



# BROWN COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

2025 – 2027



# WHAT IS THE CHIP?

A Community Health Improvement Plan (CHIP) is a long-term effort to address public health problems in a community and is typically updated every three to five years. A CHIP is done following a Community Health Assessment (CHA). The purpose of the CHA is to gather data that tells the story of health in a community. Then, the CHIP creates a plan to address the public health problems identified in the CHA.

The Brown County CHIP is a collaborative effort lead by the Beyond Health Steering Committee. Together with other local organizations, efforts and resources are focused on the areas identified in the CHIP.

# ALIGNMENT WITH THE STATE HEALTH IMPROVEMENT PLAN (SHIP)

Similar to local health departments, the state of Wisconsin creates a State Health Improvement Plan (SHIP), which is updated every five years. For this CHIP cycle, Beyond Health aligned our efforts with the priority areas outlined in the 2023-2027 SHIP. Alignment with the SHIP is beneficial, as it helps us to focus our efforts on key issues to make the greatest impact with the resources available.

The SHIP calls out five priority areas, which are:

- Social and community conditions
- Physical, mental, and systemic safety
- Person and community centered health care
- Social connectedness and belonging
- Mental and emotional health and well-being

Informed by Brown County's 2022-2024 CHIP and data from the most recent CHA, the Beyond Health steering committee ranked the SHIP's priority areas. The ranking of the SHIP priority areas determined the three focus areas for Brown County's 2025-2027 CHIP. You may notice that the focus areas chosen are not exactly the same as the SHIP's. The steering committee chose to focus in on more specific issues within the SHIP's priority areas and chose names for the focus areas that would be easy to understand and resonate with the Brown County community.

Learn more about the SHIP here: <https://www.dhs.wisconsin.gov/statehealthplan/index.htm>

# COMMON LANGUAGE

The CHIP is a collaborative effort, which means it is done with partners in multiple sectors, including government, healthcare, and non-profit. When working with partners in other sectors, or even in the same sector, people often have slightly different definitions for the same word. Establishing a common language ensures that all partners working on the CHIP are on the same page and can make (and measure) impact together.

## GUIDING PRINCIPLE

Guiding principles are factors that should be considered as part of each focus area to target root causes of inequities in the Brown County community.

## FOCUS AREA

Focus areas are the three main issues that the 2025-2027 CHIP will address. Within each focus area, there are goals and indicators.

## GOAL

Goals are statements about what change we want to see. Goals are paired with indicators, which measure progress.

## INDICATOR

Indicators are how we measure progress made towards a goal. These indicators are population level, meaning that they are not just based on one organization, but the population as a whole. They often are complex and can take years to see measurable progress on.

## OBJECTIVE

An objective is an action that is done to achieve a goal. Objectives should be SMART, which means that they are:

- S**pecific - specify what should happen
- M**easurable - make sure that there is data that can be used to measure progress
- A**chievable - objectives are feasible
- R**elevant - objectives are aligned with the mission and vision of the agency
- T**ime bound - specify a timeframe for achieving the objective

As it can take a long time to see progress on population level indicators, we use objectives to show what actions are being done to work on changing the indicators.

*Objectives will not be included in this document. An addendum will be finalized in early 2025 with objectives for each goal.*

# 2025-2027 CHIP FRAMEWORK

The Brown County CHIP is a collaborative effort lead by the Beyond Health Steering Committee. Together with other local organizations, efforts and resources are focused on the areas identified in the CHIP.

## GUIDING PRINCIPLES

The guiding principles are concepts that should be considered and incorporated into all work done as a part of the 2025-2027 CHIP. Throughout the CHIP cycle, when leads report on their progress, they will also report on how the guiding principles are being incorporated.

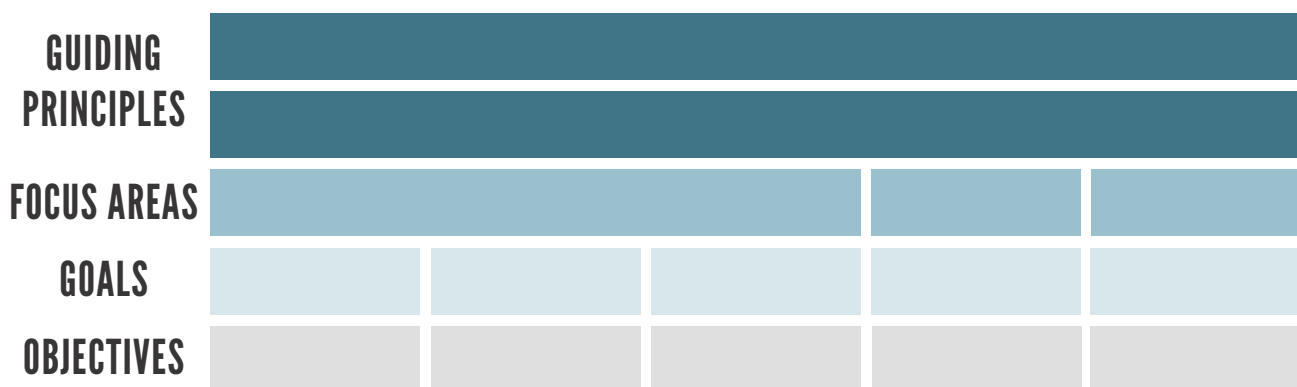
**1. Everyone has a fair and just opportunity to be as healthy as possible.**

People have different needs when it comes to their health, which means that one person may need something to be healthy that another person does not need. This applies to all the aspects that affect our health, including things like the environment around us, education, and access to resources.

**2. Diverse partners and community members are involved in decision making.**

When doing CHIP work, groups involved should be representative of the community. This means that community members are included in conversations and decisions that impact them. Diverse partners should also be included and are any person or organization that is not typically involved in public health work but may have a different perspective.

## CHIP LAYOUT



The purpose of this diagram is to show how the different key elements of the CHIP will be organized. Guiding principles are considerations for all CHIP work. Focus areas are the three main issues that the CHIP will address. Within each focus area, there are 1-3 goals, which are general statements about the change we want to see. Within each goal, there are objectives, which are more specific actions taken to address the goal.

# FOCUS AREA #1

## MENTAL HEALTH AND SUBSTANCE USE

### GOAL #1

**Decrease number of poor mental health days.**

Indicator: Percent of adults reporting 14 or more days of poor mental health per month (County Health Rankings)

### GOAL #2

**Prevent excessive alcohol use.**

Indicator: Percent of adults that report excessive drinking (County Health Rankings)

### GOAL #3

**Increase resources to prevent opioid-related overdoses.**

Indicator: Number of opioid-related overdose deaths (Brown County Medical Examiner)

#### ALIGNMENT WITH EXISTING STRATEGIES:

#### STATE HEALTH IMPROVEMENT PLAN

- SHIP priority area: Mental and emotional health and well-being

#### HEALTHY PEOPLE 2030

- Health conditions: Addiction, mental health and mental disorders
- Health behaviors: Drug and alcohol use, tobacco use

# FOCUS AREA #2

## HEALTHY AND SAFE HOMES

### GOAL #1

**Increase access to safe and affordable housing.**

Indicator: Number of individuals experiencing unsheltered homelessness (Point-in-Time Count)

#### ALIGNMENT WITH EXISTING STRATEGIES:

#### STATE HEALTH IMPROVEMENT PLAN

- SHIP priority area: Social and community conditions, healthy housing

#### HEALTHY PEOPLE 2030

- Settings and systems: Housing and homes
- Social Determinants of Health: Neighborhood and built environment

# FOCUS AREA #3

## PATHWAYS TO HEALTHCARE

### GOAL #1

**Help people get the right medical care when and where they need it.**

Indicator: Percent of adults who did not see a doctor in the past 12 months when they needed to because they could not afford it (BRFSS)

#### **ALIGNMENT WITH EXISTING STRATEGIES:**

#### **STATE HEALTH IMPROVEMENT PLAN**

- SHIP priority area: Person- and community-centered health care

#### **HEALTHY PEOPLE 2030**

- Health conditions
- Health behaviors: Preventive care, vaccination
- Settings and systems: Health care, health insurance
- Social Determinants of Health: Health care access and quality

# APPROVAL OF THE CHIP

This CHIP was developed and adopted by the Beyond Health Steering Committee. After presenting the CHIP at the Steering Committee meeting on Friday, December 20th, committee members voted to approve its adoption. Beyond Health Steering Committee membership at the time of adoption is listed below:

- Anna Nick, Brown County Public Health
- Chrystal Woller, De Pere Health Department
- Chris Culotta, WI Department of Health Services - Division of Public Health
- Kim Franzen, N.E.W. Community Clinic
- Jessica Sepers, N.E.W. Community Clinic
- Jen Schnell, Aurora BayCare Medical Center
- Sarah Pearson, Aurora BayCare Medical Center
- Michelle Tipple, Oneida Community Health Services Department
- Jane DePrey, Hospital Sisters Health System
- Sharla Baenen, Emplify Health - Bellin Region
- Jody Anderson, Emplify Health
- Sarah Inman, Brown County United Way
- Lisa Tutsky, Prevea Health

# ACKNOWLEDGEMENTS

Contributions were made to the CHIP by the following individuals:

- Grace Rollin, Brown County Public Health
- Marissa Powell, Brown County Public Health
- Anya Krawczyk, Brown County Public Health
- Danielle Jauquet, De Pere Health Department
- Sara Lornson, De Pere Health Department

# NOTE ON FUTURE ADDENDUM

The Beyond Health steering committee will be working to finalize lead organizations and objectives for each goal. Check back for an addendum to this document in early 2025.