

2016 ANNUAL REVIEW

Pierce County Community Health Improvement Plan (2013-2017):

In 2013, Pierce County Public Health in collaboration with Allina Health and community partners developed a detailed action plan to improve physical activity and nutrition in Pierce County. The plan is available to the public through request to the Pierce County Public Health Department and the Pierce County Public Health website, www.co.pierce.wi.us.

In 2016, Pierce County Public Health partnered with St. Croix County Public Health, Hudson Hospital and Clinic, River Falls Area Hospital, Western Wisconsin Health and Westfields Hospital and Clinic to complete a community health needs assessment and plan for Pierce and St. Croix Counties under the auspices of Healthier Together Pierce and St. Croix Counties. Resources from these organizations were focused on this new assessment in 2016 as implementation activities from the 2013-2017 plan were in their final stages. A summary of these activities is presented here.

In 2016, Pierce County Public Health worked towards increasing physical activity through changes to environment, policy, and support. To promote physical activity in schools, Pierce & St. Croix Counties applied for and were awarded the Community Opportunity Grant. An employee was hired and has been working through 2016 to implement the strategies outlined in the grant workplan. There is at least one representative from each school district working with the project coordinator. An activity calendar is emailed out to each school district every month. This calendar has brain breaks, active challenges, and family-friendly activities for students every day. Every school district is practicing at least one Core 4+ Strategy. The project coordinator created a Google Folder available for school representative to share and access materials. A cohort of Healthier Together is also reviewing current school wellness policies to determine improvements needed.

The final CHANGE Implementation grant was received and allowed for the purchase and installation of two bike fix-it stations. Katie Feuerhelm, UW-Extension, also organized for a DERO fix-it station to be purchased, using funding from the City of River Falls Municipal Utilities POWERful Choices Program. This station brings the total to 5 Blue Bike River Falls bike racks and fix-it locations in the City of River Falls. The Blue Bike Committee continues to manage a bike share program in the city of River Falls.

In 2016, Pierce County Public Health worked towards increasing nutrition through increased consumption of fruits and vegetables, decreased consumption of sugar-sweetened beverages and other less nutritious foods, and increased breastfeeding. Partner organizations offered free and low cost nutrition and cooking education opportunities targeting low-income families throughout Pierce County. Many of the educational opportunities focused on ways to prepare and cook fruits and vegetables and the health benefits of consumption.

Farmers' market promotion among WIC participants and Allina match of FoodShare dollars at farmers' markets increased access to healthy foods. WIC participants received \$20 Farmers' Market vouchers from WIC in 2016. This is an increase from previous years. The River Falls Farmers' Market also offered the opportunity to double Foodshare dollar value through the Allina match program. Participant usage of these programs is still not at goal rates.

A team from Pierce and St. Croix Counties was awarded a Healthy Wisconsin Leadership Grant to assess and implement healthy food offerings at county food pantries. A video, “Food Insecurity in Pierce and St. Croix Counties” was created. An inventory list of Pierce County community garden contacts was compiled and posted to the department’s website.

Public Health Department employees provided information and education to various Pierce County officials on healthy vending and a county vending policy. After much effort the county vending policy failed to proceed at the committee level.

Pierce County Public Health once again supported Allina health in their Rock and Rest station in the first aid station at the Pierce County Fair. After staff turnover, the health department has designated a new staff person to represent the department on the Goodhue, Wabasha, Pierce Breastfeeding Coalition.