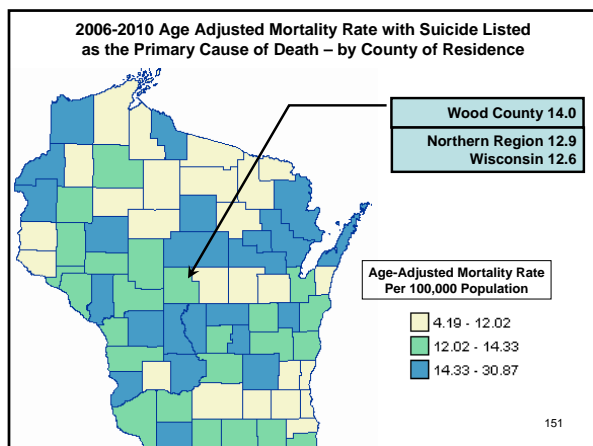
CROSSOVERS	2010	2011	2010	2011
Total Admissions	4	1	Total Admissions	0
Total Discharges	5	1	Total Discharges	0
Total Patient Days	2,580	5,640	Total Patient Days	3,270
Total Wood County Days	5,143	5,204	Total Wood County Days	2,275
Total Other County Days	340	813	Total Other County Days	0
Percent by Occupancy	97.53	95.36	Percent by Occupancy	99.53

149

### HOTLINE CALLS 2011

Call Type	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
APS Referral	0	1	1	0	2	0	0	1	1	2	2	
CCS	3	2	6	2	1	1	0	1	2	1	1	0
CSP	1	0	1	0	1	0	3	0	0	4	0	0
CTT	1	1	0	0	0	0	1	1	0	1	2	0
Detention-Mental Health	63	44	39	46	44	26	40	56	43	58	55	36
Diversion	28	14	28	13	25	25	27	27	28	42	21	10
Domestic Violence	6	3	2	3	7	8	2	3	3	2	1	4
Emergency Funding	22	16	16	28	16	17	19	14	15	18	9	11
Family Issues	10	5	4	0	5	12	10	10	14	5	8	4
Guardianship	1	2	0	1	0	0	0	0	0	0	1	0
Homeless	3	4	6	6	5	4	3	7	5	6	3	4
Information	60	40	57	49	41	30	27	34	47	43	37	55
Medical Issues	19	1	4	4	3	1	0	5	17	8	11	3
Mental Health	70	57	74	83	72	80	40	70	61	56	62	47
Mental Health-Sup. Listen	202	177	223	300	248	281	281	279	228	205	205	200
Mobile Crisis	0	9	12	10	3	16	10	16	17	22	4	4
Outgoing Call to Agency	2	5	4	4	11	5	4	3	4	1	5	3
Outgoing Call to Client	2	0	8	6	3	2	2	1	0	4	12	6
Prank	0	9	8	11	5	8	0	2	8	5	2	4
Sexual Assault	1	1	1	2	2	1	0	0	1	1	0	2
Substance Abuse	14	11	26	16	15	14	20	16	16	10	18	17
Suicide	3	2	6	4	5	1	1	2	2	0	4	2
Supportive Listening	32	24	30	35	18	23	23	17	20	27	24	30
Telemarketers	3	1	1	2	1	1	4	1	6	2	0	4
Voluntary Admission	0	1	0	0	7	0	1	0	1	0	0	0
Welfare Check	5	3	4	5	1	4	10	5	9	2	5	1
Wrong Number	22	16	18	21	14	15	13	12	7	9	11	14
Monthly Totals	590	452	677	658	564	545	547	584	556	614	583	549
Annual Total	6919											

150




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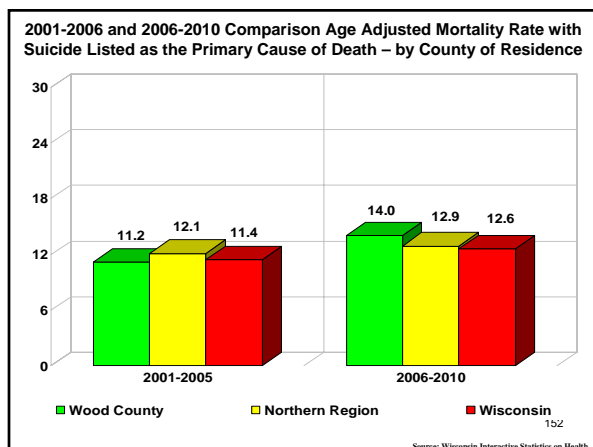
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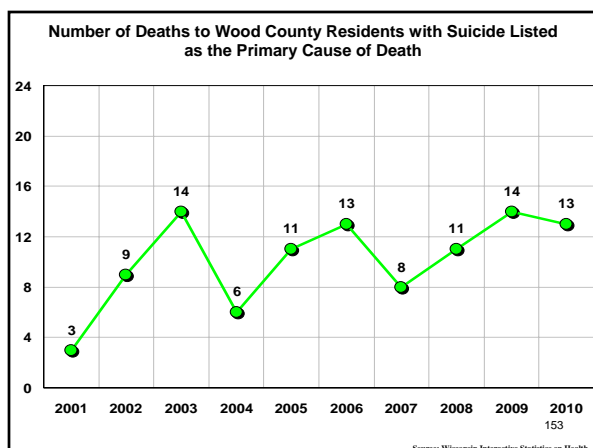
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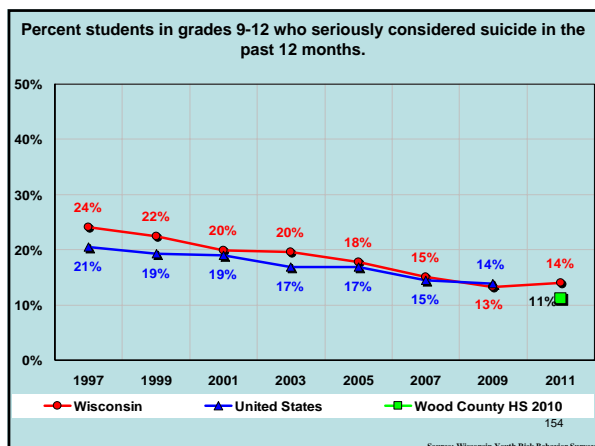
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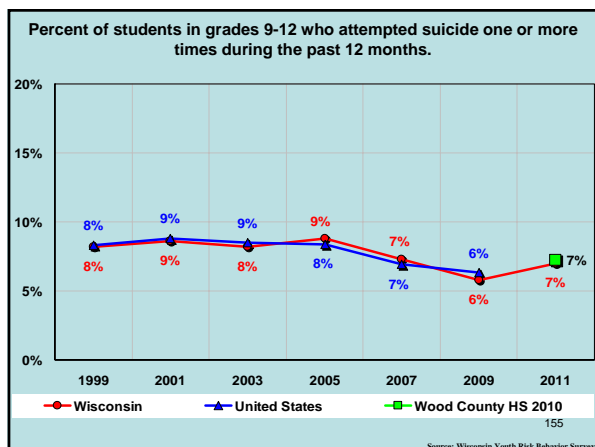
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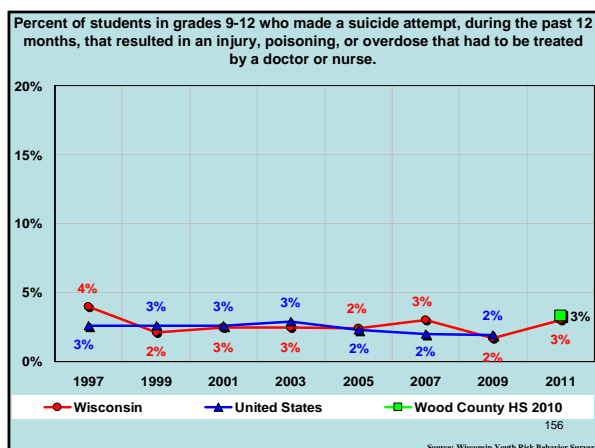
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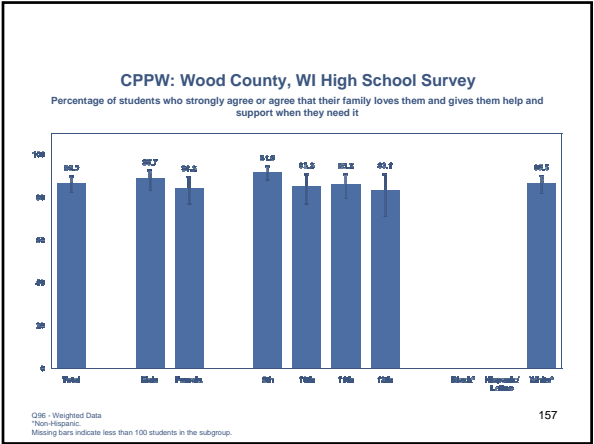
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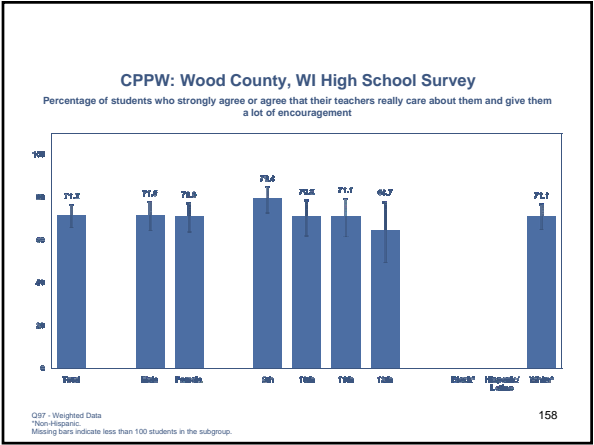
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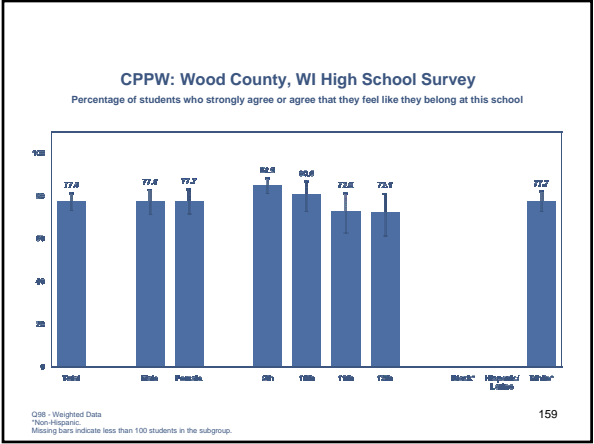
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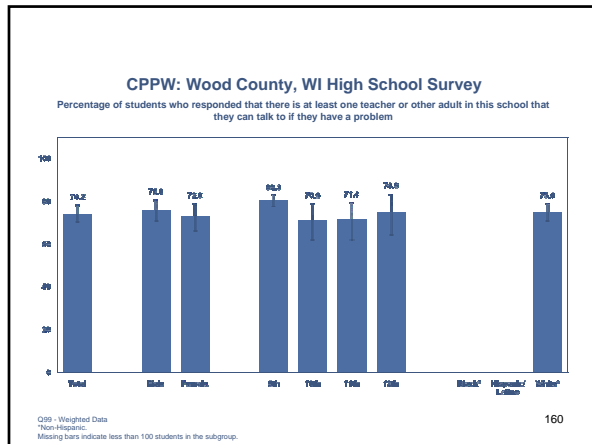
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**Wood County**

**Healthiest Wisconsin 2020**

**Everyone Living Better Longer**

**Health Focus Area**

**Nutrition and Healthy Foods**

161

DRAFT - Revised April 2014

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**Healthiest Wisconsin 2020 Focus Area**  
**Nutrition and Healthy Foods**

**Why is this focus area important?**

Adequate and appropriate nutrition is a cornerstone for preventing chronic disease and promoting vibrant health.

The rate of Wisconsin adult obesity increased from 20 percent to 26 percent from 2000 to 2008 (Wisconsin Department of Health Services, Track 2010).

Diet in childhood, including breastfeeding, is especially important to maintaining appropriate weight.

One key issue for this focus area is food security, or assured access to enough food to lead an active and healthy life. Ten percent of Wisconsin households have very low food security (Nord, Andrews, & Carlson, 2009). (Food security refers to the availability of food and one's access to it. A household is considered food secure when its occupants do not live in hunger or fear of starvation.

162

Source: Healthiest Wisconsin 2020

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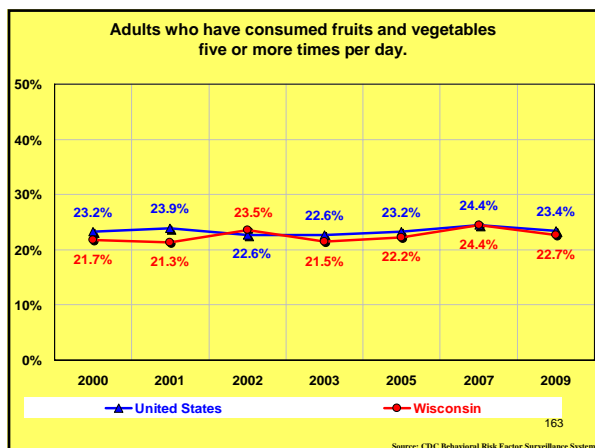
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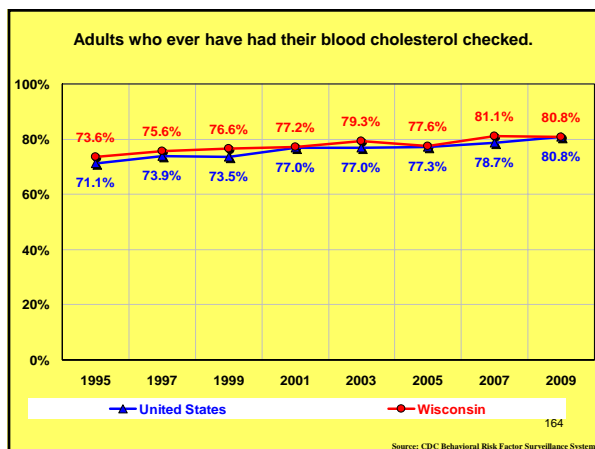
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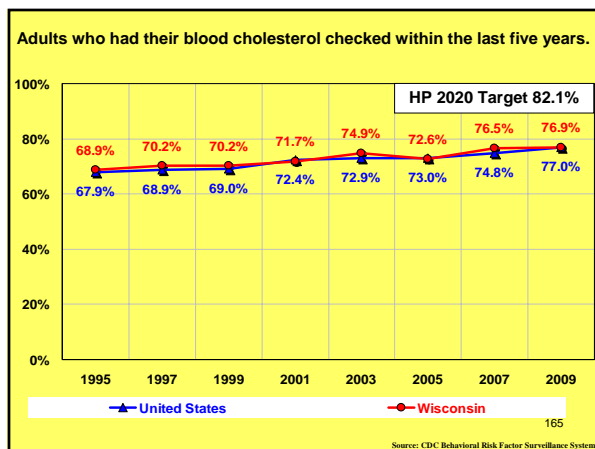
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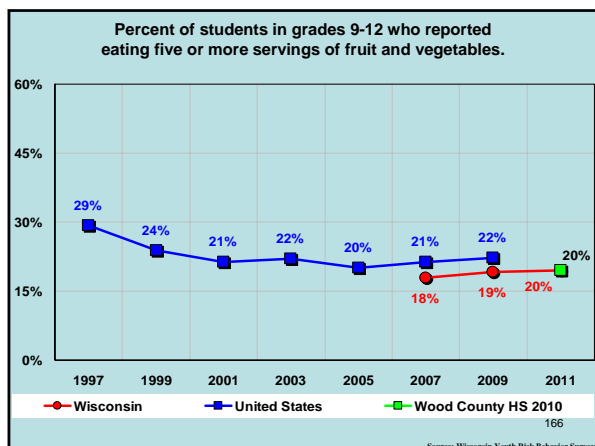
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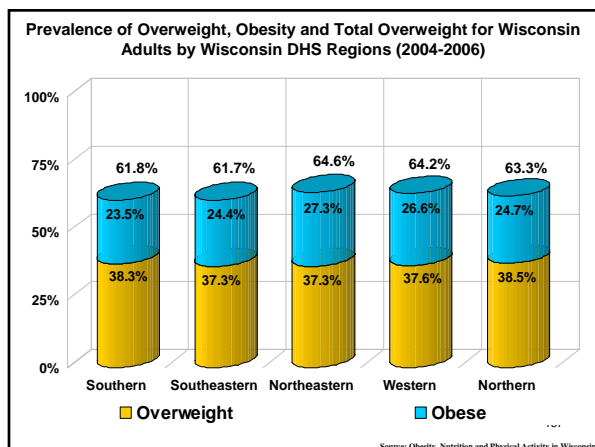
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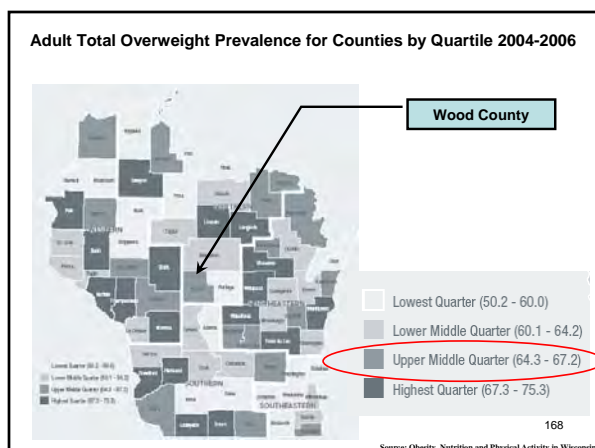
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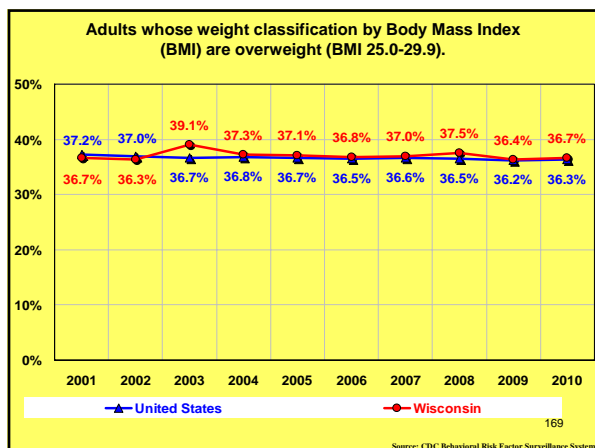
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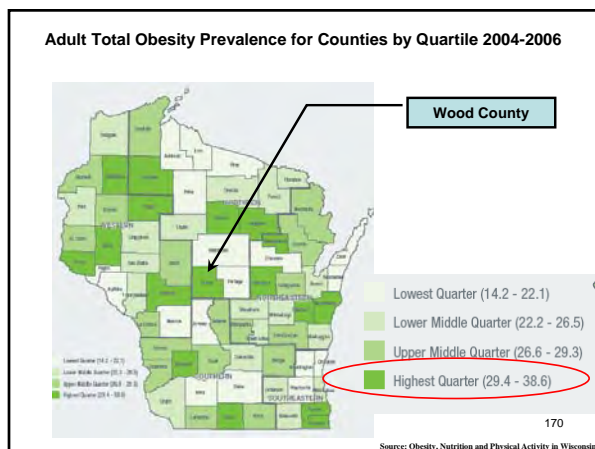
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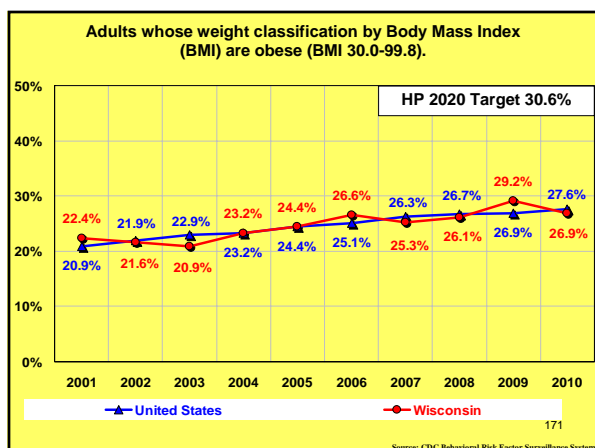
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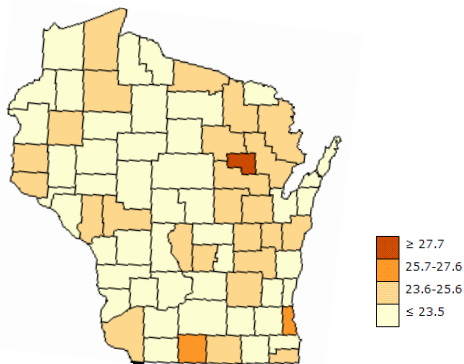
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2004 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age)  
Who are Obese



Source: CDC

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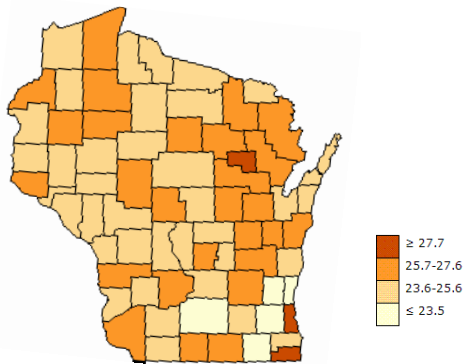
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2005 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age)  
Who are Obese



Source: CDC

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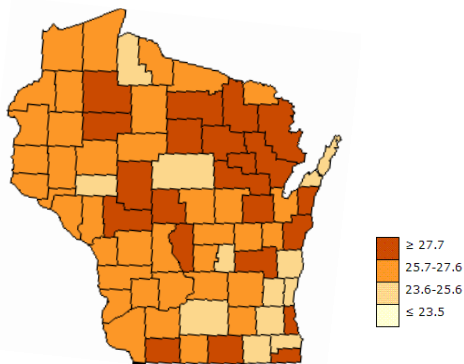
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2006 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age)  
Who are Obese



Source: CDC

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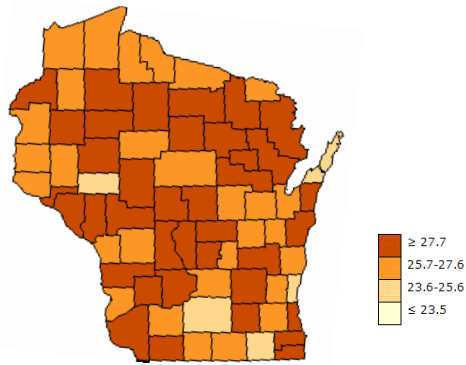
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2007 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age)  
Who are Obese



Source: CDC

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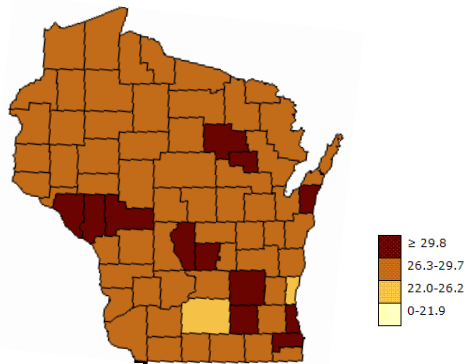
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2008 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age)  
Who are Obese



Source: CDC

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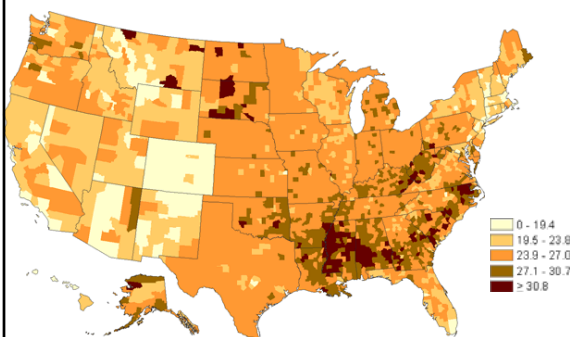
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2004 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age)  
Who are Obese



Source: CDC

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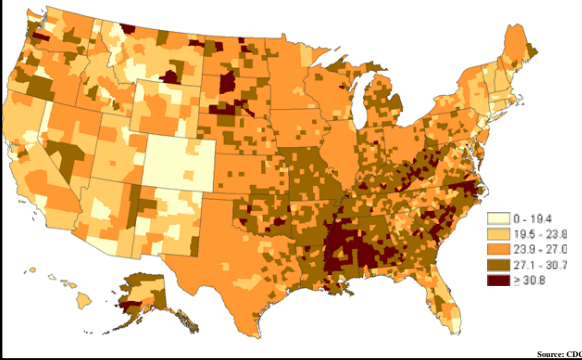
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2005 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age)  
Who are Obese




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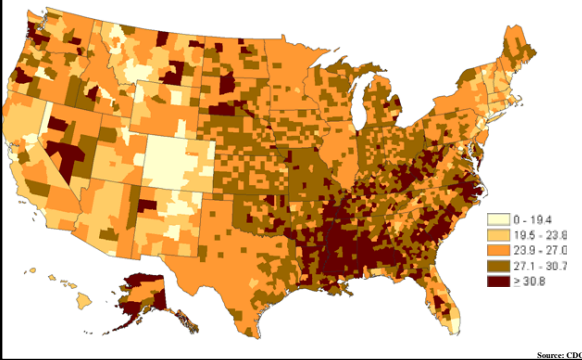
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2006 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age)  
Who are Obese




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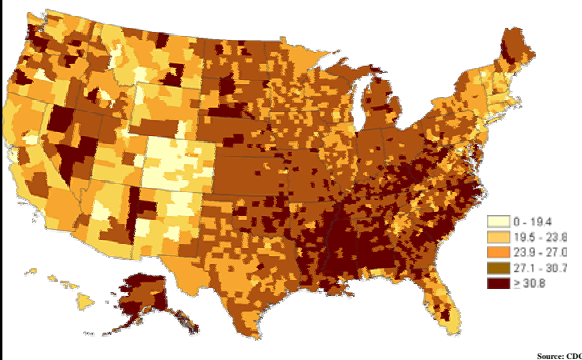
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2007 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age)  
Who are Obese




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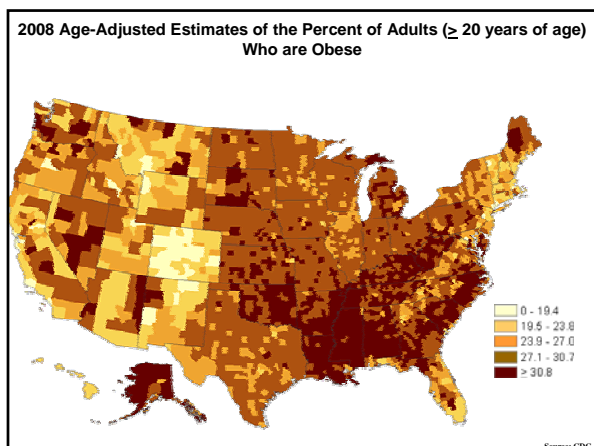
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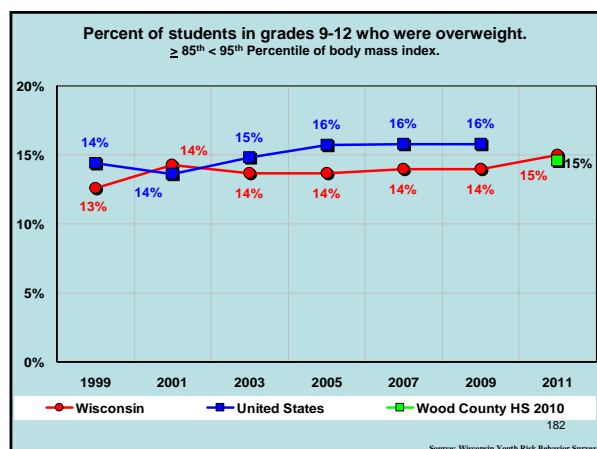
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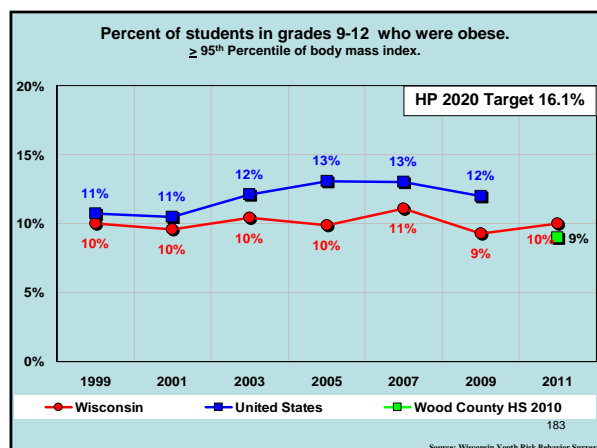
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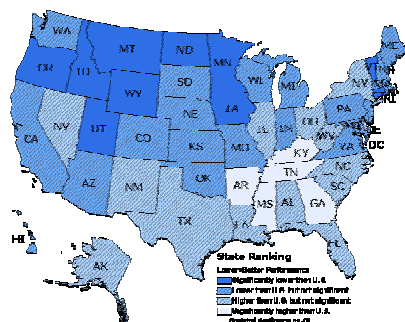
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**Percent of children whose weight status is at or above the 85th percentile  
Overweight/Obese Children for Body Mass Index (BMI) (age 10-17)**



Source: CDC

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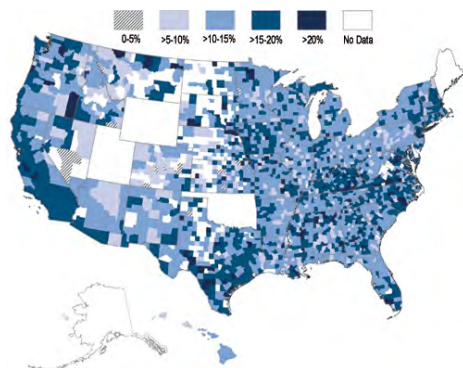
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**Obesity Geographic Patterns Among Low-Income, Preschool-Aged  
Children 2006-2008**



Source: CDC

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**Food Security Status of WIC Participants January 2007**

Indicator	Wood County	Wood County Rank	Wisconsin
Percentage of WIC Households with Low Food Security	50%	27 of 72	51%
Percentage of WIC Households with Very Low Food Security	17%	17 of 71	15%

Low food security households report reduced quality, variety, or desirability of diet. There is little or no report of reduced food intake.

Very low food security households report multiple indications of disrupted eating patterns and reduced food intake.

(Measures and definitions of food security are from USDA:  
<http://www.ers.usda.gov/briefing/foodsecurity/labels.htm> )

186

Source: UW-Extension Wisconsin Food Security Project

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Food Security Profile for Wood County – Food Stamp Program (Participants in 2008 using 2000 Census Data)			
Indicator	Wood County	Wood County Rank	Wisconsin
Percentage of population receiving food stamps	13.2% (N= 9,972)	19 of 72	12.07%
Percentage of child population receiving food stamps	22.76% (N= 4,420)	23 of 72	22.72%
187			
Source: UW-Extension Wisconsin Food Security Project			

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Food Security Profile for Wood County – Food Stamp Program (Characteristics of Food Stamp Offices – December 2006)		
Indicator	Wood County	Wisconsin
Number of food stamp application sites	2	126
Number of food stamp application sites offering evening hours, on request	2	69
Number of food stamp application sites offering weekend hours, on request	0	13
188		
Source: UW-Extension Wisconsin Food Security Project		

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Food Security Profile for Wood County - Special Supplemental Nutrition Program for Women, Infants and Children (WIC) (Participation 2008)			
Indicator	Wood County	Wood County Rank	Wisconsin
Number of WIC participants annually	2,522		203,790
Number of WIC participants monthly	1,483		126,042
Estimated percentage of WIC eligible's served	72.59%	49 of 72	80.13%
189			
Source: UW-Extension Wisconsin Food Security Project			

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Food Security Profile for Wood County – Emergency Food Programs as of March 2011	
Indicator	Wood County
Number of Food Pantries	10
Number of Senior Dining Sites	7
Free Community Meal Sites	10

190  
Source: Wood County

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**Wood County**

**Healthiest Wisconsin 2020**

**Everyone Living Better Longer**

**Health Focus Area**

**Healthy Growth and Development**

191  
DRAFT - Revised April 2011

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**Healthiest Wisconsin 2020 Focus Area**  
**Healthy Growth and Development**

**Why is this focus area important?**

Early growth and development have a profound effect on health across the life span.

Developmental disabilities can often be mitigated if detected promptly.

Every week in Wisconsin almost 100 infants are born with a low birthweight; almost 6 of every 100 infants born with low birthweight will die before their first birthday.

Infants born to African American mothers are nearly three times as likely to die in the first year of life as infants born to White mothers.

192  
Source: Healthiest Wisconsin 2020

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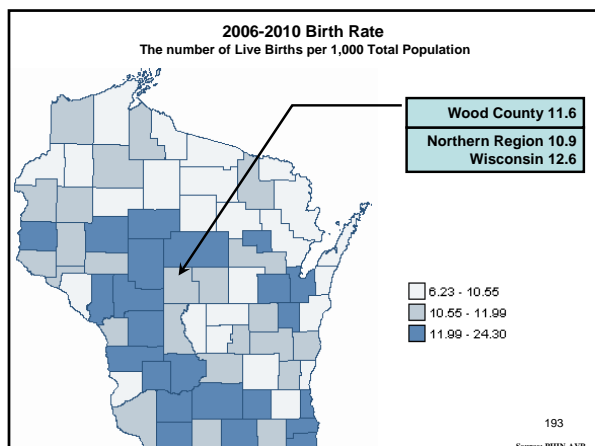
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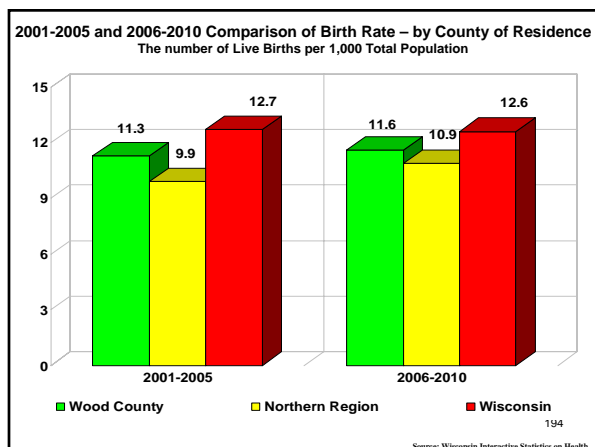
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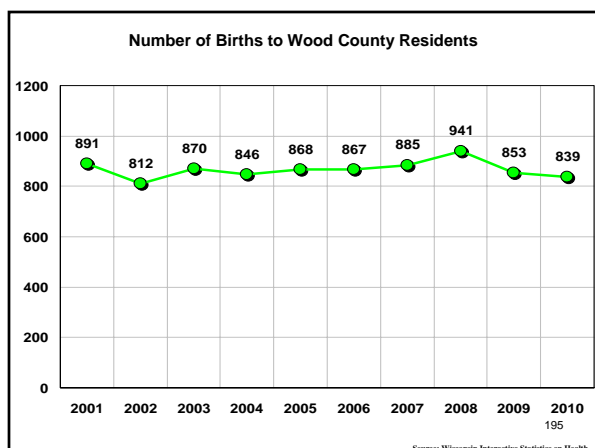
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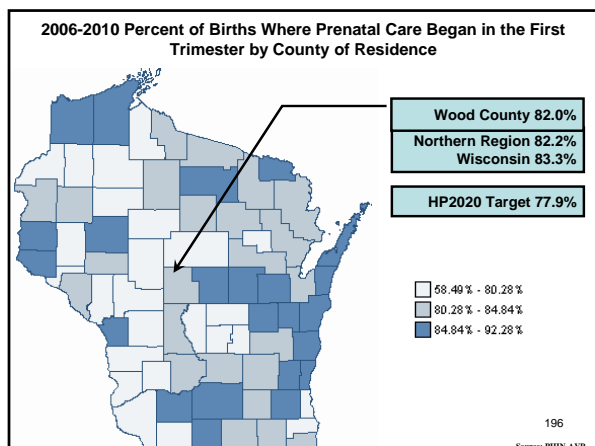
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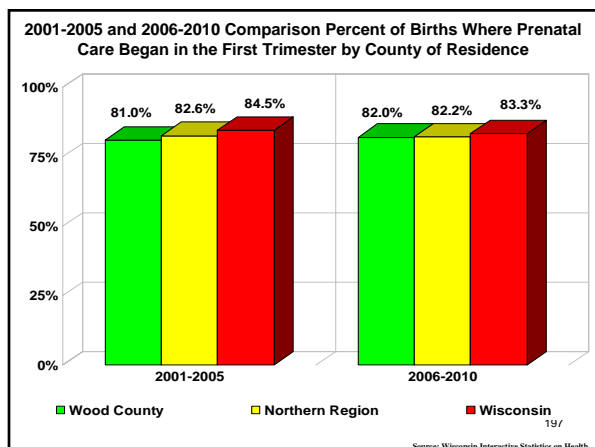
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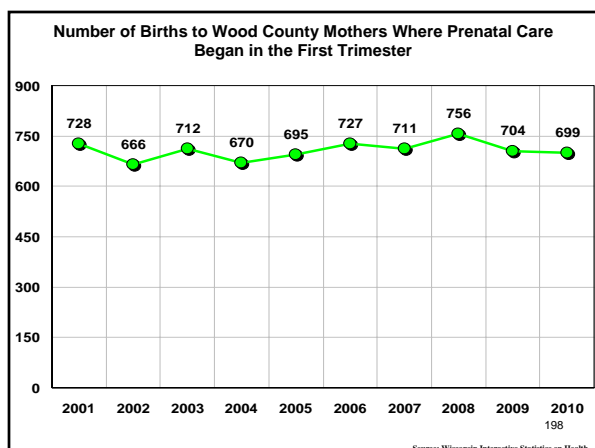
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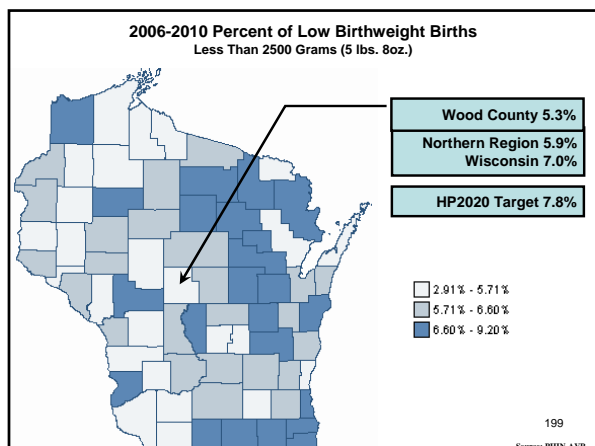
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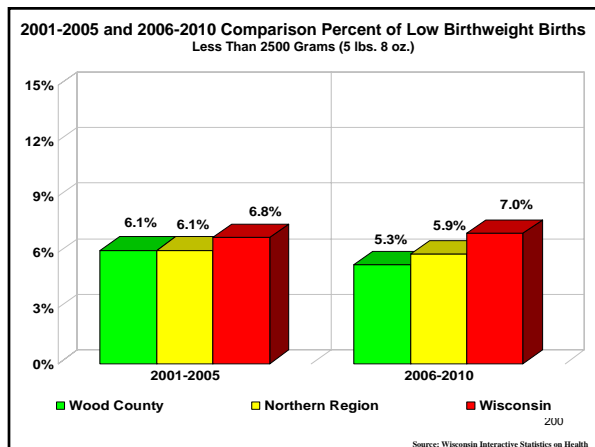
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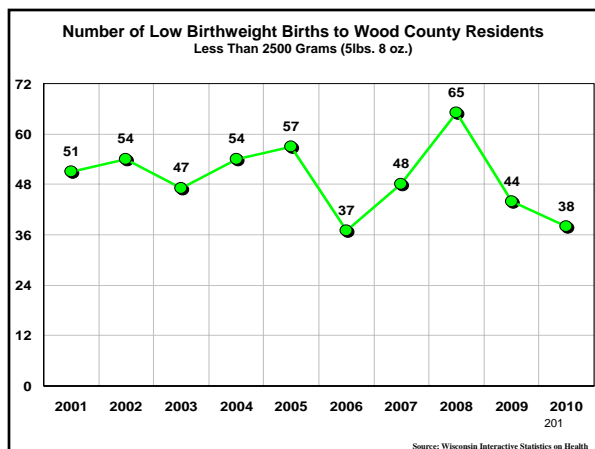
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**Number of Deaths per Year Caused by  
Infant Mortality to Wood County Residents**

**Due to low numbers Wood County trend data is not available.**

From **2001-2010**, there were 36 Infant Deaths to Wood County residents. An average of 3.6 per year.

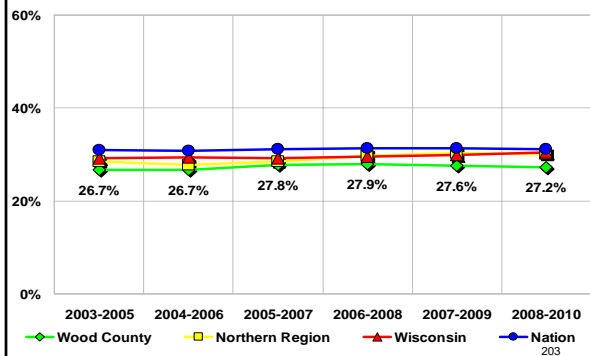
From **1991-2000**, there were 47 Infant Deaths to Wood County residents. An average of 4.7 per year.

**Infant Mortality is defined as the death of an infant less than 365 days of age.**

202

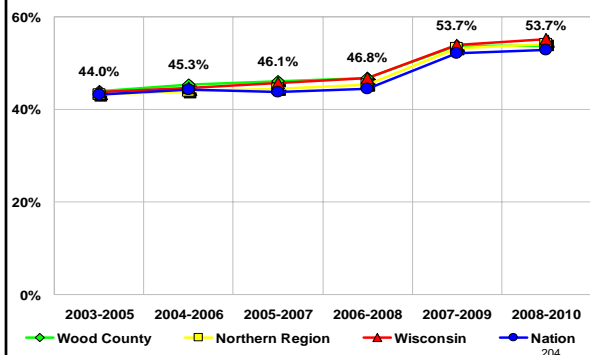
Source: Wisconsin Interactive Statistics on Health

**Percent of Wood County WIC Children  $\geq 2$  to  $< 5$  Years of Age  
That are Overweight  $\geq 85^{\text{th}}$  Percentile BMI for Age**

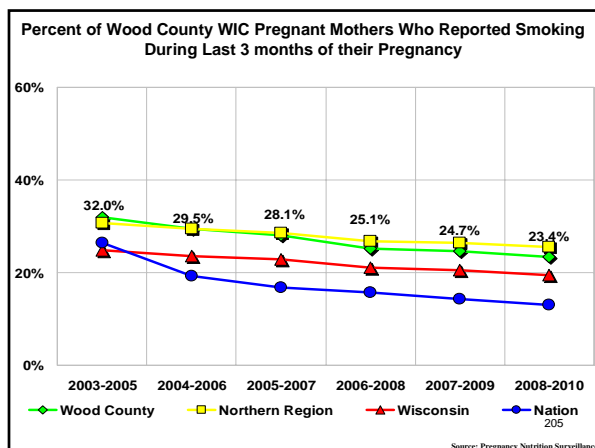


Source: Pediatric Nutrition Surveillance

**Percent of Wood County WIC Pregnant Mothers Who are Overweight  
Before Pregnancy BMI  $> 26.0$**



Source: Pregnancy Nutrition Surveillance




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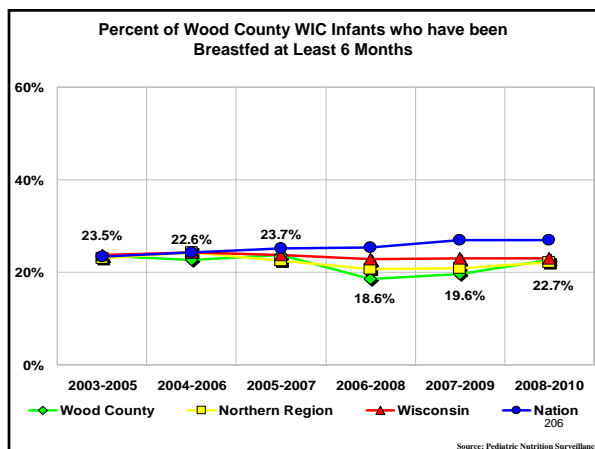
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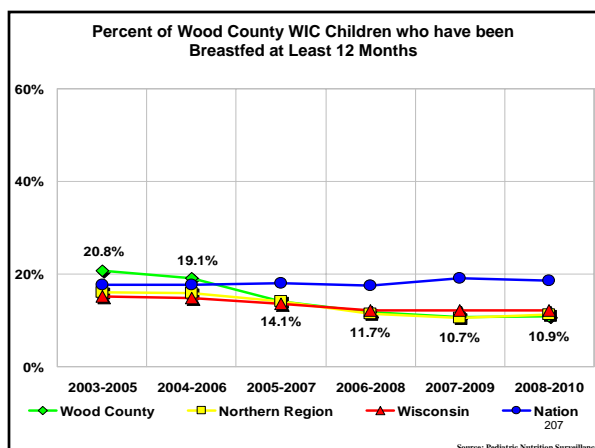
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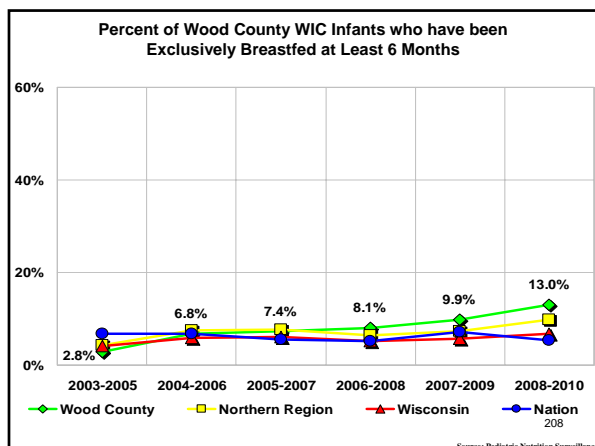
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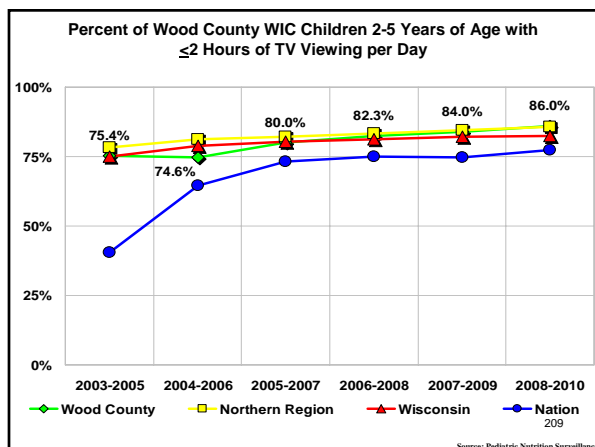
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**Wood County**

**Healthiest Wisconsin 2020**

**Everyone Living Better Longer**

**Health Focus Area**

**Physical Activity**

210  
DRAFT - Revised April 2011

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**Healthiest Wisconsin 2020 Focus Area**  
**Physical Activity**

**Why is this focus area important?**

Physical activity is a preventive factor for many adverse health conditions, such as heart disease, stroke, high blood cholesterol, depression, and bone and joint disease.

Changes in community design can encourage increased physical activity.

211  
 Source: Healthiest Wisconsin 2020

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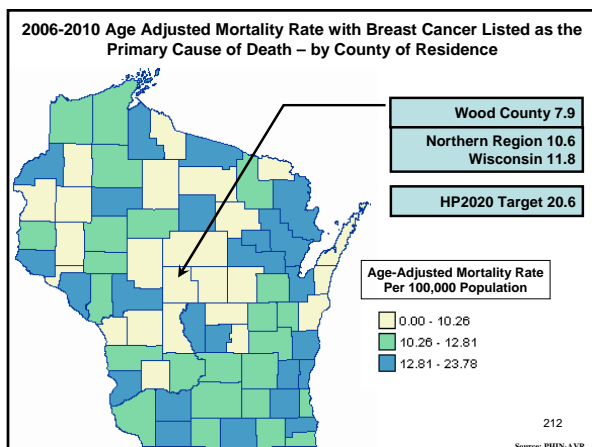
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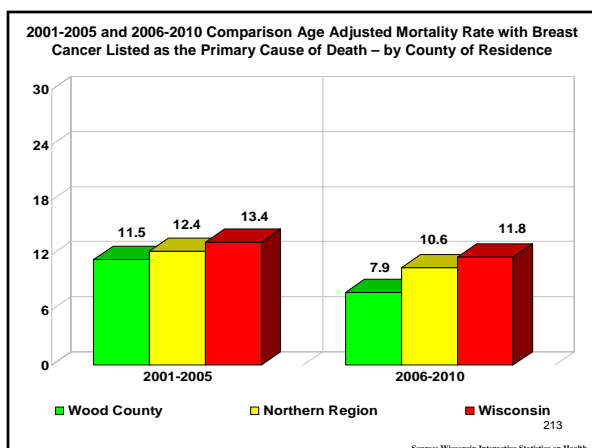
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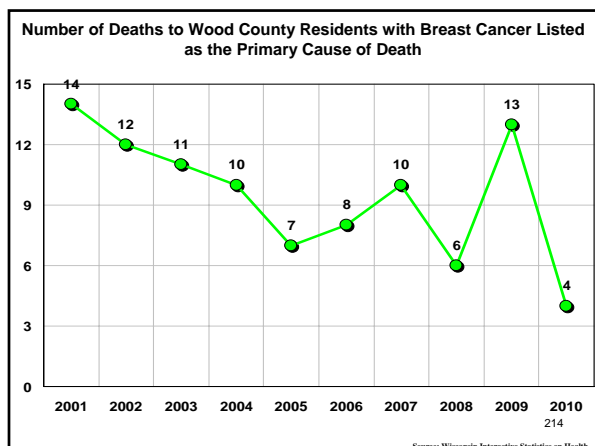
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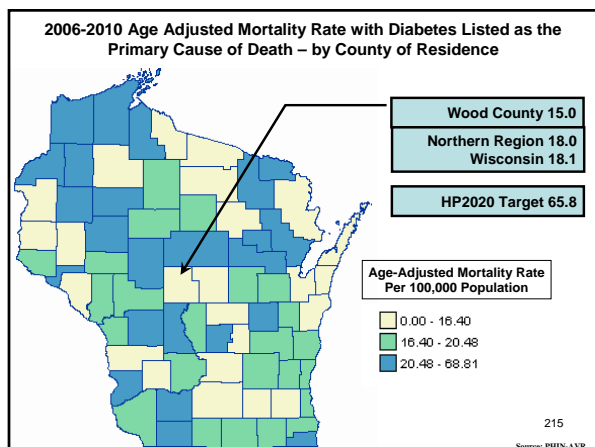
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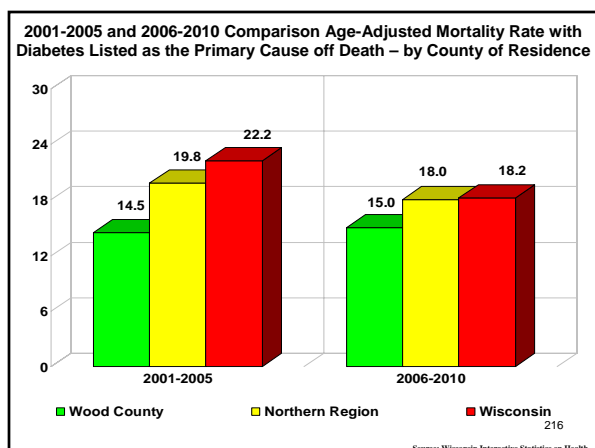
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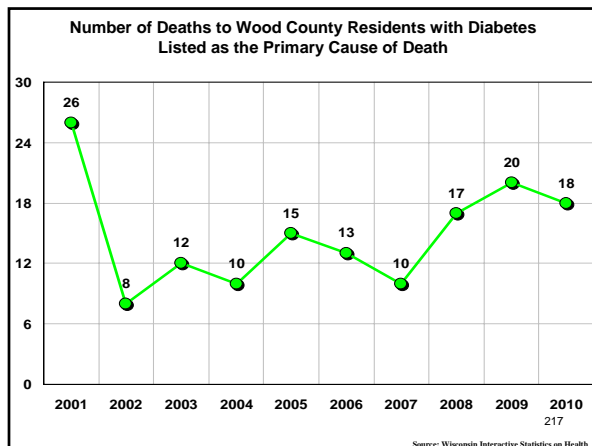
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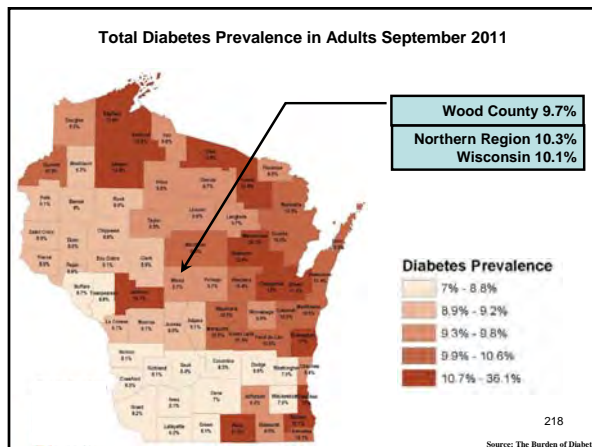
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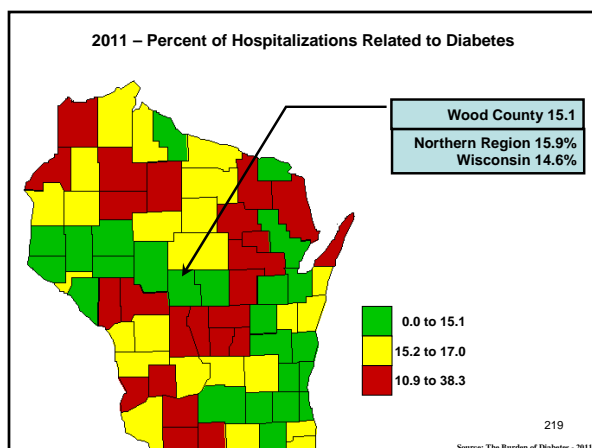
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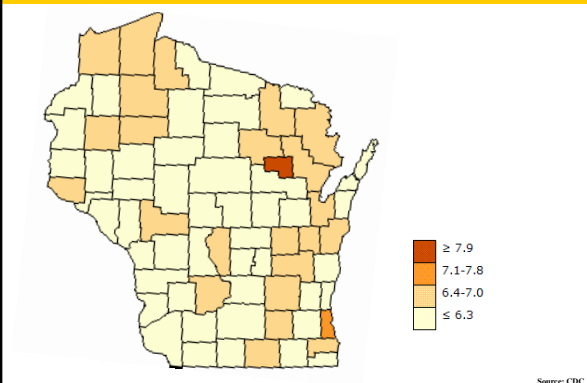
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**2004 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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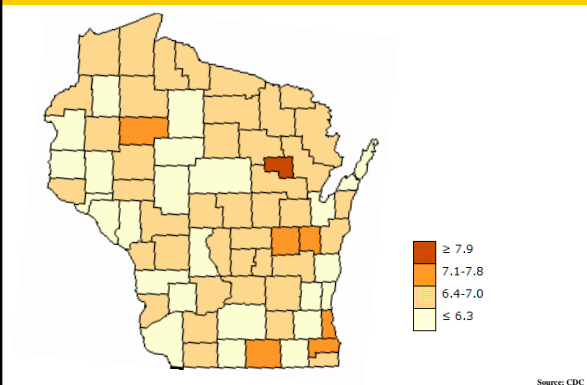
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**2005 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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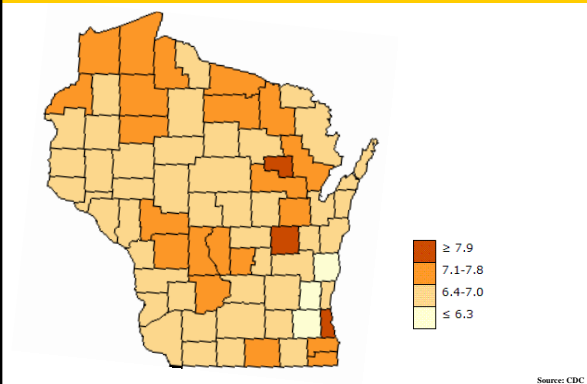
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**2006 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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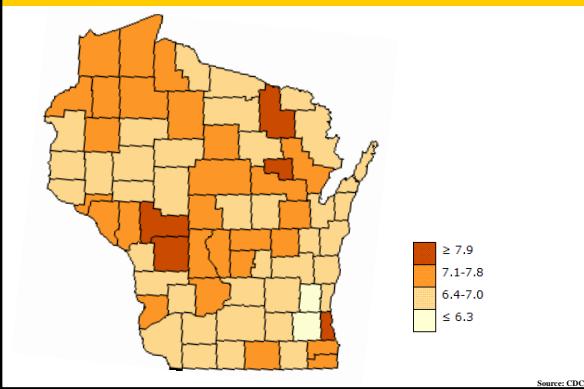
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**2007 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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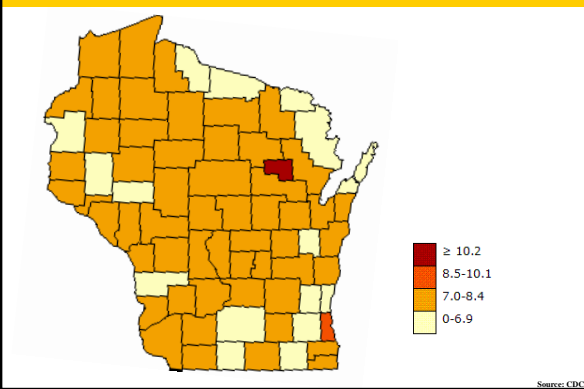
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**2008 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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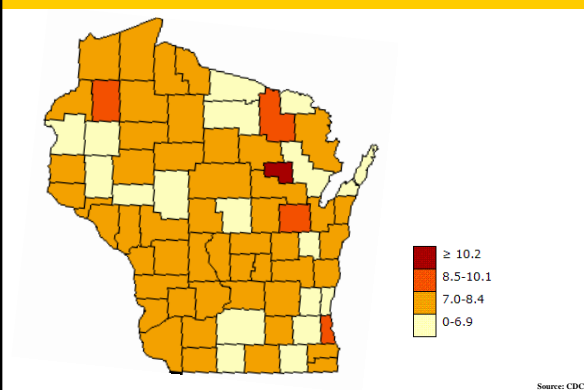
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**2009 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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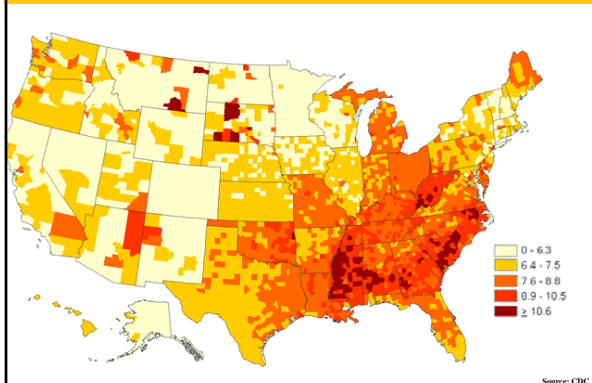
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**2004 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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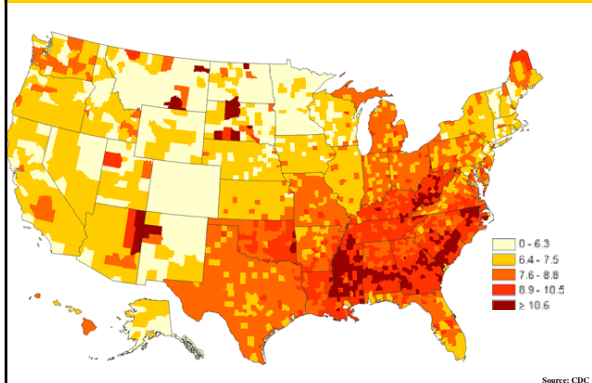
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**2005 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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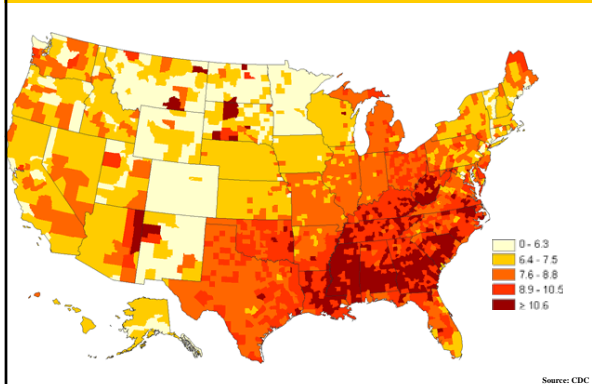
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**2006 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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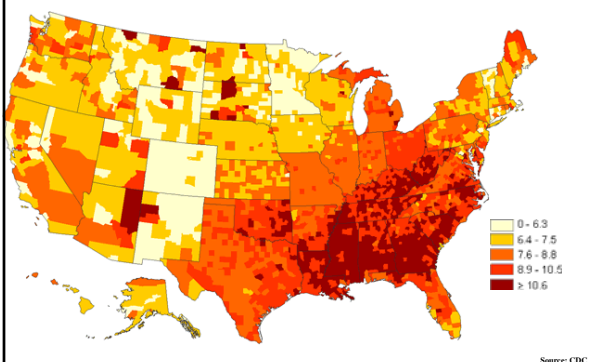
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**2007 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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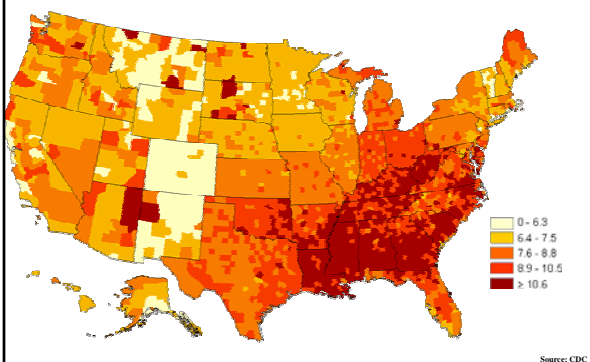
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**2008 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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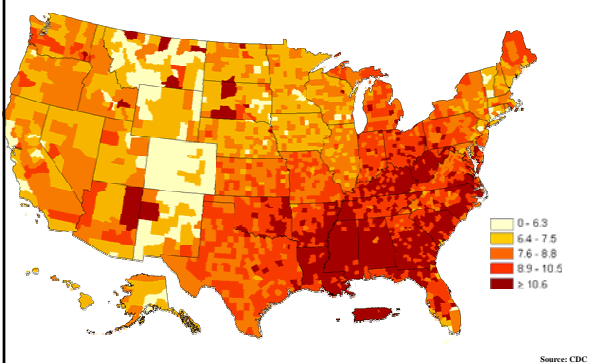
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**2009 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) with Diagnosed Diabetes**




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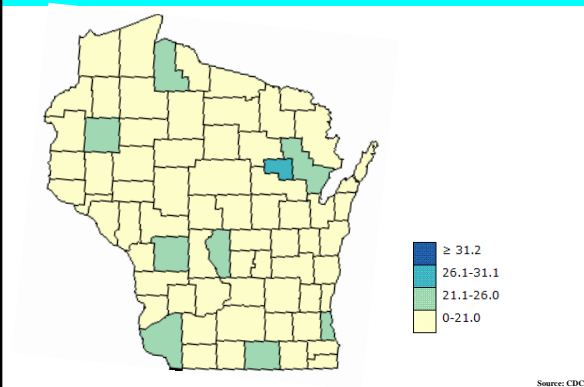
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**2004 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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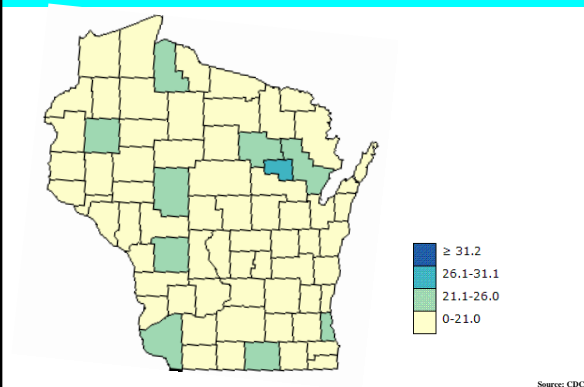
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**2005 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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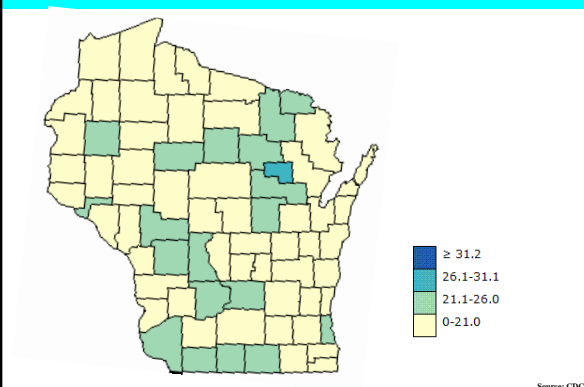
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**2006 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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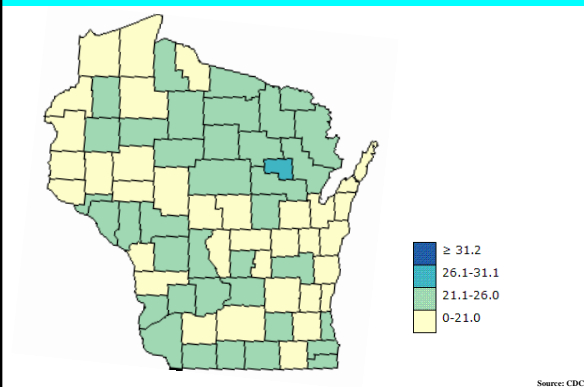
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**2007 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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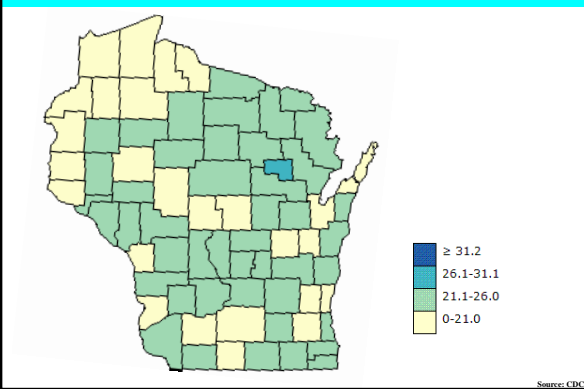
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**2008 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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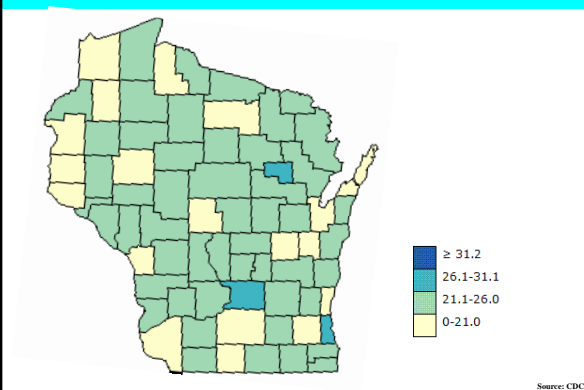
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**2009 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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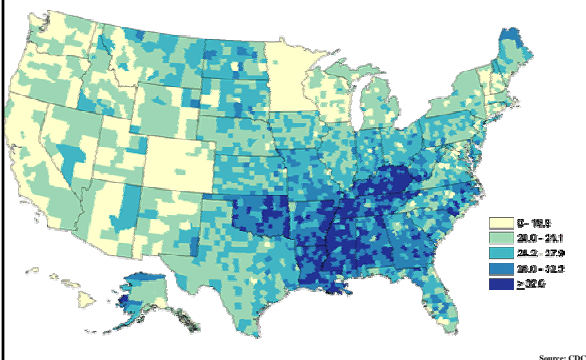
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**2004 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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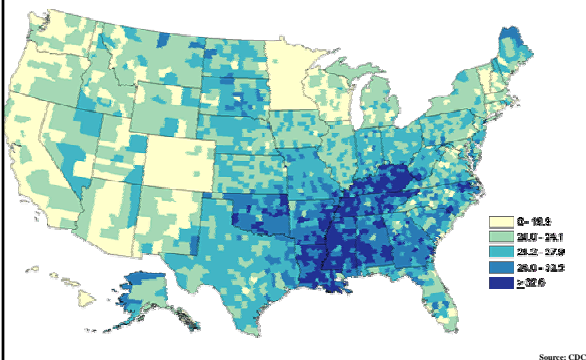
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**2005 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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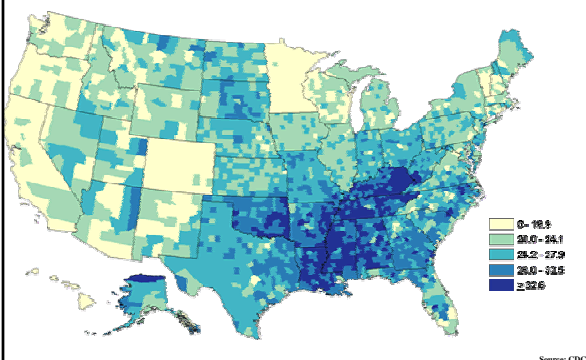
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**2006 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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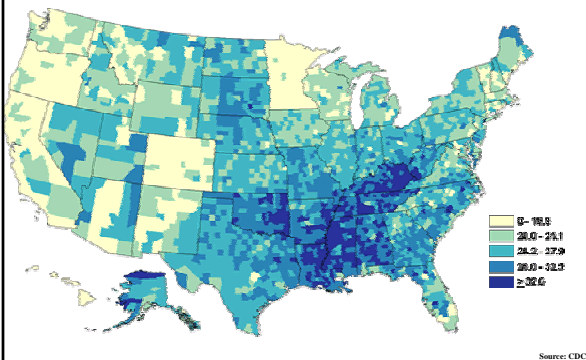
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**2007 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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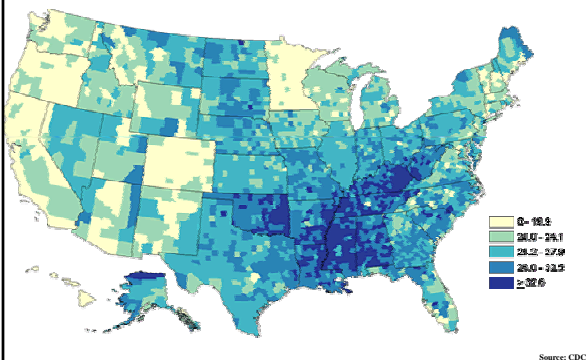
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**2008 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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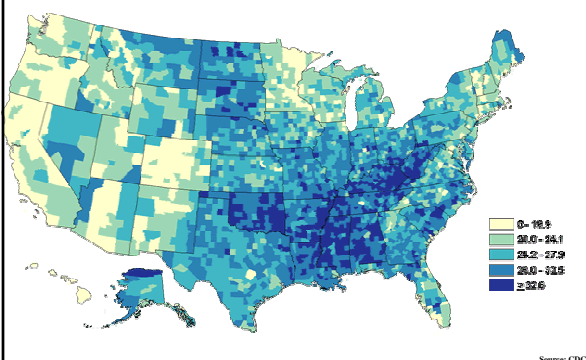
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**2009 Age-Adjusted Estimates of the Percent of Adults ( $\geq 20$  years of age) of Leisure-Time Physical Inactivity**




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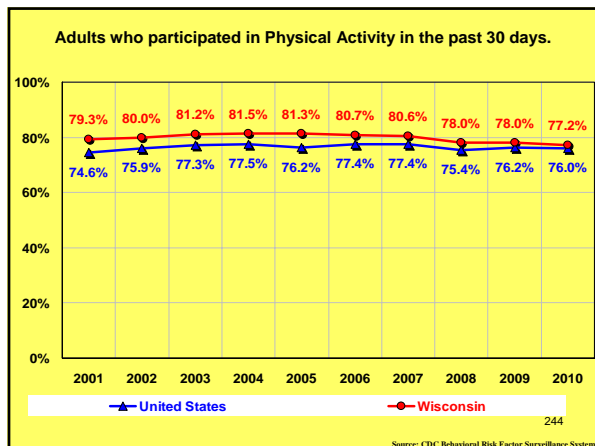
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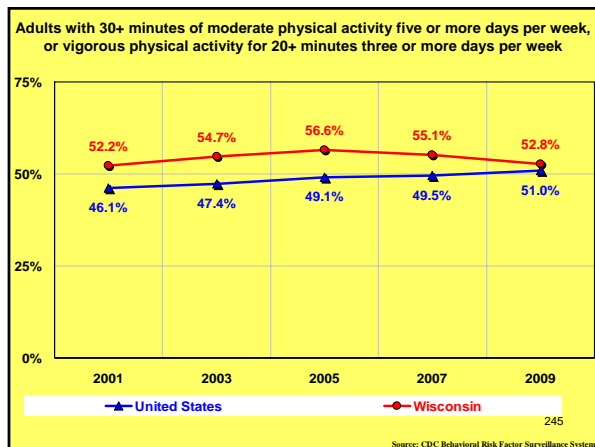
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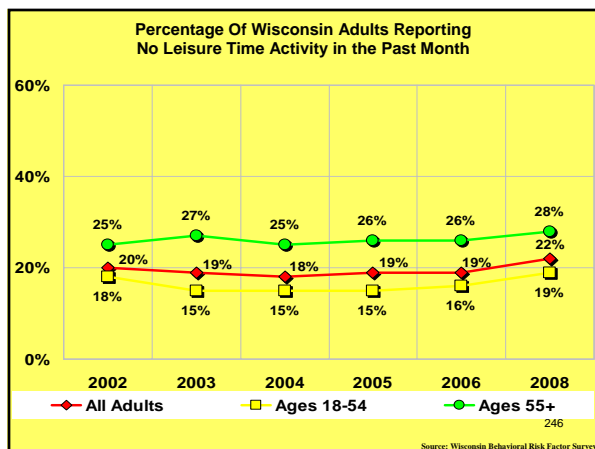
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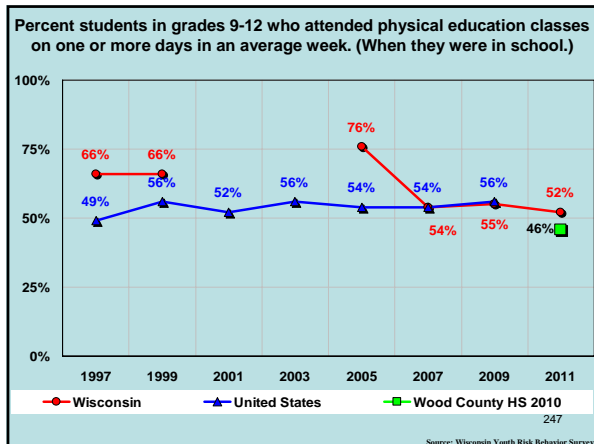
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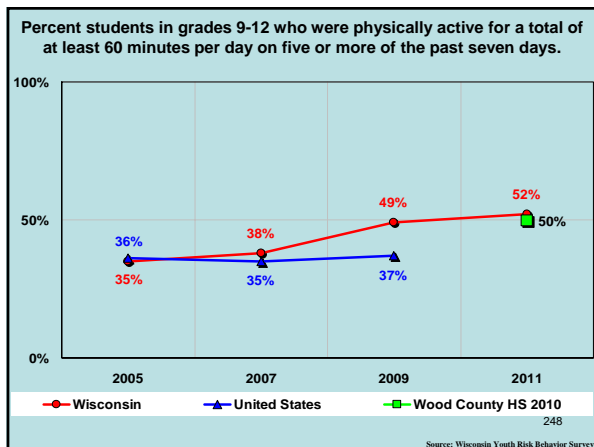
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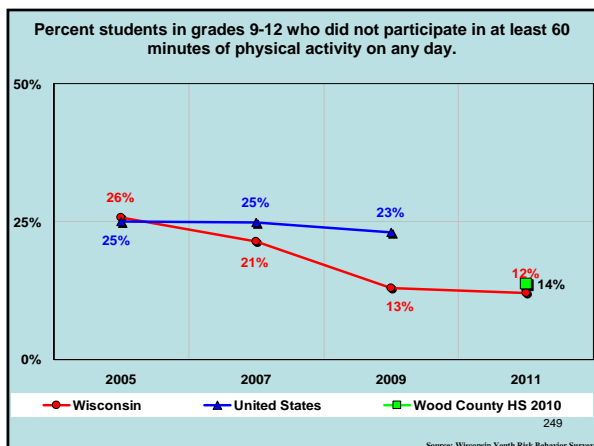
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Wood County

Healthiest Wisconsin 2020

Everyone Living Better Longer

Health Focus Area

Reproductive and Sexual Health

250

DRAFT - Revised April 2011

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Healthiest Wisconsin 2020 Focus Area

Reproductive and Sexual Health

Why is this focus area important?

Attention to policies and programs that support and foster reproductive and sexual health is needed to reduce rates of adolescent and unintended pregnancy, HIV and sexually transmitted diseases (STD).

Health disparities are especially pronounced in these areas, with many of these problems related to power differences and lack of respect based on gender, sexual orientation or identity, gender identity, or age.

Some of these are deeply rooted in cultural norms. Long-term change will require a shift in social norms accomplished through increased resources, leadership, and community dialog; social marketing; and effective public policy, in addition to comprehensive sexual health education and better access to relevant clinical services.

Efforts to eliminate the deep disparities in adolescent and unintended pregnancy, HIV and sexually transmitted diseases can be understood as working toward “reproductive justice.”

251

Source: Healthiest Wisconsin 2020

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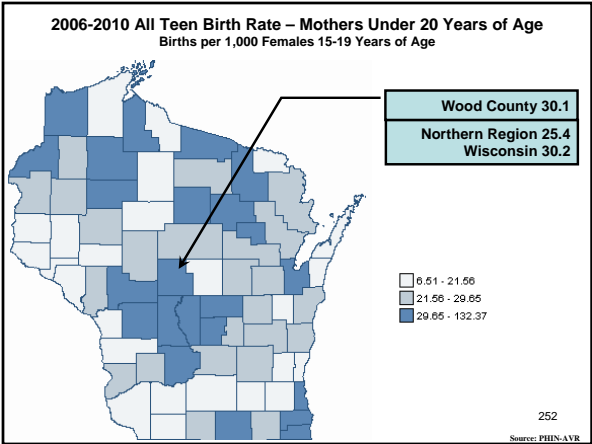
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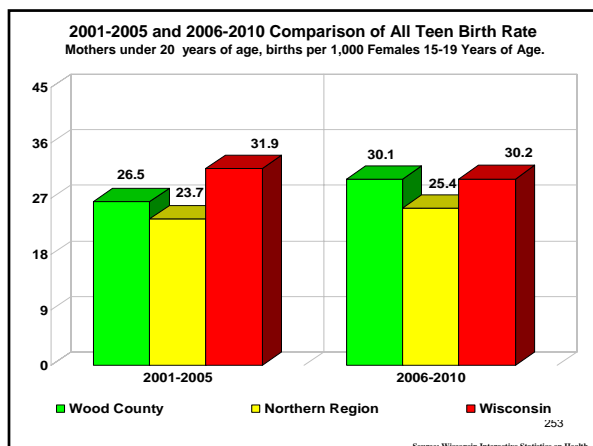
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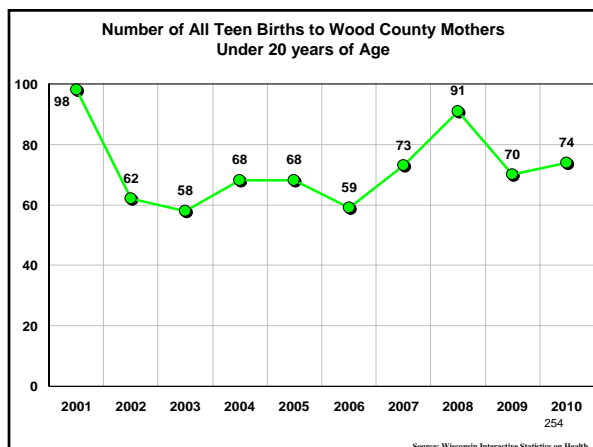
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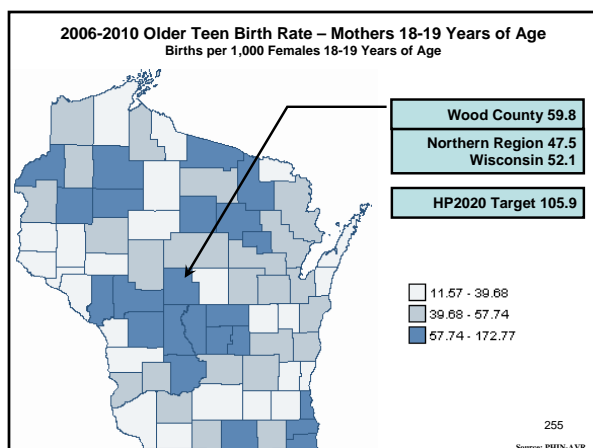
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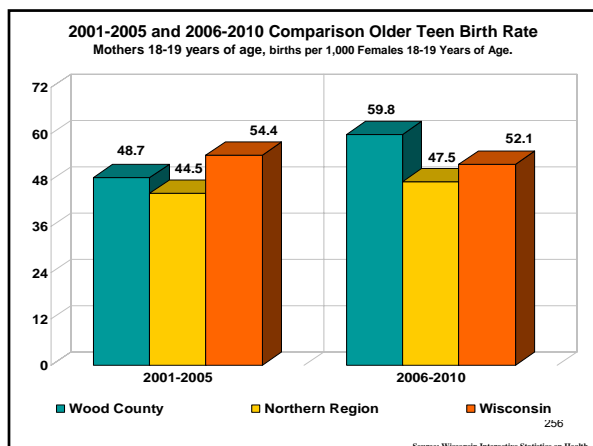
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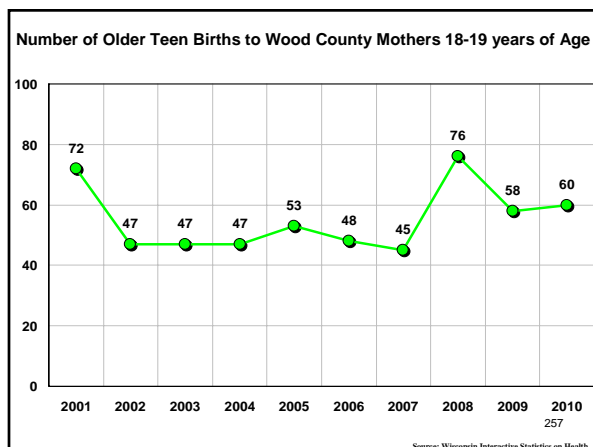
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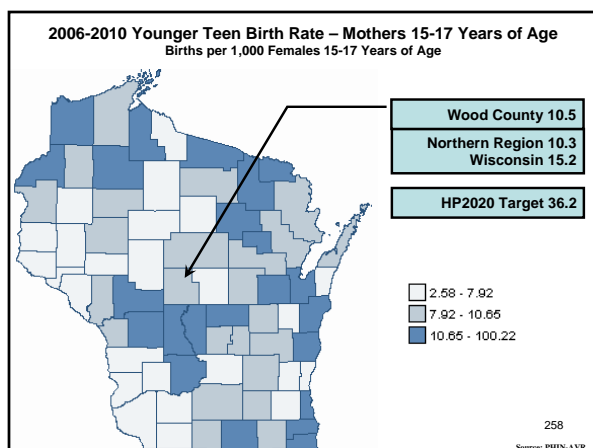
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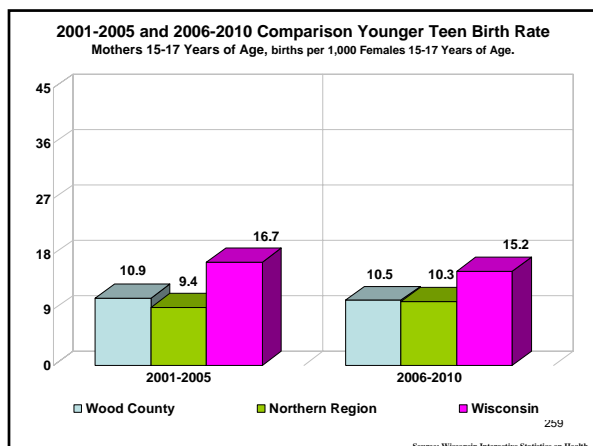
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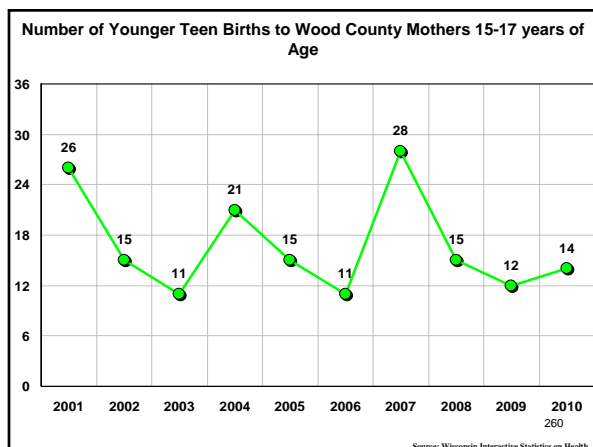
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**Number of Deaths for Wood County Residents with Human Immunodeficiency Virus Infection listed as the Primary Cause of Death**

No Wood County trend data is available.

- From **1991-2010**, 11 Wood County residents had Human Immunodeficiency Virus Infection listed as the primary cause of death. An average of 0.55 per year.

Source: Wisconsin Interactive Statistics on Health

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**Confirmed and Probable Incidents of Selected Sexually Transmitted Diseases Infecting Wood County Residents**

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
Chlamydia	74	91	123	161	118	114	124	107	134	163	643
Gonorrhea	11	15	8	12	9	2	7	10	11	12	42
Syphilis	3	0	0	2	1	0	0	1	1	2	5
Genital Herpes (Not Reportable)	30	40	32	48	50	38	7	0	0	0	45

262

Source: Wisconsin Electronic Data Surveillance System

**Confirmed and Probable Incidents of Selected Sexually Transmitted Diseases Infecting Wood County Residents**

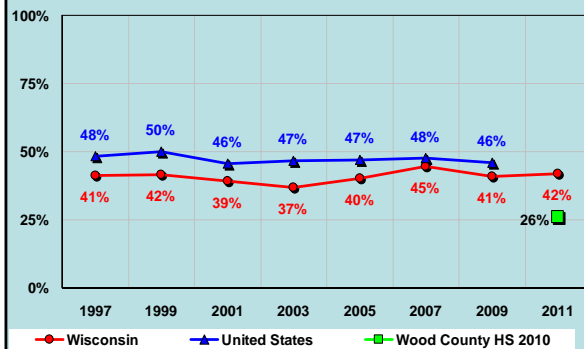
Combined Years 2009-2011 Rate is per 100,000 population						
	Wood County		Northern Region		Wisconsin	
	Number	Rate	Number	Rate	Number	Rate
Chlamydia	404	540.5	2,798	572.2	69,234	1,217.4
Gonorrhea	33	44.1	201	41.2	15,190	267.1

2010 Population Estimates  
 Wood County 74,749  
 Northern Region 487,198  
 Wisconsin 5,686,986

263

Source: Wisconsin Electronic Data Delivery System

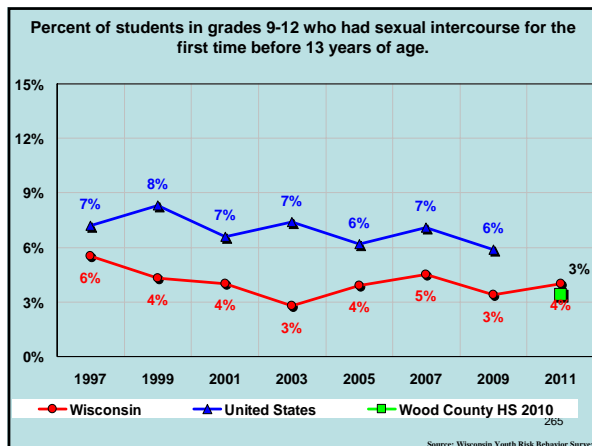
**Percent of students in grades 9-12 who ever had sexual intercourse.**



264

Source: Wisconsin Youth Risk Behavior Survey






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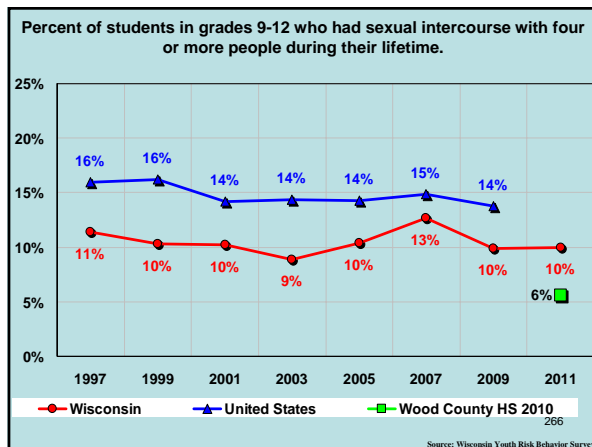
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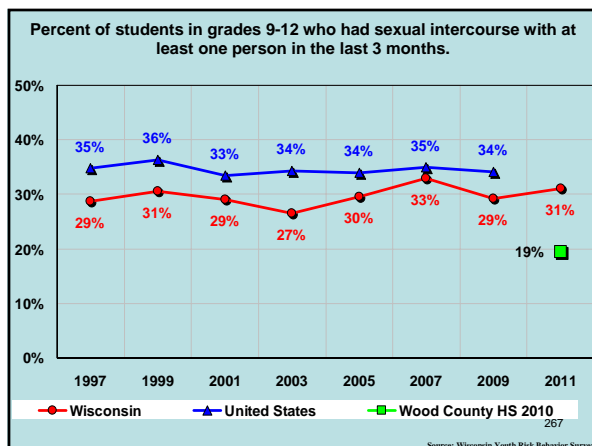
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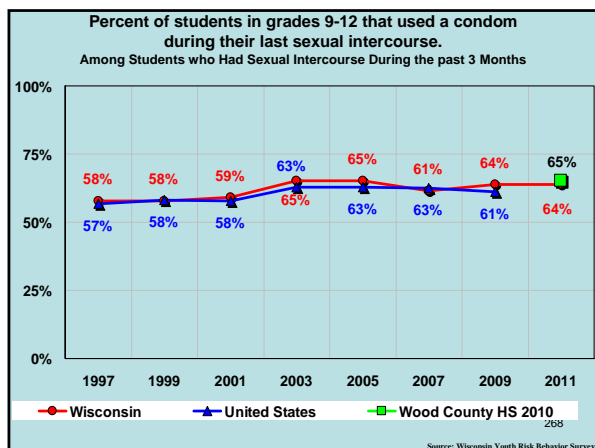
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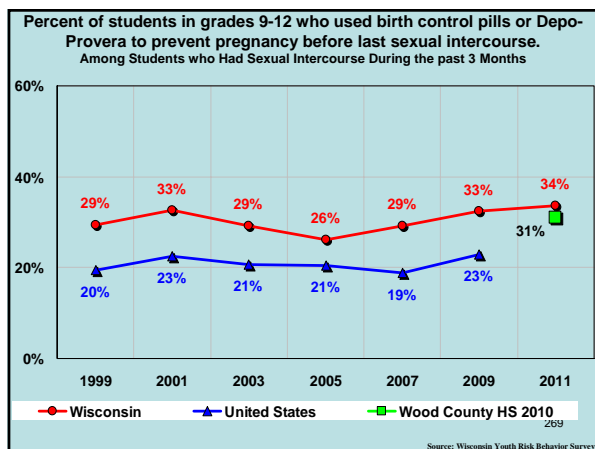
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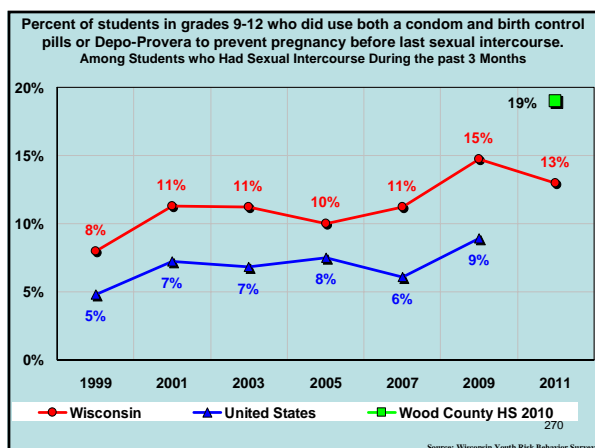
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