



Racine County
Public Health

Community Health Improvement Plan

2022-
2027

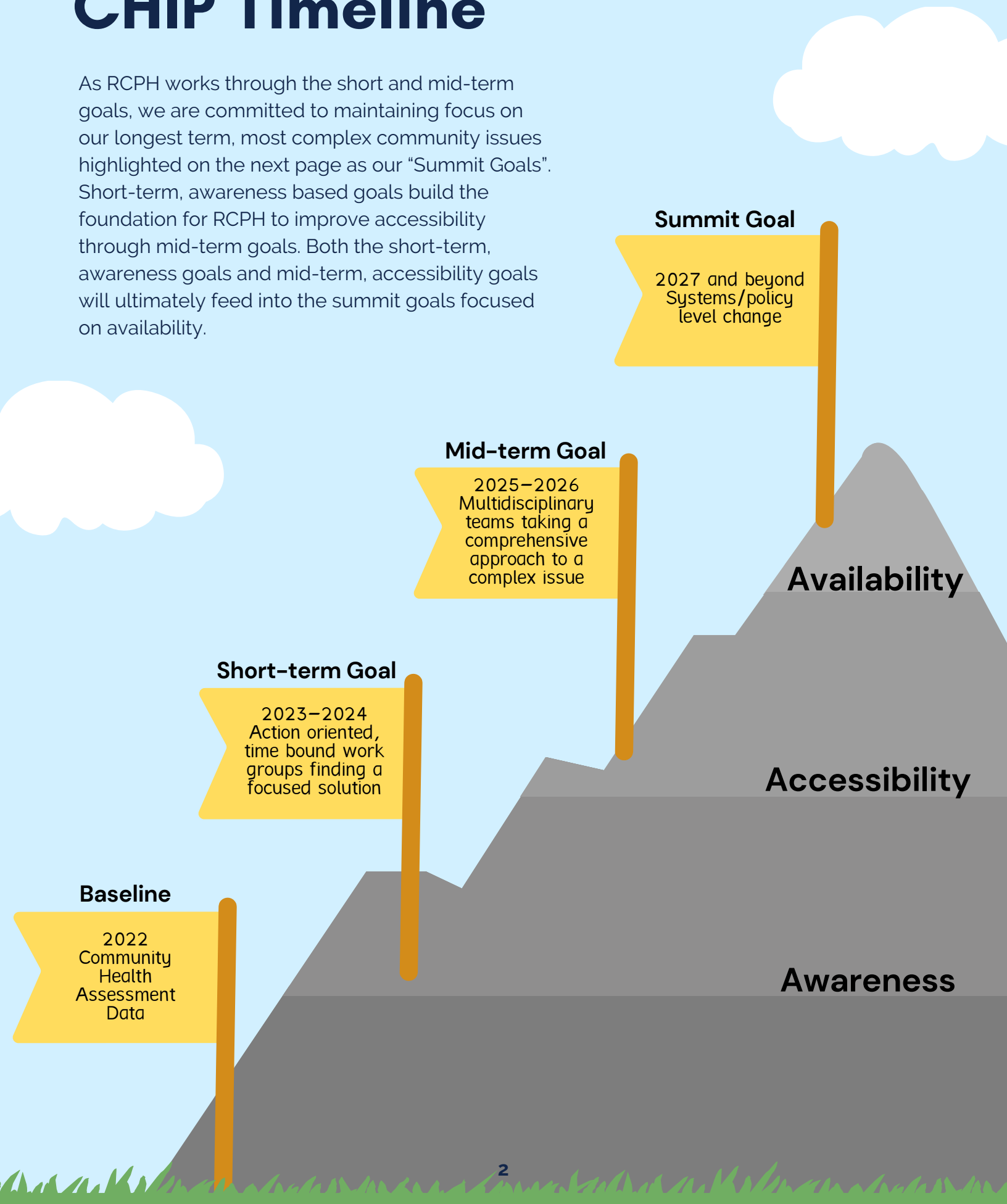
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CHIP Timeline

As RCPH works through the short and mid-term goals, we are committed to maintaining focus on our longest term, most complex community issues highlighted on the next page as our “Summit Goals”. Short-term, awareness based goals build the foundation for RCPH to improve accessibility through mid-term goals. Both the short-term, awareness goals and mid-term, accessibility goals will ultimately feed into the summit goals focused on availability.



Mission

Public Health
Prevent. Promote. Protect.

Vision

A trusted health leader and
relevant force in the community.

Values



Innovation

Striving to find new ways to
address current and future
public health needs.



Leadership

Inspiring change to create
health communities.



Advocacy

Creating awareness and
support to improve public
health outcomes.



Balance

Meeting diverse needs with
strategic and ethical
approaches.



Collaboration

Fostering trust and
reciprocal relationships to
efficiently address public
health needs.



Dedication

Advancing health and
wellness through relentless
commitment.

Purpose and Process

To develop the CHIP, Racine County Public Health Division convened community partners to prioritize health issues, define barriers to availability, accessibility and awareness, develop goals and objectives, develop shared strategies for implementation, and articulate indicators by which to measure progress. This latest CHIP includes both existing and new health priorities and will be used to help guide the agency in addressing health conditions that impact the community.

Every CHIP is an opportunity to create a novel way to manage an ongoing public health issue.

CHIP Partners

Aurora Healthcare
NAMI Racine County
Burlington Area School District
Focus on Community
Board of Health
Clean Slate
Salud First
UW Extension
Higher Expectations
Racine County Human Services

United Way
Southshore Fire Dept.
Beleaf Survivors
Racine County Sherriff
Racine County Workforce Solutions
RAMAC
Children's Hospital
Healthcare Network
Johnson Foundation at Wingspread
Village of Caledonia



CHIP Themes

Topics that will cross all CHIP Priority Areas:

- trusted messengers
- meet people where they are
- health equity
- resource awareness
- transportation/access
- identifying resource deserts
- literacy (reading, health and financial)
- data gathering and management.

Each priority area
directly correlates with
the priority areas found
in the Wisconsin State
Health Improvement
Plan (SHIP).



Priority Area #1

Mental Health

Mental health remains a top priority in the field of public health. The impact of isolation and loss during the COVID-19 pandemic changed the landscape of mental health issues and a new approach is necessary to address current trends. By focusing on routine and preventative mental health services, cross-sector collaboration, and diversifying available services, the aim is to normalize mental health care and reduce poor mental health days.

Summit Goal

2027 and beyond
Decrease the average
number of poor
mental health days
for Racine County
residents.

Mid-term Goal

2025–2026
Increase mental health
referrals through
cross-sector
collaboration.

Short-term Goal

2023–2024
Increase awareness
of mental health
services.

Baseline

2022
Community Health
Assessment Data

Availability

Accessibility

Awareness

Priority Area #1

Mental Health

Short-term

Increase awareness of mental health services.

- Objective 1: Promote visibility of existing mental health resources to reduce stigma.
- Objective 2: Promote preventative mental health care vs crisis mental health care.
- Objective 3: Increase engagement in youth specific mental health resources both in and outside of school.

Mid-term

Increase mental health referrals through cross-sector collaboration.

- Objective 1: Increase county workforce to support resident advocacy and navigation.
- Objective 2: Improve organizational awareness of available services and reduce silo of information.

Summit

Decrease the average number of poor mental health days for Racine County residents.

- Objective 1: Increase the number of mental health providers.
- Objective 2: Gather information and research regarding mental health community paramedicine.
- Objective 3: Increase number of youth specific providers and services.

Priority Area #1

Mental Health

Mental Health Barriers

Availability: Lack of providers for adults and children

Accessibility: Navigating support and transportation

Awareness: Normalizing support and prevention vs crisis

Indicators

- Multimedia campaign analytics
- Youth mental health: anxiety, self-harm, hopelessness, suicidal ideation, suicide plan
- Suicide attempts/deaths rates
- Poor mental health
- Crisis line utilization rates
- Local crisis team response rates
- Resources referenced on 211
- Referrals to mental health providers/resources

Data Sources

- Wisconsin DPI
- YRBS Survey Results
- High School County Reports
- CDC
- Hospital Discharge Records
- Vital Records
- NVDRS
- 211 inventory of local resources and data reports



Socioeconomic/Poverty

Socioeconomic factors directly lead to poor health outcomes over a lifetime. Before an individual can focus on health improvement, they must ensure basic needs are being met. Limited income and increased cost of living restricts an individual's ability to avoid risks and adopt healthy behaviors. Low income neighborhoods face increased rates of crime, food/resource deserts, unstable housing, limited education opportunities, among other barriers. Through our goals in financial wellness, affordable services, and housing options we aim to improve overall health by reducing the financial burden on Racine County households.

Summit Goal

2027 and beyond
Decrease percentage of households that spend 50% or more of their household income on housing.

Mid-term Goal

2025–2026
Improve accessibility to affordable services through innovative funding opportunities.

Short-term Goal

2023–2024
Increase awareness of financial wellness resources.

Baseline

2022
Community Health Assessment Data

Availability

Accessibility

Awareness

Priority Area #2

Socioeconomic/Poverty

Short-term

Increase awareness of financial wellness resources.

- Objective 1: Increase awareness about services available to ALICE households.
- Objective 2: Promote financial education and empowerment resources.

Mid-term

Improve accessibility to affordable services through innovative funding opportunities.

- Objective 1: Improve affordability of quality childcare services.
- Objective 2: Invest time and resources in current programs to increase their capacity.
- Objective 3: Improve service navigation and visibility of resources.

Summit

Decrease percentage of households that spend 50% or more of their household income on housing.

- Objective 1: Increase affordable housing options.
- Objective 2: Increase opportunities for homeownership vs renting.
- Objective 3: Increase shelter availability.

Priority Area #2

Socioeconomic/Poverty

Socioeconomic/Poverty Barriers

Availability: Lack of affordable, safe and stable housing, financial education

Accessibility: Childcare availability and affordability, resource deserts

Awareness: Normalizing support and prevention vs crisis

Indicators

- Multimedia campaign analytics
- 211/family resource guide utilization
- Childcare subsidy program enrollment
- Child care expenses
- 75th percentile child care price
- Snap participation rates
- Unbanked households

Data Sources

- FDIC survey
- Prosperity Now (FDICsurvey)
- US Census American Community Survey
- Wisconsin Department of Children and Families Market Rate Survey
- County Health Rankings Childcare Cost Burden
- 211 inventory of local resources and data reports



Preventable Illness/Injury

There is an abundant need to focus on preventable illness and injury, including tobacco use, sexually transmitted infections, teen pregnancy, and falls. Wisconsin's death rate due to falls is 105 per 100,000, the second highest in the nation. Across the lifespan, injuries due to falls are almost always preventable. The goal is to reduce the frequency and severity of falls, through awareness campaigns for affected individuals and supporting agencies.

Summit Goal

2027 and beyond
Reduce rate of hospitalizations due to preventable illness and injury.

Mid-term Goal

2025–2026
Increase engagement in preventative & primary care services to reduce the burden on urgent & emergency services.

Short-term Goal

2023–2024
Increase awareness & promote individual behavior change to reduce preventable illness and injury.

Baseline

2022
Community Health Assessment Data

Availability

Accessibility

Awareness

Priority Area #3

Preventable Illness/Injury

Short-term

Increase awareness and promote individual behavior change to reduce preventable illness and injury.

- Objective 1: Increase awareness of falls risk and prevention to affected people and their support system.
- Objective 2: Implement youth health campaigns on current topics: vaping, teen pregnancy, sexually transmitted infections, etc.
- Objective 3: Focus messaging on risk reduction.

Mid-term

Increase engagement in preventative and primary care services to reduce the burden on urgent/emergency services.

- Objective 1: Promote use of primary care vs urgent/emergency services.
- Objective 2: Increase referrals to existing services such as ADRC.

Summit

Reduce rate of hospitalizations due to preventable illness and injury.

- Objective 1: Increase options for in home services.
- Objective 2: Increase prevention based programming.

Priority Area #3

Preventable Illness/Injury

Preventable Illness and Injury Barriers

Availability: Lack of providers for adults and children

Accessibility: Navigating support and transportation

Awareness: Normalizing support and prevention vs crisis

Indicators

- Multimedia campaign analytics
- Falls data
 - Metrics for repeat fallers (reduction in repeats, amount of time between falls and death)
 - ADRC or new falls program participation
- Primary care, urgent care, emergency department utilization rates

Data Sources

- County Health Rankings
- WISH
- Local agency reporting
- WARDS
- 211 inventory of local resources and data reports





Summit Goals



Mental Health

Decrease the average number of poor mental health days for Racine County residents.

Objective 1: Increase the number of mental health providers.

Objective 2: Gather information and research regarding mental health community paramedicine.

Objective 3: Increase number of youth specific providers and services.

Socioeconomic/Poverty

Decrease percentage of households that spend 50% or more of their household income on housing.

Objective 1: Increase affordable housing options.

Objective 2: Increase opportunities for homeownership vs renting.

Objective 3: Increase shelter availability.

Preventable Illness/Injury

Reduce rate of hospitalizations due to preventable illness and injury.

Objective 1: Increase options for in home services.

Objective 2: Increase prevention based programming.