

# **Rock County Health Needs Assessment**



2009

*prepared by Starfish Consulting, Inc.*



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# Letter from Rock County Health Officer

July, 2009

To Rock County Citizens:

Healthy People 2010 describes a healthy community as one which includes those elements that enable people to maintain a high quality of life and productivity. Healthy People 2010 uses health indicators to measure the health of the nation. These health indicators are

- Physical activity
- Overweight and Obesity
- Tobacco Use
- Substance Abuse
- Responsible Sexual Behavior
- Mental Health
- Injury and Violence
- Environmental Quality
- Immunization
- Access to Health Care

In October 2008, Rock County Health Department embarked on an assessment of the health needs of Rock County citizens. Monthly meetings were held with a planning committee to review available data, plan strategies to gather additional information, to compile and organize the data obtained, and to draft implementation strategies.

The completion of the Community Health Needs Assessment would not have been possible without the involvement of the following individual members of the planning committee:

Kate Baldwin  
Executive Director  
Partners in Prevention

Lori McMillan  
Health Educator  
Rock County Health Department

Earl Banks  
Rock County Veterans

Brad Munger  
Mental Health Services  
Rock County Human Services

Timothy Banwell  
Environmental Health Director  
Rock County Health Department

Angie Sullivan  
Health Educator  
Edgerton Hospital and Health Services

Carolyn Brandeen  
Rock County Council on Aging Board

Judy Wade R.N. WHNP  
Mercy Clinic

Regina Dunkin  
Executive Director  
Merrill Community Center

Jean Youmans  
Adult Services  
Hedberg Public Library

Angela Flickinger  
UW-Extension

The information contained in this report identifies some of the health issues that impact Rock County citizens. The data show that Rock County citizens have important health needs that need to be addressed in order for Rock County to be considered as a place for people to maintain a high quality of life and productivity.



I wish to thank the members of the planning committee who met diligently for 8 months to collect and analyze the information. I would also like to thank the many, many community members who participated in our 2 community meetings. Your interest in our community is notable and your input invaluable.

While the work of the committee is finished, the work of improving the health of community is continues on.

If you have any questions or need additional information, please feel free to contact me at the Rock County Health Department at 757-5440.

Sincerely yours,

Karen Cain R.N., M.S.  
Health Officer  
Rock County Health Department  
P.O. Box 1143  
Janesville, WI 53547-1143  
.



## Executive Summary

Rock County has both challenges and success in addressing the health-related issues that local residents face. This is evident by the county's rankings on the Wisconsin County Health Rankings Report (2008). Some examples of success include: lead poisoned children, radon risk, and physical exercise (for some targeted populations). Examples of challenges include: obesity, health care, motor-vehicle crash rates and associated emergency room visits, cigarette smoking, smoking during pregnancy, and educational attainment (receive high school diploma).

Given the current status of the economy, socioeconomic conditions are possibly the greatest challenge for local communities. Unemployment rates, food stamp participation rates, and food insecurity are increasing and contributing factors to this challenge.

Faced with a county population that is aging and an increased exodus of elderly residents from the workforce, local employers will be faced with the burden of being able to secure an adequate labor force. The reduction in the number of younger workers entering the workforce will add to this problem. This population shift also affects the types of services that will be necessary to meet the needs of a growing elderly population.

Other health-related issues that surfaced through the Rock County Community Health Needs Assessment include: cancer (especially related to smoking), suicide, depression and other mental health issues, proper nutrition, motor vehicle related hospitalizations and deaths, poor physical health (nutrition and physical activity), alcohol use, and sexual activities (teen births, STDs).

A highlight and most notable asset of Rock County are the number of people that care about and are interested in improving the health and well-being of local residents.



## The Path Ahead

By definition, the CHIP (Community Health Improvement Process) is a cyclical progression toward community health improvement. With the completion of the Community Health Needs Assessment, communities can move toward the Implementation Phase. This part of the cycle consists of planning, implementing, and evaluating initiatives and interventions to reach measurable objectives.

The level of achievement will result from the commitment of individuals, agencies, and/or workgroups. Everyone in Rock County is invited to join the effort. To become involved or for more information, please contact:

### Rock County Health Department

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## Introduction

### Purpose

There are several purposes for doing a Community Health Needs Assessment:

- (1) To fulfill State Statute HFS 140.04 responsibility that requires each local health department to complete a Community Health Needs Assessment and participate in the development of a new county health implementation plan every 5 years,
- (2) To provide updated information on the population health status which provides the basis for the identification and prioritization of local health-related issues and the development of a local health implementation plan.
- (3) To create a process to encourage public and community input into the population health needs and the use of available resources

### Wisconsin County Health Rankings

The Wisconsin County Health Rankings Report from UW Population Health Institute, School of Medicine and Public Health was the foundation for the data collection and analysis for the Rock County Community Health Needs Assessment. Wisconsin County Health Rankings include 72 counties and the city of Milwaukee. (A copy of the "Wisconsin County Health Rankings – Rock County 2008" is included in Additional Data Section.)



How does Rock County compare to other counties within the state?

Health Outcomes (WI County Health Rankings)	Ranking by Year	
	2007	2008
Mortality	34th	55th
Health Behaviors	55th	68th
Overall	50th	56th

Health Determinants (WI County Health Rankings)	Ranking by Year	
	2007	2008
Health Care	34th	45th
Health Behaviors	55th	68th
Socioeconomic Factors	62nd	64th
Physical Environment	73rd	73rd
Overall	65th	69th



# Description of Rock County

## Demographic Profile

### Population Characteristics

The population of Rock County saw only a small growth between 2000 and 2007 (5.8%). This is slightly higher than the growth rate for Wisconsin (5.3%) during the same time period and slower than the national growth rate (6.9%). The population growth in Rock County can be attributed to primarily natural changes (births minus deaths) rather than net migration, which is more people moving into the county than are moving out (Rock County Workforce Profile, 2008). In Rock County, natural changes are more dominant than other places; however, given the economic conditions, out-migration may pick up.

Population	1990	2000	2007	Percent Change 2000 - 2007
Rock County	139,510	152,307	161,103	+ 5.8%
Wisconsin	4,891,769	5,363,675	5,647,000	+5.3%

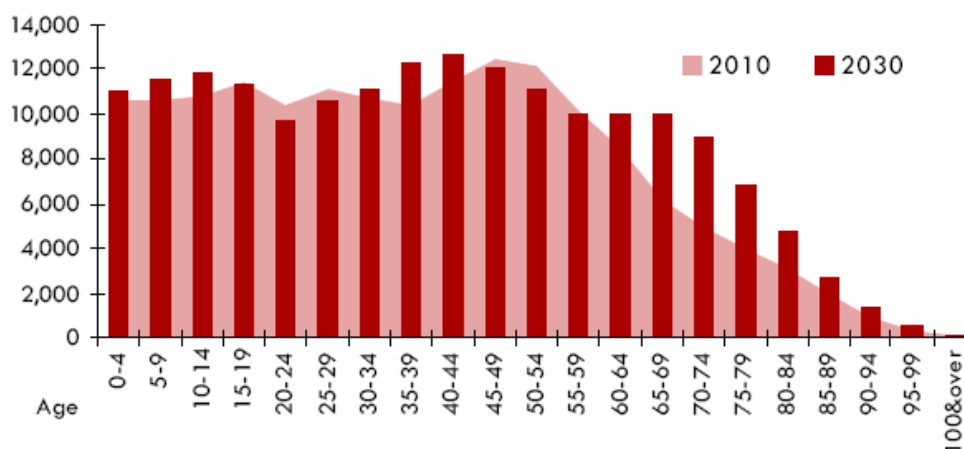
Source: Workforce Development Profile, 2008; and U.S. Census.

### Age

The most notable characteristic of the population age in Rock County is the declining number of young adults and the growing number of elderly residents. Between 2010 and 2030, the population of Rock County will continue to grow. During that time, the 45-59 age group will shrink from 21.5% to 18.3% of the population; and the 65-79 age group will grow from 9.4% of the population to 14.3% of the population. Since Rock County residents in the 45-50 age group are more likely to participate in the workforce than the 65 to 79 age group, the labor force is projected to decrease after 2020.

In 2010, the average age Rock County residents will be 37.7 years old. It is estimated that by 2030, the average age of Rock County residents will be 40.2 years. This aging trend will affect the number of available labor force participants, as well as the types of goods and services required to meet the needs of this changing population.

Population by Age Cohorts in Rock County



Source: Rock County Workforce Profile, 2008



## Race

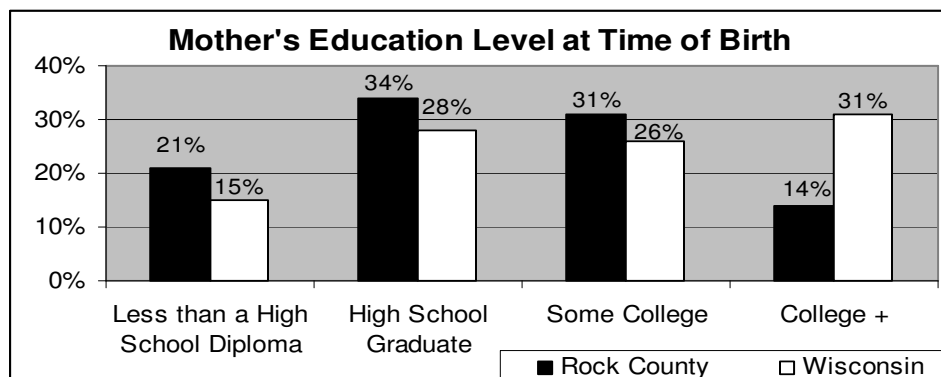
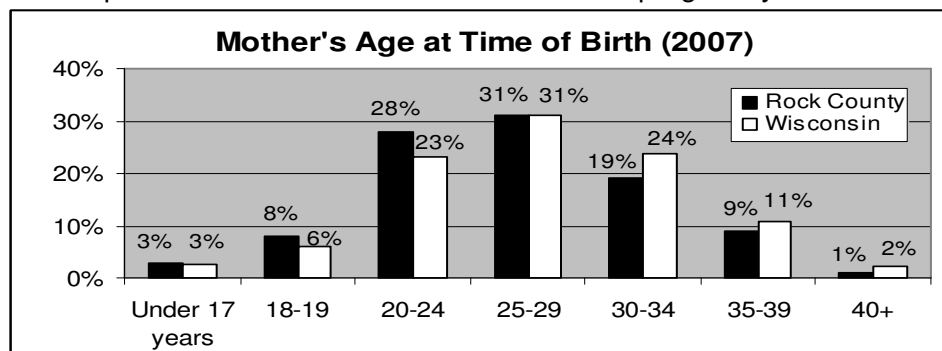
Rock County is predominately white, non-Hispanic persons, representing 87% of the population. The most notable characteristic about race in Rock County is that since 2000, the percent of persons of Hispanic or Latino origin has surpassed the percent of Black persons.

Race / Ethnicity	Rock County (2000)	Rock County (2007)	WI (2007)	U.S. (2007)
White	92.4%	92.8%	89.9%	80.0%
White persons not Hispanic	89.2%	87.1%	85.4%	66.9%
Black persons	5.2%	4.4%	6.0%	12.8%
American Indian and Alaska Native persons	0.7%	0.3%	0.9%	1.0%
Asian persons	1.0%	1.0%	2.0%	4.4%
Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.0%	0.2%
Persons of Hispanic or Latino origin	3.9%	6.1%	4.9%	15.1%

Source: U.S. Census

## Births

In 2007, there were 2,161 births in Rock County. Slightly more than one-half (52%) of women who live in Rock County and gave birth in 2007 were married which is lower than the state rate of 64% for the same time period. About 1 out of 5 births (21%) in Rock County in 2007 were to mothers who did not have a high school degree. 83% of pregnant women in Rock County receive prenatal care in the first trimester of their pregnancy.



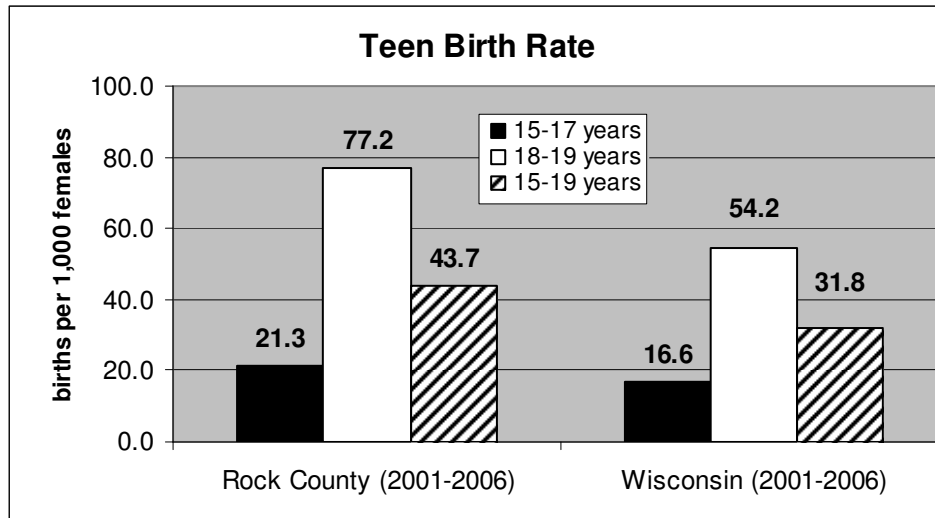
Source: Wisconsin Department of Health Services; <http://dhs.wisconsin.gov/wish>

In Rock County, women having children are younger and have lower levels of education when compared to other females in the state who are having children.



## Teen Birth Rates

Rock County ranks 66 out of 72 counties in the teen birth rate per 1,000 births. (2008 Wisconsin County Health Rankings) As shown below, the teen birth rate in Rock County between 2001-2006 is higher than the state rate for females in all age categories.



Source: Wisconsin Department of Health Services; <http://dhs.wisconsin.gov/wish>

## Summary for Rock County (Demographic Profile):

- Rock County has experienced a population growth similar to the state between 2000 and 2007 due to natural causes and net migration.
- The median age of Rock County residents is increasing at a significant rate.
- The increase in the percent of Rock County residents in the older age categories will affect the number of available labor force participants and the types of services required to meet the needs of this changing demographic.
- In Rock County, women having children are younger and have lower levels of education when compared to other women in the state.
- About 4 out of 5 (83%) of pregnant women in Rock County receive prenatal care in the first trimester of their pregnancy.
- The teen birth rate in Rock County for females 15 to 19 years of age is higher than the state teen birth rate.



## Health Outcomes

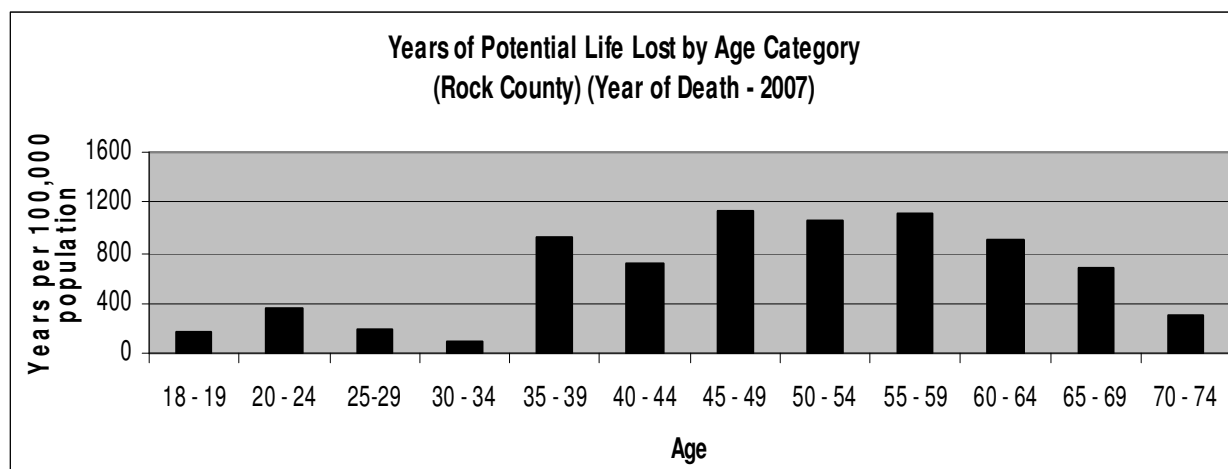
The summary health outcomes ranking in the Wisconsin County Profiles is based on two components.

1. **Premature Mortality** is a measurement of premature death. It is measured in years of potential life lost (YPLL) prior to age 65. YPLL accounts for the age at which a person dies. The younger a person dies, the more potential years of life are lost. This measure is age-adjusted and calculated as a rate per 100,000 population.
2. **General Health Status** is a measure of self-reported health. The measure that is reported in the Wisconsin Health Rankings is the percent of a population surveyed that report fair or poor health.

### Premature Mortality

Years of potential life lost is calculated to show the impact of premature deaths in a population. In Rock County, the years of potential life lost (YPLL) is not just due to aging. If YPLL were due only to aging, the average years of life lost would be the highest for the older age categories. As shown below, this is not the case in Rock County.

The leading age categories for years of potential life lost (YPLL) in Rock County are 45 to 49 and 55-59. In 2008, the years of potential life lost (YPLL) for all age categories was 6,615 years per 100,000 people in Rock County. This is higher than the state rate of 5,980 years per 100,000 population. Rock County ranks 55 out of 72 counties in the state for mortality (2008 Wisconsin County Health Rankings).



Source: Wisconsin Department of Health Services; <http://dhs.wisconsin.gov/wish>

In Rock County, with a population of approximately 160,477, this would mean that in 2008, almost 11,000 years of potential life were lost.



## Infant Mortality

Infant mortality (the death of an infant before his or her first birthday) for Rock County has increased over the last decade. In 2007, the infant mortality rate in Rock County was 7.87 per 1,000 live births, and is higher than the state infant mortality rate of 6.56 deaths per 1,000 live births. In Beloit, the rate was 8.65 deaths per 1,000 live births.

In 2004, Wisconsin had the worst African-American infant mortality rate of the 35 states that report infant deaths by race. As shown below, an African American baby born in Beloit is nearly three times more likely to die before his/her first birthday than is a white baby.

Infant Mortality (Rate per 1,000 births)	White	African-American	Hispanic
Rock County	4.5	18.8	5.0
Beloit	6.6	19.2	Not Recorded
Wisconsin	5.2	17.2	6.3

## Mortality Ratio

For every white child that dies:

- 4.1 African-American children die (Rock County)
- 2.9 African-American children die (Beloit)
- 3.3 African-American children die (Wisconsin)

## Causes of Death

In 2007, the total number of deaths in Rock County for all ages was 1,267. Malignant neoplasms (cancer) is the leading cause of death in Rock County followed by diseases of the heart, respiratory diseases, cerebrovascular diseases, and accidents. (2003-2007)

### Most Common Causes of Deaths in Rock County (2003-2007)

1. Malignant Neoplasms (Cancer)
2. Diseases of heart
3. Other causes
4. Chronic lower respiratory diseases
5. Cerebrovascular Diseases (e.g. stroke, aneurysm)
6. Accidents (unintentional injuries)
7. Alzheimer's disease
8. Influenza and Pneumonia
9. Diabetes Mellitus
10. Nephritis, nephrotic syndrome and nephrosis
11. Intentional Self-harm (suicide)



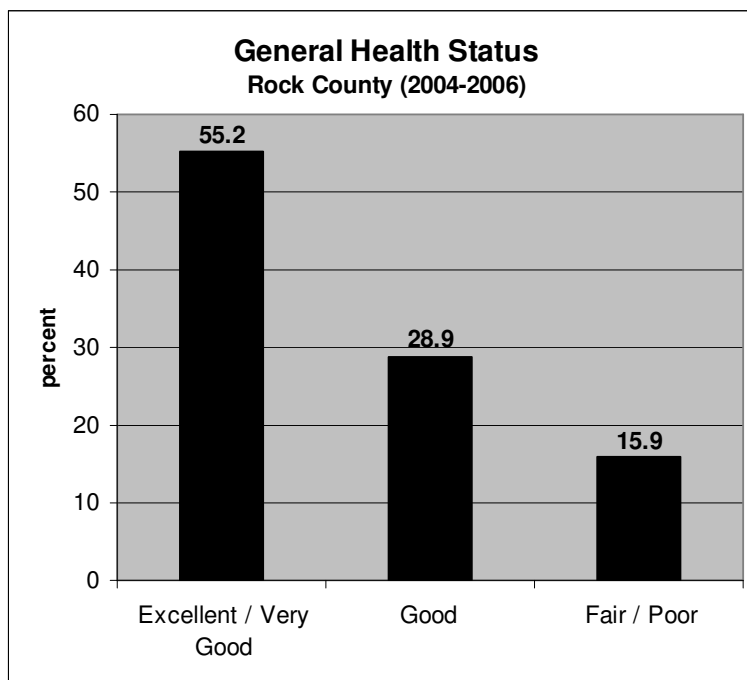
In Rock County, injury-related accidents and coronary heart disease have the highest cost per capita for hospitalizations. The cost (charge) per capita for all cancers ranks is third in Rock County.

Rock County	
Disease	Charge per capita for hospitalizations
Injury-related accidents	\$255
Coronary Heart Disease	\$194
Cancer ( <i>Within Cancer: Trachea/Bronchus/Lung; Colorectal; Breast</i> )	\$116
Cerebrovascular Disease	\$59
Pneumonia & Influenza	\$51
Diabetes	\$25

Source: 2006 Profile for Rock County; DHFS

### General Health Status

In 2008, Rock County ranked 49 out of 72 Counties with only 14% of county residents reporting that their physical health fair / poor (Wisconsin County Health Rankings). As shown, more than one-half (55%) reported that they are in excellent and/or very good (2004-2006). According to the Community Health Status Report (2008), the median percentage of U.S. adults that reported that their health was fair or poor was 17.9%, compared to 14% of Rock County adults. (Community Health Status Indicators, U.S. Health and Human Services)



Source: WI Dept. of Health Services; <http://dhs.wisconsin.gov/wish>



## Mental Health

The need for mental health services is a clearly identified need throughout the state. In a Rock County health needs survey (2008), mental health and depression were consistently identified as a serious or very serious issue for households within the county. (Full Community Survey Results are found in the Appendix).

The number of child abuse and neglect reports (per 1,000 children) has decreased in Rock County since 2002; however, the number is still significantly higher than the state, and now is more closely aligned with the state rate.

In 2007, there were 18 violent deaths related to suicide in Rock County. Suicide accounted for 1 out of 6 (16%) of the injury-related deaths in the county during that same time period.

(Wisconsin Department of Health Services; <http://dhs.wisconsin.gov/wish>)

Indicator	Rock County			Wisconsin
	2002	2004	2006	2006
Suicide death rate (per 100,000 population)	6.98	12.76	9.89	11.45
Mental health Hospitalizations (per 1,000 children)		4	5	6
Child Abuse and Neglect Reports (per 1,000 Children)	61	61	43	30

Source: Kids Count [www.kidscount.org](http://www.kidscount.org)

### Summary for Rock County (Health Outcomes):

- **YPLL (years of potential life lost) is not just a result of aging for residents of Rock County.**
- **Cancers (related to smoking) are the leading cause of death in Rock County.**
- **Injury-related deaths has the highest cost per capita for hospitalizations in Rock County.**
- **More than one-half Rock County residents (55%) report that they are in good / fair / poor physical health.**
- **Respondents to the Rock County Community Needs Assessment (2008) identified mental health as a serious and / or very serious health-related issue for local residents.**
- **Child abuse and neglect reports have decreased in Rock County but are still higher than the state rate.**
- **Suicide accounts for 16% of the violent deaths in Rock County (2007).**



## **Health Determinants**

The health determinants in the Wisconsin County Profiles are based on four major components:

1. **Health Care** is a measure of access and whether people are receiving recommended services.
2. **Health Behaviors** refer to healthy lifestyles and personal health decisions such as tobacco use, smoking during pregnancy, physical inactivity, obesity, nutrition, alcohol use, motor-vehicle crashes, intentional /unintentional injuries, teen-birth rate, and violent crime.
3. **Socioeconomic Factors** impact health and health behaviors. These factors include unemployment, household income, self-sufficiency wages, labor force participation, education, divorce, and poverty. SES is a strong indicator of health and impacts health behavior risk factors such as smoking, drinking alcohol, physical inactivity, and obesity.
4. **Physical Environment** measures air and water quality and other environmental factors.

### **Health Care**

An important part of health care is the affordability of available services. The Rock County Community Health Needs Assessment Survey (2008) identified the cost of health care, prescription drugs, and dental care as the most important health-related issue that households in Rock County face. The cost of services is directly related to access to services.

**The most serious health-related issues in Rock County as identified by survey respondents were associated with:**

- 1.) **Costs related to health care, prescription drugs, and dental care**
- 2.) **Wellness (Overweight / Obesity and lack of physical activity)**
- 3.) **Tobacco Use and Exposure**
- 4.) **Mental Health**

To increase health care access, there are several barriers that need to be reduced (increase number of residents with adequate health insurance and increase system capacity for prevention). As shown below, the percent of Rock County residents with health care coverage is slightly above the state average.

Health Care Coverage (2008)	
Wisconsin	92.6%
Rock County	93.9%

Source: Wisconsin County Health Rankings (2008)



The Wisconsin County Health Rankings (2008) identify the struggles that Rock County faces with regard to health care and associated services. Overall, Rock County ranked 45 out of 72 counties within the state for health care. Factors that contributed to this ranking include:

- Close to one-fourth (24.1%) of county residents did not visit a dentist in the past year
- The percentage of residents that did not receive needed health care was slightly higher than the state rate. (Rock County rate – 2.9%; Wisconsin rate – 2.2%)
- One-third of women (30.3%) did not receive a biennial mammogram.

When considering health care coverage, other issues that impact health care coverage in the county are: increasing costs of health care coverage for employers; high cost of coverage for farmers and other self-employed; uninsured versus underinsured; and the effect of BadgerCare and BadgerCare Plus.

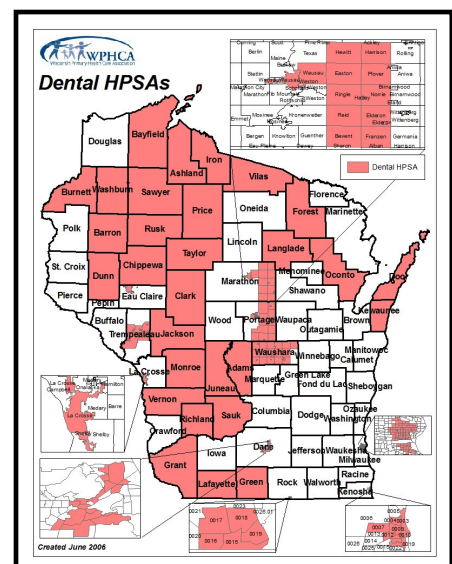
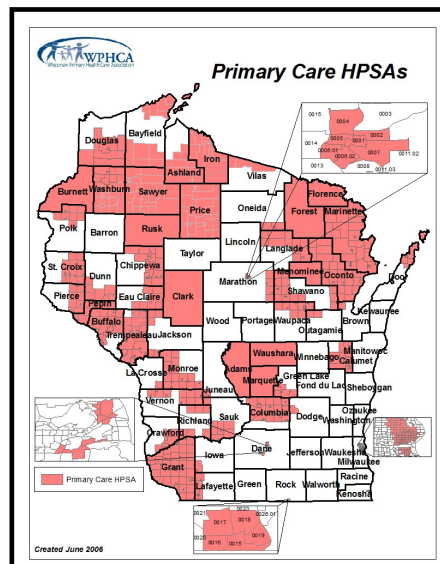
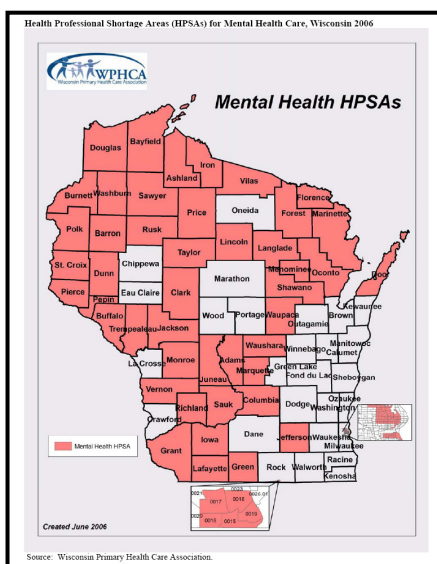
## Health Services

Rock County is designated as a Health Professional Shortage Area (HPSA) for Mental Health, Primary Medical Care, and Dental Care. HPSAs are determined by the number of providers located within the county, not by the availability of service for local residents, especially residents on medical assistance.

Rock County (specifically Beloit) is also designated as a medically underserved area (MUA). MUAs are designated by the U.S. Department of Health and Human Services as having: too few primary care providers, high infant mortality, high poverty and/or high elderly population.

There are several reasons why residents might not access the services that they need:

- (1) lack of transportation;
- (2) no health insurance;
- (3) not familiar with the health services available;
- (4) stigma (mental health); and
- (5) needed services not available in local area.



Source: <http://hpsafind.hrsa.gov/>



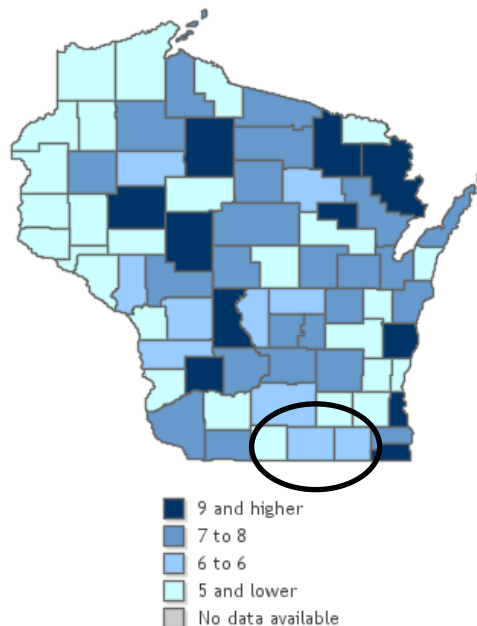
## Preventable Hospitalizations

Preventable Hospitalizations are hospitalizations for conditions where timely and effective ambulatory care can reduce the likelihood of hospitalization. (<http://datacenter.kidscount.org/data/bystate>)

**Rock County's preventable hospitalization rate is 6 per 1,000 children and ranks 28<sup>th</sup> in the state.**

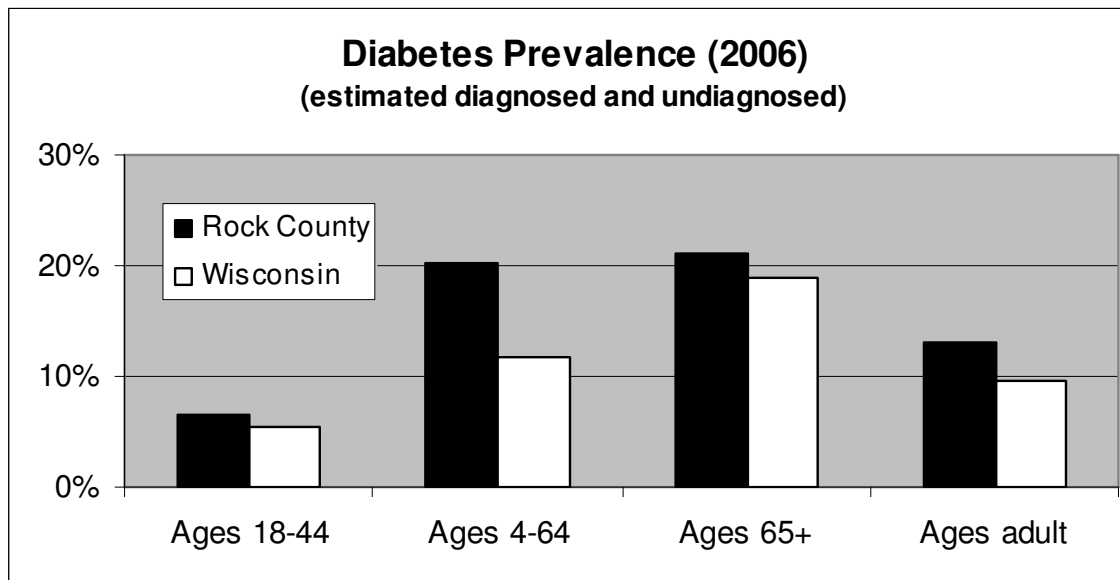
**The cost of preventable hospitalizations in Rock County is \$195 per capita.**

Wisconsin Counties  
Preventable Hospitalizations, 2005



## Diabetic Care

In the 2008 Wisconsin County Health Rankings, Rock County ranked 47 out of 72 counties on the "poor diabetic care score" which is based on the percent of diabetics without recommended care. The prevalence of diabetes in Rock County which includes the estimated diagnosed and undiagnosed is higher than the state. Diabetes-related hospitalization rates are the same in Rock County as in the state (14.6%).



Source: 2008 Burden of Diabetes in WI; <http://dhfs.wisconsin.gov/health/diabetes/PDFs/Burden08.pdf>



## **Summary for Rock County (Health Care)**

- **Even though health care facilities are will dispersed throughout Rock County, affordability and accessibility are important challenges for local residents.**
- **Preventable hospitalization rates in Rock County are similar to the state rate.**
- **The percent of residents with health care coverage in Rock County is higher than the state.**
- **Rock County is a designated HPSA for Mental Health, Primary Care, and Dental Care.**
- **Rock County, specifically Beloit, is identified as a Medically Underserved Area (MUA)**
- **Diabetes (diagnosed and undiagnosed) is higher in Rock County than in the state.**
- **Diabetes-related hospitalization rates are the same in Rock County as they are in the state.**

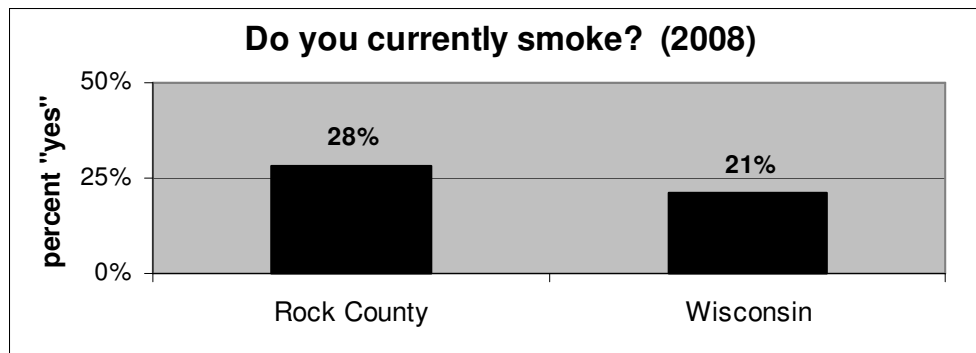


## Health Behaviors

There are several health behaviors that are used to examine the health behaviors of a county. These behaviors include: tobacco use, smoking during pregnancy, physical inactivity, obesity, nutrition, alcohol use, motor-vehicle crashes, intentional / unintentional injuries, teen-birth rate, , and violent crime.

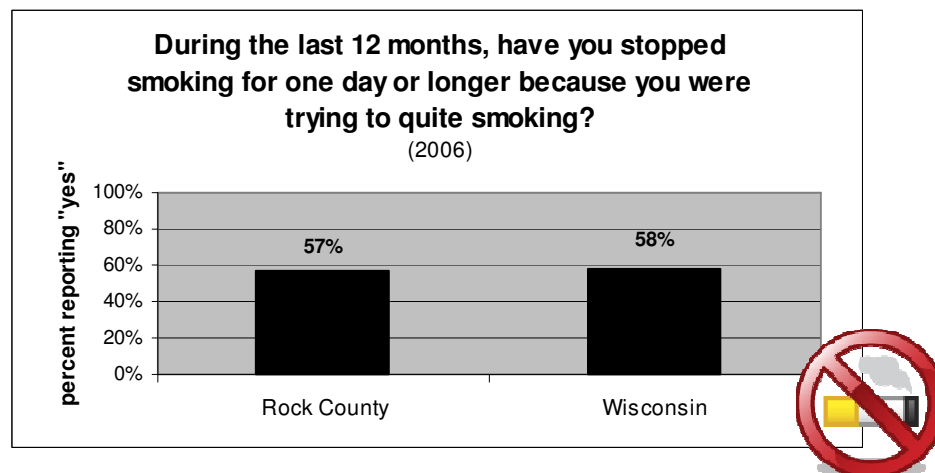
### Tobacco Use

Adult cigarette smoking in Rock County is high when compared to the state. Rock County ranks 69 out of 72 counties on the health behavior – cigarette smoking. In Rock County, more than one out of four residents (28%) currently smoke cigarettes. When compared to alcohol and other drug use, tobacco use is the leading underlying or contributing cause of death in Rock County.



Source: Wisconsin County Health Rankings (2008)

Many Rock County residents (57%) try to quit smoking.



### Smoking During Pregnancy

According to the 2008 Wisconsin County Health Rankings, Rock County ranks 45 out of 72 counties on the health behavior – smoking during pregnancy. The rankings report that about one out of five (19.2%) of pregnant mothers in Rock County smoke. The percent of pregnant mothers that smoke in Rock County is 36%, higher than the state rate (14.1%).



## Asthma

The asthma rate in Rock County of 11.2 per 10,000 population is similar to the state rate of 10.4 per 10,000 population.

## Second Hand Smoke

Many youth in Rock County are exposed to second hand smoke (Exposure to Second Hand Smoke in Wisconsin Homes; UW-Center for Tobacco Research):

- 2 out of 5 middle and high school students in Wisconsin live with someone who smokes.
- Youth can develop asthma /other allergies when exposed to second hand smoke.
- Many cases of sudden infant death are also attributed to second hand smoke.

## Smoking Related Deaths

Smoking related deaths were higher in Rock County (17%) than in the state (16%) (2000-2004). As shown below, smoking is directly related to many deaths, is the underlying cause of death, and leads to many years of potential life loss. The direct health care cost of smoking in Rock County was \$63 million (2003). These health care costs include hospital care, prescription drugs, personal care, nursing home care, etc. (Burden of Tobacco in Wisconsin – released March 2006)

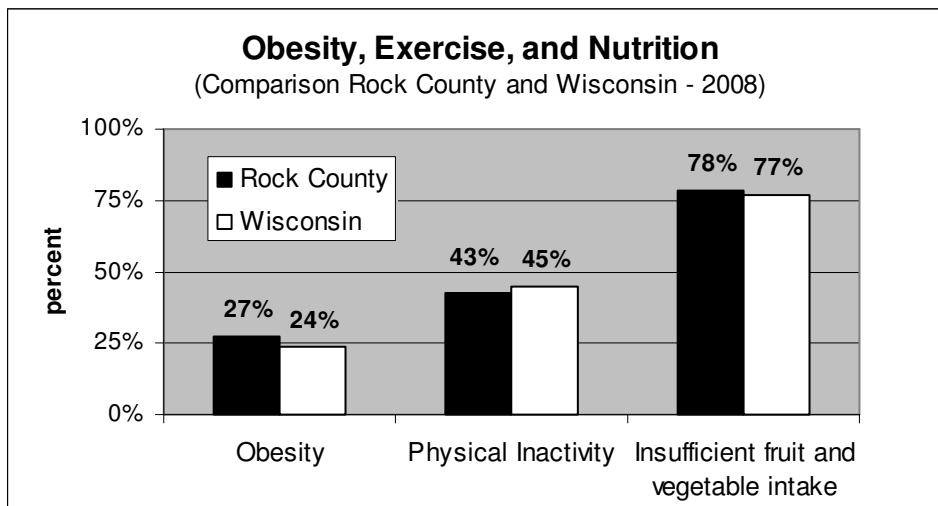
In Rock County:

- 219 people die each year from causes directly related to smoking.
- Cigarette smoking causes 79% of all lung cancer deaths and 14% of all cardiovascular deaths.
- Each year more than 3,000 years of potential life are lost due to smoking

## Nutrition / Physical Activity

Rock County ranks in the bottom one-half of counties in the state on several measurements of nutrition-related health determinants: (2008 Wisconsin County Health Rankings). More than one-half (57%) of adults in Rock County are overweight and/or obese. In Rock County:

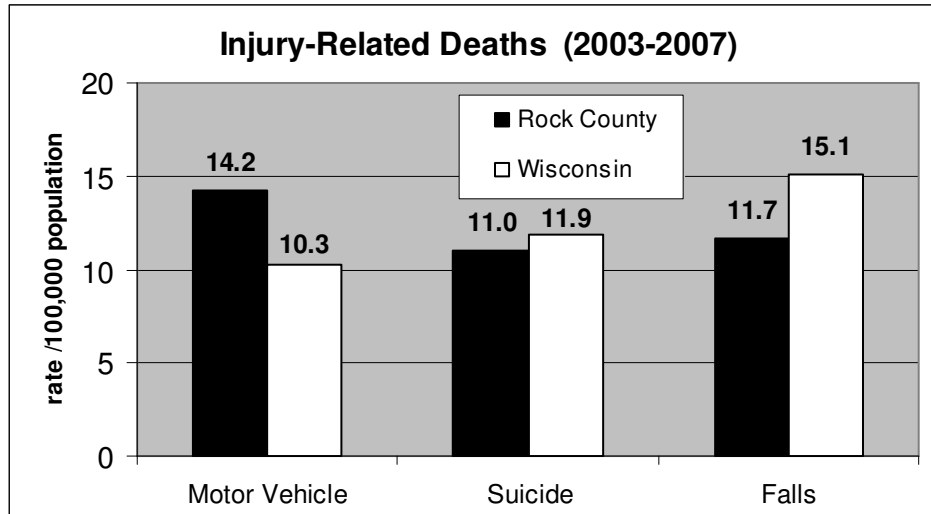
- More than three out of four adults (78%) do not eat sufficient amounts of fruits and vegetables.
- More than one out of four (28%) of adults are obese.
- Almost one-half (43%) of adults are not physically active.





### Intentional / Unintentional Injuries

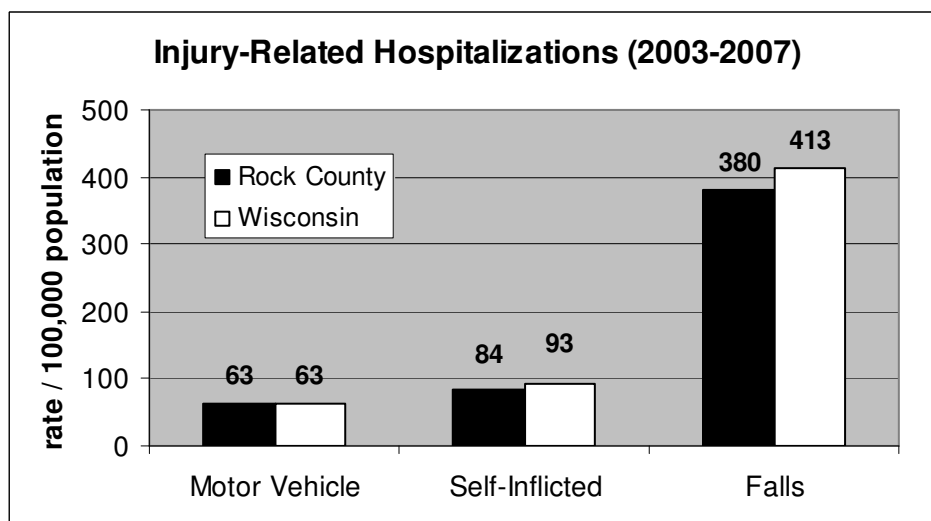
The motor vehicle injury-related death rate in Rock County is higher than the state. Rock County ranks 57 out of 72 counties for motor vehicle crash rate (Wisconsin County Health Rankings 2008). In Rock County, the injury-related death rate for suicide is similar to the state rate, and for falls is lower than the state rate.



Source: <http://www.dhs.wisconsin.gov/wish>

In Rock County, injury-related hospitalization rates for motor vehicle accidents are similar to the state rate and lower than the state for falls. Self-inflicted injury-related hospitalizations attributable to actions that are self-inflicted are slightly lower than the state rate.

Rock County ranks 58 (on-road) and 14 (off-road) out of 72 counties for motor vehicle crash-related emergency room (ER) visits. The 2008 Wisconsin County Health Rankings reports that in Rock County there were 724 motor vehicle crash-related ER visits (on-road) per 100,000 population; and 83 motor vehicle crash-related ER visits (off-road) per 100,000 population. Both of these rates are similar to the state rates.

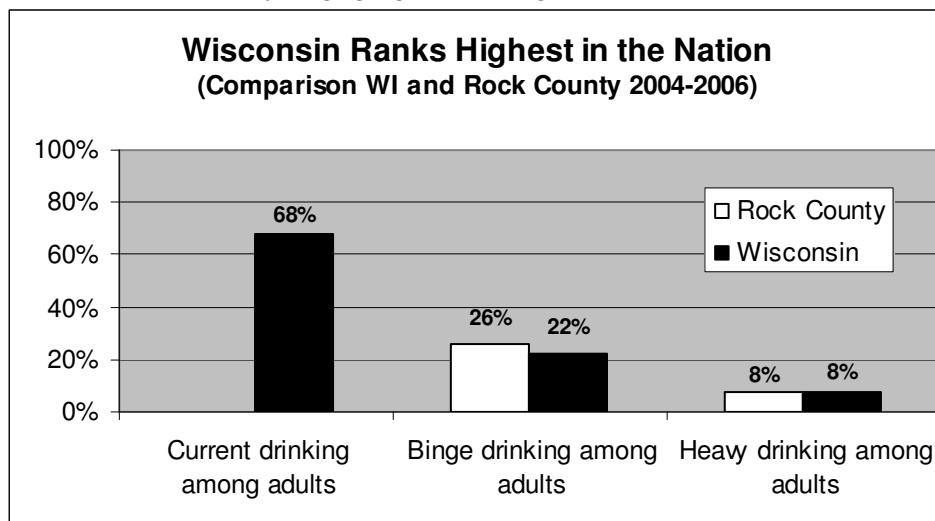


Source: <http://www.dhs.wisconsin.gov/wish>

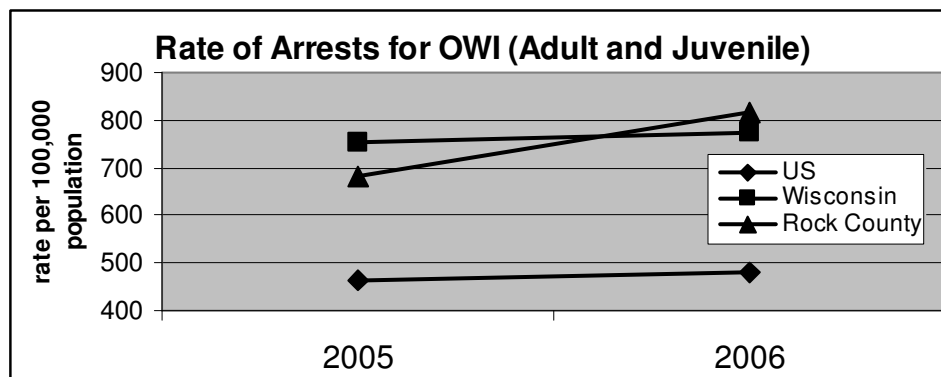


## Alcohol Use

Wisconsin leads the country in drinking among adults, binge drinking, and heavy drinking. The percent of adults in Rock County engaging in drinking behaviors mimics the state.



Between 2005 and 2006, arrest rates for OWI (Operating While Intoxicated) in Wisconsin and the U.S. remained stable, while the rates in Rock County significantly increased. More than one out of four (26%) current drivers in Wisconsin drove under the influence of alcohol in the past year. This was considerably higher than the national rate (15%).



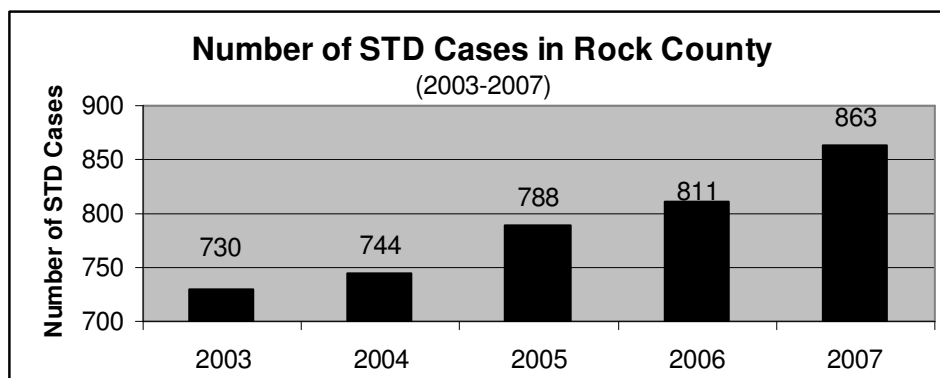
Source: Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, 2008)

## Sexually Transmitted Disease (STD)

Rock County has one of the highest rates of STDs (per 100,000 population) in the state and ranks 69 out of 72 counties on the sexually transmitted disease rate (Wisconsin County Health Rankings).

Chlamydia is the most prevalent STD in Rock County (Wisconsin Surveillance Report 2007), followed by Genital HSV and Gonorrhea. Over the last five years (2003-2007), the number of cases of STDs in Rock County increased about 18%.





Source: <http://dhs.wisconsin.gov/communicable/std/Statistics.htm>

**Reported STD Cases per 100,000 population**  
(Counties with rates greater than 400) (2004)

County	Cases	Percent	Rate
Milwaukee	15,740	52.2%	1,720
Menominee	66	0.2%	1,436
Racine	1,352	4.5%	689
Rock	863	2.9%	542
Kenosha	801	2.7%	494
La Crosse	534	1.8%	488
Dane	2,117	7.0%	456
Dodge	405	1.3%	455
Brown	1,081	3.6%	450
Winnebago	684	2.3%	426
Forest	40	0.1%	404
Subtotal	23,683	78.5%	944
Other counties	6,470	21.5%	212
State total	30,153	100.0%	543

### Childhood Immunization

The childhood immunization coverage rates have increased since 2002. Ideally, the childhood vaccination schedule begins when the child is about 2 months old and is complete by age 6 (prior to entering school). According to the Wisconsin Immunization Registry, slightly over one-half of the children in Rock County have the required immunizations prior to entering kindergarten.

Rock County Immunization Rates	2002	2003	2004	2005	2006
	48%	53%	53%	55%	57%

Due to the vaccination compliance requirements, 99.6% of school-age youth grades K-12 in Rock County had received the required immunizations. (2006-2007 school year)



### **Summary for Rock County (Health Behaviors):**

- **Rock County has one of the highest adult smoking rates in the state.**
- **Percentage of smoking mothers in Rock County is higher than the state.**
- **Asthma rates in Rock County are similar to the state.**
- **Smoking-related death rate in Rock County is similar to the state rate.**
- **Nutrition and physical activity by adults in Rock County is poor.**
- **Overweight / obesity rates are similar to the state.**
- **Injury-related death rate due to motor vehicle accidents in Rock County are higher than the state**
- **Injury-related hospitalizations due to motor vehicle accidents, falls, and self-inflicted injuries in Rock County are similar to the state.**
- **Rock County adult alcohol-use rates and OWI arrest rates are high in comparison to the nation.**
- **Rock County has one of the highest rates of STDs per 100,000 population in the state. The number of STD cases in Rock County increased 18% between 2003-2007.**
- **Childhood Immunization rates in Rock County are poor.**



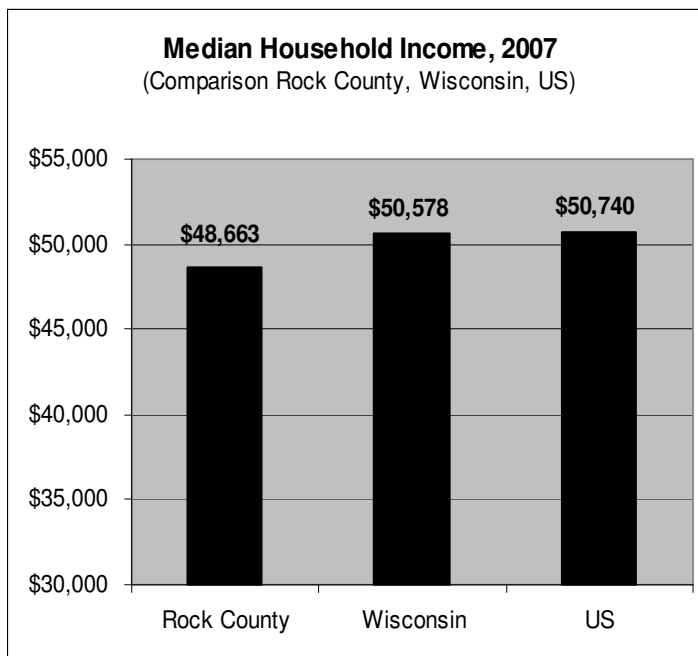
## Economic Trends

### Median Income

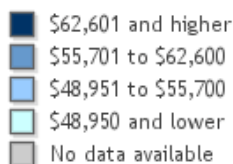
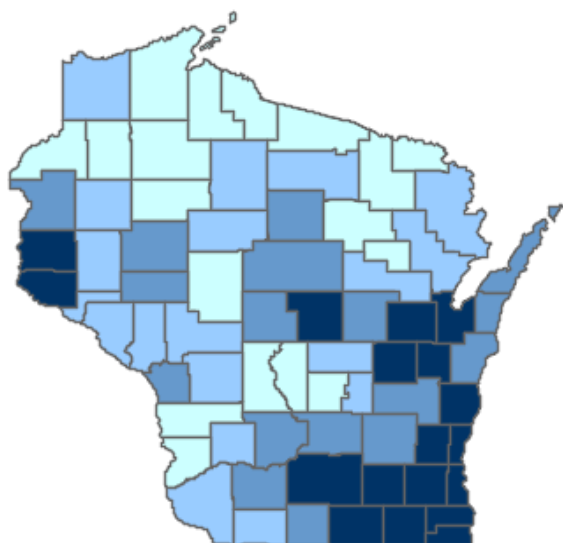
As shown in the chart, the median household income for residents of Rock County is lower than the state and national averages. (2007)

Likewise, the per capita personal income (PCPI) (\$30,356) in Rock County is below the state (\$34,405) and the nation (\$36,714). Suburban areas often have higher PCPI, while rural areas and inner cities report lower PCPI. Many local residents commute to jobs outside of the county. The impact of commuting to work has become more important to the local economy. In Rock County between 2001 and 2006, the percent of those commuting into Rock County for jobs grew 20.3% and the percent of residents commuting out of the county for work grew 23.3%. (U.S. Dept. of Commerce, Bureau of Economic Analysis, 2008)

Source: U.S. Census ([www.quckfacts.census.gov](http://www.quckfacts.census.gov))



Wisconsin Counties  
Median Family Income, 2006



**The median household income in Rock County is high.**

**Household income includes earnings from all household members.**



## Poverty

The percent of all persons living in poverty in Rock County is 10 %. This is similar to the state rate (10.8%) for the same time period. However, the rate increases significantly for families with children: families with children under 18 (13.4%) ; families with children under 5 years of age (18%). (American Family Survey, 2005-2007)

In Rock County, about one in ten children (10.8%) live in poverty. This is slightly lower than the state rate of 12.4%. Rock County ranks 33 out of 72 counties for the percent of children in poverty.

Rock County ranks 10 out of 72 counties for self-sufficiency wage. The self-sufficiency wage is the hourly wage needed by a single parent with two children (one preschooler and one school-age), in order to have sufficient after-tax income to meet basic needs without public or private assistance.

Rock County Self-Sufficiency Wage (hourly) (2004)			
Rock County	Wisconsin	Wisconsin County Rank	Range
\$17.39	\$14.14	10 of 72	\$9.70-\$21.72

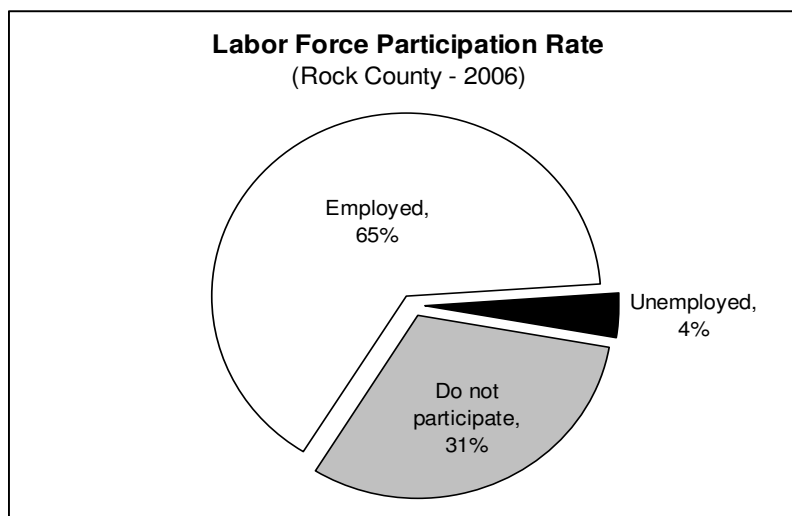
Source: University of WI - Extension -- <http://www.uwex.edu/ces/flp/cfs/>

## Household Characteristics

In 2007, there were 68,201 households in Rock County. Almost three out of four Rock County residents (71%) own their homes. (U.S. Census)

## Labor Force Participation

In Rock County, two-thirds (65%) of the labor force (civilian, non-institutionalized workers over the age of 16) is employed with few unemployed (4%), and almost one-third (31%) of the available workers do not participate in the labor force. The percent of the labor force that is employed in Rock County is lower than the state rate (70%). There are many reasons why Rock County residents do not work: (1) retired; (2) in-school; (3) encounter employment barriers; (4) seasonally employed; and (4) simply choose not to work.

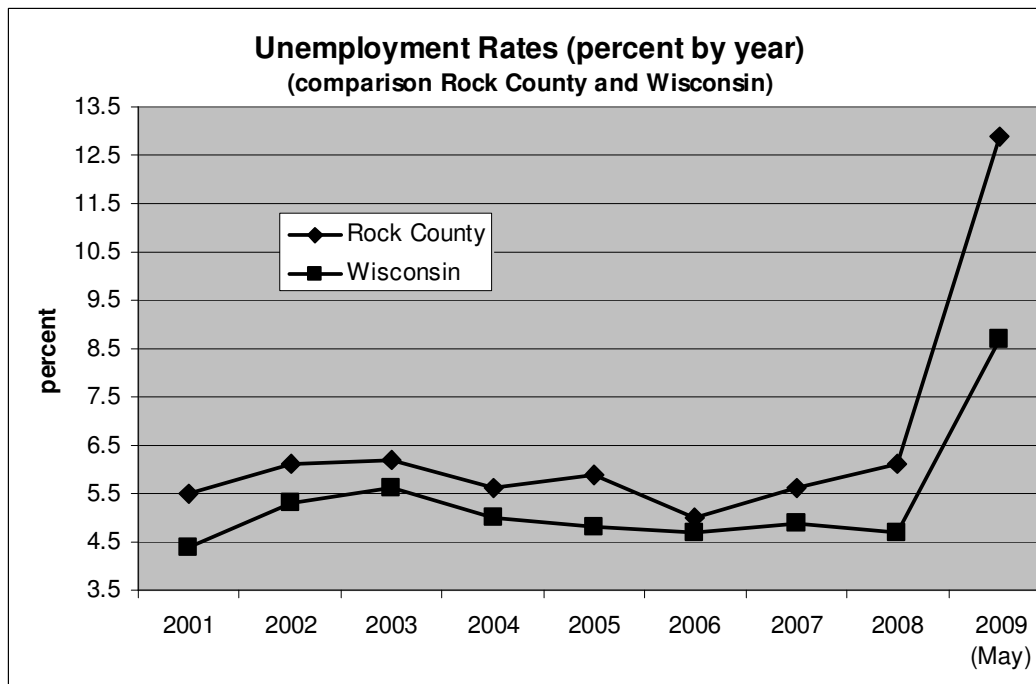


Source: DWD, Office of Economic Advisors, July 2006



## Unemployment

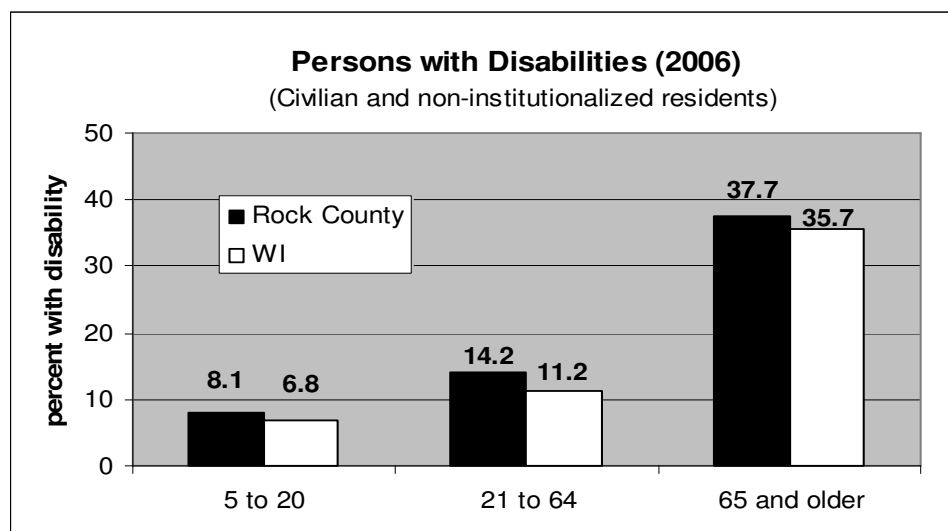
In Rock County, unemployment rates have consistently been higher than the state. The downturn in the economy over the last two years is reflected in the increase in unemployment locally and throughout the state. In the first one-half of 2009, unemployment rates in Rock County exceeded 10% and are significantly higher than the state.



Source: Wisconsin Department of Workforce Development <http://dwd.wisconsin.gov>

## Persons with Disabilities

In Rock County, 15.2% of persons over 5 years of age were reported with a disability. As shown below, the percent of persons with a disability in Rock County is higher than the state rate in all age categories.



Source: American Community Survey (US Census Bureau) (2005-2007)



## Free and Reduced School Meal Programs

The participation rate in the free and reduced school meal programs in Rock County is slightly higher than the state. Between 2000 and 2006, the free and reduced school meal participation rate in Rock County increased from 23% to 33%.

The percent of eligible participants in this program is an indicator of the percent of low-income families that live in each school district. To be eligible, the family income must be at or below 185% of poverty.

The percent of free and reduced school meal participation may underestimate the low-income population, as everyone eligible does not apply for the program. Currently, there is a new process that automatically enters those receiving aid.

### Free and Reduced School Meal Program Participation Rate (2006)

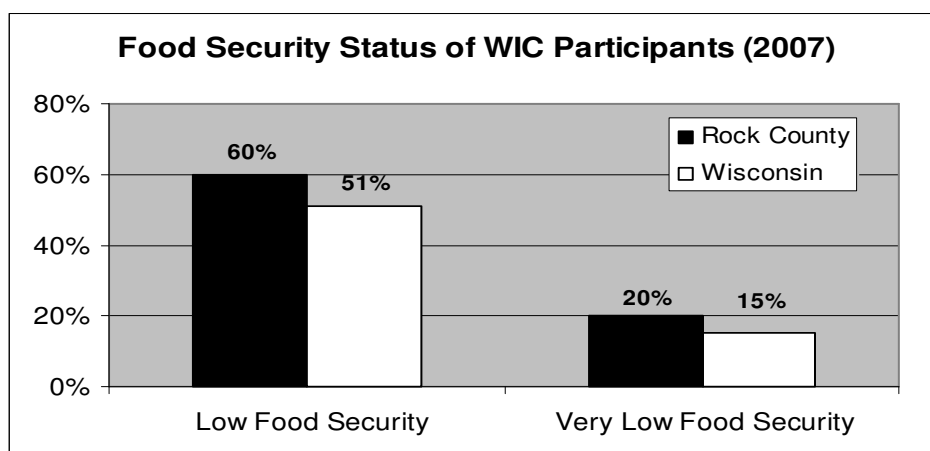
Rock County = 33%

Wisconsin = 31%

Source: <http://www.kidscount.org>

## Food Insecurity

Rock County ranks second in the state in the percent of WIC households that have low food security and fourth for very low food security. Almost two out of three (60%) WIC households in Rock County has low food security which means they have reduced quality, variety and desirability of their food. One out of five (20%) WIC households in Rock County have very low food security, which means that their eating patterns have been disrupted and their food intake reduced.



Source: UW-Extension; <http://www.uwex.edu/ces/flp>

Food insecurity, poverty, and unemployment can affect the participation in the food stamp program. As shown here, food stamp participation rate in Rock County has increased since 2002 and consistently surpasses the state rate. Since 2002, the food stamp participation rate in Rock County is increasing at a faster pace than the state. From 2002 to 2006, the food stamp participation in Rock County increased 37% compared to the 33% increase for the state.

Food Stamp Participation (per 1,000)					
Year	2002	2003	2005	2006	Percent Change (2002-2006)
Rock County	60	67	77	82	+37%
Wisconsin	49	56	64	67	+33%

Source: Kids Count <http://www.kidscount.org>



## Education

In the 2008, the percentage of people in Rock County 25 years and over with at least a high school diploma was 83.9%. This means that about one out of six residents (16.1%) did not graduate from high school. This rate is higher than the state average (14.9%). About one out of seven (13.9%) high school students in Rock County do not graduate as expected (Wisconsin County Health Rankings 2008).

Rock County ranks 65 out of 72 counties in the percent of students not graduating as expected. As shown below, the drop out rate in the county ranges from 2.8% to 19.9%.

Rock County School	Dropout Rate 2006-2007
Beloit	19.9%
Beloit Turner	3.6%
Clinton	6.9%
Edgerton	10.8%
Evansville	2.8%
Janesville	11.5%
Milton	7.1%
Parkview	9.9%

### Summary for Rock County (Economic Trends):

- **Median Household Income in Rock County is lower than the state or nation.**
- **Free and reduced school meal participation rates in Rock County is higher than the state participation rates.**
- **The poverty rate for children is higher than the state rate.**
- **Unemployment rates in Rock County are consistently higher than the state.**
- **Many eligible workers in Rock County do not participate in the workforce.**
- **Self-sufficiency wages in Rock County are higher than the state.**
- **High School drop-out rates are high in Rock County.**
- **Many WIC households in Rock County have food insecurity.**
- **Food Stamp participation rates in Rock County increased from 2002 to 2006.**



For physical environment indicators of health, Rock County ranks last in the state on the 2008 Wisconsin County Health Rankings.

Rock County ranks 66 in the state with the least radon risk (Wisconsin County Health Rankings, 2008). The percent of homes screened in Rock County with elevated radon levels (11.5%) is similar to the state rate (12%). The map depicts the results of radon indoor air testing in Rock County (data thru 2007).

**Radon Indoor Air Testing Results  
Rock County, Wisconsin**

Map depicts average indoor air radon concentrations by zipcode, based on test kit results. Levels greater than 4 pCi/L exceeds EPA standards. Data thru 2007.

Legend:

- No samples
- < 4.0 pCi/L
- 4.0 to 4.9 pCi/L
- 5.0 to 5.9 pCi/L
- >6.0 pCi/L

Zipcodes and Radon Levels:

- Brooklyn: Radon 1.8 pCi/L, N=3
- Edgerton: Radon 4.3 pCi/L, N=75
- Milton: Radon 5.6 pCi/L, N=128
- Whitewater: Radon 4.3 pCi/L, N=8
- Evansville: Radon 3.9 pCi/L, N=41
- Janesville: Radon 5.2 pCi/L, N=23
- Janesville 53548: Radon 4.5 pCi/L, N=103
- Janesville 53549: Radon 7.5 pCi/L, N=31
- Janesville 53540: Radon 7.0 pCi/L, N=11
- Janesville 53541: Radon 7.9 pCi/L, N=1
- Brodhead: Radon 4.8 pCi/L, N=13
- Beloit: Radon 5.0 pCi/L, N=83
- Clinton: Radon 4.7 pCi/L, N=19
- Sharon: Radon 4.3 pCi/L, N=1

The following table summarizes the indicators of health as related to the physical environment in Rock County:

Physical Health Indicator	Rock County	WI
Percent of population exposed to excess nitrate levels	78.1%	40.7%
Housing with increased lead risk	33.4%	31.1%
Air Quality Risk (Score)	62	60
Percent of children screened testing positive for lead poisoning	2.6%	2.2%
Percent of homes screened with elevated radon levels	11.5%	12.0%



### **Summary for Rock County (Physical Environment):**

- **Exposure to radon risk in Rock County is similar to the state rate.**
- **The air quality risk in Rock County is slightly higher than the state.**
- **The percent of the population exposed to excess nitrate levels in the water in Rock County is almost double the state percentage.**
- **The risk of lead poisoning within Rock County homes and the percent of children testing positive for lead poisoning is similar to the state rate.**
- **The percentage of homes with elevated radon risk in Rock County is similar to the state percentage.**



## Identification of Health Priorities

Based on secondary data , information provided by state experts, research on evidence-based programs, community surveys, in-depth discussions about health needs, identification of county programs and gaps in services. the “Creating Healthy Rock County” Planning Committee identified many areas that could be addressed to improve the health of Rock County.

Listed here are the preliminary health-related issues that surfaced. The target population for these issues is low-income parent and families.

- Lifestyles (obesity, nutrition, physical activity)
- Substance Use/Abuse (tobacco, alcohol, other drugs)
- Water Quality
- Obesity
- Children’s Health
- Culture of Poverty
- Parenting
- Transportation
- Unemployment
- Awareness of services
- Coordination of services
- Youth Leadership
- Support Systems
- (emotional and physical)
- STDs
- Mental Health (All ages)
- Dental
- Pregnancy (teen, infant mortality...)
- Elderly (medical, access...)
- Housing (homeless, quality)
- Education – Brain drain
- Environmental Health
- (water quality, radon, air..)
- Networking-Communication
- Domestic Violence

## Health Priorities

To refine the comprehensive list, a nominal group process was used to identify the following health priorities to be addressed in Rock County within the next five years. These health-related issues will be presented to the Rock County Board of Health. Implementation plans will be developed to address these priorities.

- **Environmental Issues**
  - Rock County ranks last for physical environment indicators of health.
- **Mental Health**
  - Many county residents report that it is very difficult to access needed mental health services.
  - Mental health was reported as one of the most serious health-related issues by local county residents.
  - More than 40% of Rock County residents that responded to the community survey “did not know” or were “not sure” about available mental health services.



- **Substance Abuse**

- Rock County ranks 57<sup>th</sup> in the state for binge drinking.
  - 1 out of 4 residents (26%) binge drink.
  - OWI arrests (adult and juvenile) are increasing.
- Rock County ranks 69<sup>th</sup> in the state for cigarette smoking. More than 1 out of 4 (28%) of Rock County residents smoke.
- County residents identified tobacco use and exposure as one of the most serious health-related issues for Rock County
- 1 out of 5 pregnant women in Rock County smoke.
- Women in Rock County are more than twice as likely to die from lung cancer than from heart disease.
- Cigarette smoking causes 79% of all lung cancer deaths and 14% of all cardiovascular deaths.

- **Wellness**

- Wellness, which includes obesity and lack of physical exercise was identified as one of the most serious health-related issues by Rock County residents.
- More than 1 out of 2 (57% of adults in Rock County are overweight and/or obese.

- **Health Resources and Cultural Competency**

- What is cultural competency? *Cultural competency is a set of behaviors, attitudes, and policies that come together in a system, agency, or among professionals and enables that system, agency, or those professionals to work effectively in cross-cultural situations.* (Cross et al., 1989; Isaacs & Benjamin, 1991)
- Why is it important? *Cultural competency is one of the main ingredients in closing the disparities gap in health care and other services.*

## **Implementation Plans**

The “Creating a Healthy Rock County” Planning Committee have begun to develop implementation plans to address the identified health priorities. The purpose of these implementation plans is to develop a work plan to address the health-related priorities, and identify county partners and stakeholders who will collaborate and/or take the lead in addressing these priorities. The Rock County Health Department can be contacted for more specific information about the implementation plans.



## Additional Data

### Rock County Community Health Needs Assessment Survey Data Summary (N = 585) 2009

How much of a problem are the following health-related issues for Rock County?		
(average / mean)		
Rating Scale: 1= Not at all, 2= Slight, 3 = Moderate, 4 = Serious, 5 = Very Serious		
Health Issues	ONLINE Survey (N = 447)	Paper Survey (N = 138)
1. Cost of Health Care	2.84	3.38
2. Cost of Prescription Drugs	2.65	3.26
3. Cost of Dental Care	2.67	3.55
4. Violence (i.e. abuse)	1.09	2.27
5. Tobacco Use or Exposure	1.62	2.37
6. Alcohol or Other Drug Use	1.30	2.14
7. Enough Nutritious Food	1.56	2.04
8. Mental Health	1.75	2.32
9. A person with a Disability	1.41	2.13
10. Overweight / Obesity	2.31	2.66
11. Lack of Physical Activity	2.24	2.59
12. Unintentional Injuries (falls or burns)	1.33	2.02
13. Illness Because of Aging	1.50	2.04
14. Caregiver Support	1.39	1.92
15. Non-medical prescription drug use	1.19	1.89
16. Thoughts About / Plan Suicide	1.09	2.11
17. STDs	1.07	2.03
18. Transportation	1.26	1.98

The most serious health-related issues identified by survey respondents were associated with:

- 1.) Costs related to health care, prescription drugs, and dental care
- 2.) Wellness (Overweight / Obesity and lack of physical activity)
- 3.) Tobacco Use and Exposure
- 4.) Mental Health



<b>In Rock County, how easy or difficult is it to get services for the following health-related issues?</b> <b>(average / mean)</b> Rating Scale: 1 = Very Easy, 2= Easy, 3 = Neither, 4 = Difficult, 5 = Very Difficult		
<b>Health Issues</b>	<b>ONLINE Survey</b> (N = 447)	<b>Paper Survey</b> (N = 138)
<b>Alcohol and other Drug Abuse</b>	<b>4.73</b>	<b>2.89</b>
<b>Mental Health</b>	<b>4.47</b>	<b>2.76</b>
<b>Dental Health</b>	<b>3.36</b>	<b>2.61</b>
<b>Physical Health</b>	<b>3.02</b>	<b>2.34</b>
<b>Vision</b>	<b>3.19</b>	<b>2.42</b>
<b>Hearing</b>	<b>3.57</b>	<b>2.39</b>

- Online Survey: Percent that responded “Don’t know or not sure”
  - Alcohol and other Drug Abuse (56.6%)
  - Hearing (43.1%)
  - Mental Health (41.2 %)
  - Vision (19.9%)
  - Physical Health (16.2%)
  - Dental Health (15.4%)
- Paper Survey: Percent that responded “Don’t know or not sure”
  - Alcohol and other Drug Abuse (47.1%)
  - Mental Health (41.3 %)
  - Hearing (25.4%)
  - Dental Health (18.1%)
  - Vision (17.4%)
  - Physical Health (15.2%)

**Survey respondents indicated that they “did not know” or were “not sure” about available services related to health issues.**

**The top 3 health-related services that survey respondents were most unfamiliar with were:**

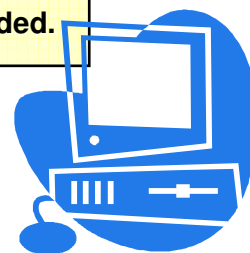
- 1.) Alcohol / Other Drug Abuse**
- 2.) Mental Health**
- 3.) Hearing**



<b>How do you find out about services and/or programs that are available in Rock County?</b> (percent responding “yes”)		
<b>Source</b>	<b>ONLINE Survey</b> (N = 447)	<b>Paper Survey</b> (N = 138)
<b>Word-of-Mouth</b>	<b>74.3%</b>	<b>55.5%</b>
<b>Local Newspaper</b>	<b>54.6%</b>	<b>54.7%</b>
<b>Radio</b>	<b>24.1%</b>	<b>26.3%</b>
<b>Posters</b>	<b>15.0%</b>	<b>8.8%</b>
<b>Mail</b>	<b>21.8%</b>	<b>22.6%</b>
<b>Library</b>	<b>4.2%</b>	<b>15.3%</b>
<b>Local TV Station</b>	<b>12.6%</b>	<b>19.0%</b>
<b>Billboards</b>	<b>10.2%</b>	<b>2.9%</b>
<b>Internet</b>	<b>40.2%</b>	<b>13.1%</b>
<b>On the Bus</b>	<b>0.8%</b>	<b>2.9%</b>
<b>Shopping News</b>	<b>17.3%</b>	<b>17.5%</b>

Survey respondents indicated that they were most likely to find out about services or programs in Rock County via “word-of-mouth”, “local newspaper”, “radio”, and “mail”.

Respondents with higher incomes were likely to use the internet to find out the information that they needed.





What is the yearly household income?		
Income	ONLINE Survey (N = 447)	Paper Survey (N = 138)
Below \$12,762	0.7%	12.3%
\$12,763 - \$17,112	0.9%	10.7%
\$17,113 - \$21,462	0.5%	9.8%
\$21,463 - \$25,812	0.9%	11.5%
\$25,813 - \$30,162	2.8%	9.0%
\$30,163 - \$34,512	6.1%	8.2%
\$34,513 – \$74,499	42.8%	25.4%
More that \$75,000	45.2%	13.1%

A cross-section of respondents with varying household incomes responded to the survey.

Survey respondents were asked to identify health-related issues that they needed help with right now: The most common responses were: (not listed in any order of priority)

- ❖ Affordable Insurance – dental care, health care
- ❖ Allergies/asthma
- ❖ Diabetes
- ❖ Heart Issues
- ❖ Smoking
- ❖ Stress
- ❖ Wellness (Healthy Eating/Weight Loss/Obesity/Exercising/Nutrition)



# Wisconsin County Health Rankings Snapshot (2008)

2008 County Health Snapshot  
**Rock**

Wisconsin County Health Rankings  
UW POPULATION HEALTH INSTITUTE



TRENDS IN RANKINGS	2004	2005	2006	2007	2008
Health Outcomes	48	46	45	50	56
Health Determinants	56	60	69	65	69

HEALTH OUTCOMES					56
Mortality: Years of potential life lost (YPLL)/100,000 population	6,615	± 73	4,020	5,979	55
General health status: % of people reporting fair/poor health	14.0%	± 1.7	6.6%	13.2%	49
HEALTH DETERMINANTS					69
HEALTH CARE					45
No health insurance (%)	6.1%	± 1.5	2.8%	7.4%	22
Did not receive needed health care (%)	2.9%	± 1	0.0%	2.2%	59
No dentist visit in past year (%)	24.1%	± 2.5	17.1%	25.4%	24
Poor diabetic care: Score based on % of diabetics without recommended care	53		36	50	47
No biennial mammography (%)	30.3%		18.9%	29.0%	40
Poor inpatient care: Score based on % of patients without recommended care	57		36	50	58
HEALTH BEHAVIORS					68
Cigarette smoking (%)	28.0%	± 3.2	12.3%	20.9%	69
Smoking during pregnancy (%)	19.2%		6.5%	14.1%	45
Physical inactivity (%)	42.5%	± 5.3	23.5%	44.5%	23
Obesity (%)	27.1%	± 3.2	17.0%	24.1%	52
Insufficient fruit and vegetable intake (%)	78.0%	± 3.2	64.0%	77.2%	39
Binge drinking (%)	26.0%	± 3.1	10.3%	23.2%	57
Motor vehicle crash rate: No. of people involved in a crash/1,000 population	47.7		20.6	41.4	57
Motor vehicle crash-related ER visits (onroad)/100,000 population	724	± 24	110	712	58
Motor vehicle crash-related ER visits (offroad)/100,000 population	83	± 8	38	91	14
Teen birth rate/1,000 births	41.7	± 2.7	8.8	30.9	66
Sexually transmitted disease rate/100,000 population	493	± 39	52	498	69
Violent crime rate/100,000 population	238.6		21.5	240.3	61
SOCIOECONOMIC FACTORS					64
High school noncompletion: % of students not graduating as expected	13.9%		0.0%	10.4%	65
No high school diploma: % of people age 25+ without a high school diploma	16.1%	± 0.5	7.8%	14.9%	36
Unemployment (%)	5.6%		3.5%	4.9%	48
Children in poverty (%)	10.8%	± 0.8	3.0%	12.4%	33
Divorce (%)	10.9%	± 0.4	6.7%	9.0%	66
Single parent households (%)	10.0%	± 0.6	5.3%	8.2%	69
PHYSICAL ENVIRONMENT					73
Air quality risk: Score based on measures from EPA and DNR	62		39	60	64
Nitrates in water: Estimated % of population exposed to excess nitrate levels	78.1%		0.0%	40.7%	67
Housing with increased lead risk: % of pre-1950s housing stock	33.4%	± 0.9	8.2%	31.1%	38
Lead poisoned children: % screened testing positive for lead poisoning	2.6%	± 0.7	0.0%	2.2%	66
Radon risk: % of homes screened with elevated radon levels	11.5%		1.9%	12.0%	47
Method of commuting: % of workforce that drives alone to work	83.1%		68.7%	79.5%	65

\*NR = Not Ranked



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*Official estimates of social, economic, housing, and demographic information by county, state, nation.*

**Burden of Diabetes in Wisconsin (2008).** Wisconsin Diabetes Prevention and Control Board, Wisconsin Department of Health Services – Division of Public Health  
(<http://dhs.wisconsin.gov/health/diabetes/PDFs/Burden08.pdf>)

**Burden of Tobacco Report (2006).** Wisconsin Tobacco and Prevention Control Program, Wisconsin Department of Health Services - Division of Public Health.  
(<http://dhs.wisconsin.gov/tobacco>)

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*Contains data on local, state and national behavioral risk factors.*

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*Community Health Status Indicators (CHSI) by state /county.*

**Food Security Status of WIC Participants.** University of Wisconsin-Extension  
[www.uwex.edu/ces/flp/cfs](http://www.uwex.edu/ces/flp/cfs)

**Rock County Data Package (December 2008).** Wisconsin Division of Public Health-Southern Region.

**Rock County Maps – Radon, Health Facilities, Lead-Poisoning**

**U.S. Census Bureau** ([www.census.gov](http://www.census.gov))

**University of Wisconsin – Population Health Institute** ([www.pophealth.wisc.edu/uwphi/](http://www.pophealth.wisc.edu/uwphi/))  
*Contains data on the Wisconsin County Health Rankings, Population Health, Health Policy, Healthy Wisconsin Initiatives, Alcohol and Other Drug Use*

**Wisconsin Alcohol Traffic Facts Book (2003).** Wisconsin Department of Transportation.  
(<http://www.dot.wisconsin.gov/safety/motorist/crashfacts/docs/archive/alcoholfacts2003.pdf>)

**Wisconsin Council on Children and Families** ([http://www.wccf.org/kidcount\\_data.php](http://www.wccf.org/kidcount_data.php))  
*WisKids State and County Data*

**Wisconsin Department of Administration** ([www.doa.state.wi.us](http://www.doa.state.wi.us))  
*Contains data on demographics, employment.*

**Wisconsin Department of Health Services, Bureau of Health Information and Policy, Division of Public Health** ([www.dhs.wisconsin.gov/stats](http://www.dhs.wisconsin.gov/stats))

**Wisconsin Department of Workforce Development** ([www.dwd.state.wi.us](http://www.dwd.state.wi.us))  
*Contains data on population, unemployment, labor force, employers, wages, and income.*



**Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, 2008.**

<http://dhs.wisconsin.gov/stats/pdf/intro2008.pdf>

**Wisconsin Food Security Project** (<http://www.uwex.edu/ces/flp/cfs/>)

*A partnership between the University of Wisconsin –Extension and the Wisconsin Department of Health and Family Services.*

**Wisconsin Healthy People 2010 (Wisconsin State Health Plan)**

(<http://dhs.wisconsin.gov/statehealthplan/index.htm>)

**Wisconsin Immunization Registry**

<http://dhs.wisconsin.gov/immunization/pdf/431331Cov2002to2006.pdf>

**WISH (Wisconsin Interactive Statistics on Health, Wisconsin Department of Health and Family Services.** ([www.dhfs.state.wi.us/wish](http://www.dhfs.state.wi.us/wish))

*Contains data on infant mortality, Teen Births, All Births, Prenatal Care, Population Demographics, all mortality.*

**Wisconsin Traffic Crash Facts (2006). Wisconsin Department of Transportation.**

(<http://www.dot.wisconsin.gov/safety/motorist/crashfacts/docs/archive/crashfacts2006.pdf>)

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For more information about community needs assessments and grant writing contact:

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Email: [starfishconsulting@yahoo.com](mailto:starfishconsulting@yahoo.com)



# Rock County Health Needs 2008

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**Karen Cain, Interim Health Officer  
Rock County Health Department**





# What this presentation includes:

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- Purpose of Health Needs Assessment
- Demographic and Economic Profile
- Health Outcomes
  - Mortality
  - General Health Status
- Health Determinants
  - Health Care
  - Health Behaviors
  - Socioeconomic Factors
  - Physical Environment



# Purpose of Health Needs Assessment

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- Provide updated information on the health status of Rock County that leads to:
  - Identification and prioritization of health-related issues /needs
  - Development of a local health plan to improve the health of local residents





# Who are the stakeholders accountable for the health of Rock County residents?

---



Source: IOM, 2002.<sup>3</sup>



# How Does Rock County Compare?

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<b>Health Outcomes</b>	<b>Ranking by Year</b>	
	<b>2007</b>	<b>2008</b>
Mortality	34 <sup>th</sup>	55 <sup>th</sup>
Health Behaviors	55 <sup>th</sup>	68 <sup>th</sup>
Overall	50 <sup>th</sup>	56 <sup>th</sup>

Wisconsin County Health Rankings include 72 counties and the City of Milwaukee.



# How Does Rock County Compare?

---

<b>Health Determinants</b>	<b>Ranking by Year</b>	
	<b>2007</b>	<b>2008</b>
Health Care	34 <sup>th</sup>	45 <sup>th</sup>
Health Behaviors	55 <sup>th</sup>	68 <sup>th</sup>
Socioeconomic Factors	62 <sup>nd</sup>	64 <sup>th</sup>
Physical Environment	73 <sup>rd</sup>	73 <sup>rd</sup>
Overall	65 <sup>th</sup>	69 <sup>th</sup>

Wisconsin County Health Rankings include 72 counties and the City of Milwaukee.

Source: [http://www.pophealth.wisc.edu/UWPHI/research/rankings\\_2008/rankings\\_2008.htm](http://www.pophealth.wisc.edu/UWPHI/research/rankings_2008/rankings_2008.htm)





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# Demographic Profile



# Population Profile

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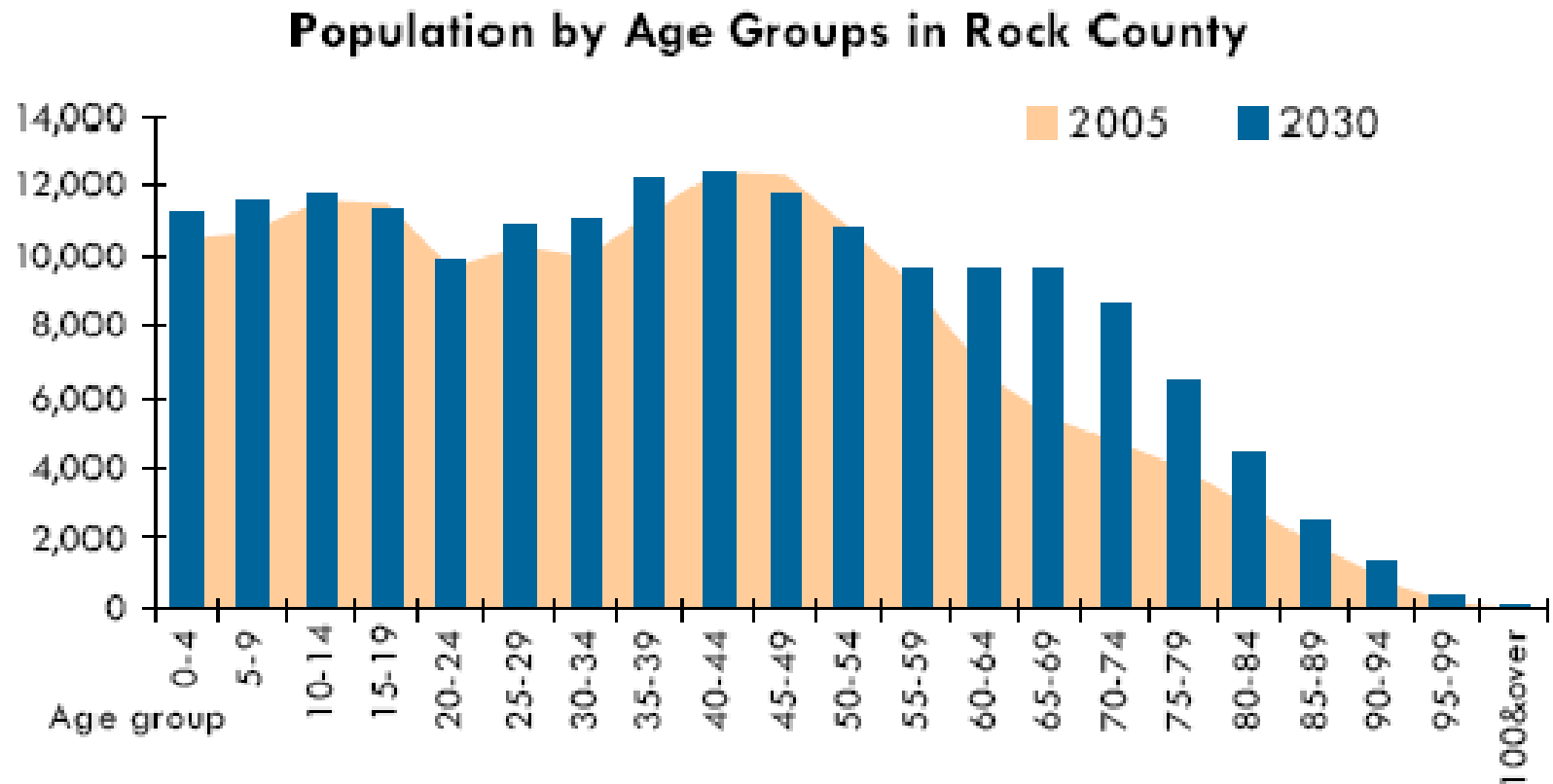
<b>Population</b>	<b>1990</b>	<b>2000</b>	<b>2007 estimated</b>	<b>Percent Change 2000 -'07</b>
Rock County	139,510	152,307	161,103	+5.8% ~0.8% / year
Wisconsin	4,891,769	5,363,675	5,604,640	+4.4%

Source: U.S. Census Bureau, 2007 Population Estimates, Census 2000, 1990 Census



# Population by Age Group

(with projections for 2030)



Source: WI Dept. of Administration, Demographic Services



# Race (2007)

---

<b>Race / Ethnicity</b>	<b>Rock County (2000)</b>	<b>Rock County (2007)</b>	<b>WI</b>	<b>U.S.</b>
White	92.4%	92.8%	89.9%	80.0%
White persons not Hispanic	89.2%	87.1%	85.4%	66.9%
African American	5.2%	4.4%	6.0%	12.8%
American Indian and Alaska Native persons	0.7%	0.3%	0.9%	1.0%
Asian persons	1.0%	1.0%	2.0%	4.4%
Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.0%	0.2%
Persons of Hispanic or Latino origin	3.9%	6.1%	4.9%	15.1%





# Summary (Demographics)

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In Rock County:

- Population growth larger than the state.
- Percent of Hispanics / Latino residents surpassed the percent of African American residents
- Percent of residents leaving the workforce will double in the next 20 years.



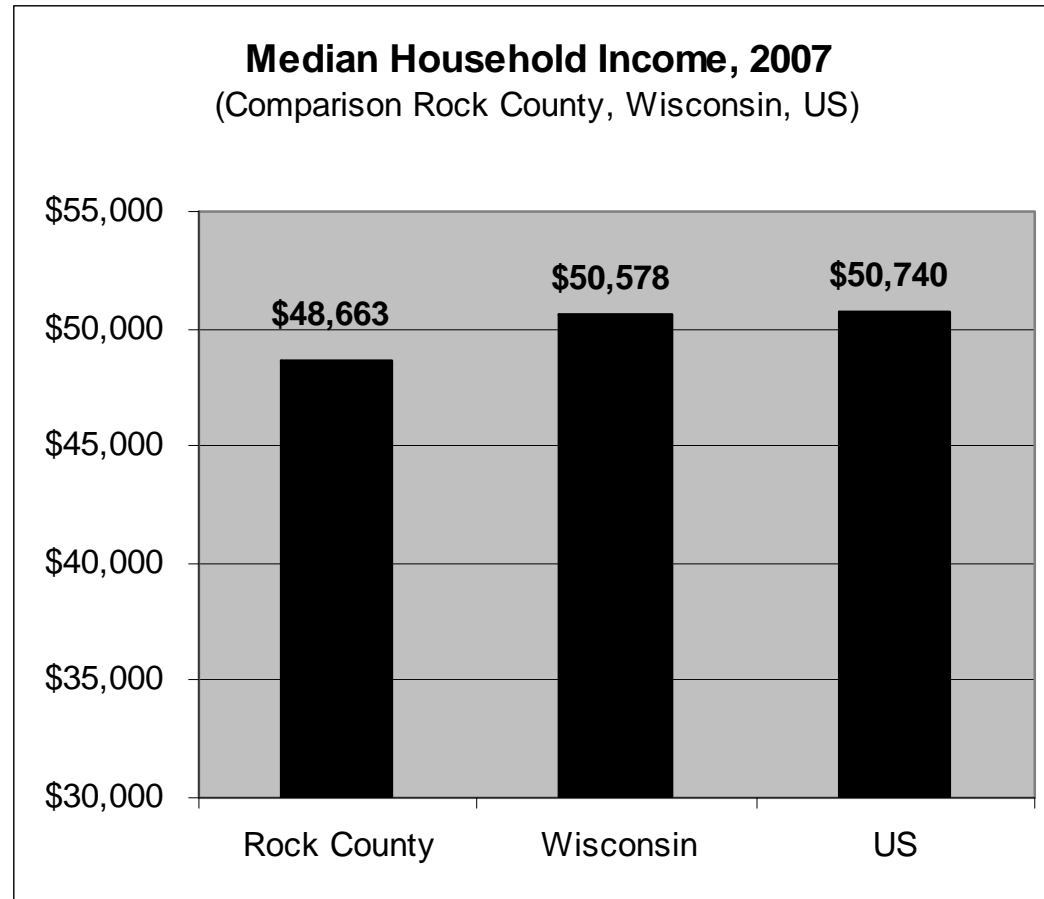


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# Economic Profile and Socioeconomic Indicators



# Median Household Income





# Poverty

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## Rock County Self-Sufficiency Wage (2004)

Rock County	WI	County Rank	Range
\$17.39	\$14.14	10 of 72	\$9.70-\$21.72



# Food Stamp Participation

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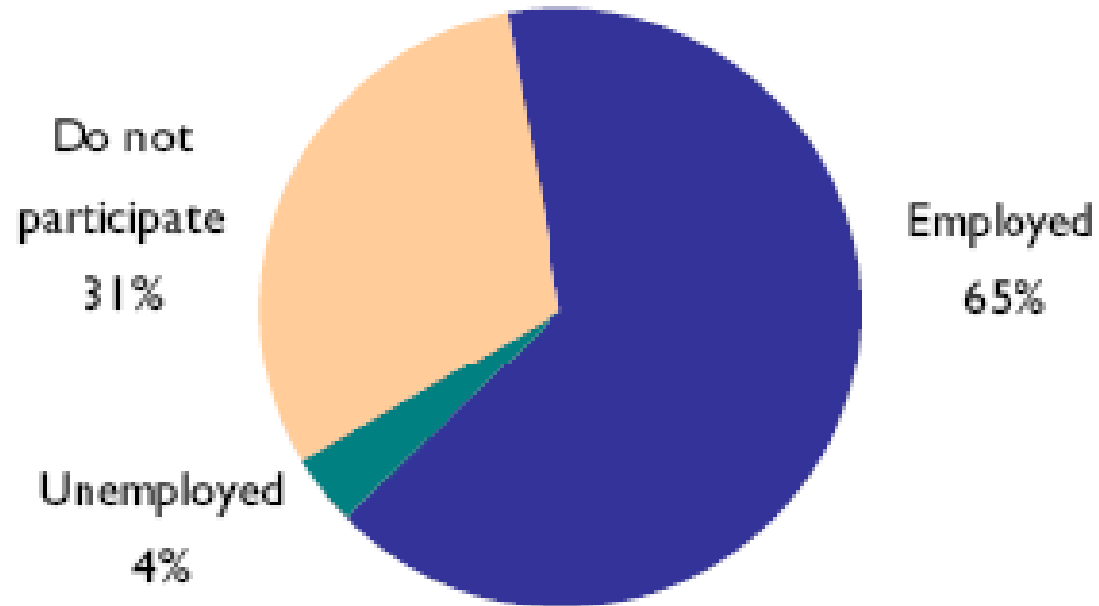
Food Stamp Participation (per 1,000)					
Year	2002	2003	2005	2006	Percent change (2002-2006)
Rock County	60	67	77	82	+37%
Wisconsin	49	56	64	67	+33%



# Labor Force Participation

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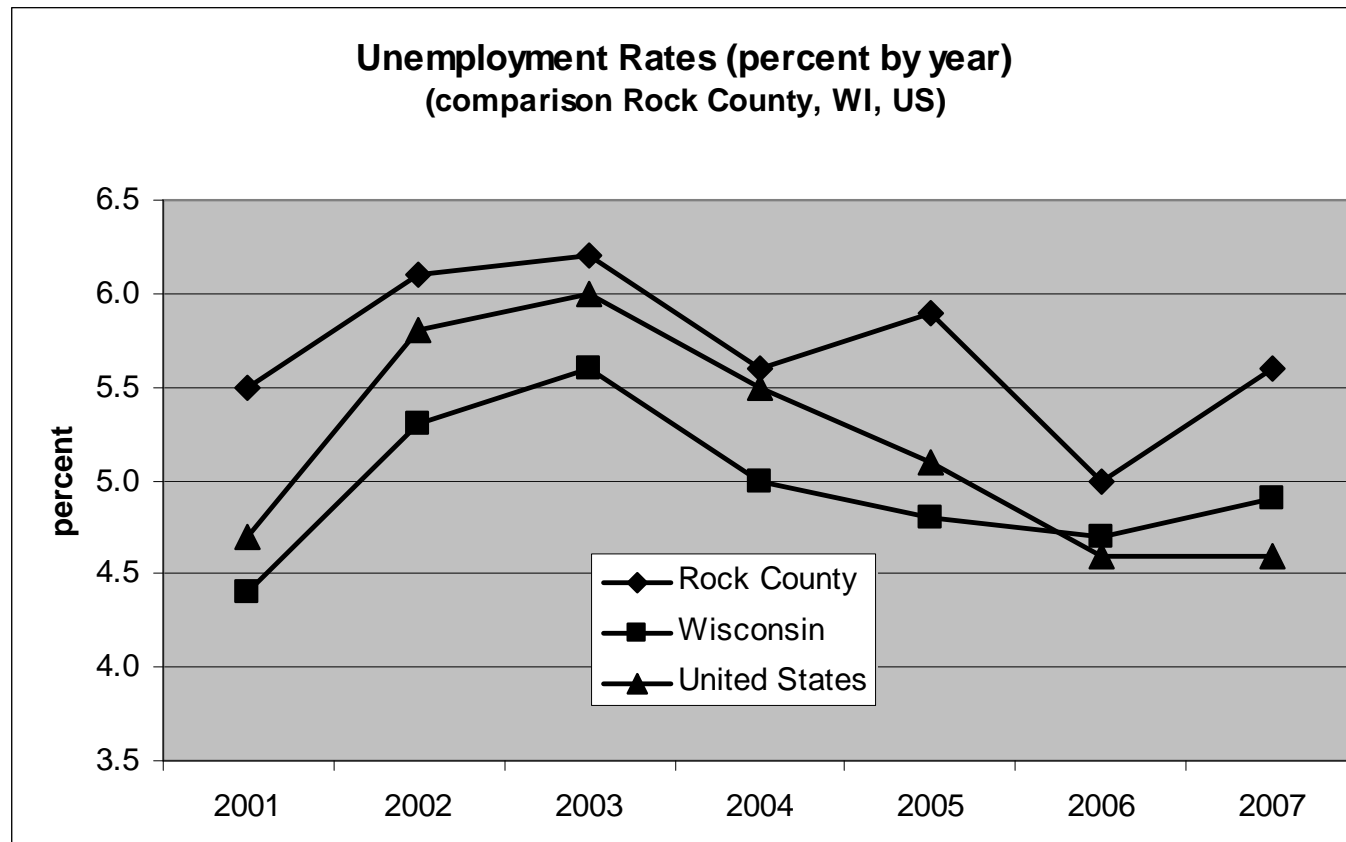
## Labor force participation in Rock County



Source: DWD, Office of Economic Advisors, July 2006

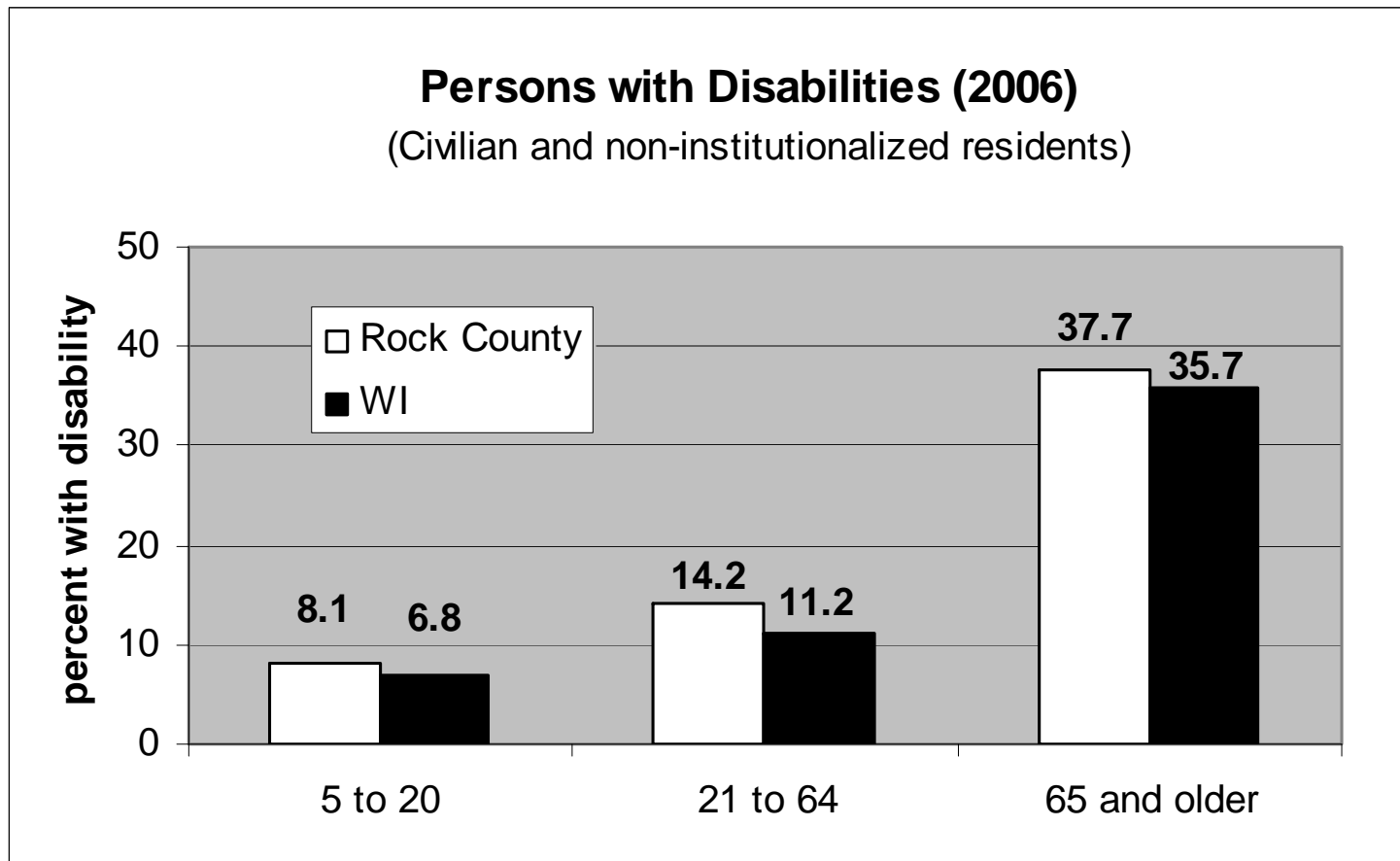


# Unemployment Rates





# Persons with Disabilities







# High School Noncompletion

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Rock County Ranks 65<sup>th</sup>  
in the percent of  
students not graduating  
as expected.

School	Dropout 2006-2007
Beloit	19.9%
Beloit Turner	3.6%
Clinton	6.9%
Edgerton	10.8%
Evansville	2.8%
Janesville	11.5%
Milton	7.1%
Parkview	9.9%





# Educational Attainment

(Graduation Rate)

---

School	Dropout 1999-2000	Dropout 2006-2007
Beloit	86%	75.6%
Beloit Turner	100%	92.9%
Clinton	100%	92.2%
Edgerton	88.7%	83.5%
Evansville	89.3%	97.2%
Janesville	88.4%	86.6%
Milton	92.6%	93.4%
Parkview	93.3%	90.1%






# Summary (Economic Profile)

---

In Rock County:

- Low median household Income
- High percentage of youth receive free and reduced lunch.
- High unemployment rates.
- Many eligible workers do not participate in the workforce.
- High self-sufficiency wages.
- With the aging population, labor force participants will decline.
- HS graduation rates low.
- Food Stamp participation increasing.





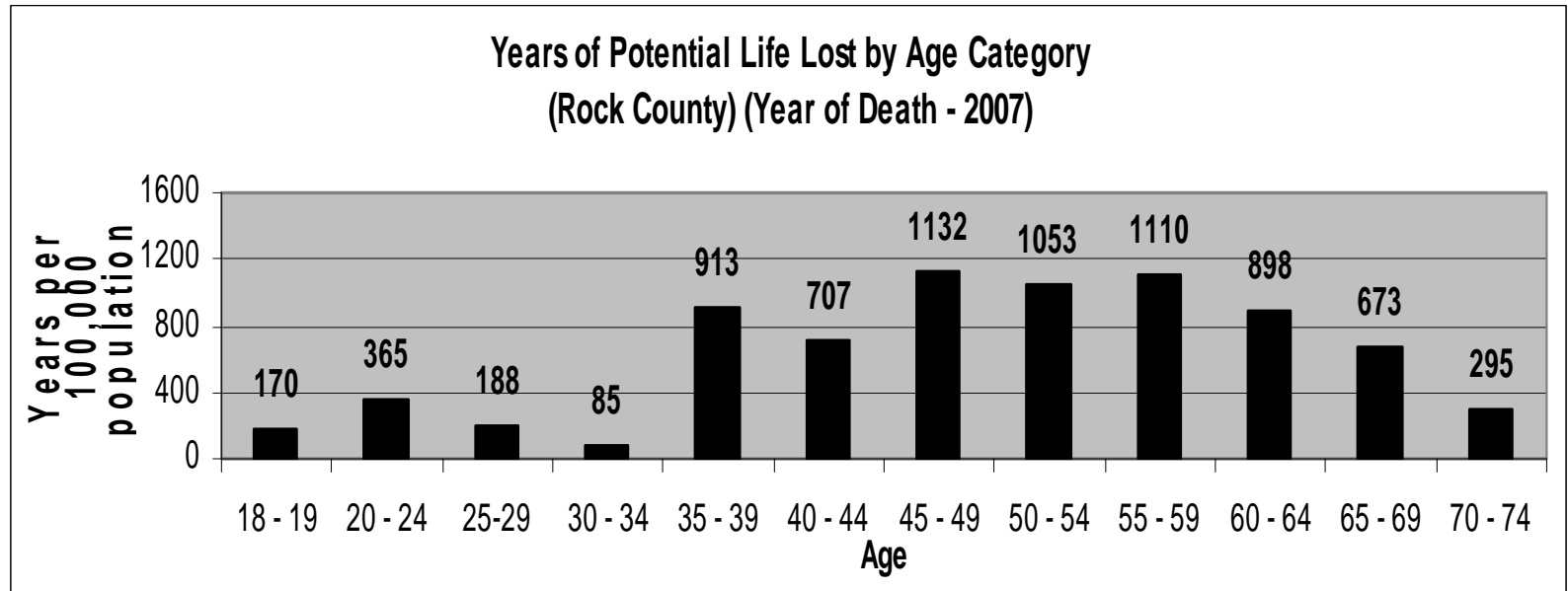
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# Health Outcomes

## Mortality and General Health Status



# Years of Potential Life Lost (YPLL)

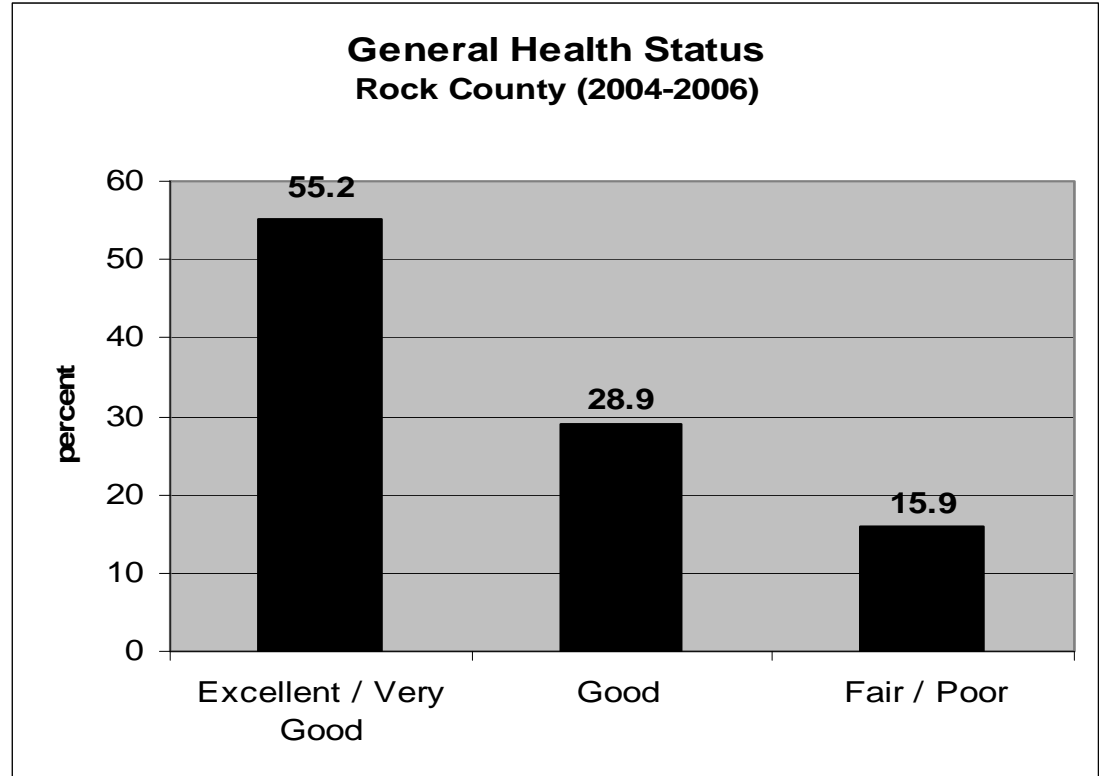


In the 2008 WI County Health Rankings, Rock County ranked 55<sup>th</sup> for Mortality (years of potential life lost / 100,000 population).



# General Health Status

Slightly more than one-half of Rock County residents reported that their physical health was excellent and/or very good.



Residents who exercised were almost twice as likely to report that they were in excellent and /or very good health compared to those who did not exercise.



# Infant Mortality (2002-2006)

<b>Infant Mortality</b> (Rate per 1,000 births)	<b>White</b>	<b>African-American</b>	<b>Hispanic</b>
Rock County	4.5	18.8	5.0
Beloit	6.6	19.2	Not Recorded
Wisconsin	5.2	17.2	6.3

## **Mortality Ratio**

For every white child that dies:

- 4.1 African-American children die (Rock County)
- 2.9 African-American children die (Beloit)
- 3.3 African-American children die (Wisconsin)





# Infant Mortality - Beloit

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- Wisconsin ranks 35<sup>th</sup> in the nation for the likelihood of an African American baby dying before it reaches its first birthday.
- An African American baby in Beloit is nearly three times more likely to die before its first birthday than is a white baby.
- Beloit's rate of infant death in this population is topped only by the city of Racine.
- A baby born to a college educated African American woman is more likely to die before his first birthday than a baby born to a white woman who dropped out of high school.



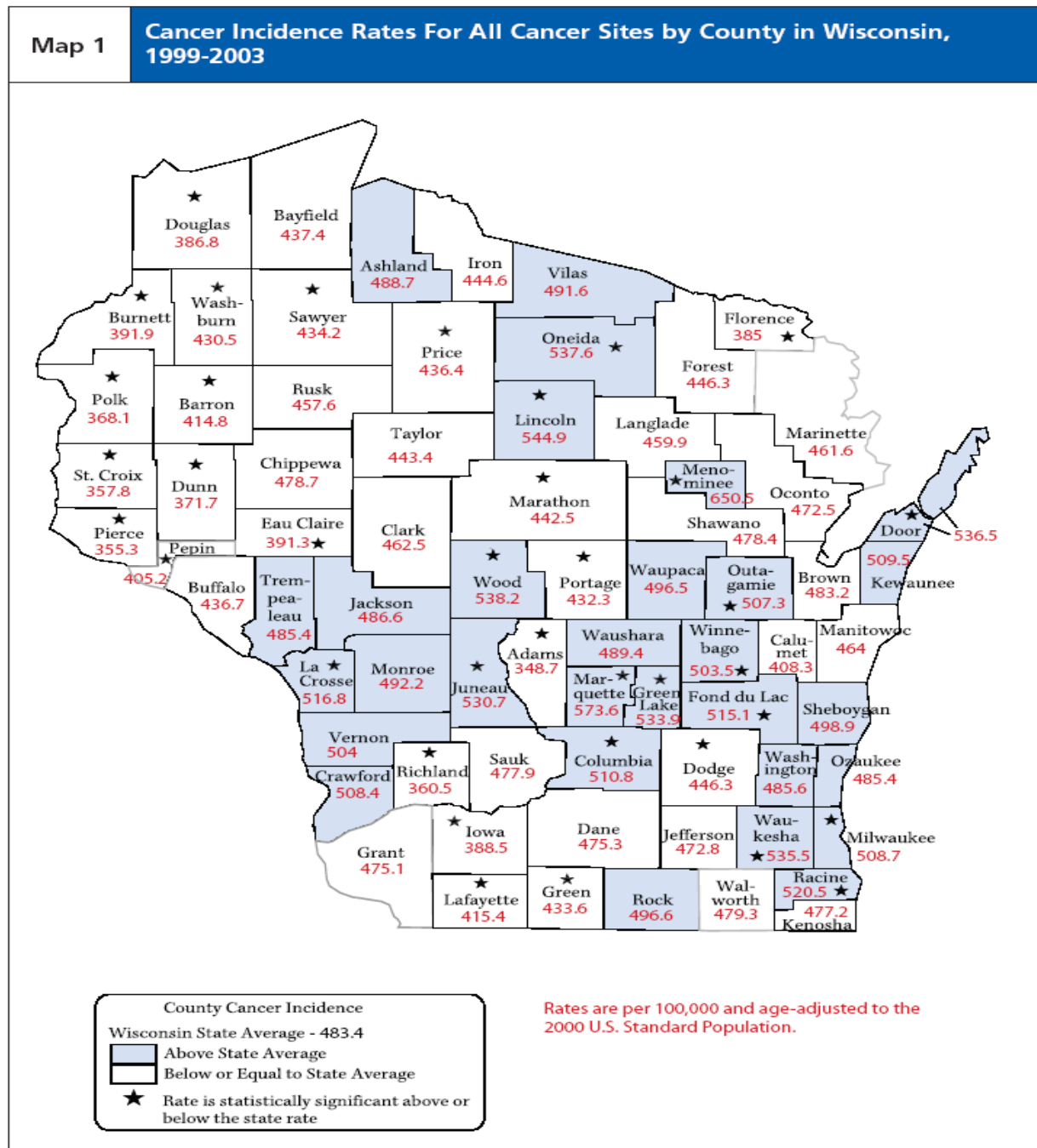
# Disease & Cost per capita

Rock County	
Disease	Charge per capita for hospitalizations
Cancer ( <i>Within Cancer: Trachea/Bronchus/Lung; Colorectal; Breast</i> )	\$116
Coronary Heart Disease	\$194
Injury related accidents	\$255
Cerebrovascular Disease	\$59
Pneumonia & Influenza	\$51
Diabetes	\$25



# Underlying Causes of Death (Cancer)

The incidence of cancer is higher in Rock County than the state.





# Mental Health

---

	Rock County			Wisconsin
	2002	2004	2006	2006
Suicide death rate (per 100,000 population)	6.98	12.76	9.89	11.45
Mental health Hospitalizations (per 1,000 children)		4	5	6
Child Abuse and Neglect Reports (per 1,000 Children)	61	61	43	30





# Summary (Health Outcomes)

---

In Rock County:

- YPLL (years of potential life lost) is not just a result of aging
- Injury-related accidents, followed by coronary heart disease has the highest cost per capita.
- Slightly more than one-half of respondents report that their health is excellent and/or very good.
- Mental Health issues often surpass the state averages.





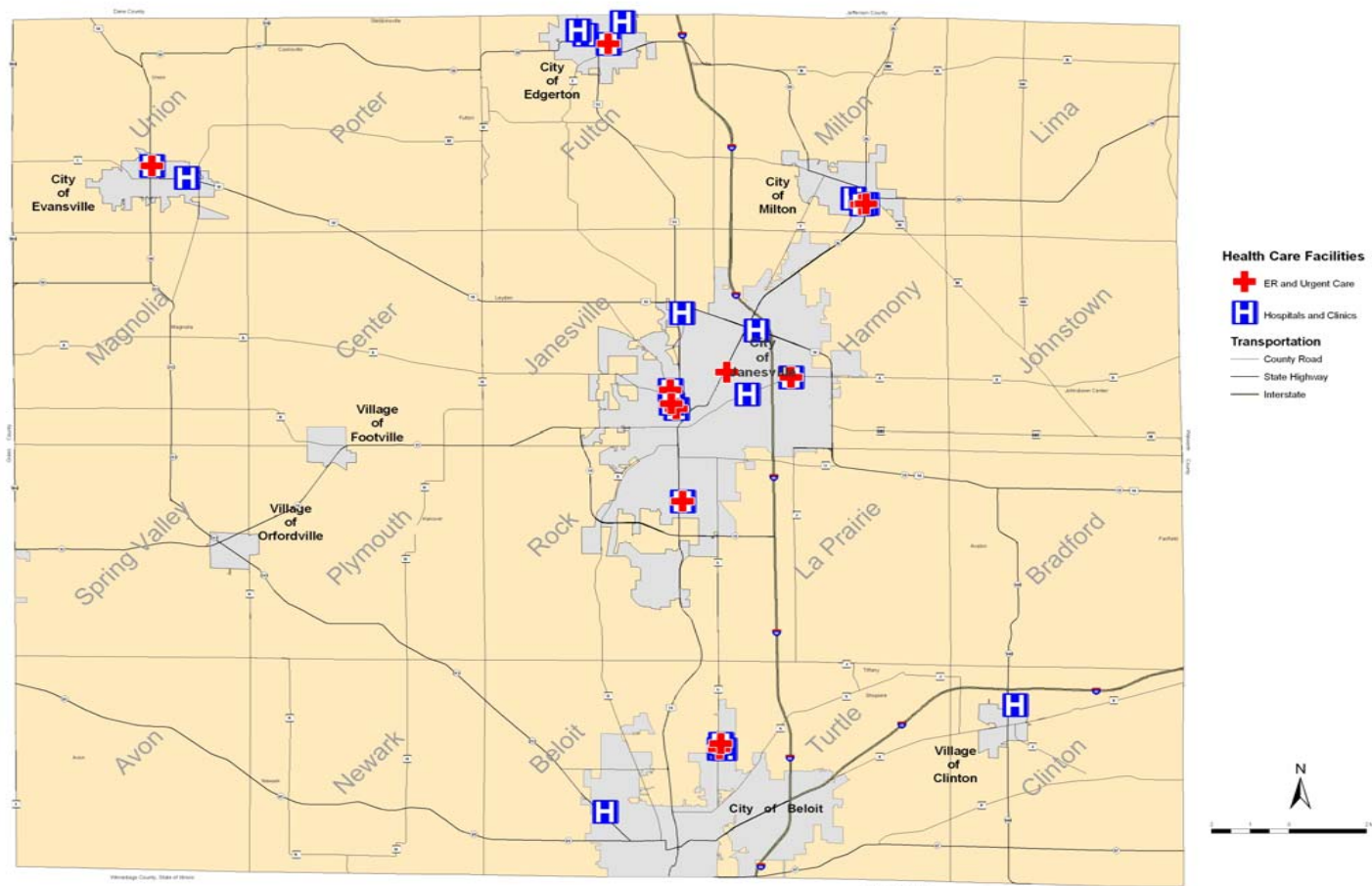
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# Health Determinants Health Care



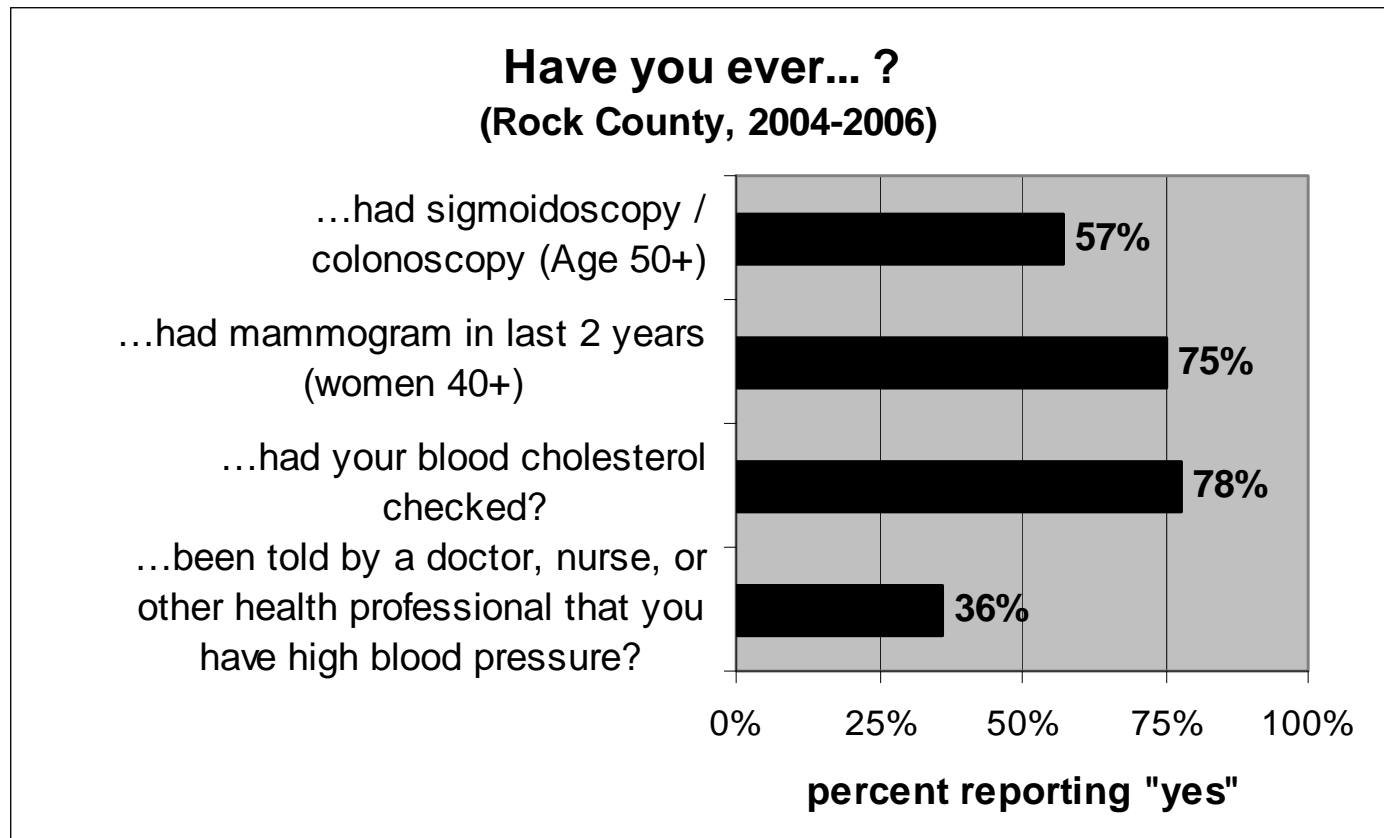
# Available Health Services

## Rock County - Hospitals, Clinics, ER, Urgent Care





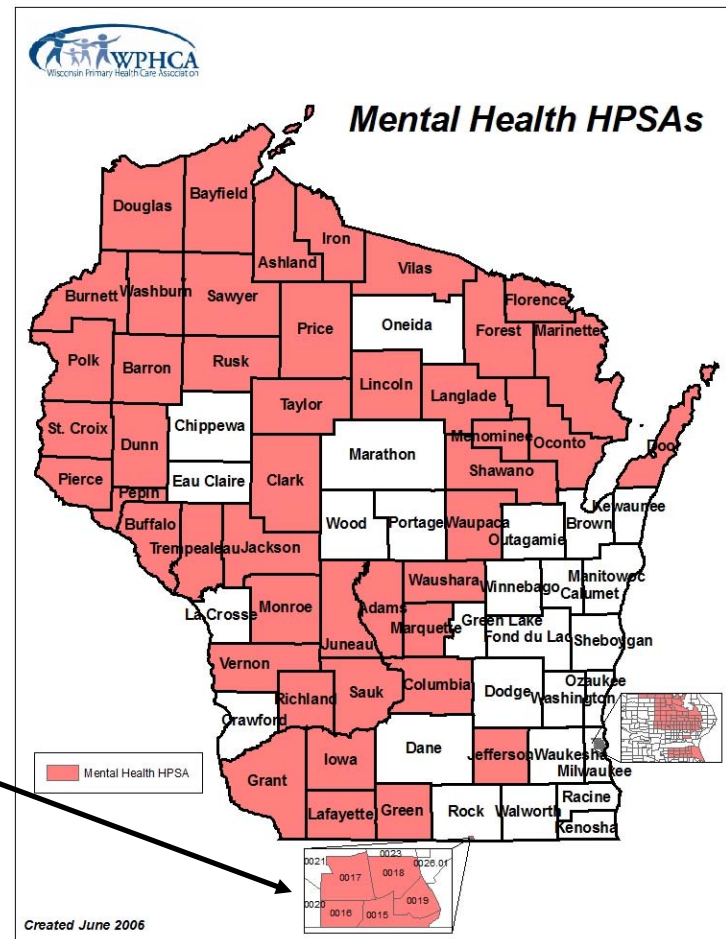
# Accessing Health Services





# Health Services (Mental Health)

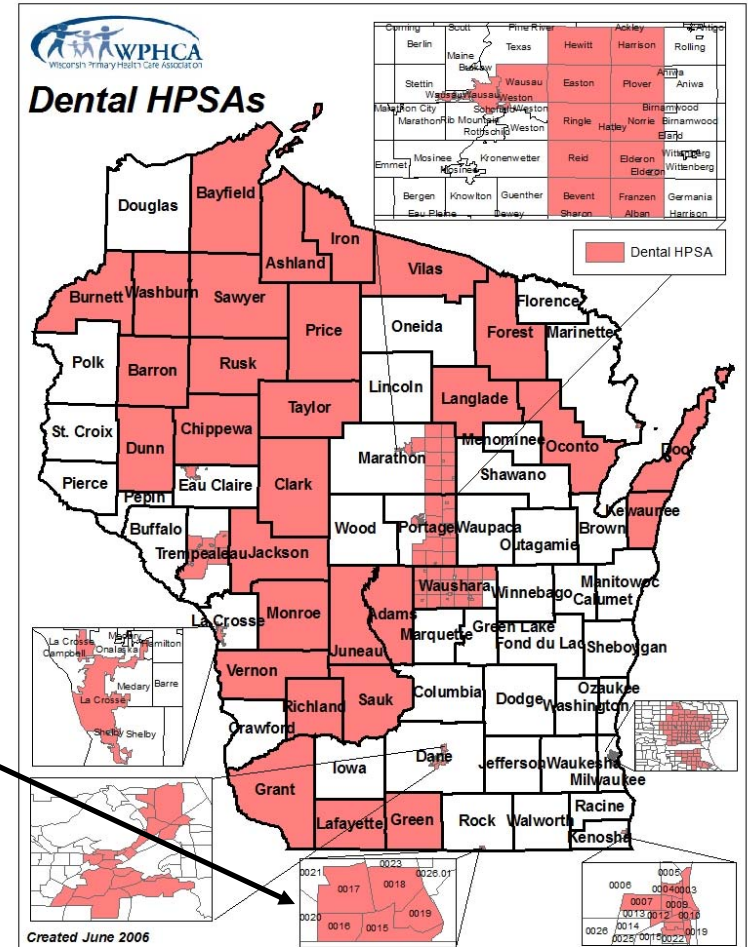
**A large part of Rock County is designated as a Health Professional Shortage Area (HPSA) for Mental Health.**





# Health Services (Dental)

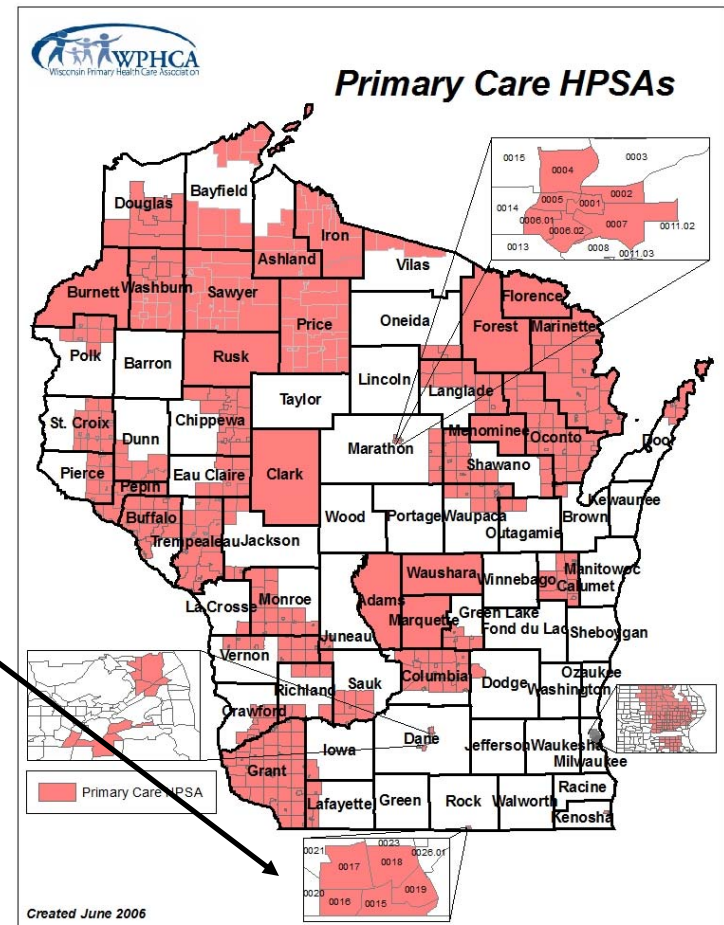
**Rock County is designated as a Health Professional Shortage Area (HPSA) for Dental.**





# Health Services (Primary Care)

**Rock County is designated as a Health Professional Shortage Area (HPSA) for Primary Care.**





# Health Services

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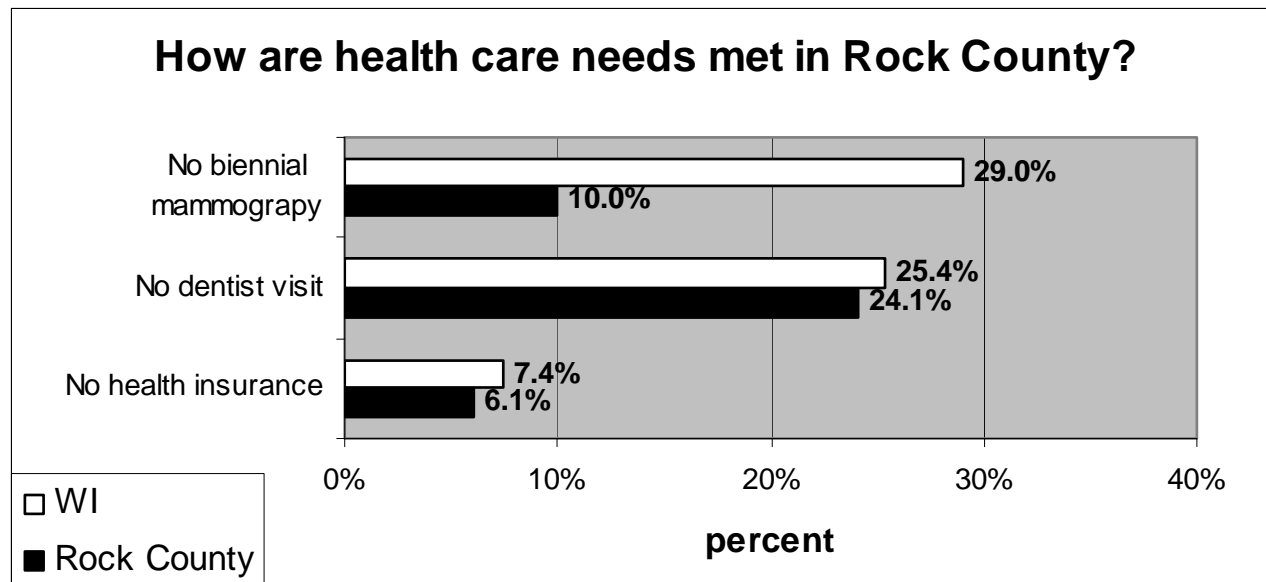
Why might residents NOT access the health services that they need?

- (1) Lack of transportation
- (2) No health Insurance;
- (3) Not familiar with health services available;
- (4) Stigma (mental health)
- (5) Services not available (dental)





# Health Care (Are needs met?)



Other considerations:

- Increasing costs of health care coverage for employers.
- Number of farmers and other self-employed with coverage lower than average.
- Effect of Badger Care.
- Availability and affordability of dental care.
- Uninsured versus underinsured.

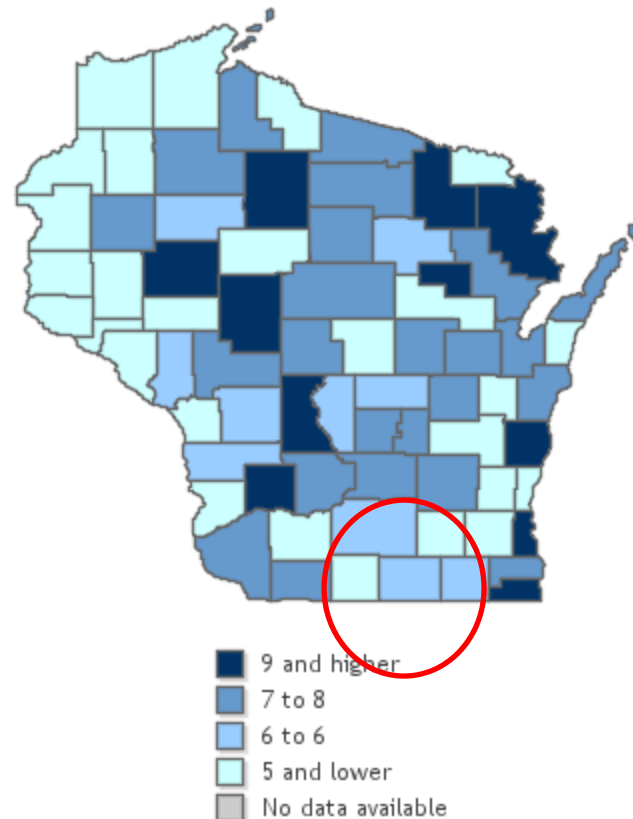


# Preventable Hospitalizations

**Rock County's preventable hospitalization rate is 6 per 1,000 children and ranks 28<sup>th</sup> in the state.**

**The cost of preventable hospitalizations in Rock County is \$195 per capita.**

Wisconsin Counties  
Preventable Hospitalizations, 2005





# Hospital Uncompensated Care (WI)

Table 1: Uncompensated Care in Wisconsin 1999-2004

<b>FY Year</b>	<b>Uncompensated Care Costs (In Millions)</b>	<b>Percentage Increase Over Previous Year</b>
1999	\$301	17.0%
2000	\$355	17.9%
2001	\$384	8.2%
2002	\$451	17.4%
2003	\$496	10.1%
2004	\$578	16.5%
<b>Total</b>	<b>\$2,565</b>	<b>1999-2004: 92%</b>
Source: Wisconsin Hospital Association: Uncompensated Health Care Reports - Wisconsin Hospitals 1998-2004		





# Summary (Health Care)

---

In Rock County:

- Health facilities dispersed throughout the county.
- Amount of uncompensated care continues to increase.
- Preventable hospitalization rates are in the top one-third of the state.
- More preventive measures are needed to address health care needs.
- HPSA for Mental Health, Dental, and Primary Care





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# Health Determinants Health Behaviors



# Immunization Coverage Rates

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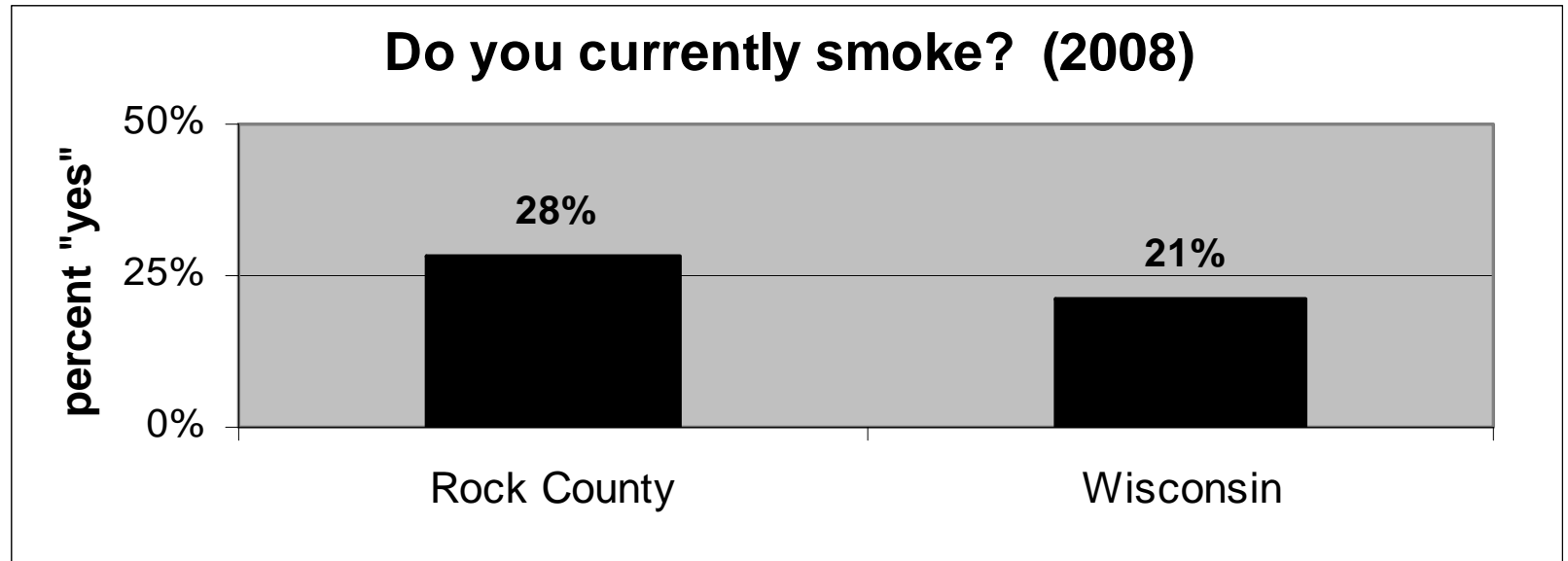
Rock County Immunization Rates	2002	2003	2004	2005	2006
	48%	53%	53%	55%	57%

In the 2006-2007 school year, 99.6% of school-age youth grades K-12 had received the required immunizations (compliant).





# Tobacco Use

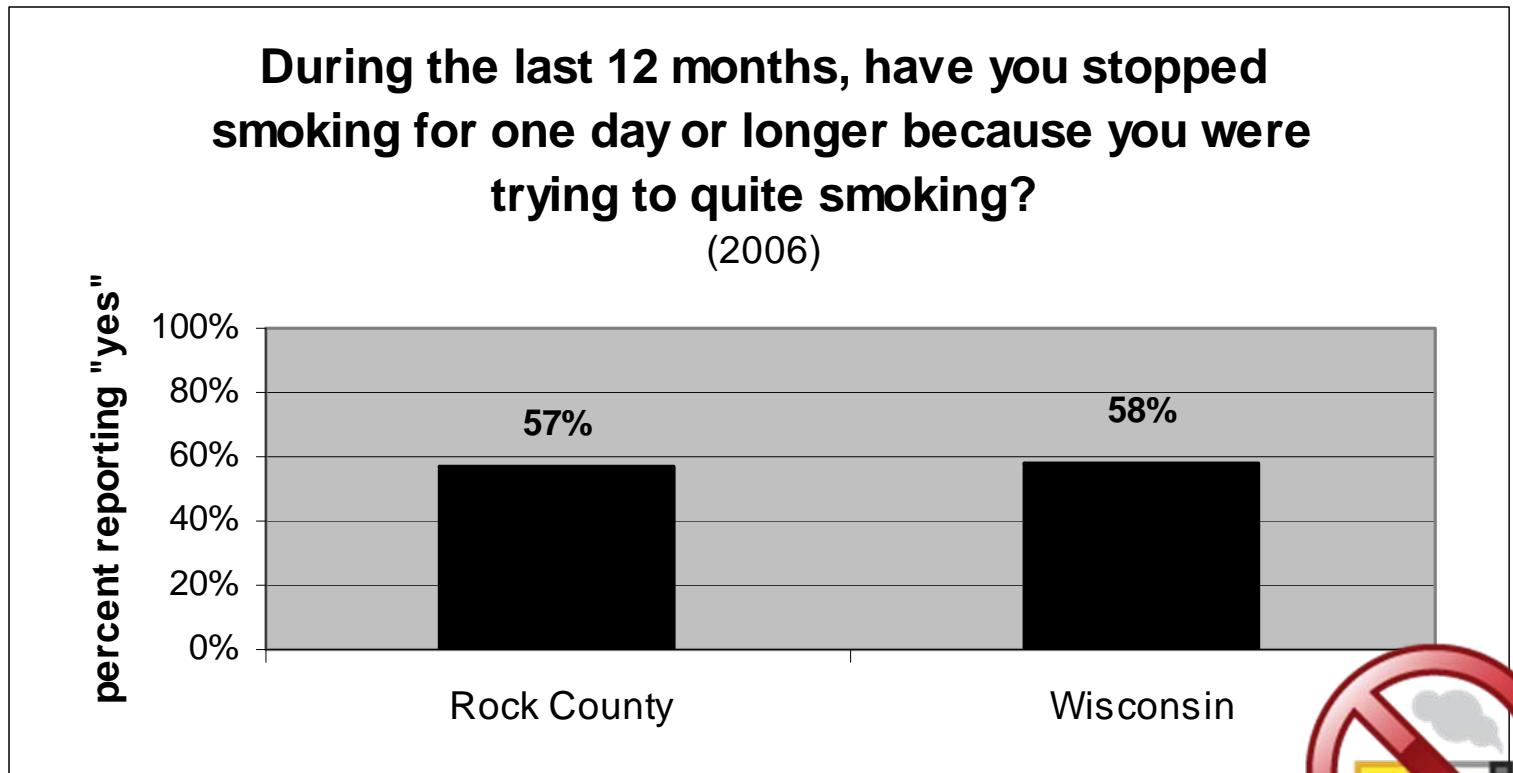


**More than 1 in 4 adults smoke in Rock County.**

Compared to alcohol and other drug use, tobacco use is the leading underlying or contributing cause of death in Rock County.



# Tobacco Use





# Smoking During Pregnancy

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## **Smoking During Pregnancy (2008)**

**Rock County = 19.2%**

**Wisconsin = 14.1%**



# Second Hand Smoke

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- 2 out of 5 middle and high school students live with someone who smokes (WI).
- Youth can develop asthma and other allergies when exposed to second hand smoke.
- Many cases of sudden infant death are also attributed to secondhand smoke.





# Cost of Smoking

---

## In Rock County

- Health care costs from diseases caused by smoking = \$63 million (2003)
- Health care costs of smoking = \$390 for every man, woman, and child (2003)
- Residents spent \$46 million on cigarettes (2004)

Rock County ranks 69ths out of 73 for cigarette smoking.

28% of Rock County Residents smoke (compared to 21% statewide).





# Smoking Related Deaths

---

Deaths Directly Related to Smoking *	
Wisconsin	16%
Rock County	17%

\*Calculated from 2000-2004 mortality data.

## In Rock County:

- 219 people die each year from causes directly related to smoking.
- Cigarette smoking causes 79% of all lung cancer deaths and 14% of all cardiovascular deaths.
- Each year more than 3,000 years of potential life are lost due to smoking



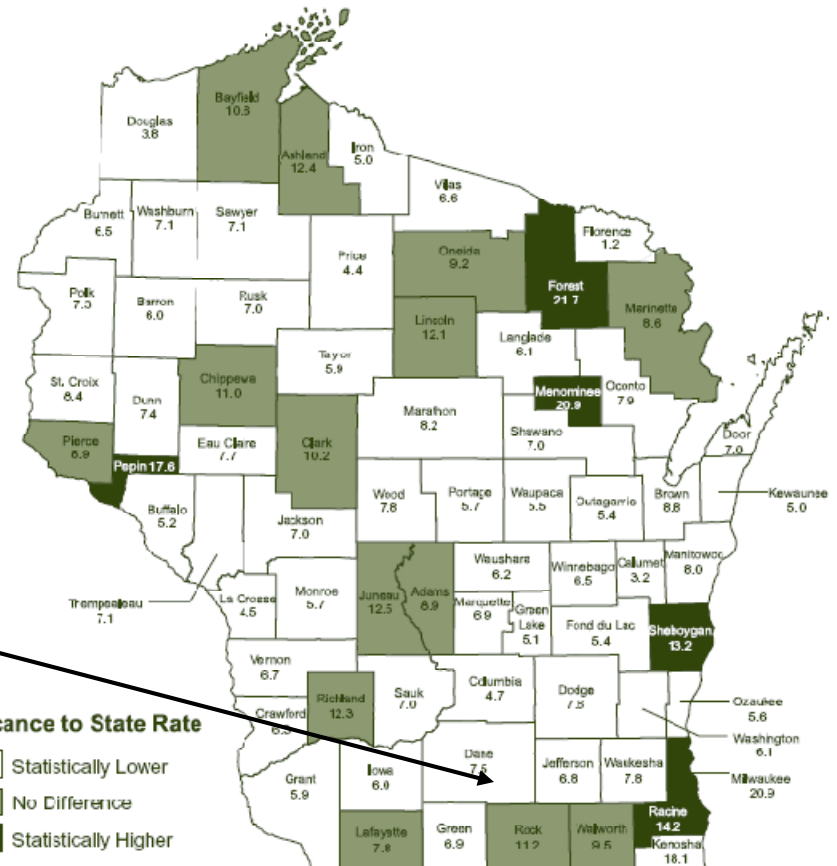
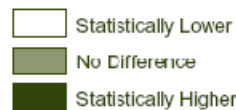
# Asthma

Overall State Rate: 10.4 per 10,000 Population

**Rock County asthma rates are similar to the state.**

**11.2 / 10,000 population**

**Significance to State Rate**



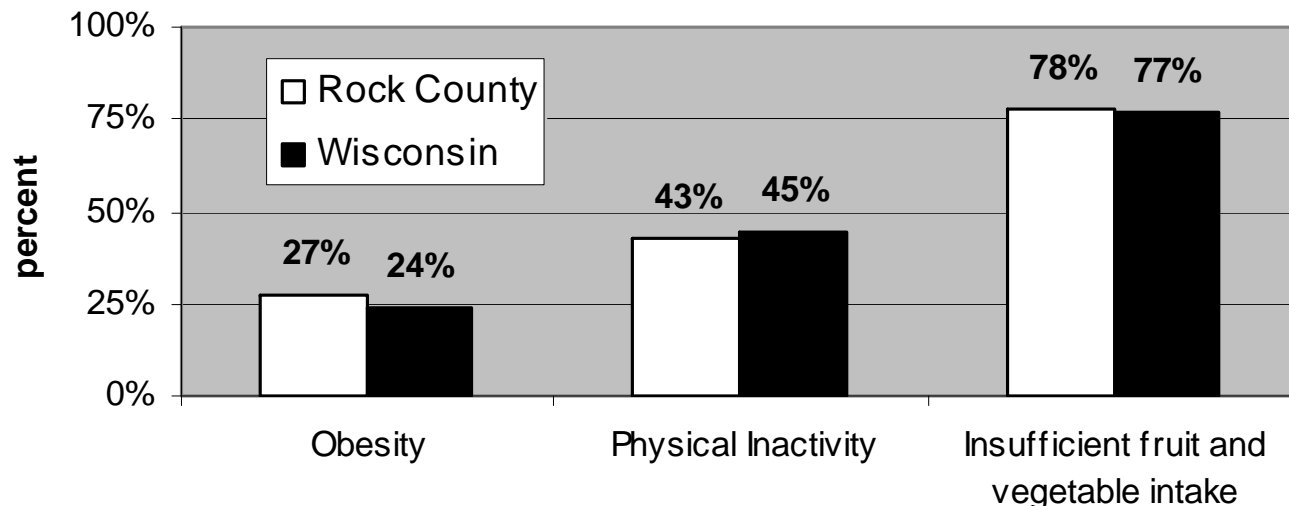


# Overweight, Obesity, Lack of Exercise

**More than 1 out of 2 (57%) of adults  
in Rock County are overweight and/or obese.  
(Wisconsin = 62%)**

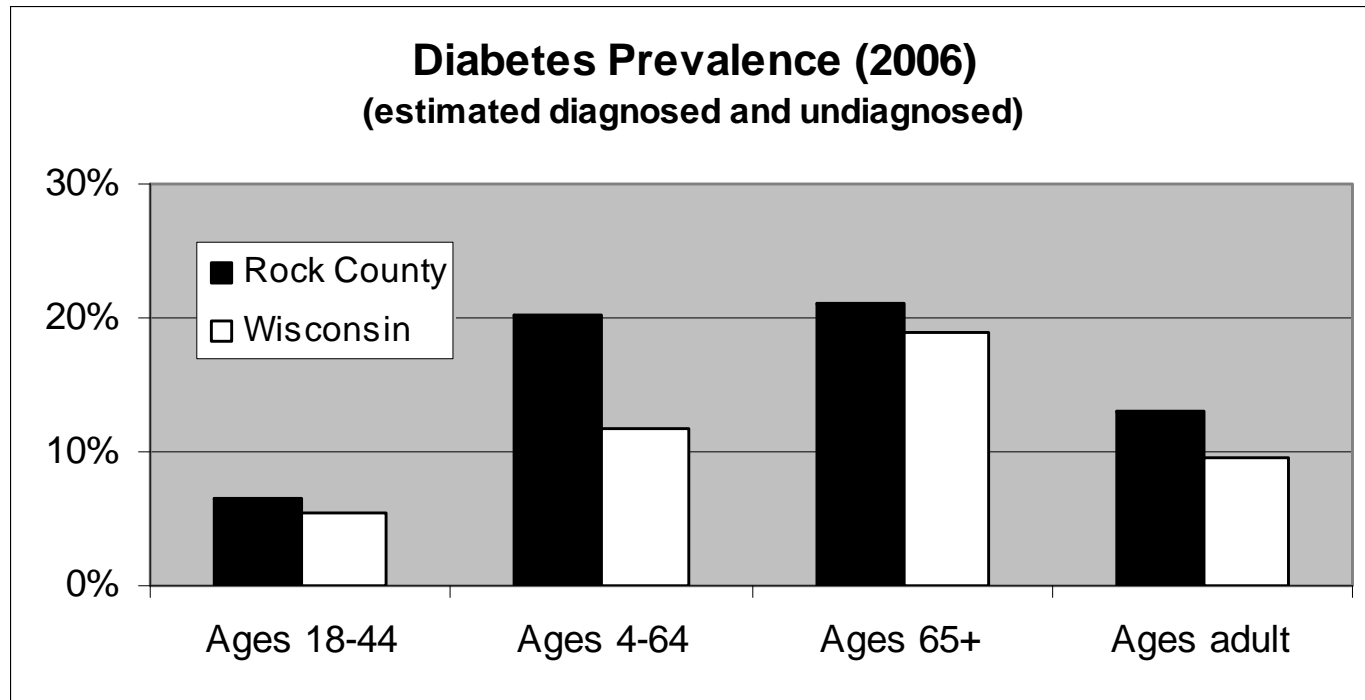


**Obesity, Exercise, and Nutrition**  
(Comparison Rock County and Wisconsin - 2008)





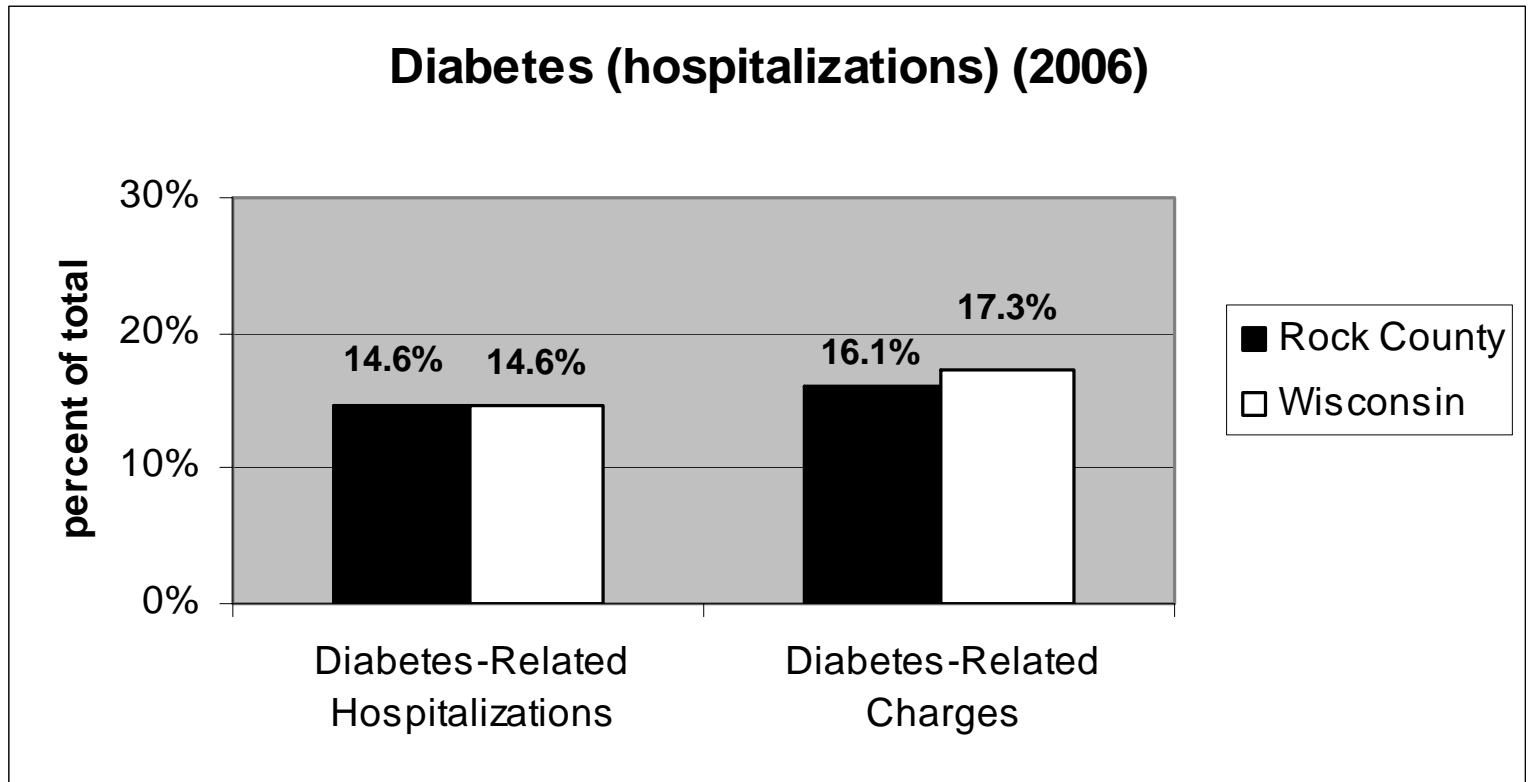
# Diabetes (Prevalence)



**Higher level of diagnosed and undiagnosed diabetes in Rock County than in Wisconsin**



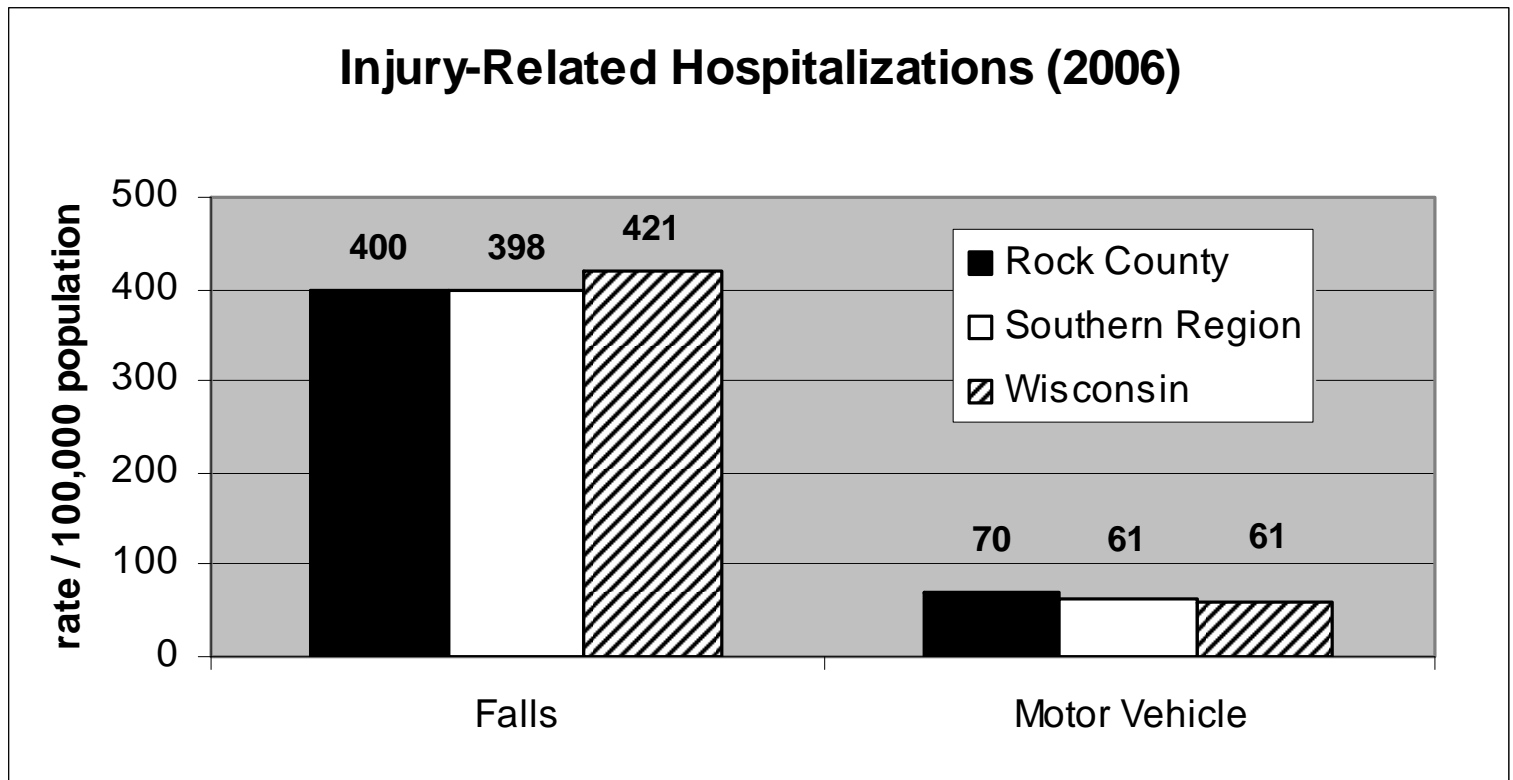
# Diabetes (Hospitalizations)





# Intentional / Unintentional Injuries

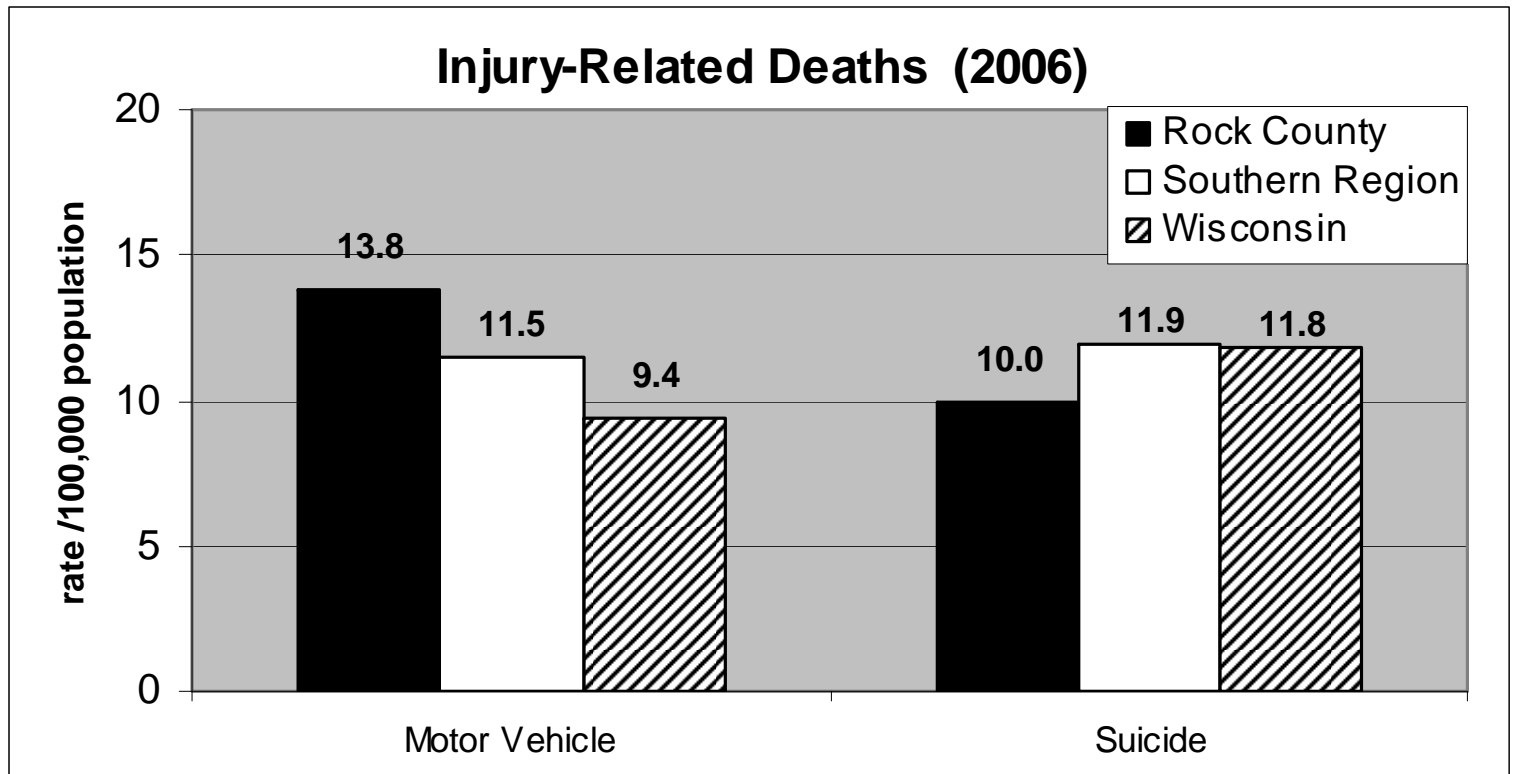
(Hospitalizations) (Rate / 100,000 population)





# Intentional / Unintentional Injuries

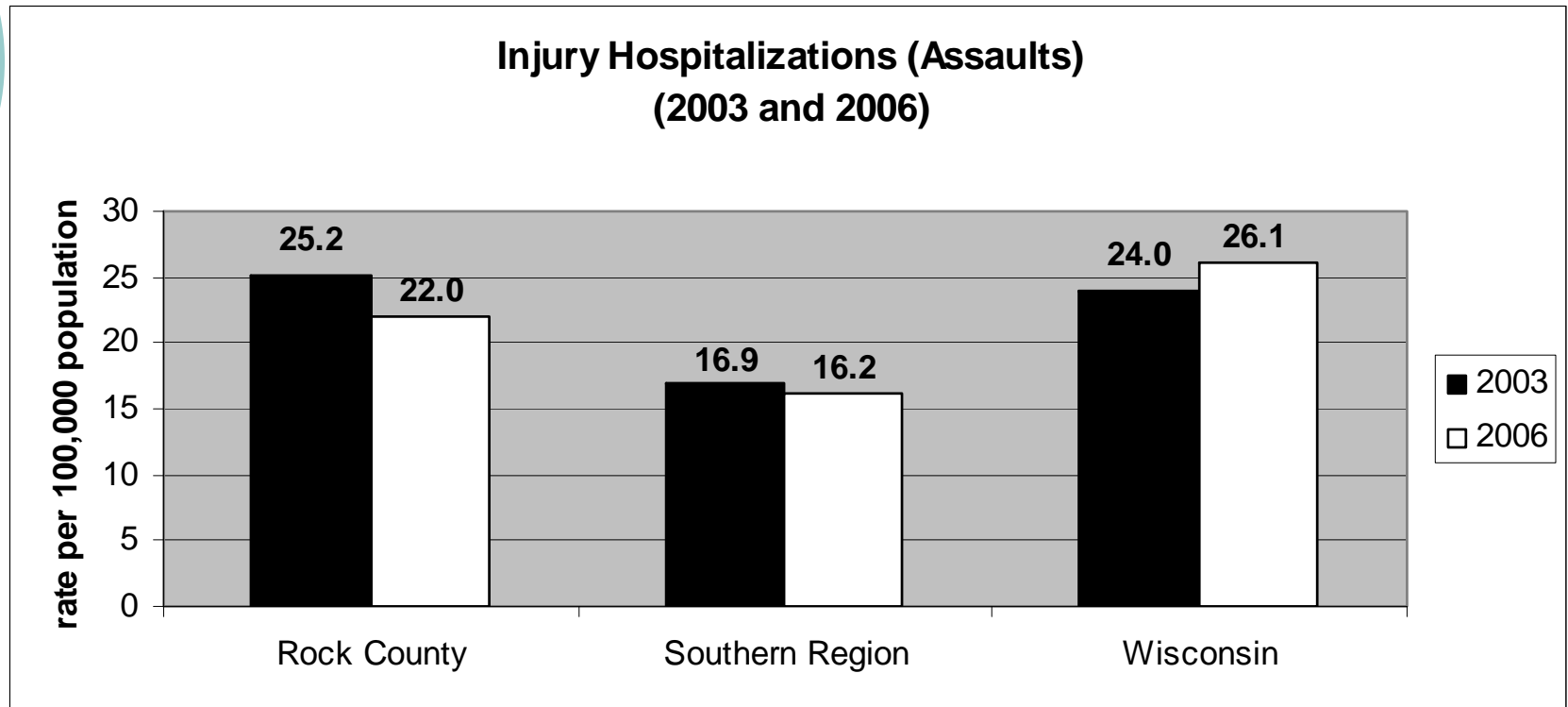
(Deaths) (Rate / 100,000 population)



From 2004-2006, 58 deaths in Rock County from suicide or intentional self-harm.



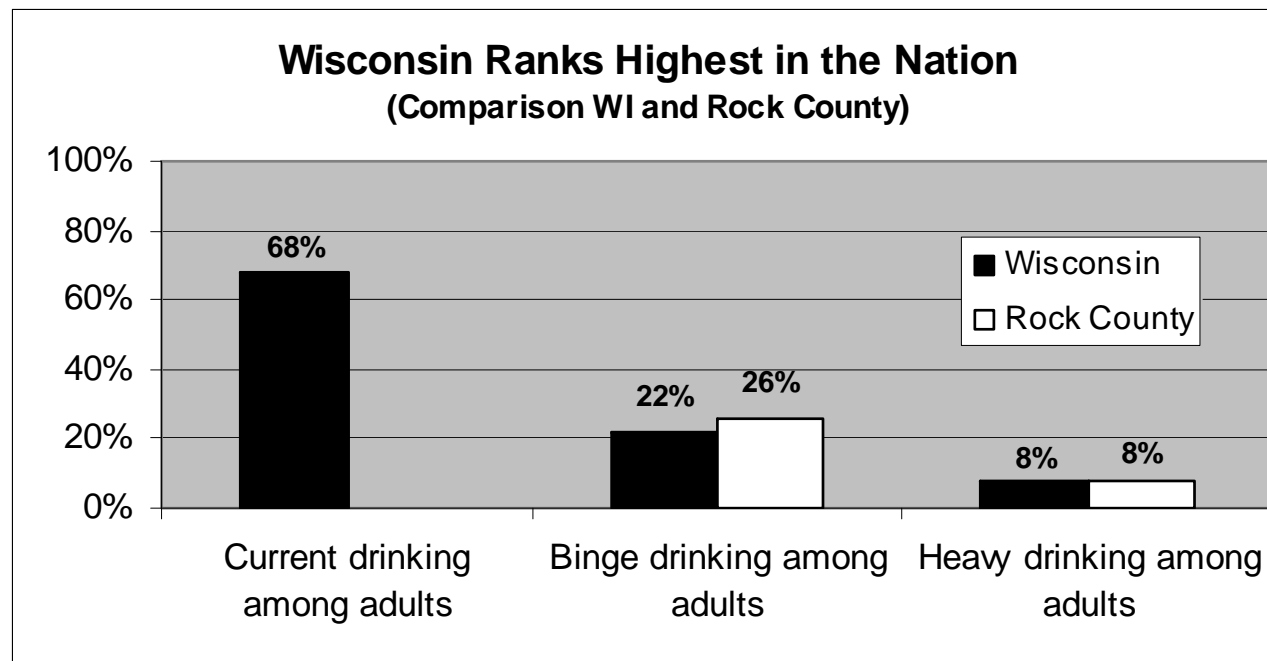
# Health Impacts of Violent Crime





# Alcohol Use

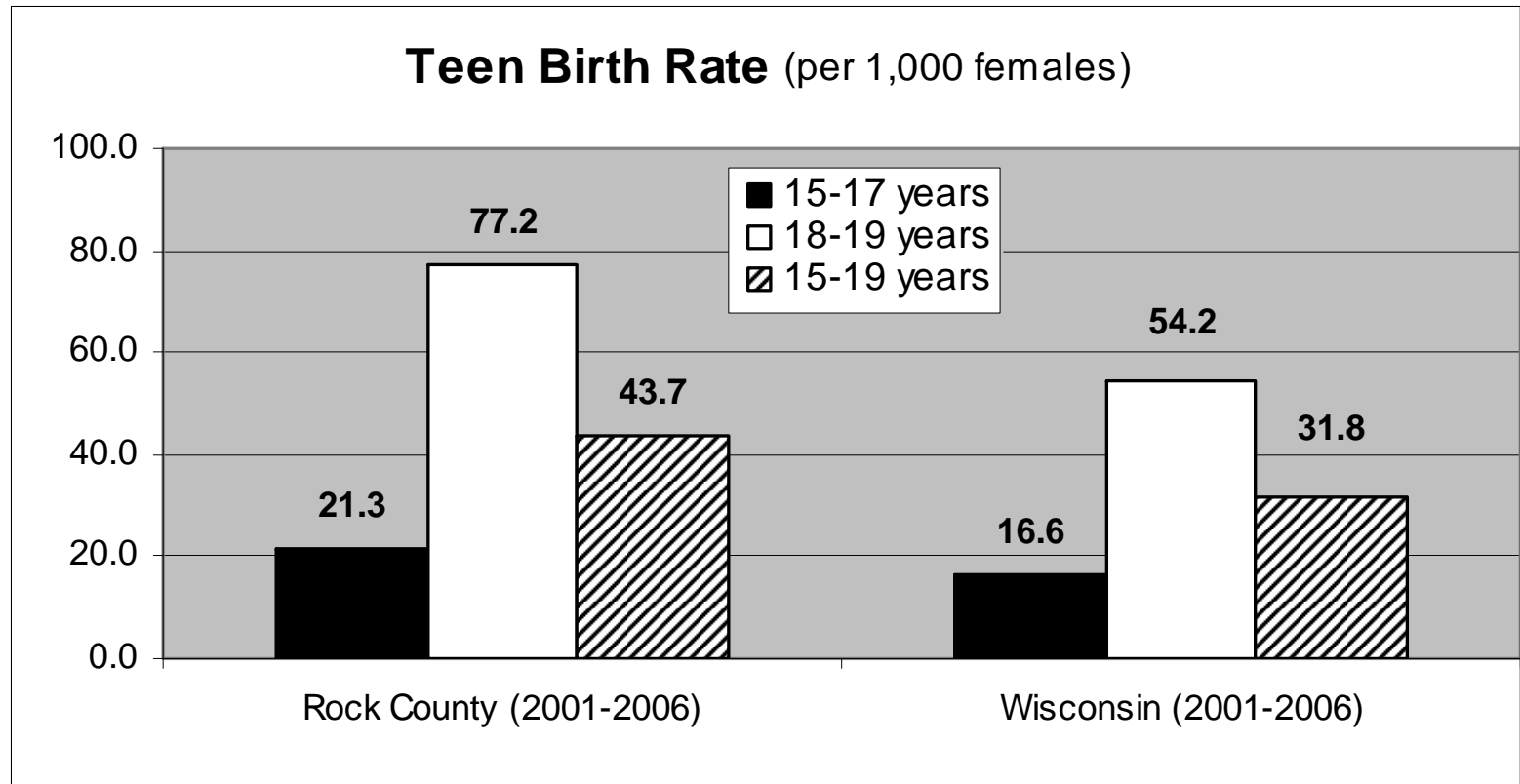
## WISCONSIN ALCOHOL USE IS HIGHEST IN THE NATION



Source: WI data: UW-Pop Health Institute (2008);  
RC data: [www.dhfs.wisconsin.gov/wish](http://www.dhfs.wisconsin.gov/wish) (2004-2006)



# Teen Birth Rates

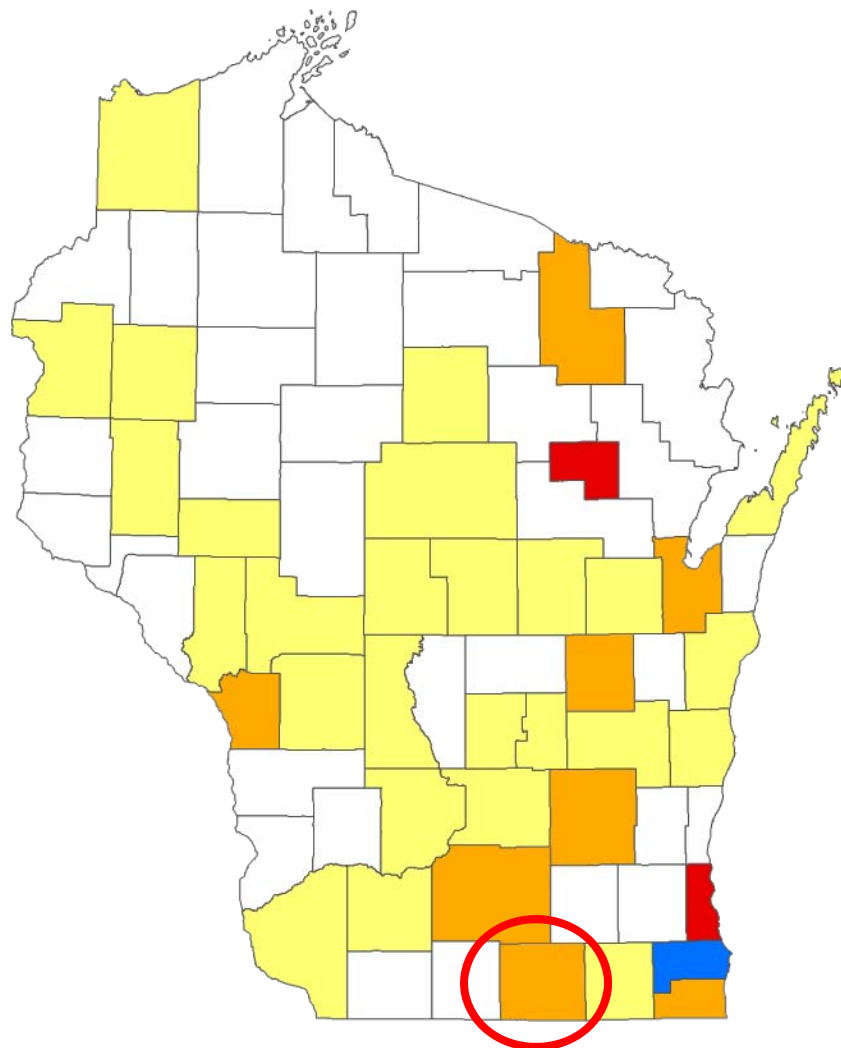




# Reported STD cases

(per 100,000 population) (2004)

## Rate\*





# Reported STD Cases (2004)

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Counties with rates (per 100,000 population) >400 cases

County	Cases	Percent	Rate*
Milwaukee	15,740	52.2%	1,720
Menominee	66	0.2%	1,436
Racine	1,352	4.5%	689
<b>Rock</b>	<b>863</b>	<b>2.9%</b>	<b>542</b>
Kenosha	801	2.7%	494
La Crosse	534	1.8%	488
Dane	2,117	7.0%	456
Dodge	405	1.3%	455
Brown	1,081	3.6%	450
Winnebago	684	2.3%	426
Forest	40	0.1%	404
Subtotal	23,683	78.5%	944
Other counties	6,470	21.5%	212
State total	30,153	100.0%	543





# Summary (Health Determinants)

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## In Rock County:

- Percentage of smoking mothers is high
- Asthma rates are the same as the state.
- Smoking related deaths are slightly higher than the state.
- Poor nutrition (insufficient fruit and vegetable consumption) is high.
- Overweight / obesity high.
- Diabetes and related hospitalizations high.
- Injury related motor-vehicle deaths higher than Southern Region and WI.
- Rock County and Wisconsin adult alcohol-use rates are high in comparison to the nation.
- Teen birth rates for all teens is higher than the state.
- Rock County is one of the ten counties with more than 400 reportable cases of STDs.
- Injury hospitalizations (assaults) higher than the Southern Region





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# Health Determinants Physical Environment



# Physical Environment Indicators

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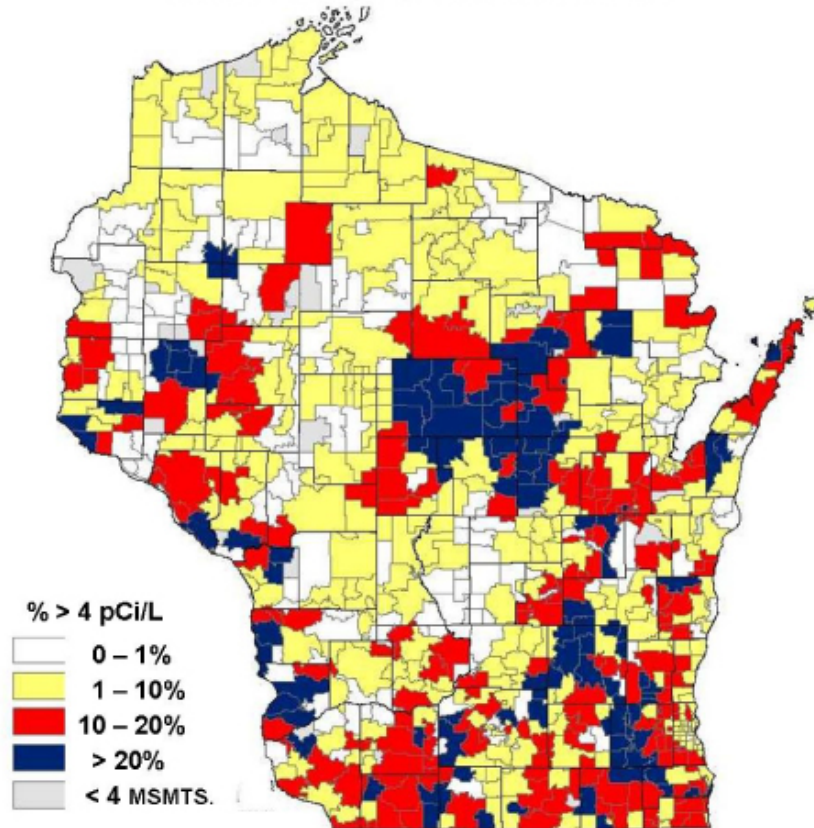
- Cancer Risk
- Respiratory Hazard Index
- Fine particulate matter in air
- Ozone level
- Nitrates in water
- Housing w/ increased lead risk
- Lead poisoned children
- Method of Commuting

**For Physical Environment Indicators of health, Rock County ranks last (73<sup>rd</sup>) in the state.**



# Physical Environment - Radon

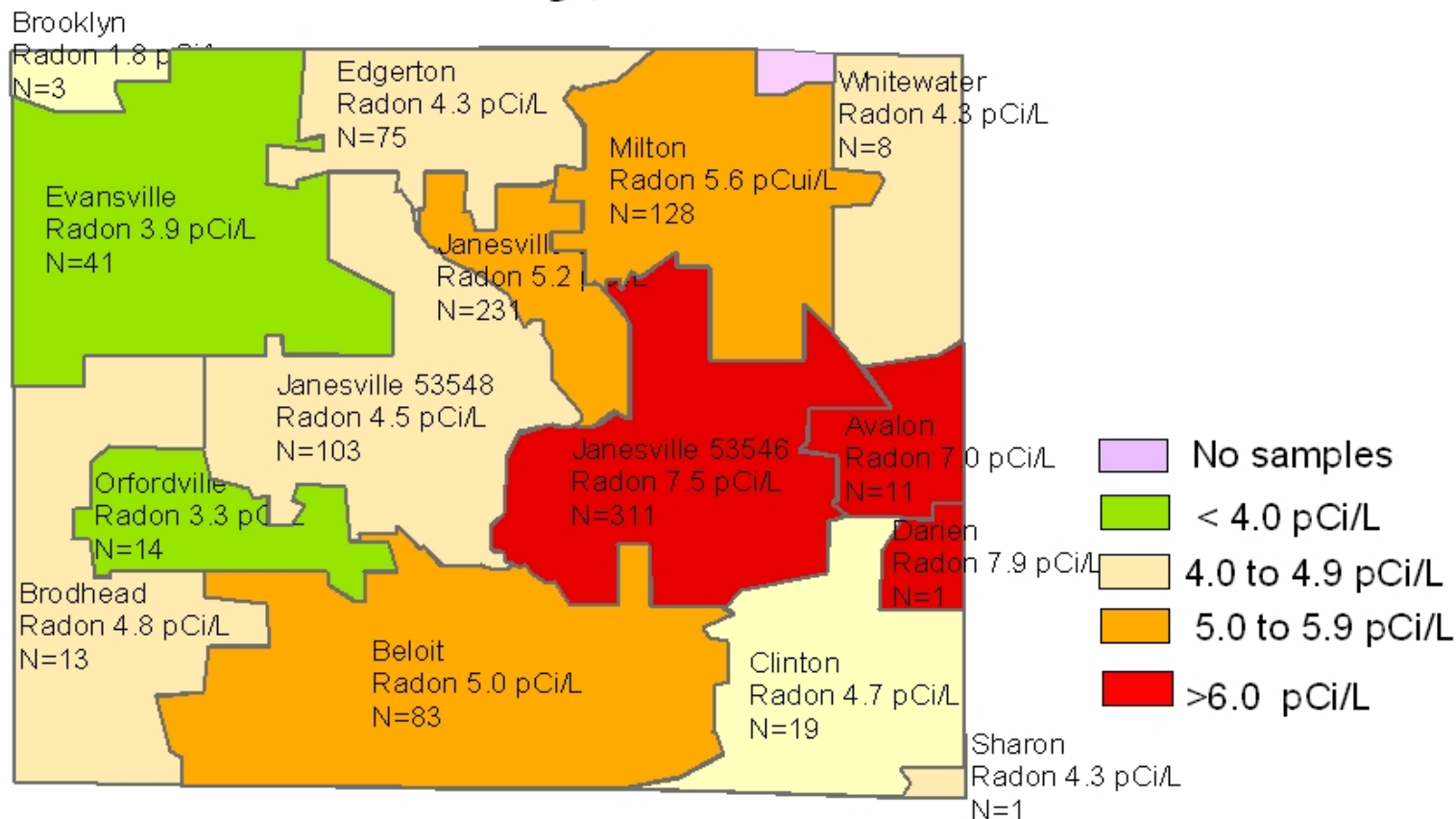
ESTIMATED PERCENTAGES OF HOMES WITH  
RADON > 4 pCi/L, MAIN FLOOR YEAR AVERAGE  
BY ZIP CODES; 87,000 MEASUREMENTS





# Radon Indoor Air Testing Results

## Rock County, Wisconsin



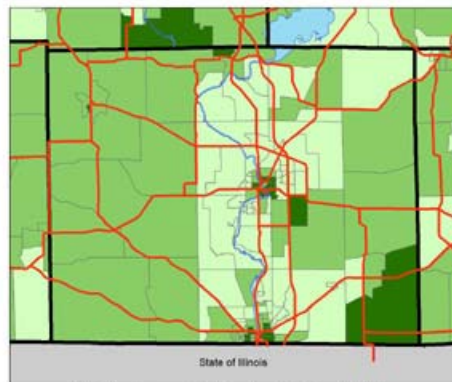
Map depicts average indoor air radon concentrations by zipcode, based on test kit results. Levels greater than 4 pCi/L exceeds EPA standards. Data thru 2007.





# Physical Environment – Lead

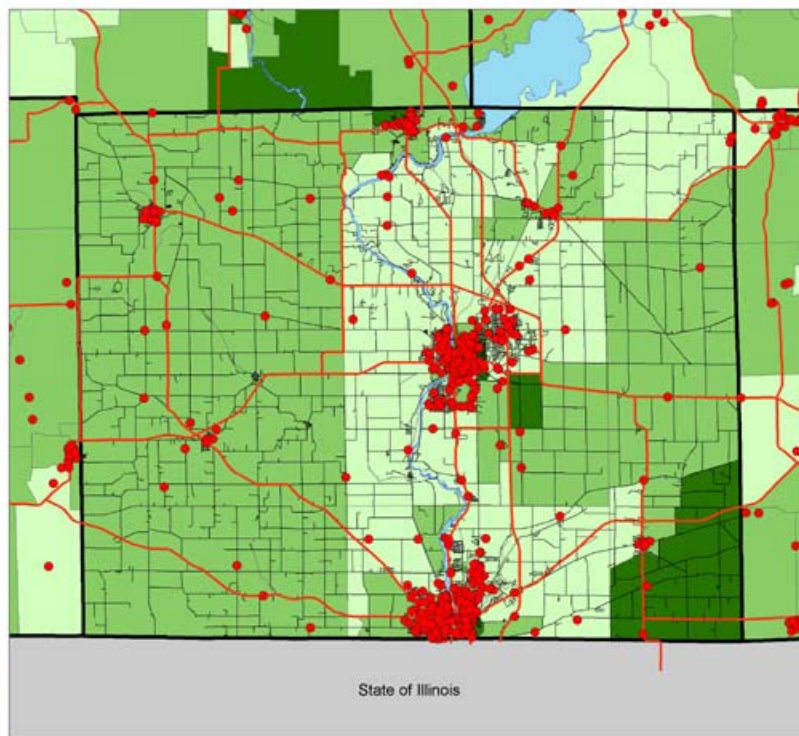
## Lead Poisoning in Wisconsin: Where Children Live Makes a Difference



Variation in percent of housing built prior to 1950.



Locations of children who were tested (white dots) for lead poisoning, 1995 - 2001.



Locations of children with lead poisoning (red dots indicate those with blood lead levels greater than or equal to 10 micrograms per deciliter), 1995 - 2001 test results.



Percent of Housing  
Built Prior to 1950

0 - 33

34 - 66

67 - 100

⚡ Roads

⚡ Highways

⚡ County Boundary


⚡ Water



Rock County

Source: Wisconsin Department of Health and Family Services,  
Division of Public Health, Childhood Lead Poisoning Prevention  
Program; Housing data from 2000 U.S. Census Bureau.





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For more information,  
contact the Rock County Health Department at:

Website: <http://www.co.rock.wi.us/Dept/Health/Health.htm>

Email: [RCHealthDept@co.rock.wi.us](mailto:RCHealthDept@co.rock.wi.us)

Telephone: 608-757-5440



**Rock County Community Health Needs Assessment**  
**Survey Data Summary**  
**(N = 585) 2009**

<p style="text-align: center;"><b>How much of a problem are the following health-related issues for Rock County?</b></p> <p style="text-align: center;">(average / mean)</p> <p style="text-align: center;">Rating Scale: 1= Not at all, 2= Slight, 3 = Moderate, 4 = Serious, 5 = Very Serious</p>		
<b>Health Issues</b>	<b>ONLINE Survey</b> (N = 447)	<b>Paper Survey</b> (N = 138)
<b>1. Cost of Health Care</b>	<b>2.84</b>	<b>3.38</b>
<b>2. Cost of Prescription Drugs</b>	<b>2.65</b>	<b>3.26</b>
<b>3. Cost of Dental Care</b>	<b>2.67</b>	<b>3.55</b>
<b>4. Violence (i.e. abuse)</b>	<b>1.09</b>	<b>2.27</b>
<b>5. Tobacco Use or Exposure</b>	<b>1.62</b>	<b>2.37</b>
<b>6. Alcohol or Other Drug Use</b>	<b>1.30</b>	<b>2.14</b>
<b>7. Enough Nutritious Food</b>	<b>1.56</b>	<b>2.04</b>
<b>8. Mental Health</b>	<b>1.75</b>	<b>2.32</b>
<b>9. A person with a Disability</b>	<b>1.41</b>	<b>2.13</b>
<b>10. Overweight / Obesity</b>	<b>2.31</b>	<b>2.66</b>
<b>11. Lack of Physical Activity</b>	<b>2.24</b>	<b>2.59</b>
<b>12. Unintentional Injuries (falls or burns)</b>	<b>1.33</b>	<b>2.02</b>
<b>13. Illness Because of Aging</b>	<b>1.50</b>	<b>2.04</b>
<b>14. Caregiver Support</b>	<b>1.39</b>	<b>1.92</b>
<b>15. Non-medical prescription drug use</b>	<b>1.19</b>	<b>1.89</b>
<b>16. Thoughts About / Plan Suicide</b>	<b>1.09</b>	<b>2.11</b>
<b>17. STDs</b>	<b>1.07</b>	<b>2.03</b>
<b>18. Transportation</b>	<b>1.26</b>	<b>1.98</b>

**The most serious health-related issues identified by survey respondents were associated with:**

- 1.) Costs related to health care, prescription drugs, and dental care**
- 2.) Wellness (Overweight / Obesity and lack of physical activity)**
- 3.) Tobacco Use and Exposure**
- 4.) Mental Health**



<b>In Rock County, how easy or difficult is it to get services for the following health-related issues?</b> <b>(average / mean)</b> Rating Scale: 1 = Very Easy, 2= Easy, 3 = Neither, 4 = Difficult, 5 = Very Difficult		
<b>Health Issues</b>	<b>ONLINE Survey</b> (N = 447)	<b>Paper Survey</b> (N = 138)
<b>Alcohol and other Drug Abuse</b>	<b>4.73</b>	<b>2.89</b>
<b>Mental Health</b>	<b>4.47</b>	<b>2.76</b>
<b>Dental Health</b>	<b>3.36</b>	<b>2.61</b>
<b>Physical Health</b>	<b>3.02</b>	<b>2.34</b>
<b>Vision</b>	<b>3.19</b>	<b>2.42</b>
<b>Hearing</b>	<b>3.57</b>	<b>2.39</b>

- Online Survey: Percent that responded “Don’t know or not sure”
  - Alcohol and other Drug Abuse (56.6%)
  - Hearing (43.1%)
  - Mental Health (41.2 %)
  - Vision (19.9%)
  - Physical Health (16.2%)
  - Dental Health (15.4%)
- Paper Survey: Percent that responded “Don’t know or not sure”
  - Alcohol and other Drug Abuse (47.1%)
  - Mental Health (41.3 %)
  - Hearing (25.4%)
  - Dental Health (18.1%)
  - Vision (17.4%)
  - Physical Health (15.2%)

**Survey respondents indicated that they “did not know” or were “not sure” about available services related to health issues.**

**The top 3 health-related services that survey respondents were most unfamiliar with were:**

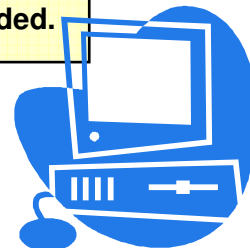
- 1.) Alcohol / Other Drug Abuse**
- 2.) Mental Health**
- 3.) Hearing**



<b>How do you find out about services and/or programs that are available in Rock County?</b> (percent responding "yes")		
<b>Source</b>	<b>ONLINE Survey</b> (N = 447)	<b>Paper Survey</b> (N = 138)
<b>Word-of-Mouth</b>	<b>74.3%</b>	<b>55.5%</b>
<b>Local Newspaper</b>	<b>54.6%</b>	<b>54.7%</b>
<b>Radio</b>	<b>24.1%</b>	<b>26.3%</b>
<b>Posters</b>	<b>15.0%</b>	<b>8.8%</b>
<b>Mail</b>	<b>21.8%</b>	<b>22.6%</b>
<b>Library</b>	<b>4.2%</b>	<b>15.3%</b>
<b>Local TV Station</b>	<b>12.6%</b>	<b>19.0%</b>
<b>Billboards</b>	<b>10.2%</b>	<b>2.9%</b>
<b>Internet</b>	<b>40.2%</b>	<b>13.1%</b>
<b>On the Bus</b>	<b>0.8%</b>	<b>2.9%</b>
<b>Shopping News</b>	<b>17.3%</b>	<b>17.5%</b>

Survey respondents indicated that they were most likely to find out about services or programs in Rock County via "word-of-mouth", "local newspaper", "radio", and "mail".

Respondents with higher incomes were likely to use the internet to find out the information that they needed.





What is the yearly household income?		
Income	ONLINE Survey (N = 447)	Paper Survey (N = 138)
Below \$12,762	0.7%	12.3%
\$12,763 - \$17,112	0.9%	10.7%
\$17,113 - \$21,462	0.5%	9.8%
\$21,463 - \$25,812	0.9%	11.5%
\$25,813 - \$30,162	2.8%	9.0%
\$30,163 - \$34,512	6.1%	8.2%
\$34,513 – \$74,499	42.8%	25.4%
More that \$75,000	45.2%	13.1%

A cross-section of respondents with varying household incomes responded to the survey.

Survey respondents were asked to identify health-related issues that they needed help with right now: The most common responses were: (not listed in any order of priority)

- ❖ Affordable Insurance – dental care, health care
- ❖ Allergies/asthma
- ❖ Diabetes
- ❖ Heart Issues
- ❖ Smoking
- ❖ Stress
- ❖ Wellness (Healthy Eating/Weight Loss/Obesity/Exercising/Nutrition)