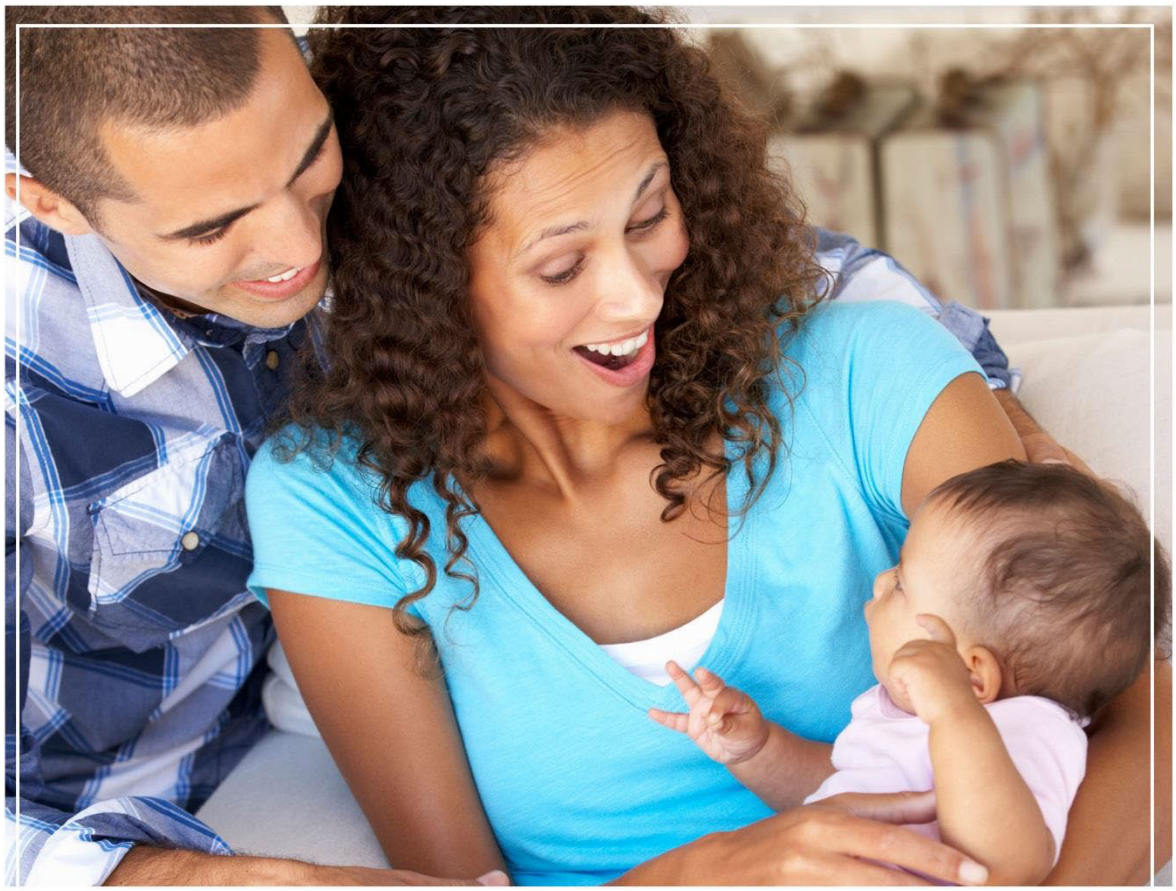


2019 Community Health Needs Assessment Report

Aurora Medical Center Bay Area

3003 University Drive | Marinette, WI 54143

Aurora Medical Center – Bay Area | We are AdvocateAuroraHealth

aurora.org

Table of Contents

Introduction

About Advocate Aurora Health..... 3
Aurora Medical Center Bay Area..... 3
Municipal Health Department Partners..... 3
Map of Aurora Medical Center Bay Area Service Area..... 4

Review of the 2016 Community Health Needs Assessment and 2017-2019 Implementation Strategy

Needs Identified and Priorities Selected in 2016 CHNA Report..... 5
Summary of Implementation Programs and Key Accomplishments..... 5-6
Input from the Community..... 6
Lessons Learned..... 6

2019 Community Health Needs Assessment

Acknowledgements..... 7
Our Community..... 7
Community Demographics..... 8-14
Methodology Used for the 2019 CHNA Report..... 15
Summary of Findings..... 16-20
Prioritization of Health Needs..... 21
Approval of CHNA by Governing Body..... 22
Community Resources and Assets..... 22
Community Feedback Mechanism..... 22

Appendices

Appendix A: County Health Rankings..... 23-24
Appendix B: Key Informant Interviews..... 25-27

Introduction

About Advocate Aurora Health

Advocate Aurora Health is among the 10 largest not-for-profit, integrated health systems in the United States and a leading employer in the Midwest with more than 70,000 team members, including more than 22,000 nurses and the region's largest employed medical staff and home health organization. A national leader in clinical innovation, health outcomes, consumer experience and value-based care, the system serves nearly 3 million patients annually in Illinois and Wisconsin across more than 500 sites of care. Advocate Aurora is engaged in hundreds of clinical trials and research studies, and is nationally recognized for its expertise in cardiology, neurosciences, oncology and pediatrics. Advocate Aurora Health contributed $2 billion in charitable care and community health services to its communities in 2018. To learn more, visit aah.org.

Aurora Medical Center Bay Area (AMCBA)

Aurora Medical Center Bay Area (AMCBA) became an affiliate of Aurora Health Care in 2014. On April 1, 2018, Aurora Health Care merged with Advocate Health Care. On April 1 of 2019, AMCBA was incorporated into Advocate Aurora Health.

AMCBA is a not-for-profit, 99-bed hospital located in Marinette, Wisconsin serving communities in two states: Marinette, Wisconsin and Menominee, Michigan. These communities share a state river boundary and are united as a regional economy (see map, page 4). AMCBA maintains historically strong connections with this regional community and offers an array of community-oriented programs and services to improve the health of residents.

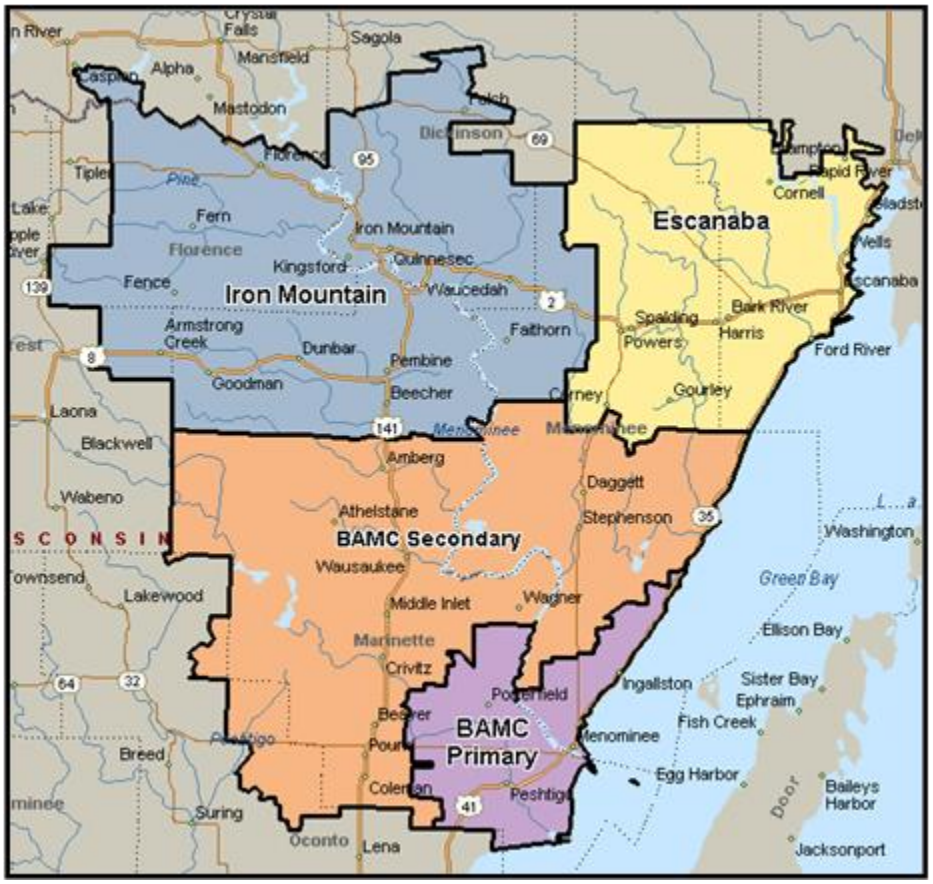
AMCBA's primary service area includes Marinette County, Wisconsin, and Menominee County, Michigan. AMCBA conducted its third Community Health Needs Assessment (CHNA) between April 1, 2019 and June 1, 2019, the findings of which are reported here to assure hospital community health improvement initiatives and community benefit activities are aligned with community health needs.

Municipal Health Department Partners

AMCBA is aligned with the Marinette County Health and Human Services and the Delta & Menominee County Health Department.

Map of Aurora Medical Center Bay Area Service Area

AMCBA serves a population of approximately 58,000 in our primary and secondary markets. This includes the majority of Menominee County, Michigan and Marinette County, Wisconsin. Select specialty services are also used by patients from the tertiary markets of Iron Mountain, Michigan and Escanaba, Michigan.



Review of 2016 Community Health Needs Assessment and 2017-2019

Needs Identified and Priorities Selected in 2016 CHNA Report

In 2016, AMCBA prioritized significant needs based on the following criteria:

- Importance of the problem to the community as evidenced by organizations already addressing the health issue or indicating support for initiatives
- Primary and secondary data that indicates an opportunity for improvement
- Availability of existing resources to address the issues
- Estimated resources, timeframe and size of impacted population
- Appropriateness of AMCBA as a change agent (as a partner, a role as knowledge-sharing or providing direct funding, etc.)

Community health needs addressed in the AMCBA 2017-2019 Implementation Strategy:

- Access to Care
- Substance Abuse
- Youth Obesity

Summary of Implementation Strategy and Key Accomplishments

Access to Care: AMCBA is in its fourth year of a community wide effort to provide community members assistance in signing up for health insurance through the Health Exchange program with the assistance of certified counselors. Our marketing team participated in the outreach, publicity and development of communications tools for the initiative.

Substance Abuse: AMCBA is a member of two community task forces that focus on drug abuse in general and prescription drug abuse specifically. In 2016, AMCBA supported a community forum organized by the committee. We remain a strong supporter of the Healthy Youth Coalition. AMCBA's Community Pharmacy partnered with the Marinette Sheriff's Department in the annual April Take Back Initiative, an effort by the DEA to give residents a safe and secure way to dispose of expired or unused prescription drugs.

Youth Obesity: AMCBA offered financial support to community initiatives that focused on youth health and wellness, including physical education grants to the Menominee, Marinette, Stephenson and Crivitz schools, as well as sponsorship of the YMCA Healthy Kids Day, where we provided information on bike safety. The joint fundraising effort with the Aurora Bay Area Medical Group, Women Wine and Wellness, raised more than $4,000 for the Heart and Soles program focusing on a middle school girls program that promotes physical activity and builds self-esteem.

Other Initiatives

Nearly 100 walkers took part in our annual Karen Van Hefty Caring Hearts Walk. The walk, sponsored by the AMCBA Cardiac Rehab Department, is a way to encourage walking as a healthy lifestyle activity.

AMCBA and Aurora Bay Area Medical Group providers and staff conducted nearly 100 sports physicals for students from Marinette, Menominee and Stephenson schools.

Colorectal cancer screening kits were provided to attendees of health fairs and events. They were sponsored by the AMCBA Foundation.

The AMCBA Menominee River Century Bike Ride was held with over 900 riders.

The AMCBA Waterfront Festival Run, a 5K/10K run/walk, was held in conjunction with the Waterfront Festival. The event now has over 300 participants.

Financial support was provided for Community Health and Wellness events/organizations including: Twin Counties Free Clinic, YMCA, River Cities Pool, Community Walks/Runs, American Cancer Society, Healthy Youth Coalition, Rainbow House, school systems and summer sports programs.

Input from the Community

Although feedback mechanisms were put in place for the public to comment or provide input on the community health needs assessment, our hospital did not receive any feedback specific to the CHNA.

Lessons learned

AMCBA is looking to continue to improve the alignment of information gathering and planning processes with the other groups that are doing the same thing in often the same geography, in order to limit redundancies. We are also looking for better ways of engaging agencies and efforts from Menominee County.

2019 Community Health Needs Assessment

Acknowledgements

The 2019 Community Health Needs Assessment was conducted between April 2019 and June 2019. Key Informant Interviews were conducted with organizations including Marinette County Health and Human Services, Public Health Menominee & Delta Counties, UW-Extension Marinette, City of Peshtigo, Marinette Menominee Area Chamber of Commerce, Advanced Blending Solutions, Marinette Public Schools, UW-Green Bay Marinette Campus, Communities that Care, Healthy Youth Coalition, Marinette Menominee YMCA, Bellin Health System, and Rainbow House.

Our Community

The cities of Marinette, Wisconsin and Menominee, Michigan are sometimes described as the "twin cities" of the Menominee River. They share a hospital, community foundation, newspaper and chamber of commerce. Marinette County, Wisconsin and Menominee County, Michigan share a state river boundary and are united as a regional economy.[1] Civic groups work together to benefit the entire, two-city, two-county, and two-state community.

Marinette County has a total area of 1,550 square miles, of which 1,399 square miles are land and 151 square miles are water. It is the third-largest county in Wisconsin by land area and the fifth-largest by total area.[2]

Marinette County and Menominee County share a diversified industrial base, with a higher level of skilled and technical manufacturing than found in most areas. Post-secondary educational resources include both the University of Wisconsin-Marinette and Northeast Wisconsin Technical College campuses.[3] With transportation assets that facilitate commerce both regionally and overseas, a deep-water harbor provides access to the Upper Midwest and central portions of the U.S. by means of international shipping and transportation companies, creating unique opportunities for both local and regional industry and commerce. A regional airport supports jet service and is regularly used for both corporate and government flights. U.S. 41 provides four-lane commercial and personal travel access to larger cities to the south and more remote forests to the north.[4]

Tourism is important to many of the communities in Marinette County. The Peshtigo, Menominee and Pike Rivers, and many lakes, streams, and forests make the area an outdoor destination.[5]

The city of Menominee, Michigan is the fourth-largest city in the Upper Peninsula, behind Marquette, Sault Ste. Marie and Escanaba.[6] It is located at the gateway between the Upper Peninsula and Northeastern Wisconsin.

[1] Marinette Menominee Area Chamber of Commerce. Available at http://www.mandmchamber.com/index.php/live-learn-work-play/quality-of-life-video. Accessed May 9, 2019.
[2] United States Census Bureau, American FactFinder. Available at https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk. Accessed May 9, 2019.
[3] Marinette Menominee Area Chamber of Commerce. Available at http://www.mandmchamber.com/index.php/live-learn-work-play/quality-of-life-video. Accessed May 9, 2019.
[4] Marinette Menominee Area Chamber of Commerce. Available at http://www.mandmchamber.com/index.php/live-learn-work-play/quality-of-life-video. Accessed May 9, 2019.
[5] Marinette County Tourism Department. Available at https://www.marinettecounty.com/departments/tourism/general-information/. Accessed May 9, 2019.
[6] United States Census Bureau, American FactFinder. Available at https://www.census.gov/quickfacts/fact/table/menomineecitymichigan,escanabacitymichigan,saultstemariecitymichigan,marquettecitymichigan,US/PST045218. Accessed May 9, 2019.

The greater Menominee area is home to a variety of industries, including construction, manufacturing, wholesale trade, retail trade, transportation and warehousing, information, finance and insurance, education and health care, arts and entertainment, and public administration. In good financial times, some local companies have reported a shortage of skilled workers.[7]

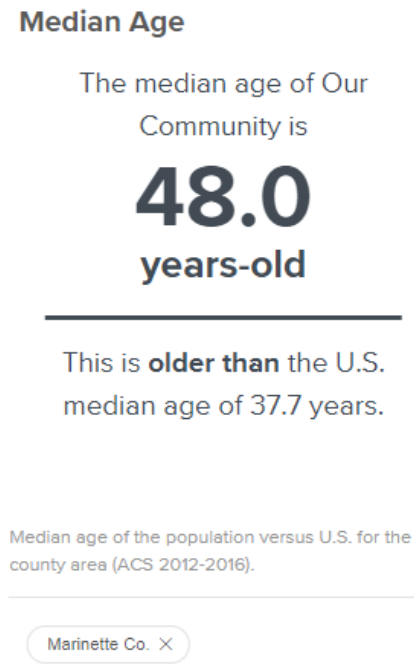
Community Demographics

The total population in Marinette County is 40,491 and Menominee County is 23,281. Both counties have projected declines in population over the next 7 years. Of the total population, over 20% are 65 years or older in both counties, exceeding the state averages of 16%. In addition to having an older population, the proportion of children under age 18 in both counties is less than 20% – less than the state averages of 22%. As an expanding population with unique health issues, the needs of older adults should be considered in health planning and initiatives (Source #1).

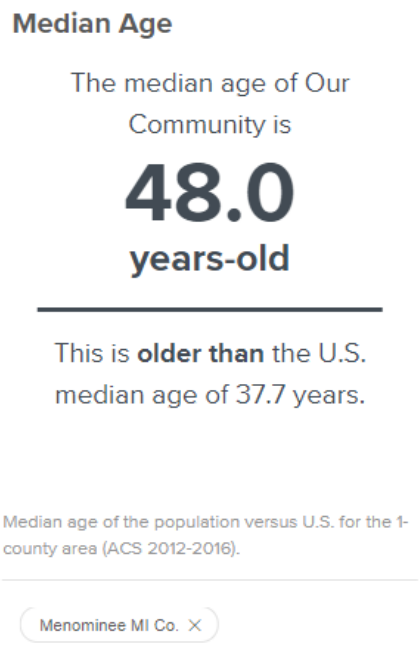
	Marinette County	Wisconsin	Menominee County	Michigan
Population	40,491	5,778,708	23,281	9,928,300
% below 18 years of age	19.2%	22.3%	18.8%	22.1%
% 65 and older	23.1%	16.1%	22.9%	16.2%

County Health Rankings 2019

Marinette County



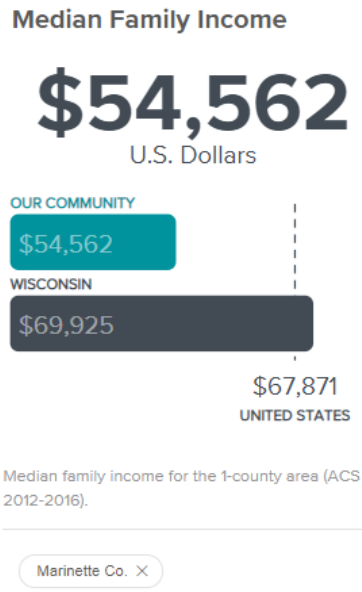
Menominee County



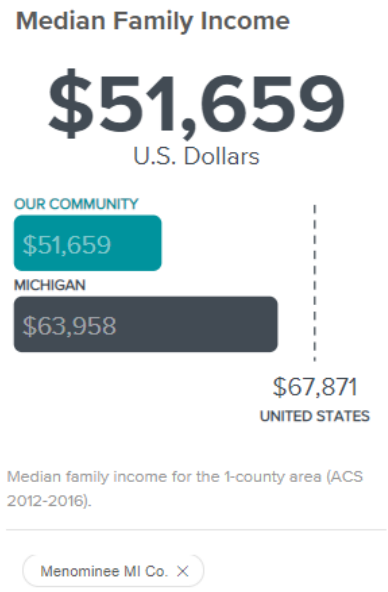
Community Indicator Report from the Community Commons website, available at https://www.communitycommons.org/, accessed May 8, 2019.

[7]Livability. Available at https://livability.com/mi/menominee/business. Accessed May 9, 2019.

Marinette County

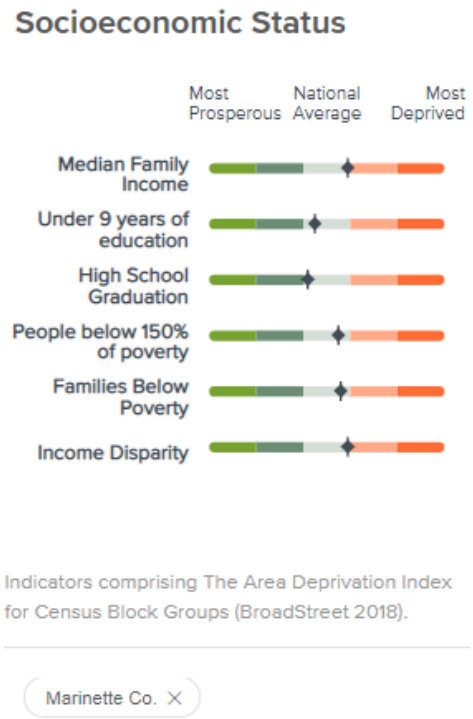


Menominee County

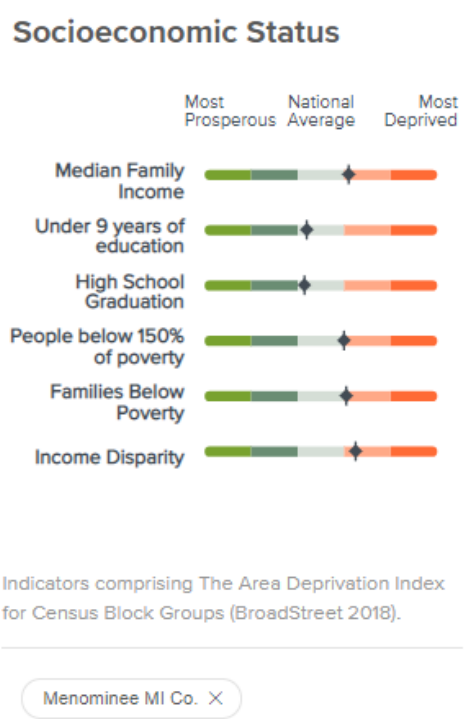


Community Indicator Report from the Community Commons website, available at https://www.communitycommons.org/, accessed May 8, 2019.

Marinette County

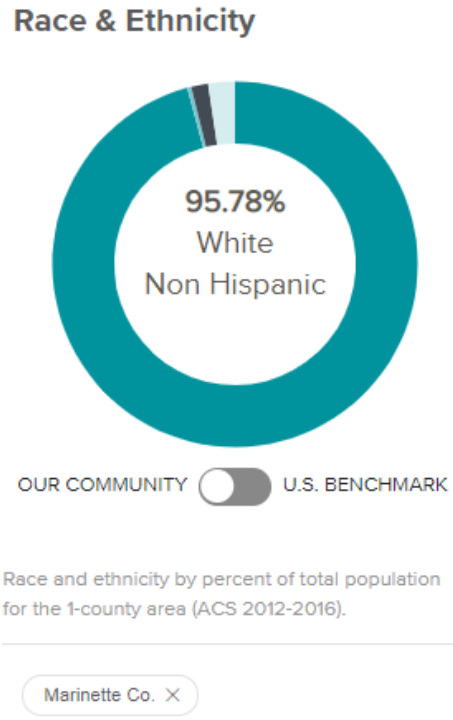


Menominee County

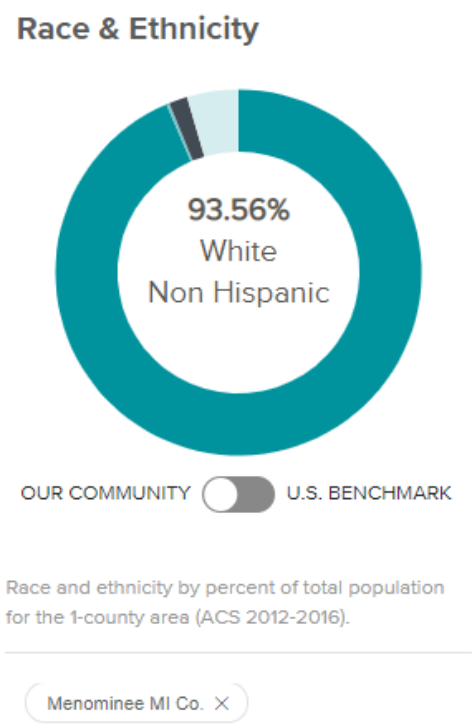


Community Indicator Report from the Community Commons website, available at https://www.communitycommons.org/, accessed May 8, 2019.

Marinette County*



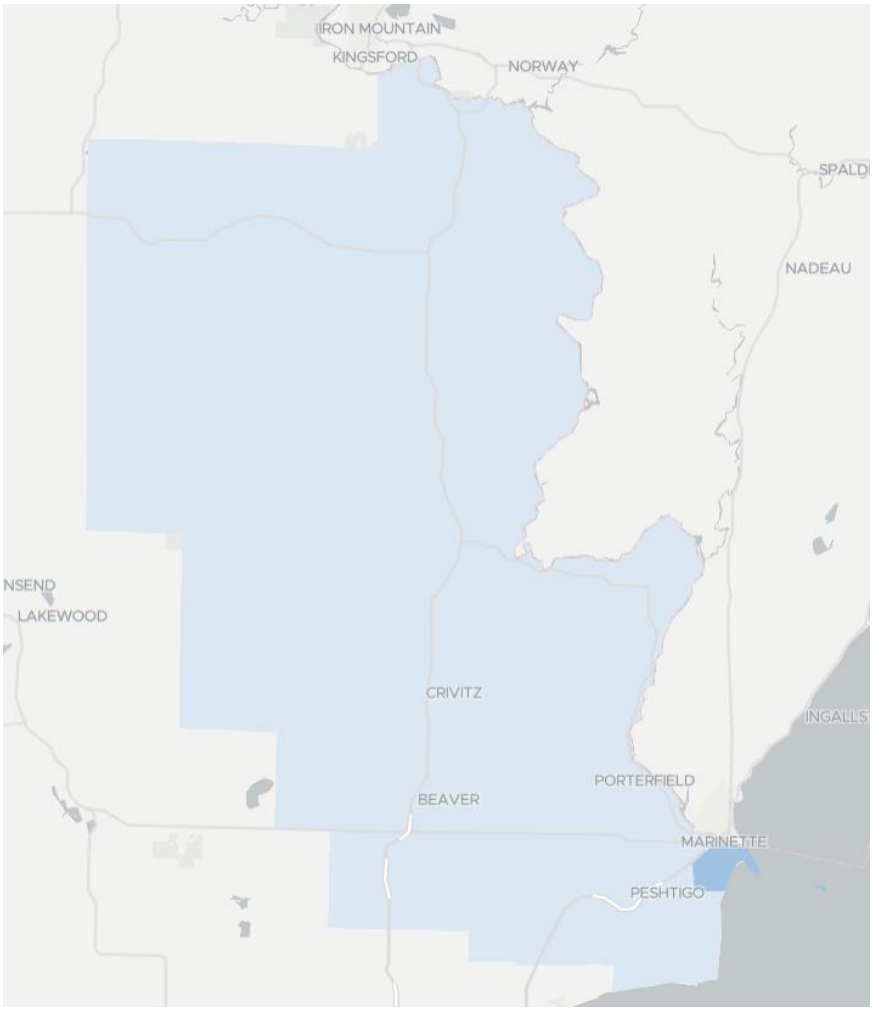
Menominee County**



Community Indicator Report from the Community Commons website, available at https://www.communitycommons.org/, accessed May 8, 2019.

**95.78% White Non-Hispanic, 2.36% Other Non-Hispanic, 1.49% Hispanic, 0.37% Black Non-Hispanic*
***93.56% White Non-Hispanic, 4.54% Other Non-Hispanic, 1.63% Hispanic, 0.28% Black Non-Hispanic*

Marinette County



Non-Hispanic Population, Black:

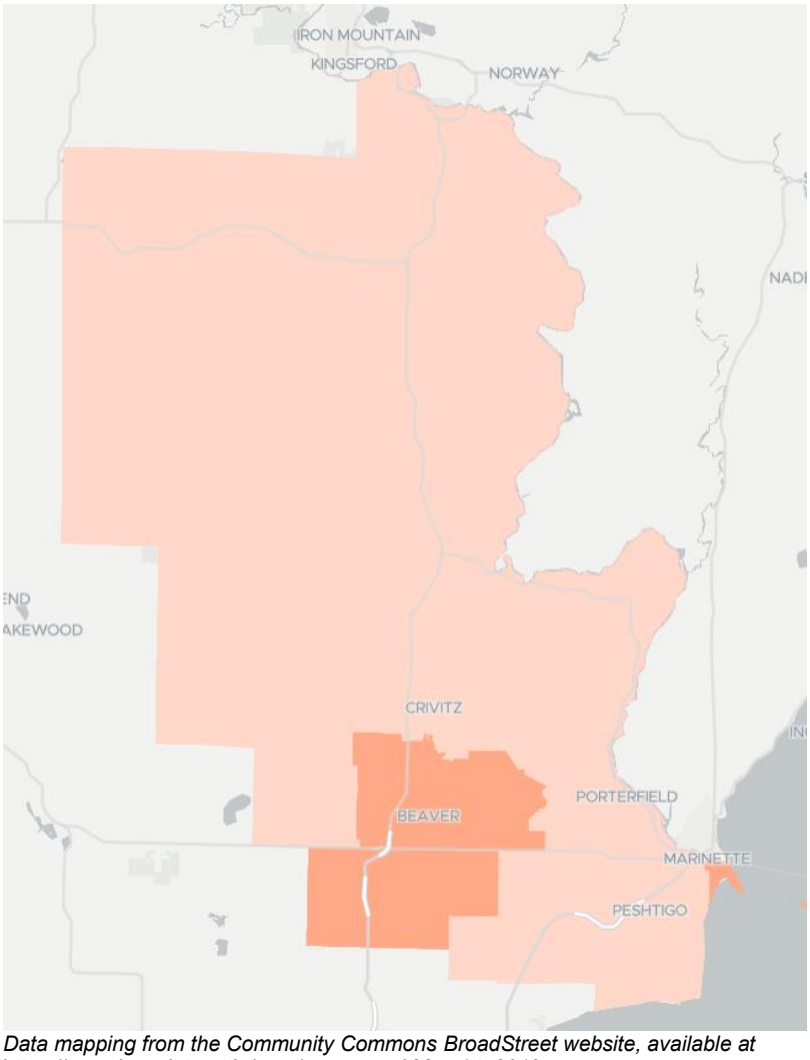
Percent by Census Tract

American Community Survey 2012-2016

- Over 14.7
- 3.9 - 14.7
- 0.8 - 3.9
- Under 0.8
- No Data or Data Suppressed

Data mapping from the Community Commons BroadStreet website, available at https://www.broadstreet.io/map/*, accessed May 14, 2019.*

Marinette County



Population of Hispanic Origin:

Percent by Census Tract

American Community Survey 2012-2016

- Over 19.8
- 7.0 - 19.8
- 2.5 - 7.0
- Under 2.5
- No Data or Data Suppressed

Data mapping from the Community Commons BroadStreet website, available at https://www.broadstreet.io/map/, accessed May 14, 2019.

Menominee County

Non-Hispanic Population, Black:

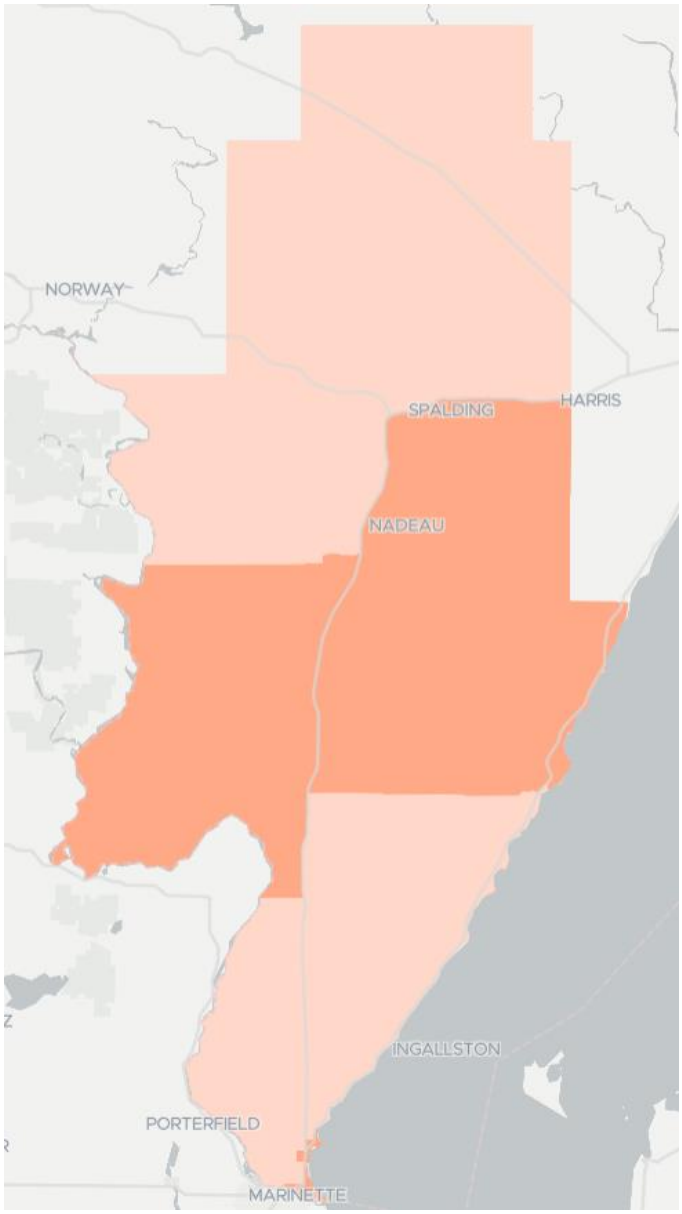
Percent by Census Tract

American Community Survey 2012-2016

- Over 14.7
- 3.9 - 14.7
- 0.8 - 3.9
- Under 0.8
- No Data or Data Suppressed

Data mapping from the Community Commons BroadStreet website, available at https://www.broadstreet.io/map/*, accessed May 8, 2019.*

Menominee County



Data mapping from the Community Commons BroadStreet website, available at, https://www.broadstreet.io/map/, *accessed May 8, 2019.*

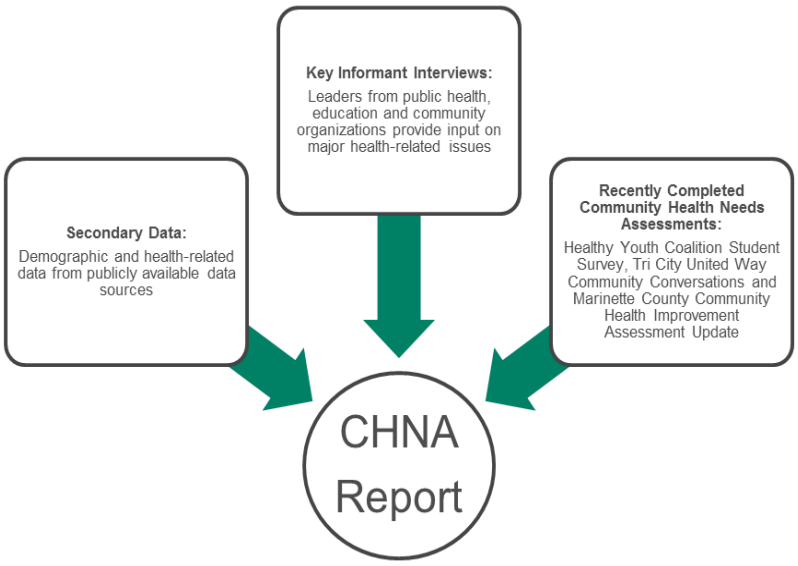
Methodology Used for the 2019 Community Health Needs Assessment

This CHNA Report examined a variety of community, household and health statistics to portray a full picture of the health and social determinants of health in the AMCBA service area. The components of the CHNA Report consist of:

1. Aggregation of recently completed health needs assessment by public health departments and other agencies. AMCBA was a participant in surveys and assessments that included:
   - Healthy Youth Coalition student survey
   - Tri City United Way Community Conversations
   - Marinette County Community Health Improvement Assessment update

2. Collection and analysis of secondary source data (Source #1). The 2019 County Health Rankings, developed by the Robert Wood Johnson Foundation and the University of Wisconsin, is an established tool that aggregates and standardizes county-level measures from a variety of national and state data sources. This is the most valuable resource due to our need to collect data from two counties located in different states.

3. Key informant interviews (Source #2). This primary qualitative research was conducted in a series of personal interviews with 15 community stakeholders with expertise in public health, representing a broad cross-section of residents with professional and lived experience in Marinette County, Wisconsin and Menominee County, Michigan.



Additional sources of data and information used to prepare the CHNA Report also were considered when identifying significant community health needs and are cited within the report.

Summary of Findings

Health Outcomes

The County Health Rankings quantifies and compares the health status of county populations by measuring the burden of premature deaths, an important measure of a population's health. Premature deaths are deaths that occur before a person reaches an expected age, e.g., age 75. Many of these deaths are considered to be preventable (Source #1).

Both Marinette County and Menominee County have higher rates of premature death than top U.S. performers, and in the case of Marinette County, above the state average as well. Marinette County has a ranking of 54 out of 72 counties in Wisconsin, while Menominee County is ranked 15 out of 83 counties in Michigan (Source #1).

In addition to measuring how long people live, it is also important to include measures of how healthy people are while alive. Their reports of days when their physical health was not good are a reliable estimate of recent health (Source #1).

Overall, Marinette County ranks 57th among 72 counties in Wisconsin on measures of morbidity. Menominee County fares better in the state of Michigan with a ranking of 9th out of 83 counties in Michigan (Source #1).

	Marinette County 2016	Marinette County 2019	Wisconsin	Top U.S. Performers	State rank (of 72)
Health Outcomes					55
Length of life					54
Premature death	6,700	7,100	6,300	5,400	
Quality of life					57
Poor or fair health	13%	14%	15%	12%	
Poor physical health days	3.4	3.5	3.6	3.0	
Poor mental health days	3.4	3.6	3.8	3.1	
Low birthweight	7%	7%	7%	6%	

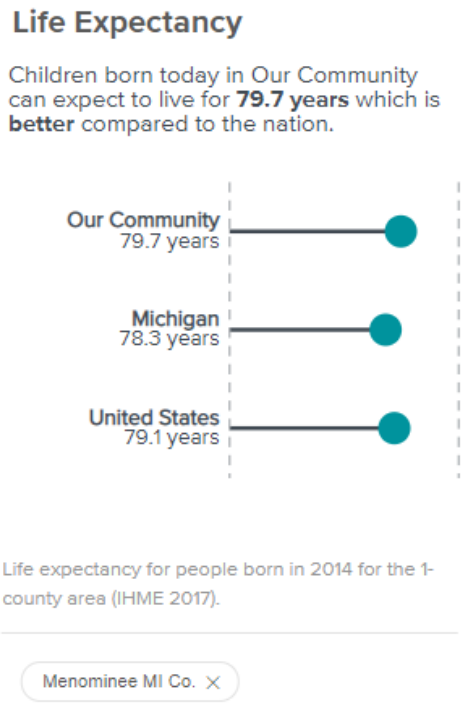
County Health rankings 2016, 2019

	Menominee County 2016	Menominee County 2019	Michigan	Top U.S. Performers	State Rank (of 83)
Health Outcomes					10
Length of life					15
Premature death	7,900	6,100	7,600	5,400	
Quality of life					9
Poor or fair health	14%	15%	17%	12%	
Poor physical health days	3.8	4.1	4.3	3.0	
Poor mental health days	3.8	4.1	4.4	3.1	
Low birthweight	6%	5%	8%	6%	

County Health rankings 2016, 2019

Marinette County

Menominee County



Community Indicator Report from the Community Commons website, available at https://www.communitycommons.org/, accessed May 8, 2019.

Health Behaviors

When it comes to modifiable health risk behaviors – lack of physical activity, poor nutrition, tobacco use, and excessive alcohol consumption, Marinette County ranks 64th out of 72 counties in Wisconsin, and Menominee County ranks 38th out of 83 counties in Michigan (Source #1).

Smoking, obesity, physical inactivity and excessive drinking are all worse than top U.S. performers for both counties. The County Health Rankings web site indicates the areas of healthcare improvement to concentrate on for both Marinette and Menominee County should include smoking and obesity (Source #1).

Alcohol and drug use, physical activity, and tobacco use were all ranked as top health issues in Marinette and Menominee Counties by key informants (Source #2).

	Marinette County 2016	Marinette County 2019	Wisconsin	Top U.S. Performers	State rank (of 72)
Health Behaviors					64
Adult smoking	16%	18%	17%	14%	
Adult obesity	35%	34%	31%	26%	
Physical inactivity	23%	27%	20%	19%	
Excessive drinking	23%	23%	26%	13%	
Sexually transmitted infections	180.2	300.9	466.0	152.8	
Teen birth rate	23	19	18	14	

County Health rankings 2016, 2019

	Menominee County 2016	Menominee County 2019	Michigan	Top U.S Performers	State rank (of 83)
Health Behaviors					
Adult smoking	26%	19%	20%	14%	
Adult obesity	34%	32%	32%	26%	
Physical inactivity	26%	23%	22%	19%	38
Excessive drinking	19%	20%	21%	13%	
Sexually transmitted infections	177	293.0	462.9	152.8	
Teen birth rate	28	26	22	14	

County Health rankings 2016, 2019

Clinical Care

There are hundreds of potential quality measures, with no consensus on the best set of measures to use when assessing quality of health care. County Health Rankings include three measures of quality of healthcare: preventable hospitalizations, screening for breast cancer, and screening for diabetes. These quality indicators were selected because they provide the greatest benefit to patient outcomes, help bridge the gaps seen among different populations, and can be implemented in a safe, efficient, and cost-effective way (Source #1).

Marinette County is ranked 35th out of 72 counties in Wisconsin and Menominee County is ranked 32nd out of 83 counties in Michigan (Source #1).

Access and mental health were ranked as top health issues in Marinette and Menominee Counties by key informants (Source #2).

	Marinette County 2016	Marinette County 2019	Wisconsin	Top U.S. Performers	State rank (of 72)
Clinical Care					
Uninsured	9%	7%	6%	6%	
Primary care physicians	1,380:1	1,450:1	1,250:1	1,050:1	
Dentists	2,040:1	2,120:1	1,470:1	1,260:1	35
Preventable hospital stays*	4,700	3,320	3,971	2,765	
Mammography screening	71%	53%	50%	49%	
Mental health providers	910:1	820:1	530:1	310:1	

County Health rankings 2016, 2019

	Menominee County 2016	Menominee County 2019	Michigan	Top U.S. Performers	State rank (of 83)
Clinical Care					
Uninsured	10%	7%	6%	6%	
Primary care physicians	2,160:1	2,590:1	1,260:1	1,050:1	
Dentists	1,680:1	1,650:1	1,360:1	1,260:1	32
Preventable hospital stays*	4,800	3,025	5,188	2,765	
Mammography screening	68%	49%	43%	49%	
Mental health providers	1,310:1	1,000:1	400:1	310:1	

County Health rankings 2016, 2019

*(per 100,000 Medicare enrollees)

Prioritization of Health Needs

During 2012 an ad hoc committee of the Aurora Health Care Board of Directors' Social Responsibility Committee undertook a five-month process to identify a common need in all Aurora Health Care service areas. The ad hoc committee presented its final recommendation to the Social Responsibility Committee in October of 2012 and, for the purpose of developing community benefit implementation strategies, a "signature community benefit focus" for all Aurora Health Care hospital facilities was determined to be: A demonstrable increase in "health home" capacity and utilization by underserved populations across Aurora's footprint (Medicaid-eligible and uninsured).

During 2019, Aurora hospital facility leaders prioritized significant needs based on the following criteria:

- Meets a defined community need (i.e., access for underserved populations)
- Aligns community benefit to organizational purpose and clinical service commitment to coordinate care across the continuum
- Aligns with hospital resources and expertise and the estimated feasibility for the hospital to effectively implement actions to address health issues and potential impact
- Reduces avoidable hospital costs by redirecting people to less costly forms of care and expands the care continuum
- Has evidence-basis in cross-section of the literature for management of chronic diseases in defined populations
- Leverages existing partnerships with free and community clinics and Federally Qualified Health Centers (FQHCs)
- Resonates with key stakeholders as a meaningful priority for the Aurora hospital to address
- Potential exists to leverage additional resources to extend impact
- Increases collaborative partnerships with others in the community by expanding the care continuum
- Improves the health of people in the community by providing high-quality preventive and primary care
- Aligns hospital resources and expertise to support strategies identified in municipal health department Community Health Improvement Plan (CHIP)

Using these criteria, Aurora Medical Center Bay Area prioritized the significant health needs to address in the 2020-2022 implementation strategy:

- Access and coverage
- Behavioral health
- Obesity

There are general reasons for our hospitals not to address a need that has been identified.

- Resource constraints,
- Other facilities or organizations in the community are addressing the need,
- A lack of identified effective interventions to address the need.

Approval of CHNA by Governing Body

This Community Health Needs Assessment (CHNA) Report was adopted by the Aurora Health Care Community Board of the Advocate Aurora Health Board of Directors on August 7th, 2019.

Community Resources and Assets

Available community resources and assets for each top community health issue as noted by interviewed community members are located in Appendix B. The organizations listed as providing key informants for interviews are resources for the community as well. Specific resources leveraged by the hospital are identified in the Implementation Strategy.

Community Feedback Mechanism

To submit written comments about the Community Health Needs Assessment (CHNA) report or request a paper version of the report, go to aurora.org/commbenefits and select “Contact Us.”

Appendices

Appendix A | County Health Rankings (Source #1)

County Health Rankings & Roadmaps
Building a Culture of Health, County by County

Roadmaps

Compare Counties
2019 Rankings

	Marinette (MI), WI X	Menominee (MM), MI X PEER COUNTY
Health Outcomes		
Length of Life		
Premature death	7,100	6,100
Quality of Life		
Poor or fair health	14%	15%
Poor physical health days	3.5	4.1
Poor mental health days	3.6	4.1
Low birthweight	7%	5%
Health Factors		
Health Behaviors		
Adult smoking	18%	19%
Adult obesity**	34%	32%
Food environment index**	7.8	7.2
Physical inactivity**	27%	23%
Access to exercise opportunities	76%	74%
Excessive drinking	23%	20%
Alcohol-impaired driving deaths	28%	31%
Sexually transmitted infections**	300.9	293.0
Teen births	19	26
Clinical Care		
Uninsured	7%	7%
Primary care physicians	1,450:1	2,590:1
Dentists	2,120:1	1,650:1
Mental health providers	820:1	1,000:1
Preventable hospital stays	3,320	3,025
Mammography screening	53%	49%
Flu vaccinations	39%	35%
Social & Economic Factors		
High school graduation	92%	87%
Some college	63%	60%
Unemployment	4.4%	5.0%
Children in poverty	19%	17%
Income inequality	4.3	4.1
Children in single-parent households	35%	37%
Social associations	15.6	13.3
Violent crime**	40	222
Injury deaths	77	77
Physical Environment		

	Marinette (MI), WI X	Menominee (MM), MI X PEER COUNTY
Air pollution - particulate matter	8.1	7.9
Drinking water violations	No	Yes
Severe housing problems	14%	12%
Driving alone to work	84%	81%
Long commute - driving alone	22%	25%

* Data supplied on behalf of the state
** Compare across states with caution
Note: Blank values reflect unreliable or missing data

Appendix B | Key Informant Interviews (Source #2)

Data Collection and Analysis: Fifteen key informants were interviewed in fifteen one-on-one interviews between April and June of 2019. The organizations were selected based on the following criteria:

- Provided a broad interest of the community and the health needs in Marinette and/or Menominee County,
- Comprised of leaders within the organization with knowledge or expertise relevant to the health needs of the community, health inequities or public health, and/or
- Served, represented, partnered or worked with members of the medically underserved, low income and/or minority populations

Key informant interviews were conducted with leaders with broad representation from public health, education and community organizations. Cumulatively, these organizations focus on a range of public health issues and represent the broad interests of community, including medically underserved, low-income and/or minority populations.

Summary of the organizations representing the broad interest of the community

Organization	Description of the organizations *The description is based on information provided on the organization's website, accessed June 11, 2019.*
Marinette County Health and Human Services	The mission of the Marinette County Health and Human Services Department is to provide courteous, responsive, efficient and effective services in fostering healthy, self-reliant individuals and improve the quality of life for all Marinette County citizens.
Public Health Menominee and Delta Counties	The mission statement of the Public Health, Delta & Menominee Counties is, "To enhance the quality of life for the community by preventing disease, encouraging healthy lifestyles, and protecting the environment."
UW-Extension Marinette County	Purpose: We teach, learn, lead and serve, connecting people with the University of Wisconsin, and engaging with them in transforming lives and communities."
City of Peshtigo	City located in Marinette County, Wisconsin with approximately 3,400 residents.
Marinette Menominee Area Chamber of Commerce	The mission of the Marinette Menominee Area Chamber of Commerce is to "advance our region's economy, improve our quality of life, and enhance our member's success."
Advanced Blending Solutions	Based in Wallace, Michigan, is a world class designer and supplier of material handling, blending, and controls for the plastics industry.
Marinette Public Schools	The School District of Marinette offers students a wide variety of educational options to its students. The District's primary educational pathway and instructional programming for students involves a progression from 4-year old kindergarten through 12th grade, leading to a high school diploma. Personalized learning experiences have been expanding over the past several years, creating successful learning experiences for every student.
UW-Green Bay Marinette Campus	The University of Wisconsin-Green Bay, Marinette Campus is a freshman/sophomore campus of the University of Wisconsin.
Communities that Care	The vision of Communities that Care is "to provide a community in which all area youth feel safe and connected; a community in which youth are empowered to be healthy, resilient, and compassionate members of society; and a community in which young people positively contribute and impact future generations."
Healthy Youth Coalition	The mission of the Healthy Youth Coalition of Marinette & Menominee Counties is a commitment to promote healthy lifestyles and choices throughout our communities to benefit our youth and their families.
Marinette Menominee YMCA	The YMCA mission is "To put Christian principles into practice through programs that build healthy spirit, mind, and body for all."

Bellin Health System	Bellin Health System is an integrated health care delivery system serving Northeastern Wisconsin and the Upper Peninsula of Michigan.
Rainbow House	The Rainbow House mission statement is "We believe: No one deserves to be abused be it emotionally, physically, or sexually. Our prime service is the safety and empowerment of all victims and their children. We will: Provide prevention, education, and information to communities, families, and schools."

The key informant interviews were conducted by AMCBA. The interviewers used a standard interview script that included the following elements:

1) Ranking of up to five public health issues, based on the focus areas presented in Wisconsin's State Health Plan, that are the most important issues for the County; and
2) For those five public health issues:
    a. Existing strategies to address the issue
    b. Barriers/challenges to addressing the issue
    c. Additional strategies needed
    d. Key groups in the community that hospitals should partner with to improve community health

Top five issues that emerged as key health priorities for Marinette and Menominee County and the identified community assets

The top five health issues that emerged as key priorities for Milwaukee County were:

1) alcohol and drug use
2) mental health
3) physical activity
4) tobacco
5) access

Key community partners, resources and assets to address health issues:

1. **Alcohol and drug use:** Key community partners to improve health include the medical community, County Health Departments, City of Peshtigo, school systems, including UW Marinette and NWTC, law enforcement, Communities that Care and Healthy Youth Coalition, drug court, Narcotics Anonymous, employers, Libertas, unions, other agencies working towards the same goal, groups addressing young pregnant mothers, faith-based organizations and the United Way

2. **Mental health:** Key informants named the following organizations, sectors, and community members as important partners to improving Mental Health in Marinette and Menominee Counties: government officials and state lawmakers, schools, primary care providers, Healthy Youth Coalition, Communities that Care, county mental health agencies, Libertas, insurance companies, Adapt, Northpointe, out-of-county schools/programs/organizations, Suicide Prevention Network, County Health Departments, Communities That Care, UW Extension, Marinette Public Health and law enforcement

3. **Physical activity:** Event organizers, organizations both for-profit and not-for-profit, schools, employers, businesses, County Health Departments, NWTC, out-of-county schools and employers, providers, REC center, cities and Parks and Recreation Departments were named as important partners to convene to improve health related to physical activity in the county.

4. **Tobacco:** Interviewees identified potential community partners in Marinette and Menominee to address the issue of tobacco use. These groups include schools, Healthy Youth Coalition, Communities that Care, community groups and law enforcement

5. **Access:** Senior Citizen Center, YMCA, REC center, health care systems, New Cap, schools, county governments and the United Way are important organizations to partner with around this issue.

Key Informant Rankings		
Health Focus Area	**Top 3-5**	**Top Priority (Not all ranked)**
Alcohol & Drug	15	6
Mental Health	13	2
Physical Activity	7	
Tobacco	6	1
Access	5	
Nutrition	4	
Environmental & Occupational	3	
Growth & Development	3	
Injury & Violence	2	
Communicable Disease	2	1
Chronic Disease	1	
Oral Health	1	
Other: Aging Population	1	
Other: Preventative Wellness	1	1
Reproductive & Sexual	1	

Key Informant Participants		
Name	**Title**	**Organization**
Cindy Bailey	Campus Executive Officer	UW-Green Bay Marinette Campus
Molly Bonjean	Health Officer	Marinette County Health and Human Services
Jackie Boudreau	Executive Director	Marinette Menominee Area Chamber of Commerce
Mariah Brimer	Business and Community Account Executive	Bellin Health System
Jill Brown	Director	Advanced Blending Solutions
Wendy Dzurick	Superintendent	Marinette Public Schools
Terri Falkenberg	Director	Marinette Menominee YMCA
Melissa Freeman	Community Services Supervisor	Marinette County Health and Human Services
Ann Kresl	Team Leader	Bellin Health System
Kerrianne Lesperance	Executive Director for Prevention Services	Communities That Care/ Healthy Youth Coalition
Kathy Maelke	Mayor	City of Peshtigo
Stephanie Nault	Health and Well Being Educator	UW-Extension
Courtney Olson	Director	Rainbow House
Guy Powers	Medical Director	Marinette County Health and Human Services
Mike Snyder	Health Officer	Public Health Menominee & Delta Counties