Aurora Medical Center – Oshkosh
Community Health Implementation Strategy

January 1, 2025 - December 31, 2027

Community health improvement is an effective tool for creating a shared vision and supporting a planned and integrated approach to improving health outcomes. The basic premise of community health improvement is that entities identify community health issues, prioritize those that can be addressed, and then develop, implement, and evaluate strategies to address those issues. Tax-exempt hospitals are required to conduct a community health needs assessment (CHNA) and develop an implementation strategy to document how the hospital will address prioritized community health needs. The following outlines a summary of the CHNA process and provides details on Aurora Medical Center - Oshkosh's plans to address their prioritized community health needs.

SUMMARY OF CHNA PROCESS

In 2024, Aurora Medical Center – Oshkosh (Aurora Oshkosh) participated with the Tri-County Community Health Coalition to conduct a collaborative Community Health Needs Assessment (CHNA) in Winnebago County and the nearby Outagamie and Calumet Counties. In addition, the hospital held a comprehensive presentation and analysis of both qualitative and quantitative data.

The Aurora Oshkosh CHNA relies on multiple sources of primary data information, gathered through various methods:

Community Survey: To engage the Winnebago County community, a brief survey was shared with residents and promoted via social media, websites, and community partners. The survey aimed to identify obstacles to health and opportunities for improvement, resulting in nearly 300 responses. A summary of the results was subsequently compiled.

Focus Groups: Winnebago County Public Health shared data from focus groups they conducted, along with community partners, for populations that have immigrated to the county, which represented a variety of experiences and backgrounds.

Additionally, Aurora Health Care analyzes secondary data, or existing information gathered from various sources, to provide valuable insights and context from the following sources:

Metopio: Aurora Health Care has a contract with Metopio to provide an internet-based data resource for their hospitals. This robust platform offers curated data from public and proprietary sources for information on health behaviors and health risks, health outcomes, health care utilization, demographic, and community-level drivers of health like economic, housing, employment, and environmental conditions. Data for each indicator is presented by race, ethnicity, and gender when the data is available (Metopio: https://public.metopio.io). All data collected through Metopio was quantitative and included data comparisons between County, Wisconsin State and United States data.

County Health Rankings & Roadmaps: A program of the University of Wisconsin Population Health Institute and supported by the Robert Wood Johnson Foundation, the County Health Rankings & Roadmaps (CHR&R) provides a snapshot of health for nearly every county in the nation, based on a variety of public health data. CHR&R advocates for an understanding of data and evidence to develop methods to improve health and equity. (County Health Rankings & Roadmaps, About Us, 2024)

Aurora Health Care

Aurora Medical Center – Oshkosh
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The top health issues identified in the Aurora Oshkosh Community Health Needs Assessment were:

- Access to Healthy Foods
- Community Safety
- Employment and Income
- Housing Costs and Safety
- Mental Healthcare
- Nutrition, Physical Activity and Obesity
- Racism and Discrimination
- Substance Use Disorders

The top health issues identified were presented to the Aurora Oshkosh team, and members were asked to rank the issues based on the following criteria: size/seriousness of the problem, effectiveness of available interventions, available resources to address the health issue, health care system adequately situated to address the health issue, meets a defined community need as identified through data, potential for issue to impact other health and social issues and ability to effectively address or impact health issue through collaboration. The chosen priorities were then validated by a community steering council, which includes leaders from community organizations.

Using these criteria, Aurora Oshkosh has prioritized these significant health needs to address in 2025-2027:

Significant Need	Implementation Strategy Selection Reasoning
Behavioral Health (Including Mental Health and Subsance Use)	This need was selected because mental health issues continue to rise in the county, including mental health crises such as suicide and self-harm as well as substance use disorder issues. There are concerning disparities for certain groups for nearly every indicator that was reviewed. The hospital is committed to supporting access to care and community initiatives.
Community Safety	This need was selected because there are concerning trends, particularly relating to sexual assault and falls-related injuries and accidents. This is an area the hospital has dedicated resources and will strive to continue the momentum they currently have to impact outcomes.

PRIORITY: Behavioral Health

IMPACT:
Increase linkages to appropriate care for mental health and support residents with substance use disorders with behavioral health services

DESCRIPTION OF HEALTH NEED DATA:

- The suicide mortality rate in Winnebago County is 15.3 deaths per 100,000 residents, which is higher than the Wisconsin and United States rates.
  Source: Metopio, Centers for Disease Control and Prevention, National Vital Statistics System-Mortality, 2018-2022
- Substance use emergency department visit rates in the county are higher at 640.8 visits per 100,000 residents compared to the state average of 615.0.
  Source: Metopio, Wisconsin Health Association Information Center, 2019-2023

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: Advocate Health

- Access to Behavioral Health Services

STATE: Wisconsin State Health Plan Priority Areas

- Mental and Emotional Health and Well-being

NATIONAL: Healthy People 2030

- Improve mental health

STRATEGY #1: Increase access to Behavioral Health Services through early intervention

Specific Interventions	Collaborative Partners	Objectives
• Provide depression screening in the Emergency Department and refer to internal resources as needed • Provide behavioral health consults and referrals for substance use disorders through the ED Social Worker • Coordinate crisis intervention trainings in partnership with local Mental Health organizations	• Aurora Medical Group (AMG) • Aurora Behavioral Health Services (ABHS) • Local mental health organizations	• Identify and refer patients to appropriate Behavioral Health services • Improve ability to assist individuals in crisis by building de-escalation skills for teammates

Measuring Our Impact

- Rate of patients screened
- Number of patients referred to services
- Number of people trained in crisis intervention

**Impact measures are subject to change depending on the direction of each intervention.*

STRATEGY #2: Improve mental health through community collaborations and services

Specific Interventions	Collaborative Partners	Objectives
• Partner with local mental health organizations on awareness and education campaigns • Support prevention efforts in the community through the Tri-County Community Health Coalition	• NAMI of Oshkosh • Winnebago County Public Health • Educational institutions	• Increase awareness and access to mental health services in the community • Reduce stigma

Measuring Our Impact

- Number of individuals reached through awareness efforts
- Progress updates

**Impact measures are subject to change depending on the direction of each intervention.*

PRIORITY: Community Safety

IMPACT:
Increase safety and enhance injury prevention and response

DESCRIPTION OF HEALTH NEED DATA:

- The unintentional injury mortality rate in Winnebago County has been increasing over time and is higher at 62.0 deaths per 100,000 residents than the U.S. rate at 58.8 deaths per 100,000 residents.
  Source: Metopio, Centers for Disease Control and Prevention, National Vital Statistics System-Mortality, 2000-2022
- In Winnebago County, the criminal sexual assault rate is higher at 46.2 crimes per 100,000 residents than the state's rate of 43.9 crimes per 100,000 residents; rates have increased over time.
  Source: Metopio, FBI Crime Data Explorer, 2012-2021

ALIGNMENT WITH EXISTING STRATEGIES

LOCAL: Advocate Health

- Sexual Assault Nurse Examiner (SANE) program

STATE: Wisconsin State Health Plan Priority Areas

- Physical, mental, and systemic safety

NATIONAL: Healthy People 2030

- Improve health and well-being for older adults
- Prevent violence and related injuries and deaths

STRATEGY #1: Provide trauma-informed and victim-sensitive services to people of all ages who have been affected by assault

Specific Interventions	Collaborative Partners	Objectives
• Provide SDFI®-Tele-Medicine forensic photo-documentation based on and designed around the Federal Rules of Evidence • Refer as appropriate to medical, clinical, counseling, and advocacy services	• Aurora Medical Group (AMG) • Local survivor advocacy organizations	• Reduce post-traumatic stress • Increase access to immediate safety and support services

Measuring Our Impact

- Number of individuals provided with services
- Number of referrals / % connected to services

**Impact measures are subject to change depending on the direction of each intervention.*

PRIORITY: Community Safety (CONTINUED)

STRATEGY #2: Provide outreach and education on recognizing signs of abuse

Specific Interventions	Collaborative Partners	Objectives
• Partner with community organizations to provide education to first responders and community members on recognizing signs of human trafficking, sexual assault, and domestic abuse	• Aurora Medical Group (AMG) • Local EMT services • Local community organizations • Local educational institutions	• Increase awareness of abuse to support people affected

Measuring Our Impact

- Number of education events; number of attendees
- Progress updates

**Impact measures are subject to change depending on the direction of each intervention.*

STRATEGY #3: Increase safety and enhance injury prevention and response

Specific Interventions	Collaborative Partners	Objectives
• Support falls prevention education within the community • Offer wellness programs for patients at risk of falls • Provide emergency response training and continuing education	• Aurora Medical Group (AMG) • Healthy aging organizations • First responders	• Reduce the rate and risk of falls for older adults • Increase access to immediate safety and support services • Increase education on emergency response

Measuring Our Impact

- Number of community events
- Number of people that received education
- Rate of falls within the hospital
- Process updates

**Impact measures are subject to change depending on the direction of each intervention.*

Adoption of the Implementation Strategy

The Community Health Implementation Strategy report was adopted by the Aurora Health Care Metro Board, the authorizing body of the hospital, on April 21, 2025.

Note: Plans to address selected CHNA priorities are dependent upon resources and may be adjusted on an annual basis to best address the health needs of our community.