

Burnett Medical Center FY 2022



Burnett County Community Health Needs Assessment & Implementation Strategy



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Community Health Needs Assessment Report

Executive Summary

Burnett Medical Center—a Critical Access Hospital with an adjoining clinic and long-term care facility located in Grantsburg, WI—partnered with Burnett County Department of Health and Human Services (DHHS)-Public Health to conduct a Community Health Needs Assessment (CHNA). Required by the Patient Protection and Affordable Care Act, the goal of the assessment is to identify the most significant health needs among Burnett County residents—Burnett Medical Center’s service area—and develop a plan to address the identified health needs.

The significant health needs were determined through an assessment process that began in the fall of 2021. The assessment process consisted of extensive data collection through various reliable websites and a county-wide survey to all those who reside and work in Burnett County.

The survey resulted in alcohol and other drug abuse, behavioral health, and infectious disease as the top three significant health needs. Coming in a close fourth was chronic disease.

An implementation strategy was then developed to identify what resources and programs Burnett Medical Center would deploy to address the significant health needs, and how Burnett Medical Center would collaborate with other community groups and organizations in addressing the health needs. In partnership with Burnett County DHHS—Public Health, Burnett Medical Center formed “Healthy Burnett” in 2013 to engage community partners and members to work collaboratively to promote the health of Burnett County and its residents. By bringing key community stakeholders together to align activities and resources to enhance how the community addresses identified health needs, Healthy Burnett creates an infrastructure for continual health improvement.

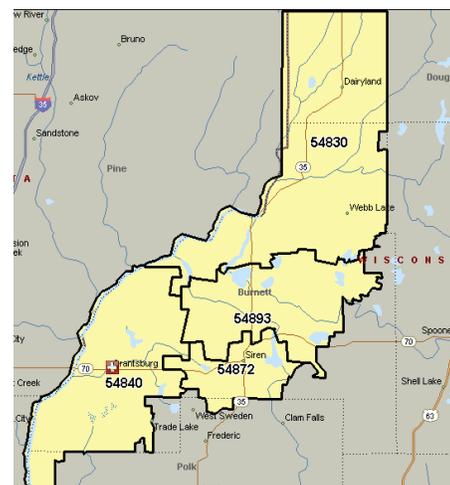
However, due to the unforeseen circumstances with the COVID-19 pandemic, all Healthy Burnett meetings have been postponed. The plan is to resume in-person meetings once the Public Health Emergency is lifted. In the meantime, this opportunity will be used to study and adjust Healthy Burnett’s structure so key stakeholders can effectively and proactively develop shared goals and actions that address the highest priority needs identified in the CHNA.

Certain needs were not addressed in the implementation strategy due to either lack of hospital resources or expertise, the need being of relatively low priority, and/or the need being currently addressed by others.

As the implementation strategy is executed over the next three years, the plan’s effectiveness in addressing the identified health needs will be evaluated, and partners will accordingly mobilize to further respond to the service area’s health needs at the close of the three-year duration.

Definition of Community Served

Burnett Medical Center primarily serves residents of Burnett County, which has a population of 15,363 (U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Burnett County, WI). Determined by geography and percent of inpatients, Burnett Medical Center’s service area includes the town of Grantsburg—which makes up 43% of total inpatients—and the towns of Webster, Danbury, and Siren, which together account for 43% of inpatients (Rural Health Dashboard, 2021). Burnett Medical Center also serves neighboring counties of Pine County, MN, and Polk County, WI, among others.



Burnett Medical Center 2021 Inpatients by Zip Code			
PO Name	ZIP	2021 Inpatients	Cumulated %
Grantsburg	54840	98	43%
Webster	54893	24	13%
Siren	54872	23	19%
Danbury	54830	12	11%

Source: Rural Health Dashboard, 2021

Burnett County’s median age of 53.1 years about 1.3 times older than the rest of Wisconsin (39.6 years) and the United States (38.2 years). The population of Burnett County is predominately white (90%) but has a notable Native American population (3%). Roughly \$10,000 lower than Wisconsin, the average household income of Burnett County was \$53,555. Furthermore, the unemployment rate of Burnett County was 3%, compared with 2.3% for Wisconsin (U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Burnett County, WI).

Assessment Process and Methodology

Burnett Medical Center partnered with Burnett County DHHS-Public Health to assess the health needs of the service area. In assessing the health of Burnett County residents, a variety of data collection methods—both quantitative and qualitative—were employed. Data was collected to examine the health of the community with regards to 12 health focus areas, as well as socioeconomic indicators intended to shed light on Burnett County’s status with respect to access to care.

A variety of data sources were used to assess the health needs, including the United States Census Bureau, the Wisconsin Department of Health Services, Wisconsin Interactive Statistics on Health, and the Behavior Risk Factor Surveillance System. To analyze Burnett County’s health status on given indicators to identify significant needs, when appropriate, county-level data was compared to state and national benchmarks.

Qualitative data was gathered from community members and service organizations to develop an understanding of community perceptions of the service area’s health needs, and to gather input from persons representing the broad interests of the community served. This data was gathered from October 2021 to November 2021 through an internet-based survey of approximately 371 individuals, which asked participants to indicate what they believed are the biggest health needs among Burnett County residents.

Input from Public Health and Community Representatives

Throughout the CHNA process, efforts were made to engage and gather input from individuals representing the broad interests of the community served. This was accomplished by conducting a community-wide survey. The survey was available to the public for about 1 month and was distributed online through various channels such as Facebook, the Healthy Burnett website, Burnett Medical Center’s website, and multiple mass emails to organizations and individuals. The survey asked

respondents to identify what they perceived to be the three biggest health problems and risky behaviors among Burnett County residents (see Appendix for results). Demographic questions—about income, insurance type, and race/ethnicity, among others—were also asked to identify members of different populations and thus ensure their representation.

Community Health Forum

Due to the pandemic, BMC and Burnett County DHHS-Public Health decided against hosting a community health forum like in past years. The pandemic significantly impacted the ability to gather in a forum style and staffing on both ends were limited.

Prioritized Description of Significant Health Needs

Alcohol and other drug abuse (AODA)—the use of alcohol and other drugs that results in negative consequences—were identified as the top significant health concern for Burnett County. Out of the 371 survey responses, 326 people voted AODA as one of their top three concerns. When asked the best ways to improve health in Burnett County, the survey resulted in ‘Providing AODA prevention and treatment services’ as the number one response with 153 votes. Not only was AODA the majority vote on the survey but, the data also supports it is a problem. With higher percentages than the state of Wisconsin, Burnett County’s alcohol-impaired driving deaths are 20% higher (County Health Rankings, 2016-2020).

Behavioral health—an individual’s emotional, psychological, and social well-being—was identified as the second most significant health concern across all data collection methods. Out of the 371 survey responses, 222 people voted behavioral health as one of their top three concerns. When asked the best ways to improve health in Burnett County, the survey resulted in ‘increasing behavioral health awareness and services’ as the number two response with 138 votes. The data also proves this to be true. Burnett County is designated as a Behavioral Health Professional Shortage Area which creates a barrier to those in need of services. Research also indicates that individuals with behavioral health issues have an increased risk of developing chronic health problems and risk factors such as smoking, physical inactivity, obesity, and substance abuse and dependence.

Infectious disease—illnesses caused by bacteria, viruses, fungi, or parasites that can be spread to others—was identified as the third most significant health need. Out of the 371 survey responses, 109 people voted infectious disease as one of their top three concerns. The COVID-19 pandemic is a significant factor with Burnett County’s COVID-19 age-adjusted mortality at 87 while Wisconsin was at 70. (County Health Rankings, 2020). Plus, the percentage of fee-for-service Medicare enrollees that had an annual flu vaccination was 26% for Burnett County while Wisconsin’s was 53% (County Health Rankings, 2019).

Existing Resources in the Community

Despite Burnett County’s rural nature, there are a variety of resources available to respond to the county’s health needs. Listed below are resources identified for the top three health priority areas.

Resources to address AODA

- Drug and Alcohol Court 715-349-7600
- Intoxicated Driver Intervention Program
- Migizii Miigwam Talking Circle 715-416-4001
- New Beginnings Alano Club 715-349-2588
- Restorative Justice 715-349-2117
- St. Croix Tribal Aftercare Program 715-349-2195 x5156 or 5141
- Whole Life Services 715-939-1248

- Visit www.healthyburnett.org for additional resources in Burnett County

Resources to address behavioral health

- Burnett County Department of Health and Human Services 715-349-7600
- Counseling
 - Families First Counseling 715-349-8913
 - St. Croix Tribal 715-349-2195 x264
 - SOAR Service, Inc 715-468-2841
- Crisis Hotline 888-552-6642
- Northwest Journey 715-349-2829
- Northwest Passage 715-327-4402
- Solstice Warmline 608-244-5077
- Webster Health Center 715-866-4271
- Visit www.healthyburnett.org for additional resources in Burnett County

Resources to address communicable disease

- Burnett County Department of Health and Human Services 715-349-7600
- Burnett Medical Center 715-463-5353
- Webster Health Center 715-866-4271
- Visit www.healthyburnett.org for additional resources in Burnett County

Information Gaps

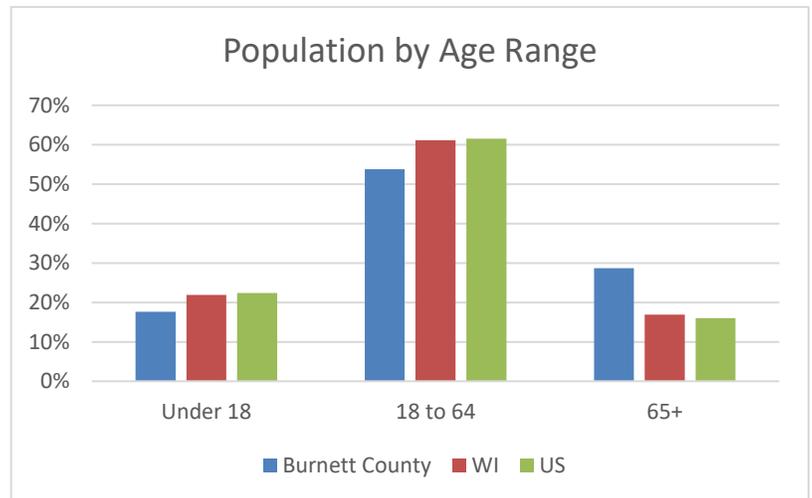
Burnett Medical Center's ability to accurately assess the community's health status was slightly limited due to information gaps in the data collection process. Due to the logistics of collecting, analyzing, and publicizing data, there is an inevitable lag from the time data is collected to when it is published. Plus public data sources not reporting health indicator data specific to unique populations (in our service area, the Native American population) all contribute to such informational gaps. While these factors may result in a possible inaccurate representation of current health status, qualitative data collected through the surveys were intended to help compensate for this.

Quantitative Findings

Population and Demographics

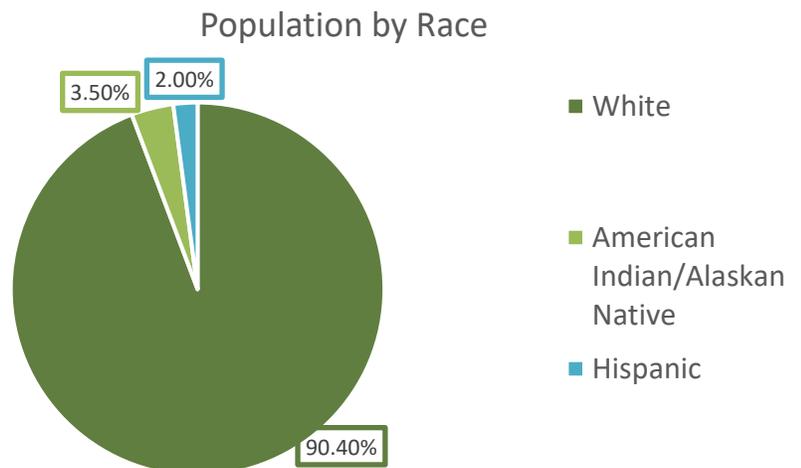
i. Age

Burnett County is 100 percent rural with about 15,363 residents. The median age is approximately 53.1 years (U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Burnett County, WI).



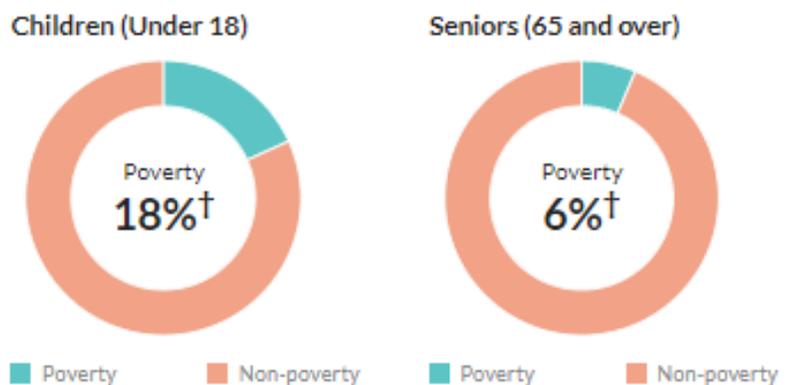
ii. Race/Ethnicity

The population of Burnett County is predominately white (90.4%), but also has a notable Native American population (3.5%). Hispanics make up a small portion of Burnett County's population (2%) and the remaining percentage of the population consists of African American, Asian, and other races (U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Burnett County, WI).



iii. Economics

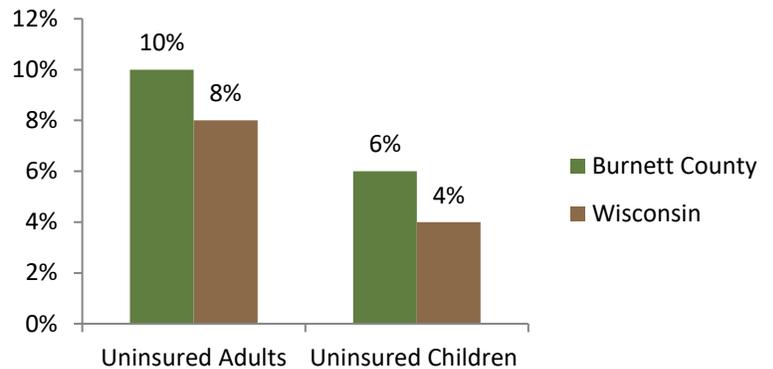
The average household income of Burnett County was \$53,555, which is roughly \$10,000 lower than Wisconsin. Considering poverty levels, Burnett County had 12.6% of the population living in poverty, compared to Wisconsin (11%) and the United States (12.8%) (U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Burnett County, WI).



iv. Insurance Coverage

Insurance coverage for Burnett County residents is less than Wisconsin. According to the U.S. Census Bureau, 10% of Burnett County adults do not have insurance, compared to 8% for Wisconsin. Lack of health insurance coverage is a significant barrier to accessing needed health care. Individuals without insurance are less likely to receive preventive and diagnostic health care services, are more often diagnosed at a later disease stage, and, on average, receive less treatment for their condition than insured individuals (County Health Rankings, 2019).

Uninsured Adults vs. Children



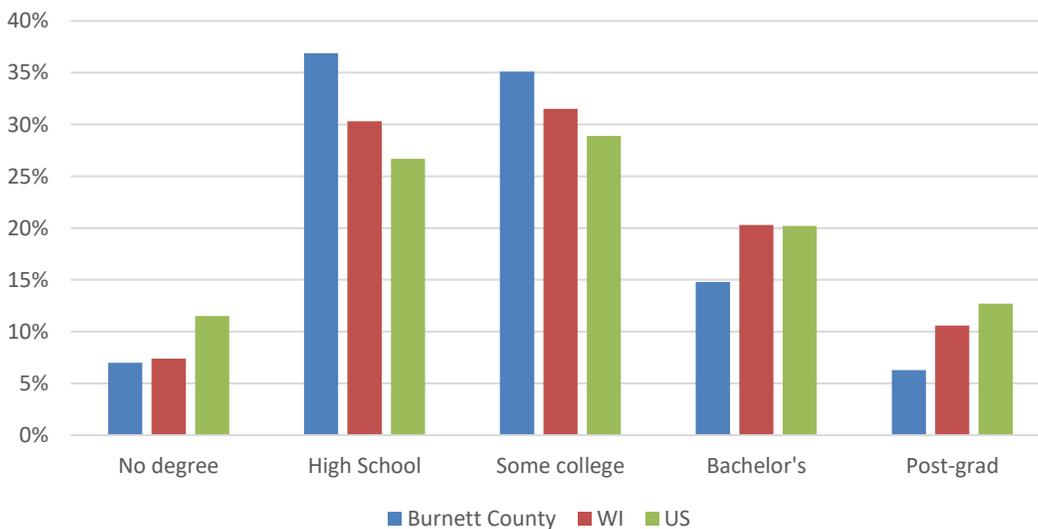
v. Employment

In 2020, Burnett County had an unemployment rate of 9.1%, which is higher than Wisconsin (6.3%). The unemployed population experiences worse health and higher mortality rates than the employed population. Unemployment has been shown to lead to an increase in unhealthy behaviors related to alcohol and tobacco consumption, diet, exercise, and other health-related behaviors, which in turn can lead to increased risk for disease or mortality, especially suicide. Because employer-sponsored health insurance is the most common source of health insurance coverage, unemployment can also limit access to health care (County Health Rankings, 2020).

vi. Educational Attainment

Approximately 56% of Burnett County residents had some college or more, compared to 62.4% for Wisconsin and 61.8% for the United States (U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Burnett County, WI).

Educational Attainment

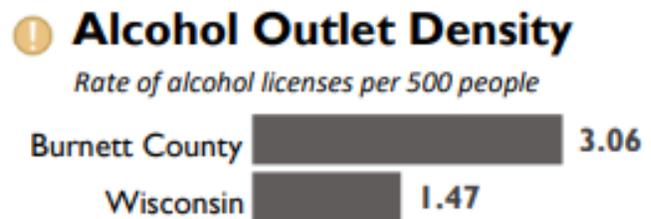


Top Three Health Indicator Data

i. Alcohol and Other Drug Abuse

Alcohol and other drug abuse are defined as the use of alcohol and other drugs (illegal substance, misuse of prescription drugs, over-the-counter drugs, etc.) that result in negative consequences. Substance abuse of alcohol and drugs has far-reaching consequences, including motor vehicle and other injuries; fetal alcohol spectrum disorder and other childhood disorders; alcohol-and drug-dependence; liver, brain, heart, and other diseases; infections; family problems; and both nonviolent and violent crimes (Healthiest Wisconsin 2020, 2021).

Access to alcohol—in terms of availability and cost—is one contributing factor to high levels of alcohol consumption in Wisconsin. For Burnett County, the number of residents per liquor license is 3.06 which is higher than the Wisconsin average of 1.47 (Environmental Public Health Data Tracker, 2021).



Alcohol impaired driving deaths directly measures the relationship between alcohol and motor vehicle crash deaths and is another indicator for concern. Compared to the rest of Wisconsin at 36%, Burnett County had a greater percent of alcohol-related driving deaths at 56% (County Health Rankings, 2016-2020).

Alcohol and drug use among youth is also a concern in Burnett County. In the 2018 Burnett County Youth Risk Behavior Survey, the following statistics were reported:

- 39.1% of middle school students and 53.5% of high school students have had at least one drink of alcohol. For Wisconsin, 64.5% of all high schoolers have had at least one drink of alcohol.
- 3.8% of middle school students and 6.2% of high school students have had 5 or more drinks of alcohol in a row. For Wisconsin, 16% of all high schoolers have had 5 or more drinks of alcohol in a row.
- 10.9% of middle school students and 17.8% of high school students tried/use marijuana.
- 6.9% of middle school students and 4.8% of high school students tried/use synthetic marijuana.
- 7.6% of middle school students and 5.5% of high school students tried/use household items to get high.
- 29.2% of middle school students and 3.4% of high school students use prescription drugs without a prescription.

Typically, updated Burnett County Youth Risk Behavior Survey (YRBS) data is used but as of September 21, 2022, the YRBS data has not been released to the county.

ii. Behavioral Health

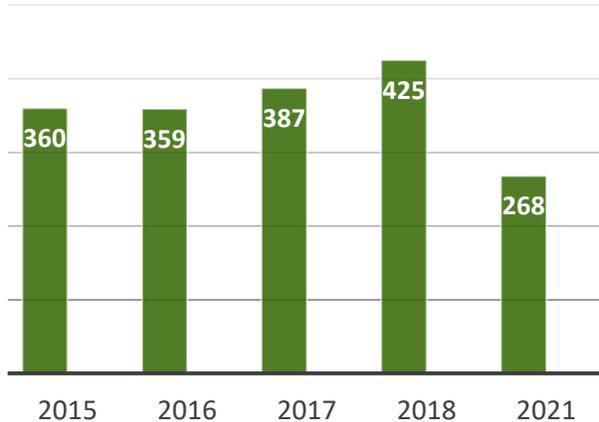
Behavioral health is an individual's emotional, psychological, and social well-being. Persons with any mental illness are more likely to have chronic conditions such as high blood pressure, diabetes, and stroke. Those individuals are also more likely to be hospitalized and use emergency room treatment (SAMHSA *Behavioral Health Integration*. (n.d.)).

An indicator for poor behavioral health is the lack of access to behavioral health services. Like many counties in Wisconsin and throughout the United States, Burnett County is designated as a Health Professional Shortage Area for behavioral health meaning there is a shortage of health care providers

able to provide behavioral health services due to the geographic area and/or population (Wisconsin Primary Care Program, 2022).

Deaths from suicide is another indicator of behavioral health status. Wisconsin's suicide rate (per 100,000 population) continues to increase. In 2014 it was 13.0 and in 2018 it rose to 15.1 (Wisconsin Interactive Statistics on Health, 2020).

Burnett County Crisis Calls



To elaborate on the graph to the left, the crisis line is a 24-hour line that serves all residents of Burnett County. When a call is made the workers provide emergency assessments for those in psychiatric or emotional crisis, this then results in a safety plan with the caller and another individual, or an emergency detention for further assessment. Burnett County Behavioral Health follows up with all calls the following business day, to provide resources and referral if necessary (Burnett County DHHS, Crisis Calls, 2021).

According to the Burnett County Department of Health and Human Services-Behavioral Health Department, the total calls made to the crisis line by youth was 62 calls (Burnett County DHHS, Crisis Calls, 2021).

Crisis Calls Made By Youth



Behavioral health among youth is a concern in Burnett County. In the 2018 Burnett County Youth Risk Behavior Survey, the following statistics were reported:

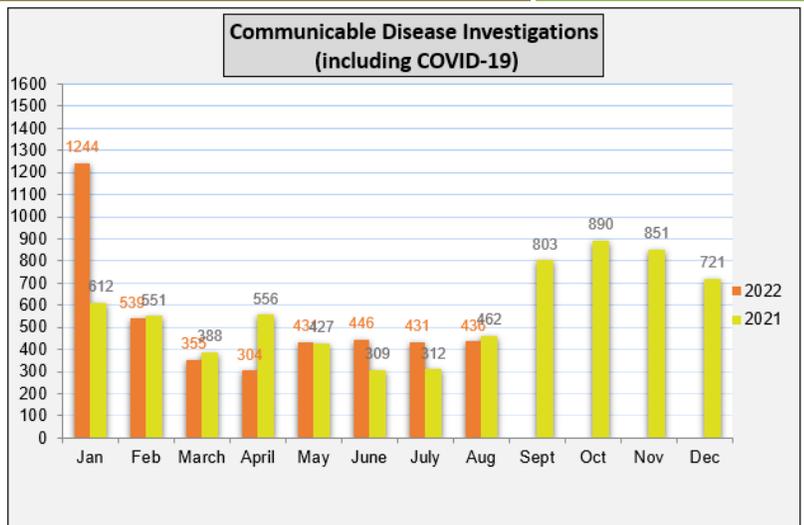
- 26.2% of middle school students and 16.2% of high school students seriously considered suicide. Of those percentages, majority are female.
- 10.9% of middle school students and 5.5% of high school students attempted suicide. Of those percentages, more female middle school students responded yes than male, while more male high school students responded yes than female.

Typically, updated Burnett County Youth Risk Behavior Survey (YRBS) data is used but as of September 21, 2022, the YRBS data has not been released to the county.

iii. Infectious Disease

Infectious diseases, also known as communicable diseases, are illnesses caused by bacteria, viruses, fungi, or parasites that can be spread to others. Organisms that are communicable may be transmitted from one infected person to another or from an animal to a human, directly or by modes such as airborne, waterborne, food borne, or vector borne (tick or mosquito) transmission, or by contact with an inanimate object, such as a contaminated doorknob (Wisconsin DHS, Communicable disease, 2022).

Infectious disease is a concern in Burnett County. Not just COVID-19 but most infectious diseases have seen an increase over the last few years. According to the bar graph (right), the total number of infectious disease investigations, including COVID-19, are 4186 which is already higher than the 2021 total number (3617) during the same period. Excluding COVID-19, the most prevalent category of infectious disease investigations, from January through August of 2022, is tickborne with 84 Lyme lab reports, 32 anaplasmosis cases, and 27 Lyme disease cases (Wisconsin Electronic Disease Surveillance System 2021-2022).



See Appendix for the remaining health indicator data.

Qualitative Findings

Survey Results

The internet-based survey was distributed online through various channels such as Facebook, the Healthy Burnett website, Burnett Medical Center’s website, and multiple mass emails to organizations and individuals with the goal to reach a variety of populations.

The survey instrument was designed to develop an understanding of respondents’ perception of the most significant health needs among Burnett County residents and their perception of solutions to their chosen health needs. The first two questions in the survey instrument asked respondents to identify the three biggest health problems and the two best ways to improve health in Burnett County among a list of options.

For question one, the results for the top three most frequently chosen health problems were as follows:

Answer #1 Options	Response Percent	Response Count
Alcohol and Drug Use (such as alcohol & drug related injuries/death, binge drinking, youth alcohol/drug use, drunk driving)	87.87	326
Chronic Disease (such as diabetes, heart disease, cancers, stroke, asthma, and emphysema)	28.03	104
Infectious Disease (such as influenza, tuberculosis, Lyme disease, whooping cough, food-borne illnesses, sexually transmitted diseases, measles, COVID-19)	29.38	109
Environmental & Occupational Health (such as safe food & drinking water, air/water/noise pollution, safe work environments)	6.47	24
Growth and Development (such as care before, during, and after pregnancy, including breastfeeding, achieving appropriate childhood developmental milestones)	5.12	19
Injury and Violence (such as domestic abuse, youth violence, falls, car accidents, injury from recreational activities)	21.83	81
Behavioral Health (including access to mental health professionals; conditions such as depression, anxiety, bipolar disorder, eating disorders, post-traumatic stress disorder; and suicide)	59.84	222
Nutrition (such as access to healthy foods, having enough food, and eating fresh fruits and vegetables)	10.78	40
Oral Health (such as having good dental health and accessing recommended dental care)	5.66	21
Physical Activity (exercise, including walking, jogging, biking, etc.)	10.24	38
Reproductive and Sexual Health (such as youth sexual behavior, teen births, sexually transmitted diseases, etc.)	4.04	15
Tobacco Use (smoking, use of chewing tobacco, smoking during pregnancy, youth tobacco use)	17.52	65
Other (please specify)	4.04	15

As can be seen, alcohol and drug use, behavioral health, and infectious disease were the top three chosen health problems of those listed. For question two the results were as follows:

Answer #2 Options	Response Percent	Response Count
Holding community education/health classes (health fairs, quit smoking classes, etc.)	8.38%	29
Providing community fitness opportunities (biking, walking, ski trails, exercise classes, etc.)	10.12%	35
Working with lawmakers on policies to improve health	8.96%	31
Promoting worksite wellness	4.05%	14
Increasing access to healthy foods	8.96%	31
Increasing behavioral health awareness and services	39.88%	138
Increasing access to preventive health services	19.94%	69
Improving transportation services	14.74%	51
Decreasing poverty	26.30%	91
Providing alcohol and other drug abuse prevention and treatment services	44.22%	153
Violence prevention and victim services	13.87%	48
Health education in schools	12.14%	42
Parent education	10.98%	38
Other (please specify)	5.49%	19

Providing alcohol and other drug use prevention and treatment services, increasing behavioral health awareness and services, and decreasing poverty were shown to be the top three ideas for solving Burnett County's health needs.

Next Steps

Even though Healthy Burnett meetings have been postponed, this is a great opportunity to study and adjust Healthy Burnett's structure so key stakeholders can proactively develop shared goals and actions that address the highest priority needs identified in the CHNA. For instance, subcommittees will be reinstated and assigned to specific health focus areas to work on big picture changes such as environment changes to try to reduce risk. Each agency partner represented with Healthy Burnett will also be guided to work on indicated prevention efforts.

Implementation Strategy

The assessment findings point to numerous improvement opportunities and strategies Burnett Medical Center can take on. Such opportunities and strategies involve more community-based education (positive role models for students), increased access to services (more accessible behavioral health services), and additional outreach for governmental policy changes (vaccination requirements).

This CHNA will be available to the public via Burnett Medical Center and Healthy Burnett's websites. It will also be emailed to anyone who requests a copy. Print copies will be distributed to key stakeholders if requested. It is anticipated that organizations will use the CHNA for grant applications, strategic planning projects and for educational uses.

The implementation strategy below will show each health need tailored to the hospital's programs, resources, priorities, plans and/or collaboration with governmental, non-profit, or other health care organizations.

- i. Alcohol and Other Drug Abuse
 - a. Objective #1: Improve access to counseling

1. Send out newsletters referencing the importance of Influenza and COVID-19 vaccine to prevent the spread of disease.
 2. Social media platforms will also provide education/promotion of infectious disease.
- ii. Anticipated Impact:
1. It is anticipated that these activities will assist in increasing flu and COVID-19 vaccination rates in the county and decrease the number of cases.

Evaluation

To evaluate the anticipated impact of these activities on the identified health needs, means of tracking the effectiveness of these activities will be established. For instance, approximate participation and utilization numbers will be recorded for programs and services to gauge program and service effectiveness. Although not immediately evident, it is the intent that increased utilization of services and programs directed at addressing identified health needs will result in improved health outcomes. Based upon evaluation results, appropriate actions will be taken and incorporated into Burnett Medical Center's next CHNA and strategic planning process.

Needs Not Addressed

Of the 12 health focus areas, Burnett Medical Center chose not to address several of them. Described in the table below, certain needs will not be addressed due to either lack of hospital resources or expertise, the need being of relatively low priority, and/or the need being currently addressed by others.

Community Need	Reasons Needs Not Addressed
Tobacco Use and Exposure	Need is of low priority and is currently addressed by Burnett County Health Department, community healthcare providers, and local pharmacies.
Environmental and Occupational Health	Need is of low priority and is currently addressed by Burnett County Health Department, local businesses, Burnett Medical Center Rehabilitation Department, and local clinics.
Healthy Growth and Development	Need is of low priority and is currently addressed by Early Childhood Interagency Council, Family Resource Center, local school districts, and local healthcare providers.
Injury and Violence Prevention	Need is of low priority and is currently addressed by Community Referral Agency, and county and city police departments.
Oral Health	Hospital lacks resources and need is currently addressed by Rural Dental Health in Schools, dental clinics, and fluoride in schools.
Physical Activity	Need also addressed by UW-Extension, local school districts, local fitness centers, local organizations that host fitness-related events.
Reproductive and Sexual Health	Need is of low priority and is currently addressed by Burnett County Health Department, local clinics, Burnett Medical Center, local school districts, and Family Planning Only Services.
Adequate, Appropriate and Safe Food and Nutrition	Need also addressed by Women, Infants and Children (WIC); UW Extension Nutrition Program; Feed My Sheep; Food Shelves; Schools/HeadStarts; Senior Dining Sites; Farmer's Markets; Salvation Army Backpack Program.
Chronic Disease Prevention and Management	Need also addressed by: Healthcare providers at clinics, Wisconsin Well Woman Program, Aging and Disability Resource Center (ADRC) preventative health outreach activities and events provided by Burnett Medical Center.

Committed Resources

As determined through integration into Burnett Medical Center's annual budgeting and strategic planning processes, Burnett Medical Center will assign staff personnel and financial resources as necessary to execute the planned programs and activities outlined in the Implementation Strategy.

Appendix

Health Indicator Data

i. Chronic Disease Prevention and Management

Chronic diseases are defined as illnesses that last a long time, do not go away on their own, are rarely cured, and often result in disability or death later in life. Many people have a chronic disease but fortunately many are preventable. Four modifiable risk behaviors— unhealthy diet, insufficient physical activity, tobacco use and secondhand smoke exposure, and excessive alcohol use — are responsible for most of the illness, suffering, and early death related to chronic diseases. For Burnett County, among the top leading causes of death are diseases of the heart and cancer (Register of Deeds Office, 2018).

Leading Cause of Death in Burnett County, 2018



Disease of the heart such as chronic obstructive pulmonary disease (COPD), heart disease, cardiac dysrhythmia, hypertension, congestive heart failure (CHF), and myocardial infarction (MI) are the leading cause of death in Burnett County in 2018. In 2017, COPD deaths per 100,000 was 109.7 in Burnett County compared to 49 in Wisconsin (Wisconsin Interactive Statistics on Health, 2017).

Burnett County also had higher diabetes related deaths (12%) compared to Wisconsin's 10% (Wisconsin Interactive Statistics on Health, 2021).

ii. Environmental and Occupational Health

Environmental and occupational health is illnesses and injuries from indoor and outdoor hazards, such as chemicals, contaminated food/water, polluted air, or work hazards.

Everyday children in Burnett County are being screened for lead and many of them have elevated levels in their blood, which can affect development. Workers, too, are at risk of lead and asbestos exposure when working on old buildings or in factories.

The number of individuals infected by food borne and waterborne diseases is one indicator of the environmental health of a community. In Burnett County there have been few incidences of such infection over the course of the years from 2017 to 2019. See the chart to the right (WI Electronic Data Surveillance, 2019).

Foodborne and Waterborne Diseases Infecting Burnett County Residents				
Disease	2017	2018	2019	Total
Campylobacter	4	5	5	14
Cryptosporidium	0	2	1	3
Giardia	4	0	2	6
Norovirus Outbreak	0	1	1	2
Salmonellosis	3	4	3	10

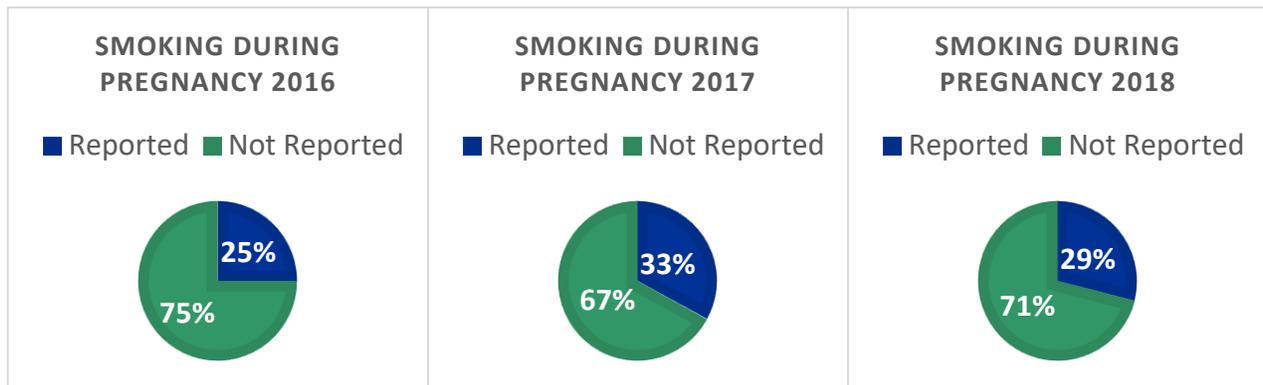
iii. Healthy Growth and Development

Healthy growth and development is the care and support for the best possible physical, social, and emotional health and development such as, prenatal care, well child checks, childcare, and education.

There are several health status indicators used to measure healthy growth and development, including birth rate, infant mortality rate, prenatal care, birth weight, tobacco use during pregnancy, and breastfeeding rates. Burnett County's total births have been decreasing, in 2018 there were 116 births and in 2021 there were 76 births (Burnett County Birth Certificates, 2021).

Breastfeeding is important to healthy growth and development as it benefits the health of both the child and the mother. Unfortunately, the percentage of breastfeeding has been slowly decreasing over the past few years. In 2016, 79% of infants were breastfed compared to 73% in 2018 (Wisconsin Interactive Statistics on Health, 2018).

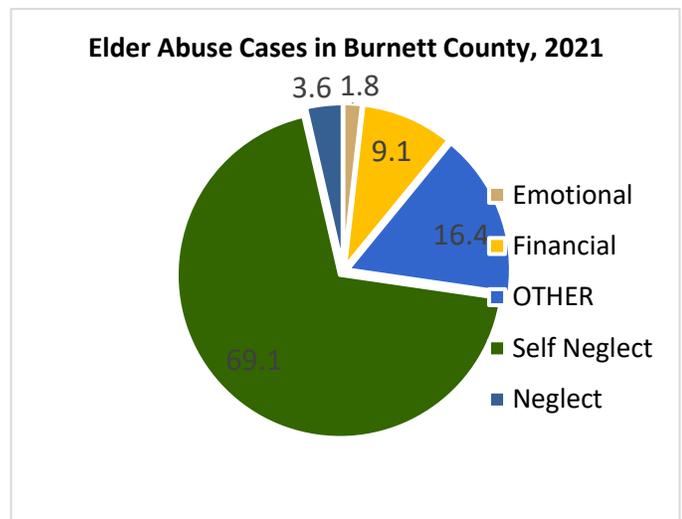
Tobacco use during pregnancy is a risk factor for adverse birth outcomes. The percentage of mothers who have reported smoking during pregnancy has overall increased. In 2016, 25% of mothers reported smoking during pregnancy and in 2018 it increased to 29% (Wisconsin Interactive Statistics on Health, 2018).



iv. Injury and Violence Prevention

Injury and violence prevention are described as preventing injury from accidents or violence such as falls, car crashes, abuse, and assault. Unintentional injuries are often referred to as accidents despite being highly preventable. Examples include falls, drowning, motor vehicle crashes, suffocation, and poisoning. Intentional injuries include those that were purposely inflicted, with the intent to injure or kill someone (including self). Examples include homicide, child maltreatment, sexual assault, bullying and suicide.

The high percentage of older individuals residing in Burnett County compared to other counties in Wisconsin, can sometimes lead to unfortunate events such as elder abuse. In 2021, there were about 86 self-neglect/neglect cases against the elderly population in Burnett County (Burnett County Adult Protective Services, 2021). On the other hand, with children, the number of Burnett County child protective services referrals decreased slightly from 413 in 2020 to 387 in 2021 (Burnett County Children and Families Unit, 2021).



v. Nutrition

Nutrition means having enough food, having nutritious foods, and having access to food for healthy living. In other words, meeting nutrient recommendations yet keeping calories under control; safe handling, preparation, serving, and storage of foods and beverages; and ready and appropriate access to nutritious foods throughout the year.

In Burnett County, a significant portion of the population are participants of FoodShare Wisconsin, which helps people with limited money buy the food they need. As of 2018, 3,093 people participated in FoodShare and in 2021 that increased to 3,256 (Burnett County Economic Support, 2021). WIC (Women, Infants, and Children) is another great program that helps low-income women, infants, and children up to age 5 who are at nutrition risk. Burnett County had 356 WIC participants in 2021 (Burnett County WIC, 2021).

Food security continues to be a problem with students as well. In 2016, nearly 1 in 4 students in Burnett County reported going hungry at least once in the last 30 days due to not enough food at home (Burnett County Youth Risk Behavior Survey, 2016).



vi. Oral Health

Oral health means keeping teeth, gums, and mouth healthy to prevent mouth pain, tooth decay, tooth loss, and mouth sores. Improvement in oral health is rooted in effective prevention and treatment efforts, including routine dental visits and community water fluoridation, which help to prevent tooth decay, gum disease, and infection.

Ability to access dental health services is crucial to maintaining good oral health. Burnett County is designated as a “Dental Health Professional Shortage Area”, meaning there is a federal designation identifying there is a shortage of dental providers. This is reflected when comparing Wisconsin’s ratio of population to dentists (1,410:1) to Burnett County’s ratio which is 2,570:1. This means there is 1 dentist to every 2,570 people in Burnett County (County Health Rankings, 2019).

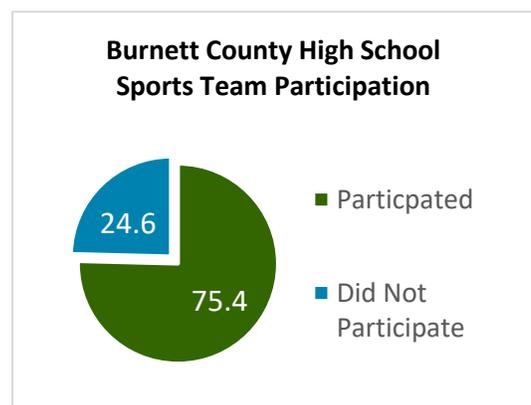
To preventing tooth decay, gum disease, and infection, community water fluoridation is also an indicator of good oral health. In Burnett County, there has been no water sources served by fluoridated water since 2013 (Environmental Public Health Data Tracker, 2018).

vii. Physical Activity

Physical activity means any bodily activity that enhances or maintains physical fitness and overall health. Poor physical health days, the average number of physically unhealthy days reported in past 30 days, is one indicator of physical activity. Burnett County residents reported 3.9 poor physical health days in 2016 (County Health Rankings, 2018).

In the 2016 Youth Risk Behavior Survey distributed to high school students in Burnett County, the following statistics were reported:

- 1 in 4 students watch an average of 3 hours or more of TV a day.
- 24.6% of students did not participate on a high school sports team.



viii. Reproductive and Sexual Health

Reproductive and sexual health includes the factors that affect the physical, emotional, behavioral, and social well-being related to reproduction and sexuality across the life span. Unintended pregnancies and sexually transmitted diseases, including HIV infections, result in tremendous health and economic consequences for individuals and society.

In 2020 there were 73 total Burnett County births. Of those, only 58 of the mothers received adequate prenatal care, meaning the mothers had nine or more visits in the first trimester (Wisconsin Interactive Statistics on Health, 2020).

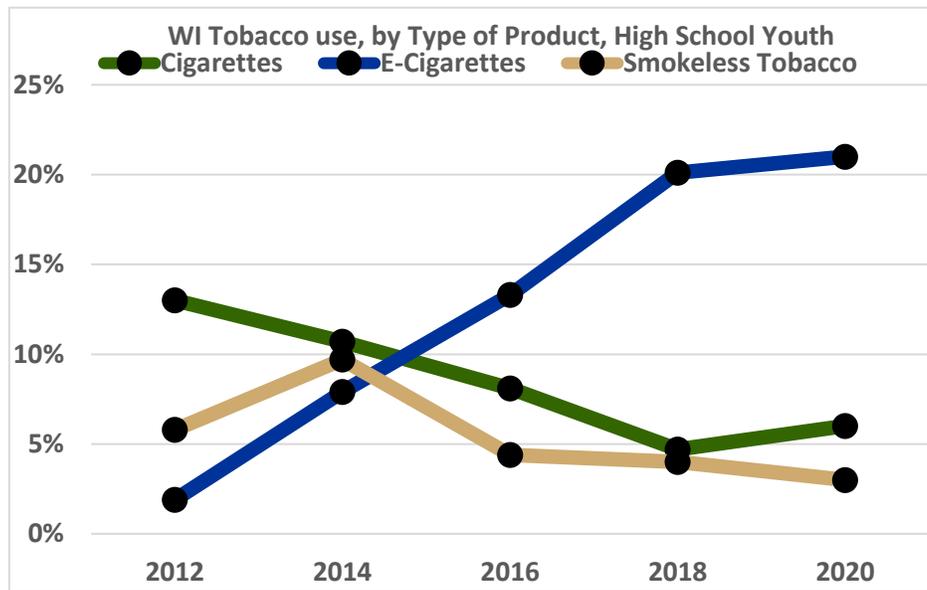
Chlamydia has been found to be the most prevalent of the sexually transmitted diseases affecting Burnett County residents for the years 2016-2019 (Wisconsin System Electronic Data Surveillance, 2019).

Disease	2016	2017	2018	2019
Chlamydia	22	16	27	22
Gonorrhea	1	18	4	0
Syphilis	0	2	2	0
Hepatitis B	0	1	0	2
Hepatitis C	19	13	16	9

ix. Tobacco Use and Exposure

Tobacco use and exposure is the use of products containing tobacco such as cigarettes, cigars, chewing tobacco, e-cigarettes, etc. and exposure to second-hand smoke.

Tobacco use such as cigarettes and smokeless tobacco is decreasing among adults and high school youth. However, E-Cigarettes with high school youth is becoming a concern in Burnett County. According to the Wisconsin Youth Tobacco Survey, in 2020, the percent of high school youth using E-Cigarettes is 21% which is significantly higher than 1.9% in 2012 (Wisconsin Youth Tobacco Survey, 2018).



Reason Used E-Cigarettes	Percent
Friend or family member used them	54.1%
They are available in flavors, such as mint, candy, fruit, or chocolate	31.1%
Because they are cool, fun, in style	27.0%
I like the effect I get from the nicotine	26.1%
They are less harmful than other forms of tobacco, such as cigarettes	25.6%
They can be used in areas where other tobacco products, such as cigarettes, are not allowed	7.6%
To try to quit using tobacco products, such as cigarettes	6.2%
They cost less than other tobacco products, such as cigarettes	5.4%
I used them for some other reason	17.9%

Furthermore, E-Cigarettes, also known as “e-cigs,” “vapes,” “vape pens,” and “electronic nicotine delivery systems (ENDS)”, are becoming more popular among the youth. E-Cigarettes are devices that have a battery, a heating element, and a place to hold a liquid. They produce an aerosol by heating a liquid that usually contains nicotine—the addictive drug in regular cigarettes, cigars, and other tobacco products—flavorings, and other chemicals that help to make the aerosol. Users inhale this aerosol into their lungs. Bystanders can also breathe in this aerosol when the user exhales into the air (Centers for Disease Control and Prevention, 2018). The graph above shows how popular E-Cigarettes have become among high school students over the years, while cigarettes and smokeless tobacco have declined. The main reason why high schoolers are using E-Cigarettes is because a friend or family member does (Wisconsin Youth Tobacco Survey, 2018).

In the 2018 Burnett County Youth Risk Behavior Survey, the following statistics were reported:

- 23.1% of middle school students and 20.4% of high school students have tried cigarettes.
- 1.5% of middle school students and 5.5% of high school students have used some form of chewing tobacco.
- 1.5% of middle school students and 4.8% of high school students have used cigars and/or cigarillos.
- 18.4% of high school students have used E-Cigarettes.

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