

2013 Annual Report to the Community Accomplishments

Marathon County Health Priorities 2012 – 2016

- Access and Affordability of Health Care
- Alcohol Misuse
- Oral Health Care
- Overweight/Obesity
- Tobacco Use

In addition to the health priorities, health concerns were identified. These are: Healthy Aging and Suicide Prevention.



CATCH Dental (Concerns About the Cost of Healthcare)

Mission: To reduce barriers to oral health care for all Marathon County residents by increasing knowledge of the importance of oral health and enhancing collaborative community partnerships.

Accomplishment Highlights

- Action team united and gained commitment for in-kind support from partners.
- Pilot for the school-based dental sealant program took place at North Central Technical College (NTC).
- Continued focus on the sealant program, extending and funding it.

Alcohol and Other Drug (AOD) Partnership

Mission: To eliminate the misuse of alcohol and other drugs in Marathon County.

Accomplishment Highlights

- Partnered with the state to release the **Burden of Excessive Alcohol Report**.

- Involved in **three major initiatives:** The Real Happy Hour, Pushback Against Drug Abuse, and revamping the AOD Partnership brand.
- **Increased partnerships** at all levels.
- **Meetings are well attended** with 50 – 60 at each. Meetings are recorded and available on the AOD Partnership YouTube channel.
- **Faces of Recovery Luncheon.**
- **Youth4Youth STAT** at local charter schools.
- **Pushback initiative** was nominated for SAMHSA's Service to Science award.
- **Impaired Driving** – partnered with DOT and local media.
- Progress towards building a **prevention coalition in Western Marathon County.**

Healthy Eating Active Living (HEAL)

Mission: To create a culture of healthy eating and active living in Marathon County.

Accomplishment Highlights

- Working with Portage and Wood Counties held a **worksite wellness summit** in January 2013.

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(HEAL) continued

- Formed the **Real Happy Hour** in partnership with AOD Partnership Council.
- Continued support of the implementation of **Transform Wisconsin** in 2014
 - ♦ Farm to School Food Service – addressing barriers to serving locally grown foods in schools because of capacity and available equipment.
 - ♦ Bike/Pedestrian plan – promoting active living.
 - ♦ CDC research data regarding Farm to School.
 - ♦ Increasing media contacts and advocacy.
 - ♦ Support of The Real Happy Hour.

Central Wisconsin Tobacco Free Coalition

Mission: To reduce tobacco-related death and disability through education and advocacy, creating a community environment that encourages tobacco free living.

Accomplishment Highlights

- **Program Sustainability** – attended State Joint Finance Committee in the Spring to address funding and support.
- **Coalition Development** – recruitment of new members, recognitions, partnership with other coalitions, and education on smoke-free air.
- **Other tobacco products** – continued education and action.
- **WI WINS** – statewide program designed to decrease youth retail access to tobacco products by conducting compliance checks.
- **Smoke-free multi-unit housing initiative** (part of the Transform Wisconsin grant) – through the Clear Gains Initiative 176 units have gone smoke-free in Wausau.
- **2013 news** – youth smoking rates are down to 13 percent for high school aged youth and 3 percent for junior high aged youth.

Partnership for Healthy Aging

Mission: A community collaboration that utilizes best practices, focusing on healthy aging by maintaining and enhancing health and wellbeing.

Accomplishment Highlights

- **Falls Prevention**
 - ♦ Promotion – postings on ADRC website and Facebook page, press releases and articles in the Wausau Daily Herald and ADRC Monthly Guide, and participation in numerous health fairs.
 - ♦ Falls Prevention Power Point presentation developed and used by coalition members to present to the community.
 - ♦ Increased the number of trained leaders for Stepping On and the number of classes being held, including in rural areas.
- **Medication Safety Bags**
 - ♦ Pharmacist survey and education.
 - ♦ Distributed 768 red medication safety bags since fall 2009 – follow up indicated 72 percent are using bags to manage their medications.

Prevent Suicide Marathon County

Mission: To reduce the number of suicides that take place in Marathon County.

Accomplishment Highlights

- **Successful banner campaign** – educational banner on suicide prevention travels throughout County.
- **Third Annual Out of the Darkness Walk** – over 250 people participated in September awareness event raising over \$10,000.
- **Poster campaign in local clinics** – encouraging patients to tell their provider if they are feeling depressed or sad.
- **Completion of 12 school-based educations** in QPR (Question, Persuade, Refer) – suicide prevention and awareness program.

Additional HMC Notes/Highlights

- **Healthy Babies** Action Team merged with the Early Years Coalition.
- **The Real Happy Hour** was adopted by Healthy Marathon County as a priority initiative. It focuses on encouraging families to commit to spending quality family time together on a regular basis with particular emphasis on family meal time.
- **Legislative Breakfast** was held in November to increase local, state, and national policy-makers understanding of the impacts Healthy Marathon County is making.