



# Healthy People












## Wood County

# Community Health Assessment

## 2024



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# Executive Summary

Healthy People Wood County conducted a Community Health Assessment (CHA) from Fall 2023 through Spring 2024.

The assessment included:

- Leadership from the Wood County Health Department, Aspirus Riverview Hospital and Clinics, and Marshfield Clinic Health System
- The compilation of two kinds of data:
  - Primary data - Community input
    - Community input was gathered through a community survey, interviews, focus groups, & community stakeholder input
  - Secondary data - Health status data
    - Data on the health of the community was obtained primarily from the County Health Rankings & Roadmaps, the Wisconsin Department of Health Services, and the U.S. Census Bureau
- The review of data through the lens of multiple criteria (e.g., disparities, community momentum)
- A prioritization process that considered community input, health status data and criteria
- The selection of a set of priorities Healthy People Wood County is committed to formally pursuing over the next three years

Healthy People Wood County will develop a Community Health Improvement Plan (CHIP) to address the top health priorities identified as a result of this assessment. As the CHIP is developed, strategies to address these issues will include a deliberate focus on underlying social, economic, and environmental factors using a policy, systems, and environmental approach.



## The Health Priorities

- Substance Use
- Mental Health
- Access to Care
  - Oral health
  - Health services
- Built Environment
  - Housing
  - Transportation
- Financial Stability
  - Affordable Childcare
  - Jobs with livable wages & benefits
  - Enough money for basic needs

# Introduction

A Community Health Assessment (CHA) is a local health assessment that identifies critical health needs through data collection and analysis.<sup>1</sup> The assessment results in a Community Health Improvement Plan (CHIP) to address public health concerns identified in the assessment. The CHA paints a comprehensive picture of a community's current health status, factors contributing to higher health risks and poorer health outcomes, and provides a foundation to improve the health of all people in Wood County.<sup>2</sup>

The completion of a CHA is a requirement for both hospitals and health departments. In Wisconsin, local health departments are required by Wisconsin State Statute 251.05 to complete a CHA and create a CHIP every five years. The statute indicates specific criteria must be met as part of the process. For non-profit hospitals, the requirement originated with the Patient Protection and Affordable Care Act (ACA) and is required every three years. The IRS Code, Section 501(r)(3) outlines the specific requirements.

This CHA is the result of a collaborative effort led by Healthy People Wood County (HPWC) with leadership from the Wood County Health Department, Aspirus Riverview Hospital and Clinics, and Marshfield Clinic Health System. The purpose of this CHA is to highlight strengths and needs, as well as present opportunities for collaboration between community members, public health, healthcare, community organizations, and businesses. Better outcomes will be achieved by working collaboratively across systems, as each sector plays a critical role in building healthy communities and fostering access to health-enhancing resources for all people.

Access to healthcare is an important contributor to health, yet **80% of what makes people healthy occurs outside of a healthcare visit.**<sup>3</sup> This assessment embraces the social, economic, environmental, and systemic factors that collectively have a significant impact on health. When these factors are properly addressed, we can create a healthy community where all people have a fair and just opportunity to thrive, be healthy, and live their best life.

Research shows that the health of communities can be improved by investing private and public dollars to ensure equitable access to a system focused on prevention, wellness, and the elimination of disparities. Community partnerships, such as ours, address upstream drivers of health and lay the groundwork for ongoing community partnerships and aligned strategies that will succeed in responding to the identified health needs. Health improvement happens at the local level and our communities are at the core of bringing about the changes that will enhance community health. Working together, we can leverage our expertise and resources to address our community's most critical needs.

All people in Wood County are invited to use this assessment to improve individual, family, organization, and community health, as well as help build a culture of health in all policies, plans, and economic and community activities. This sense of shared purpose will set the stage for ongoing collaboration to optimize health and prosperity for all.





# What impacts health?

One of HPWC's guiding principles is that everyone has a fair and just opportunity to thrive, be healthy, and live their best life. To improve health in our communities, we need to look beyond health behaviors and healthcare and examine the systems and community conditions that impact health. We must routinely consider health when making decisions about policies and systems that shape our communities. This report explores data on differences in health outcomes and factors in Wood County that can help us identify where action is needed to create thriving communities for all people.

Across Wood County, there are significant differences in health outcomes from one zip code to the next, as well as among racial, ethnic, and socioeconomic groups. Differences in opportunity do not just happen on their own or because of the actions of individuals alone. Often, they are the result of policies and practices at many levels in society that have created barriers to good health, such as residential segregation, unfair bank lending practices, and school funding based on property taxes.<sup>3</sup> The collective effect is that a fair opportunity to live a long and healthy life does not exist for everyone. Data show there are fewer opportunities and resources for health among groups that have been historically marginalized, including people who identify as Hispanic/Latinx, Hmong/Asian, Native/Indigenous, Black, LGBTQ+, people living in poverty, and people with physical and mental disabilities.

For everyone to thrive, we need to create and maintain community conditions and systems that support health like safe housing, good-paying jobs, and well-resourced schools.<sup>4</sup> The decisions we make about our health as individuals don't happen alone - they are influenced by a number of factors that are oftentimes out of our control. Increasing opportunities for people facing the greatest disparities in our community will make our entire community healthier. When everyone has the opportunity to live their healthiest lives, we are all better off.

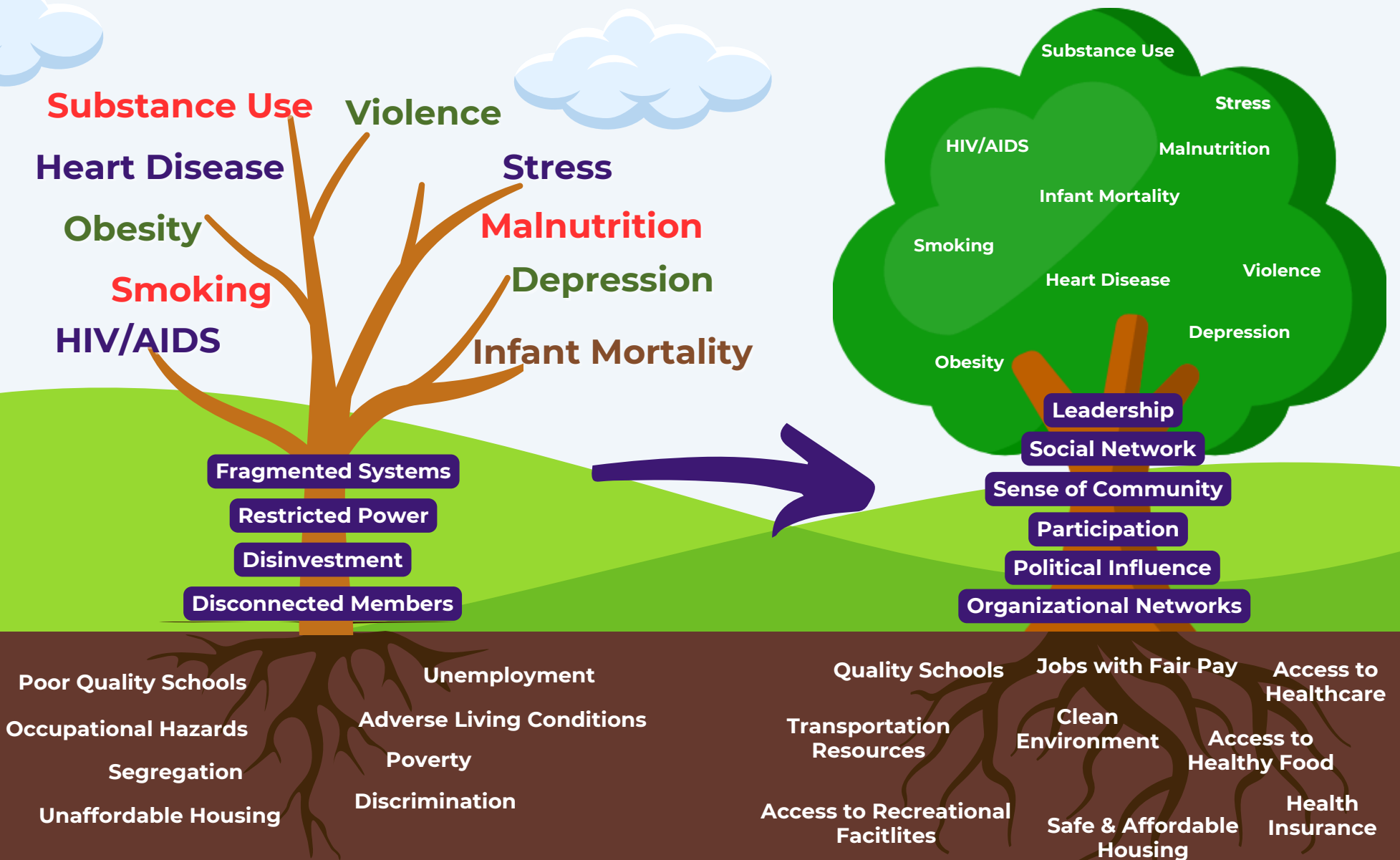


Our environments cultivate our communities, and our communities nurture our health.<sup>4</sup>



When inequities are high and community assets are low, health outcomes are worst.

When inequities are low and community assets are high, health outcomes are best.



# Community Health Models

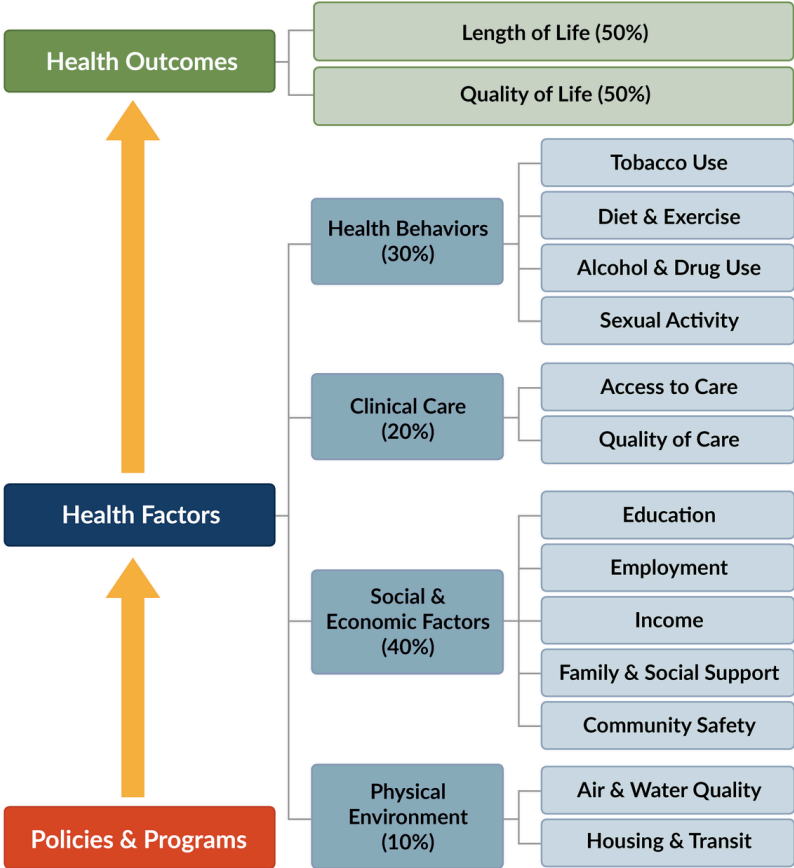
Wood County’s community health improvement approach is based on national research and models. The two main models the Wood County CHA is based on are the Healthy People 2030 Social Determinants of Health (SDOH) model and the County Health Rankings & Roadmaps (CHRR) model. While there is some overlap between the two, each provides important insight into what makes us healthy and what we can do to improve health. The Healthy People 2030 SDOH model states that SDOH are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.<sup>5</sup> The CHRR model emphasizes that policies and programs play a critical role in influencing the many factors that shape health outcomes.<sup>3</sup>

## Social Determinants of Health



Social Determinants of Health  
Copyright-free Healthy People 2030

## County Health Rankings & Roadmaps Model



County Health Rankings model © 2014 UWPHI

# Assessment Data

This assessment includes primary and secondary data from local, state, and national sources.

## Primary Data

The primary data includes multiple perspectives and experiences from people who live and/or work in Wood County. The primary data was collected using four methods: a community health assessment survey, one-on-one interviews, focus groups, and community stakeholder input.

### Community Health Assessment (CHA) Survey

The CHA Survey was developed by Wood County Health Department, Aspirus Riverview Hospital and Clinics, and Marshfield Clinic Health System as a way to get the community's opinion about factors that impact community health in Wood County. The survey development process included reviewing other health departments' surveys, identifying the data from previous surveys that was most utilized and determining what kinds of results would be most beneficial for next steps.

The CHA Survey was distributed electronically and on paper from August 21-December 15, 2023. An extensive dissemination plan was developed to try to reach the many different population groups within Wood County, with a deliberate focus on disproportionately impacted populations who historically have not had their voices heard; however, we acknowledge our limitations in reaching all diverse populations throughout the county. Intentional outreach was made to individuals who are: older adults; Native/Indigenous; Hispanic/Latinx; Hmong/Asian; incarcerated; experiencing homelessness. Intentional outreach was also made to families with children and individuals with low income.

With help from community partners and community health workers, a total of **3,215** surveys were completed.

The Public Health Accreditation Board (PHAB) requires the CHA to include an examination of disparities among different subpopulations in the county and the factors that contribute to the disparities.<sup>2</sup> Taking a closer look at the subpopulations within our community allows us to tailor interventions and focus those interventions where they are most needed.

Because of this, the CHA survey results were broken down and analyzed by the following subpopulations in Wood County:

- People who reported their annual household income was less than \$50,000
- People who identified as Asian/Hmong
- People who identified as Hispanic/Latinx
- People who identified as Native/Indigenous

The survey results are used to identify community assets, challenges, and areas of improvement. Additional information about the CHA survey and a copy of the survey can be found in Appendix A.



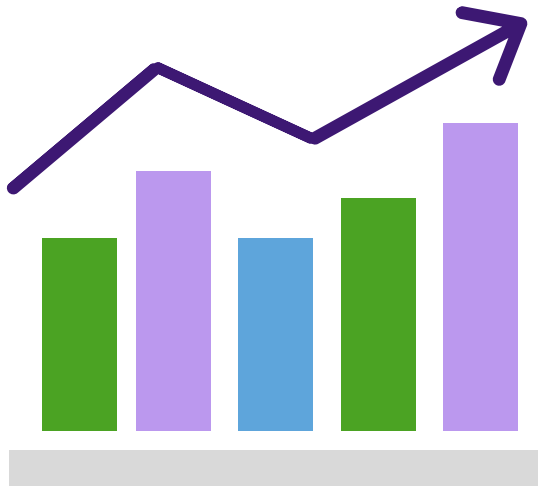
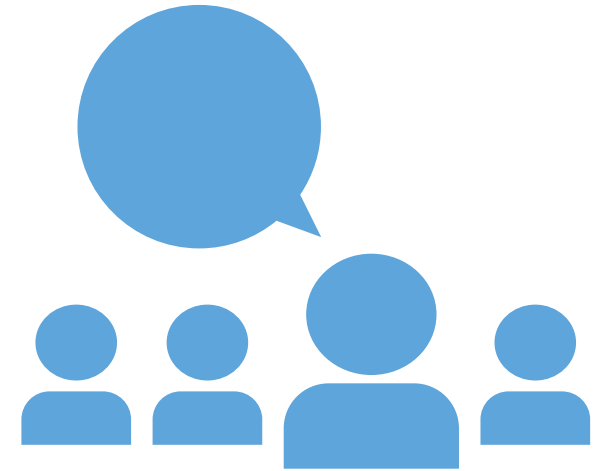
### Focus Groups & Interviews

Between April 2023 and January 2024, 123 community members shared their stories and experiences via 6 focus groups and 72 interviews. The focus groups and one-on-one interviews were held with disproportionately impacted populations who historically have not had their voices heard; however, not all subpopulations were represented in these conversations. We acknowledge our limitations in reaching all diverse populations throughout the county. Detailed information including the subpopulations and how many people participated in interviews and focus groups can be found in Appendix B.

### Community Stakeholder Input

Over 50 community stakeholders attended a “data deep dive” meeting in January 2024. CHA survey results and secondary data were presented to the attendees. Attendees were asked to provide input on the data, share additional data, and respond to a survey asking what they thought were the top health issues. Survey results can be found in Appendix C.

Attendees represented multiple sectors, including public health, law enforcement, healthcare, K-12 education, and more. A list of partners involved throughout the CHA process is included in Appendix D.



### Secondary Data

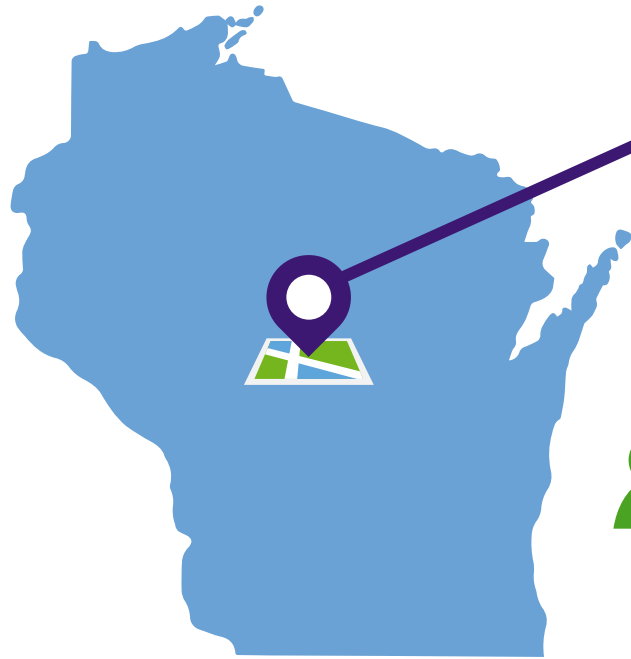
In addition to gathering input directly from community members, secondary data reflective of the overall population’s health status was compiled. The secondary data were gathered by credible local, state and national governmental and non-governmental entities and published/shared.

Reflective of the CHRR model and the SDOH model, the data are grouped in the following overarching categories in the assessment:

- Economic Stability
- Health Behaviors & Outcomes
- Healthcare Access & Quality
- Neighborhood & Built Environment
- Social & Community Context

A comprehensive list of the secondary data and corresponding sources can be found in Appendix E.

# Wood County Community Profile



**793** square miles

37% rural



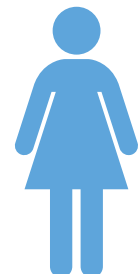
63% urban



**74,207**  
Total Population



49.6%  
male



50.4%  
female

**34 municipalities**

4 cities, 8 villages, 22 towns

**5 most populated municipalities**

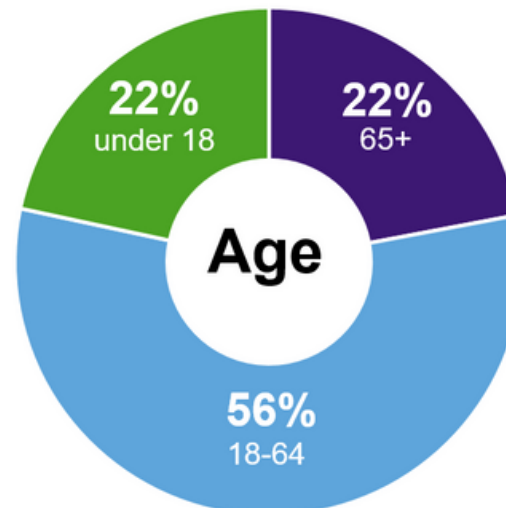
Wisconsin Rapids – 18,809

Marshfield – 18,053

Grand Rapids – 7,611

Saratoga – 5,092

Nekoosa – 2,439



**Median Age: 43.7**



# Wood County Community Profile

Wood County is home to diverse, vibrant communities.

## Race & Ethnicity

From 2010 to 2020, Wood County's total population decreased overall, but grew in diversity.<sup>3,4</sup>

Race/Ethnicity	2010	↑ ↓	2020
TOTAL	74,749	↓	74,207
American Indian & Alaska Native	539	↑	549
Asian	1,304	↑	1,382
Black	382	↑	547
Hispanic	1,680	↑	2,376
Native Hawaiian & other Pacific Islander	8	↑	29
White	70,177	↓	67,055
Other	29	↑	190

Additional demographic characteristics of Wood County compared to Wisconsin are included in Appendix F.

## Language Spoken

Of 32,290 households in Wood County<sup>5</sup>

- 1.3% speak Spanish
- 1.1% speak Asian and Pacific Island languages
- 1.7% speak Other Indo-European languages

## Hispanic/Latinx Community

The term Hispanic or Latinx refers to people of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race.<sup>6</sup> Latinx Americans have lived in Wisconsin since before statehood, but the largest wave of migration came during and after World War II when the U.S. government established the Emergency Farm Labor Program to recruit Mexicans to work in agricultural fields during the labor shortage.<sup>7</sup> From 1951 to 1964, Wisconsin farmers participated in the program, and between 1942 and 1964, millions of Mexican farm laborers came to Wisconsin.<sup>8</sup> Since then, many other Hispanic/Latinx groups have also made Wisconsin their home. Today, Hispanic/Latinx immigrants are the labor force behind Wisconsin's agriculture industry, and many people who identify as Hispanic/Latinx in Wood County work in the agriculture industry.<sup>9</sup> In Wood County, the Hispanic/Latinx population increased by almost 700 over the past decade, from 1,680 in 2010 to 2,376 in 2020.

**Currently, 3.6% of the Wood County population identifies as Hispanic/Latinx and 1.3% of households speak Spanish.<sup>10,5</sup>**





# Wood County Community Profile

## Native/Indigenous Community

Wood County is made of a portion of the treaty land that has historically been claimed by multiple tribes including the Ho-Chunk, Ojibwe, and Menominee Nations. Much of this land was taken through federal government treaties. **More than 500 people who identify as Native/Indigenous live in Wood County as of the 2020 Census.**<sup>4</sup>

The Ho-Chunk are an Indigenous people, with an ancestral lineage dating back to pre-history, and were first recorded as the Wisconsin Winnebago Tribe.<sup>10</sup> This name was given to them by early European explorers. In 1994, when the tribe adopted its present constitution, the nation reclaimed their original name: Ho-Chunk or "People of the Big Voice."<sup>11</sup> **The Ho-Chunk Nation has trust land in present-day Nekoosa, which is where many of the Ho-Chunk people in Wood County reside within a community called Cexhaci** (Chahk Ha Chee), meaning Marsh dwelling. Vital resources in the area include the Nekoosa Health Office from the Ho-Chunk Nation Department of Health, including Public Health, Community Health, Health & Wellness, and Behavioral Health services, Ho-Chunk Chahk Ha Chee Head Start, and Ho-Chunk Gaming Nekoosa. These facilities work to ensure Cexhaci has access to health, educational, and employment services in an area farther away from Indian Health Service healthcare facilities.



## HMong Community

HMong is an indigenous ethnic group originating from China. Fleeing persecution, many HMong sought refuge in Southeast Asian countries such as Laos, Vietnam, and Thailand. During the Vietnam War, the U.S. CIA allied with HMong leaders from Laos to prevent the spread of communism. Post-war, the HMong who were allies with the U.S. faced persecution, leading to a significant refugee migration to the U.S. and other countries where many HMong families were initially sponsored by local church organizations.<sup>11</sup>

A vital component of Wisconsin's cultural fabric and identity is its HMong community. Wisconsin is home to the third-largest HMong population in the U.S., after California and Minnesota. In Wisconsin, the HMong community represents the largest Asian ethnic group, making up 29% of the total Asian population. The next largest groups are Asian Indian (18%) and Chinese (14%). Wisconsin has seen a continuous growth in its HMong population, estimated at around 58,000 in 2019, making this an 18% increase from 2010. **Wood County is home to almost 1,400 Asian American residents, most of whom identify as HMong or Southeast Asian.**<sup>4</sup>

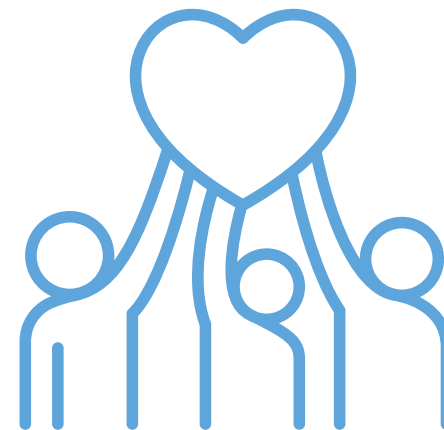
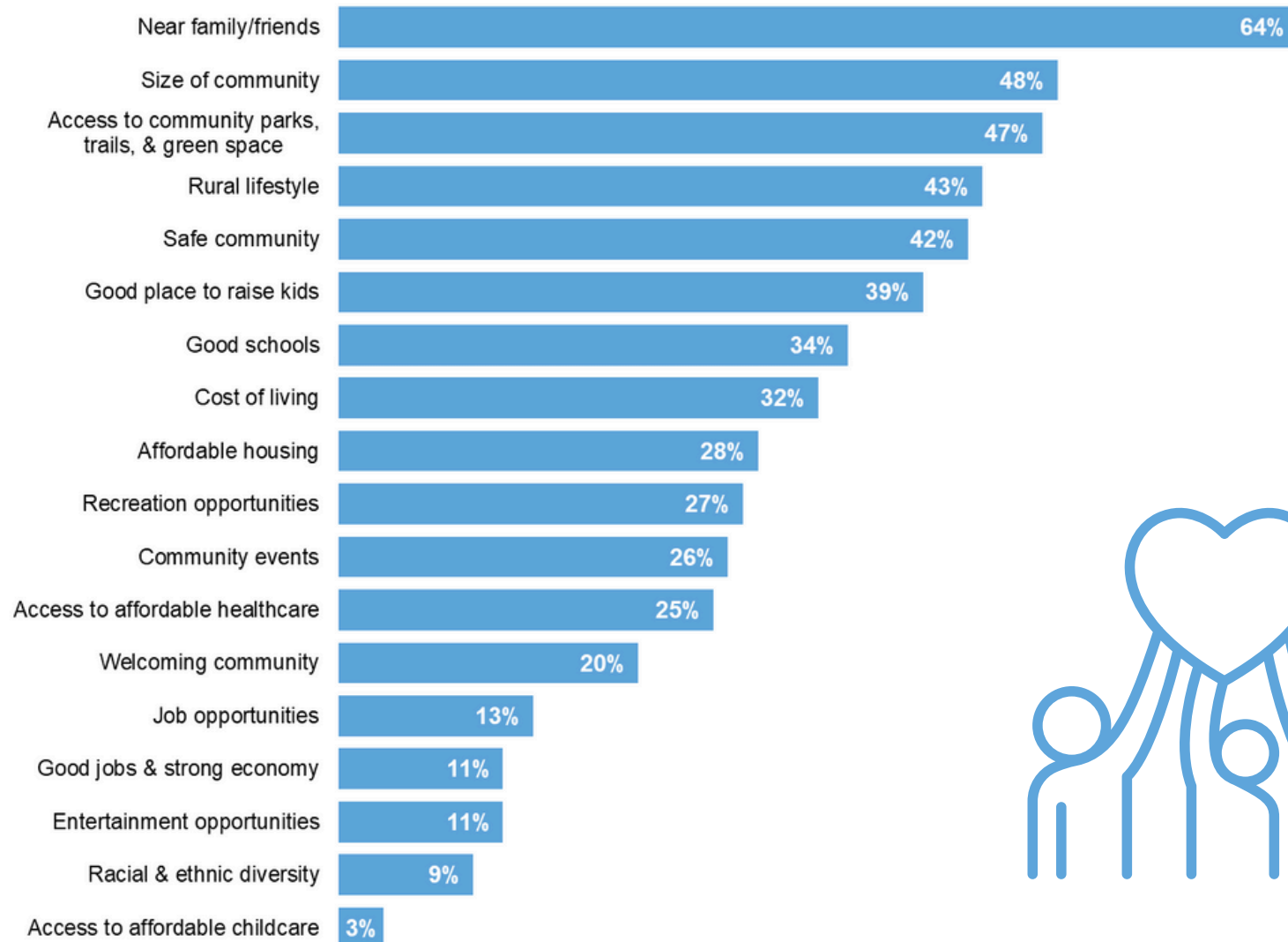
Central to HMong culture is the paramount value placed on family. Many HMong individuals relocated to Wisconsin from other states to reunite with family members, relatives, and clan leaders. Wisconsin has been pivotal in providing refugee resettlement programs and comprehensive services, including educational support, basic needs assistance, and economic opportunities such as job training, employment, and agricultural initiatives that helped support and sustain the livelihoods of HMong families who continue to call Wisconsin home.<sup>12</sup>





# Wood County Community Profile

Wood County has many strengths and resources that connect and support local residents. In the Community Health Assessment (CHA) survey, respondents said the best parts about Wood County include:



# Economic Stability







# Economic Stability

Many people in Wood County are struggling to make ends meet and can't afford basic needs like healthy food, healthcare, housing, etc.

Employment has a direct impact on ability to access care and basic needs. People with steady employment are less likely to live in poverty and more likely to be healthy.<sup>1</sup> However, many people with steady work still don't earn enough money to afford the things they need to stay healthy. People with disabilities, injuries, or chronic conditions may be especially limited in their ability to work.<sup>1</sup>

**39%**

of CHA survey respondents said **not having enough money for basic needs** is an important area of improvement for Wood County

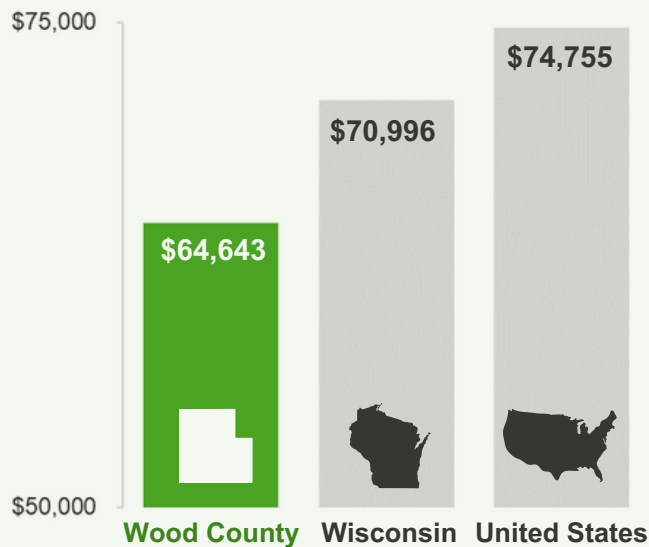
**47%**

of CHA survey respondents said they are **not able to save money** at the end of each month

**53%**

of CHA survey respondents said they don't have **3-months worth of savings**

Wood County has a **lower** median household income than Wisconsin and the United States<sup>2</sup>



The poverty rate in **Wood County is higher** than in Wisconsin<sup>2</sup>



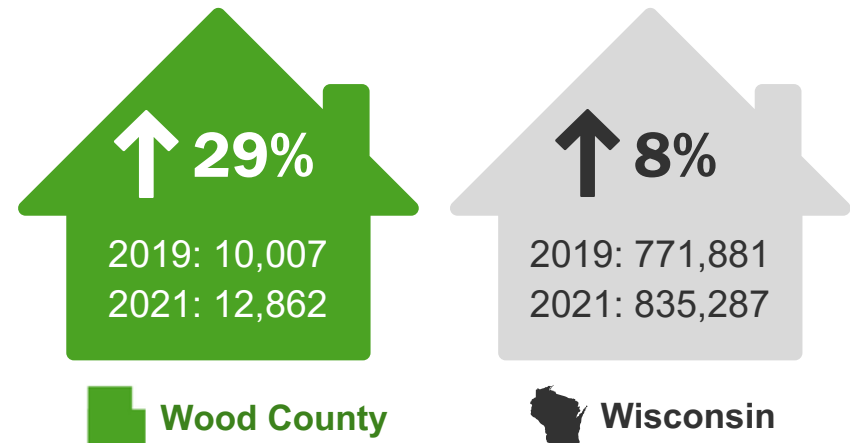


# Economic Stability

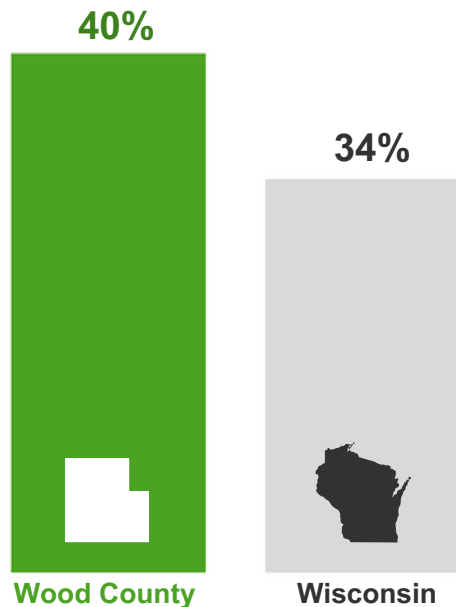
**ALICE** is an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed - households that earn more than the Federal Poverty Level (FPL), but still less than what it costs to pay for basic needs like healthcare, food, rent, child care, etc. <sup>3</sup> In 2021, household costs in Wood County were well above the FPL of \$12,880 for a single adult and \$26,500 for a family of four. <sup>4</sup>

Compared to households above the ALICE Threshold, both ALICE households and households below the FPL have difficulty recovering financially and physically from illness, experience poor housing quality, are less insured, and have more chronic stress. <sup>3</sup>

The number of households in Wood County below the ALICE Threshold increased from 10,007 in 2019 to 12,862 in 2021, an **increase of 29%**, compared to an increase of 8% in Wisconsin overall. <sup>3</sup>



Wood County had a **higher percentage of households below the ALICE thresholds** than WI in 2021 <sup>3</sup>



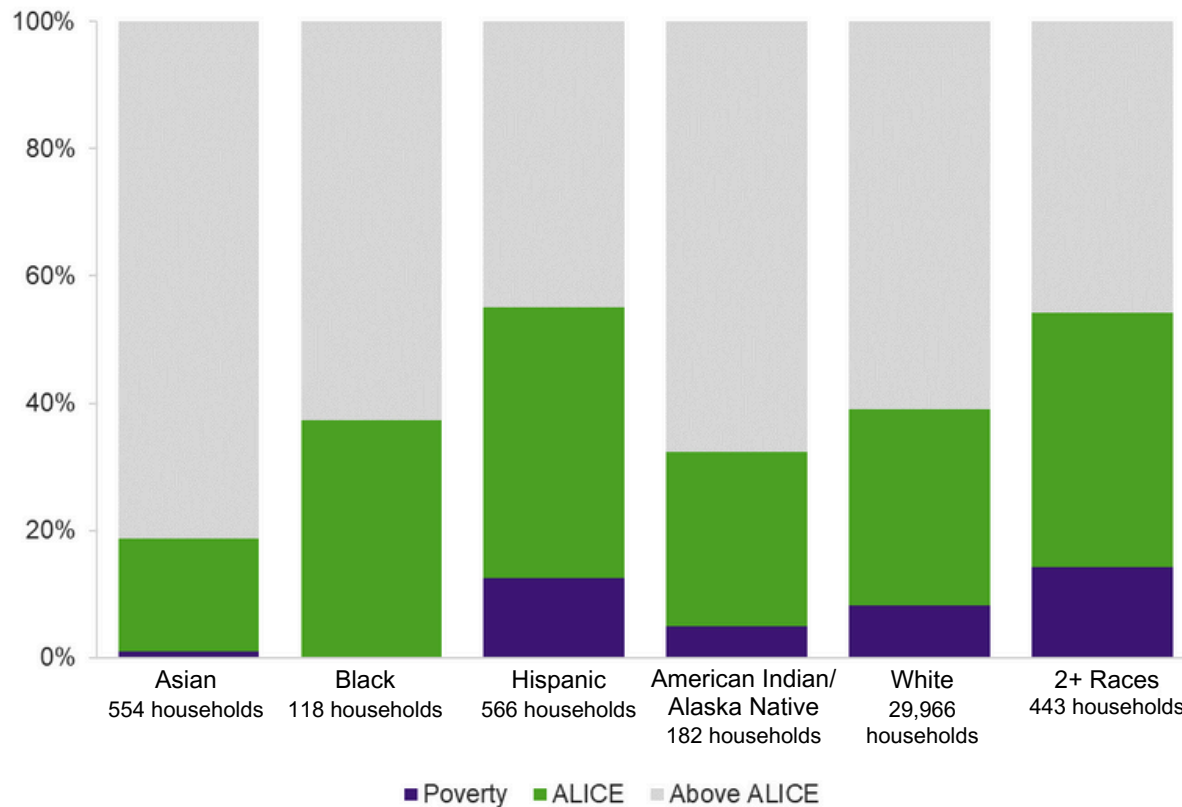
Wood County had the **second highest increase** in the number of households below the ALICE Threshold out of all 72 counties in Wisconsin. <sup>3</sup>



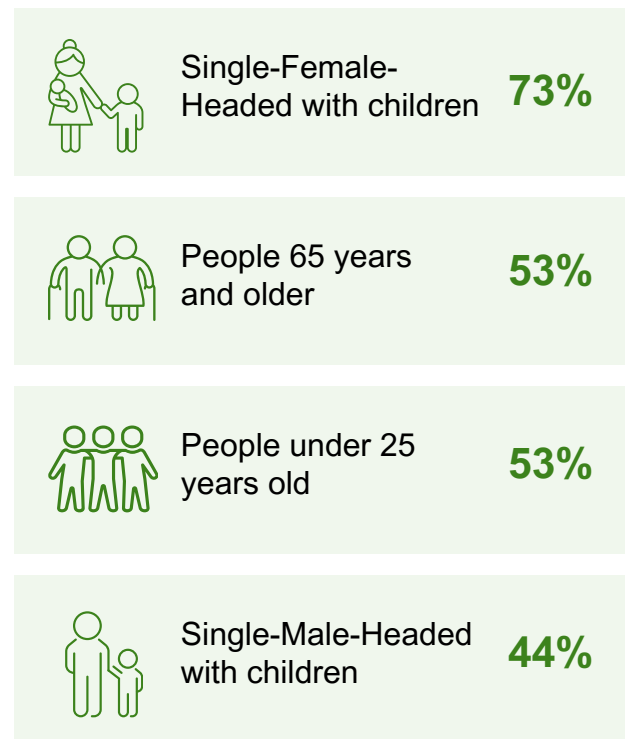
# Economic Stability

## Financial hardship is not evenly distributed in Wood County

The percentage of households below the ALICE threshold varies by race and ethnicity. **Hispanic households (55%)** and **2+ Races households (54%)** make up a higher percentage of households below the ALICE threshold.<sup>5</sup>



The highest percentage of households **below the ALICE threshold** in Wood County include:<sup>5</sup>



Visit [unitedforalice.org](https://unitedforalice.org) to learn more!

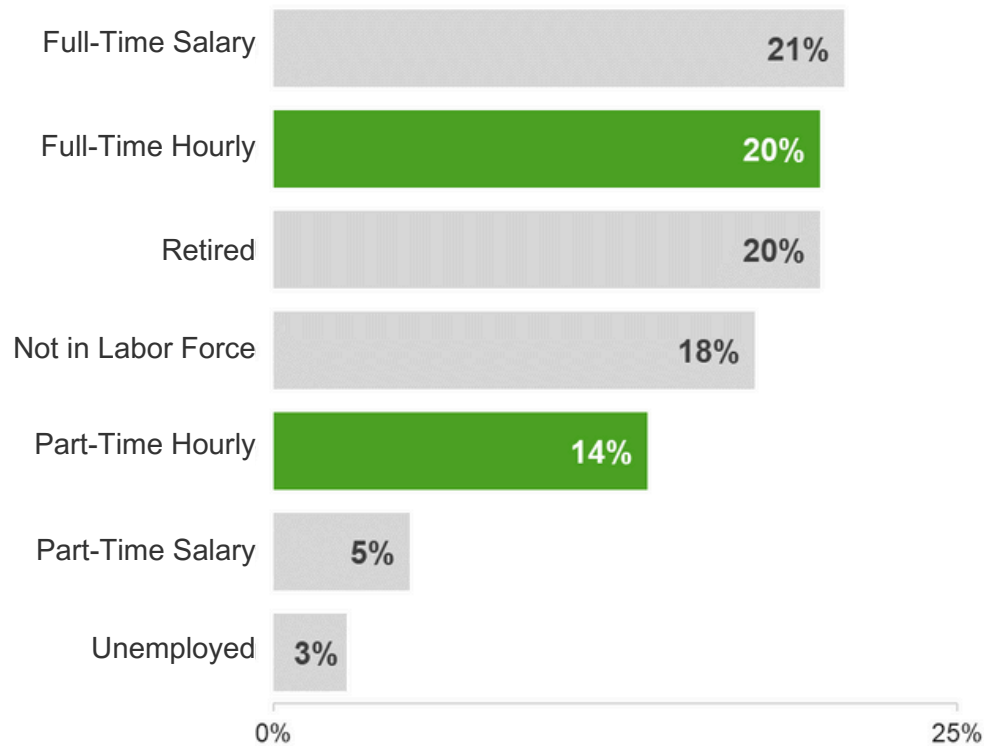


# Economic Stability

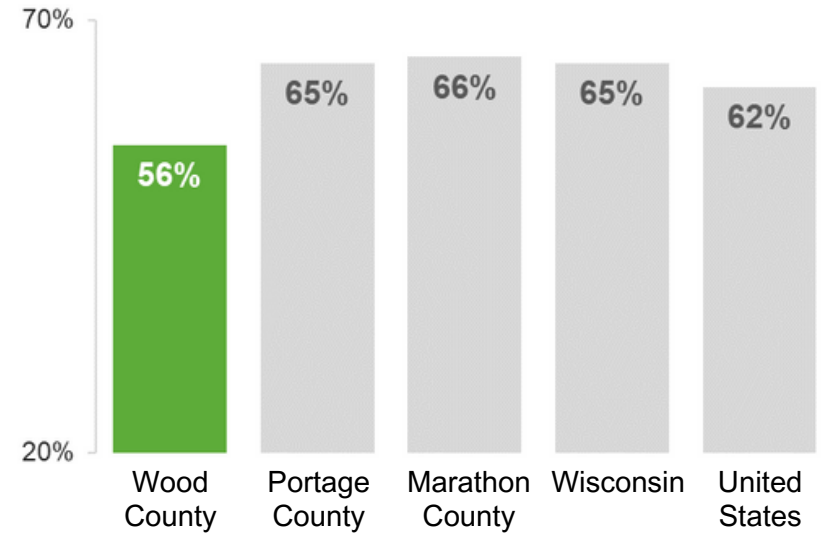
## 53%

of CHA survey respondents said not having enough **jobs with livable wages and benefits** is an important area of improvement for Wood County

A significant percent of both **full and part-time workers** in Wood County are paid hourly. These workers are more likely to have fluctuations in income and less likely to receive benefits.<sup>5</sup>



**A lower percentage of people were employed** in Wood County than in nearby counties, WI, and the U.S. in 2024.<sup>6</sup>



Employment has a direct impact on ability to access care and basic needs. In Wood County, 91% of employed people have health insurance, whereas only 79% of unemployed people have health insurance.<sup>7</sup>



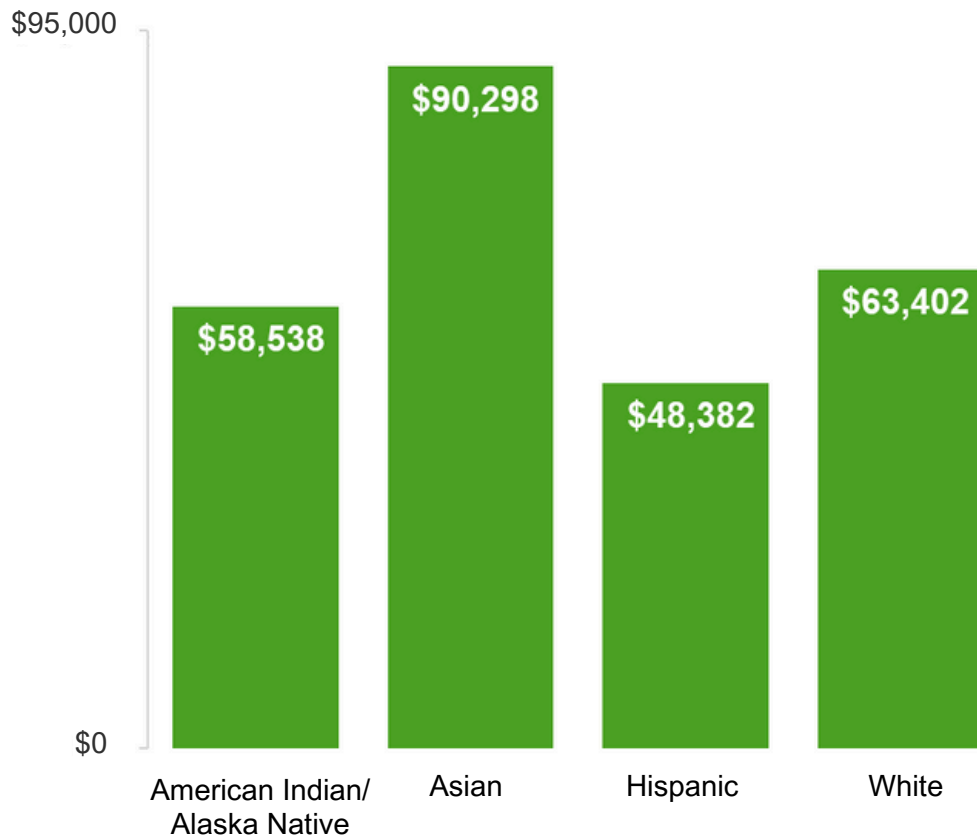
**DID YOU KNOW?**



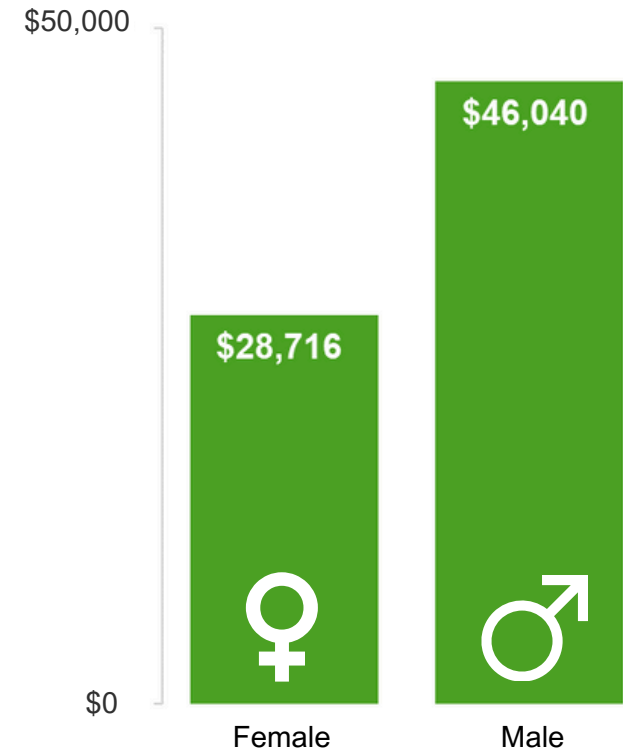
# Economic Stability

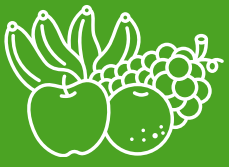
## Earnings differ by sex, race, and ethnicity in Wood County

Median household income **differs by race and ethnicity** with people who identify as Asian having the highest median household income and people who identify as Hispanic having the lowest in Wood County in 2022.<sup>6</sup>



Median individual income differs by sex in Wood County. **Males earned 1.6 times more** money than females in 2022.<sup>6</sup>

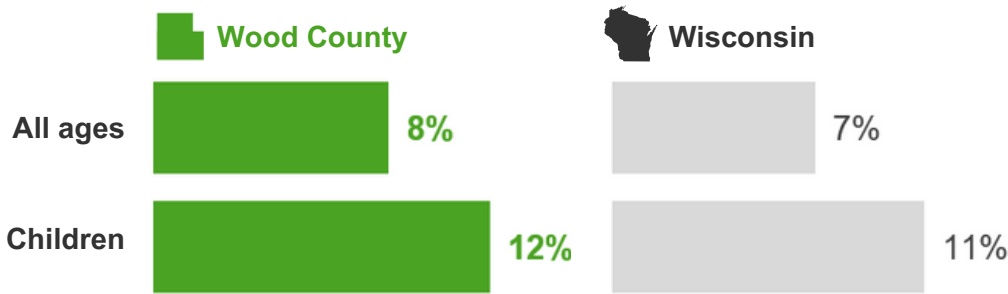




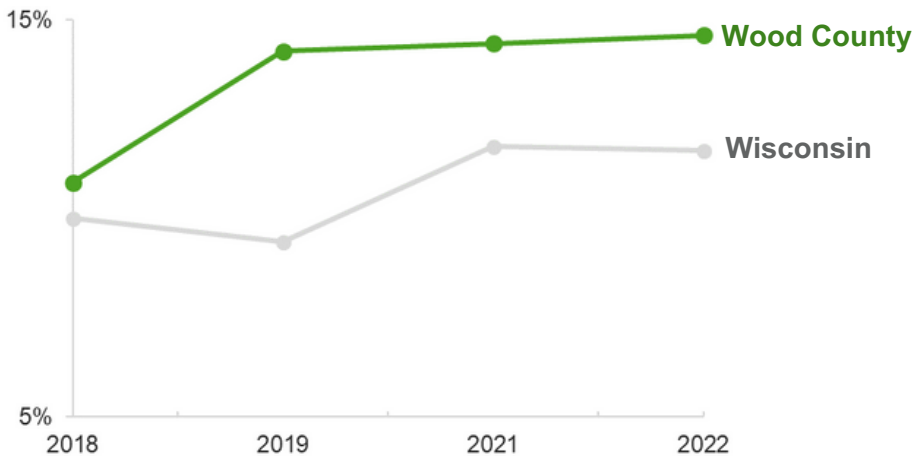
# Food Insecurity

Food insecurity is defined as the lack of access, at times, to enough food for an active, healthy life.<sup>1</sup> Food insecurity is associated with multiple adverse social and health outcomes and is a critical public health issue.<sup>1</sup> Key drivers of food insecurity include unemployment, poverty, and financial instability, which can prevent adequate access to food.<sup>1</sup> Food insecurity is linked to negative health outcomes in both children and adults.<sup>2</sup>

In 2021, **Wood County had higher rates of food insecurity** among all ages and among children under 18 compared to Wisconsin.<sup>1</sup>



**Foodshare participation has increased** over time in Wood County and has been consistently higher in Wood County than in Wisconsin.<sup>3</sup>



**1,940 children didn't have enough food in Wood County in 2021<sup>1</sup>**

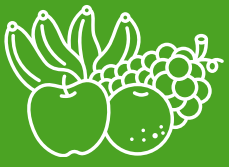


**4,712 households** received Supplemental Nutrition Assistance Program (SNAP) benefits in 2022<sup>3</sup>

Of all United Way 211 calls in 2023, **'food pantries'** was the 3rd highest need with **244 calls** in the South Wood County area and **92 calls** in the Marshfield area.



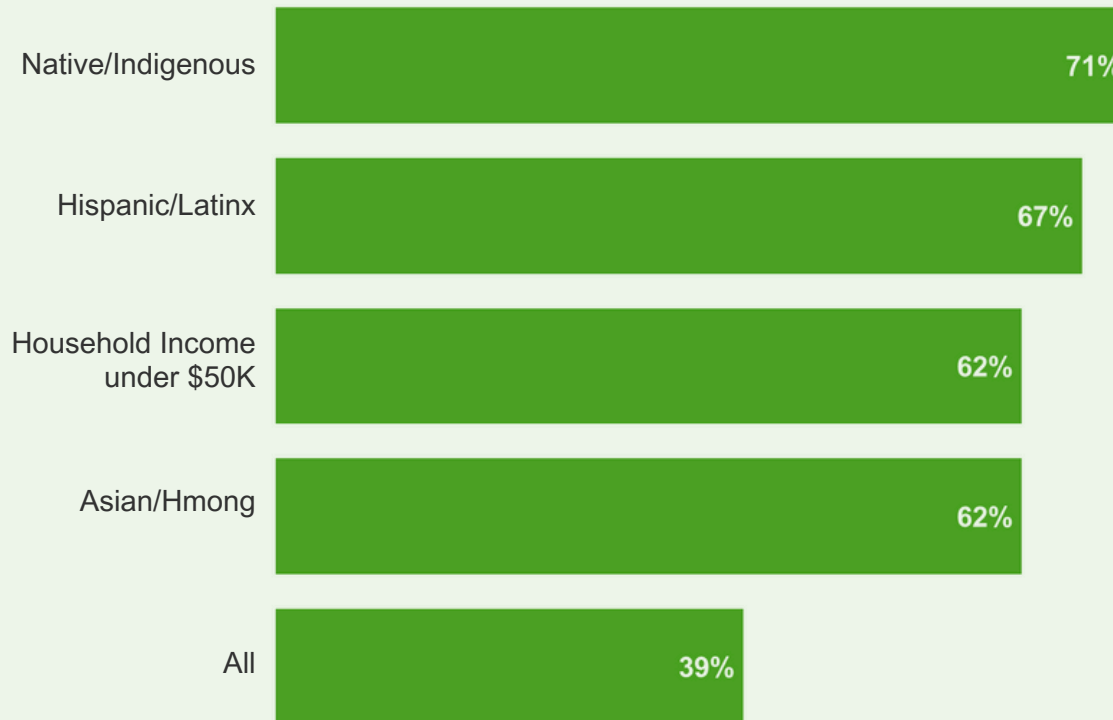




# Food Insecurity

Things like poverty, unemployment, and household assets influence food insecurity. A long history of discrimination and structural oppression has been perpetuated through policies that have caused many communities of color and people facing financial instability to be disproportionately impacted by food insecurity.<sup>1,2</sup> Unfortunately, we are seeing these disparities locally within Wood County when it comes to food insecurity.

The percentage of CHA survey respondents who worried they would run out of food before they had money to buy more at least once in the last 12 months varied by race, ethnicity, and household income.



Find Free Food and Grocery Programs at [feedingamerica.org](https://feedingamerica.org)

# Health Behaviors & Outcomes





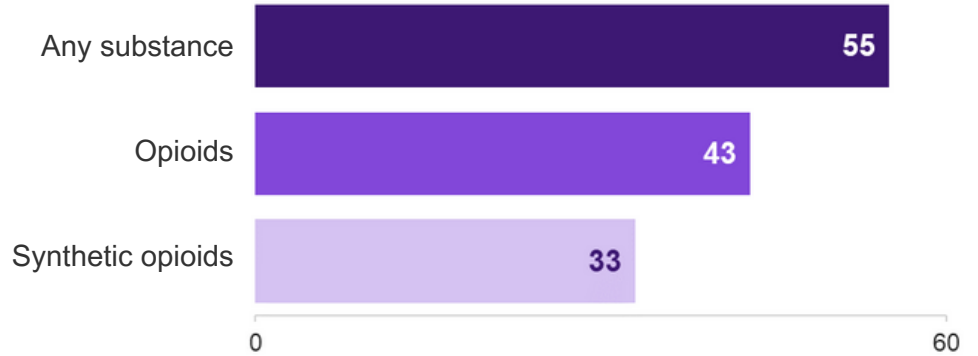
# Drug Use

A drug is any substance that can change how a person’s body and mind work.<sup>1</sup> People begin using drugs for many reasons, and often these reasons are related to past trauma or not feeling “normal.” Different drugs have distinct effects on the body, but misuse of any drug can lead to dependence, addiction, injuries, or death depending on the individual. Substance use disorders (also known as addictions) are a brain disease that can be linked to certain health problems. Drug-related overdoses are often accidental and can happen when too much of a drug overwhelms the body’s ability to handle it. An overdose can lead to emergency department visits, permanent brain injuries, or even death.<sup>2</sup> Substance use disorders have several effective treatments outside of abstinence (stopping all use) alone, but these treatments are unavailable to many people due to cost and access.<sup>2</sup> Using many methods across the continuum of substance use (i.e. prevention, harm reduction, treatment, and recovery support) can reduce substance-related health issues and deaths in Wood County.

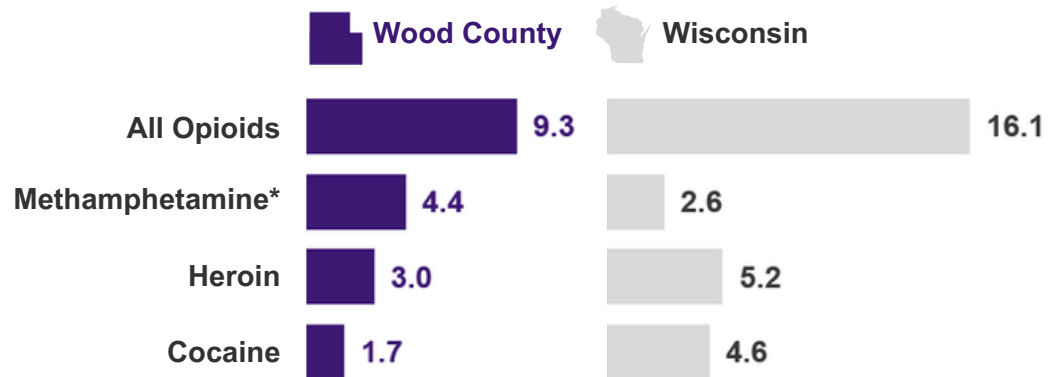


2 in 3 CHA survey respondents said **drug use** is an important area of improvement in Wood County

Between 2017-2021, there were **55 overdose deaths** in Wood County due to any substance.<sup>3</sup> **60% of those overdose deaths** involved synthetic opioids, primarily illegally made fentanyl.



Wood County had a **higher rate of drug overdose deaths due to methamphetamine\*** compared to Wisconsin between 2014-2021<sup>4</sup>



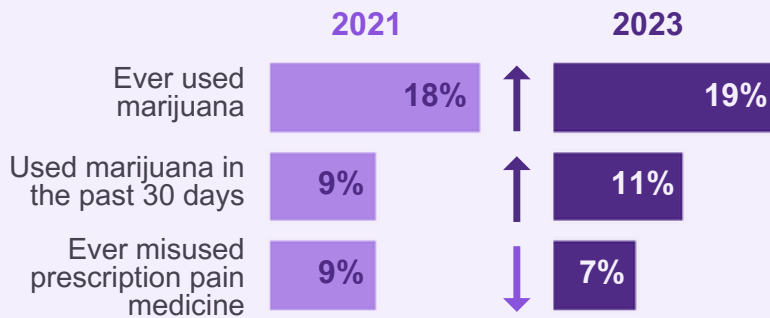
\*Methamphetamine includes stimulants other than cocaine



# Drug Use

Youth living with substance use disorder have more barriers to accessing treatment and tend to experience higher rates of physical and mental illnesses, and worse overall health and well-being.<sup>5</sup> Most adults who meet the criteria for having a substance use disorder started using substances during adolescents.<sup>5</sup>

Wood County high school students who...<sup>6</sup>



Between 2017-2021 in Wood County, there were <sup>3</sup>

- 101 emergency department visits for **opioid overdoses**
- 13 emergency department visits for **stimulant overdoses**
- 275 ambulance runs for **all drug overdoses**
- 205 ambulance runs for **opioid overdoses**



Drug use was the **#1 selected area of improvement** of all 35 categories in the CHA survey



Substance use was the **most identified** area of improvement in the write-in responses in the CHA survey



## Community members said



- “We need to have more places to help with drug addiction and mental health.”
- “[We] need more sober living houses and a treatment center.”
- “I wish there were more options for alcohol and drug recovery for community members.”
- “I’m a recovering drug addict & the help & resources are not available like they should be. We need more funding. We need to stop pushing people away and help them.”





# Drug Use

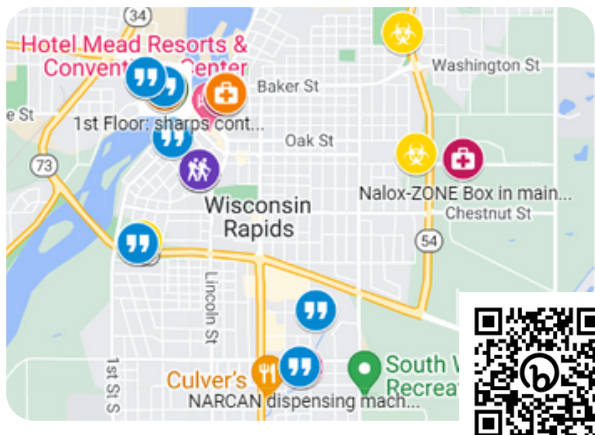
## Community Resources

**Call or text 988 if you or someone you know is in need of substance use support.**

The **988 Suicide & Crisis Lifeline** provides free and confidential support for anyone experiencing suicidal, mental health, and/or substance use crisis. People of all ages who need help for themselves or a loved one can call, text or chat 24/7.



**Wood County Harm Reduction & Overdose Prevention Resources Map:** A Google map of the locations in Wood County with free community resources to reduce chances of overdose and communicable disease transmission, and improve community health. View the full county map at [bit.ly/narcanwoodcounty](http://bit.ly/narcanwoodcounty)



**IMPACT** is a community coalition working with local residents and partners to create lasting change in Wood County. IMPACT focuses on youth substance use prevention (alcohol, prescription drugs, marijuana, tobacco/nicotine), reducing health harms for people who use drugs, and support of substance use recovery in our community.



**Three Bridges Recovery** is a peer support organization based in Wood County supporting individual pathways to recovery throughout Central Wisconsin. The organization comes alongside individuals who are at-risk of or have experienced a drug-related overdose, including in emergency departments and jail settings.



**How to Use the FindTreatment.gov Treatment Locator**

Need to find treatment for mental and substance use disorder in your area?  
Go to [www.findtreatment.gov](http://www.findtreatment.gov) and follow these easy steps:

[FindTreatment.gov](http://www.findtreatment.gov)





# Alcohol Use

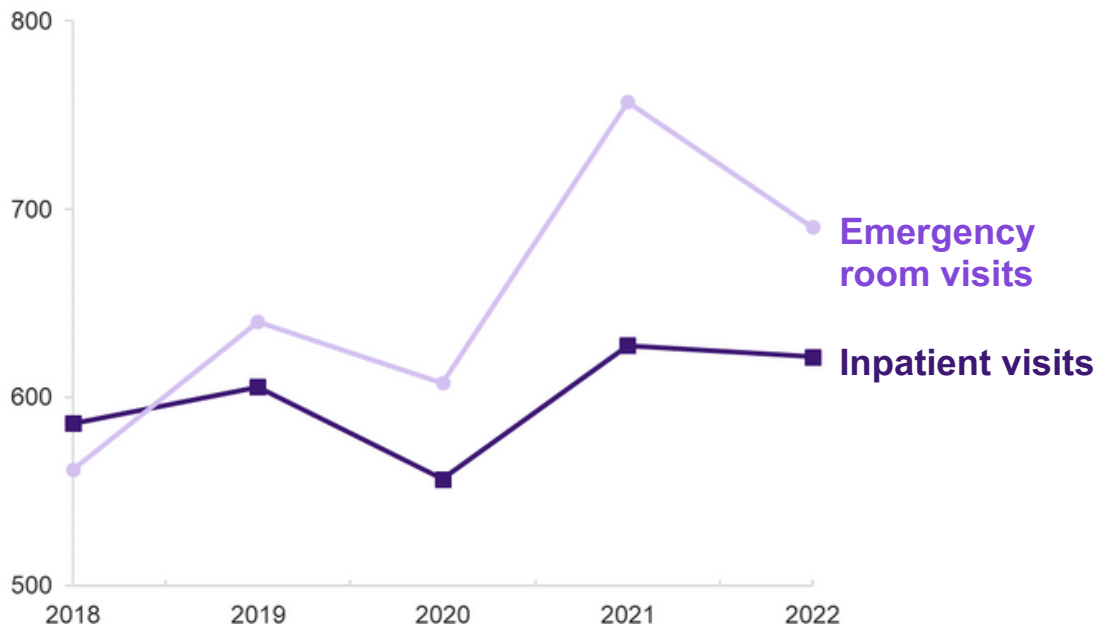
Alcohol is the most commonly used addictive substance in Wisconsin.<sup>1</sup> Excessive alcohol use has a significant negative impact on health, safety, and the economy. There is a long list of health risks related to drinking alcohol including: increased risk in multiple kinds of cancer, high blood pressure, heart disease, stroke, liver disease, digestive problems, weakening of the immune system, dementia, depression, anxiety, learning and memory problems, unintentional injuries, motor-vehicle traffic crashes, falls, burns, firearm injuries, violence, sexual assault, suicide, homicide, alcohol poisoning, alcohol use disorders, alcohol dependence, and death.<sup>2</sup> The strong culture of excessive alcohol use in Wisconsin presents challenges to tackling this issue.

**45%** of CHA survey respondents said **excessive alcohol use** is an important area of improvement

**29%** of motor vehicle crash deaths involved alcohol between 2017-2021<sup>1</sup>

**632** alcohol-attributable hospitalizations in 2022<sup>1</sup>

## Emergency Room Visits & Inpatient Visits in Wood County<sup>1</sup> (rate per 100,000 residents)



**48**  
alcohol-attributable deaths in Wood County in 2022<sup>1</sup>



# Alcohol Use

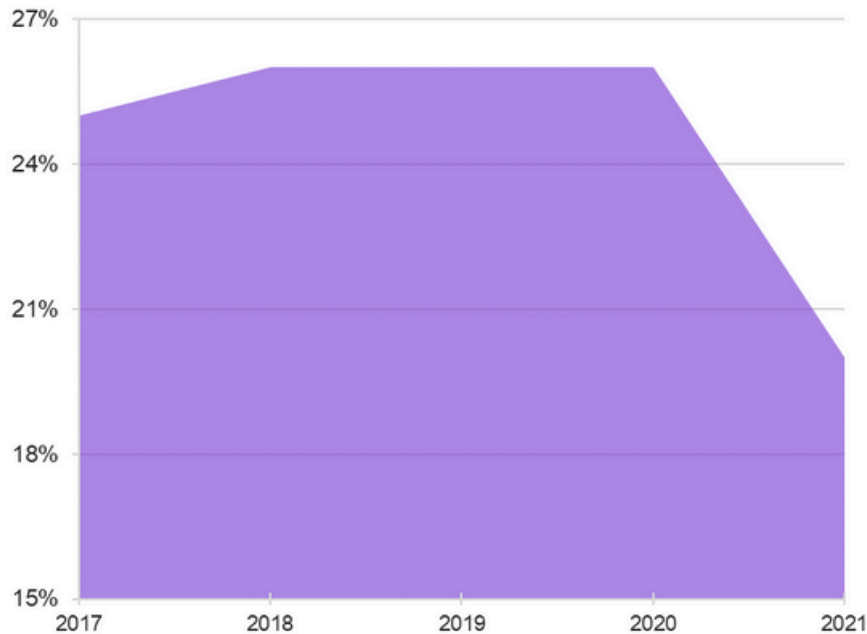
# 29%

## Alcohol impaired driving deaths

Between 2017-2021, 29% of driving deaths had alcohol involvement, and the trend for Wood County is getting worse.<sup>3</sup>

Binge drinking is defined as consuming 5 or more drinks on an occasion for men, or 4 or more drinks on an occasion for women. Binge drinking is the most common and costly pattern of alcohol use in Wisconsin and is a critical public health concern.<sup>4</sup>

In 2021, **20% of Wood County adults engaged in binge drinking** in the past 30 days, which is a decrease from the previous 4 years.<sup>3</sup>



The estimated annual cost of binge drinking in Wood County is **\$46.1 million or \$618 per resident**<sup>4</sup>

# 231

alcohol licenses in Wood County in 2023-2024





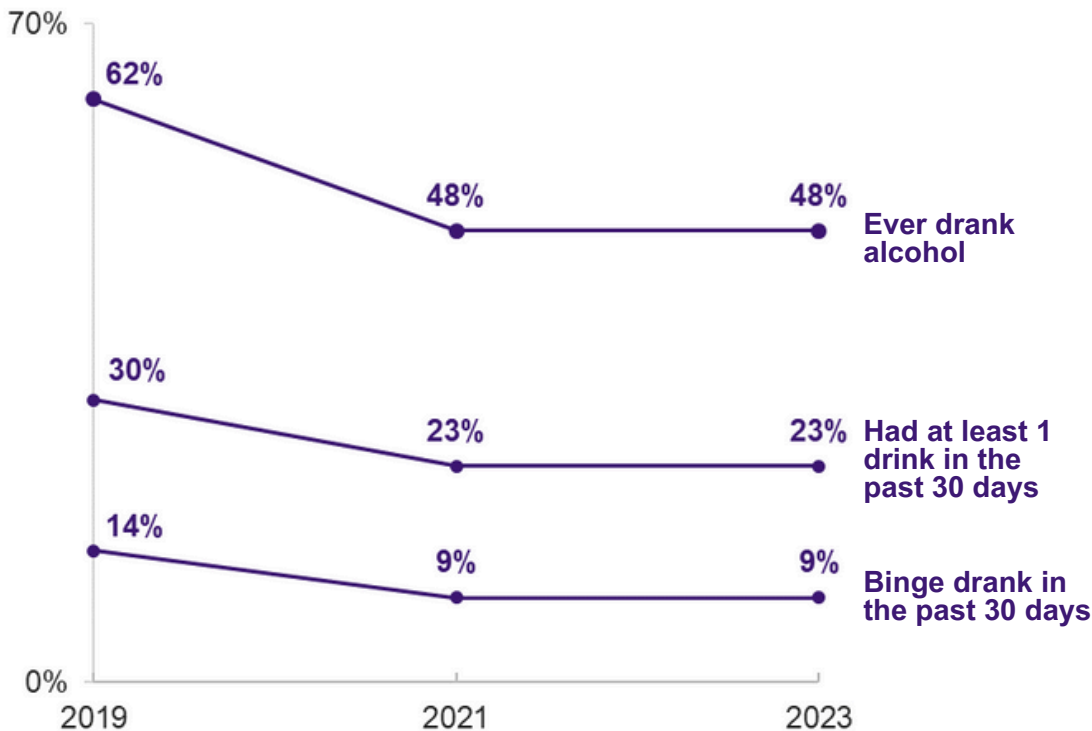
# Youth Alcohol Use

Underage drinking is a serious public health concern in Wisconsin and locally within Wood County. Youth face even more health risks related to alcohol because alcohol affects them more powerfully than it does adults. When youth drink alcohol, they can damage the development of healthy mental pathways in the brain that shape how they feel, learn, behave, and grow, which can have lifelong impacts.<sup>1</sup> Drinking alcohol can also slow brain activity for weeks and shut down new brain cell growth.<sup>1</sup>



**3 in 4** Wood County Substance Use Survey respondents were concerned about underage drinking in the community<sup>2</sup>

Wood County high school students who<sup>3</sup>



How WI Prevents Underage Drinking

Visit [SmallTalksWI.org](https://SmallTalksWI.org) for underage drinking facts, talk tips, and more.

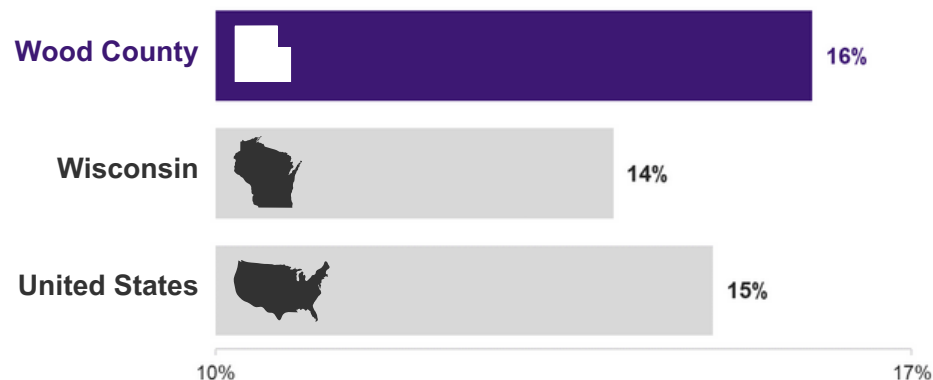




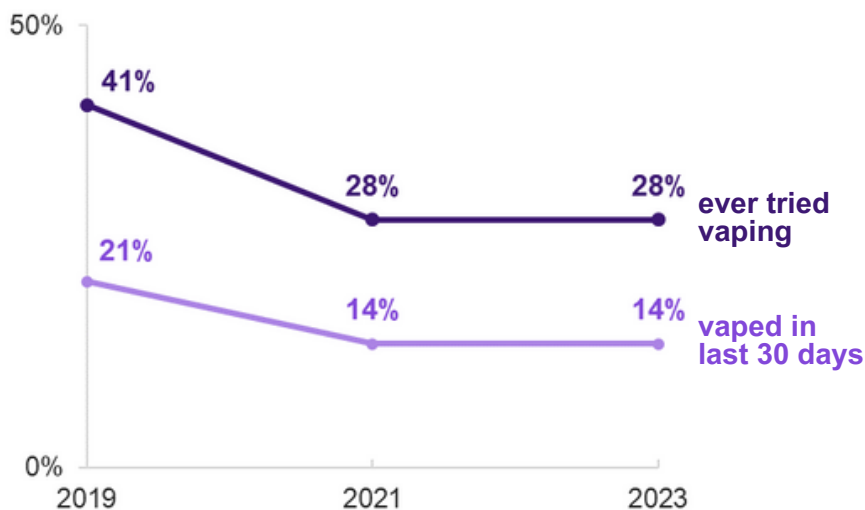
# Tobacco & Vaping

Tobacco and nicotine products are Wisconsin's leading causes of preventable death and disease.<sup>1</sup> Smoking harms nearly every organ in the body and increases the risk of heart disease, stroke, lung diseases, and many types of cancer.<sup>2</sup> Additionally, smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined.<sup>3</sup> Tobacco and nicotine disproportionately burdens Black, Native/Indigenous, Hispanic/Latinx, and LGBTQ+ communities, people with low incomes or educational attainment, and people in mental health or substance use treatment.<sup>1</sup> *The word "tobacco" on this page refers to commercial tobacco, not traditional Native American/Indigenous tobacco.*

16% of Wood County adults were current smokers in 2021<sup>4</sup>



In 2023, 28% of Wood County high school students reported that they **tried vaping at least once** and **14% used a vape product** in the last 30 days.<sup>5</sup>



E-cigarettes are more popular than conventional cigarettes among Wisconsin teens<sup>6</sup>



The **Wisconsin Tobacco Quit Line** is a free 24/7 service to WI residents age 13 or older who want to quit smoking, vaping, or chewing tobacco.

There are three ways to reach the quit line:



Call 800-QUIT-NOW



Text READY to 34191



WiQuitLine.org



# Mental Health

Mental health includes our emotional, psychological, and social well-being.<sup>1</sup> It affects our ability to relate to others, perform day-to-day tasks, handle stress, and make choices.<sup>2</sup> Mental health and physical health are closely connected and equally important. Mental health is often a driver of other health issues, such as substance use and chronic illness. For example, depression increases the risk for many types of physical health problems, like diabetes and heart disease, and having a chronic condition can increase the risk for mental illness.<sup>1</sup>

**63%**

of CHA survey respondents said **mental health** is an important area of improvement in Wood County, making it the **#2 selected area of improvement** of all 35 categories in the CHA survey

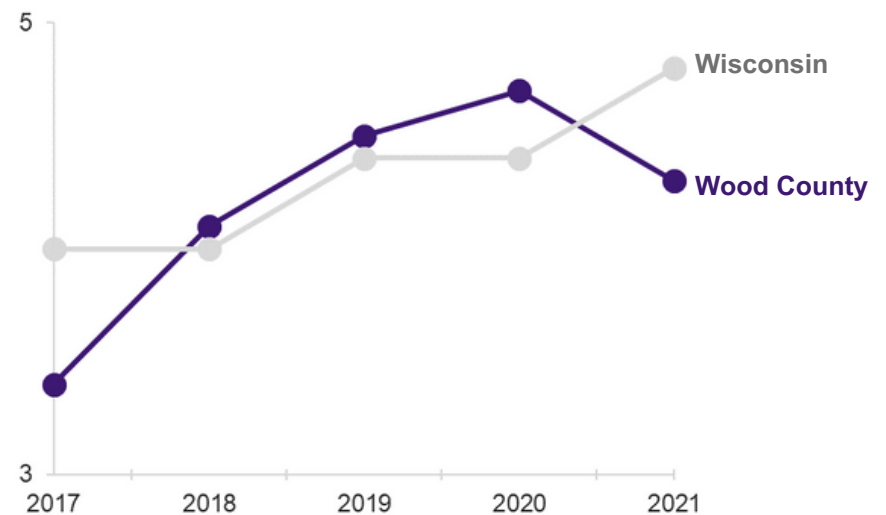
**20%**

of adults in Wood County reported having depression in 2021<sup>3</sup>



**More than 1 in 5 adults live with a mental illness in the U.S.<sup>1</sup>**

Between 2017-2020, the number of mentally unhealthy days reported by adults in the past 30 days increased in Wood County, followed by a **decrease to 4.3 mentally unhealthy days in 2021<sup>4</sup>**





# Mental Health

# 54%

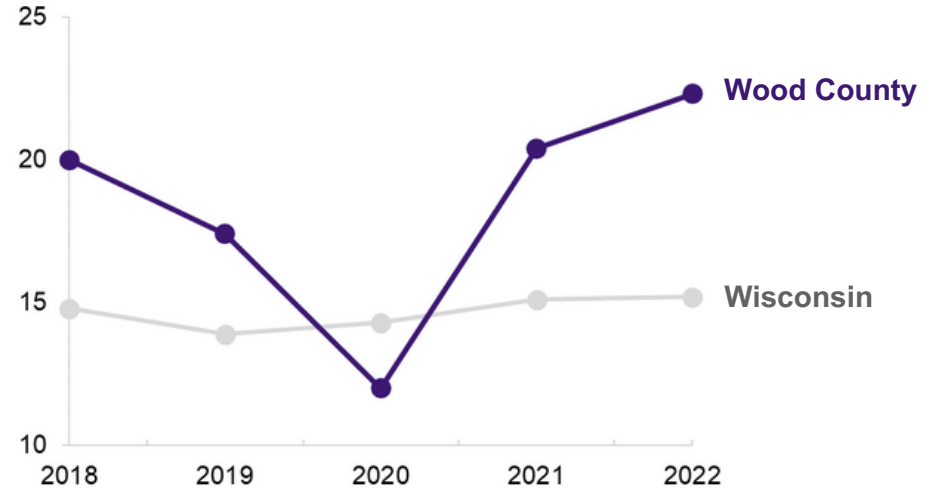
of CHA survey respondents said **availability of mental health providers** is an important area of improvement in Wood County

Estimates suggest only half of all people with mental health disorders get the treatment they need<sup>6</sup>

Provider ratios show the number of individuals who need to be served by 1 provider to cover the entire population. In 2023, Wood County had 1 mental health provider per 540 people, which is **less mental health providers** compared to Wisconsin and the United States.<sup>4</sup>

Wood County	Wisconsin	United States
540 people per 1 provider	400 people per 1 provider	320 people per 1 provider

Between 2018-2022, Wood County's **suicide death rate** per 100,000 residents reached a high in 2022.<sup>5</sup>



# 988

SUICIDE & CRISIS LIFELINE

If you or someone you know is experiencing a mental health crisis, you can call or text 988 or visit [988lifeline.org](https://www.988lifeline.org)

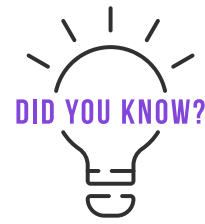


# Youth Mental Health



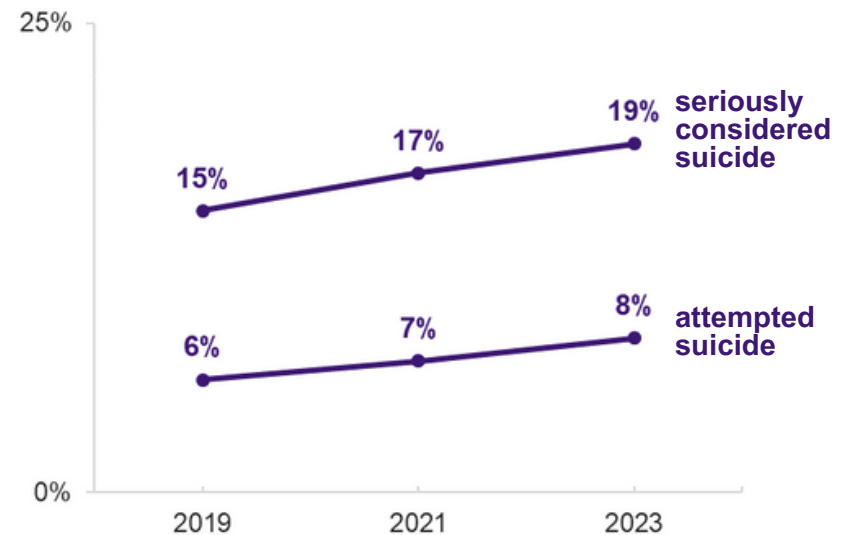
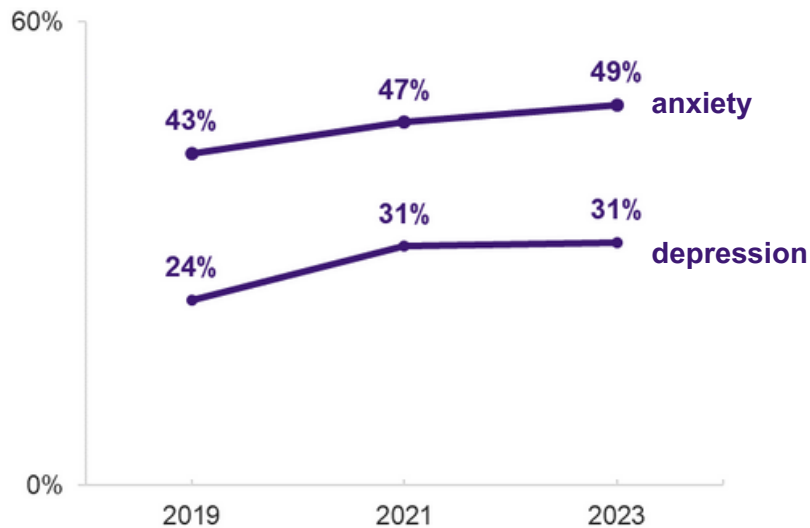
**5 in 9**

Wood County students answered affirmatively to at least one question about anxiety, depression, or self-harm in the 2023 YRBS<sup>7</sup>



Mental health disorders affect people of all ages, racial/ethnic groups, gender identities, sexual orientation, etc., but some populations are disproportionately affected. **Wood County students disproportionately affected by mental health issues** include students who identify as female, LGBTQ, and/or Hispanic.<sup>7</sup>

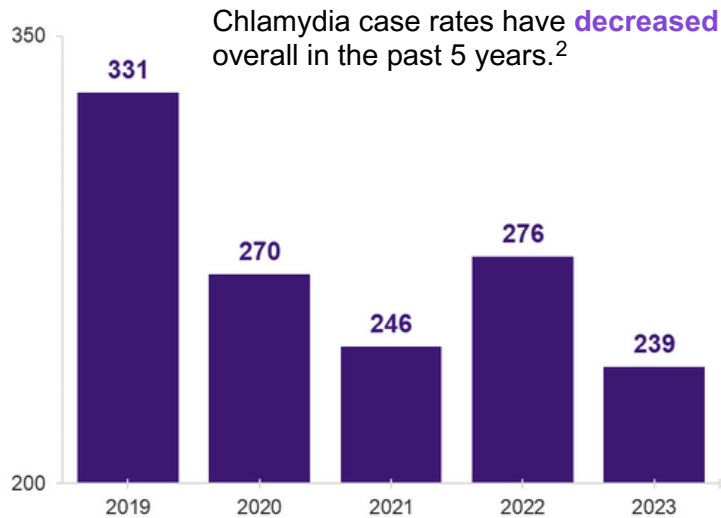
The percentages of Wood County high school students who self-reported anxiety, seriously considered suicide, and/or attempted suicide in the past 12 months **all increased** over the past 5 years<sup>7</sup>



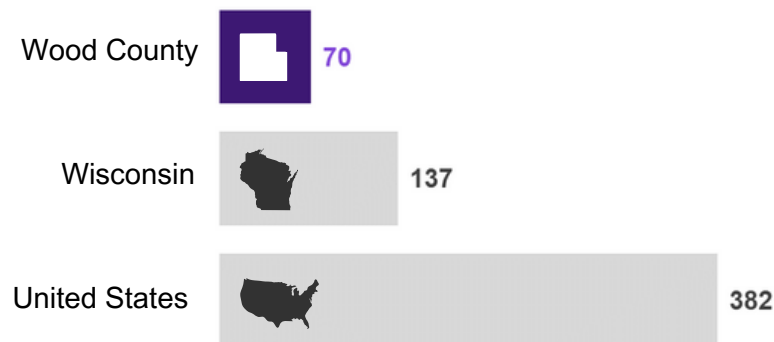


# Sexual Activity

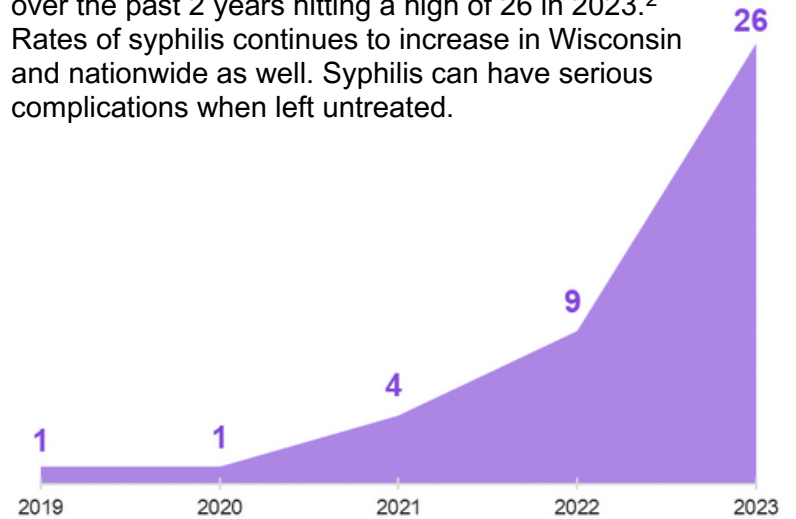
Sexually transmitted infections (STIs) are very common and rates are increasing both locally and nationally.<sup>1</sup> STIs are preventable, and most are curable if caught and treated early. Adolescents, young adults, and men who have sex with men are at higher risk of getting STIs, and people who have an STI may be at higher risk of getting HIV.<sup>1</sup>



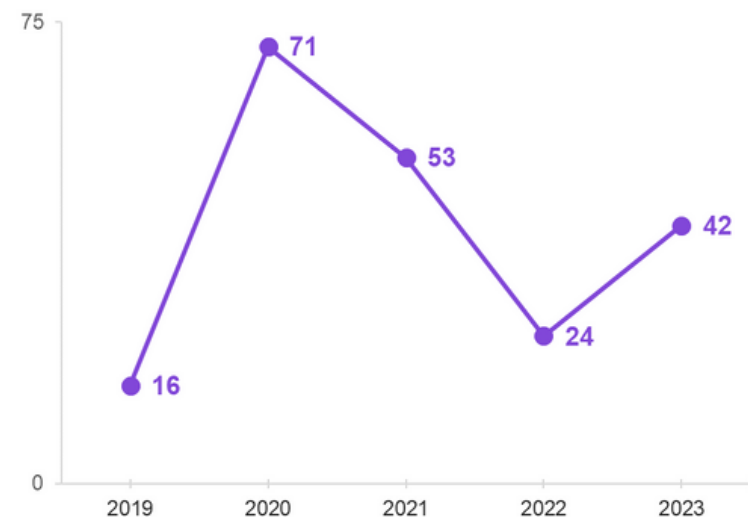
The HIV prevalence in Wood County was **much lower** than in WI and the US in 2021.<sup>3</sup>



Syphilis case rates have **increased drastically** over the past 2 years hitting a high of 26 in 2023.<sup>2</sup> Rates of syphilis continues to increase in Wisconsin and nationwide as well. Syphilis can have serious complications when left untreated.



Gonorrhea case rates **increased** from 2022 to 2023.<sup>2</sup>



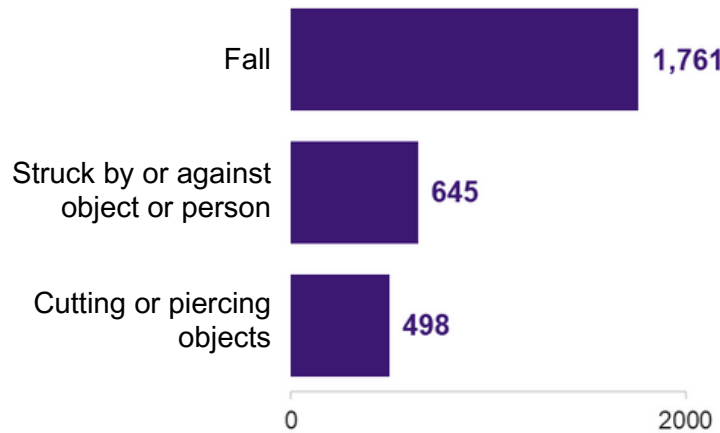
\*all data on this page is per 100,000 people



# Injury

In 2022, there were 5,166 emergency department visits and 358 hospitalizations due to injury in Wood County.<sup>1</sup>

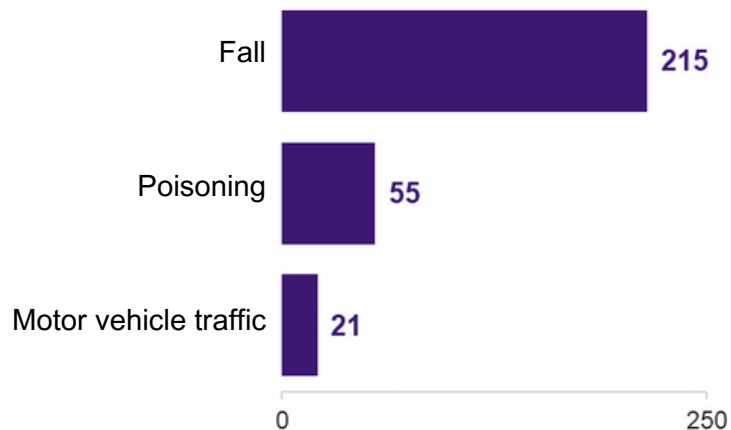
## Emergency department visits due to unintentional injuries<sup>1</sup>



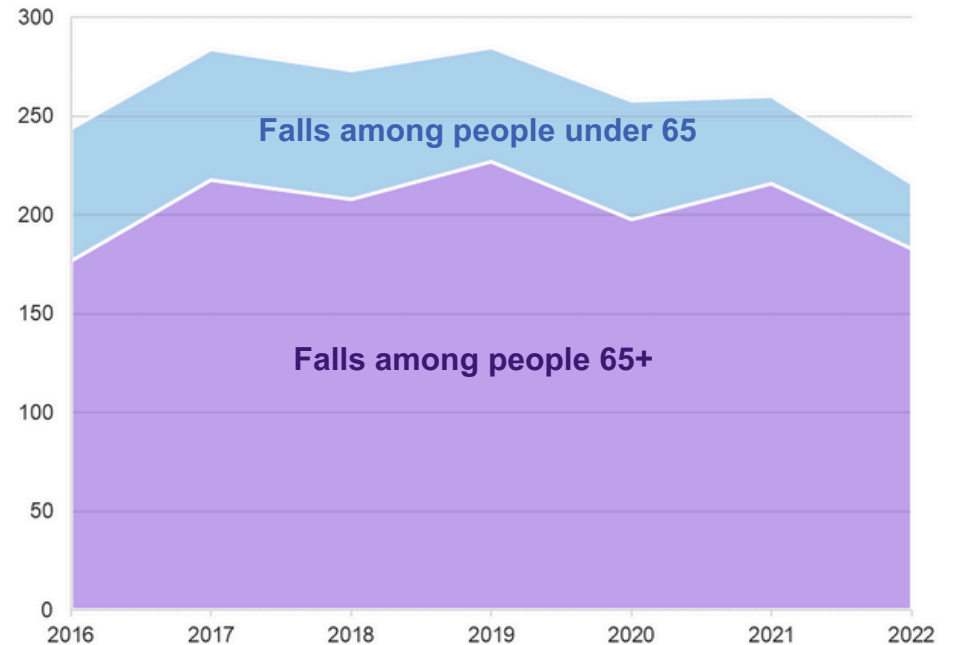
**Falls were the number one cause** of both injury-related hospitalizations (215) and emergency department visits (1,761) in Wood County in 2022<sup>1</sup>



## Hospitalizations due to unintentional injuries<sup>1</sup>



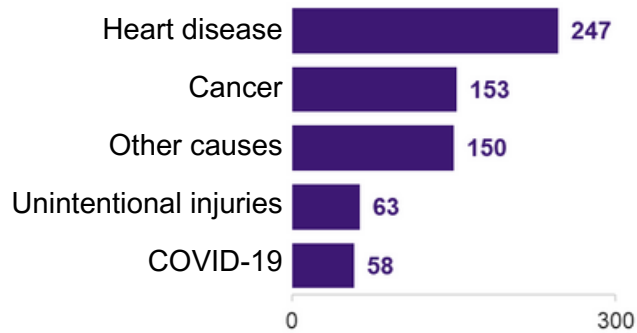
The number of hospitalizations due to unintentional fall-related injuries **among people 65 and older is much higher** compared to people under 65 years old in Wood County<sup>1</sup>





# Mortality

## Top 5 Causes of Death in Wood County in 2022<sup>1</sup>



## Average Life Expectancy in years

77.3



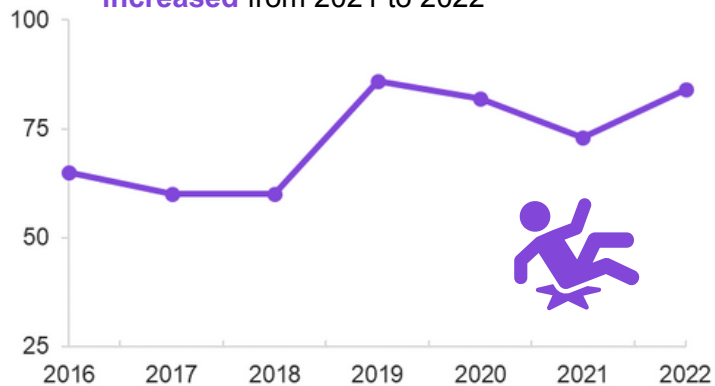
Wood County

78.2

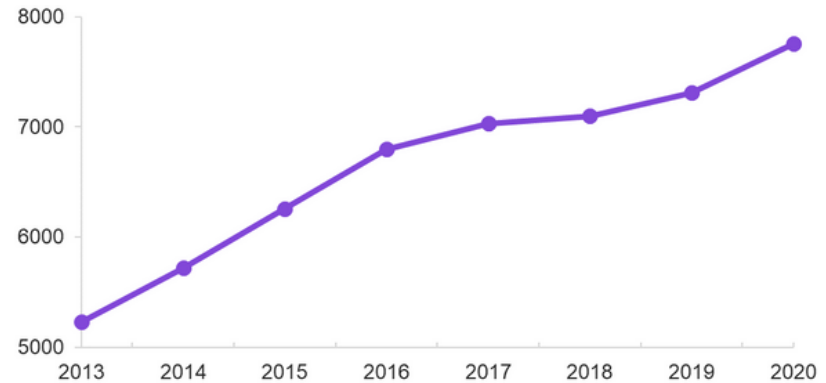


Wisconsin

## The number of fall-related deaths increased from 2021 to 2022<sup>1</sup>

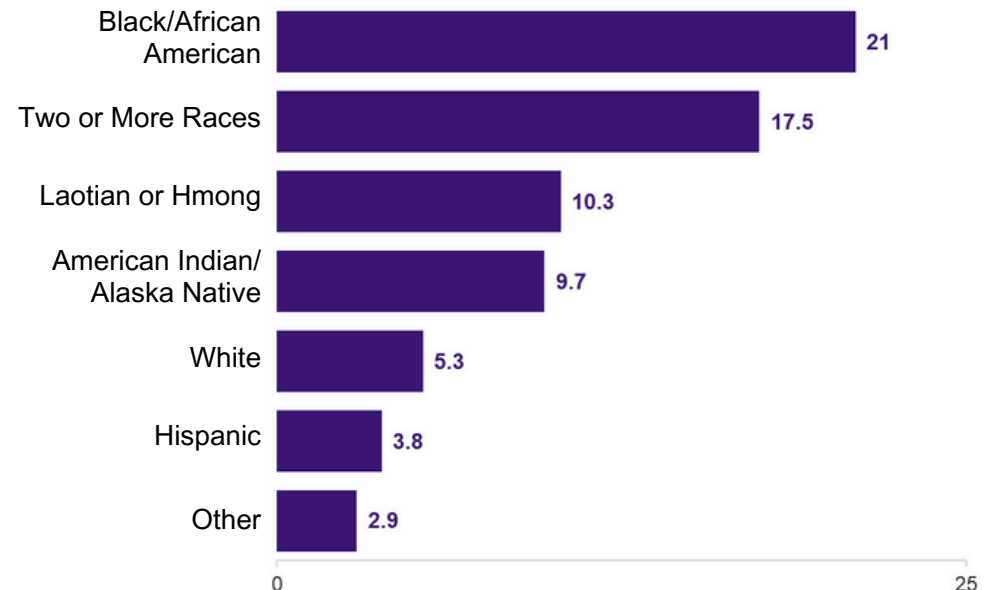


Premature death is a rate measured as the years of potential life lost before age 75 per 100,000 people. **Wood County has been getting worse** for this measure over the years.<sup>2</sup>



## Infant mortality rate differs based on mother's race/ethnicity

Wood County Infant Mortality Rate per 1000 Live Births, 1990-2022<sup>3</sup>





# Healthcare Access & Quality







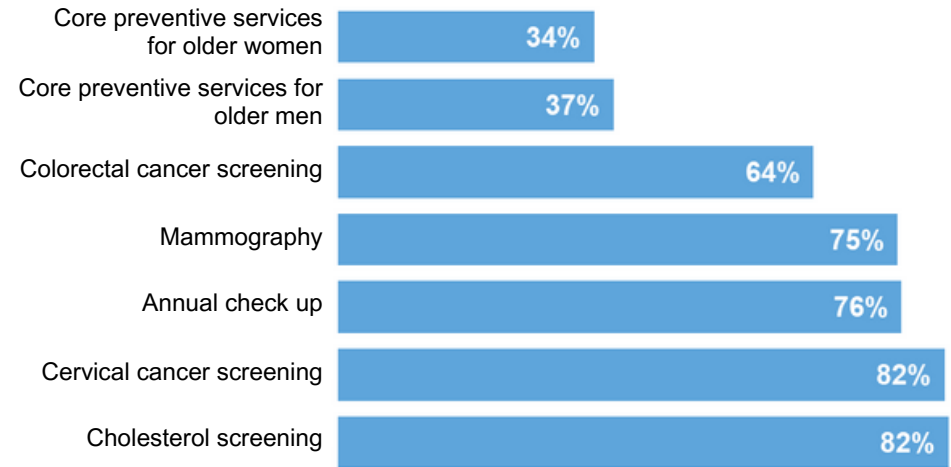
# Preventive Care

Primary care providers offer a usual source of care, early detection, treatment of disease, chronic disease management, and preventive care.<sup>1</sup> Preventive care involves promoting health and well-being and reduces the risk for diseases, disabilities, and death. Patients with a usual source of care are more likely to receive recommended preventive services such as vaccinations, screenings, and other regular check-ups.<sup>1</sup>

Routine tests and exams check for chronic diseases such as cancer, diabetes, and heart disease and are particularly important for middle-aged and older adults.



## Preventive care among adults in Wood County<sup>2</sup>



Provider ratios show the number of individuals who need to be served by 1 provider to cover the entire population. Compared to Wisconsin, **Wood County has more primary care physicians & other primary care providers\*** per population.<sup>3</sup>

However, **39% of CHA survey respondents identified availability of primary healthcare providers** as an area of improvement.

In Wood County, there are 2 hospital systems along with many other health clinics.



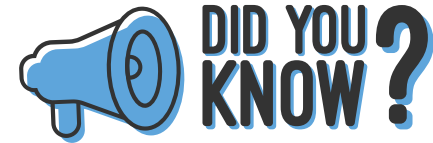
Providers	Wood County	Wisconsin
Primary care physicians	730 people per 1 physician	1,250 people per 1 physician
Other primary care providers*	460 people per 1 provider	670 people per 1 provider

\*Includes nurse practitioners (NPs), physician assistants (PAs), and clinical nurse specialists who can provide routine & preventive care



# Preventive Care

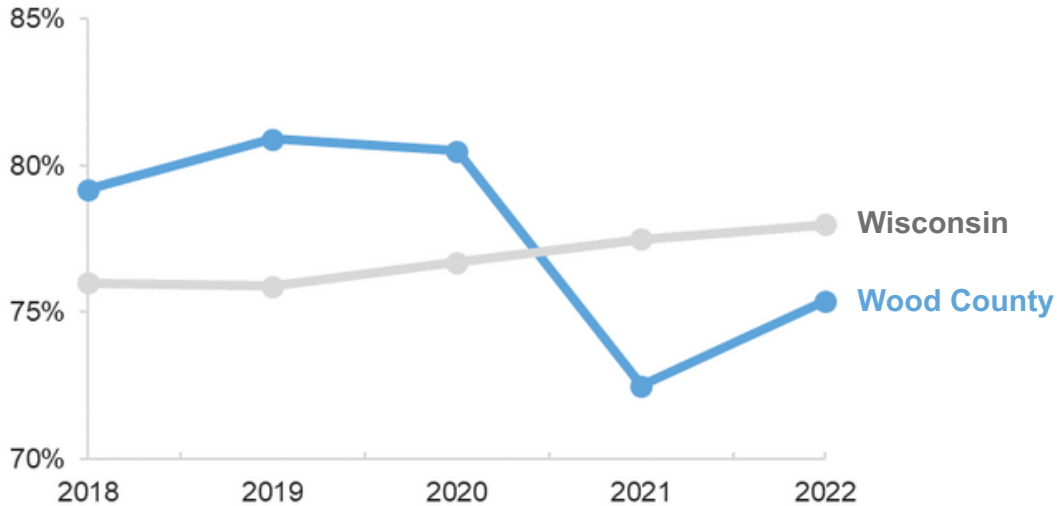
Prenatal care is the preventive healthcare a person gets while they are pregnant to help keep them and their baby healthy. Getting early and regular prenatal care improves the chances of a healthy pregnancy and can help prevent complications.<sup>4</sup>



An important part of preventive care is **screening for social factors** that impact health outcomes such as:<sup>1</sup>

-  Food insecurity
-  Transportation
-  Financial strain
-  Housing instability
-  Interpersonal violence

The percent of pregnant people in Wood County who received first trimester **prenatal care sharply decreased** between 2020 and 2021<sup>5</sup>



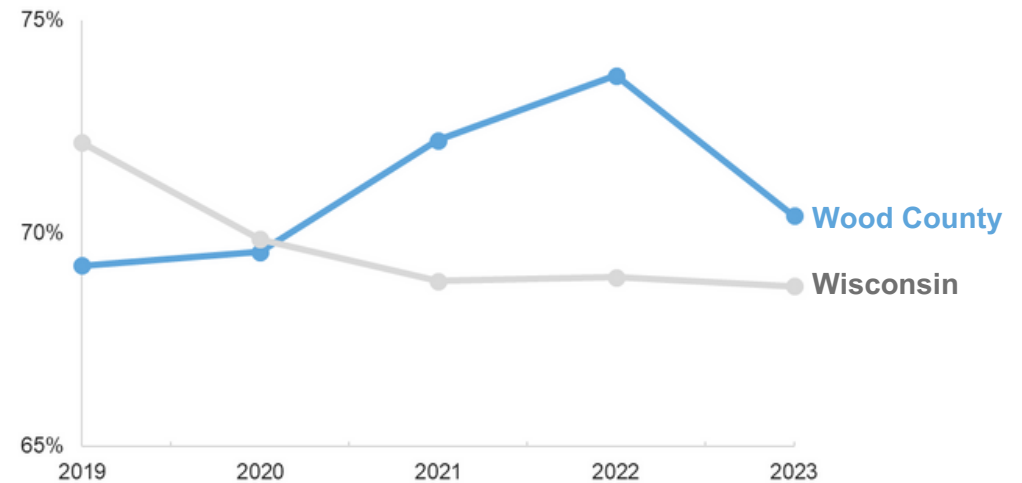


# Vaccination

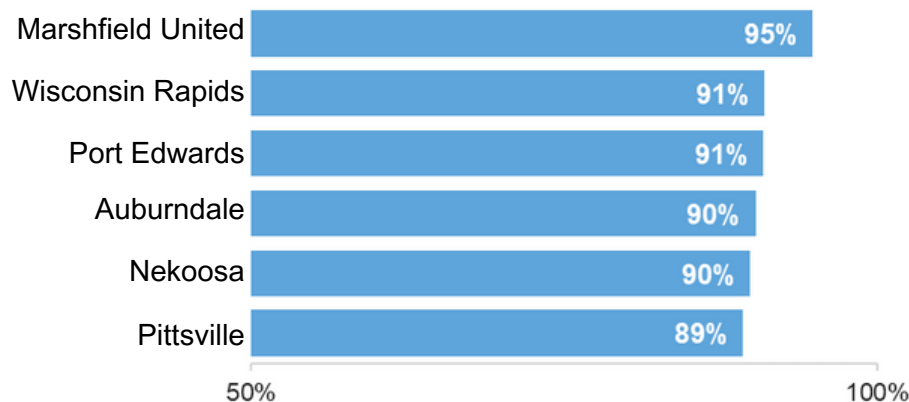
Vaccination rates are an important way to measure how well communities are protected from vaccine-preventable diseases. Rates for routine vaccines have changed in recent years because the COVID-19 pandemic caused a large disruption to the healthcare system.<sup>1</sup> Many people missed routine doctor's visits resulting in children and teens falling behind schedule for vaccines.<sup>1</sup> Missed or delayed vaccinations leave people more vulnerable to preventable diseases. High vaccination rates are key to staying healthy and protecting communities from future outbreaks.



The percentage of children completely up-to-date on vaccines by their 2nd birthday in Wood County **decreased by 4.5%** from 2022 to 2023.<sup>2</sup>



The percentage of students in grades K-12 who **met minimum immunization requirements** for the 2022-2023 school year was similar across Wood County school districts.<sup>3</sup>



## Trends in Flu Vaccinations



Flu vaccination coverage has **increased** in the past nine flu seasons for **Wisconsin**.<sup>4</sup>

However, in **Wood County**, vaccine coverage **declined to 37%** in the 2022-2023 season compared to over 40% in the peak COVID-19 2021-2022 season.<sup>5</sup>

- Coverage was **highest among 65+** year-olds at greater than 65%.
- Coverage was **low** in 18-49-year-olds **declining** from 29% to 26%.
- Coverage **declined among 5-17-year-olds** from 28% to 24%.
- Coverage **declined the most in 0-4-year-olds** from 43% to 34%.



# Health Insurance

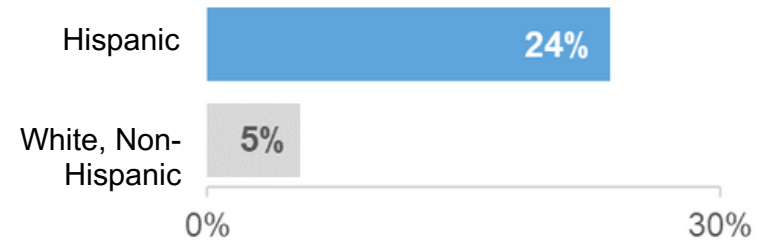
## 51%

of CHA survey respondents identified **affordability & availability of health insurance** as an area of improvement

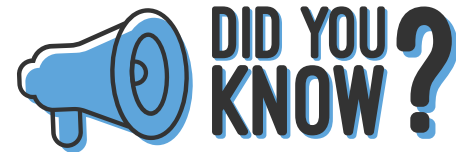
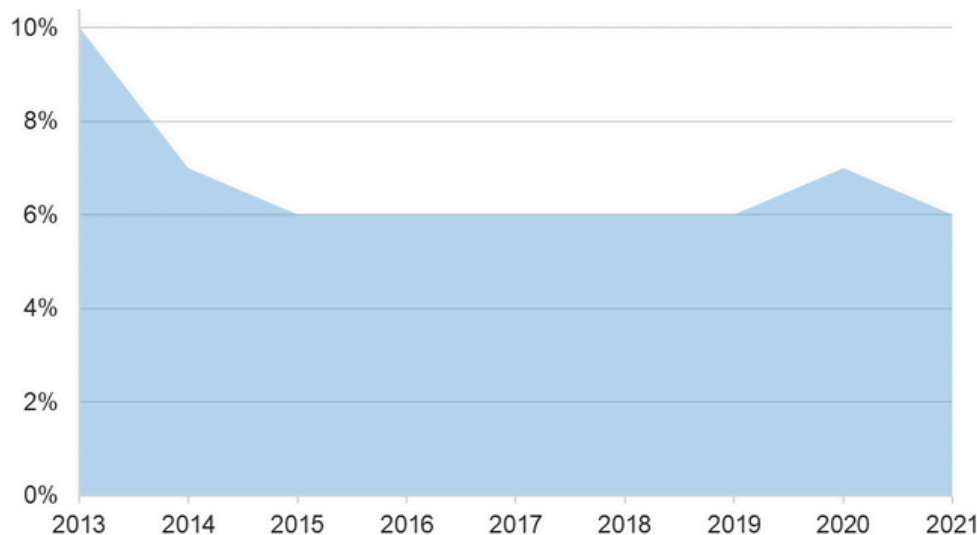
## 4,654

people in Wood County did not have health insurance in 2022<sup>1</sup>

In Wood County, the percent of uninsured people is almost **5 times higher for people who identify as Hispanic** compared to people who identify as White, Non-Hispanic.<sup>1</sup>



The percentage of the Wood County population under age 65 that is uninsured **has remained under 10%** since 2014<sup>2</sup>



People who are uninsured are less likely to get the healthcare services and medications they need leading to worse health outcomes.

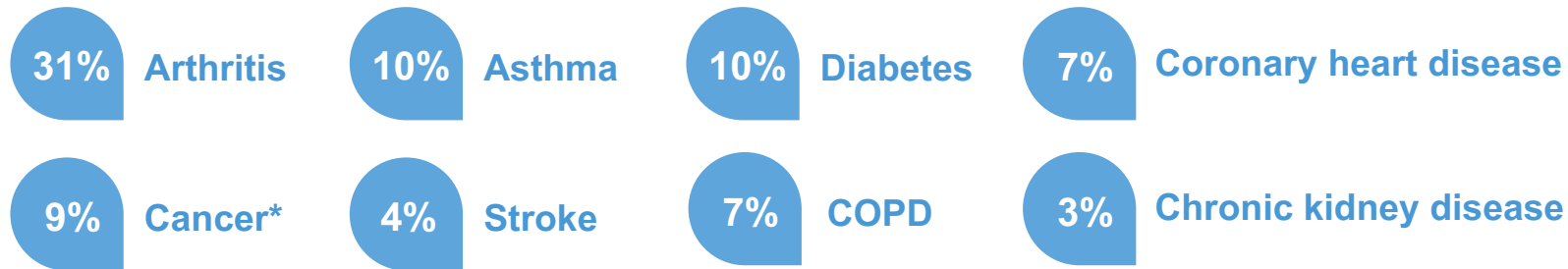
People who identify as Hispanic/Latinx, Hmong/Asian, Native/Indigenous, and/or Black, people who have low incomes, and people with less education are more likely to be uninsured.<sup>3</sup>



# Chronic Diseases

Chronic diseases are conditions that last 1 year or more and require ongoing medical attention or limit activities of daily living.<sup>1</sup> Chronic diseases such as heart disease, cancer, and diabetes are the leading causes of death and disability and are the leading drivers of the \$4.1 trillion in annual health care costs in the U.S.<sup>1</sup>

## Percent of Adults in Wood County who had Chronic Diseases in 2021<sup>2</sup>



*\*excludes skin cancer*

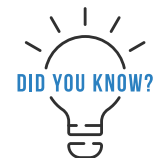
### Chronic Disease Risk Factors

Many chronic diseases can be prevented by avoiding major risk factors such as physical inactivity, poor nutrition, tobacco use, and excessive alcohol use. Adults in Wood County reported the risk factor rates below.<sup>1, 2</sup>

- |                                    |                                                |
|------------------------------------|------------------------------------------------|
| <b>36%</b> had high blood pressure | <b>15%</b> reported smoking                    |
| <b>38%</b> had high cholesterol    | <b>31%</b> reported sleeping less than 7 hours |
| <b>19%</b> reported binge drinking | <b>23%</b> reported no physical activity       |

### Most common cancers in Wood County<sup>3</sup>

1. Prostate
2. Lung
3. Breast
4. Colorectal
5. Non-Hodgkin lymphoma

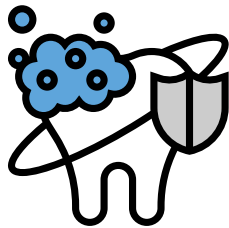




# Oral Health

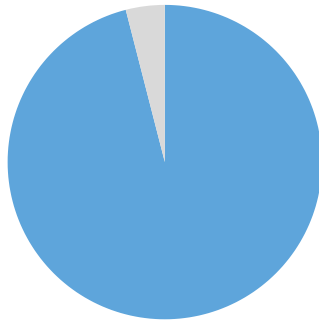
Tooth decay is the most common chronic disease for children and adults.<sup>1</sup> Kids with poor dental health are nearly 3 times more likely to miss school and 4 times more likely to earn below-average grades.<sup>2,3</sup> Additionally, adults who have unhealthy or missing teeth are at a disadvantage when seeking jobs.<sup>3</sup>

Regular preventive dental care can catch problems early when they are usually easier to treat, but many people don't get the care they need because they don't have access due to cost and/or appointment availability.<sup>1</sup> **Untreated oral health problems can cause pain and disability and are linked to other diseases.**<sup>1</sup>



Water fluoridation can prevent tooth decay and cavities.

**96% of the Wood County population is on a fluoridated public water system.**<sup>4</sup>



# 52%

of CHA survey respondents identified **availability and affordability of dental care** as an area of improvement

# 112

CHA survey respondents said **dental care is an issue** in the write-in responses making it the **fifth most identified** area of improvement among the write-in responses

In 2022 Wood County had a **higher rate of oral health emergency department visits** per 10,000 people compared to Wisconsin<sup>4</sup>







# Oral Health

## Medicaid (BadgerCare) Recipients Struggle to Access Dental Care in Wood County

Compared to Wisconsin & the U.S. overall, **Wood County has more dentists** per population with 1 dentist per 1,140 people.<sup>5</sup> However, long wait lists and a very limited number of dentists who accept Medicaid (BadgerCare) and/or are accepting new patients prevent Medicaid recipients from accessing dental care.



### Community members said...

- “Dental care is scarce around here. Trying to find a dentist that is **taking new patients is pretty much impossible.**”
- “The current **only BadgerCare dental clinic is closing** in Wood County. This is going to greatly affect the special needs, children and disability patients in our community.”
- “**Many patients go to the ER for dental pain** due to limited access to meet their dental needs.”
- “I am a teacher and have kids that have had to take **an entire day to travel for dental care.**”
- “Closest dental that accepts BadgerCare is Neilsville. Hard to make it without reliable transportation and **wait time to get in is months.**”
- “More affordable dental plans need to be in place - it is a big reason myself as well as others I know as for **why we don't have good jobs** - smiles - are a lasting impression!”
- “It is **near impossible** to get a regular dental appointment if you are on BadgerCare.”
- “The dentist I have to see that accepts insurance is **85 miles away.**”
- “I have not been able to go to a dentist in **sixteen years.** We need a free dental clinic.”
- “I know someone that **waited almost a year** for dental care for their child that had a toothache. We need more access to emergency dentistry.”



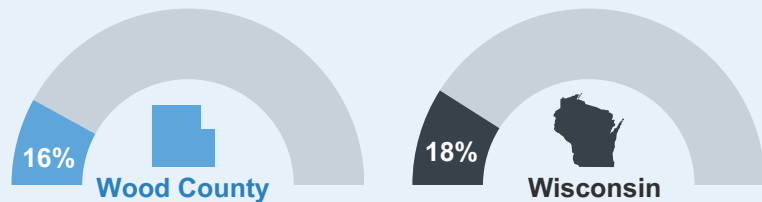


# COVID-19

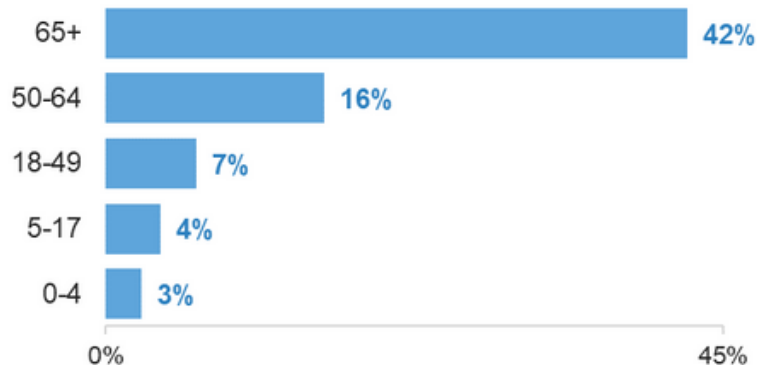
## Vaccination

COVID-19 is a communicable, respiratory disease that can cause severe illness in some people. COVID-19 is easily spread from person to person through respiratory droplets and aerosol particles released by people with COVID-19 during coughing, sneezing, singing, talking, and breathing.<sup>1</sup> Everyone 6 months and older can get the updated COVID-19 vaccine. Staying up to date with all recommended COVID-19 vaccines is the best way to protect yourself from severe illness, hospitalization, and death.<sup>2</sup>

**16% of Wood County residents** received at least one dose of the COVID-19 vaccine in the 2023-2024 season<sup>3</sup>



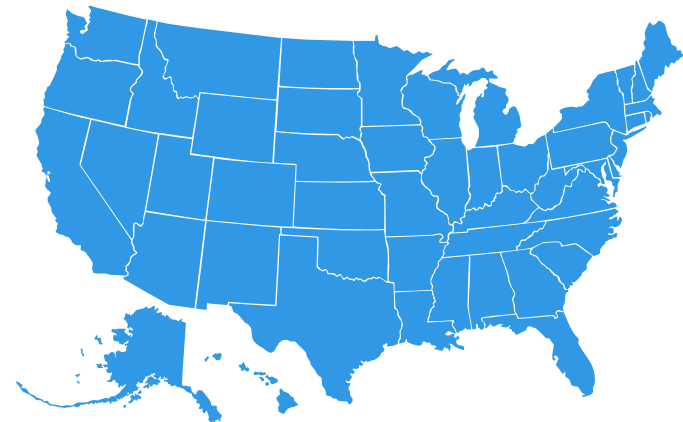
**A much higher percent of Wood County residents ages 65+** received at least one dose of COVID-19 vaccine 2023-2024 season<sup>3</sup>



## National Impact

The COVID-19 pandemic had unprecedented, widespread impacts on households across America. Data from a nationwide survey show the huge impact the pandemic played in the U.S.<sup>4</sup>

- **46%** of households reported facing serious financial problems
- **43%** of rural households reported adult household members losing their jobs, being furloughed, or experiencing wage or hour cuts since the start of the pandemic, with **66%** of these households reporting serious financial problems
- **59%** of households with children reported serious problems caring for their children
- **37%** of households that include anyone with a disability used up their savings during the pandemic
- **20%** of households reported household members unable to get medical care for serious problems, with **57%** reporting negative health consequences as a result



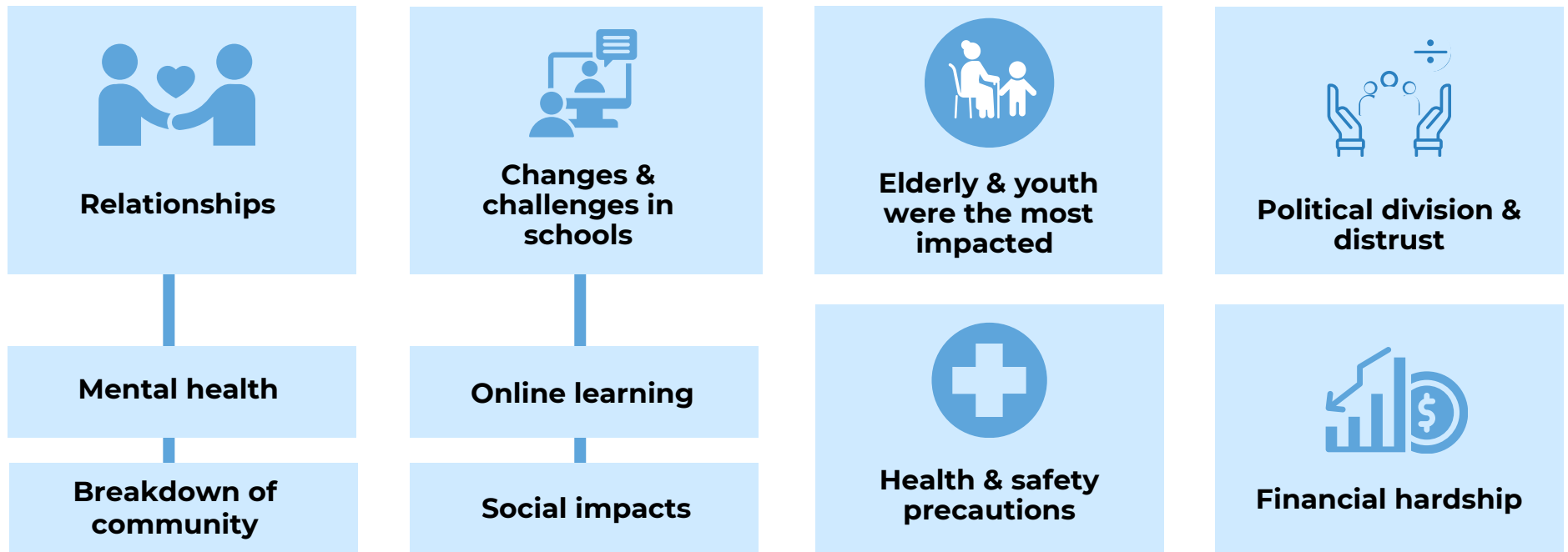


# COVID-19

The COVID-19 pandemic took a toll on a variety of health outcomes, and it also had a major impact on things like jobs, food security, financial stability, social connections, and many more.

Research shows that because of the pandemic, some communities were disproportionately impacted by the pandemic and its effects. Communities in Wood County that were disproportionately impacted include people who identify as Hmong, Hispanic/Latinx, Ho-Chunk and/or other tribal ancestry; people struggling with mental health and substance use challenges, the recovery community, people living in rural areas, youth, older adults, and people with disabilities.

The Wood County Health Department received grant funding from the Wisconsin Department of Health Services to conduct interviews and focus groups to learn from community members the impacts of the COVID-19 pandemic, and what solutions should be implemented to improve health moving forward. Between April 2023 and January 2024, 123 community members shared their stories and experiences via 6 focus groups and 72 interviews. Themes that came out of conversations among all or nearly all groups are included below. *Detailed information including how many people participated in interviews and focus groups can be found in Appendix B.*





# COVID-19



## Community members said...



- “I don’t live in town, I live in the country on a farm, so I could go outside but I wasn’t able to socialize or be with family and friends.”
- “Some people just need someone to talk to - being compassionate to people, people just need to give some people the time of day”
- “I think that it made us value our time together and that we can still accomplish many things even when we are at home working.”
- “Learning and working through screens is not the answer for everyone”
- “The biggest challenge has been learning how to get back to ‘normal,’ especially with the transition from middle school to high school”
- “Such a big split in the community when it came to politics - people put a lot of energy into politics because it was something other than COVID. ‘If you don’t believe in this, we can’t be friends’ ...people were hating people because they didn’t have the same beliefs.”
- “Seeing how the community got together to help the people that needed the most was the most amazing thing that came out of this tragedy.”
- “Because of being a small town, I felt the community really came together and came out stronger and not just a negative.”
- “Leaders in the community and government, everyone has to have a unified front, be on the same page and bring the same message, not be contradictory, that’s a huge thing.”
- “It made us more aware and we need to be better prepared because it can happen again - not a matter of ‘if’ but ‘when’”





# Neighborhood & Built Environment



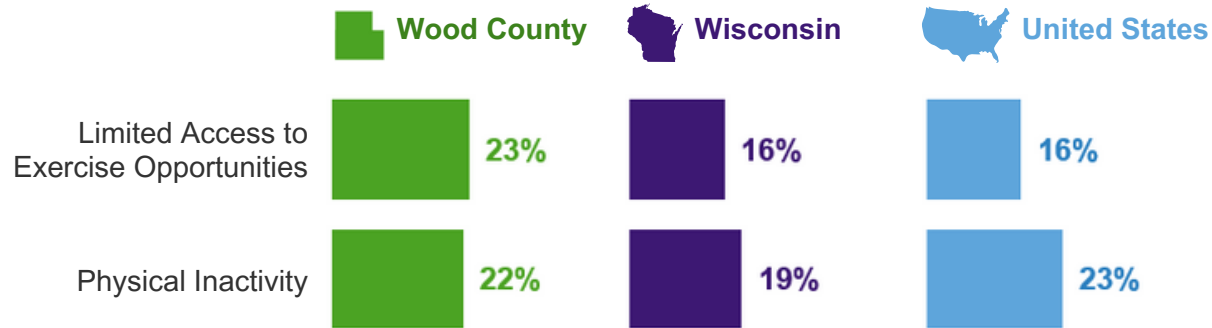




# Physical Activity

Physical activity can help prevent disease, disability, injury, premature death, and chronic illnesses such as heart disease, type 2 diabetes, and cancer, as well as strengthen bones and improve mental health.<sup>1,2</sup> Our surroundings can make it easier and safer to get active. For example, people who live closer to parks, bike lanes, sidewalks, trails, and gyms are more likely to be physically active.<sup>3</sup> Providing opportunities for people to walk and bike in their communities, like adding sidewalks and bike lanes, can increase safety and help improve health and quality of life.<sup>1</sup>

Wood County had **less access to exercise opportunities** than Wisconsin and the U.S. and **more physical inactivity** than Wisconsin<sup>3</sup>



**47%**  
of CHA survey respondents said access to community parks, trails, and green space was one of the best parts of Wood County



There are two bike share programs in Wood County - River Riders Bike Share in Wisconsin Rapids and Marshfield Community Bike Share. The goal of the bike share programs is to bring additional transportation and recreation options to all of Wood County. The program hosts a total of 50 bicycles and 2 tricycles for rent with 10 different stations across both programs. Stations are conveniently located at, or nearby, parks, trails, and local businesses and organizations; consideration of accessibility when choosing station locations is vital to the success of the programs.

Bike share is an app-based program open to everyone. Search for the Koloni app in your Apple, Android, or Google App Store and create an account to start riding today. The cost to rent a bike is \$1.00/hour.

Learn more at [healthypeoplewoodcounty.org/transportationandrecreation](http://healthypeoplewoodcounty.org/transportationandrecreation)



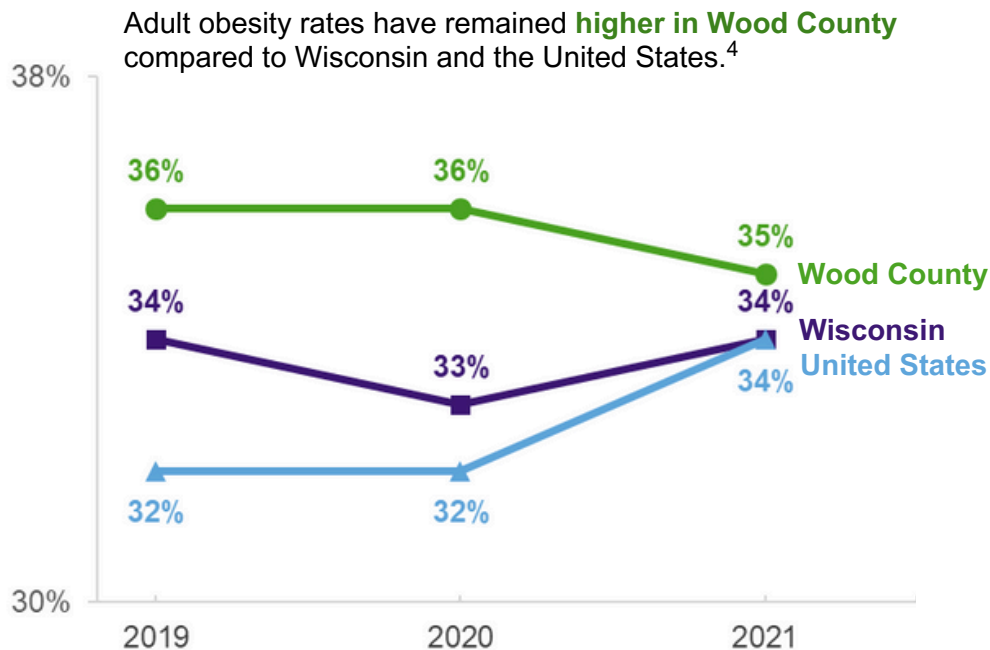


# Access to Healthy Foods

Food is a basic human need and medicine - a way to prevent disease, heal, and improve and maintain health.<sup>1</sup> Good nutrition is essential in keeping current and future generations healthy from birth through adulthood.<sup>2</sup> People who maintain a healthy, nutritious diet are at lower risk for chronic diseases such as heart disease, diabetes, and obesity. Healthy eating can also help manage chronic conditions and prevent complications.

However, eating healthy is difficult without adequate access to healthy foods. When healthy foods are not available, people may settle for foods that are higher in calories and lower in nutritional value.<sup>2</sup> Poor nutrition is linked to multiple chronic diseases, can hinder growth and development, can lead to obesity or malnutrition, and impacts physical and mental health outcomes. Obesity is linked to a higher risk for diseases and conditions like high blood pressure, high cholesterol, diabetes, asthma, anxiety, and depression.<sup>3</sup> In addition, children with obesity are more likely to be bullied and to have obesity as adults.<sup>3</sup> Low income, Hispanic/Latinx, Hmong/Asian, Native/Indigenous, and Black communities often lack consistent access to healthy foods, which is related to negative health outcomes such as weight gain, premature death, asthma, activity limitations, and increased healthcare costs.<sup>4</sup>

**1 in 4 people in Wood County lack access to a large grocery store<sup>5</sup>**



Farmers markets increase access to and availability of healthy, affordable food.<sup>1</sup> Purchasing locally-grown, seasonal foods benefits the local economy, environment, and health.<sup>6</sup>



Wood County has farmers markets in Marshfield, Pittsville, Rudolph, and Wisconsin Rapids.

Visit [woodcountyfarmersmarkets.com](http://woodcountyfarmersmarkets.com) for more info!

**DID YOU KNOW?**



# Housing

Housing has a big impact on our health. Research has shown a clear link between the two. Decisions that affect housing, such as its quality, location, affordability, and neighborhood characteristics, can create communities that support health and prevent or reduce disease.<sup>1</sup>

## Wood County Housing Issues<sup>2</sup>

- **Aging housing stock:** Over 75% of homes in Wood County were built before 1990
- **Deterioration** that is a threat to human health & safety
- **Seasonal dwellings** nearly doubled between 2010 & 2022 making it challenging for year-round residents to find housing
- **Limited senior housing** for those who may need in-home care
- **Lack of low income housing:** In 2020, Wood County had 7,550 low income households and only 758 subsidized housing units, leaving a big gap in available housing at low prices.

Of all United Way 211 calls in 2023, **'housing & shelter'** was the number 1 need in the South Wood County area and the number 2 need in the Marshfield area, totaling **855 calls** overall.



# 160

CHA survey respondents **did not have housing**

# 257

CHA survey respondents were **not living in sufficient housing**

# 307

CHA survey respondents were **worried about losing their housing**

Marshfield Area United Way and United Way of South Wood & Adams Counties support a variety of community needs throughout the county, one of which is emergency housing assistance.



**Marshfield Area United Way**

# 1,249

community members received housing assistance in 2022 in the Marshfield area



**United Way of South Wood & Adams Counties**

# 1,254

community members received housing assistance in 2023 in the South Wood County area



# Housing

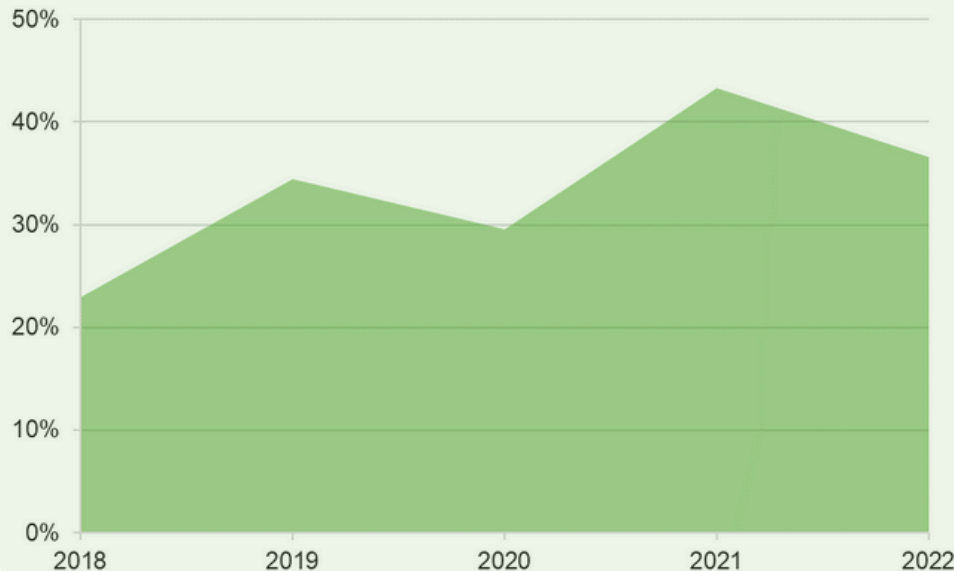
## Housing is not affordable for everyone

When people have to spend a large part of their income on housing, they may not have enough money to pay for other basic needs like food or healthcare. This is linked to increased stress, mental health challenges, and an increased risk of disease.<sup>3</sup>

Unaffordable housing disproportionately impacts families and seniors with low-incomes.<sup>3</sup> When affordable housing is not available, people have fewer options for where they can live. Many families with low-income end up living in poor-quality housing in neighborhoods with higher rates of poverty, crime, and fewer resources like parks, walking and biking paths, and social activities.<sup>3</sup> Seniors with limited incomes and those who no longer drive can especially benefit from affordable and accessible housing options near transportation and other essential services.<sup>3</sup>

According to the Federal government, housing is considered affordable if it costs no more than 30% of the monthly household income.

The percent of renting households in Wood County paying at least 35% of their household income on rent **increased from 23% in 2018 to 37% in 2022**.<sup>4</sup> This means the percent of renting households with unaffordable housing has been increasing.



# 51%

of CHA survey respondents said **affordable housing** is an important area of improvement

### Median Monthly Housing Costs in Wood County<sup>4</sup>

Homeowners with a mortgage	<b>\$1,169</b>
Renters - rent + utilities	<b>\$887</b>



# Transportation

Transportation is important for health, but most people often don't think about it playing a key role in their health. It helps us access goods, essential services, and opportunities like jobs, education, food, and healthcare.<sup>1</sup> Active transportation includes activities like walking and biking, making it easier for people to fit physical activity into their daily routines.<sup>2</sup> Communities can encourage active transportation by building safe walking and biking routes. Walkable, bikable, transit-oriented communities are associated with healthier communities.<sup>3</sup>

Choosing public transportation can help the environment by reducing air pollution. However, Wood County has limited options, making it challenging to reduce air pollution, travel after daytime hours, travel between cities, and travel outside the county. Currently, bus service is available for veterans, older adults, and people who are disabled. Taxis are available to all people in Marshfield and Wisconsin Rapids, but some only travel up to 5 miles outside the city limits.

42%

of CHA survey respondents said **access to public transportation** is an important area of improvement

194

CHA survey respondents said **availability of reliable transportation** was a factor impacting their ability to keep or move up in their job



Transportation was the **second most identified** area of improvement in the write-in responses in the CHA survey



## Community members said

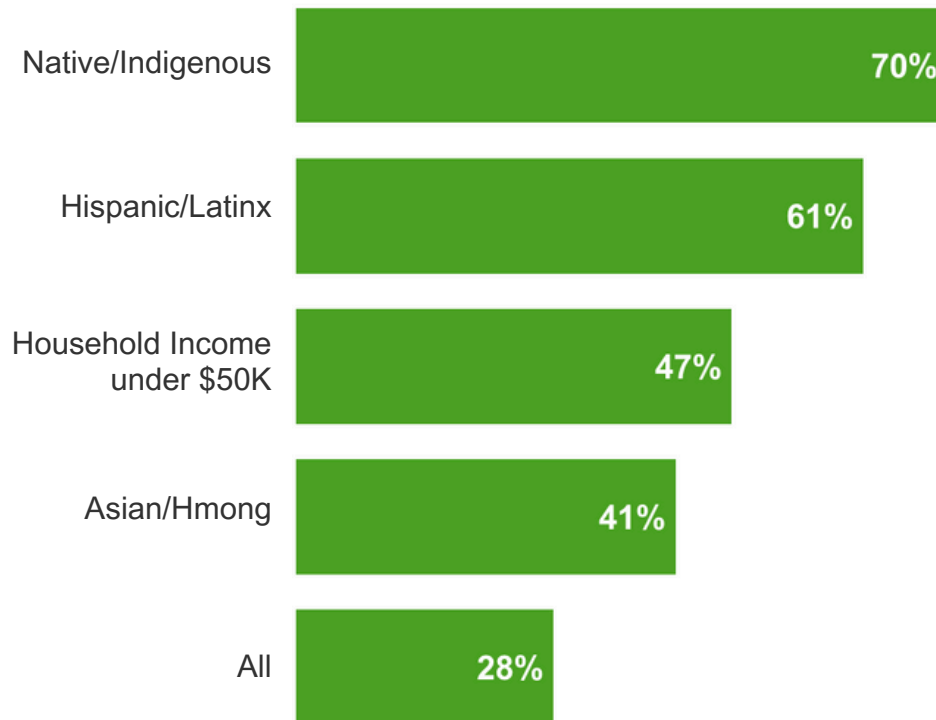
- “Unreliable cabs, should have Uber or Lyft as an option”
- “Unreliable public transport”
- “I can't afford the cost of the taxis even with my senior discount”
- “No Uber or Lyft”
- “Couldn't afford a taxi”
- “The transportation is not very convenient”



# Transportation

## Transportation issues are impacting populations in Wood County differently

28% of all CHA survey respondents **missed work, a medical appointment, or other important event** because they didn't have transportation in the past year, and that percentage increases when looking at subpopulations within the county.



In 2006, the Wisconsin State Legislature passed Act 126 which was a law that took driver's licenses away from people without a valid Social Security number.<sup>4</sup> This policy, combined with a lack of transportation options in Wood County, puts undocumented workers in the difficult position of providing essential services, especially in the agricultural industry in Wood County, while taking on a difficult personal and family risk.



**DID YOU KNOW?**



# Environmental Conditions

Our environment includes the air we breathe, the water we drink, the soil our food is grown in, and the materials in our homes and workplaces. Environmental pollutants can cause health problems like respiratory diseases, heart disease, and some types of cancer.<sup>1</sup> People with low incomes are more likely to live in polluted areas and have unsafe drinking water, and children and pregnant women are at higher risk of health problems related to pollution.<sup>1</sup>

**32%**

of CHA survey respondents said **drinking water quality** is an important area of improvement

**24%**


of CHA survey respondents said **air pollution** is an important area of improvement

## Lyme Disease

Rate per 100,000 people

Our climate has become warmer which leads to a longer season of tick activity and potential for Lyme disease transmission.<sup>2</sup>

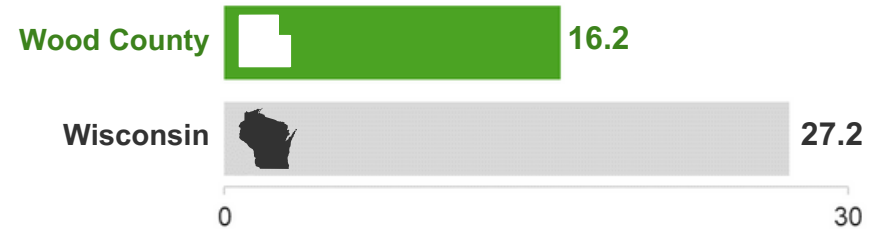


 Better than the state  Worse than the state

## Air Quality <sup>2</sup>

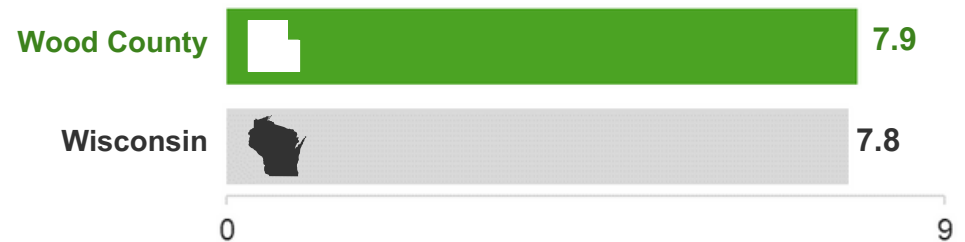
### Asthma

Rate of ER visits per 10,000 people



### Air Particulate Matter

Average daily density of fine particulate matter



Wood County Health Department has an Environmental Health team that works on water & air quality, home hazards, food safety, & more. Learn more: [bit.ly/WoodEH](https://bit.ly/WoodEH)



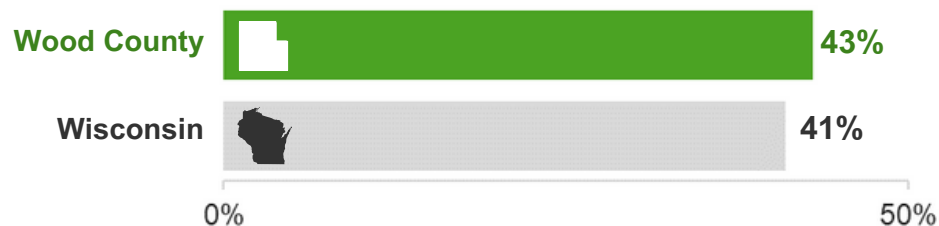


# Environmental Conditions

## Home Hazards<sup>2</sup>

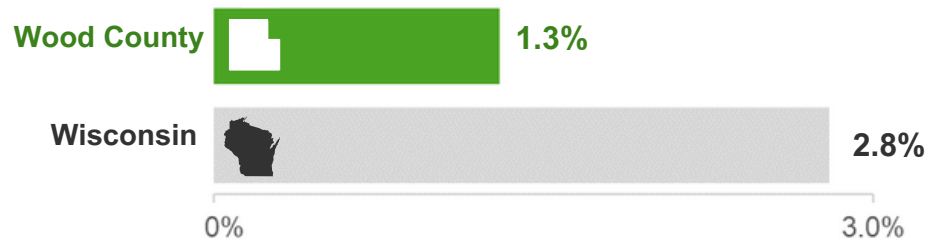
### Radon

% of radon test results needing radon mitigation (4 pCi/L or higher)



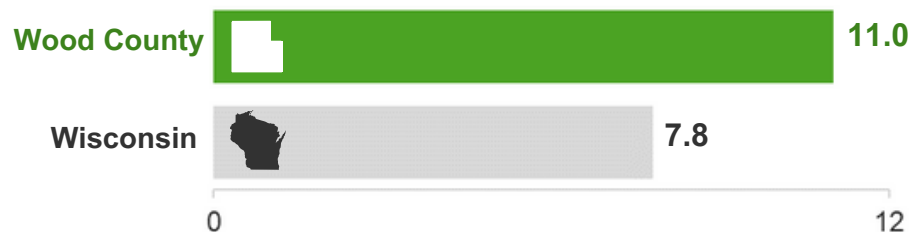
### Childhood Lead Poisoning


% of tested children with blood lead poisoning (greater than 5 ug/dL)



### Carbon Monoxide Poisoning

Rate of ER visits per 100,000 people

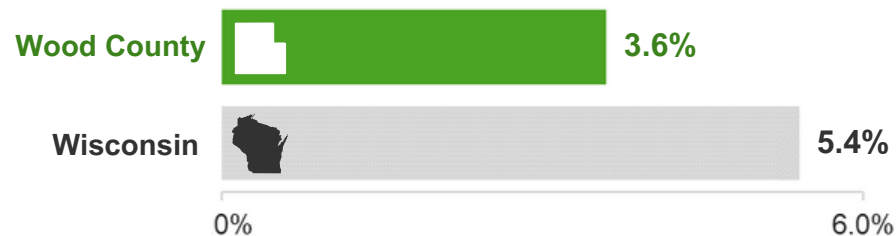


 Better than the state  Worse than the state

## Private Well Water Quality<sup>2</sup>

### Arsenic

% of private well water tests above the EPA standard of 10 µg/L



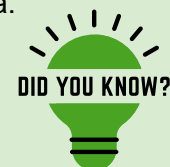
### Nitrate

% of private well water tests above the EPA standard of 10 mg/L



EPA regulations that protect public drinking water systems do not apply to privately owned wells. As a result, owners of private wells are responsible for ensuring that their water is safe from contaminants.<sup>3</sup> The **Wood County Water Laboratory** offers lab services for public and private well owners to test their water for nitrate and bacteria.

Learn more: [bit.ly/WoodWaterLab](https://bit.ly/WoodWaterLab)



# Social & Community Context

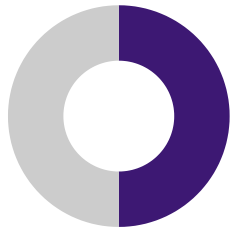




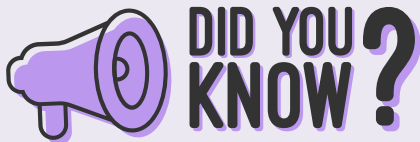
# Social Connection

People’s relationships and interactions with family, friends, co-workers, and community members can have a major impact on their health and well-being.<sup>1</sup> Social connection is beneficial for individual health and improves the resilience of our communities.<sup>2</sup>

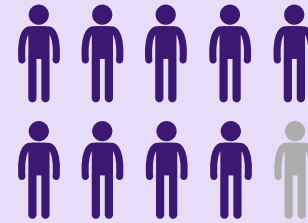
A lack of social connection increases the risk for premature death, is associated with increased risk of heart disease, stroke, anxiety, depression, and dementia, and may increase susceptibility to viruses and respiratory illness.<sup>2</sup> In 2023, U.S. Surgeon General Dr. Vivek Murthy released an advisory declaring loneliness, isolation, and lack of connection a public health crisis.<sup>2</sup>



Approximately **half of U.S. adults report experiencing loneliness**, with some of the highest rates among young adults.<sup>2</sup>



Lacking social connection can increase the risk for premature death as much as smoking up to **15 cigarettes** a day.<sup>2</sup>



**9 in 10** CHA survey respondents said there are opportunities to gather in their community

**813**

CHA survey respondents said they **connected with others via social media or online**



**643**

CHA survey respondents said they **connected with others via community events**



**154**

CHA survey respondents said they **didn’t have anyone to go to** for personal problems



Although **90.5%** of households in Wood County have a broadband internet subscription,<sup>3</sup> **28%** of CHA survey respondents said high speed internet is an important area of improvement.



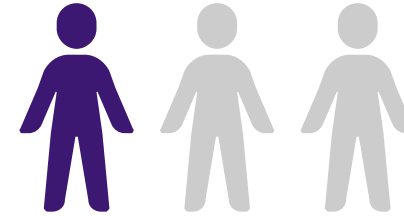


# Civic Participation

Civic participation includes the formal and informal ways people engage in their community such as volunteering, mentoring, voting, and participating in group activities like book clubs, Girl Scouts, etc.<sup>1</sup> Civic participation has benefits for both the community and participants.<sup>1</sup> Research shows that increased civic participation is tied to improved health outcomes, mental health, and physical health.<sup>2</sup>

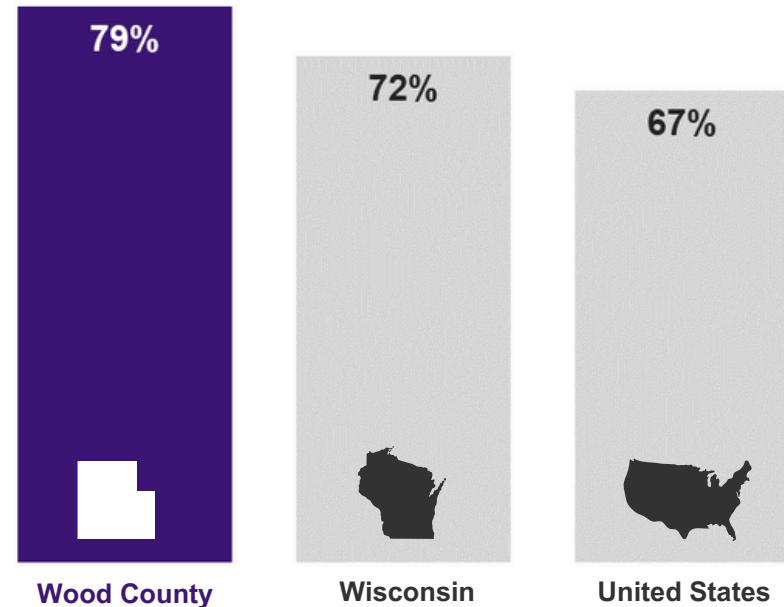
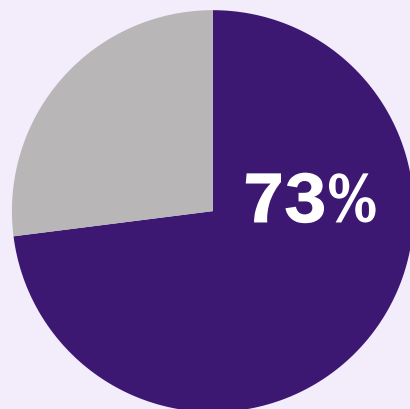
Voting is an important part of civic participation that can help people feel connected to their community.<sup>1,2</sup> When people vote they influence decisions that have a big effect on their communities and impact their health and well-being.<sup>3</sup> At the local level, voters have significant input on spending and programs for schools, public transit and other infrastructure that improves public health.<sup>3</sup>

**1 in 3** CHA survey respondents said community decisions are not made with resident participation



**Wood County had more households** participate in the 2020 Census compared to the state and nation overall <sup>5</sup>

In Wood County **73%** of the population age 18 or older voted in the 2020 presidential election<sup>4</sup>







# Early Childhood Development

Learning development starts long before a child begins kindergarten; the early years in a child's life are very important for health and development. During the first five years of life, a child's brain is the most flexible, making it an important time for learning and growth.<sup>1</sup> Research shows that children who experience better quality, length, and intensity of early education programs have better physical and mental health outcomes throughout their entire life.<sup>2</sup>

Quality childcare is essential to a child's development.<sup>2</sup> However, childcare programs are in limited supply in Wood County, making it difficult for families to find options that are high quality and affordable. As a result, too many parents and caregivers are forced to miss work or leave the workforce entirely, leaving families financially unstable, employers scrambling, and children missing important opportunities to thrive.<sup>1</sup>

**2,762**

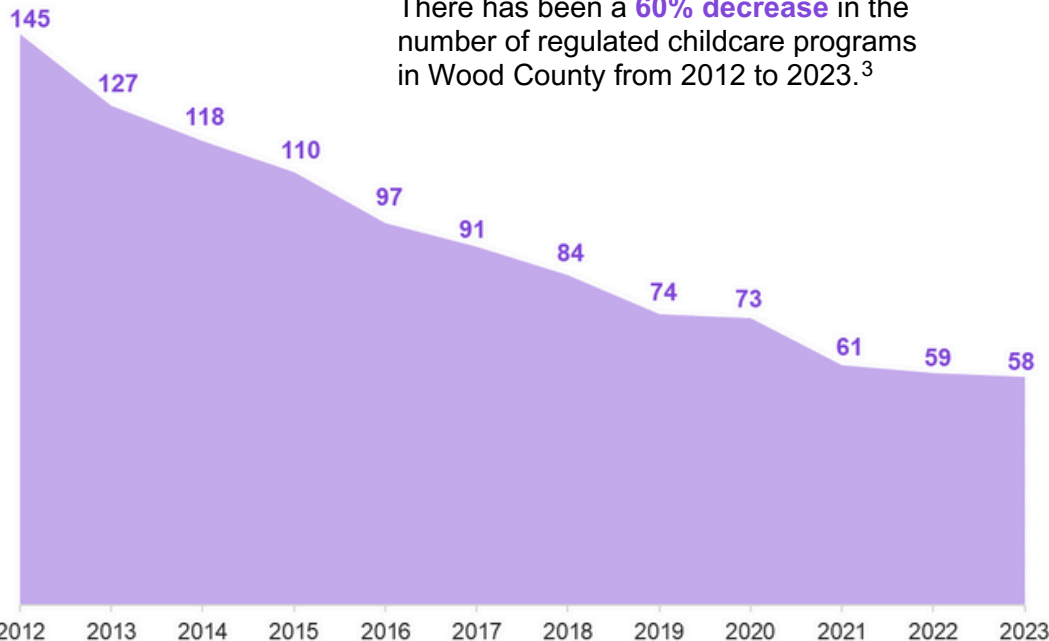
childcare slots that Wood County is short for children five and under<sup>3</sup>

**655**

children are on childcare waitlists in Wood County<sup>3</sup>

**36%**

of zip codes in Wood County are considered a childcare desert<sup>3</sup>



Childcaring is your local non-profit, resource and referral agency dedicated to providing quality childcare information in Central WI. Visit [childcaring.org](https://childcaring.org) for resources & Info.



# Early Childhood Development

Childcare is critical piece in supporting a thriving economy. Employers rely on affordable, quality childcare to support a robust workforce, but it's often out of reach for many families due to high costs.<sup>1</sup> Limited or inconsistent access to affordable childcare means parents miss work, lowering household incomes and potentially leading to job loss.<sup>1</sup> Many parents are unable to participate in the workforce at all due to a lack of affordable, reliable care for their children.<sup>1</sup>

## 49%

of CHA survey respondents said **affordability & availability of childcare** is an important area of improvement

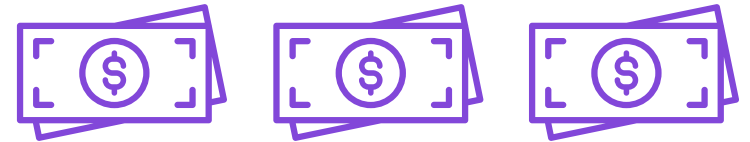
## 42%

of Wood County parents surveyed **struggle to obtain childcare** due to financial barriers<sup>3</sup>

The federal government considers childcare to be affordable if it costs a family no more than 7% of their household income. On average, a **Wood County family spends 21% of their income** on a childcare slot for one child, which is **3 times more** than what is considered affordable.<sup>3</sup>



Families living in poverty and families with low income are disproportionately impacted by the high costs of childcare.



**Wood County is expected to lose more than \$37 million in income, tax revenue, and productivity due to childcare gaps<sup>3</sup>**

- **Household Impacts:** income losses parents incur from having to reduce work hours or leave the labor force entirely
- **Business Impacts:** direct productivity losses such as hours of foregone worker productivity and future lost earnings from turnover costs
- **Tax Revenue Impacts:** the proportion of lost household and business income that would have contributed to government revenues plus future lost tax revenues

In 2021, the average annual cost of infant childcare in Wisconsin was \$13,572, which is more than the cost of annual tuition, \$10,766, at UW-Madison that year.<sup>3</sup>



**DID YOU KNOW?**





# Early Childhood Development

**Childcare affordability is a major issue for many families in Wood County**



## Community members said...



- “It's a constant battle deciding whether to keep two incomes or give one up to keep kids home when **childcare can cost an entire income.**”
- “Childcare continues to rise in cost while my pay at work is the same. We have no choice but to stay where we are as **there are 18 month+ waiting lists** otherwise or unsafe home care.”
- “**Affordable childcare is a critical need** to not only encourage young families to stay here but to attract others to come.”
- “We have another baby on the way, to think that **our monthly daycare will go from \$840 per month to \$1680** is really panicking me.”
- “The cost of childcare is so high that **many parents cannot continue to work** because it costs more money than they earn.”
- “There is really **no affordable childcare in Wood County.** When my son was born, I decided to leave my work to stay home with him because childcare was not worth spending my whole check on.”

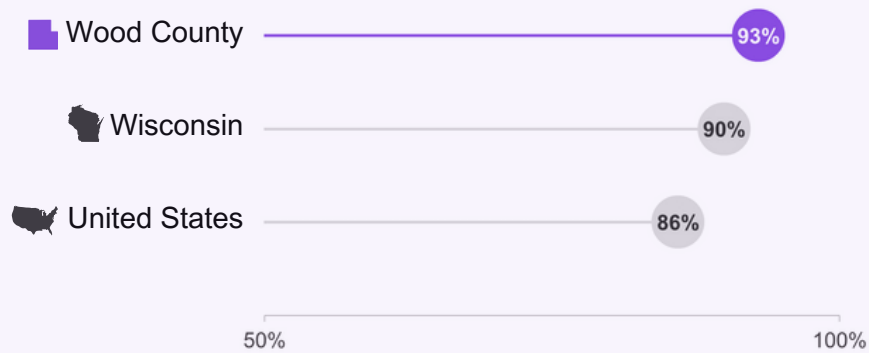




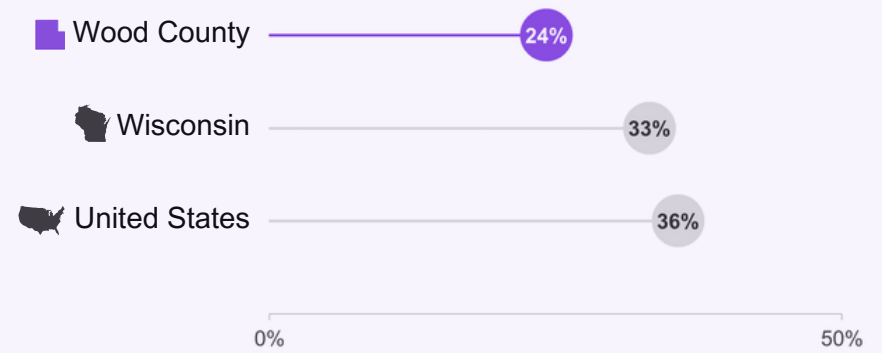
# Education

People with higher levels of education are more likely to be healthier and live longer.<sup>1</sup> Children from low-income families, children with disabilities, and children who experience discrimination like bullying are more likely to struggle with math and reading.<sup>1</sup> They're also less likely to graduate from high school or go to college. This means they're less likely to get safe, high-paying jobs and more likely to have health problems like heart disease, diabetes, and depression.<sup>1</sup> In addition, some children live in places with poorly performing schools, and many families can't afford to send their children to college. The stress of living in poverty can also affect children's brain development, making it harder for them to do well in school.

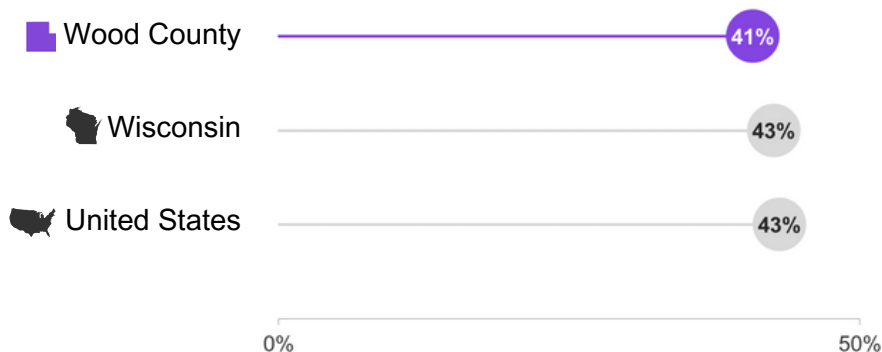
Wood County has a **higher percentage** of high-schoolers who graduated in 4 years<sup>2</sup>.



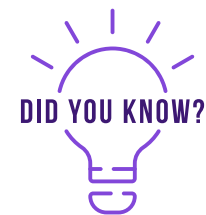
...but a **lower percentage** of people with a Bachelor's Degree or Higher<sup>3</sup>



Wood County has a **lower percentage of preschool enrollment**<sup>4</sup>



**Higher levels of education are associated with higher incomes and better health outcomes.**





# Discrimination

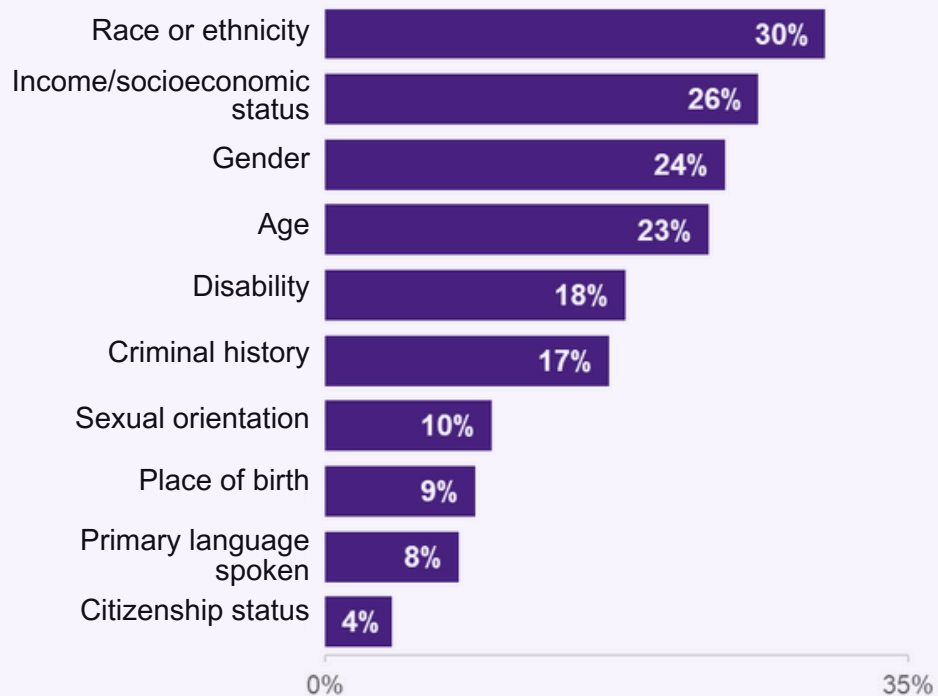
Discrimination is unfair treatment based on characteristics such as gender, age, race, ethnicity, income, or any other socially determined factor. Stressful experiences related to discrimination can negatively impact health.<sup>1</sup> Discrimination, especially racial discrimination, has also been known to cause symptoms of trauma.<sup>1</sup>

Discrimination is itself a determinant of health by causing stress and trauma, and it is also a determinant of access to other important health factors.<sup>2</sup> The direct and indirect health impacts of discrimination contribute to the many health inequities marginalized communities face.<sup>2</sup>

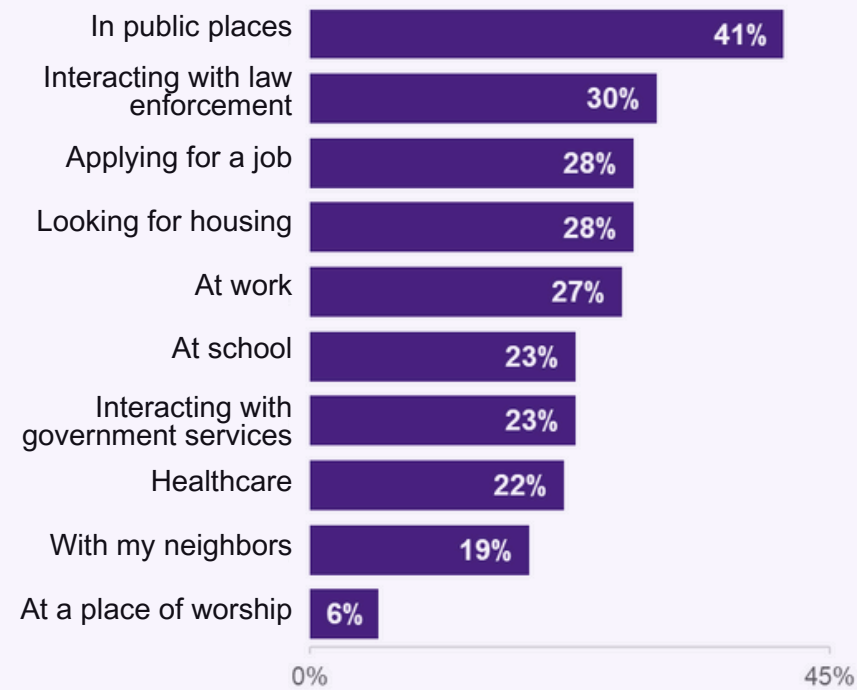


**1 in 5** CHA survey respondents said they have experienced discrimination

## CHA survey respondents reported being treated unfairly based on:



## CHA respondents reported experiencing discrimination in the following situations



# Prioritization Process

The health priorities for Wood County were chosen after collecting and analyzing the primary and secondary data included in this assessment. The prioritization process had multiple steps included in the timeline below.

- **Fall 2023:** Compilation of CHA survey results and secondary health status data
- **January 2024:** HPWC Leadership Staff reviewed the CHA survey results and secondary health status data to narrow the list of possible priorities from over 30 down to 10 with the intent to make the prioritization process manageable. Criteria used to narrow the list included:
  - Geographic level of data available
  - Existence of disparities
  - CHA survey results
  - Community anecdotal information
  - Quality of data
  - Data compared to other geographies
  - Community momentum and partner alignment
- **January 2024:** Community stakeholders voted via survey on top priorities, community momentum, and effective strategies
- **February & March 2024:** HPWC Advisory Council identified factors contributing to the top priorities
- **April 2024:** HPWC Leadership Staff compiled information and developed a set of recommended priorities
  - Criteria used in that review included:
    - CHA survey – quantitative data results (including results by different subpopulations)
    - CHA survey – qualitative data results
    - Community stakeholder survey results
    - Existence of disparities
- **April 2024:** Recommended priorities were presented and confirmed at a HPWC Advisory Council meeting



## The Health Priorities

Over the next three years, HPWC will formally address the following priority issues through the Community Health Improvement Plan (CHIP)

- Substance Use
- Mental Health
- Access to Care
  - Oral health
  - Health services
- Built Environment
  - Housing
  - Transportation
- Financial Stability
  - Affordable Childcare
  - Jobs with livable wages & benefits
  - Enough money for basic needs

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# Appendices

# Appendix A: Community Health Assessment Survey

The Community Health Assessment (CHA) Survey was developed by Wood County Health Department, Aspirus Riverview Hospital and Clinics, and Marshfield Clinic Health System as a way to get the community’s opinion about factors that impact community health in Wood County. The survey development process included reviewing other health departments’ surveys, identifying the data from previous surveys that was most utilized and determining what kinds of results would be most beneficial for next steps.

The CHA Survey was distributed electronically and on paper from August 21-December 15, 2023. Surveys were available in English and Spanish, and Hmong community health workers (CHWs) were available to assist in Hmong translation when needed.

We developed an extensive dissemination plan to try to reach the many different population groups within Wood County, with a deliberate focus on disproportionately impacted populations who historically have not had their voices heard; however, we acknowledge our limitations in reaching all diverse populations throughout the county. Intentional outreach was made to individuals who are: older adults; Native/Indigenous; Hispanic/Latinx; Hmong/Asian; incarcerated; experiencing homelessness. Intentional outreach was also made to families with children and individuals with low income.

With help from community partners and community health workers, a total of 3,215 surveys were completed. The table below provides details on how many surveys were completed in English and Spanish and how many surveys were completed online or by paper.

Language	Online	Paper	TOTAL
English	2744	428	3172
Spanish	26	17	43
<b>TOTAL</b>	<b>2770</b>	<b>445</b>	<b>3215</b>

The survey results are used to identify community assets, challenges, and areas of improvement.

Detailed survey results can be requested from the Wood County Health Department: 715-421-8911 or [health@woodcountywi.gov](mailto:health@woodcountywi.gov)

The table below describes the demographics of the individuals who responded to the survey compared to the overall demographics of individuals in Wood County according to U.S. Census Bureau data. Compared to the overall population of Wood County, survey respondents were more likely to be female; in the age range 30-49; have education beyond high school.

Demographics	CHA Survey Respondents		Wood County (Overall)*	
Sex	Women: 72% Men: 25% Non-binary: <i>suppressed</i> Other: <i>suppressed</i> Prefer not to answer: 3%		Women: 50.4% Men: 49.6% Non-binary: not reported Other: not reported Prefer not to answer: NA	
Age Distribution	0-9: <i>suppressed</i> 10-19: 1% 20-29: 14% 30-39: 23% 40-49: 20%	50-59: 17% 60-69: 16% 70-79: 7% 80-89: 2% 90+: <i>suppressed</i>	0-9: 11% 10-19: 12% 20-29: 11% 30-39: 12% 40-49: 11%	50-59: 15% 60-69: 14% 70-79: 9% 80+: 5%
Race & Ethnicity	White: 90% Black or African American: 2% Native/Indigenous: 1% Asian/Hmong: 2% Hispanic/Latinx: 3% Multiracial: 1%  Note: Respondents could check all that apply so the percentages add up to more than 100%		White alone: 91.4% Black or African American alone: 0.8% American Indian and Alaska Native alone: 0.8% Asian alone: 1.9% Two or more races: 3.8%  Hispanic or Latino: 3.2%  Note: The U.S. Census separates race and ethnicity into separate questions so these are not a direct comparison to the survey results where race and ethnicity were combined in the same question where respondents could check all that apply.	
Primary Language Spoken at Home	English: 97% Spanish: 4% Hmong: 1% Other: not available  Note: Respondents could check all that apply, so the percentages add up to more than 100%.		3.1% of Wood County households speak a language other than English at home English: 96% Spanish: 1% Hmong: 1%* Other Indo-European language 2%  <i>*speak Asian or Pacific Island languages</i>	
Highest Level of Education	Some high school: 3% High school / GED: 21% Some college: 17% Trade/technical/vocational training: 11% Associate degree: 13% Bachelor's degree: 23% Graduate or professional degree: 13%		Less than high school: 6.7% High school or equivalent: 35.3% Some college: 17.5% Trade/technical/vocational training: NA Associate degree: 16.3% Bachelor's degree: 17.2% Graduate or professional degree: 6.9%	
Household Income	Less than \$10,000: 5% \$10,000-\$14,999: 4% \$15,000-\$24,999: 6% \$25,000-\$34,999: 9% \$35,000-\$49,999: 15%	\$50,000-\$74,999: 23% \$75,000-\$99,999: 17% \$100,000-\$149,999: 14% \$150,000-\$199,999: 5% \$200,000 or more: 2%	Less than \$10,000: 4.6% \$10,000-\$14,999: 4.5% \$15,000-\$24,999: 6.4% \$25,000-\$34,999: 9.7% \$35,000-\$49,999: 11.9%	\$50,000-\$74,999: 19.6% \$75,000-\$99,999: 15.6% \$100,000-\$149,999: 14.8% \$150,000-\$199,999: 5.2% \$200,000 or more: 7.7%

Source: U.S. Census Bureau. Wood County, Wisconsin. [https://data.census.gov/profile/Wood\\_County,\\_Wisconsin?g=050XX00US55141](https://data.census.gov/profile/Wood_County,_Wisconsin?g=050XX00US55141)

**How Healthy is Wood County?**

Thank you for taking the time to fill out this survey. This survey was created by Wood County Health Department, Aspirus Riverview Hospital and Clinics, and Marshfield Clinic Health System as a way to get the community's opinion about factors that impact community health in Wood County.

This survey is for people who live or work in Wood County and takes about 5-10 minutes to complete. All answers are completely anonymous.



At the end of the survey, you will have the option to follow a link to a separate form that is not in any way connected to this survey to be entered into a drawing for a **\$50 VISA gift card**.

If you have any questions or concerns about this survey, contact Niki at [niki.lucht@woodcountywi.gov](mailto:niki.lucht@woodcountywi.gov) or 715-421-8929. HMong & Spanish versions available upon request.

**What are the best parts about Wood County? *Select all that apply.***

- |                                                          |                                                                             |
|----------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Near family/friends             | <input type="checkbox"/> Safe community                                     |
| <input type="checkbox"/> Access to affordable healthcare | <input type="checkbox"/> Good place to raise kids                           |
| <input type="checkbox"/> Affordable housing              | <input type="checkbox"/> Cost of living                                     |
| <input type="checkbox"/> Racial and ethnic diversity     | <input type="checkbox"/> Good schools                                       |
| <input type="checkbox"/> Good jobs and strong economy    | <input type="checkbox"/> Recreation opportunities                           |
| <input type="checkbox"/> Community events                | <input type="checkbox"/> Welcoming community                                |
| <input type="checkbox"/> Access to affordable childcare  | <input type="checkbox"/> Entertainment opportunities                        |
| <input type="checkbox"/> Rural lifestyle                 | <input type="checkbox"/> Access to community parks, trails, and green space |
| <input type="checkbox"/> Size of community               | <input type="checkbox"/> Other: _____                                       |
| <input type="checkbox"/> Job opportunities               |                                                                             |

**TRANSPORTATION**

**During the past year, if you or someone in your household missed work, a medical appointment or other important event because you had no transportation, which of the following caused this problem? *Select all that apply.***

- |                                                                     |                                                       |
|---------------------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Unreliable vehicle                         | <input type="checkbox"/> No one available to drive me |
| <input type="checkbox"/> No public transportation available         | <input type="checkbox"/> Unable to drive              |
| <input type="checkbox"/> Couldn't afford gas or transportation cost | <input type="checkbox"/> Other: _____                 |
| <input type="checkbox"/> No vehicle                                 | <input type="checkbox"/> Not applicable               |



**SOCIAL CONNECTEDNESS**

How do you connect or socialize with others in your community?

**Choose whether you agree or disagree with the following statements.**

Agree	Disagree	
		I feel safe in my community.
		There are opportunities for people to gather in my community.
		I have at least one person I can talk to if I have a personal problem.
		I would use an assistance program or other support program to get help if needed. (e.g. Medicaid/BadgerCare, Medicare, Women, Infants, & Children (WIC), community support group, employee assistance program, etc.)
		Decisions in my community are made with resident participation. (For example, I am given an opportunity to express my concerns to people who make decisions in the community)

**Choose whether you agree or disagree with the following statement.**

Agree	Disagree	
		I and/or someone in my household has been treated unfairly based on characteristics such as gender, age, race, ethnicity, income, etc. in Wood County.

**If you agreed with the previous statement, please answer the following questions.  
If you disagreed with the previous statement, continue to the next page.**

**I was treated unfairly based on these factors. Select all that apply.**

- |                                             |                                                         |                                                  |
|---------------------------------------------|---------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Race or ethnicity  | <input type="checkbox"/> Criminal history               | <input type="checkbox"/> Age                     |
| <input type="checkbox"/> Place of birth     | <input type="checkbox"/> Disability                     | <input type="checkbox"/> Primary language spoken |
| <input type="checkbox"/> Gender             | <input type="checkbox"/> Income or socioeconomic status | <input type="checkbox"/> Not applicable          |
| <input type="checkbox"/> Sexual orientation | <input type="checkbox"/> Citizenship status             | <input type="checkbox"/> Other: _____            |

**In what situations have you and/or your household member(s) experienced being treated unfairly in your community? Select all that apply.**

- |                                                             |                                                               |                                                           |
|-------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Applying for a job                 | <input type="checkbox"/> At school                            | <input type="checkbox"/> Interacting with law enforcement |
| <input type="checkbox"/> Looking for housing to rent or buy | <input type="checkbox"/> At work                              | <input type="checkbox"/> At a place of worship            |
| <input type="checkbox"/> In public places                   | <input type="checkbox"/> Interacting with government services | <input type="checkbox"/> With my neighbors                |
| <input type="checkbox"/> Healthcare                         |                                                               | <input type="checkbox"/> Other: _____                     |

**BASIC NEEDS**

<p><b>In the last 12 months how often have you worried that you would run out of food before you had money to buy more?</b> <i>Choose one.</i></p> <p><input type="checkbox"/> Often (more than 10 times)</p> <p><input type="checkbox"/> Sometimes (3-10 times)</p> <p><input type="checkbox"/> Rarely (1-2 times)</p> <p><input type="checkbox"/> Never</p>	<p><b>Where do you get most of your food?</b> <i>Choose one.</i></p> <p><input type="checkbox"/> Grocery store</p> <p><input type="checkbox"/> Convenience store or gas station</p> <p><input type="checkbox"/> Farmers markets</p> <p><input type="checkbox"/> Food pantry</p> <p><input type="checkbox"/> Personal garden/farm</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>What is your living situation today?</b> <i>Choose one.</i></p> <p><input type="checkbox"/> I have housing and I <u>AM NOT</u> worried about losing it.</p> <p><input type="checkbox"/> I have housing, but I <u>AM</u> worried about losing it.</p> <p><input type="checkbox"/> I do NOT have housing and I am temporarily staying with friends/family.</p> <p><input type="checkbox"/> I do NOT have housing and I am temporarily staying in a shelter.</p> <p><input type="checkbox"/> I do NOT have housing and I am temporarily staying in my vehicle.</p> <p><input type="checkbox"/> I do NOT have housing and I am living on the street, in a park, etc.</p>	<p><b>Do any of the following impact your ability to keep your job or move up in your job?</b> <i>Select all that apply.</i></p> <p><input type="checkbox"/> My ability to get job skills training</p> <p><input type="checkbox"/> My education level</p> <p><input type="checkbox"/> Availability of child care</p> <p><input type="checkbox"/> Availability of adult respite care</p> <p><input type="checkbox"/> Availability of reliable transportation</p> <p><input type="checkbox"/> Job accommodations for a disability</p> <p><input type="checkbox"/> Language barrier</p> <p><input type="checkbox"/> Not applicable</p> <p><input type="checkbox"/> Other: _____</p>
<p><b>Does your housing meet your needs? (affordable, safe, enough room for everyone, etc.)</b></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	<p><b>Does your household have enough money to pay for basic needs like food, clothing, housing, etc.?</b></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Sometimes</p>

<p><b>Choose whether you agree or disagree with the following statements.</b></p>		
<p>Agree</p>	<p>Disagree</p>	
		<p>If I was suddenly without income for 3 months I would be able to cover all of my household expenses.</p>
		<p>At the end of every month I am able to save money.</p>

**AREAS FOR IMPROVEMENT**

**What do you think are the most important areas for improvement in Wood County?**

*In each category, select all that apply.*

**Health Behaviors & Outcomes**

- Excessive alcohol use
- Drug use
- Tobacco/vaping use
- Physical inactivity
- Injuries and accidents (motor vehicle, bicycle, etc.)
- Oral or dental health
- Nutrition
- Overweight and obesity levels
- Mental health, suicide
- Chronic diseases (e.g., diabetes, heart disease, etc.)
- Other: \_\_\_\_\_

**Social & Economic Factors**

- Education
- Discrimination or unfair treatment
- Not enough money for basic needs
- Not enough social and/or community support
- Violence in the home or community
- Not enough jobs with livable wages and benefits
- Unemployment
- Affordability and availability of child care
- Affordability and availability of aging and/or disability resources
- Other: \_\_\_\_\_

**Clinical Care**

- Availability and affordability of health insurance
- Availability and affordability of dental care
- Availability of primary healthcare providers
- Availability of mental health providers
- Availability of specialty care providers (e.g. oncology, surgery, etc.)
- Limited use of preventive services (ex. Annual wellness exam, mammogram, colonoscopy, etc.)
- Low rates of routine vaccinations (ex. Flu, childhood vaccines)
- Other: \_\_\_\_\_

**Physical Environment**

- Air pollution
- Drinking water quality
- Safe housing
- Affordable housing
- Access to public transportation
- High speed internet
- Safe streets and paths for biking and walking
- Safe places to exercise or play outside like parks, beaches, pools, etc.
- Climate change
- Other: \_\_\_\_\_

**Choose at least one of your answers from the lists above. Name the area(s) and tell us more about what you've experienced including what you think should be done about it.**

**DEMOGRAPHICS**

Please take the last few moments to complete some demographic questions. As a reminder, all of your responses are confidential and will **NOT** be linked back to you.

<p><b>What is your zip code?</b></p> <input type="checkbox"/> 54404 <input type="checkbox"/> 54410 <input type="checkbox"/> 54412 <input type="checkbox"/> 54413 <input type="checkbox"/> 54415 <input type="checkbox"/> 54441 <input type="checkbox"/> 54449 <input type="checkbox"/> 54454 <input type="checkbox"/> 54457 <input type="checkbox"/> 54466 <input type="checkbox"/> 54469 <input type="checkbox"/> 54472 <input type="checkbox"/> 54475 <input type="checkbox"/> 54489 <input type="checkbox"/> 54494 <input type="checkbox"/> 54495 <input type="checkbox"/> Other: _____	<p><b>What is your age?</b></p> <p>_____</p>	<p><b>Select which option best describes your gender.</b></p> <input type="checkbox"/> Woman <input type="checkbox"/> Man <input type="checkbox"/> Non-binary <input type="checkbox"/> Other <input type="checkbox"/> Prefer not to answer
	<p><b>What language(s) do you speak at home?</b></p> <input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> HMong <input type="checkbox"/> Other: _____	<p><b>Select which option best describes your sexual orientation.</b></p> <input type="checkbox"/> Straight or heterosexual <input type="checkbox"/> Gay or Lesbian <input type="checkbox"/> Bisexual <input type="checkbox"/> Other <input type="checkbox"/> Prefer not to answer

<p><b>What is your annual household income?</b></p> <input type="checkbox"/> Less than \$10,000 <input type="checkbox"/> \$10,000-\$14,999 <input type="checkbox"/> \$15,000-\$24,999 <input type="checkbox"/> \$25,000-\$34,999 <input type="checkbox"/> \$35,000-\$49,999 <input type="checkbox"/> \$50,000-\$74,999 <input type="checkbox"/> \$75,000-\$99,999 <input type="checkbox"/> \$100,000-\$149,999 <input type="checkbox"/> \$150,000-\$199,999 <input type="checkbox"/> \$200,000 or more	<p><b>What is the highest level of education you completed?</b></p> <input type="checkbox"/> Some high school <input type="checkbox"/> High school/GED <input type="checkbox"/> Some college <input type="checkbox"/> Trade/technical/ vocational training <input type="checkbox"/> Associates degree <input type="checkbox"/> Bachelor's degree <input type="checkbox"/> Graduate or professional degree
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Choose the option that best describes your current employment status. Choose one.**

<input type="checkbox"/> Full-time employment <input type="checkbox"/> Part-time employment <input type="checkbox"/> Seasonal employment <input type="checkbox"/> Stay at home parent <input type="checkbox"/> Full-time caregiver for an adult family member	<input type="checkbox"/> Student <input type="checkbox"/> Retired <input type="checkbox"/> Unable to work <input type="checkbox"/> Unemployed <input type="checkbox"/> Other: _____
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>How many people live in your household including yourself?</b> _____	<b>How many children under 18 live in your household?</b> _____
----------------------------------------------------------------------------	--------------------------------------------------------------------

**Do other individuals besides your partner and/or children live in your household?**  
*If yes, select all that apply.*

<input type="checkbox"/> Grandparent	<input type="checkbox"/> Friend
<input type="checkbox"/> Parent	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Adult relative	<input type="checkbox"/> Not applicable
<input type="checkbox"/> Youth relative	

**Which category(ies) best describe you? Select all that apply.**

<input type="checkbox"/> Asian	<input type="checkbox"/> Middle Eastern/North African
<input type="checkbox"/> Black or African American	<input type="checkbox"/> Multiracial
<input type="checkbox"/> Chippewa or Ojibwe	<input type="checkbox"/> Native/Indigenous
<input type="checkbox"/> Colombian	<input type="checkbox"/> Nigerian
<input type="checkbox"/> Filipino	<input type="checkbox"/> Oneida
<input type="checkbox"/> Hispanic/Latinx	<input type="checkbox"/> Potawatomi
<input type="checkbox"/> HMong	<input type="checkbox"/> Puerto Rican
<input type="checkbox"/> Ho-Chunk	<input type="checkbox"/> Somali
<input type="checkbox"/> Indian ( <i>from India</i> )	<input type="checkbox"/> South African
<input type="checkbox"/> Jamaican	<input type="checkbox"/> White
<input type="checkbox"/> Menominee	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Mexican	

**Thank you so much for your participation!**

**GIFT CARD ENTRY**

Go to [bit.ly/CHA\\_GiftCard](https://bit.ly/CHA_GiftCard) or scan the QR code to be entered into a drawing for a **\$50 VISA gift card**. This is a completely separate form that is not in any way connected to your survey answers. Paper entry forms are available upon request. *One entry per person. 3 winners will be selected and contacted in December.*

If you have any questions contact Niki at [niki.lucht@woodcountywi.gov](mailto:niki.lucht@woodcountywi.gov) or 715-421-8929.



## Appendix B: Focus Groups & Interviews

The COVID-19 pandemic highlighted health inequities across Wisconsin, and research shows that because of the pandemic, some communities were disproportionately impacted by the pandemic and its effects. Communities in Wood County that were disproportionately impacted include people who identify as Hmong, Hispanic/Latinx, Ho-Chunk and/or other tribal ancestry; people struggling with mental health and substance use challenges, the recovery community, people living in rural areas, youth, older adults, and people with disabilities.

The Wood County Health Department received grant funding from the Wisconsin Department of Health Services to conduct interviews and focus groups to learn from community members the impacts of the COVID-19 pandemic, and what solutions should be implemented to improve health moving forward.

Between April 2023 and January 2024, 123 community members shared their stories and experiences via 6 focus groups and 72 interviews. The table below shows which subpopulations participated and how many individuals participated in interviews and focus groups. We acknowledge our limitations in reaching all diverse populations throughout the county.

Data analysis from these conversations showed that COVID-19 had impacts in all broad categories of health included in this assessment. The full report from these conversations will be available by the end of July 2024 at <https://www.healthypeoplewoodcounty.org/woodcounty>.

Subpopulation	# Interviews	# Focus Group Participants
Hmong	5	25
Rural	10	0
Hispanic/Latinx	30	0
Youth	5	7
People in Recovery	1	19
Ho-Chunk Nation	10	0
Older and/or Disabled	11	0
<b>TOTAL</b>	<b>72</b>	<b>51</b>



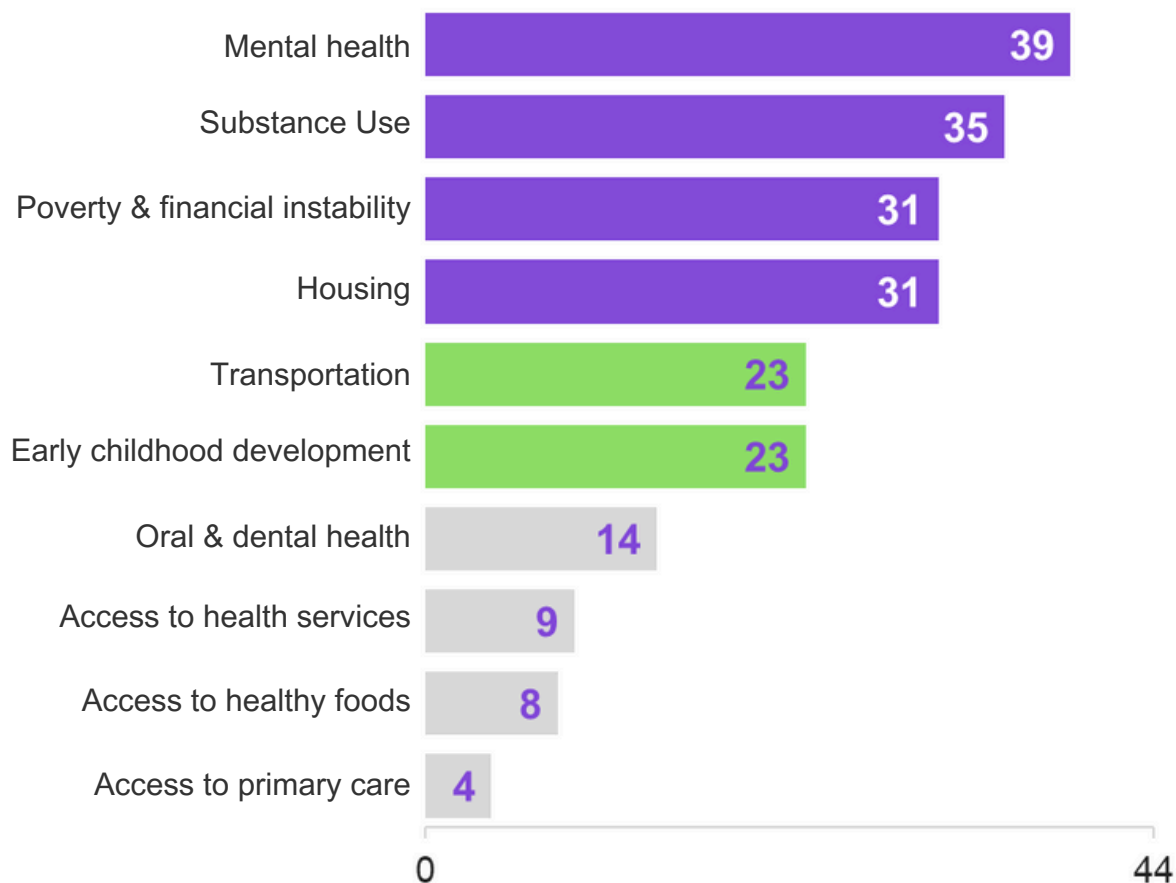
## Appendix C: Community Stakeholder Input

More than 120 community stakeholders were invited to attend one of two “data deep dive” meetings held in January 2024. Approximately half of the invitees attended one of the data meetings. During the data meetings, CHA survey data and secondary data on 10 health priority areas were presented.

After the meetings, stakeholders were invited to complete an online survey that asked three questions:

1. Rank your top 5 priority areas.
2. Are there effective strategies to address this issue?
3. Is there community energy to address this issue?

44 community stakeholders completed the survey. Results for the priority areas are below.



## Appendix D: Community Partner Involvement

More than 50 community partners representing a wide variety of sectors were involved throughout the CHA process. Monthly meetings were held between January and June 2024 with these partners. An abbreviated list of partners is below. Some agencies had multiple representatives. For the purposes of this list, each agency is included only once.

Agency	Sector
ADRC of Central Wisconsin	Aging & Disability
Childcaring Inc.	Early Childhood
Wood County Head Start	Early Childhood
Main Street Marshfield	Economic Development
Heart of WI Chamber of Commerce	Economic Development
Aspirus Health	Healthcare
Family Health Center of Marshfield	Healthcare
Marshfield Clinic Health System	Healthcare
Ho Chunk Health Care Center	Public Health
University of Wisconsin Stevens Point	Higher Education
Mid-State Technical College	Higher Education
Nekoosa School District	K-12 Education
Marshfield School District	K-12 Education
Port Edwards School District	K-12 Education
Wisconsin Rapids School District	K-12 Education
CESA 5	K-12 Education
Wood County Sheriff's Department	Law Enforcement
Wisconsin Rapids Police Department	Law Enforcement
City of Marshfield	Local Government
Wood County Health Department	Public Health
Legacy Foundation	Community Foundation

Agency	Sector
Three Bridges Recovery	Substance Use
The Family Center	Domestic Violence
City of Wisconsin Rapids	Community Development
United Way of South Wood & Adams Counties	Nonprofit
Marshfield Area United Way	Nonprofit
Wood County Extension	Nonprofit
Coffective	Maternal & Child Health
CW Solutions	Youth Development
Women, Infants, & Children (WIC)	Public Health
South Wood County YMCA	Nonprofit
Marshfield YMCA	Nonprofit
Opportunity Development Center	Nonprofit
Hmong American Center	Nonprofit
Goodwill	Nonprofit
North Central Community Action Program	Nonprofit, Basic Needs
Planned Parenthood	Healthcare
Department of Public Instruction Migrant Education Program	Nonprofit
Hmong & Hispanic Communication Network (H2N)	Nonprofit
Christian Life Fellowship	Faith Community

## Appendix E: Secondary Data

In addition to gathering input directly from community members, secondary data reflective of the overall population's health status was compiled. The secondary data were gathered by credible local, state and national governmental and non-governmental entities and published/shared.

The following tables provide a comprehensive overview of how Wood County compares to Wisconsin on measures of health. *Please note: Wood County rates that are better than Wisconsin rates may still be at an unacceptable level.*

Reflective of the CHRR model, the data are grouped in the following overarching categories in the tables:

- Health Outcomes
- Health Behaviors
- Clinical Care
- Social & Economic Factors
- Physical Environment

These tables have been adapted from the Aspirus Riverview Hospital & Clinics 2024-2027 CHNA with permission.

Health Outcomes								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Premature death</b>	Years of potential life lost before age 75 per 100,000 population (age-adjusted)	2019-2021	Worsening	Not available or included	7800	7100	8000	Worse
<b>Poor or fair health</b>	Percentage of adults reporting fair or poor health (age-adjusted)	2021	Not available or included	Not available or included	14%	13%	14%	Worse
<b>Poor physical health days</b>	Average number of physically unhealthy days reported in the last 30 days (age-adjusted)	2021	Not available or included	Not available or included	3.3	3.1	3.3	Worse
<b>Poor mental health days</b>	Average number of mentally unhealthy days reported in the last 30 days (age-adjusted)	2021	Not available or included	Not available or included	4.3	4.8	4.8	Better
<b>Low birthweight</b>	Percentage of live births with low birthweight (<2500 grams)	2016-2022	Not available or included	Asian 6% Hispanic 5% White 7%	7%	8%	8%	Better
<b>Life expectancy</b>	Average number of years a person can live	2019-2021	Not available or included	Hispanic 79.6 White 77.4	77.3	78.2	77.6	Better
<b>Premature age-adjusted mortality</b>	Number of deaths among residents under age 75 per 100,000 population (age-adjusted)	2019-2021	Not available or included	Not available or included	380	340	390	Worse
<b>Child mortality</b>	Number of deaths among children under age 18 per 100,000 population	2018-2021	Not available or included	Not available or included	50	50	50	Same
<b>Infant mortality</b>	Number of all infant deaths (within 1 year), per 1000 live births	2015-2021	Not available or included	Not available or included	7	6	6	Worse
<b>Frequent physical distress</b>	Percentage of adults reporting 14 or more days of poor physical health per month (age-adjusted)	2021	Not available or included	Not available or included	10%	9%	10%	Worse

Health Outcomes								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Frequent mental distress</b>	Percentage of adults reporting 14 or more days of poor mental health per month (age-adjusted)	2021	Not available or included	Not available or included	15%	14%	15%	Worse
<b>Diabetes prevalence</b>	Percentage of adults aged 20 and above with diagnosed diabetes	2021	Not available or included	Not available or included	8%	8%	10%	Same
<b>HIV prevalence</b>	Number of people aged 13 years and older living with a diagnosis of human immunodeficiency virus (HIV) infection per 100,000 population	2021	Not available or included	Not available or included	70	137	382	Better
<b>Age-adjusted cancer incidence</b>	Number of cancer cases per year per 100,000 population (age-adjusted)	Latest 5-year average (2016-2020)	Not available or included	Not available or included	454.6	465.5	NA	Better
<b>Deaths due to cancer</b>	Number of deaths due to cancer per 100,000 population (age-adjusted)	Latest 5-year average (2016-2020)	Not available or included	Not available or included	166.6	152.5	NA	Worse
<b>Deaths due to cardiovascular disease</b>	Number of deaths due to cancer per 100,000 population (age-adjusted)	2022	Not available or included	Not available or included	198.9	166.4	NA	Worse
<b>Drug overdose deaths</b>	Number of deaths due to drug overdose per 100,000 residents (age-adjusted)	2022	Not available or included	Not available or included	30.7	32.2	NA	Better
<b>Opioid-related hospital discharges</b>	Number of opioid-related hospital discharges per 100,000 population (age-adjusted)	2022	Not available or included	Not available or included	259.8	268.3	NA	Better

Health Outcomes								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Alcohol-attributable deaths</b>	Number of deaths attributable to alcohol per 100,000 population	2022	Wood County: 2020, 2021 and 2022 were the highest since 2014	WI rates higher for: men (vs women); non-Hispanic (vs Hispanic); Native American, Black and White (vs Asian and multi-race)	64.5	57	NA	Worse
<b>Chronic alcohol hospitalizations (emergency room)</b>	Chronic alcohol hospitalizations per 100,000: Emergency room	2022	WI -- decreasing since 2018	Not available or included	690.6	601.1	NA	Worse
<b>Chronic alcohol hospitalizations (inpatient)</b>	Chronic alcohol hospitalizations per 100,000: Inpatient	2022	WI -- decreasing since 2019	WI rates higher for: men (vs women); non-Hispanic (vs Hispanic); Native American, Black and White (vs Asian and two or more races)	621.7	539.6	NA	Worse
<b>Deaths due to falls</b>	Number of deaths due to falls per 100,000 population	2021	U.S -- increasing since 2012	Not available or included	Not available or included	176.5	78	<b>Wisconsin has the highest rate of deaths due to falls in the country. Alabama has the lowest rate: 30.7.</b>

Sources:

- 2024 County Health Rankings and Roadmaps website. Accessed June 26, 2024.
- National Cancer Institute, State Cancer Profiles. Accessed April 14, 2024.
- WISH Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Mortality Module, accessed 3/31/2024.
- Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Drug Overdose Deaths Module, accessed 4/14/2024. (There were 19 drug overdose deaths in Wood County in 2022.)
- Wisconsin Dept. of Health Services, Division of Public Health, Office of Health Informatics. Wisconsin Interactive Statistics on Health (WISH) data query system, <https://www.dhs.wisconsin.gov/wish/index.htm>, Opioid-Related Hospital Encounters Module, accessed 4/14/2024. (There were 163 opioid-related discharges in 2022.)
- Wisconsin Department of Health Services. DHS Interactive Dashboards: Alcohol Death Module. Last Updated 3/13/2024 8:40:48 AM. (There were 48 alcohol-attributable deaths in Wood County in 2022.)
- Wisconsin Department of Health Services. DHS Interactive Dashboards, Alcohol Hospitalizations Module [web query]. Data last updated 3/4/2024.
- Wisconsin Department of Health Services. DHS Interactive Dashboards, Alcohol Hospitalizations Module [web query]. Data last updated 3/4/2024.
- U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. Deaths from Older Adult Falls website. Accessed April 14, 2024. <https://www.cdc.gov/falls/data/index.html>



Health Behaviors								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Adult smoking</b>	Percentage of adults who are current smokers (age-adjusted)	2021	Not available or included	Not available or included	16%	14%	15%	Worse
<b>Adult obesity</b>	Percentage of the adult population (age 20 and older) that report a body mass index (BMI) greater than or equal to 30kg/m2	2021	Not available or included	Not available or included	35%	35%	35%	Worse
<b>Food environment index</b>	Index of factors that contribute to a healthy food environment, from 0 (worst) to 10 (best)	2019 & 2021	Not available or included	NA	8.4	9.1	7.7	Worse
<b>Physical inactivity</b>	Percentage of adults age 20 and over reporting no leisure-time activity	2021	Not available or included	Not available or included	22%	19%	23%	Worse
<b>Access to exercise opportunities</b>	Percentage of population with adequate access to locations for physical activity	2020, 2022, & 2023	Not available or included	NA	77%	84%	84%	Worse
<b>Excessive drinking</b>	Percentage of adults reporting binge or heavy drinking (age-adjusted)	2021	Not available or included	Not available or included	20%	25%	18%	Better
<b>Alcohol-impaired driving deaths</b>	Percentage of driving deaths with alcohol involvement	2017-2021	Worsening	Not available or included	29%	35%	26%	Better
<b>Sexually transmitted infections</b>	Number of newly diagnosed chlamydia cases per 100,000 population	2021	Worsening	Not available or included	240.3	472.3	495.5	Better
<b>Teen births</b>	Number of births per 1000 female population ages 15-19	2016-2022	Not available or included	Hispanic 30 White 13	15	12	17	Worse
<b>Food insecurity</b>	Percentage of population who lack adequate access to food	2021	Not available or included	Not available or included	8%	7%	10%	Same/Worse
<b>Limited access to healthy foods</b>	Percentage of the population who are low income and do not live close to a grocery store	2019	Not available or included	Not available or included	7%	5%	6%	Worse

Health Behaviors								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Drug overdose deaths</b>	Number of drug poisoning deaths per 100,000 population	2019-2021	Not available or included	Not available or included	20	26	27	Better
<b>Motor vehicle crash deaths</b>	Number of motor vehicle crash deaths per 100,000 population	2014-2020	Not available or included	Not available or included	12	10	12	Worse
<b>Insufficient sleep</b>	Percentage of adults who report fewer than 7 hours of sleep on average (age-adjusted)	2020	Not available or included	Not available or included	32%	31%	33%	Same/Worse

Sources:

- 2024 County Health Rankings and Roadmaps website. Accessed June 26, 2024.
- 2023 County Health Rankings and Roadmaps website. Accessed March 28, 2024.

Clinical Care								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Uninsured</b>	Percentage of population under age 65 without health insurance	2021	Improving	Not available or included	6%	6%	10%	Same
<b>Uninsured children</b>	Percentage of children under age 19 without health insurance	2021	Improving	Not available or included	4%	4%	5%	Same
<b>Uninsured adults</b>	Percentage of adults under age 65 without health insurance	2021	Improving	Not available or included	7%	7%	12%	Same
<b>Primary care physicians</b>	Ratio of population to primary care physicians	2021	Worsening	NA	730:1	1250:1	1330:1	Better
<b>Other primary care providers</b>	Ratio of population to primary care providers other than physicians	2023	Not available or included	NA	460:1	670:1	760:1	Better
<b>Dentists</b>	Ratio of population to dentists	2022	Improving	NA	1140:1	1360:1	1360:1	Better
<b>Mental health providers</b>	Ratio of population to mental health providers	2023	Not available or included	NA	540:1	400:1	320:1	Worse
<b>Preventable hospital stays</b>	Rate of hospital stays for ambulatory-care sensitive conditions per 100,000 Medicare enrollees.	2021	Improving	Am. Ind. & Alaska Native 5424 White 2414	2433	2451	2681	Better
<b>Mammography screening</b>	Percentage of female Medicare enrollees ages 65-74 that received an annual mammogram screening	2021	No significant trend	40% Am. Ind. & Alaska Native 43% Asian 57% White	56%	50%	43%	Better
<b>Flu vaccinations</b>	Percentage of fee-for-service Medicare enrollees that had an annual flu vaccination	2021	Worsening	27% Am. Ind. & Alaska Native 23% Asian 22% Black 17% Hispanic 37% White	36%	52%	46%	Worse

Source: 2024 County Health Rankings and Roadmaps website. Accessed June 26, 2024

Social and Economic Factors								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>High school completion</b>	Percentage of adults age 25 and over with a high school diploma or equivalent	2018-2022	Not available or included	Not available or included	93%	93%	89%	Same
<b>Some college</b>	Percentage of adults ages 25-44 with some post-secondary education	2018-2022	Not available or included	Not available or included	64%	70%	68%	Worse
<b>Unemployment</b>	Percentage of the population ages 16 and older unemployed but seeking work	2022	Improving	Not available or included	3.3%	2.9%	3.7%	Worse
<b>Children in poverty</b>	Percentage of people under age 18 in poverty	2022 & 2018-2022	Worsening	30% Am. Ind. & Alaska Native 5% Asian 11% Black 20% Hispanic 11% White	13%	13%	16%	Worse
<b>Income inequality</b>	Ratio of household income at the 80th percentile to income at the 20th percentile	2018-2022	Not available or included	Not available or included	4.0	4.2	4.9	Better
<b>Children in single-parent households</b>	Percentage of children that live in a household headed by a single parent	2018-2022	Not available or included	Not available or included	17%	22%	25%	Better
<b>Social associations</b>	Number of membership associations per 10,000 population	2021	Not available or included	Not available or included	14.0	11.0	9.1	Better
<b>Injury deaths</b>	Number of deaths due to injury per 100,000 population	2017-2021	Not available or included	Not available or included	99	93	80	Worse
<b>High school graduation</b>	Percentage of 9th grade cohort that graduates in 4 years	2010-2021	Not available or included	Not available or included	93%	90%	86%	Better
<b>Disconnected youth</b>	Percentage of teens and young adults ages 16-19 who are neither working or in school	2018-2022	Not available or included	Not available or included	5%	5%	7%	Same
<b>Reading scores</b>	Average grade level performance for third graders on English Language Arts standardized tests	2018	Not available or included	Asian 2.8 Hispanic 2.5 White 3.1	3.1	3.0	3.1	Same/Better

Social and Economic Factors								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Math scores</b>	Average grade level performance for third graders on math standardized tests	2018	Not available or included	Asian 2.7 Hispanic 2.1 White 3.1	3.0	3.0	3.0	Same
<b>Children eligible for free or reduced-price lunch</b>	Percentage of children enrolled in public schools that are eligible for free or reduced-price lunch	2021-2022	Not available or included	Not available or included	45%	39%	51%	Worse
<b>School segregation</b>	The extent to which students within different race and ethnicity groups are unevenly distributed across schools when compared with the racial and ethnic composition of the local population. The index ranges from 0 to 1 with lower values representing a school composition that approximates race and ethnicity distributions in the student populations within the county, and higher values representing more segregation.	2022-2023	Not available or included	NA	0.05	0.27	0.24	Better
<b>School funding adequacy</b>	The average amount of per pupil spending among public school districts that is above (or below) the estimated amount needed to support students in achieving average US test scores.	2021	Not available or included	NA	\$3,073	\$355	\$634	Better
<b>Childcare centers</b>	Number of childcare centers per 1,000 population under 5 years old	2010-2022	Not available or included	NA	8	6	7	Better
<b>Childcare cost burden</b>	Childcare costs for a household with two children as a percent of median household income	2022 & 2023	Not available or included	NA	36%	31%	27%	Worse
<b>Median household income</b>	The income where half of households in a county earn more and half earn less	2022 & 2018-2022	Not available or included	Am. Ind. & Alaska Native \$58,500 Asian \$90,300 Hispanic \$48,400 White \$63,500	\$64,400	\$71,100	\$74,800	Worse

Social and Economic Factors								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Living wage</b>	The hourly wage needed to cover basic household expenses plus all relevant taxes for a household of one adult and two children	2023	Not available or included	Not available or included	\$44.93	\$49.27	NA	NA
<b>Gender pay gap</b>	Ratio of women's median earnings to men's median earnings for all full-time, year-round workers, presented as "cents on the dollar."	2018-2022	Not available or included	NA	0.77	0.81	0.81	Worse
<b>Residential segregation - Black/White</b>	Index of dissimilarity where higher values indicate greater residential segregation between Black and White county residents	2018-2022	Not available or included	Not available or included	65	77	63	Better
<b>Homicides</b>	Number of deaths due to homicide per 100,000 population	2015-2021	Not available or included	Not available or included	2	4	6	Better
<b>Suicides</b>	Number of deaths due to suicide per 100,000 population (age-adjusted)	2017-2021	Not available or included	Not available or included	17	15	14	Worse
<b>Firearm fatalities</b>	Number of deaths due to firearms per 100,000 population	2017-2021	Not available or included	Not available or included	9	11	13	Better
<b>Juvenile arrests</b>	Rate of delinquency cases per 1000 juveniles	2021	Not available or included	Not available or included	7	NA	NA	NA
<b>Domestic violence incidents</b>	Number of domestic violence incidents (number, not rate)	2018	Wood County -- From 2013 to 2018, the highest was 377 (2016) and lowest was 304 (2014)	Not available or included	350	NA	NA	NA

Social and Economic Factors								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Child victimization rate</b>	The number of child victims per 1000 population	2020	Not available or included	Not available or included	10.4	3.2	NA	Worse
<b>Voter turnout</b>	Percentage of citizen population aged 18 or older who voted in the 2020 U.S. Presidential election	2020 & 2016-2020	Not available or included	Not available or included	73.3%	75.1%	67.9%	Worse
<b>Census participation</b>	Percentage of all households that self-responded to the 2020 census (by internet, phone, or mail)	2020	Not available or included	Not available or included	79%	72%	67%	Better

Sources:

- 2024 County Health Rankings and Roadmaps website. Accessed June 26, 2024.
- Wisconsin Department of Justice, Domestic Abuse Data website. Accessed March 2024.
- Wisconsin Department of Children and Families. Wisconsin Child Abuse and Neglect Report. Annual Report for Calendar Year 2020 to the Governor and Legislature. Released December 2021.
- U.S. Census Bureau. 2020 Census: Tracking Self-Response Rates Map. <https://www.census.gov/library/visualizations/interactive/2020-census-self-response-rates-map.html>



Physical Environment								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Air pollution -- particulate matter</b>	Average daily density of fine particulate matter in micrograms per cubic meter (PM2.5)	2019	Improving	Not available or included	7.9	7.8	7.4	Same/Worse
<b>Drinking water violations</b>	Indicator of the presence of (public source) drinking water (EPA) violations	2022	Not available or included	Not available or included	Yes	NA	NA	NA
<b>Severe housing problems</b>	Percentage of households with at least 1 of 4 housing problems: overcrowding, high housing costs, lack of kitchen facilities or lack of plumbing facilities	2016-2020	Not available or included	Not available or included	10%	13%	17%	Better
<b>Driving alone to work</b>	Percentage of the workforce that drives alone to work	2018-2022	Not available or included	Asian 55% Hispanic 75% White 83%	80%	77%	72%	Worse
<b>Long commute -- driving alone</b>	Among workers who commute in their cars alone, the percentage that commute more than 30 minutes	2018-2022	Not available or included	Not available or included	24%	28%	36%	Better
<b>Traffic volume</b>	Average traffic volume per meter of major roadways in the county	2023	Not available or included	NA	149	281	108	Better
<b>Homeownership</b>	Percentage of occupied housing units that are owned	2018-2022	Not available or included	Not available or included	73%	68%	65%	Better
<b>Severe housing cost burden</b>	Percentage of households that spend 50% or more of their household income on housing	2018-2022	Not available or included	Not available or included	9%	11%	14%	Better
<b>Broadband access</b>	Percentage of households with broadband internet connection	2018-2022	Not available or included	Not available or included	87%	88%	88%	Worse/Same
<b>Alcohol Outlet Density</b>	Crude rate of alcohol licenses per 500 people	2020-2021	Not available or included	Not available or included	1.5	1.5	NA	Same

Physical Environment								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>Motor vehicle-related fatalities</b>	Percent of fatal motor vehicle crashes involving cyclists or pedestrians	2015-2019	Rising in WI; decreasing in Wood County	Not available or included	7%	13%	NA	Better
<b>Arsenic (private wells)</b>	Percent of test results for arsenic that exceed EPA standard of 10 ug/L	1988-2021	Not available or included	Not available or included	3.6%	5.4%	NA	Better
<b>Nitrates (private wells)</b>	Percent of test results for nitrates that exceed EPA standard of 10 mg/L	1988 -2021	Not available or included	Not available or included	6.2%	10.9%	NA	Better
<b>Carbon monoxide poisoning</b>	Annual average rate of emergency room visits related to unintentional CO poisoning, age-adjusted per 100,000 people	2017-2021	Flat	Not available or included	11	7.8	NA	Worse
<b>Childhood lead poisoning</b>	Percent of children (less than 6 years of age) who had a blood lead level greater than or equal to 5ug/dL, among those tested; and the total number of children (less than 6 years of age) who were tested	2021	Flat	Not available or included	1.3%	2.8%	NA	Better
<b>Radon</b>	Percent of radon tests with results at or above EPA standard of 4pCi/L	2022	Not available or included	Not available or included	43%	41%	NA	Worse
<b>Asthma</b>	Rate of emergency room visits related to asthma, age-adjusted per 10,000 people	2021	WI: Disproportionately impacts Black, American Indian / Alaska Native and Hispanic individuals compared to White individuals	Not available or included	16.2	27.2	NA	Better

Physical Environment								
Measure	Description	Year(s) of Data	Trend (County)	Disparities Data (County)	Wood County	Wisconsin	United States	Better / Worse than Wisconsin
<b>COPD</b>	Rate of emergency room visits related to COPD for persons 25 years and older, age-adjusted per 10,000 people	2021	Not available or included	Not available or included	32.8	36.3	NA	Better
<b>Lyme Disease</b>	Crude rate of confirmed and probable Lyme disease cases per 100,000 people	2021	Fluctuating	Not available or included	48.6	37.2	NA	Worse
<b>Social Vulnerability Index (SVI)</b>	On a scale of 0-1, where 1 is the greatest vulnerability	2020	Not available or included	NA	0.14	0.24	NA	Better

Sources:

- County Health Rankings and Roadmaps website. Accessed June 26, 2024.
- Wisconsin Environmental Public Health Tracking Program, Bureau of Environmental and Occupational Health, Wisconsin Department of Health Services, Division of Public Health. 2023 County Environmental Health Profile, Wood County.

## Appendix F: Demographics and Related Descriptors

The table below outlines some of the demographic characteristics of Wood County compared to Wisconsin.

	Wood County	Wisconsin
Population	74,207	5,892,539
Age < 18	21.5%	21.1%
Age 65+	21.9%	18.7%
Median age	43.7	40.4
White alone	91.4%	80.4%
Black or African American alone	0.8%	6.4%
American Indian and Alaska Native alone	0.8%	1.0%
Asian alone	1.9%	3.0%
Two or more races	3.8%	6.1%
Hispanic or Latino	3.2%	7.6%
Language other than English spoken at home	3.1%	8.7%
High school graduate or higher	93.2%	93.6%
Bachelor's degree or higher	24.2%	33.2%
Individuals who are Veterans	8.1%	6.1%
Individuals with disabilities	13.9%	12.5%
Individuals in poverty	11.5%	10.7%
Median household income	63,643	70,996
Percent uninsured	6.3%	5.2%
Percent using public insurance (Medicaid, Medicare, Veterans benefits, etc.)	41.5%	35.7%

## Appendix G: Acknowledgements

We would like to thank the residents of Wood County for engaging in this Healthy People Wood County (HPWC) Community Health Assessment (CHA). This work would not have been possible without community participation in focus groups, interviews, and the 3,215 residents who completed the community survey. The conversations and information shared during the assessment process directly informed and shaped the priorities in this document. Thank you!

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# Healthy People Wood County

