

# *Ozaukee County Community Needs Assessment*

❖ 2013

# Executive Summary

- ❖ A shared Community Needs Assessment (CNA) for Ozaukee County was completed in Spring 2012 to produce the data necessary to inform Columbia St. Mary's Ozaukee and community hospitals on the health priorities of the county.
- ❖ The Milwaukee Health Care Partnership, which includes five major health care systems, four FQHC's, three public health entities, and an academic medical center, contracted with the Center for Urban Population to complete the community needs assessment.
- ❖ Needs Assessment includes three components:
  - Secondary Data
  - Community Health Survey
  - Key Informant Interviews

Community Health Priorities	Key Findings
Cancer Screening	From 2003 to 2011, there was a statistical decrease in the overall percent of people 40 and older who reported having a mammogram within the past two years.
Chronic Illness	In 2011, the two most common health issue in the past three years were high blood pressure or high blood cholesterol.
Adult Mental Health	Suicide rate in 2010 for Ozaukee County was 10.4 compared to National goal of 10.2.
Substance Abuse	From 2002 to 2011, there was a statistical increase in the overall percent of people who binge drink.

# Secondary Data

# Secondary Data (cont.)

- ❖ The data in this section of the report came from publicly available data sources.
- ❖ The overall population of Ozaukee County is expected to grow 4% between 2012 and 2017.
- ❖ The following data about Ozaukee County is from the 2010 US Census:

Total Population 2010				
		Ozaukee County 2010		Wisconsin 2010
Total Population		86,395		5,686,986
Population Density Per Sq Mile		370.7		104.7
Total Population by Race/Ethnicity				
	Non-Hispanic White	82,010	94.9%	4,902,067
	Non-Hispanic Black	1,177	1.4%	359,148
	American Indian and Alaska Native	208	0.20%	54,526
	Asian	1,509	1.7%	129,234
	Native Hawaiian and Other Pacific Islander	20	0%	1,827
	Some Other Race	483	0.6%	135,867
	Hispanic	1,956	2.3%	336,056
Total Population by Gender				
	Male	42,340	49%	2,822,400
	Female	44,055	51%	2,864,586
Total Population by Age Group				
	0-14	16,388	19.0%	1,102,987
	15-44	29,515	34.1%	2,233,121
	45-64	27,284	31.6%	1,573,564
	65+	13,208	15.3%	777,314

# Secondary Data (cont.)

Demographics 2010	Ozaukee County 2010	Wisconsin 2010
<b>Education Level of Adults 25 Years or Older</b>		
Less than high school degree	3.4%	9.9%
High school degree	20.5%	31.6%
Some college/associates	28.9%	33.3%
Bachelors degree or higher	47.2%	24.0%
<b>Percent of Those Ages 16 or Older in the Labor Force and Unemployed</b>		
Unemployment rate	3.9%	8.9%
<b>Median HH Income (2010 dollars)</b>		
Median Income	\$ 72,213	\$ 49,001
<b>Percent of Individuals Below Poverty in Last 12 Months</b>		
Percent below poverty	6.0%	15.3%
<b>Language Spoken at Home</b>		
English Only	79.4%	91.7%
Spanish or spanish creole	12.8%	4.4%
Indo-European	3.7%	2.1%
Asian and Pacific Island	3.2%	1.5%
Other Languages	0.9%	0.3%
<b>Housing</b>		
Owner Occupied	76.7%	68.7%
Renter Occupied	23.3%	31.3%

Uninsured Rate (2011 American Community Survey 1-year estimates)	Ozaukee County 2011	Wisconsin 2011
	4.7%	9.0%

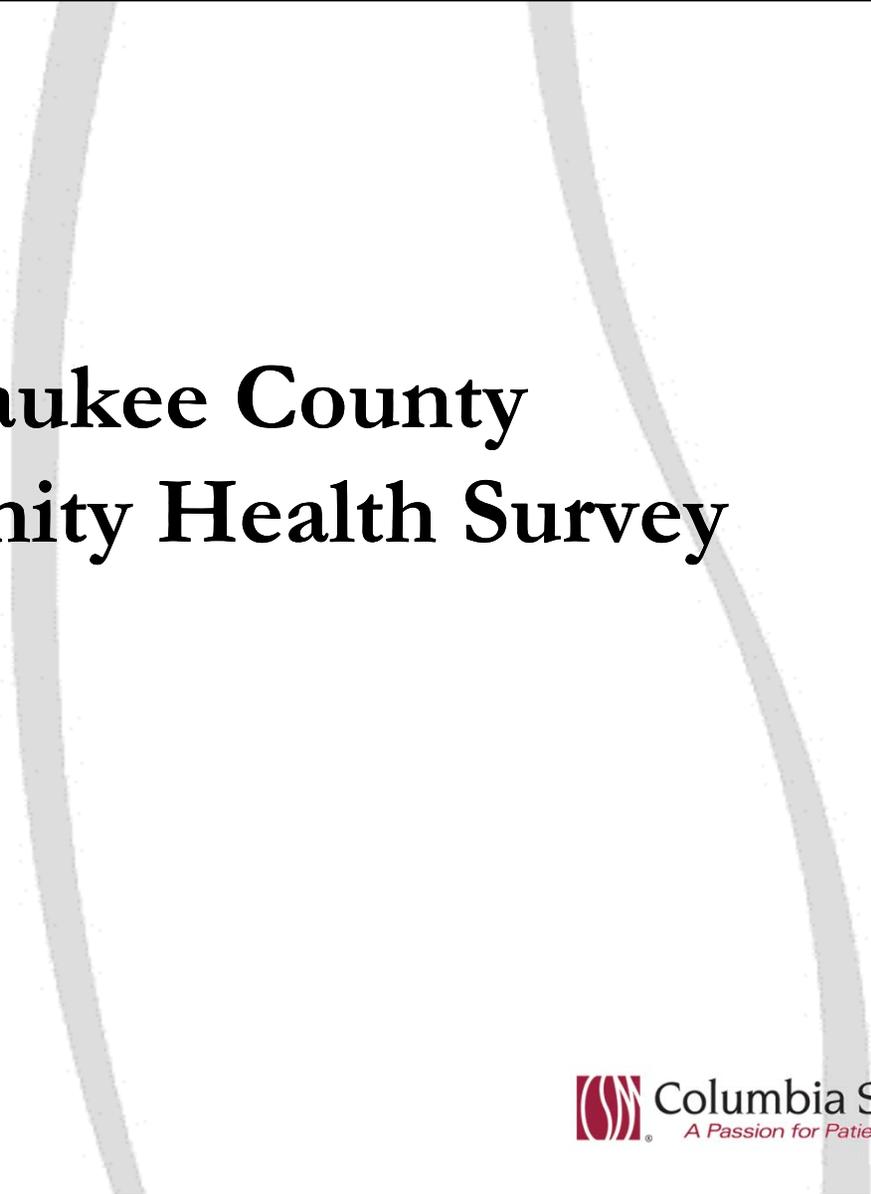
Source: US Census, 2010; 2011 American Community Survey; 1-year estimates.

# Secondary Data (cont.)

- ❖ The top health issues in Ozaukee County include:
  - Poor physical health days
  - Poor mental health days
  - Adult smoking
  - Adult obesity
  - Excessive drinking
  - Fast food restaurants

	Ozaukee County	Error Margin	National Benchmark*	Wisconsin	Rank (of 72)
<b>Health Outcomes</b>					<b>2</b>
<b>Mortality</b>					<b>1</b>
Premature death	4,281	3,761-4,802	5,466	6,124	
<b>Morbidity</b>					<b>11</b>
Poor or fair health	9%	7-13%	10%	12%	
Poor physical health days	3.0	2.3-3.8	2.6	3.3	
Poor mental health days	2.8	2.1-3.6	2.3	3.0	
Low birthweight	5.5%	5.0-6.1%	6.0%	6.9%	
<b>Health Factors</b>					<b>1</b>
<b>Health Behaviors</b>					<b>1</b>
Adult smoking	16%	12-20%	14%	20%	
Adult obesity	26%	22-31%	25%	29%	
Physical inactivity	18%	15-23%	21%	23%	
Excessive drinking	21%	17-26%	8%	24%	
Motor vehicle crash death rate	8	6-11	12	15	
Sexually transmitted infections	73		84	372	
Teen birth rate	8	7-10	22	31	
<b>Clinical Care</b>					<b>1</b>
Uninsured	7%	6-7%	11%	11%	
Primary care physicians	514:1		631:1	744:1	
Preventable hospital stays	41	37-45	49	59	
Diabetic screening	91%	84-97%	89%	89%	
Mammography screening	79%	72-86%	74%	73%	
<b>Social &amp; Economic Factors</b>					<b>1</b>
High school graduation	97%			86%	
Some college	80%	76-84%	68%	63%	
Unemployment	6.8%		5.4%	8.3%	
Children in poverty	6%	4-8%	13%	19%	
Inadequate social support	15%	11-19%	14%	17%	
Children in single-parent households	18%	15-21%	20%	29%	
Violent crime rate	52		73	275	
<b>Physical Environment</b>					<b>47</b>
Air pollution-particulate matter days	3		0	5	
Air pollution-ozone days	3		0	1	
Access to recreational facilities	17		16	11	
Limited access to healthy foods	5%		0%	6%	
Fast food restaurants	40%		25%	41%	

Source: University of Wisconsin Population Health Institute. County Health Rankings 2012. Accessible at [www.countyhealthrankings.org](http://www.countyhealthrankings.org).



# Ozaukee County Community Health Survey

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- ❖ Four hundred telephone interviews of area residents were completed between November 29, 2011 and January 3, 2012.
- ❖ Two-fold sampling:
  - Random-Digit Dial (RDD) landline sample of listed & unlisted numbers (n=300)
  - Cell phone only sample (n=100)
- ❖ Respondents were scientifically selected so the survey would be representative of adults 18 years old and older.
- ❖ The survey evaluated:
  - Behavioral and lifestyle habits of the adult population (selected information also collected about respondent's household)
  - The prevalence of risk factors and disease conditions existing within the adult population
  - Health data of residents comparable to state and national measurements.

# Ozaukee County Community Health Survey (cont.)

The following is a list of health related issues covered in the comprehensive report:

- ❖ Overall Health
- ❖ Health Care Coverage
- ❖ Did Not Receive Care Needed
- ❖ Health Information and Services
- ❖ Routine Procedures
- ❖ Vaccinations (65 & older)
- ❖ Health Conditions in Past 3 Years
- ❖ Physical Health
- ❖ Women's Health
- ❖ Men's Health (40 & older)
- ❖ Colorectal Cancer Screenings (50 & older)
- ❖ Cigarette use
- ❖ Exposure to Smoke
- ❖ Mental Health Status
- ❖ Personal Safety in the Past Year
- ❖ Alcohol Use in the Past Month
- ❖ Household Problems Associated with Substance Abuse and Gambling
- ❖ Children's Health
- ❖ Community Health Issues

# Ozaukee County Community Health Survey (cont.)

## ❖ Select Key Findings

- Respondents were asked to pick the top three health issues in the county out of eight listed. The most often cited were:
  - Alcohol and drug use (75%)
  - Chronic diseases (62%)
  - Mental health and depression (43%)
- Seventy-six percent of respondents 65 & older had a pneumonia vaccination in their lifetime; HP2020 Goal 90%.
- Seventy-three percent of respondents 65 & older had a flu shot in the past year; HP2020 Goal 90%.
- Forty-four percent of respondents, who were smokers, tried to quit smoking in the past year; HP2020 Goal 80%.
- From 2003 to 2012, there was a statistical decrease in the overall percent of respondents aged 40 and older who reported having a mammogram within the past two years (from 83 to 73 percent).
- Twelve percent did not receive dental care needed in the past 12 months
- Six percent reported they were not currently covered by health insurance; Healthy People 2020 (HP2020) Goal 0%.



# Key Informant Interviews

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- ❖ One-on-one interviews with community thought-leaders were conducted to gather input from persons who represent the broad interests of the community served, including those with expertise in public health.
- ❖ Report includes the following summaries:
  - Health issue rankings, including a list of the five issues which were ranked most frequently.
  - Strategies, barriers and partners needed to improve community health.

# Key Informant Interviews (cont.)

- ❖ Five key informants were asked to rank five major health-related issues in Ozaukee County from a list of thirteen focus areas identified in the Wisconsin State Health Plan.
- ❖ The five health issues ranked most consistently:
  - Mental Health
  - Alcohol and Drug
  - Environmental and Occupational
  - Nutrition
  - Physical Activity
- ❖ Public health, hospitals and medical providers, nonprofits, business owners, law enforcement, government officials, and community members were all noted as having a role to play to improve the community's health.

# Key Informant Interviews (cont.)

## ❖ Issue Summaries:

### – Mental Health

- Challenges include lack of insurance, cultural differences, financial restrictions, stigma, avoiding the issue in hopes that it will go away, and access to reliable transportation.
- Strategies include comprehensive education and prevention efforts, prescription drug availability, increased healthcare coverage of mental health, and services for children.

### – Alcohol and Drug

- Challenges include cultural acceptance and knowledge of substance abuse. Financial issues such as insurance coverage and transportation are barriers.
- Strategies include enforcing laws about driving regulations and “social hosting” of minors. Learn what other agencies and providers are doing in the community.

# Key Informant Interviews (cont.)

## ❖ Issue Summaries (continued):

- Environmental and Occupational
  - Challenges include lack of funds, education, and respect for the environment.
  - There should be a greater focus on work place safety and issues related to smoking.
- Nutrition
  - Challenges include issues around the culture of food, such as fast food access and the use of food as a reward. Funding to support farm-to-school programs and lack of regulation for nutritional policies are also barriers.
  - Need for more medical professionals with nutritional knowledge. Cooking classes and other education sessions were recommended.
- Physical Activity
  - Support the aging population.
  - Resources for physical activity are available but underused. Understanding of the importance of physical activity and its impact on health outcomes is needed to increase physical activity in the County.