

# Investing In Place For Healthier Communities

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# What is a CHNA?

- Community Health Needs Assessment (CHNA)
  - Required by the IRS – Every three years for hospitals
  - Required for accreditation – Every five years for Health Departments
  - Identifies key health needs through a systematic and comprehensive collection of data
  - Involves key stakeholders throughout the community to ensure wide spread community engagement

# What is a CHIP?

- Long term, systematic effort to address the health needs identified in the CHNA



# Wood County CHNA Process

- Collaborative Effort among Wood County Health Department, Aspirus Riverview Hospital, Ministry Saint Josephs Hospital and Marshfield Clinic
- Process Included
  - Evaluating demographic data and health statistics
  - Surveying community members regarding perceived health needs
  - Collecting the voice of the disenfranchised and vulnerable
  - Bringing together various community stakeholders to prioritize health needs
    - Voting on priorities
    - Drivers – Mean – Outcomes Exercise



# Central Wisconsin Health Partnership

- The Health Departments and Human Services Departments of Adams, Juneau, Marquette, Waushara, Waupaca and Green Lake Counties, along with Family Health /LaClinica, FQHC and other community and health care partners.
- Serving a rural population of 157,800 with an average per-capita income of \$23,500.
- Among the poorest in the state, this population historically ranks in the bottom quarter of Wisconsin counties for health determinants in a range of areas that directly impact mental health and physical well-being.



# Healthy Communities Framework

- Healthy Communities addresses the dynamic interrelationship among the determinants of health5 foundational building blocks:
  - ❖ Community engagement
  - ❖ Multi-sectoral partnerships
  - ❖ P(p)olitical commitment
  - ❖ Healthy public policy (HiAP)
  - ❖ Asset-based community development

*...Laying the foundation for long term partnership to improve the health of our region*



# Central Wisconsin Health Partnership

- The Central Wisconsin Health Partnership formed in 2011 to explore options to enhance the behavioral healthcare delivery system in a 6 county region.

Search

**The CWHP** Central Wisconsin Health Partnership  
"Wellness with health in mind"

HOME

THE CWHP

REGIONAL CCS

CCS TRAINING

CALENDAR

## The Central Wisconsin Health Partnership (CWHP)

### Mission

Improve health outcomes in Central Wisconsin by expanding a

### Vision

Wellness with health in mind

### Charter

The CWHP serves as a consortium structure assuring equitable access to quality behavior together the best of integrated medicine, integrated human services and integrated public contracting, and prevention services, the CWHP promotes quality services to all residents

The continuum of community-based psychosocial services, assured by the counties for re which all other services depend. Psychosocial rehabilitation services are recognized by the empowering consumers into self-directed care. Our partnership is committed to sustaining to all eligible residents of the region.



# Central Wisconsin Health Partnership- Resources

- In-kind FTE from each county health officer and human services director to core monthly meetings
- Shared staffing resources including staff and intern time to complete goals
- Grant and Tax Levy resources allocated to meet regional needs along with the county approximately \$45,000 to date
- Expansion of Coordinated Community Services to region
  - Joint contract for facilitation and coordination \$70,000
  - Revenue increased and allowed for service expansion



# Central Wisconsin Health Partnership - Impact

- Healthy Wisconsin Leadership Team - 2011
- Regional ADRC - 2011
- Child Welfare Prevention - 2012
- Regional Coordinated Community Services- 2014
- Central Wisconsin Health & Economic Development Summit - 2015
- Regional Community Health Needs Assessment - 2016
- Regional Community Health Improvement Plan - In process
  - Regional priorities
    - Mental Health with a focus on access and suicide prevention
    - Alcohol and Other Drug Abuse with a focus on excessive alcohol use and prescription drugs and opioids.



# GUNDERSEN

## HEALTH SYSTEM®



**We will distinguish ourselves through excellence in patient care, education, research and improved health in the communities we serve**



# Powell-Poage-Hamilton Neighborhood – Collective Impact



# Powell-Poage-Hamilton Neighborhood

- 50 city blocks
- One of the most racially diverse
- Median household income is \$10,000 less than the city median
- 72% of the elementary students eligible for free/reduced meals
- Most housing stock built before 1900
- 71% rental property
- Within a designated food desert; 14% food insecure with hunger, 19.8 report fair/poor health



# Commitments

- TIF/TID
- Joint Neighborhood Plan
- Joint Development Corporation
- COMPASS 2012 and 2015 guided our Community Health Implementation Plan



# Tax Incremental District 14

Created in 2006 – Amended in 2012

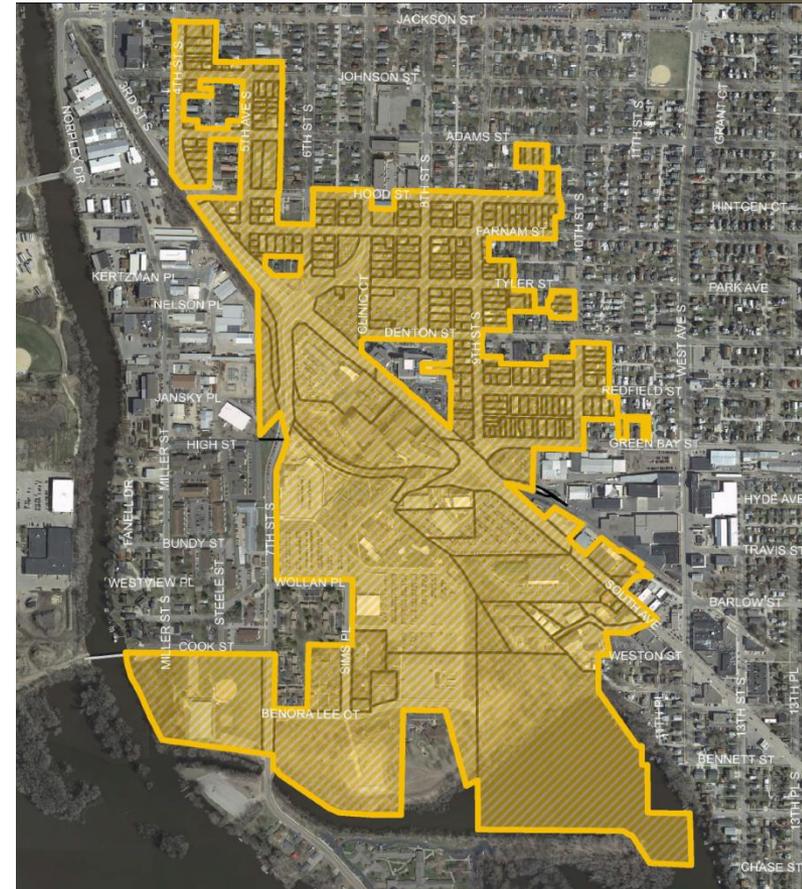
## Goals

- Increase tax base
- Eliminate “blight”
- Reclaim surface parking/Alleviate traffic congestion
- Retain jobs and allow Gundersen to grow
- Model for public/private partnership for neighborhood revitalization

## **Model: “Reverse TID”**

- No initial funding from the City of La Crosse
- Gundersen receives portion of new tax revenue
  - Up to \$21.4 million over the 20+ year life of TID 14

This geographic area is also designated by the USDA as a food desert!



# Catalysts for Change

## Joint Neighborhood/Campus Plan

- Finalized and approved in April 2013
- Gundersen, City and community stakeholders provided input
- “Playbook” for future revitalization
  - [Available on City Planning Website](#)



## Gundersen/City of La Crosse Neighborhood Development Corporation

- Gundersen Health System and the City of La Crosse each contribute:
  - \$250,000 in start-up capital
  - Equal membership

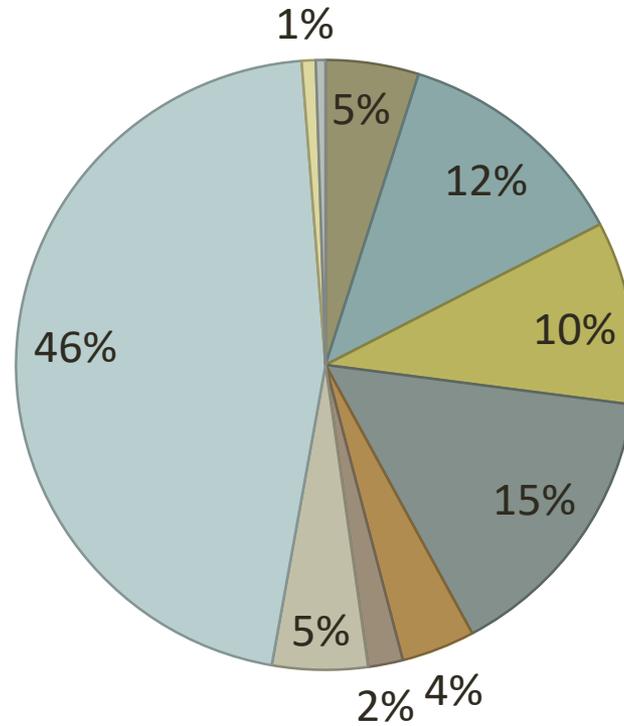
**Vision:** Powell-Poage-Hamilton is the preeminent neighborhood in the City of La Crosse for new residents and new businesses, and a regional destination for health care and recreation.

# Gundersen Medical Center CHNA (COMPASS) and CHIP

- Health
  - Chronic disease and contributing factors
    - Improve health and well-being of our communities through strategic projects
  - Mental health and/or substance abuse
  - Oral health
- Education
  - Academic Readiness and Success: K-12 thru Post-Secondary Education
  - Youth Resilience
  - Workforce Readiness
- Income/Economy
  - Quality Housing – Affordability and Availability
    - Continue to support the neighborhood as outlined in the Joint Neighborhood Plan and actions of the Joint Development Corporation (JDC)
  - Poverty
  - Jobs with Adequate Income
- Community Basics
  - Adverse Childhood Experiences (ACE)
  - Violence
  - Environment – build and natural



# Powell-Poage-Hamilton Neighborhood Investors

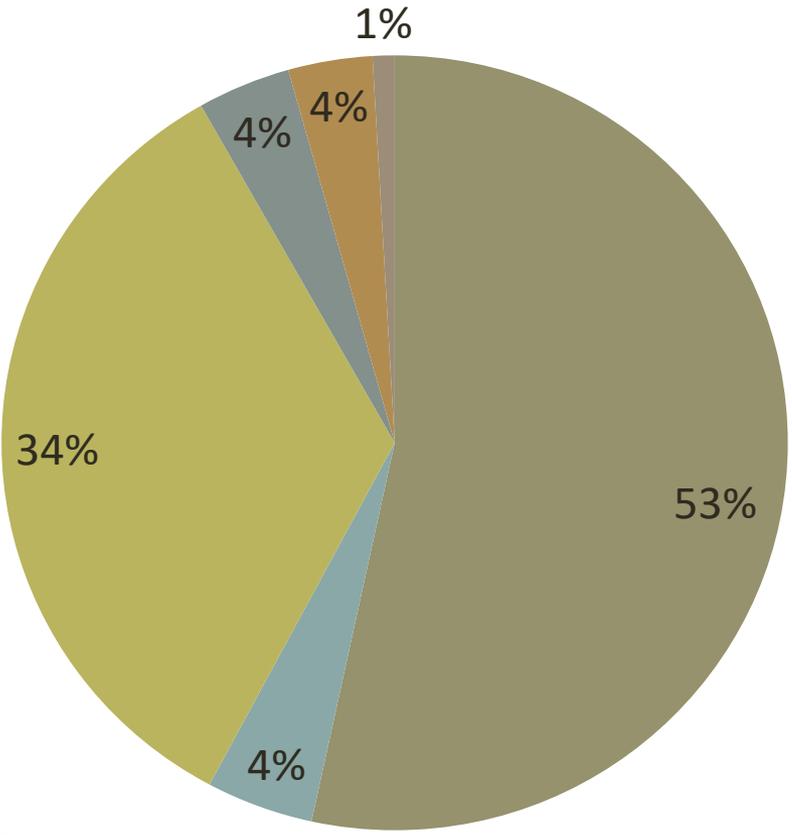


- CDBG
- Other City Funds
- Habitat for Humanity
- CouleeCAP
- Gundersen
- TIF
- Donations
- City Bond Issue
- Private Investment
- La Crosse Family Collaborative



# Powell-Poage-Hamilton Neighborhood Investments

Total \$18,984,210



- Housing
- Powell Park
- Poage Park
- After School Program
- Fix Up
- Misc. Improvement



# Powell-Poage-Hamilton Outcomes

- Poage Park renovation
- Cook Street Pedestrian Bridge
- 6<sup>th</sup> Street lighted pedestrian corridor
- Gund Brewery Lofts
- Reduced surface parking
- Active Neighborhood Association with established neighborhood goals
- Habitat for Humanity homes
- Medical Residency Housing – Phase I
- La Crosse Promise Incentive
- New single-family homes through City Housing Replacement Program
  - Gundersen Employee Housing Incentive Program
- La Crosse Area Family Collaborative
- RENEW

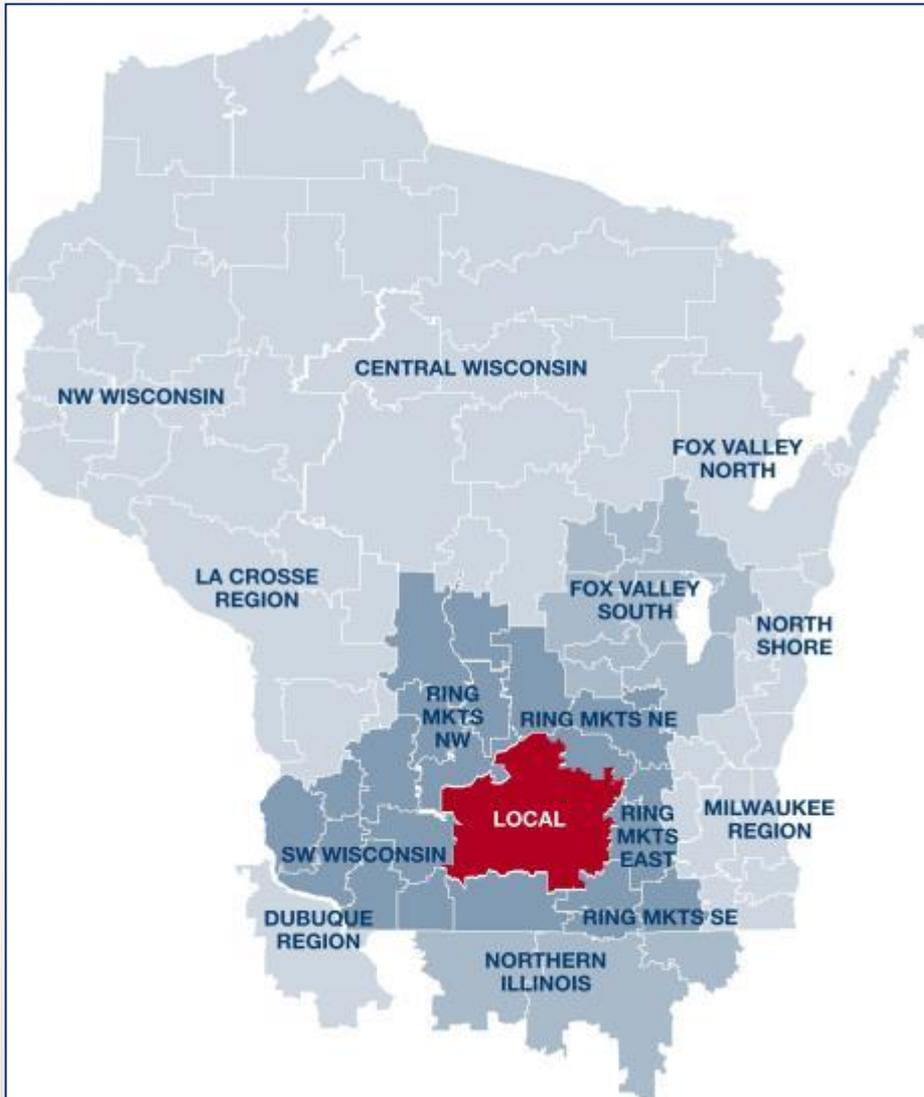


# Powell-Poage-Hamilton

## Outcomes: in the hopper

- VIP Trail expansion/extension (to be completed 2018)
- “Catalytic” Mixed-Use Project –Grocery Store
- 5<sup>th</sup> Street Lighted Pedestrian corridor
- 7<sup>th</sup> Street Lighted Pedestrian corridor
- Neighborhood welcome signage
- Powell Park renovation
- Medical Residency Housing – Phase II (to be completed 2017)
- Gundersen Hotel & Suites (opening 2017)
- Private Housing investments





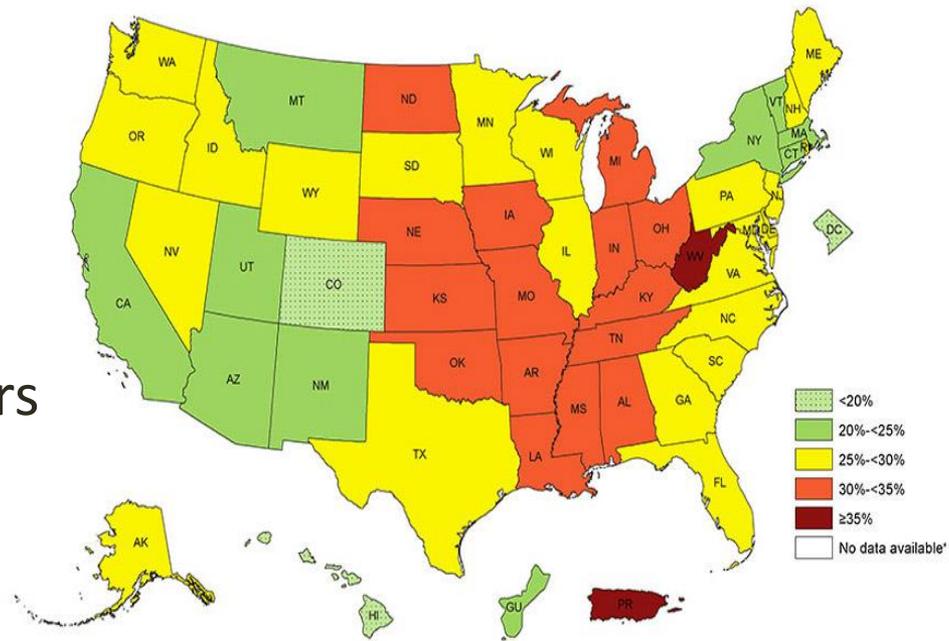
UW Health is the integrated health system of the University of Wisconsin-Madison serving more than 600,000 patients each year.

1,400 physicians  
16,500 staff  
six hospitals  
80 outpatient sites



# The Need for Fresh, Healthy Food

- Pediatric Overweight/Obesity
- Sustainability
- Support Local Farmers
- High-Quality, Nourishing Food and Beverage



Prevalence of Self-Reported Obesity Among U.S. Adults by State and Territory



# Our Goal

*To expand our commitment to a Healthy Hospital environment, we aim to be stewards of our environment by contributing to our local food system in environmentally, economically and socially responsible ways.*



# Eat Fresh! Eat Local!

The Farmers' Market Café at American Family Children's Hospital proudly serves **fresh, locally grown** foods that come from a wide variety of **Wisconsin farms**. What a delicious idea!



## LOCALLY GROWN, FRESH, WISCONSIN FOOD



No sugar sweetened beverages

Increased water consumption

Added Children's menu

All My Smart Choice menu items

Host weekly CSA site

Removed candy from gift shop

Healthy messaging on LCDs



# Sustainable commitments are developed through collaboration

## Internal

- Culinary and Clinical Nutrition Services
- Sustainability Leaders
- Wellness Options at Work



## External

- REAP Food Group
- State of WI Department of Agriculture, Trade and Consumer Protection
- Growers, Producers and Artisans



# Financial Sustainability

- Cost neutral pricing initiative
- Pricing strategies to promote healthier choices
- Spending our dollars to drive and promote economic growth
- Menu engineering for cost effectiveness



*Eat Seasonally...Eat Sustainably*



# *University Hospital retail venues average 180,000 customers per month*

- **Salad Bar Sales**

December 2015: 12,658

January 2016: 17,227

May: 21,021

August : 19,102

*46% average increase in sales*

- **Sustainable Beef**

- Antibiotic-free
- Sourced from Wisconsin family farms
- Master butcher helped increased our utilization of whole animal
  - Our usage dropped from 75+ cattle per month to 25 cattle

- **Sustainable Poultry**

- Partnering with purveyors who exceed industry standards for humane handling and sustainability practices

- **Local Produce**

- Multiple partnerships
- Farmers Market
- CSA host sites

- **Cheese and Dairy**

- 85% of our cheese is sourced from Wisconsin
- Milk is sourced from MN and WI family farms



Follow UW Health Culinary Services on Social Media!

@UWHealthEats



# Questions?

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