



October 2017

2017-2020 Rock County Community Health Assessment

2017-2020 CHA/CHIP Rock County, Wisconsin

Message to the Community

Traditionally, Rock County has valued community and collaboration. This is also true for the Health Equity Alliance of Rock County (HEAR). The organizations that make up HEAR have worked together for many years with one goal in mind: to make Rock County a healthier place to live, work, learn, play, and grow. In 2016, members of HEAR came together to revisit strategic planning. This process formalized their name, mission, vision, and values.

Mission HEAR is committed to health equity, through community collaboration, to ensure that Rock County reaches its full health potential.

Vision Rock County is a healthier place to live, work, learn, play, and grow.

Values

- Community
- Health & Well-being
- Equity
- Collaboration

Following this strategic planning, HEAR began to develop the 2017 Rock County Community Health Assessment (CHA). The HEAR group continues to work together to embrace a collective impact approach to ensure Rock County reaches its full health potential. We have found that conducting a CHA & Community Health Improvement Plan (CHIP) is best done through this collaborative process.

This 2017-2020 Rock County CHA builds on the collaborative process from previous Community Health Needs Assessments (CHNA), while combining new and valuable approaches for community engagement. The data presented represents community perceptions of the health of Rock County. This data was collected through a variety of methods, including: 2017 Rock County CHA survey, One-to-One Conversations, and Community Conversations. In addition, many local, state, and national data sources were examined to ensure a comprehensive approach was taken in the creation of the 2017-2020 Rock County CHA & CHIP.

HEAR welcomes the opportunity to further collaborate with the community to improve the health of Rock County. Anyone wishing to participate in the implementation of activities related to priority areas can contact HEAR at HEARcoordinator@co.rock.wi.us.

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Acknowledgements

We would like to extend a special thank you to all who participate in HEAR. These partners are working to make Rock County a healthier place to live, work, learn, play, and grow.

Aging and Disability Resource Center of Rock County

Beloit Health System

Building a Safer Evansville (BASE)

Children's Hospital- Exchange Family Resource Center

Community Action, Inc.

Community Health Systems, Inc.

Community Link

Edgerton Hospital

HealthNet of Rock County

Healthy Edgerton

Janesville Mobilizing 4 Change

Mercy Health

Rock County Criminal Justice System Planner/Analyst

Rock County Human Services

Rock County Public Health

Rock County Supervisors

Rock-Walworth Comprehensive Family Services Head Start/Early Head Start

School District of Beloit

Second Harvest

South Central Wisconsin Area Health Education Center

SSM Health

United Way Blackhawk Region

University of Wisconsin Extension

Youth 2 Youth 4 Change



Demographics of Rock County



Geography

Rock County is centrally located in the southern part of Wisconsin; its county seat is Janesville. According to the 2015 estimated census, the population was 161,488, making it the ninth largest county in Wisconsin. The Rock River bisects the county from north to south giving it its name. The county is surrounded by Chicago, Illinois (80 miles southeast); Milwaukee, Wisconsin (70 miles east); and Madison, Wisconsin (30 miles north).

Rock County has extensive park and open space networks, including portions of the Ice Age National Scenic Trail, a statewide trail commemorating the Wisconsin's geologic history. Additionally, the Rock River offers opportunities for recreation, land preservation, and highly-valued residential, commercial, and industrial development. Historic and modern neighborhoods, comprising single and multi-family residences, are interspersed throughout the county's cities and urban areas. The county is surrounded by vibrant rural communities and burgeoning urban areas.

Cities: Beloit, Brodhead (partial), Edgerton (partial), Evansville, Janesville (county seat), Milton

Villages: Clinton, Orfordville, Footville

Towns: Avon, Beloit, Bradford, Center, Clinton, Fulton, Harmony, Janesville, Johnstown, La Prairie, Lima, Magnolia, Milton, Newark, Plymouth, Porter, Rock, Spring Valley, Turtle, Union

Unincorporated communities: Afton, Anderson, Avon, Avalon, Bergen, Cainville, Center, Charlie Bluff, Cooksville, Coopers Shores, Crestview, Emerald Grove, Fairfield (partial), Foxhollow, Fulton, Indianford, Johnstown Center, Koshkonong (partial), Leyden, Lima Center, Magnolia, Maple Beach, Newark, Newville, Porters, Shopiere, Stebbinsville, Tiffany, Union



Population

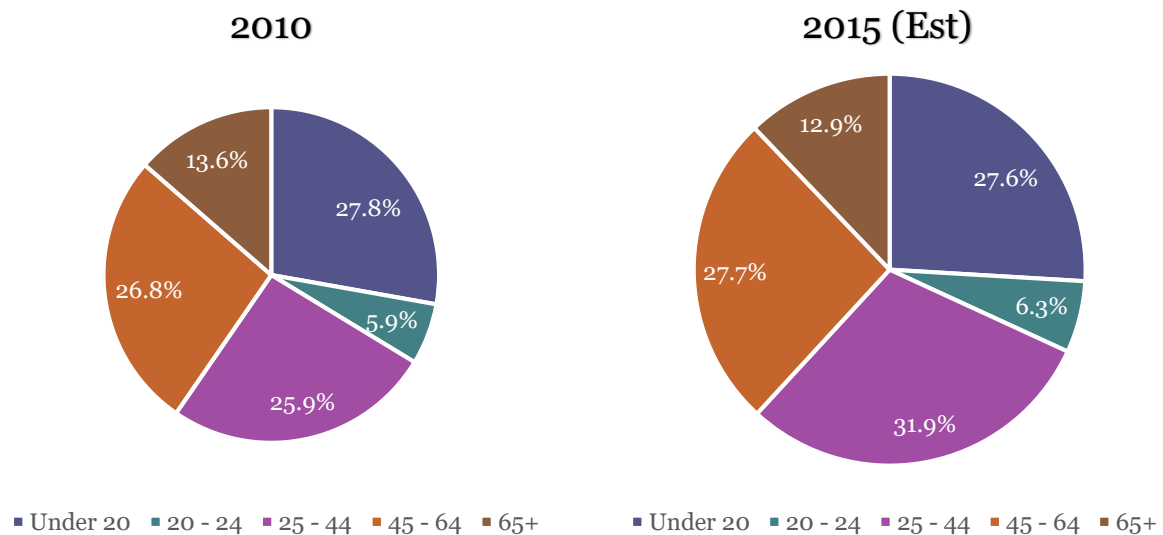
Current population of Rock County is 161,448 (2015 Est.).

According to 2015 data from the U.S. Census Bureau, Rock County had the following demographic compositions:

Race & Ethnicity

Population by Race & Ethnicity	2010	2015 (Est)
White	87.7%	90.1%
Hispanic/Latino	7.00%	8.10%
Black or African American	5.0%	3.5%
Other	3.7%	1.2%
Two or more races	2.3%	3.8%
Asian	1.0%	1.2%
American Indian and Alaska Native	0.3%	0.2%

Age Distribution



**Median Age of Rock County
Residents in 2015: 38.9 years**

For additional information specific to questions asked in the 2017 Rock County CHA Survey regarding orientation and identification of Rock County residents please see Appendix B.

Source: U.S. Census Bureau, American Community Survey, 2010 and 2011-2015 5-year Estimates

Why Place Matters?

Place—where a person lives, works, learns, plays and grows—matters when it comes to health outcomes. Place determines what resources and opportunities are available for good health, including safe streets, good schools, and well-paying jobs. Place can also influence exposure to factors that harm health, including crime and violence, air pollution, and access to healthy foods. Health outcomes are greatly shaped by the opportunity to live in a community that has resources and amenities to support good health.



Source: <http://www.enterprisecommunity.org/research-and-resources/opportunity360>

Community Health Assessment Process



Source: <http://www.countyhealthrankings.org/resources/take-action-cycle>

For the 2017-2020 Rock County CHA a variety of sources, including community input and secondary data were included to understand what affects the health of Rock County.

The community input used in the 2017-2020 Rock County CHA includes: 2017 Rock County CHA survey, One-to-One Conversations, and 12 Community Conversations focusing on input from urban, rural, low income and minority populations.

The secondary data comes from a variety of sources gathered through the *County Health Rankings*. These measures incorporate the *Core Data Set* recommended by the Wisconsin Association of Local Health Departments and Boards (WALHDAB).

Below are word clouds expressing common themes from One-to-One Conversations and Community Conversations. The larger the word in the visual, the more commonly the word was expressed.

One-to-One Conversations

[illegible]

Community Conversations

[illegible]

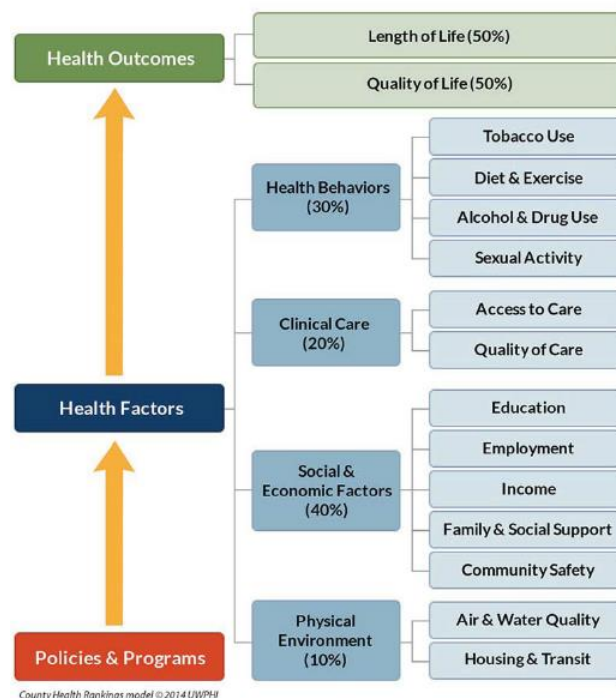
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Factors Affecting Health Outcomes

Many factors contribute to the health of a community. *County Health Rankings* builds on the work of *America's Health Rankings*, focusing on measures of health for most counties in the nation and ranking them within states.

County Health Rankings uses a variety of state and national data sources to compile measures that are standardized and weighted scientifically to inform rankings specific to each county.

The illustration on the right outlines the *County Health Rankings* framework, which accounts for the many aspects that contribute to population health and health outcomes.



Source: <http://www.countyhealthrankings.org/resources/county-health-rankings-model>

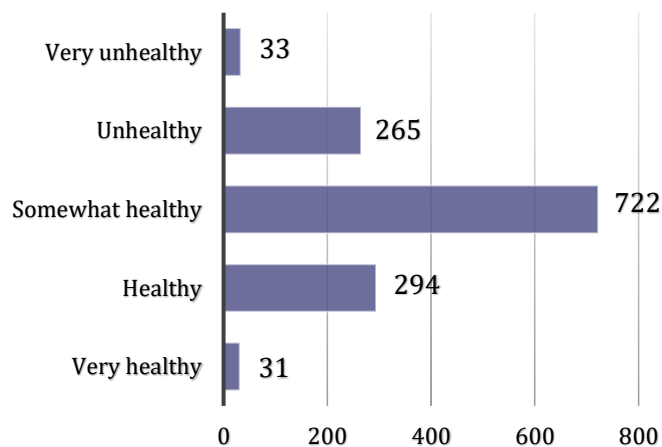
What Does the Community Say?

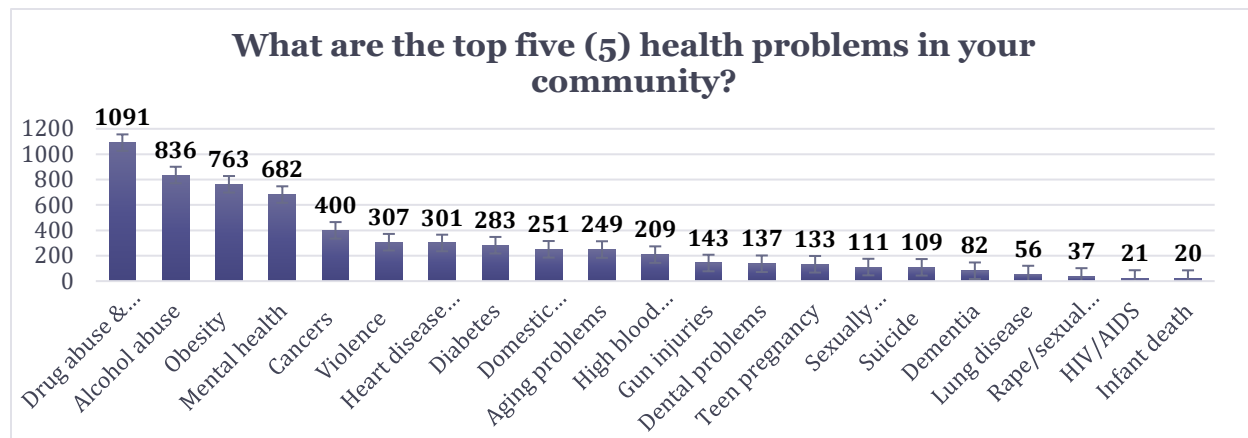
HEAR conducted a CHA survey to better understand the health concerns and needs in Rock County. They invited anyone that lives, works, learns, or plays in Rock County to take the survey. The information obtained was used in the development of an action plan to help ensure that Rock County reaches its full health potential.

Throughout this report results from the survey will be displayed under the title "What does the community say?" The full results from the 2017 Rock County CHA survey can be found in Appendix B.

How would you rate the overall Health of Rock County?

Total Responses= 1,345



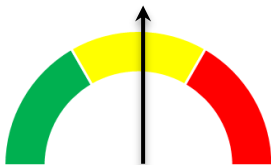


Key Findings from the Data

Based on data from the County Health Rankings, Rock County has health indicators that fall below and above the State of Wisconsin average. Throughout the report there are speedometers indicating if Rock County rates are below, average or above the State of Wisconsin rates.



An arrow in the green indicates that data calculated for Rock County was better than State data.



An arrow in the yellow indicates that data calculated for Rock County was the same as State data.



An arrow in the red indicates that data calculated for Rock County was worse than State data.

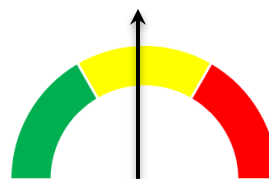
Health Behaviors

Health Behaviors are a combination of knowledge, practices, and attitudes that contribute to motivate the actions we take regarding health.

Adult Smoking (2017)

Percentage of adults who are current smokers

Rock County	16%
Wisconsin	16%



Adult Obesity (2017)

Percentage of adults that report a BMI of 30 or more

Rock County	37%
Wisconsin	30%



Food Environment Index (2017)

Index of factors that contribute to a healthy food environment, 0 (worst) to 10 (best)

Rock County	7.5
Wisconsin	8.0



Physical Inactivity (2017)

Percentage of adults age 20 and over reporting no leisure-time physical activity

Rock County	22%
Wisconsin	20%



Access to Exercise Opportunities (2017)

Percentage of population with adequate access to locations for physical activity

Rock County	87%
Wisconsin	81%



Excessive Drinking (2017)

Percentage of adults reporting binge or heavy drinking

Rock County	21%
Wisconsin	24%



Alcohol-Impaired Driving Deaths (2017)

Percentage of driving deaths with alcohol involvement

Rock County	39%
Wisconsin	37%



Sexually Transmitted Infections (2017)

Number of newly diagnosed chlamydia cases per 100,000 population

Rock County	411
Wisconsin	403



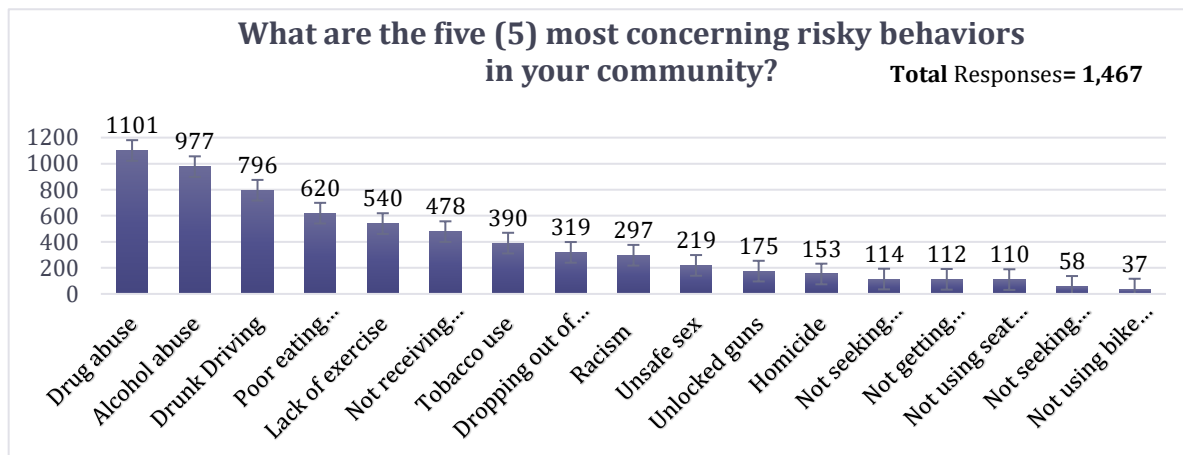
Teen Births (2017)

Number of births per 1,000 female population 15-19

Rock County	34
Wisconsin	24



What Does the Community Say?



Clinical Care

Clinical care refers to the access of appropriate medical interventions (preventive, symptom, treatment and curative care) and quality of care. Rock County has four hospitals, Beloit Memorial Hospital (Beloit), Edgerton Hospital (Edgerton), Mercy Health Hospital and Trauma Center (Janesville), SSM St Mary's (Janesville). Health care services may also be received for little or no cost from several community health centers, including, HealthNet and Beloit Area Community Health Center.

Primary Care Physicians (2017)

Ratio of population to primary care physicians

Rock County	1,750:1
Wisconsin	1,220:1



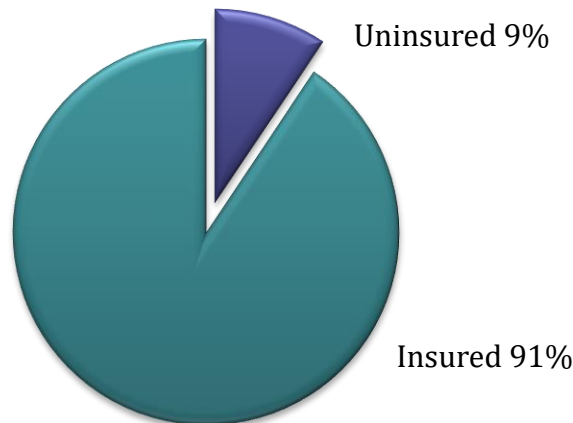
Mental Health Providers (2017)

Ratio of population to mental health providers

Rock County	730:1
Wisconsin	640:1



Rock County Adults Insurance Coverage 2017



Dentists (2017)

Ratio of population to dentists

Rock County	1,770:1
Wisconsin	1,560:1



Preventable Hospital Stays (2017)

Number of hospital stays for ambulatory-care sensitive conditions per 1,000 Medicare enrollees

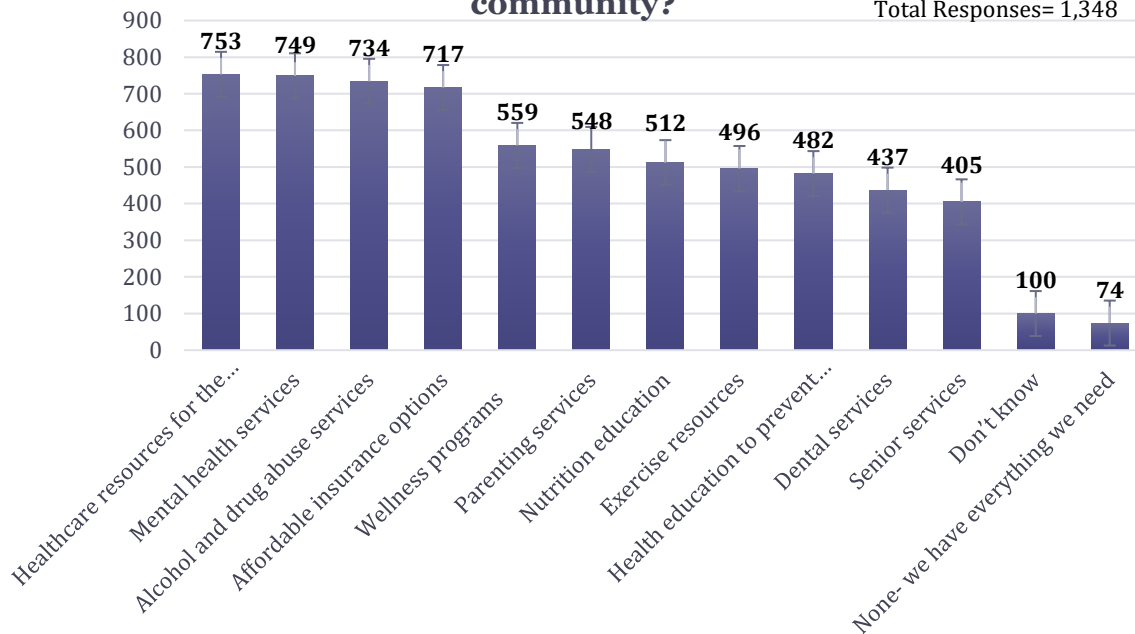
Rock County	56
Wisconsin	45



What Does the Community Say?

What healthcare, health education, health services or programs would you like to see offered in your community?

Total Responses= 1,348

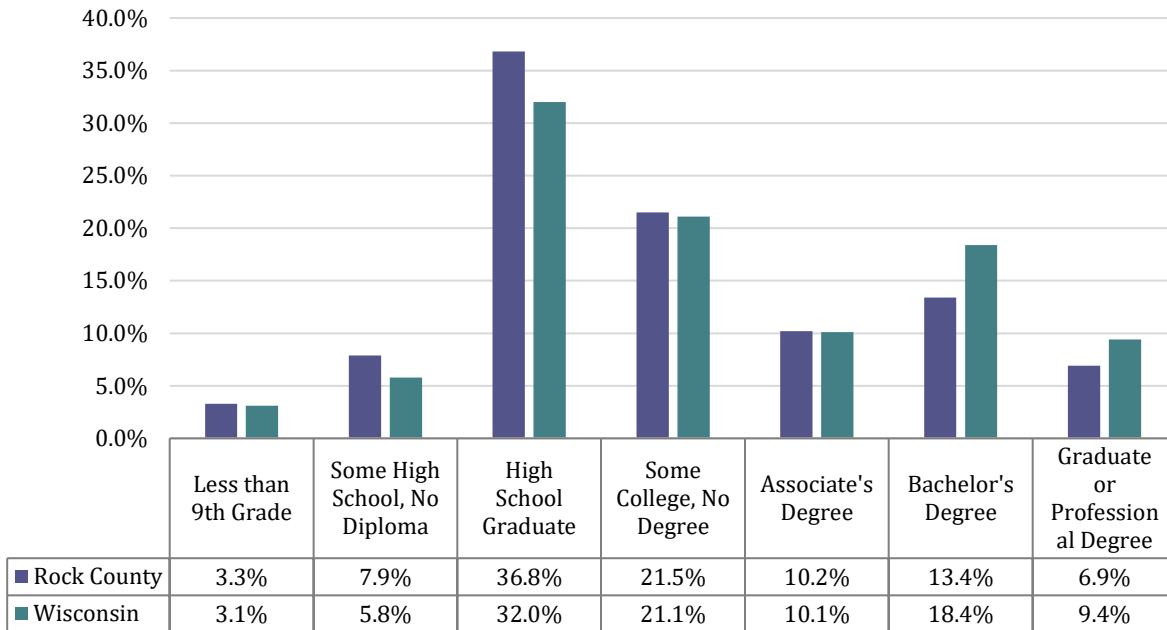


Social & Economic

Social and economic factors such as income, access to education and employment, social support networks, and safe communities have the greatest influence on health outcomes.

Educational Attainment

Educational Attainment
2015 (Ages 25+)



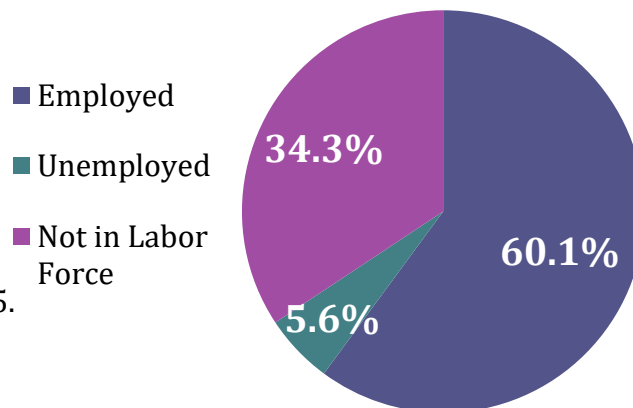
Income & Employment Status

Rock County median household income is lower than Wisconsin and National medians respectively.

Rock County: \$50,324
Wisconsin: \$53,357
United States: \$56,516

15% of Rock County Residents lived below the poverty level in 2015.

Employment Status of
Rock County, WI Residents 2015



Source: U.S. Census Bureau, American Community Survey, Selected Economic Characters, 2015

Violent Crime (2017)

Number of reported violent crime offenses per 100,000 population, 2017

Rock County	233:100,000
Wisconsin	283:100,000



Injury Deaths (2017)

Number of deaths due to injury per 100,000 population, 2017

Rock County	75:100,000
Wisconsin	69:100,000



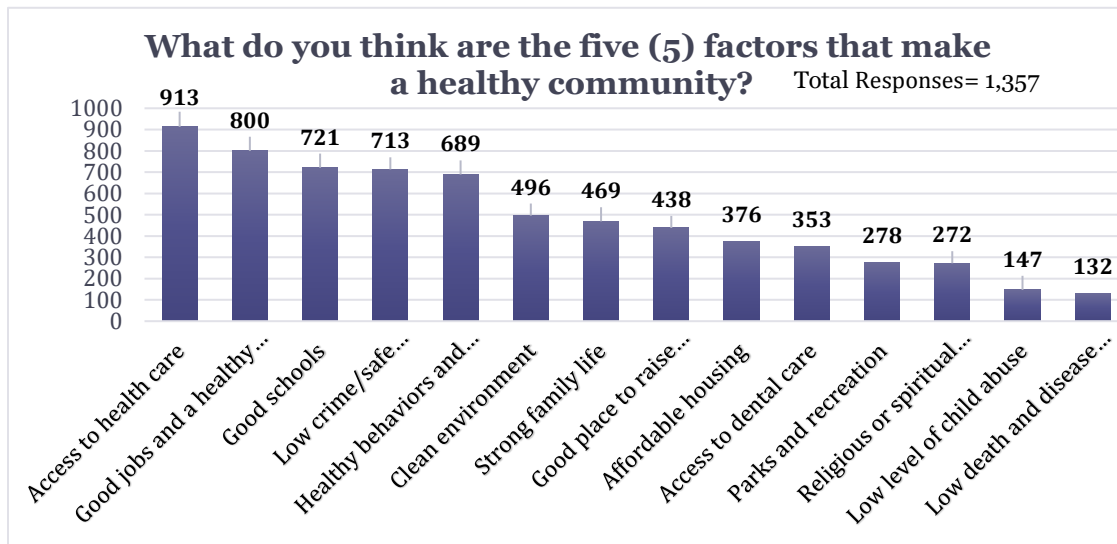
Children in Poverty (2017)

Percentage of children under age 18 in poverty, 2017

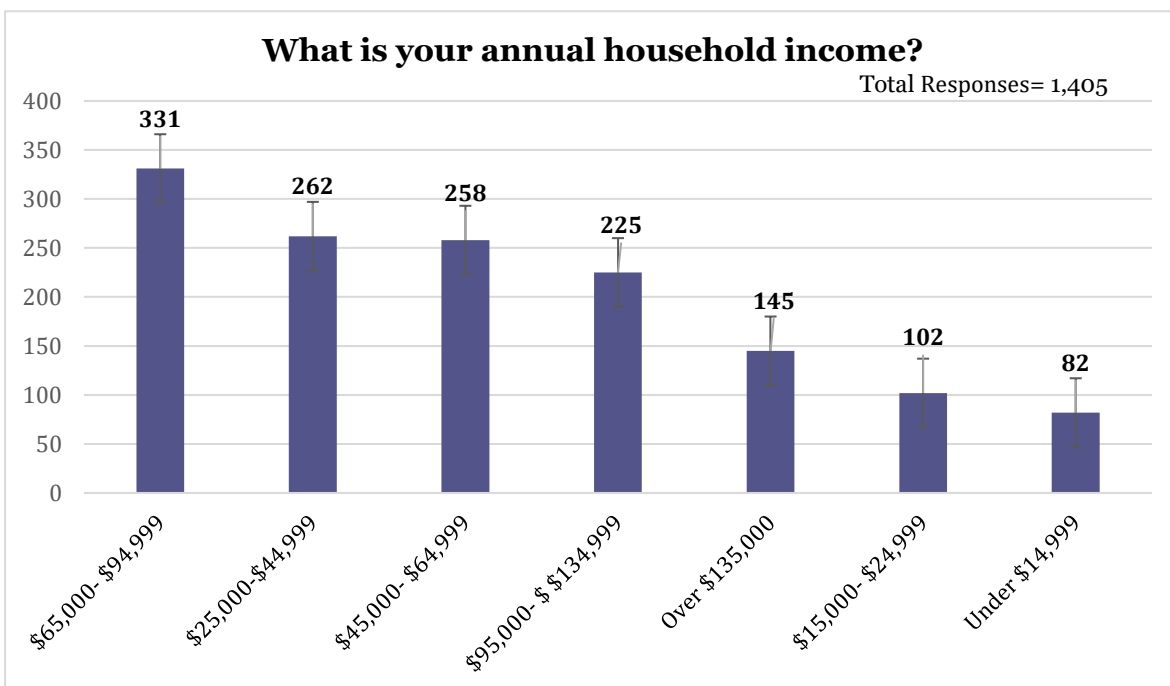
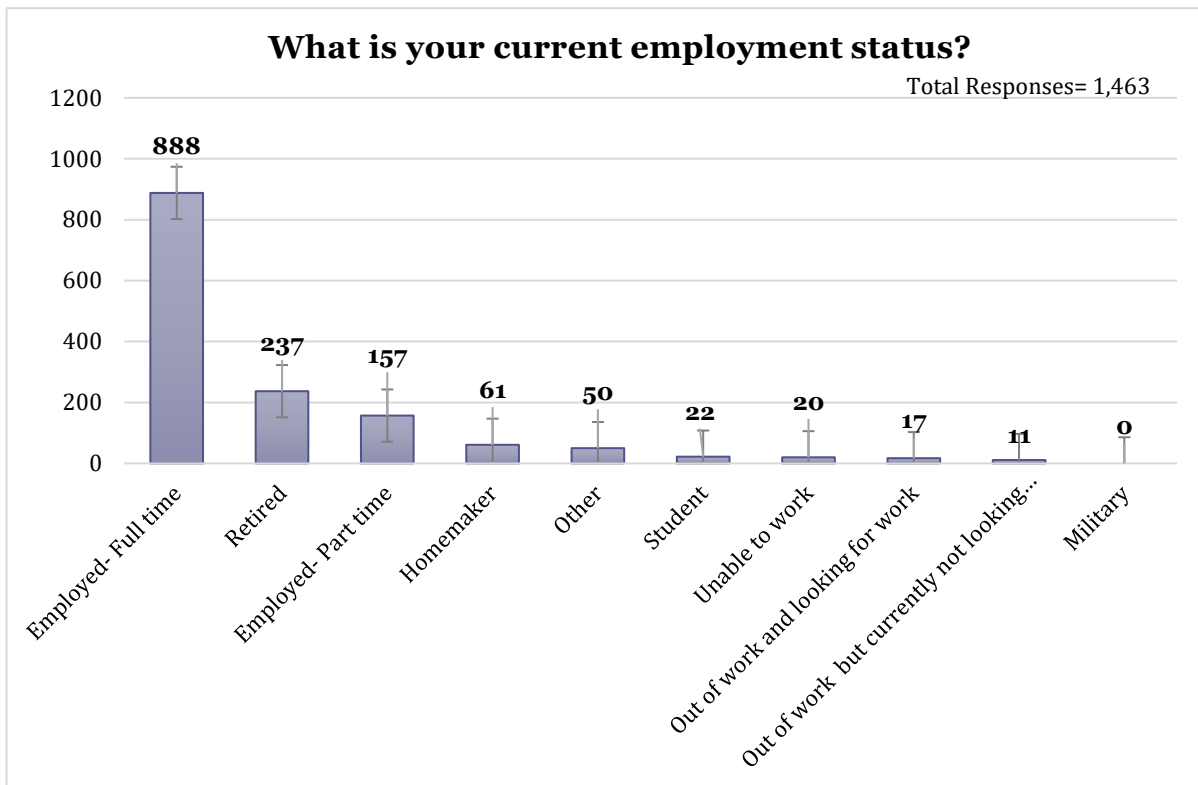
Rock County	20%
Wisconsin	12%



What Does the Community Say?



What Does the Community Say?



Physical Environment

The physical environment is defined as where we live, work, play, and grow. This influences the health of our community. Safe housing, clean water and air all impact health.

Air Pollution (2017)

Average daily density of fine particulate matter in microgram per cubic meter

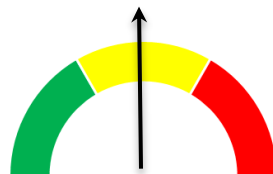
Rock County	10.7
Wisconsin	9.3



Severe Housing Problems (2017)

Percentage of households with at least 1 of 4 housing problems; overcrowding, high housing costs, or lack of kitchen or plumbing facilities

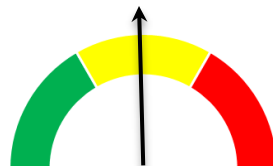
Rock County	16%
Wisconsin	16%



Driving Alone to Work (2017)

Percentage of the workforce that drives alone to work

Rock County	82%
Wisconsin	81%



Long Commute-Driving Alone (2017)

Among workers who commute in their car alone, the percentage that commute more than 30 minutes

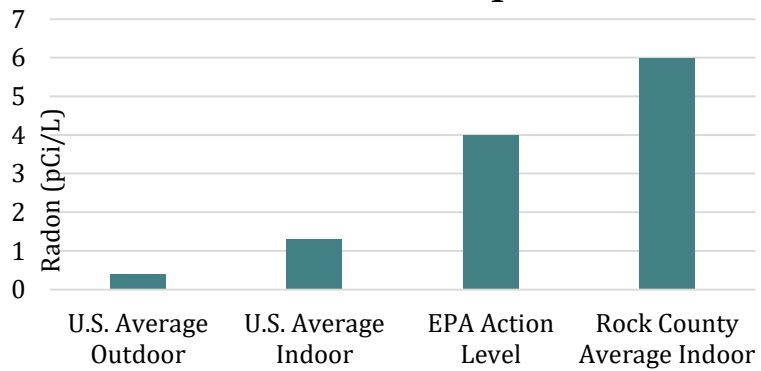
Rock County	28%
Wisconsin	26%



Radon

The health advisory level for radon is 4.0 pCi/L. Long-term exposure to elevated levels of radon increases the risk of lung cancer. Due to our naturally occurring soils and geology, radon levels in Rock County tend to be above average.

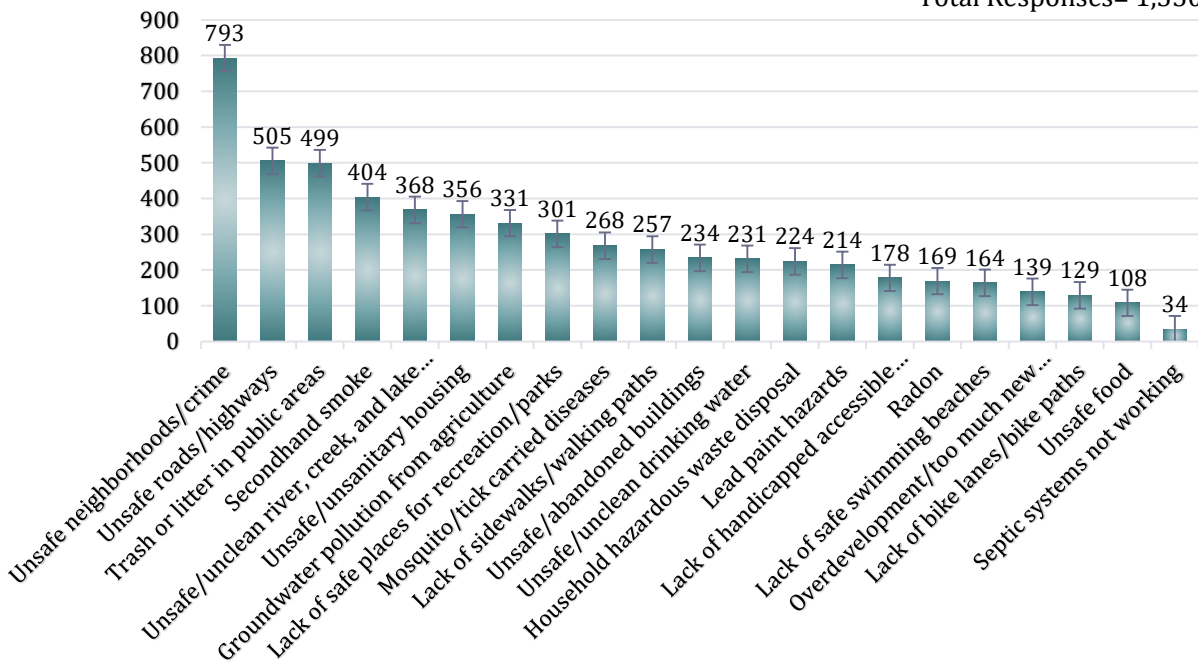
How Do We Compare?



What Does the Community Say?

What are the five (5) environmental issues that concern you the most in your community?

Total Responses= 1,330



Community Health Improvement Plan

The CHIP was developed through collaboration from multiple representatives from public health, health care systems, non-profits, and local government.

The 2017-2020 Rock County CHIP outlines priorities to improve the health of the community. The data collected through the 2017-2020 Rock County CHA outlines needs and opportunities for growth based on community input and secondary data.

The HEAR members then used the nominal dots voting process to select priorities based on assessment information collected. This outlined needs and opportunities for growth in Rock County. Each organization received three dot stickers and were instructed to place them next to priority needs. Options with the most dots were recommended for “CHIP Priority Areas.”

Following the voting process, HEAR convened an advisory committee to review potential priorities and make recommendations based on assessed needs, opportunities for growth, and review of other County-wide workgroups (to ensure there is no duplication of efforts). This process outlined four clear priority areas for community health improvement in Rock County. The 2017-2020 Rock County CHIP identifies four priorities to address inequities and help make Rock County a healthier place to live, work, learn, play and grow.



Health Equity



Behavioral Health



Obesity



Oral Health

Health Equity

Equity is defined as “the absence of avoidable or remediable differences among groups of people, whether those groups are defined socially, economically, demographically, or geographically” (World Health Organization, 2016). Health is a fundamental human right, therefore to address health inequities interventions need to be effective and sustainable, focused on empowering those experiencing inequities (WHO, 2016).

A characteristic common to groups that experience health inequities—such as poor or marginalized persons, racial and ethnic minorities, and women—is lack of political, social or economic power. Research indicates a strong relationship between self-reported racism and ill health, particularly:

- ▶ Negative mental health outcomes
- ▶ Health-related behaviors

Research also indicates that stress from experiencing chronic hostility and fear can lead to negative health outcomes. These outcomes are seen even after controlling for differences such as income and access to adequate health care. The effect can be direct, including:

- ▶ Higher blood pressure
- ▶ Lower immune function

Or indirect:

- ▶ Higher rates of smoking, drinking, and over-eating
- ▶ Lower rates of exercise and social support

Health literacy also impacts health equity. Health literacy is defined as the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

There is a striking difference between health literacy levels based on education. The percent of people with below basic literacy skills is:

- ▶ 3% in college graduates
- ▶ 15% in high school graduates
- ▶ 49% in adults who have not completed high school (2003)

Only 12% of U.S. adults have proficient health literacy (2003). Adults with low literacy are more likely to take more prescriptions, have chronic conditions, use more health services, and have poor health outcomes.

Sources: Healthiest Wisconsin 2020; Healthy People 2020

Health Equity - Goals & Objectives

HEAR will work to....

Goal: Reduce disparities and improve health outcomes across populations and communities throughout Rock County.



Objective #1: By December 2020, 50 providers will have a process in place to ensure culturally responsive care.

Objective #2: By December 2020, 5 healthcare facilities will have a process in place to improve health literacy.

What Can You Do?

Individuals:

- Listen to people's stories and experiences.
- Have an open mind, be flexible, and respect other cultures and traditions.
- Engage community leaders and empower people with the means to seek change for themselves and their communities.

Organizations:

- Target investments toward communities and organizations that address the needs of vulnerable populations.
- Integrate cultural competency into programs, policies, and practices to ensure the delivery of culturally and linguistically appropriate care.
- Conduct targeted outreach and provide technical assistance to underserved communities experiencing health disparities.

Communities and Systems:

- Work to build trust within your community.
- Create and foster schools, workplaces, and neighborhoods that are inclusive and reduce social isolation.
- Improve economic and housing opportunities in neighborhoods.

Become an ally and help eliminate inequities in Rock County!

Behavioral Health

Behavioral health as an umbrella term used to discuss substance (alcohol, drugs, inhalants, and tobacco) abuse and mental health disorders, as well as prevention and treatment of these disorders for the purpose of providing comprehensive services (Health and Human Services, 2017).

An estimated 22 million people per year in the U.S. have drug and alcohol problems. Ninety-five percent (95%) of them are unaware of their problem.

Approximately 88,000 deaths annually in the U.S. are attributed to excessive drinking (2006-2010). It is a leading lifestyle-related cause of death. Drug and alcohol problems can lead to:

- ▶ Alcohol and drug dependencies
- ▶ Alcohol poisoning
- ▶ Fetal alcohol spectrum disorder
- ▶ Hypertension
- ▶ Heart attack
- ▶ Liver, brain, and heart disease

Substance abuse has a major impact on individuals, families and communities. Drug and alcohol use can also lead to costly physical, mental and public health problems including:

- ▶ Teenage pregnancy
- ▶ HIV/AIDS and other STDs
- ▶ Domestic violence
- ▶ Child abuse
- ▶ Motor vehicle crashes
- ▶ Physical fights
- ▶ Crime
- ▶ Homicide
- ▶ Suicide

Wisconsin's rates for various measures of alcohol use and abuse are among the highest in the nation.

Sources: Healthiest Wisconsin 2020; Healthy People 2020

Behavioral Health - Goals & Objectives



HEAR will work to

Goal: Increase community engagement from all sectors to enhance behavioral health outcomes.

Objective #1: By December 2020, 25% of municipalities will work to implement policy, systems, and environmental change to address local alcohol-related problems.

Objective #2: By December 2020, decrease the number of pregnant women smoking to 15%.

Objective #3: By December 2020, increase the number of providers offering Medication-Assisted Treatment (the use of medications, in combination with counseling and behavioral therapies) by 25% to provide a holistic approach to the treatment of substance use disorders.

What Can You Do?

Individuals:

- Don't drink and drive, and encourage others not to drink and drive. Always use a designated driver, a taxi, or a Safe Ride program.
- Be a positive role model for youth, don't binge drink.
- Reduce alcohol consumption and use of tobacco products.

Organizations:

- Create a culture of openness.
- Reduce the stigma associated with seeking help for substance abuse.
- Establish smoke free workplace policies.

Communities:

- Encourage community festivals to adopt sober server requirements.
- Support limiting retail availability at community festivals and events.
- Reduce youth exposure to alcohol advertising throughout Rock County.

Become an ally and help improve the behavioral health landscape in Rock County!

Obesity

Obesity is defined as a weight that is higher than what is considered to be a healthy weight for a given height. Body Mass Index (BMI) is used as a screening tool to detect overweight or obesity (CDC, 2017). Overweight and obesity are major risk factors for a number of chronic diseases (WHO, 2017). Regular physical activity in adults can lower the risk of:

- ▶ Early death
- ▶ Coronary heart disease
- ▶ Stroke
- ▶ High blood pressure
- ▶ Type 2 diabetes
- ▶ Breast and colon cancer
- ▶ Falls
- ▶ Depression

Physical activity in children and adolescents can:

- ▶ Improve bone health
- ▶ Improve cardio-respiratory & muscular fitness
- ▶ Decrease levels of body fat
- ▶ Reduce symptoms of depression

A healthy diet reduces risk of a number of chronic diseases, some cancers, oral disease, malnutrition, anemia and others risk factors, diseases and illnesses. At a healthy weight, one is less likely to:

- ▶ Develop chronic diseases
- ▶ Die at an earlier age

Good nutrition in children is important:

- ▶ To healthy growth & development
- ▶ To maintaining appropriate weight

Annual health care costs are \$1400 higher for people who are obese.

When families have ready-access to sufficient and nutritious foods, they are food secure. Ten percent of Wisconsin households are food insecure.

Sources: Healthiest Wisconsin 2020; Healthy People 2020

Obesity - Goals & Objectives



HEAR will work to

Goal: Advance overall community health to improve health outcomes associated with obesity.

Objective #1: By December 2020, 10 new sites will provide increased access to healthy and affordable foods (i.e. fruits, veggies, whole grains).

Objective #2: By December 2020, increase to 5 new sites offering physical activity opportunities that are welcoming for people with limited resources

Objective #3: By December 2020, increase or establish 20 sites with wellness procedures and policies.

What Can You Do?

Individual:

- Ask for healthy choices in school and work environments.
- Adult should strive for 30 minutes of physical activity 5x per week.
- Ensure children get at least 1 hour of activity a day; turn off screens and get kids moving.

Organizations:

- Establish a wellness program.
- Provide healthy choices at staff gatherings.
- Encourage physical activity breaks.

Communities:

- Support programs that make healthy foods more accessible and affordable, including Women, Infants and Children Nutrition Program (WIC) and Farmers' Market.
- Support mixed-use neighborhood design with public transit that encourage walking or bicycling.
- Establish safe routes to walk to school and places to play outdoors.

Become an ally and help encourage healthy eating and active living in Rock County!

Oral Health

Oral health affects nearly every aspect of our lives. It affects our ability to speak, smile, eat, and show emotions. Self-esteem, school performance, and attendance at work and school are also affected by oral health. Oral diseases, ranging from cavities to gum disease to oral cancer, cause pain and disability for millions of Americans. They also cost taxpayers billions of dollars each year (CDC, 2017).

Cavities, or tooth decay, are one of the most common chronic conditions in the United States. Oral health has been linked with other chronic diseases, like diabetes and heart disease. Poor oral health is linked to risk behaviors, including: tobacco use and eating and drinking foods and beverages high in sugar (CDC, 2017).

Good oral health improves the ability to speak, smile, smell, taste, touch, chew, swallow, and make facial expressions. Good oral health can prevent:

- ▶ Mouth pain
- ▶ Tooth decay
- ▶ Tooth loss
- ▶ Oral and throat cancer
- ▶ Birth defects
- ▶ Other diseases of the mouth

Good oral health care can prevent other diseases through early detection of diseases that start with oral symptoms but that can affect health in other parts of the body. People more likely to have poor oral health include:

- ▶ People with disabilities
- ▶ People with other health conditions
- ▶ People with lower levels of education and income
- ▶ People from specific racial/ethnic groups

Barriers to adequate oral health care include a lack of dental insurance (public or private) and low reimbursement for dental services.

Over the past 50 years there has been a significant improvement in oral health in the US. This is mostly due to effective prevention and treatment efforts, especially community water fluoridation.

Sources: Healthiest Wisconsin 2020; Healthy People 2020

Oral Health - Goals & Objectives



HEAR will work to

Goal: Advance overall community health to improve oral health outcomes.

Objective #1: By December 2020, there will be a 10% increase in the number of children who have seen a dentist at or before 2 years old.

Objective #2: By December 2020, there will be a 10% increase in adults with a dental home.

Objective #3: By December 2020, there will be a 15% reduction in oral health related emergencies.

What Can You Do?

Individuals:

- Establish a “dental home” where there is an ongoing relationship between you and your dentist.
- Schedule regular oral exams and cleanings.
- Brush teeth and floss daily.

Organizations:

- Offer dental insurance plans for employees & families.
- Establish workplace policies that accommodate time off for dental appointments.
- Replace sugar-sweetened beverages with healthier alternatives, such as sparkling waters, flavor-infused waters and teas, coconut waters, and unsweetened teas.

Communities:

- Support community water fluoridation.
- Support school-based dental sealant programs.
- Support dentists providing dental services to Medicaid recipients.

Become an ally and promote positive oral health habits in Rock County!

References

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Appendix A

The Health Equity Alliance of Rock County (HEAR) is conducting a Community Health Assessment survey to better understand the health concerns and needs in Rock County. We invite anyone that lives, works, learns, or plays in Rock County to take the survey. The information obtained from the Community Health Assessment will be used in the development of an action plan to help ensure that Rock County reaches its full health potential.

Please return this survey or complete the survey online at
<https://www.surveymonkey.com/r/RockCountyCHAMail> by March 1, 2017

Demographics

1. What is your zip code? _____
2. Which category below includes your age?
 - ☐ Under 18
 - ☐ 18-25
 - ☐ 26-40
 - ☐ 41-55
 - ☐ 56-65
 - ☐ 66-75
 - ☐ 75 or older
3. What race/ethnicity best describes you? (Please choose only one)
 - ☐ White (Non-Hispanic)
 - ☐ Black/African American (Non-Hispanic)
 - ☐ Hispanic/Latino
 - ☐ American Indian/Alaska Native (Non-Hispanic)
 - ☐ Asian (Non-Hispanic)
 - ☐ Two or more races
 - ☐ If not listed, please self-identify _____
4. What is your current marital status?
 - ☐ Single/never married
 - ☐ Married
 - ☐ Separated
 - ☐ Divorced
 - ☐ Widowed
 - ☐ Live with partner
5. What is your highest of level of education?
 - ☐ 8th grade or less
 - ☐ Some High School
 - ☐ High School/GED
 - ☐ Some College
 - ☐ Associate's Degree/Technical school graduate
 - ☐ Bachelor's Degree
 - ☐ Master's Degree
 - ☐ Advanced Degree (e.g. Ph.D., M.D., etc.)
6. What is your current employment status?
 - ☐ Employed- Full-time
 - ☐ Employed- Part-time
 - ☐ Out of work and looking for work
 - ☐ Out of work but not currently looking for work
 - ☐ Unable to work
 - ☐ Retired
 - ☐ Student
 - ☐ Homemaker
 - ☐ Military
 - ☐ Other _____
7. What is your annual household income?
 - ☐ Under \$14,999
 - ☐ \$15,000 - \$24,999
 - ☐ \$25,000 - \$44,999
 - ☐ \$45,000 - \$64,999
 - ☐ \$65,000 - \$94,999
 - ☐ \$95,000 - \$134,999
 - ☐ Over \$135,000
8. How many people live in your household?

<input type="checkbox"/> Live alone	<input type="checkbox"/> 5
<input type="checkbox"/> 2	<input type="checkbox"/> 6
<input type="checkbox"/> 3	<input type="checkbox"/> 7
<input type="checkbox"/> 4	<input type="checkbox"/> 8 or more
9. How many people in your household are under the age of 18?

<input type="checkbox"/> No one in my household is under the age of 18	
<input type="checkbox"/> 1	<input type="checkbox"/> 5
<input type="checkbox"/> 2	<input type="checkbox"/> 6
<input type="checkbox"/> 3	<input type="checkbox"/> 7 or more
<input type="checkbox"/> 4	
10. How do you describe yourself? (Please choose only one)
 - ☐ Male
 - ☐ Female
 - ☐ Trans Male
 - ☐ Trans Female
 - ☐ Gender Nonconforming
 - ☐ If not listed, please self-identify _____

11. What is your orientation? (Please choose only one)

- ☐ Heterosexual or straight
- ☐ Gay
- ☐ Lesbian
- ☐ Bisexual
- ☐ If not listed, please self-identify _____

Community Health Questions

12. How would you rate the overall health of Rock County?

- ☐ Very healthy
- ☐ Healthy
- ☐ Somewhat healthy
- ☐ Unhealthy
- ☐ Very unhealthy

13. What do you think are the five (5) factors that make a healthy community? (Check your top five)

- ☐ Good place to raise children
- ☐ Low crime/safe neighborhoods
- ☐ Low level of child abuse
- ☐ Good schools
- ☐ Access to health care
- ☐ Access to dental care
- ☐ Parks and recreation
- ☐ Clean environment
- ☐ Affordable housing
- ☐ Good jobs and a healthy economy
- ☐ Strong family life
- ☐ Healthy behaviors and lifestyles
- ☐ Low death and disease rates
- ☐ Religious or spiritual values/support
- ☐ Other _____

14. What are the top five (5) health problems in your community? (Check your top five)

- ☐ Alcohol abuse
- ☐ Cancers
- ☐ Diabetes
- ☐ Drug abuse
- ☐ HIV/AIDS
- ☐ Lung disease
- ☐ Obesity
- ☐ Suicide
- ☐ Violence
- ☐ Heart disease and stroke
- ☐ High blood pressure
- ☐ Sexually transmitted diseases (STDs)
- ☐ Substance abuse disorders
- ☐ Other _____
- ☐ Aging problems
- ☐ Dental problems
- ☐ Dementia
- ☐ Gun injuries
- ☐ Infant death
- ☐ Mental health
- ☐ Rape/sexual assault
- ☐ Teen pregnancy
- ☐ Domestic violence

15. What are the five (5) most concerning risky behaviors in your community? (Check your top five)

- ☐ Alcohol abuse
- ☐ Drug abuse
- ☐ Homicide
- ☐ Racism
- ☐ Tobacco use
- ☐ Unlocked guns
- ☐ Not seeking preventative dental care
- ☐ Not using seat belts or child safety seats
- ☐ Not getting "shots" to prevent disease
- ☐ Not using bike helmets
- ☐ Not seeking prenatal care
- ☐ Other _____
- ☐ Dropping out of school
- ☐ Drunk Driving
- ☐ Lack of exercise
- ☐ Poor eating habits
- ☐ Unsafe sex
- ☐ Not receiving medical care

16. What are the five (5) environmental issues that concern you the most in your community? (Check your top five)

- ☐ Trash or litter in public areas
- ☐ Lack of handicapped accessible community resources
- ☐ Lack of sidewalks/walking paths
- ☐ Lack of bike lanes/bike paths
- ☐ Lack of safe places for recreation/parks
- ☐ Unsafe/unclean drinking water
- ☐ Radon
- ☐ Septic systems not working
- ☐ Household hazardous waste disposal
- ☐ Unsafe neighborhoods/crime
- ☐ Mosquito/tick carried diseases
- ☐ Unsafe/abandoned buildings
- ☐ Unsafe/unsanitary housing
- ☐ Lead paint hazards
- ☐ Groundwater pollution from agriculture
- ☐ Secondhand smoke
- ☐ Lack of safe swimming beaches
- ☐ Overdevelopment/too much new development
- ☐ Unsafe/unclean river, creek, and lake water
- ☐ Unsafe roads/highways
- ☐ Unsafe food
- ☐ Other _____

17. What healthcare, health education, health services or programs would you like to see offered in your community? (Check all that apply)

- ☐ None- we have everything we need
- ☐ Don't know
- ☐ Healthcare resources for the uninsured/underinsured
- ☐ Exercise resources
- ☐ Nutrition education
- ☐ Wellness programs

(continued on next page)

- ☐ Senior services
- ☐ Parenting services
- ☐ Health education to prevent chronic conditions (e.g. diabetes, high blood pressure, heart conditions asthma, etc.)
- ☐ Affordable insurance options
- ☐ Mental health services
- ☐ Dental services
- ☐ Alcohol and drug abuse services
- ☐ Other _____

Health Condition Questions

18. How would you rate your own personal health?

- ☐ Very healthy
- ☐ Healthy
- ☐ Somewhat healthy
- ☐ Unhealthy
- ☐ Very unhealthy

19. Which of the following are health problems or concerns for you or someone in your household? (Check all that apply)

- ☐ Eating well/nutrition
- ☐ Access to healthy, affordable food
- ☐ Exercising/fitness
- ☐ Access to safe, affordable places to exercise
- ☐ Access to medical equipment & supplies
- ☐ Access to home health services
- ☐ Managing weight
- ☐ Access to affordable dental care
- ☐ Access to affordable health care
- ☐ Getting flu shots and other vaccines
- ☐ Quitting smoking
- ☐ Secondhand smoke
- ☐ Alcohol use/abuse
- ☐ Depression or other mental health concerns
- ☐ Stress management
- ☐ Access to mental health treatment
- ☐ Access to alcohol and other drug treatment
- ☐ Bullying
- ☐ Domestic violence
- ☐ Rape/sexual abuse
- ☐ Anger management
- ☐ Access to affordable, safe child care
- ☐ Access to affordable, safe elder care
- ☐ Caring for family members with disabilities
- ☐ Preventing pregnancy
- ☐ Preventing sexually transmitted diseases (STDs)
- ☐ Preparing for an emergency disaster
- ☐ Other _____

20. Do you have health insurance?

- ☐ Yes
- ☐ No (If no go to #22)

21. Are you able to see a healthcare provider (doctor, nurse practitioner, physician's assistant, nurse) that accepts your insurance?

- ☐ Yes
- ☐ No

22. In the past 12 months, have you seen a healthcare provider (doctor, nurse practitioner, physician's assistant, nurse) that you consider your regular provider?

- ☐ Yes
- ☐ No

23. If you don't have a regular healthcare provider (doctor, nurse practitioner, physician's assistant, nurse), tell us why: (Check all that apply)

- ☐ Not applicable (N/A)
- ☐ Don't know how to find a healthcare provider
- ☐ No healthcare provider is close to where I live
- ☐ Co-pay/deductible too high
- ☐ Can't afford to pay for a doctor's visit
- ☐ Can't get an appointment
- ☐ Language/cultural barriers
- ☐ Feel like I don't need one
- ☐ Other _____

24. In the past 12 months, have you, or someone in your household, used an Emergency Room or Urgent Care because you could not see a physician?

- ☐ Yes
- ☐ No

25. If you don't have health insurance, tell us why: (Check all that apply)

- ☐ Not applicable (N/A)
- ☐ Too expensive
- ☐ Place(s) where you work does not offer it
- ☐ Not qualified for the plan where you work
- ☐ Not qualified for medical assistance
- ☐ Don't know where/how to sign up for health insurance
- ☐ Feel like you don't need health insurance
- ☐ Other _____

26. Do you have dental insurance?

- ☐ Yes
- ☐ No (If no, go to #28)

27. Are you able to see a dental provider that accepts your insurance?

- ☐ Yes
- ☐ No

28. If you don't have a regular dental provider, tell us why: (Check all that apply)

- ☐ Not applicable (N/A)
- ☐ Don't know how to find a dental provider
- ☐ No dental provider is close to where I live
- ☐ No dental providers accept my insurance
- ☐ Can't afford to pay for a dental visit
- ☐ Can't get an appointment
- ☐ Language/cultural barriers
- ☐ Feel like I don't need one
- ☐ Other _____

29. If you don't have dental insurance, tell us why: (Check all that apply)

- ☐ Not applicable (N/A)
- ☐ Too expensive
- ☐ Place(s) where you work does not offer it
- ☐ Not qualified for the plan where you work
- ☐ Not qualified for dental assistance
- ☐ Don't know where/how to sign up for dental insurance
- ☐ Feel like you don't need dental insurance
- ☐ Other _____

30. In the past 12 months, was there a time when you, or someone your household, needed to see a mental health professional, but could not?

- ☐ Yes
- ☐ No

31. In the past 12 months, was there a time when you or someone your household needed alcohol or other drug treatment, but could not access it?

- ☐ Yes
- ☐ No

32. In the past 12 months, was there a time when you, or someone in your household, needed medications, but could not get them?

- ☐ Yes
- ☐ No

33. If you, or someone in your household, could not get the medications you needed, tell us why: (Check all that apply)

- ☐ Not applicable (N/A)
- ☐ Too expensive
- ☐ Could not get a prescription from a physician
- ☐ Language/cultural barriers
- ☐ Specific medication I needed was not available
- ☐ Lack of ride to pharmacy
- ☐ Inconvenient pharmacy hours
- ☐ Do not have a pharmacy
- ☐ Other _____

34. Do you have anything else you would like us to know?

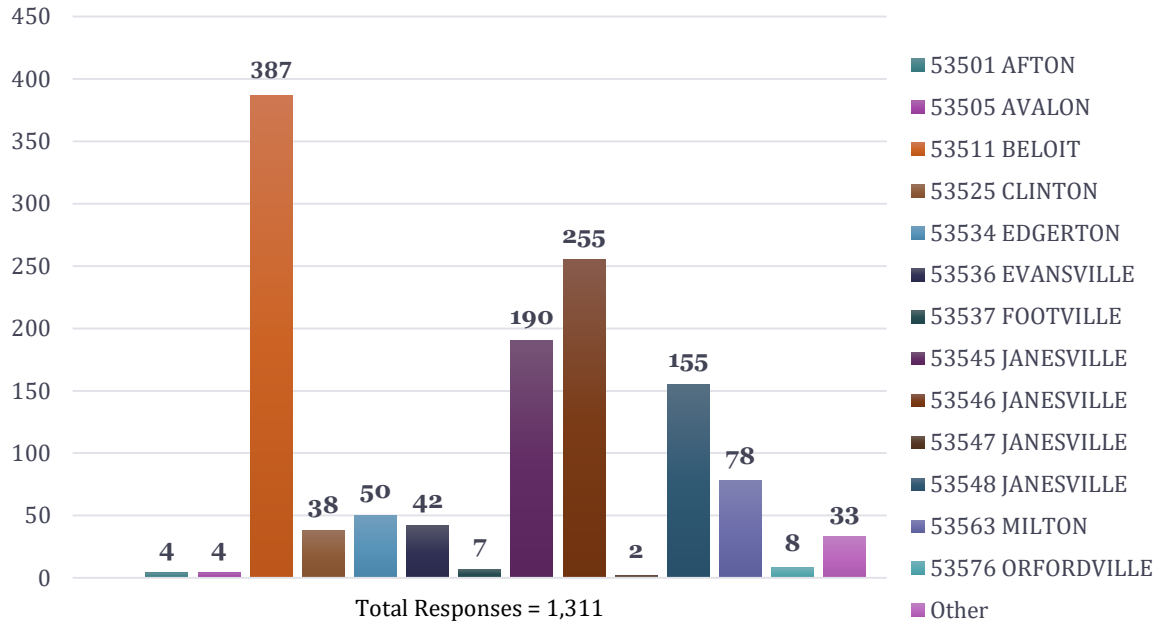
On behalf of the Health Equity Alliance of Rock County (HEAR) we would like to thank you for taking the time to respond to the survey. Your participation is greatly appreciated.

If you are interested in joining the Health Equity Alliance of Rock County (HEAR) please contact:

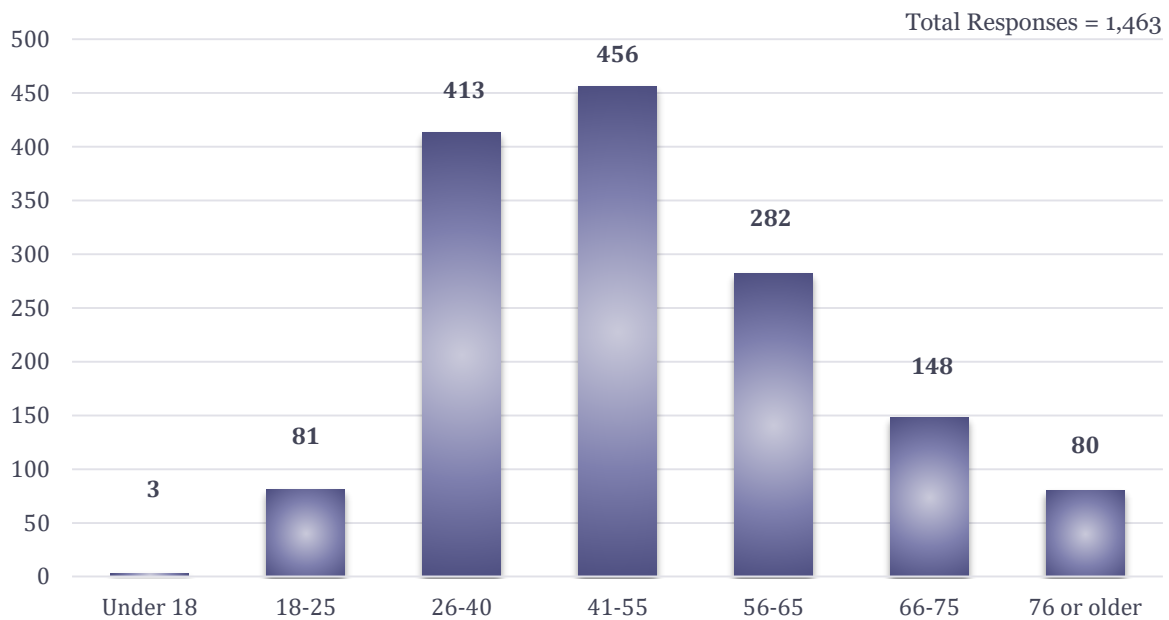
Kelly Klingensmith, MPH
Community Health Education Coordinator
Rock County Public Health Department
P.O. Box 1088
Janesville, WI 53547-1088
608-757-5431
Kelly.Klingensmith@co.rock.wi.us

Appendix B

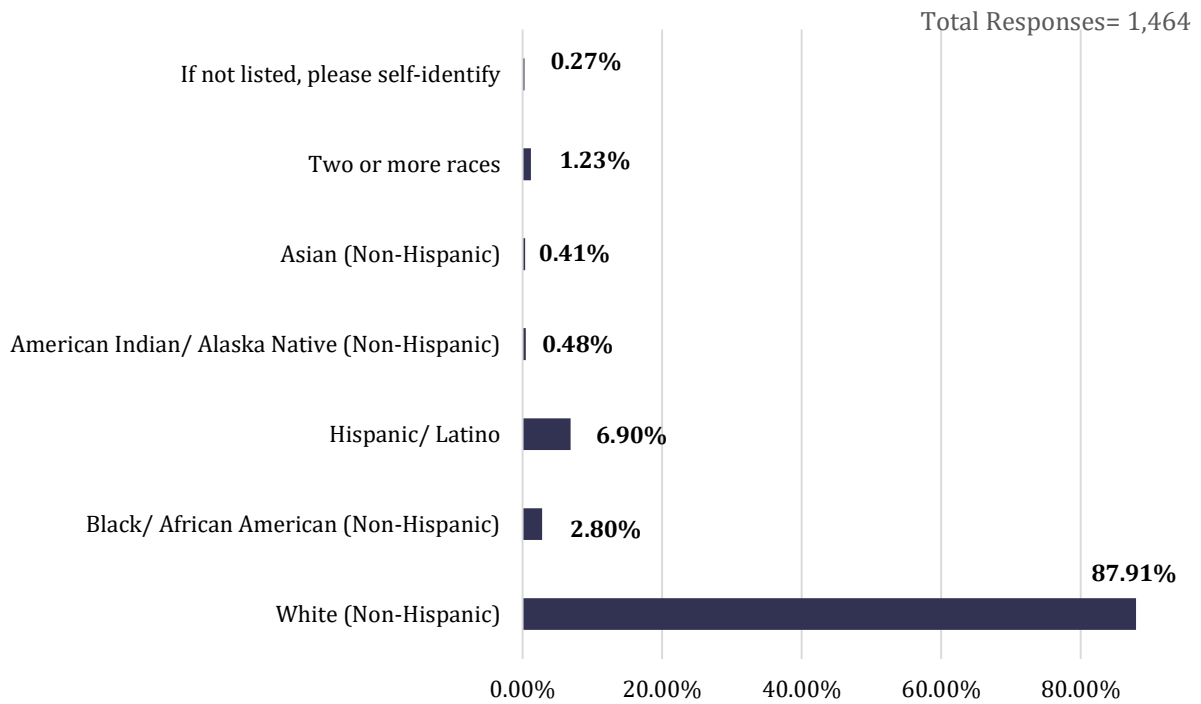
What is your zip code?



Which category below includes your age?



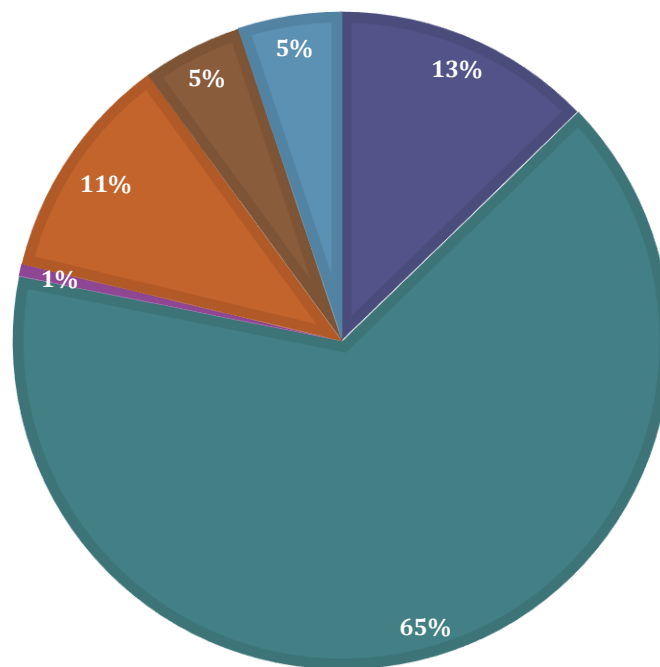
Which race/ethnicity best describes you?



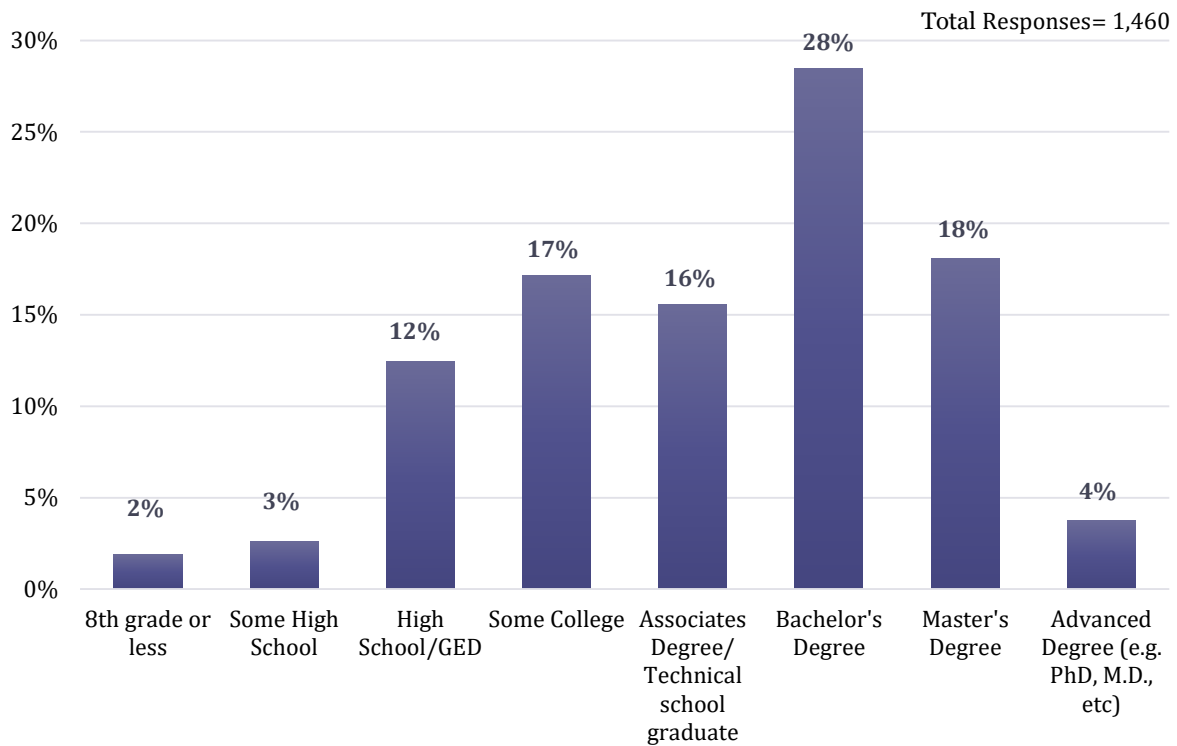
What is your marital status?

Total Responses= 1,460

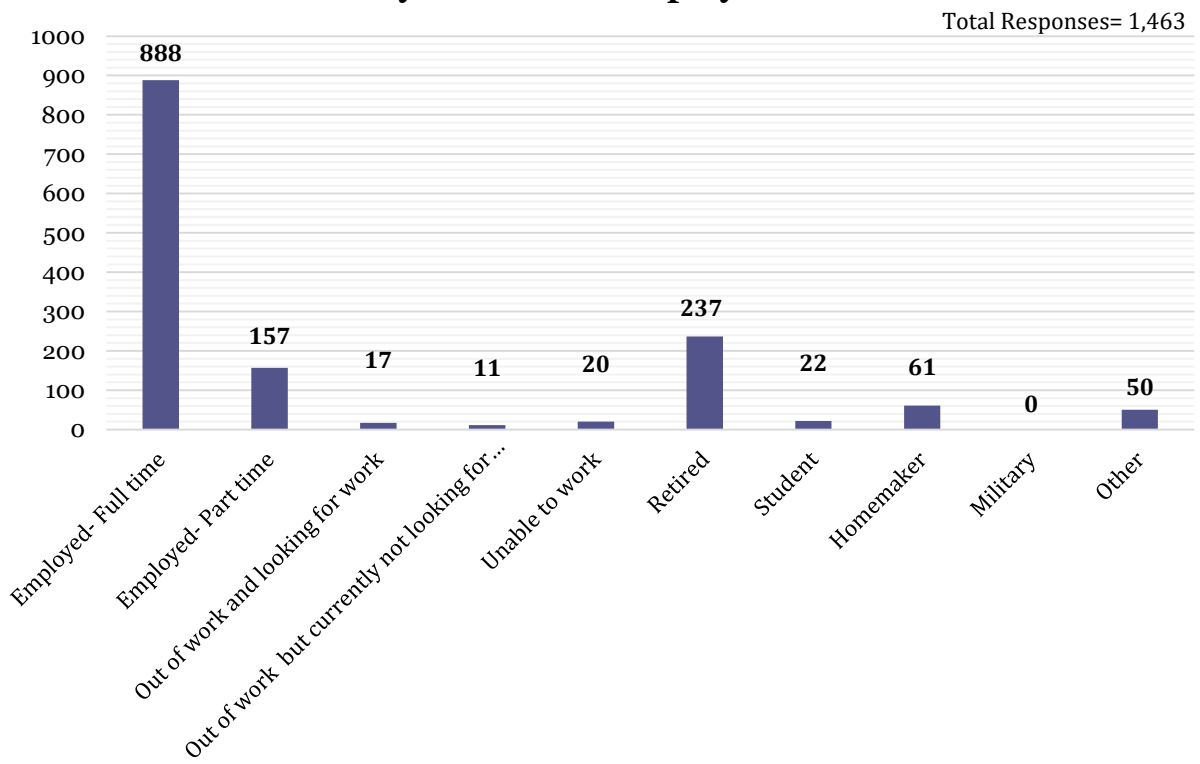
■ Single/ never married ■ Married ■ Seperated ■ Divorced ■ Widowed ■ Live with partner

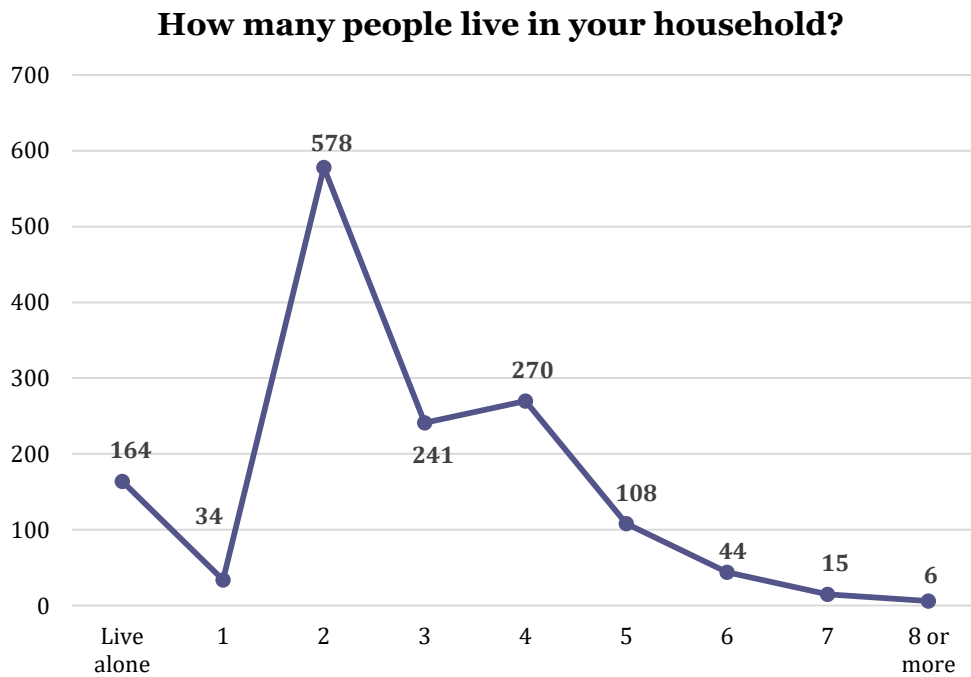
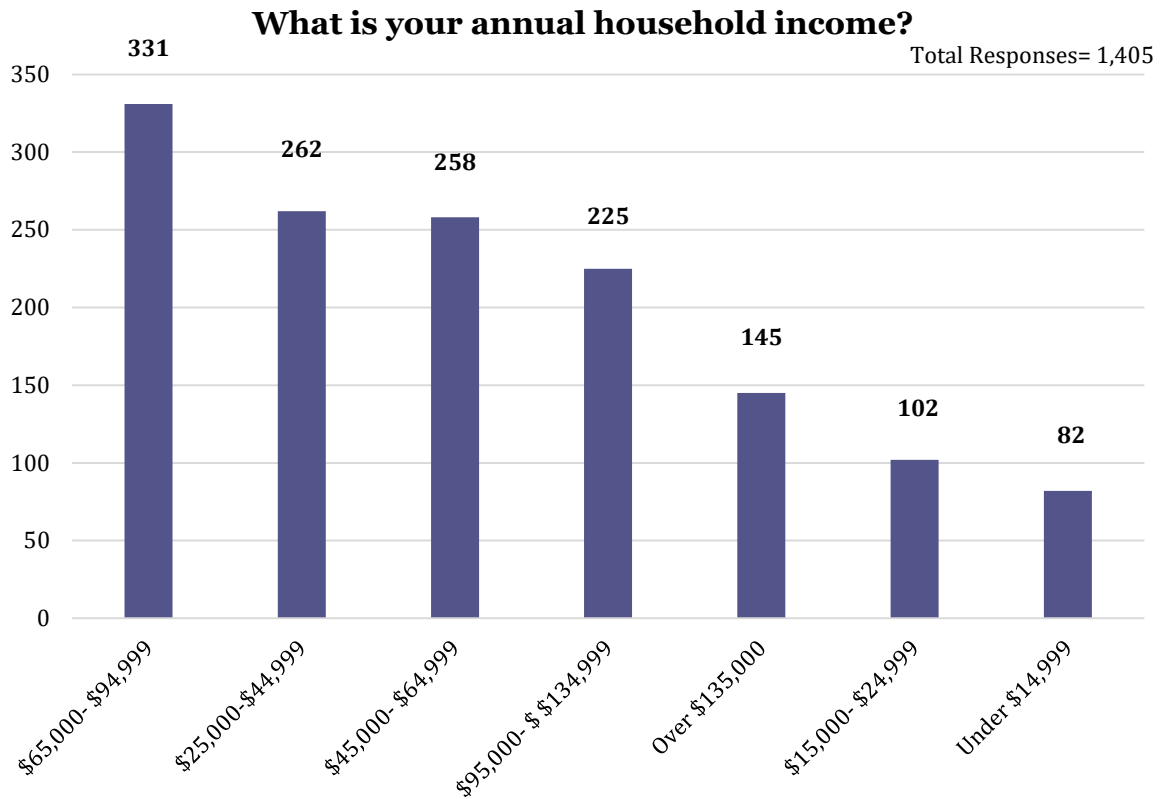


What is your highest level of education?



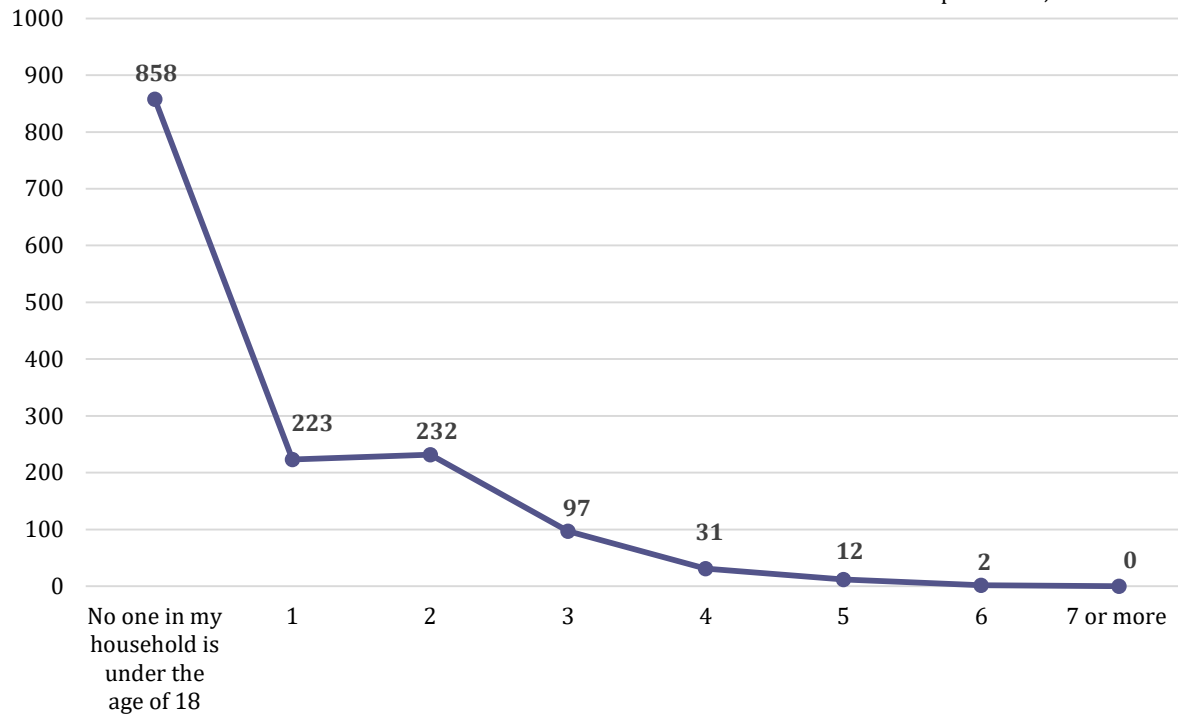
What is your current employment status?





How many people in your household are under the age of 18?

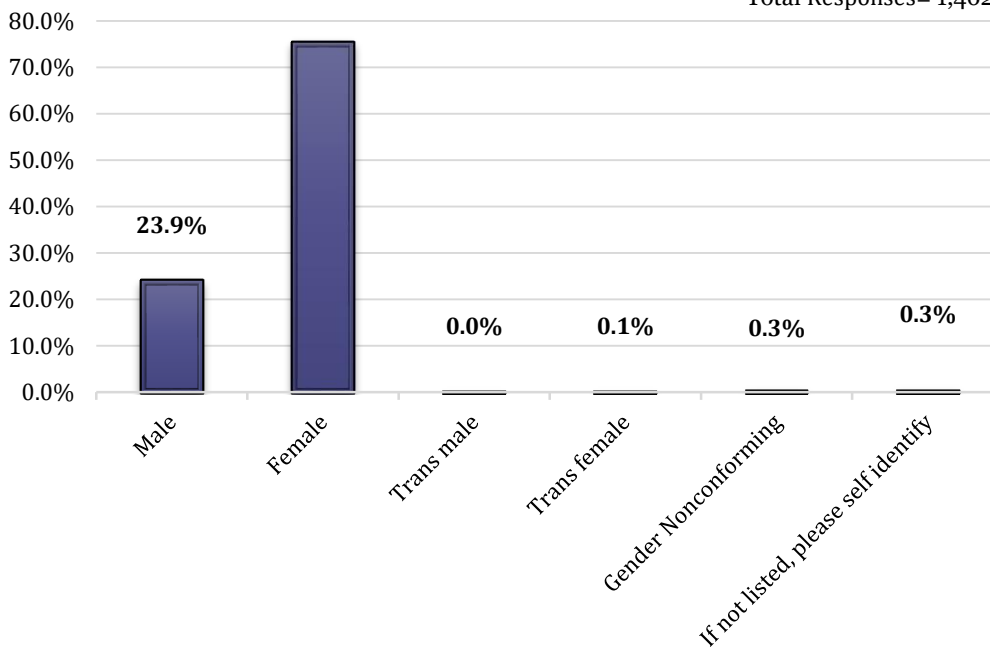
Total Responses= 1,455



How do you describe yourself?

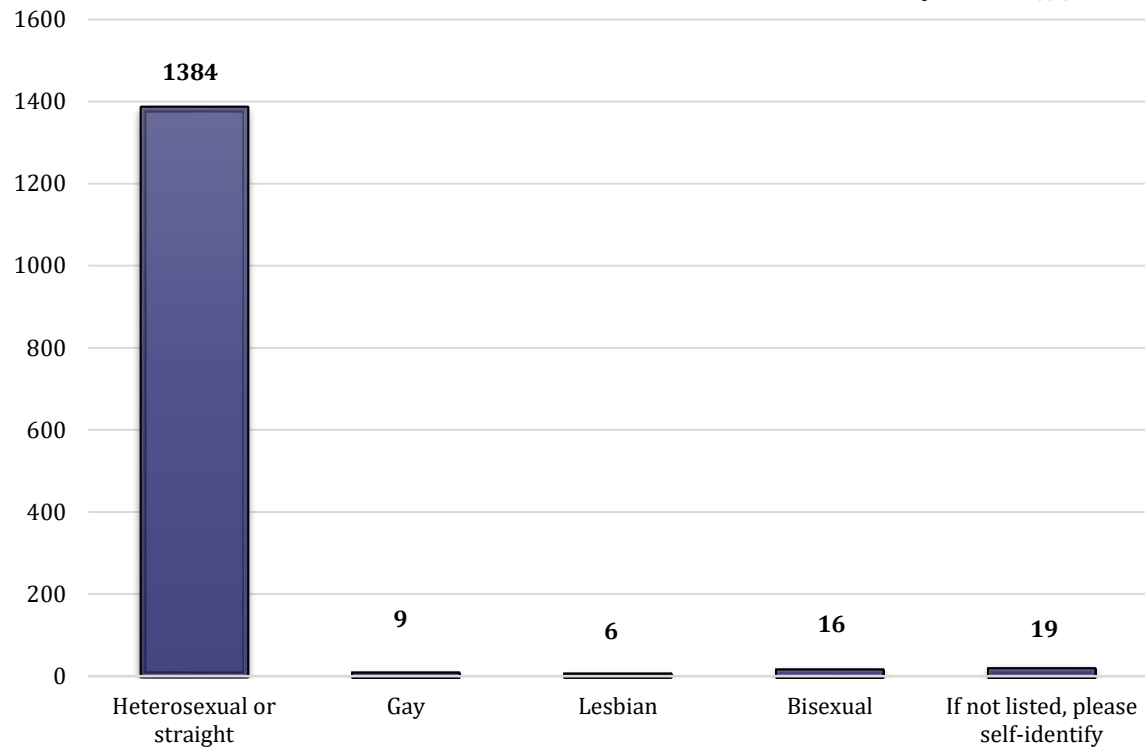
75.4%

Total Responses= 1,462



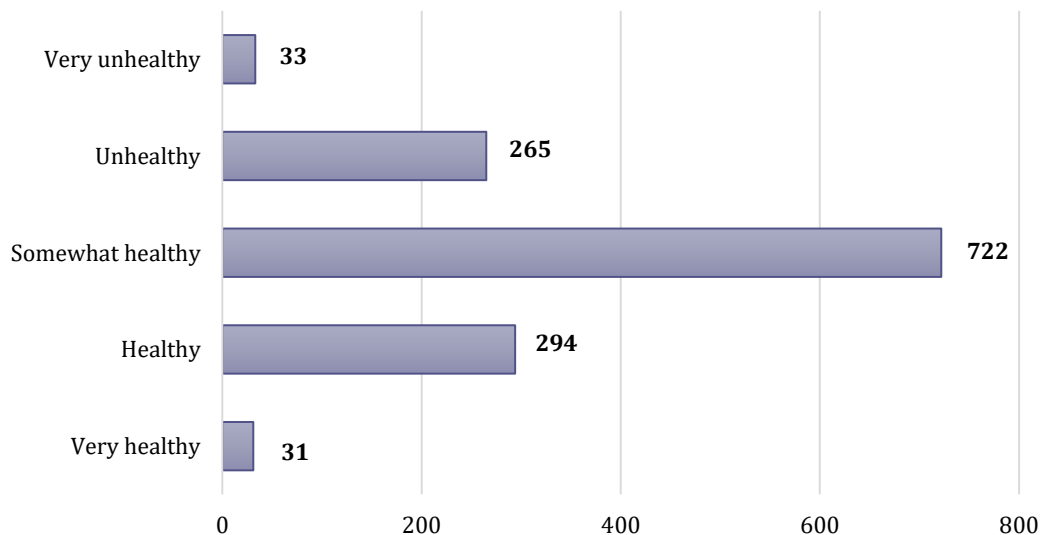
What is your orientation?

Total Responses= 1,434



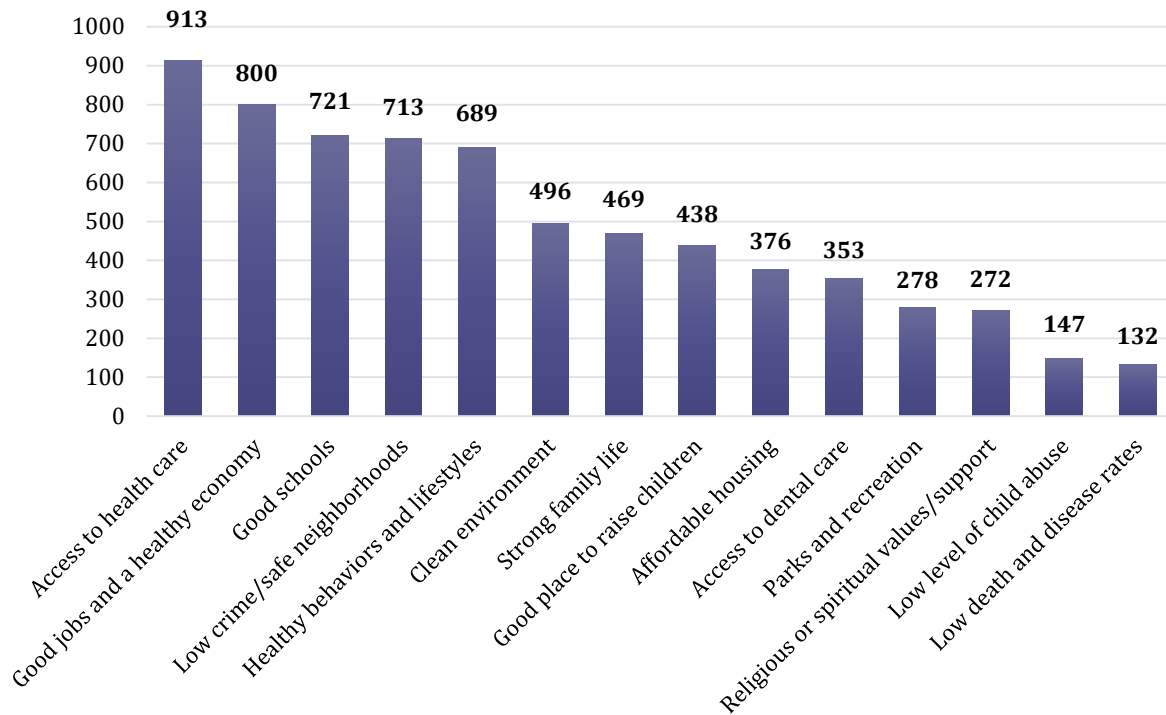
How would you rate the overall health of Rock County?

Total Responses= 1,345

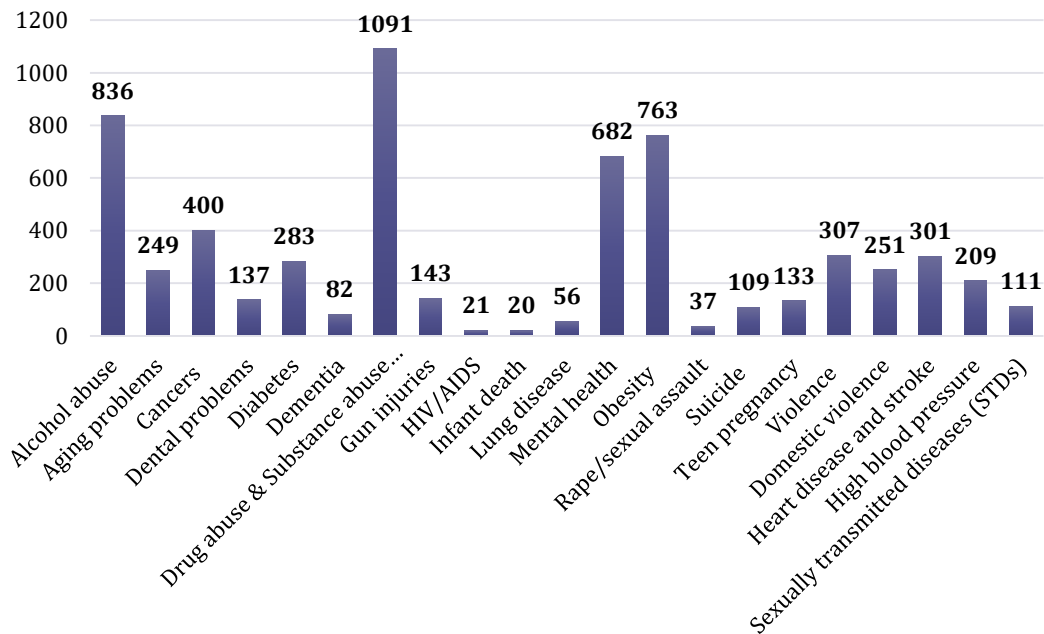


What do you think are the five (5) factors that make a healthy community?

Total Responses= 1,357

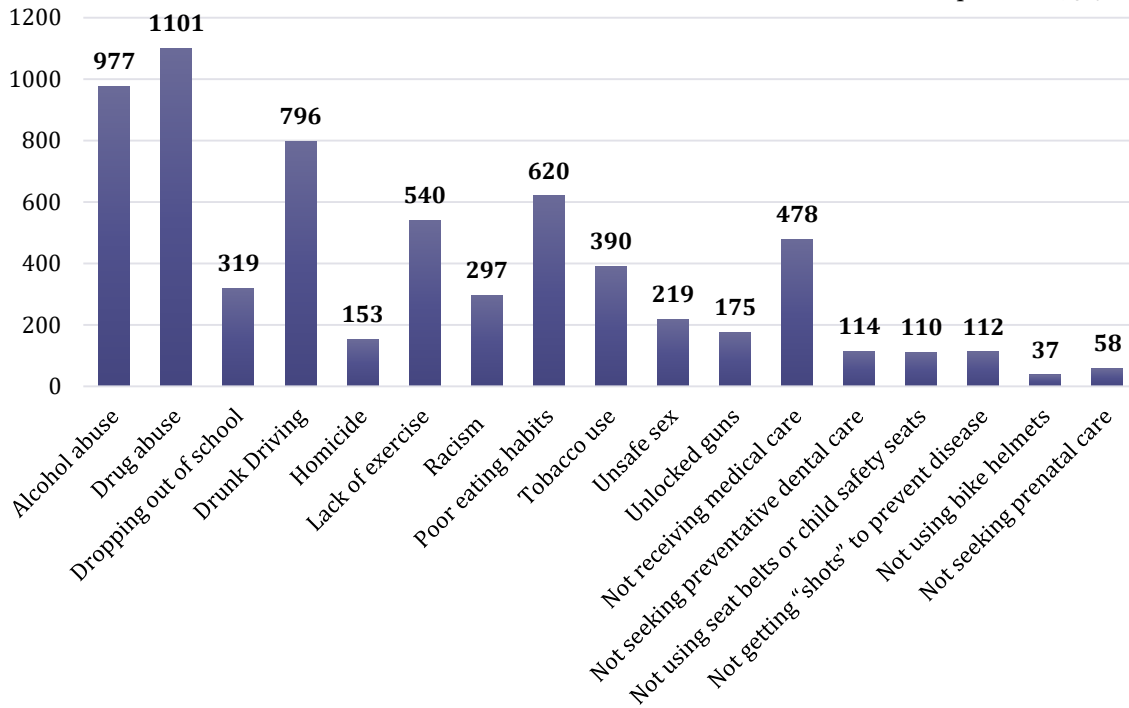


What are the top five (5) health problems in your community?



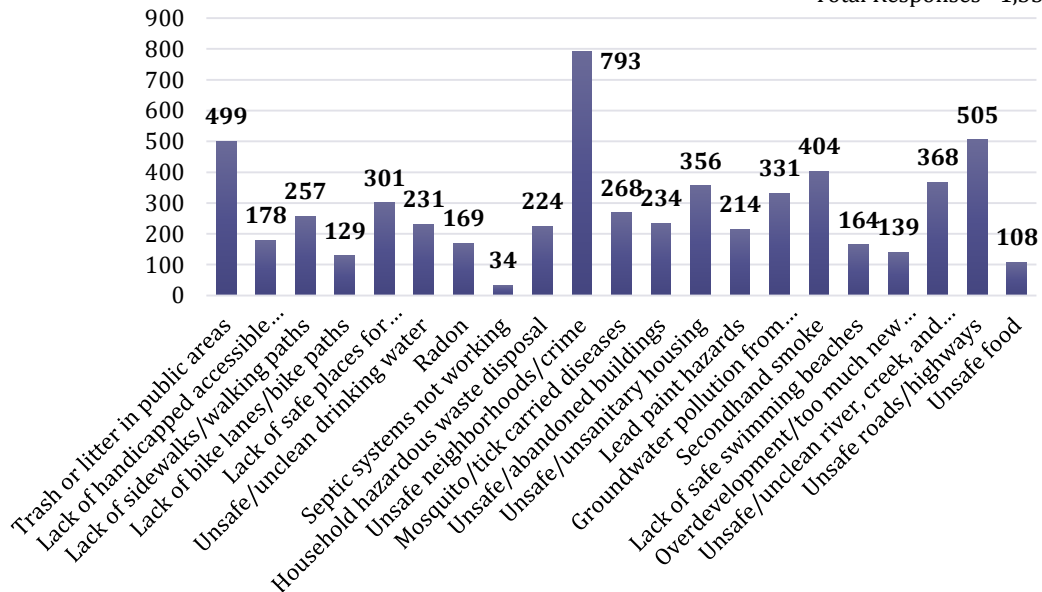
What are the five (5) most concerning risky behaviors in your community?

Total Responses= 1,467

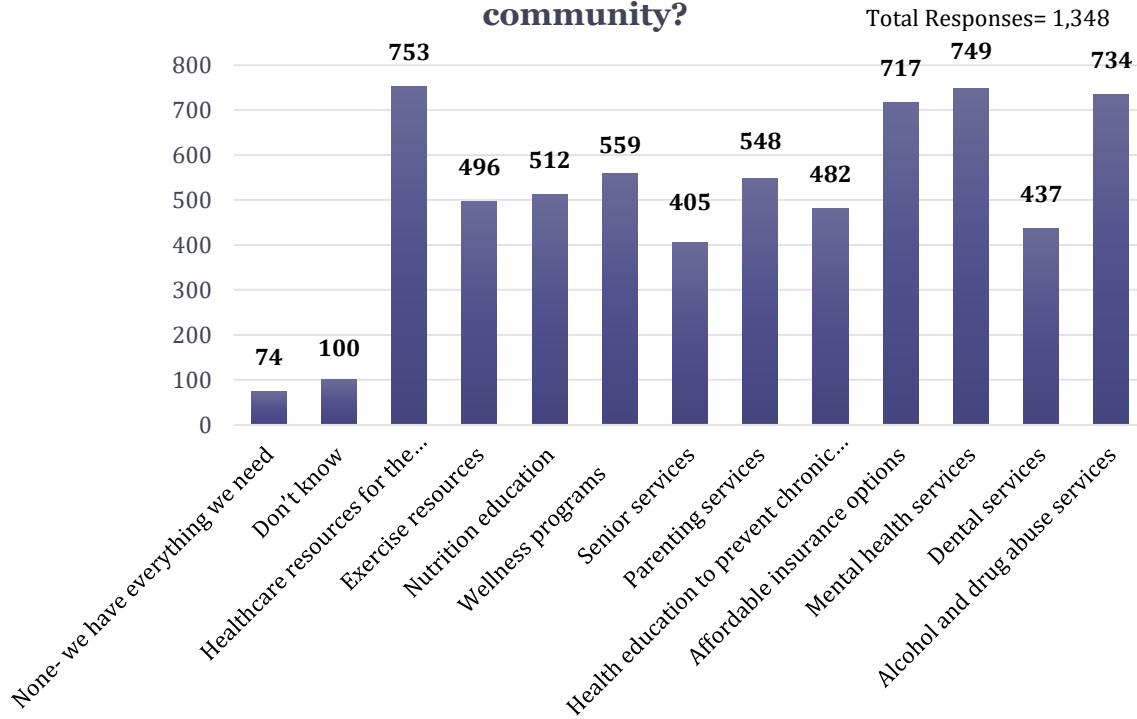


What are the five (5) environmental issues that concern you the most in your community?

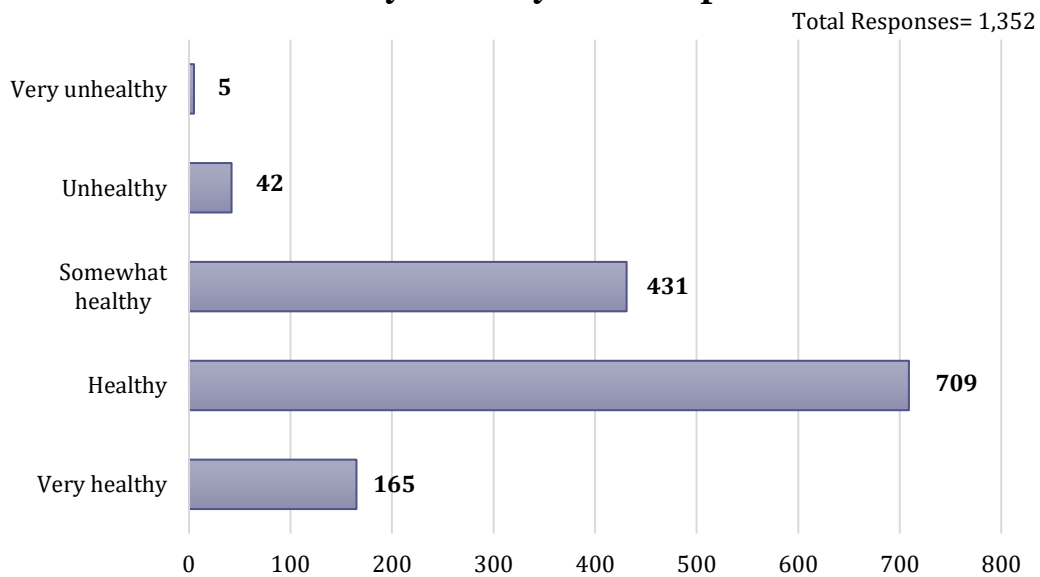
Total Responses= 1,330



What healthcare, health education, health services or programs would you like to see offered in your community?

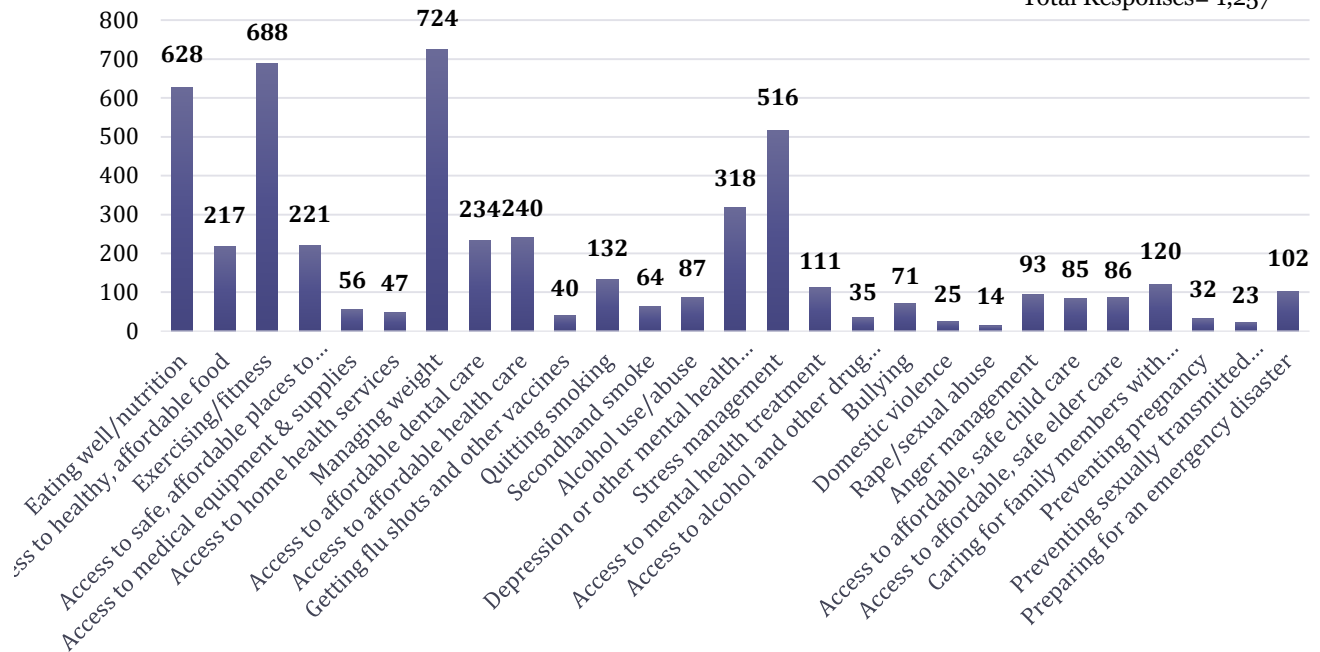


How would you rate your own personal health?



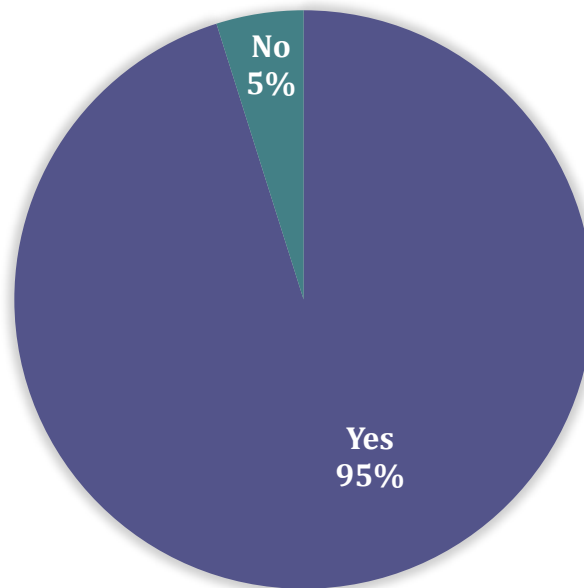
Which of the following are health problems or concerns for you or someone in your household?

Total Responses= 1,257



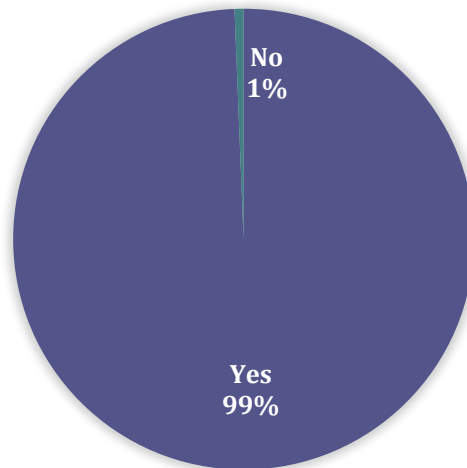
DO YOU HAVE HEALTH INSURANCE?

Total Responses= 1,334



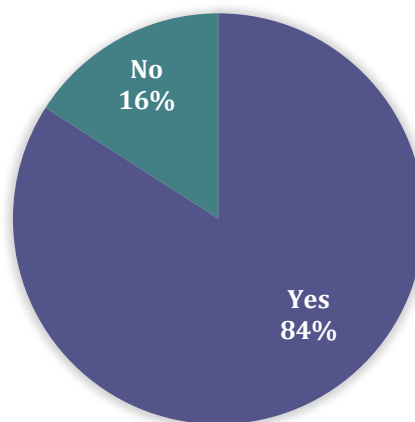
ARE YOU ABLE TO SEE A HEALTHCARE PROVIDER (DOCTOR, NURSE PRACTITIONER, PHYSICIAN'S ASSISTANT, NURSE) THAT ACCEPTS YOUR INSURANCE?

Total Responses= 1,269



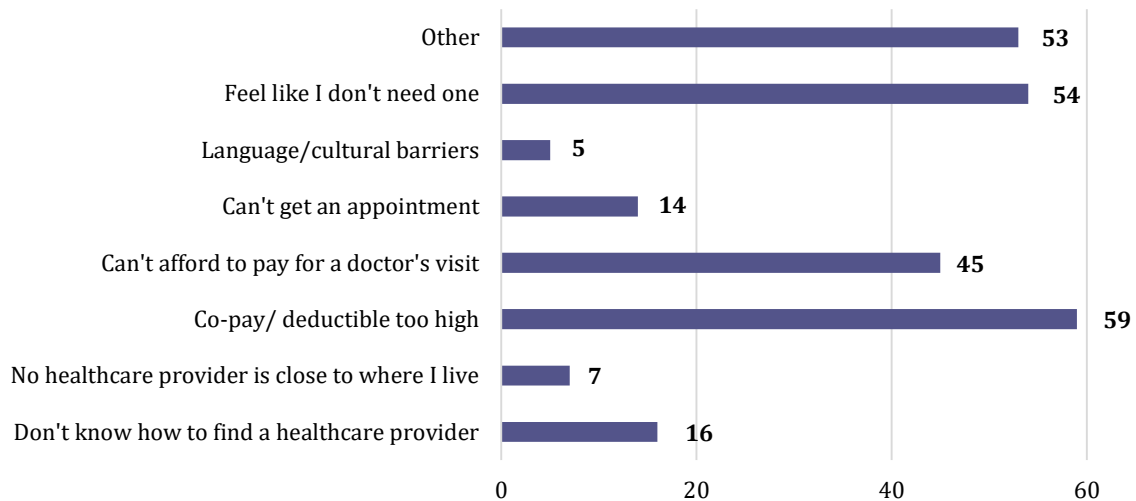
IN THE PAST 12 MONTHS, HAVE YOU SEEN A HEALTHCARE PROVIDER (DOCTOR, NURSE PRACTITIONER, PHYSICIAN'S ASSISTANT, NURSE) THAT YOU CONSIDER A REGULAR PROVIDER?

Total Responses= 1,338

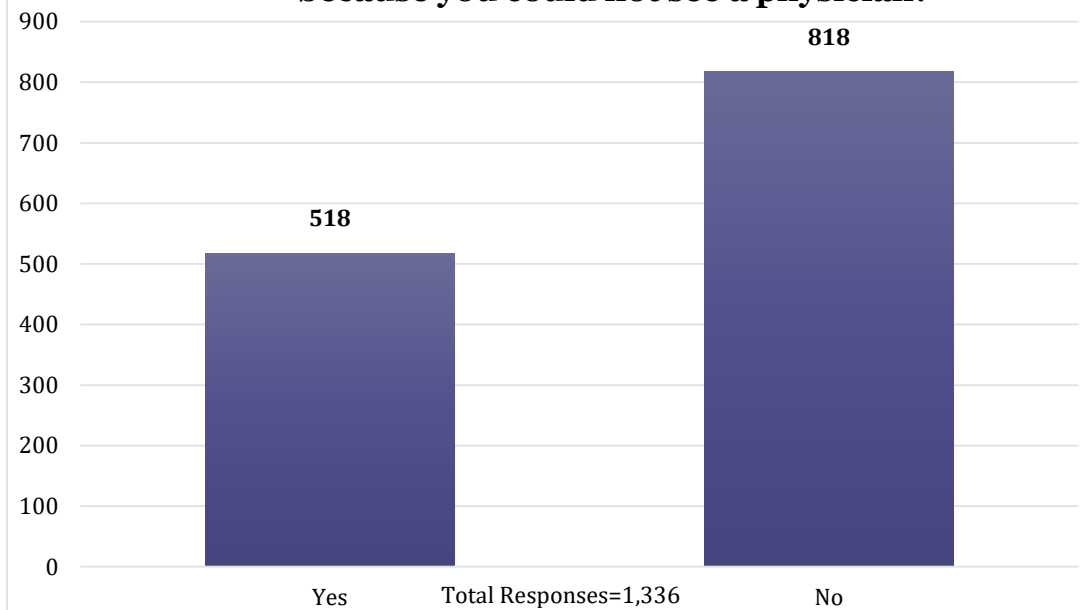


If you don't have a regular healthcare provider (doctor, nurse practitioner, physician's assistant, nurse) tell us why:

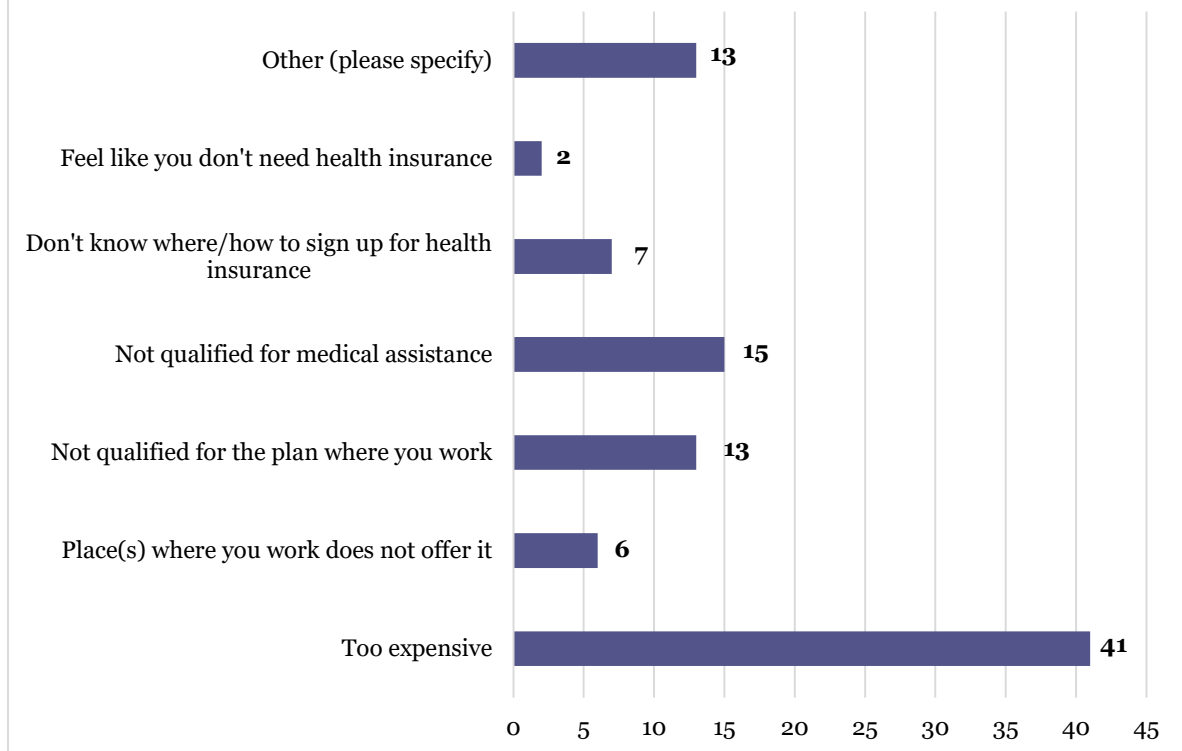
Total Responses= 253



In the past 12 months, have you or someone in your household used an Emergency Room or Urgent Care because you could not see a physician?

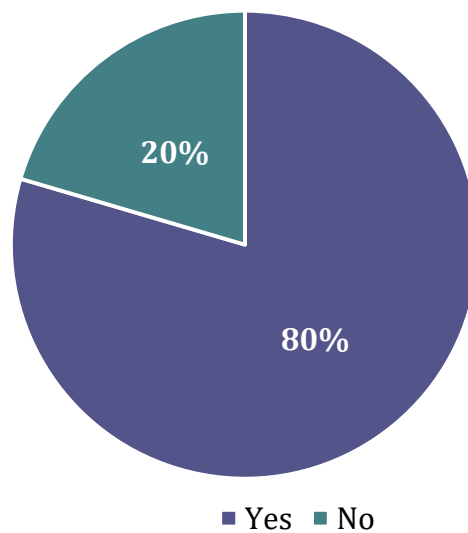


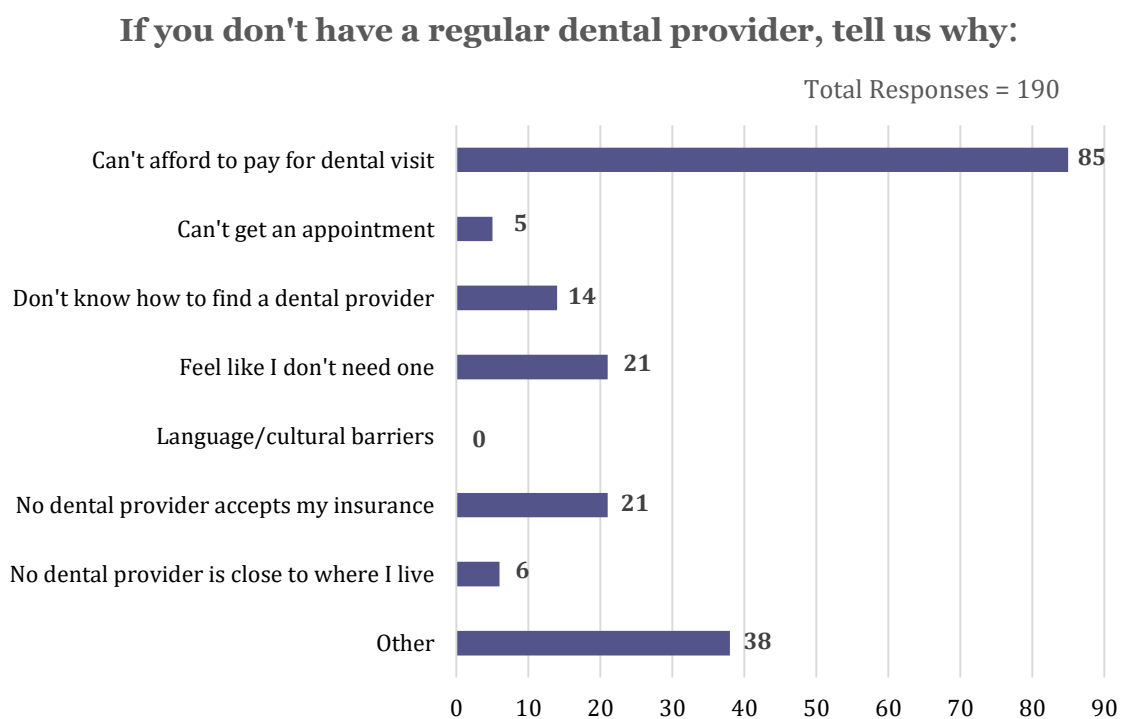
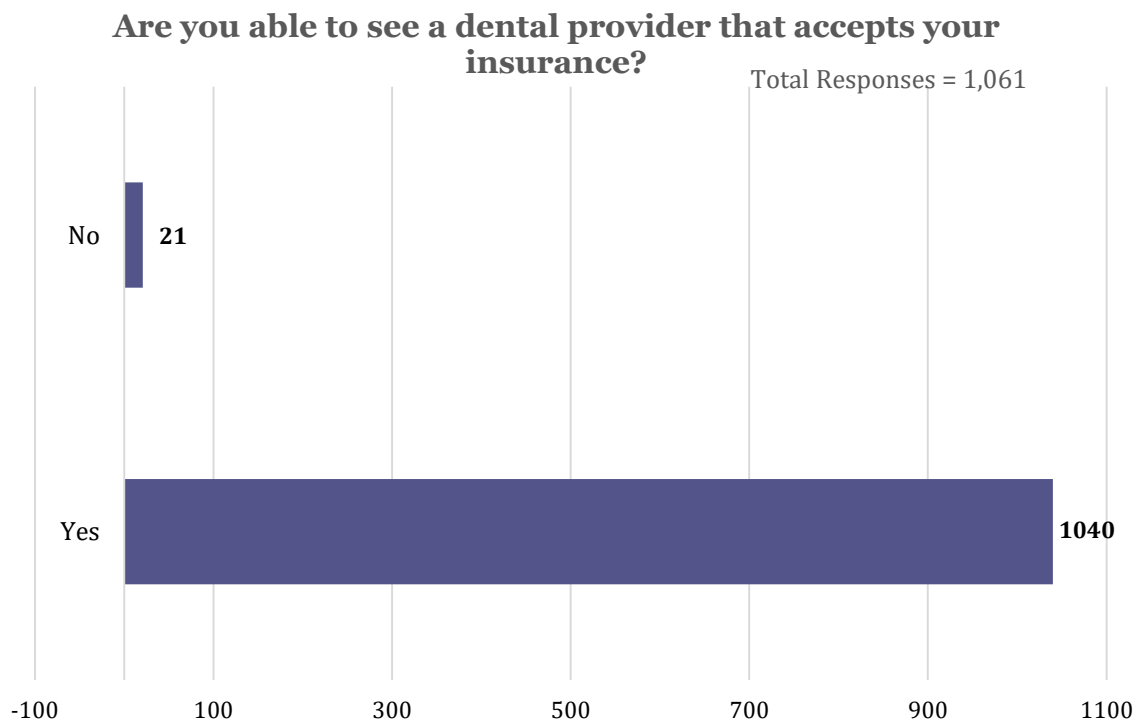
If you don't have health insurance, tell us why:



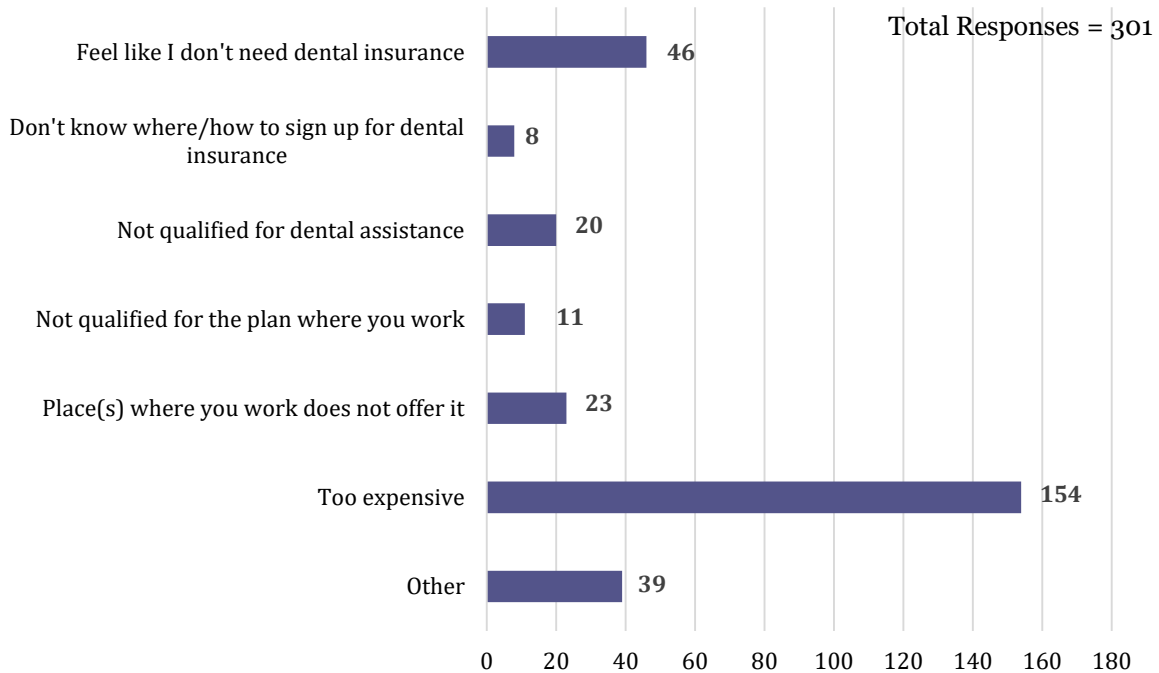
Do you have dental insurance?

Total Responses= 1,325

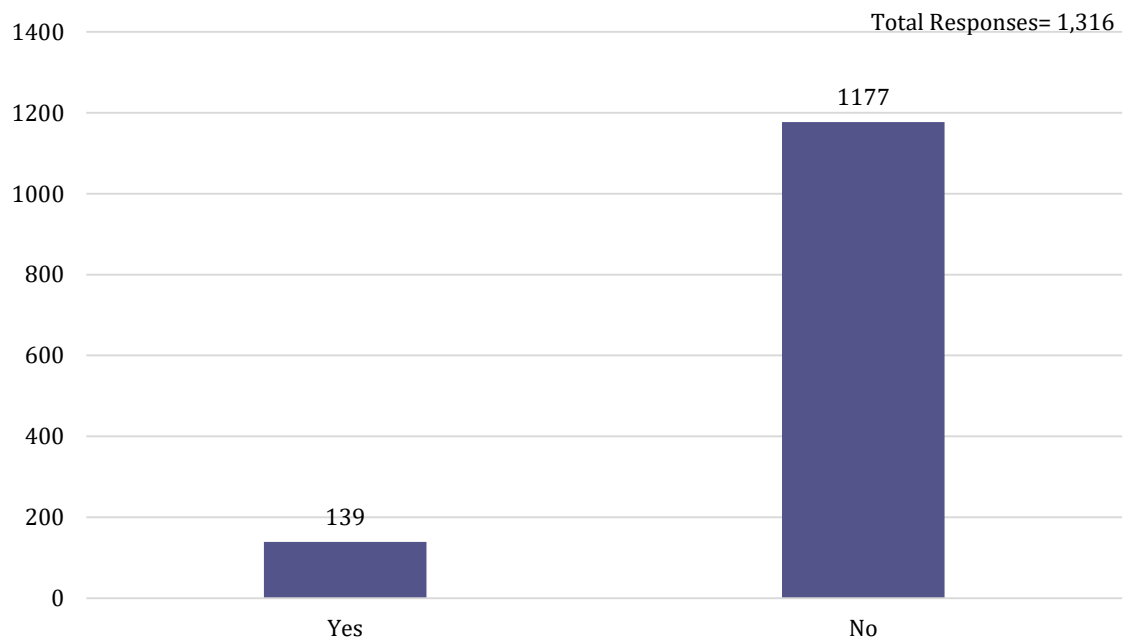




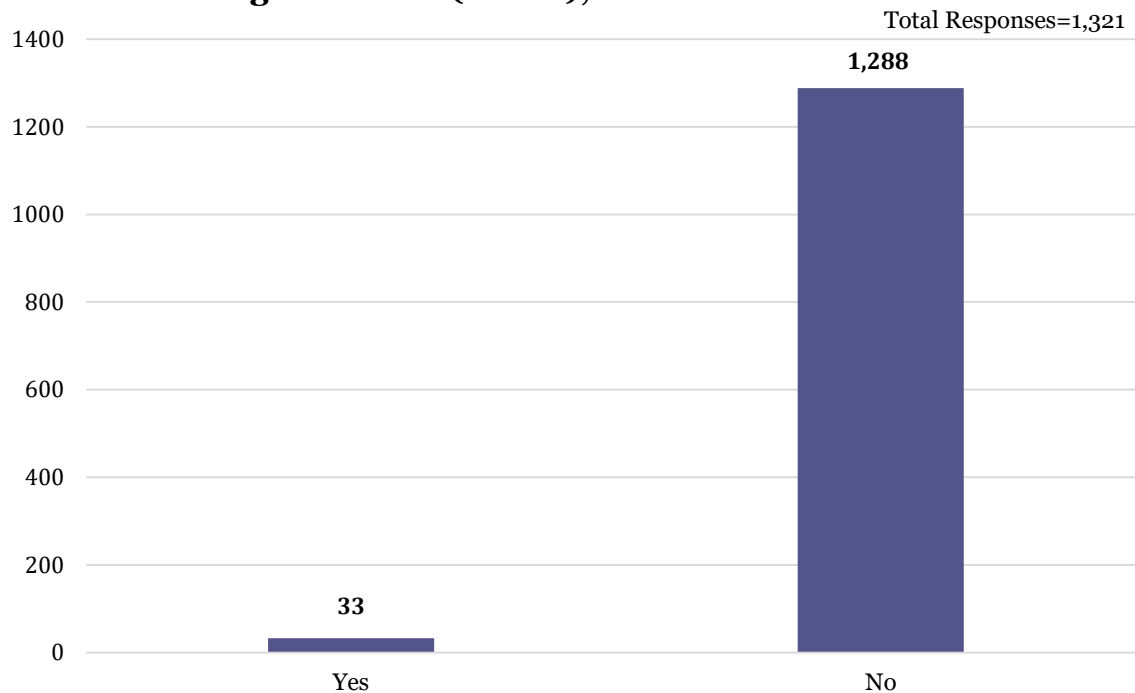
If you don't have dental insurance, tell us why:



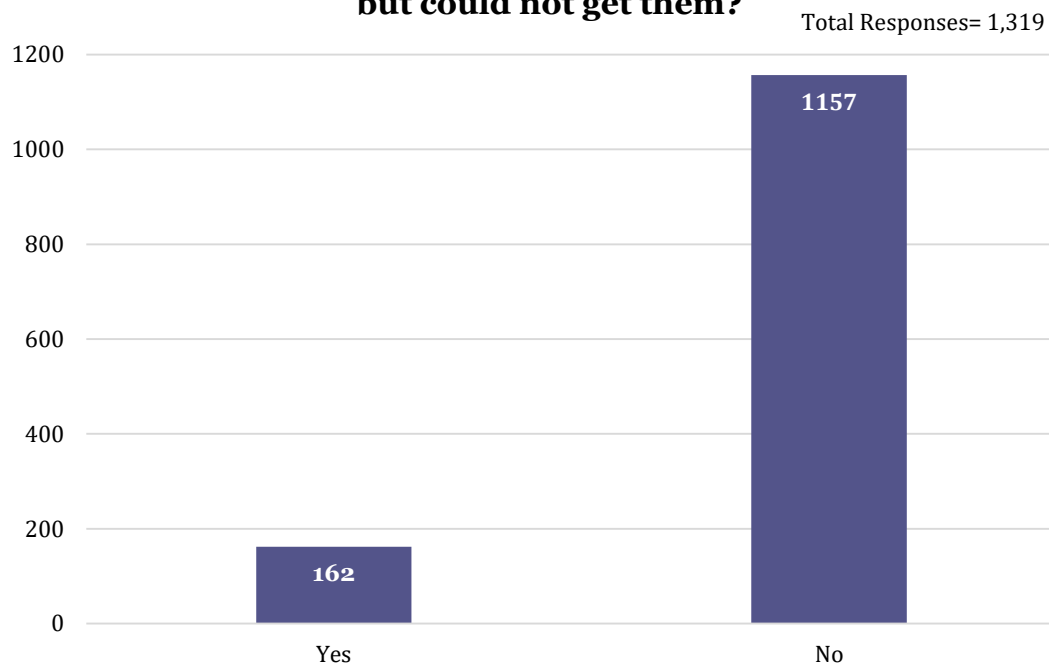
In the past 12 months, was there a time when you or someone in your household needed to see a medical professional, but could not?



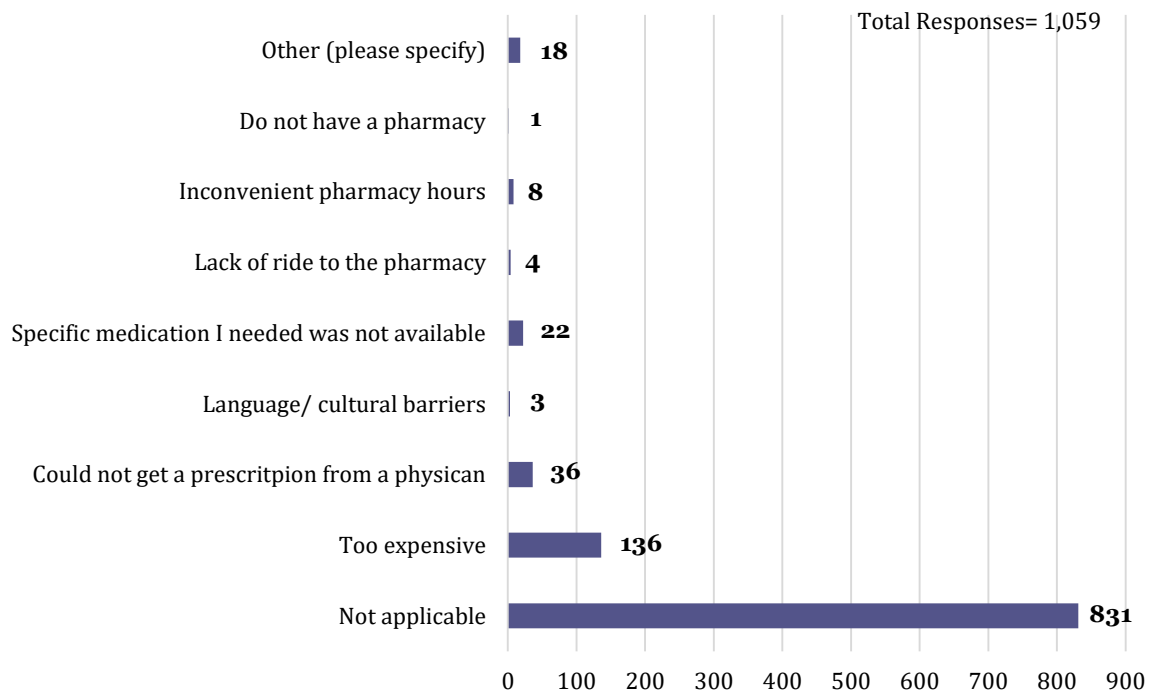
In the past 12 months, was there a time when you or someone in your household needed alcohol or other drug treatment (AODA), but could not access it?



In the past 12 month, was there a time when you or someone in your household needed medications, but could not get them?



If you or someone in your household could not get medications needed, tell us why:



Appendix C

One-to-One Conversation questions:

- I understand you have been a long time Rock County resident. In your time living in Rock County how have you seen it change?
- What are your concerns about health in the community as a Rock County resident?
- Why are you concerned with XXXX (problem(s) identified)?
- Why is XXXX (problem(s) identified) important to you?

Common Themes

A total of 12 Individuals were interviewed.

Rock County has issues with

- Behavioral health
- Oral health issues
- Reactive vs. preventative
- Racism
- Economy has had a major impact on the overall health of the community, bouncing back well

Changes seen

- County leadership has been more supportive of the work related to community issues
- Strong clinics and hospitals
- Larger aging population

What do you like most about Rock County

- Caring community
- Communities within Rock County are close-knit and have a supportive feel
- Good schools

Appendix D

Community Conversation Questions:

- What do you see as the top three health challenges for people in your community? And why?
- What are the barriers to good health in your community?
- What do you think are some of the changes related to health and healthcare that could be made in your community?
- What do you like most about living in your community?
- Additional comments or follow-up needed?

Common Themes

12 Conversations

130+ Individuals

Clinton- Community Conversations

- Cancers
- Obesity
 - Health food not always available
- Heart Diseases
 - Leading cause of death-seems more prevalent in small community
- Mental health issues
 - Anxiety & depression
 - Teens- Pressure to perform, stress about future
 - Burden on police & families
 - Increased suicides
 - No inpatient rehab in county
- Alcohol & drugs
 - 22 drunk driving in 1 year
 - 2 deaths due to overdose
- Workforce
 - Difficulty retaining skilled professionals in small community-can't compete with higher paying jobs in bigger cities
 - Need more bilingual speakers in the community
- Health insurance cost

Orfordville- Community Conversations

- Food insecurity
 - No grocery store
 - Access to nutritious food
 - Sweetened beverages & energy drinks in school
 - Food pantry in school/ people run out of money by end of month/change in demand in summer when school is out
- Obesity
 - Access to nutritious foods
 - Produce is limited
- Behavioral health
 - Anxiety, emotional health
 - Opioids- syringes & needles on side of road
- Transportation
 - Difficulty getting to doctor's appointments
 - Difficulty getting to grocery store
- No healthcare facilities

Evansville- Community Conversations

- Mental health
 - Services for kids
 - No services in town
- Dental care
 - Dentists don't accept Badger care
 - Lack of local care
- Healthcare cost/access/navigation
- Cost of medications
- Transportation
 - Having to travel to other communities for medical appointments
- Preventative healthcare
 - No accessing care because of high deductible & health problems become much bigger problems
 - People being more proactive about health
 - More health education
 - People using 911 as primary care provider
- Health education
 - Better access to local health education
 - Community being more proactive about their health
 - Stigma and perceptions for preventative health (yoga/mediation)

Edgerton- Community Conversations

- Access to healthcare
 - Unsure how to navigate health insurance, healthcare, etc.
- Lack of specialists in the area
- Lack of health education
- Mental health
- Childhood obesity
 - Lack of opportunities for children to get exercise
 - Budget cuts affecting nutrition in school
 - More times spent inside playing video games, screen time, etc.
- Lack of available Alcohol and Other Drug Abuse treatment

Milton- Community Conversations

- Activities for kids
- Mental health
 - Lack of services in area
 - Lack of providers accepting new patients
 - Pastors providing mental health care- questions on if they are qualified
 - Misinformation about mental health medications
 - Closest mental healthcare facility in Winnebago County
- Dental care
 - Dentists don't accept Badger care
- Healthcare cost/access/ navigation
- Cost of medications
- Transportation
 - Having to travel to other communities for medical appointments
- Preventative healthcare
 - No accessing care because of high deductible & health problems become much bigger problems
 - People being more proactive about health
 - More health education
 - People using 911 as primary care provider
- "Healthy Lifestyle"
 - Access to affordable places for exercise year-round
 - Limited times and availability for community gyms (i.e. high school, etc.)

Even Start Community Conversations

- Health insurance
 - Jobs not offering health insurance or positions with benefits
 - Cannot afford insurance
 - Cannot afford deductibles
 - Insurance limited to certain providers
- Lack of pediatricians
- Lack of information in Spanish
- Obesity/healthy eating
- Language and cultural barriers
 - Limited interpreters- none available
 - Questions unanswered with provider due to cultural barriers
- Lack of social workers/ unavailable

New Zion Community Conversations

- Diabetes
- Cancer
- High blood pressure
- Mental health
- Kidney failure
- Drugs
- Depression
- Lack of communication with regard to community & health services

Head Start Community Conversations

- Dental care
 - Limited places accepting Forward Dental Card
- Drugs
- Drinking
- Diabetes
- Insurance affordability
- Access to health care
- Behavioral health
 - Access to behavioral/mental health care
 - Limited resources for spectrum disorders- including autism

ECHO Community Conversations

- Addiction
- Teen Pregnancy
- Dental

School District of Beloit Community Conversation

- Preventative Care
 - Education about nutrition, cancer, diabetes, and other chronic illness offered in Spanish
- Language and cultural barriers
 - No interpreters or bilingual support staff to assist in scheduling appointments
 - Questions unanswered with provider due to cultural barriers
- Mental health services

Hedberg Public Library (Janesville) Community Conversations

- Transportation
- Mental Health
 - Suicide
 - Youth psychiatry
- Substance abuse
 - Lack of treatment
 - Opioid
- Smoking
- Obesity

Treatment Court Community Conversations

- Transportation
- Addiction services
 - Outpatient services
 - Methadone clinics
 - More drug & alcohol treatment needed
- Dental