

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Medical Care (May 2011)**

<p><b>Goal Statement</b></p>	<p><b>Expand free or reduced cost medical care to indigent (uninsured or underinsured) residents of St. Croix County and neighboring counties</b></p>					
<p><b>Objective #1</b></p>	<p>By March 1, 2011, 20% of physicians practicing in St. Croix County will respond to an electronic survey to determine interest in providing care for indigent residents of St. Croix County and preferred model of care.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Survey Response Rate (%)</li> <li>2. Percentage of survey respondents interested in providing care for indigent residents</li> <li>3. Number of identified potential health care provider volunteers for a Health Care Network</li> <li>4. Number of identified providers expressing preference for Community Health Center</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Develop electronic survey to assess provider interest in volunteer care for indigent residents of St. Croix County</p>	<p>11/2010 – 1/2011</p>	<p>Person to write survey questions  Hudson Hospital staff to send out electronically</p>	<p>Lisa Ramsey, MD  Karen Hansen  Wendy Kramer</p>	<p>Survey developed and sent out electronically via St. Croix County's Survey Monkey program  Surveys returned and reviewed for providers' interest in volunteering</p>	<p>Survey emailed to four clinic administrators, nurse managers, hospital CEO's and medical directors with a request that the survey be sent to the providers</p>	<p>1/2011</p>

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2. Develop pre-survey letter differentiating care models in consideration and email message to explain the survey to providers	12/2010 – 1/2011	Person to write script	Karen Hansen, CHIP Co-facilitator Hudson Hospital & Clinics	<p>Hospital CEOs, clinic administrators, clinic managers and medical directors encourage providers to return surveys</p> <p>Lisa Ramsay called providers who didn't respond first pass and asked them to respond</p> <p>E-survey sent in mid December 2010, a reminder went out mid January and survey closed end of January.</p>	<p>Karen Hansen Steve Muellerleile, VP, Hudson Hospital &amp; Clinics –</p> <p>Email drafted. Sent to hospital CEOs, clinic administrators, medical directors, clinic managers. Differentiated between Health Care Network (HCN) and Community Health Center. Asked if would support HCN as an option.</p>	1/2011

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3. Summarize the survey results	1/2011 – 2/2011	One person	Lisa Ramsay, MD	20% – 30% Response Rate  Support for Health Care Network identified	Survey Monkey Results	2/2011
4. Analyze the survey results	1/2011 – 2/2011	Access/Medical Care Work Group	Lisa Ramsay, MD	Identify potential volunteers for Health Care Network	Survey Summary  Medical Care Work Group	2/2011
5. Send survey results to those who responded	2/2011 – 3/2011	Hospital Designee	Lisa Ramsay, MD	Providers will maintain an interest in the Health Care Network  List of interested providers for future reference	Lisa Ramsey  Karen Hansen	2/2011

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<p><b>Objective #2</b></p>	<p>By August 31, 2011, information and data will be collected to identify three health care delivery models that serve indigent residents and determine feasibility for St. Croix County</p> <p>(Models: Free Clinic, Health Care Network, Community Health Center)</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number and type of models explored</li> <li>2. Number of linkages/partnerships formed with key collaborators in the community</li> <li>3. List of key elements required for establishing each of the various care delivery models</li> </ol>	
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<p>1. Explore Free Clinic of Pierce and St. Croix Counties – existing mode</p>	<p>8/2010 – 9/2010</p>	<p>Free Clinic Contact</p> <p>Medical Care Work Group representative</p>	<p>Lisa Ramsay, MD</p> <p>Assist from: Heather Logelin, River Falls Area Hospital Foundation/CHIP</p>	<p>Meeting to learn more about free clinic model</p> <p>Determine level of interest in expanding their charter of providing free medical care to patients to include dentists and mental health professionals in the form of a Health Care Network.</p> <p>Met with Free Clinic Board. Robert Johnson, MD to introduce HCN concept to other WWMA physicians and get back to Work Group with update in September.</p>	<p>Free Clinic of Pierce and St. Croix Counties Board</p> <p>Meeting Results</p>	<p>8/11/2010</p>

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2. Explore state and federal guidelines for creating a Community Health Center in St. Croix County	10/2010 – 11/2010	A person to explore State and Federal Guidelines	Wendy Kramer, Health Officer Jaye Hay, PHN Lisa Ramsay, MD	If we qualify, apply for appropriate grants.  If we don't qualify, move on to other models.	State and Federal definitions	11/2010
3. Assess how many uninsured patients are seen at hospital Emergency Rooms in St. Croix County (establish need for alternate model)	2/2011 – 3/2011	Business Operations – area hospitals (data pull)  Baldwin Hudson New Richmond River Falls  Medical Care Work Group	Jaye Hay, PHN	Determine number of uninsured patients accessing care through ERs  (Use of data to apply for a planning grant for a Community Health Center - take burden off ERs serving low income, uninsured patients)  Assess uninsured numbers and how this affects chronic disease in St. Croix County.	Business Operations – 4 area hospitals  Public Health	3/2011

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<p>4. Explore expansion of established Federally Qualified Health Center (FQHC) into St. Croix County (i.e. Southside Community Health Center and Marshfield Clinics)</p>	<p>11/2010 – 4/2011</p>	<p>Leaders of Southside Community Center</p> <p>Leaders of Marshfield Clinics</p> <p>Hudson Hospital &amp; Clinics</p> <p>St. Croix County</p> <p>Convene meetings to discuss collaboration</p>	<p>Fred Johnson (Director of Health and Human Services – St. Croix County)</p> <p>Lisa Ramsay, MD (Medical Care Work Group Lead)</p> <p>Steve Muellerleile, VP, Business Development, Hudson Hospital &amp; Clinics</p> <p>Southside Community Center</p>	<p>Explore Community Health Center concept with key collaborators from:</p> <p>St. Croix County Hudson Hospital &amp; Clinics Southside Community Health Center</p> <p>Learn how Southside evolved and expanded (satellite in Stillwater, MN,) and whether a satellite can be established in St. Croix County.</p> <p>Summary of meeting discussions.</p>	<p>Admin Staff of: St. Croix County</p> <p>Hudson Hospital &amp; Clinics</p> <p>Southside Community Center</p> <p>Marshfield Clinics</p> <p>Wisconsin Primary Health Care Association (WPHCA)</p>	<p>3/2011 Southside Meeting</p>
<p>5. Explore the structure of the new Health Care Network in Polk County</p>	<p>2/2011 – 5/2011</p>	<p>Task Force Champion</p>	<p>Lisa Ramsay, MD</p>	<p>Identify the building blocks to creating a Health Care Network in St. Croix County</p>	<p>Key organizers of the Health Care Network in Polk County</p>	<p>3/2011</p>

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<p>6. Arrange a meeting with Baldwin Area Medical Center (BAMC) CEO to discuss the Center's community goals/ needs and any interest in a Health Care Network</p>	<p>4/2011 – 6/2011</p>	<p>Medical Care Work Group Member to contact BAMC CEO – Alison Page and arrange a meeting with Work Group</p>	<p>Mike Lynch, MD</p>	<p>Create opportunity for BAMC CEO/Work Group to understand each other's goals.</p> <p>Build positive relationship with potential collaborator.</p> <p>Alison Page, CEO to discuss Health Care Network concept with other hospital CEOs (Hudson, River Falls, New Richmond) at the next board meeting of St. Croix Valley Shared Services, Inc. (501 (c) 3 umbrella organization that oversees the collaborative effort – <i>Adoray Home, Health &amp; Hospice</i>). Parent company owned by hospitals.  <b>Feedback – early June.</b></p>	<p>BAMC CEO                      Access/Medical Care Work Group</p>	<p>4/2011</p>

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<p><b>Objective #2A</b></p>	<p><b>By March 31, 2013, a Health Care Network (HCN) will be implemented in St. Croix County to serve indigent residents.</b></p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li><b>1. Health Care Network established</b></li> <li><b>2. Number of volunteer providers</b></li> <li><b>3. Provider participation rate (percentage %)</b></li> <li><b>4. Number of linkages/partnerships formed with key collaborators in the community</b></li> </ol>	
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<p>1. Revisit with individual providers who expressed interest in a Health Care Network (survey respondents)</p>	<p>9/2011 – 12/2011</p>	<p>Task Force Champion  Interested providers</p>	<p>Lisa Ramsay, MD</p>	<p>Generate interest, renew possibilities, and engage volunteers.  Invite to join Work Group or specific sub-committees</p>	<p>Provider Survey</p>	
<p>2. Arrange a time to meet with local hospital CEOs (or arrange to meet at one of their joint Shared Services meetings) and Clinic Administrators to explain the Health Care Network in detail and assess interest and support.</p>	<p>7/2011 – 12/2011</p>	<p>A hospital liaison to arrange meetings</p>	<p>Lisa Ramsay Karen Hansen</p>	<p>Create opportunity for key collaborators to understand the need and structure of a Health Care Network in addition to existing models.</p>	<p>Hospital CEOs  Clinic Administrators  Access/Medical Care Work Group Members (MDs)</p>	

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3. Form sub-committee to assess HCN requirements/model features and complete Action, Implementation, and Evaluation planning.	2/2012 – 10/2012	Medical Care Work Group Participating HCN providers Hospital/Clinic Leadership West Cap staff	Lisa Ramsay, MD Public Health	Sub-committee Action, Implementation, and Evaluation Plans	Medical Care Work Group Content Experts Prior Assessment (HCN criteria/best practices/Racine Model)		
4. Identify ways to overcome barriers to Health Care Network access due to language and cultural barriers or illiteracy	2/2012 – 10/2012	West Cap staff Medically trained interpreters Literacy experts Use of Interpreter phone lines Appropriate web	West Cap staff Interpreters for local health care providers	All health information and education will be easily accessible and understood for all cultures and languages, as determined appropriate	Various Handouts Trained medical interpreters Interpreter phone services Literacy level testing		

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<p>5. Research and apply for grant funding to help off-set Health Care Network start-up costs</p>	<p>6/2011 – 3/2013</p>	<p>Grant Coordinator (Mary Kay Hunt)</p> <p>Grant Writer</p> <p>Medical Care Work Group</p>	<p>Lisa Ramsay, MD</p> <p>Public Health</p>	<p>Secure funding to help offset start-up costs/operational expenses</p> <p>Will need to consider sustainability, aside from grants.</p>	<p>Medical Care Work Group</p> <p>Regional, State, Federal funding</p> <p>Private funding</p> <p>Shared Services</p>	
<p>6. Implement Health Care Network Model</p>	<p>11/2012 – 3/31/2013</p>	<p>Medical Care Work Group</p> <p>Participating Providers</p>	<p>Lisa Ramsay, MD</p> <p>Public Health</p> <p>Shared Services (if applicable)</p>	<p>Health Care Network</p>	<p>Medical Care Work Group</p> <p>Action, Implementation and Evaluation Plans</p>	

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<p><b>Goal Statement</b></p>	<p><b>Connect indigent residents of St. Croix County with the resources they need to be healthy</b></p>					
<p><b>Objective #3</b></p>	<p>By December 31, 2013, Public Health will partner with at least two health care providers in St. Croix County to provide a preventive screening service based on community needs assessment results.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of health care providers participating</li> <li>2. Provision of preventive health screening(s)</li> <li>3. Data collected from the providers</li> <li>4. Type of screening(s) provided</li> <li>5. Gap analysis (missing services)</li> </ol>	
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<p>1. Evaluate recognized sources of preventive care (i.e. resources from CDC, NIH and local health plans) and select what is needed in our communities</p>	<p>9/2011 – 2/2012</p>	<p>Medical Care Work Group  Funding for preventive services and education to be offered by St. Croix County Health and Human Services and other local agencies.</p>	<p>Medical Care Work Group  Health and Human Services Staff  Alcohol and Substance Use and Addiction Task Force</p>	<p>County residents will be better informed on access to preventive services.  County residents will gain knowledge on the importance of preventive health care and lifestyle changes.  Provision of needed preventive services.</p>	<p>St. Croix County Needs Assessment  Access Mental/Oral Health survey results  Evidence-based research from the <i>Screening, Brief Intervention and Referral to Treatment (SBIRT)</i> program  State and County Health Rankings and Vital Statistics</p>	

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<p>2. Review Community Needs Assessment and meet with four other <i>Healthier Together</i> task forces to determine existing preventive services in St, Croix County, and those missing.</p>	<p>9/2011 – 12/2011</p>	<p>Medical Care Work Group  Task Force Representatives (from each group)</p>	<p>Medical Care Work Group  Public Health</p>	<p>Gap analysis – list of current preventive services being offered in the county, and those that should be offered based on needs assessment, but aren't.</p>	<p>St. Croix County Needs Assessment  Task Force Inventory  Health Care Providers  Public Health</p>	

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3. Educate and inform consumers about the preventive health screenings available and recommended screening measures  (Why? When? How often?)	2/2012 – 12/2013	Funding for staff and materials  Appropriate staff for screening and referral in various agencies.	Public Health  Medical Care Work Group  Local Health Care Providers  <i>Healthier Together Partners</i>  St. Croix County Health and Human Services Departments	Partner with other local health care providers and community partners (i.e. schools, Community Ed, Wellness centers, etc.) to educate the public on preventive health care.  Better informed consumers	National, State and county health statistics  Evidence-based materials and approaches  St. Croix County Needs Assessment  Access Work Groups – survey results	

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<p><b>Objective #4</b></p>	<p><b>By June 30, 2013, create a county-wide online resource directory to inform communities of resources available and link users to appropriate <u>primary and preventive medical care services.</u></b></p>				<p><b>Outcome Indicators:</b></p> <p><b>1) Completion of online resource directory w/county-wide listings</b>  <b>2) Review utilization data quarterly</b></p>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Explore feasibility of developing a comprehensive online resource directory that includes all St. Croix County services and non-profit organizations</p>	<p>11/2010 – 12/2010</p>	<p>Medical Care Work Group Lead  Director of ADRC</p>	<p>Lisa Ramsay, MD  Brad Beckman</p>	<p>Discussion regarding the development of a central online resource directory.  ADRC had just redone their website (grant funding).  Did it make sense to partner (ADRC portal/CHIP initiative)</p>	<p>Lisa Ramsay  Brad Beckman</p>	<p>12/2010</p>
<p>2. Explore online resource directory opportunities with all Task Force Champions, Work Group Leads and ADRC</p>	<p>2/2011</p>	<p>Hospital Conference Room  ADRC Director  Task Force Champions  Work Group Leads  Amy Bast</p>	<p>Karen Hansen  Wendy Kramer</p>	<p>Educate parties involved about developing a central online resource directory that will link all county and public resources for easy use by community service workers and consumers  Decided after further review that using ADRC website as entry portal for directory not appropriate. ADRC serves very specific audience.</p>	<p>ADRC – Brad Beckman  St. Croix County Public Health  Hudson Hospital &amp; Clinics staff</p>	<p>2/23/2011</p>

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<p>3. Form sub-committee to research and create online resource directory</p>	<p>1/2012 – 2/2012</p>	<p>Work Group point person</p> <p>Webmaster</p> <p>West Cap staff</p>	<p>Karen Hansen</p> <p>Katherine Lutz</p> <p>Linda Robertson (Task Force Champion)</p>	<p>Sub-Committee formed</p>	<p>Task Force plan</p> <p>Needs assessment</p> <p>Other – TBD</p>	
<p>4. Gather existing resources from each sector of St. Croix County</p> <ul style="list-style-type: none"> <li>• Health Care <ul style="list-style-type: none"> <li>○ Hospitals, clinics</li> </ul> </li> <li>• Schools <ul style="list-style-type: none"> <li>○ Elementary, secondary, post secondary</li> </ul> </li> <li>• Public Health, community agencies <ul style="list-style-type: none"> <li>○ Extension, Aging</li> </ul> </li> <li>• Community <ul style="list-style-type: none"> <li>○ Business</li> <li>○ Organizations</li> <li>○ Community at large</li> <li>○ Salvation Army</li> <li>○ Churches</li> </ul> </li> <li>• Task Force</li> </ul>	<p>2/2012 – 8/2012</p>	<p>Work Group point person</p> <p>Webmaster</p>	<p>Katherine Lutz</p> <p>Linda Robertson (Task Force Member)</p>	<p>Resource Inventory</p>	<p>Sub-committee</p> <p>Partner agencies and organizations</p>	

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<p><b>Objective #4</b></p>	<p>By June 30, 2013, create a county-wide online resource directory to inform communities of resources available and link users to appropriate <u>primary and preventive medical care services</u>.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1) <b>Completion of online resource directory w/county-wide listings</b></li> <li>2) <b>Review utilization data quarterly</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>5. Create online resource directory</p>	<p>9/2012 – 6/2013</p>	<p>Work Group point person Webmaster Marketing Funding West Cap staff (health literacy)</p>	<p>Katherine Lutz Marketing (Karen Hansen) Grant Coordination (Mary Kay Hunt )</p>	<p>Online Resource Directory</p> <ul style="list-style-type: none"> <li>• Up-to-date</li> <li>• Accessible to public</li> <li>• Comprehensive</li> <li>• Culturally competent information</li> <li>• Language translator</li> </ul>	<p>Directory sub-committee Task Force plans West Cap</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Medical Care (May 2011)**

<p><b>Goal Statement</b></p>	<p><b>Connect indigent residents of St. Croix County with the resources they need to be healthy</b></p>					
<p><b>Objective #5</b></p>	<p>By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. <b>Completed Website</b></li> <li>2. <b>Website Utilization Report (web traffic and click through)</b></li> <li>3. <b>Consumer Recall (How did you hear about?)</b></li> <li>4. <b>Response Rates (to promoted activities/events)</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Research community health improvement websites (content, functionality, features, etc.)</p>	<p>5/2011 – 7/2011</p>	<p>Human Resources</p>	<p>Karen Hansen Wendy Kramer Katherine Lutz Amy Bast</p>	<p>Selection of reference sites  List of preferred options and content consideration – preliminary site map</p>	<p>Other community health improvement websites</p>	
<p>2. Meet with Task Force appointees to gather input on site development and maintenance of</p>	<p>7/2011</p>	<p>Linda Robertson (Task Force)  Stephanie Stark (West Cap)</p>	<p>Karen Hansen Katherine Lutz Amy Bast</p>	<p>Content for each of the 5 identified health priorities  Process/schedule for site upkeep and maintenance</p>	<p>Task Force plans/members  West Cap staff (health literacy)</p>	

Goal Statement	Connect indigent residents of St. Croix County with the resources they need to be healthy					
Objective #5	By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.				<b>Outcome Indicators:</b> <ol style="list-style-type: none"> <li>1. Completed Website</li> <li>2. Website Utilization Report (web traffic and click through)</li> <li>3. Consumer Recall (How did you hear about?)</li> <li>4. Response Rates (to promoted activities/events)</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
3. Gather website resources/content from Task Force appointees, the County, and other leadership	8/2011 – 9/2011	Karen Hansen/ Wendy Kramer – <i>Healthier Together</i> overview/key messages  Task Force-specific content  West Cap staff	Karen Hansen Wendy Kramer Katherine Lutz Amy Bast	Website Content (information from each task force and content-expert for site inclusion)  Review of content to avoid language and cultural barriers as well as health illiteracy (West Cap)	Steering Committee  Task Forces  Public Health  West Cap	
4. Create and launch <i>Healthier Together – St. Croix County</i> website	9/2011 – 12/31/2011	Human Resources  Webmaster  Funding  West Cap (health literacy)	Karen Hansen Katherine Lutz Amy Bast	Completed <i>Healthier Together</i> website (own URL)	Steering Committee  Task Forces  Content experts  West Cap	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Mental Health (May 2011)**

<p><b>Goal Statement</b></p>	<p><b>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</b></p>					
<p><b>Objective #1</b></p>	<p>By February 28, 2011, a minimum of 158 key community resources will be surveyed regarding barriers and gaps related to access of Mental Health Services in St. Croix County and results analyzed.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of surveys distributed</li> <li>2. Target survey response rate</li> <li>3. Survey results</li> <li>4. Gap analysis</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Develop survey questionnaire</p>	<p>8/2010 – 9/2010</p>	<p>Survey expert – HealthPartners (Kay Tuveson)</p>	<p>Erika Schendel Manager, Care Management Hudson Hospital &amp; Clinics</p> <p>Kathy Huston Adult Community Support Services Coordinator, St. Croix County Health and Human Services</p>	<p>Survey questions are developed and reviewed</p> <p>Survey Questionnaire</p>	<p>Mental Health Work Group</p> <p>Survey expert – HealthPartners (Kay Tuveson)</p>	<p>9/14/2010</p>
<p>2. Develop script for calling community resources with no contact name or email address and update list</p>	<p>8/2010 – 9/2010</p>	<p>Person to write the script</p> <p>Hudson Hospital &amp; Clinics Social Worker interns (make calls)</p>	<p>Erika Schendel</p>	<p>Script</p> <p>Updated Community Resources List (contact names and email addresses)</p>	<p>Erika Schendel</p> <p>Interns: Patrina Van Dusartz</p> <p>Hailey Voll</p>	<p>9/16/2010</p>

Goal Statement	<p align="center"><b>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</b></p>					
Objective #1	<p>By February 28, 2011, a minimum of 158 key community resources will be surveyed regarding barriers and gaps related to access of Mental Health Services in St. Croix County and results analyzed.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of surveys distributed</li> <li>2. Target survey response rate</li> <li>3. Survey results</li> <li>4. Gap analysis</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
3. Create survey email distribution list	8/2010 – 10/2010	Hudson Hospital & Clinics Social Worker interns  Time (develop list)	Erika Schendel	Master Email List – key community resources (interns edited and updated two lists to create one email list)	CHIP Master Data Base (community partners)  Hudson Hospital & Clinics Community Resource list	10/12/2010
4. Develop script explaining reason for CHIP survey	9/16/2010 – 10/12/2010	Person to write the script	Erika Schendel	Composed email message to key community providers with link to survey	Erika Schendel	10/18/2010

Goal Statement	<p align="center"><b>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</b></p>					
Objective #1	<p>By February 28, 2011, a minimum of 158 key community resources will be surveyed regarding barriers and gaps related to access of Mental Health Services in St. Croix County and results analyzed.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of surveys distributed</li> <li>2. Target survey response rate</li> <li>3. Survey results</li> <li>4. Gap analysis</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<p>5. Convert survey into “Survey Monkey” format and email survey</p>	<p>10/4/2010 – 10/29/2010</p>	<p>Person with expertise in converting a survey to “Survey Monkey” format</p>	<p>Kathy Huston</p>	<p>Online Survey  (Survey emailed on October 18th; a reminder sent out on October 25<sup>th</sup> and survey closed on October 29<sup>th</sup>)  158 surveys emailed (persons were encouraged to forward to other colleagues as well. 99 surveys were completed)</p>	<p>St. Croix County Public Health employee</p>	<p>10/29/2010</p>
<p>6. Analyze survey results and identify key barriers and gaps for community resources</p>	<p>11/2010 – 2/2011</p>	<p>Survey Results</p>	<p>Kathy Huston</p>	<p>Gap Analysis (key barriers and gaps identified)  Survey Monkey data reports were used. MH Work Group discussed and analyzed data. Erika Schendel put results into written summary form.</p>	<p>Mental Health Work Group</p>	<p>1/5/2011</p>

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Mental Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</p>					
<p><b>Objective #2</b></p>	<p>By September 30, 2011, a minimum of 100 consumers will be surveyed regarding barriers and gaps related to access of Mental Health Services in St. Croix County and results analyzed.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of surveys distributed</li> <li>2. Target survey response rate</li> <li>3. Survey results</li> <li>4. Gap analysis</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Develop survey questionnaire (paper tool for consumers to fill out manually)</p>	<p>9/2010 – 10/2010</p>	<p>Person or team to create survey</p>	<p>Sandy Bruckner, RN</p>	<p>Survey questions are developed and reviewed  Survey questionnaire (printed)</p>	<p>Sandy Bruckner  Mental Health Work Group</p>	<p>10/25/2010</p>

<p><b>Goal Statement</b></p>	<p><b>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</b></p>					
<p><b>Objective #2</b></p>	<p>By September 30, 2011, a minimum of 100 consumers will be surveyed regarding barriers and gaps related to access of Mental Health Services in St. Croix County and results analyzed.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of surveys distributed</li> <li>2. Target survey response rate</li> <li>3. Survey results</li> <li>4. Gap analysis</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>2. Conduct survey</p>	<p>10/29/2010 – 11/12/2010</p>	<p>Counseling services willing to administer survey to their patients</p>	<p>Ericka Schendel  Kathy Huston</p>	<p>Completed survey for each patient visit with their counselor</p> <p>We printed 300 copies in anticipation that as many as 300 consumers would take survey.</p> <p>Target response rate: 100 surveys. 185 were returned.</p>	<p>Hudson Counseling Services</p> <p>Practice of Chris Babbit</p> <p>UW-River Falls Counseling Center</p> <p>St. Croix County Department of Behavioral Health (clients receiving mental health services)</p>	<p>Survey conducted between</p> <p>10/29/2010 - 11/12/2010</p>
<p>3. Compile consumer survey results</p>	<p>11/2010 – 1/2011</p>	<p>Person to manually tally results of paper survey</p>	<p>Erika Schendel</p>	<p>Survey Results</p> <p>MH Access Work Group reviewed and discussed findings which were put into written summary form by Erika Schendel</p>	<p>Mental Health Work Group</p>	<p>1/5/2011</p>

<p><b>Goal Statement</b></p>	<p><b>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</b></p>					
<p><b>Objective #2</b></p>	<p>By September 30, 2011, a minimum of 100 consumers will be surveyed regarding barriers and gaps related to access of Mental Health Services in St. Croix County and results analyzed.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of surveys distributed</li> <li>2. Target survey response rate</li> <li>3. Survey results</li> <li>4. Gap analysis</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>4. Survey staff at points of service for access and referral to find out why <u>potential consumers</u> have not accessed mental health services</p>	<p>1/2011 – 8/2011</p>	<p>Conduct phone survey/interview with access point staff at The Castle in New Richmond, NAMI in River Falls and The Source in Hudson</p> <p>Add questions to survey given by Mobile Crisis workers.</p>	<p>Kathy Huston</p>	<p>Survey Results</p> <p>MH Access Work Group will review and discuss findings and these will be put into written summary form.</p>	<p>Access point staff at The Castle, The Source, NAMI.</p> <p>Surveys given to clients of Mobile Crisis workers.</p>	
<p>5. Analyze all survey data collected and identify key barriers and gaps for both consumers <u>and</u> potential consumers</p>	<p>8/2011 – 9/2011</p>	<p>Completed surveys/interviews</p>	<p>Kathy Huston</p>	<p>Gap Analysis</p> <p>(Identified key barriers and gaps of consumers as well as potential consumers who have not accessed services)</p>	<p>Surveys</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Mental Health (May 2011)**

<p><b>Goal Statement</b></p>	<p><b>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</b></p>					
<p><b>Objective #3</b></p>	<p>By July 31, 2012, an analysis of key barriers and gaps identified by both community resources and consumers will be completed and strategies for change developed.</p>				<p><b>Outcome Indicators:</b></p>	
					<p><b>1. Comparison study</b> <b>2. Strategies for change</b></p>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Compare the similarities and differences between community resource and consumer identified barriers and gaps</p>	<p>11/2011 – 1/2012</p>	<p>Data Analysis  MH Access Work Group to make comparisons</p>	<p>Kathy Huston  Erika Schendel</p>	<p>Comparison Study (Identify and compare similarities/differences between community resources and consumer feedback)  MH Access Work Group will compile results into written summary form.</p>	<p>Surveys  Gap Analyses</p>	
<p>2. Develop strategies for change</p>	<p>2/2012 – 7/2012</p>	<p>MH Access Work Group  Mental Health providers</p>	<p>TBD</p>	<p>Recommendations for ways to change barriers and fill gaps</p>	<p>Comparison Study</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Mental Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</p>					
<p><b>Objective #4</b></p>	<p>By June 30, 2013 create a county-wide online resource directory to inform communities of resources available and link users to <u>appropriate primary and preventive health services that support mental health.</u></p>				<p><b>Outcome Indicators:</b></p> <p>1) <b>Completion of online resource directory w/county-wide listings</b>                  2) <b>Review utilization data quarterly</b></p>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Form sub-committee to research and create online resource directory</p>	<p>1/2012 – 2/2012</p>	<p>Work Group point person – Webmaster West Cap staff</p>	<p>Karen Hansen Katherine Lutz  TBD (Work Group member)</p>	<p>Sub-committee formed</p>	<p>Task Force plans  Needs assessment  Other – TBD</p>	
<p>2. Gather existing resources from each sector of St. Croix County:</p> <ul style="list-style-type: none"> <li>• Health Care                         <ul style="list-style-type: none"> <li>○ Hospitals, clinics</li> </ul> </li> <li>• Schools                         <ul style="list-style-type: none"> <li>○ Elementary, secondary, post secondary</li> </ul> </li> <li>• Public Health, community agencies                         <ul style="list-style-type: none"> <li>○ Extension, Aging</li> </ul> </li> <li>• Community                         <ul style="list-style-type: none"> <li>○ Business</li> <li>○ Organizations</li> <li>○ Community at large</li> <li>○ Salvation Army</li> <li>○ Churches</li> </ul> </li> <li>• Task Force</li> </ul>	<p>2/2012 – 8/2012</p>	<p>Work Group point person –  Webmaster</p>	<p>Katherine Lutz  TBD (Work Group member)</p>	<p>Resource Inventory</p>	<p>Sub-committee  Partner agencies and organizations</p>	

<p><b>Goal Statement</b></p>	<p><b>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</b></p>					
<p><b>Objective #4</b></p>	<p>By June 30, 2013 create a county-wide online resource directory to inform communities of resources available and link users to <u>appropriate primary and preventive health services that support mental health.</u></p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1) <b>Completion of online resource directory w/county-wide listings</b></li> <li>2) <b>Review utilization data quarterly</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>3. Create online resource directory</p>	<p>9/2012 – 6/30/2013</p>	<p>Work Group point person Webmaster Marketing Funding West Cap staff (health literacy)</p>	<p>Katherine Lutz Marketing (Karen Hansen) Grant Coordination (Mary Kay Hunt)</p>	<p>Online Resource Directory</p> <ul style="list-style-type: none"> <li>• Up-to-date</li> <li>• Accessible to public</li> <li>• Comprehensive</li> <li>• Culturally competent information</li> <li>• Language translator</li> </ul>	<p>Directory sub-committee Task Force plans West Cap</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Mental Health (May 2011)**

<p><b>Goal Statement</b></p>	<p><b>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</b></p>					
<p><b>Objective #5</b></p>	<p>By December 31, 2011 a new website will be launched to promote <i>Healthier Together – St. Croix County</i> initiative and the five identified health priorities.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. <b>Completed Website</b></li> <li>2. <b>Website Utilization Report (web traffic and click through)</b></li> <li>3. <b>Consumer Recall (How did you hear about?)</b></li> <li>4. <b>Response Rates (to promoted activities/events)</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Research community health improvement websites (content, functionality, features, etc.)</p>	<p>5/2011 – 7/2011</p>	<p>Human Resources</p>	<p>Karen Hansen Wendy Kramer Katherine Lutz Amy Bast</p>	<p>Selection of reference sites  List of preferred options and content consideration – preliminary site map</p>	<p>Other community health improvement websites</p>	
<p>2. Meet with Task Force appointees to gather input on site development and maintenance of</p>	<p>7/2011</p>	<p>Linda Robertson (Task Force)  Stephanie Stark (West Cap)</p>	<p>Karen Hansen Katherine Lutz Amy Bast</p>	<p>Content for each of the 5 identified health priorities  Process/schedule for site upkeep and maintenance</p>	<p>Task Force plans/members  West Cap staff (health literacy)</p>	

<p><b>Goal Statement</b></p>	<p><b>Improve the understanding of the barriers and gaps related to access of Mental Health Services in St. Croix County from both a community resource and consumer perspective</b></p>					
<p><b>Objective #5</b></p>	<p>By December 31, 2011 a new website will be launched to promote <i>Healthier Together – St. Croix County</i> initiative and the five identified health priorities.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. <b>Completed Website</b></li> <li>2. <b>Website Utilization Report (web traffic and click through)</b></li> <li>3. <b>Consumer Recall (How did you hear about?)</b></li> <li>4. <b>Response Rates (to promoted activities/events)</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>3. Gather website resources/content from Task Force appointees, the County, and other leadership</p>	<p>8/2011 – 9/2011</p>	<p>Karen Hansen/ Wendy Kramer – <i>Healthier Together</i> overview/key messages</p> <p>Task Force-specific content</p> <p>West Cap staff</p>	<p>Karen Hansen Wendy Kramer Katherine Lutz Amy Bast</p>	<p>Website Content (information from each task force and content-expert for site inclusion)</p> <p>Review of content to avoid language and cultural barriers as well as health illiteracy (West Cap)</p>	<p>Steering Committee</p> <p>Task Forces</p> <p>Public Health</p> <p>West Cap</p>	
<p>4. Create and launch <i>Healthier Together – St. Croix County</i> website</p>	<p>9/2011 – 12/31/2011</p>	<p>Human Resources</p> <p>Webmaster</p> <p>Funding</p> <p>West Cap (health literacy)</p>	<p>Karen Hansen Katherine Lutz Amy Bast</p>	<p>Completed <i>Healthier Together</i> website (own URL)</p>	<p>Steering Committee</p> <p>Task Forces</p> <p>Content experts</p> <p>West Cap</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Oral Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>To achieve optimal dental health and access to dental care for all residents of St. Croix County</p>					
<p><b>Objective #1</b></p>	<p>By August 31, 2010, at least three preventive oral health programs will be evaluated and findings documented.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of programs evaluated</li> <li>2. Program evaluation documentation</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Review St. Croix County's dental needs and research current county programs, past efforts, industry standards, and legislative involvement regarding dental access issues</p>	<p>6/1/2010 – 7/1/2010</p>	<p>Oral Health Work Group Topic Experts Data Review (dental issues)</p>	<p>John Clymer, Community Member Julie Lesher, DDS</p>	<p>Preliminary Research – better understanding of St. Croix County's dental needs/access efforts</p>	<p>St. Croix County Needs Assessment St. Croix County Public Health Pierce County Public Health Industry Experts – Linda Krueger Julie Lesher Kitty Rhoades, WI State Assembly HealthPartners Research Foundation Racine County Health Care Network Trade Publications</p>	<p>7/1/2010</p>

<p><b>Goal Statement</b></p>	<p><b>To achieve optimal dental health and access to dental care for all residents of St. Croix County</b></p>					
<p><b>Objective #1</b></p>	<p><b>By August 31, 2010, at least three preventive oral health programs will be evaluated and findings documented.</b></p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li><b>1. Number of programs evaluated</b></li> <li><b>2. Program evaluation documentation</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>2. Review Pierce County dental efforts</p>	<p>7/1/2010 – 7/31/2010</p>	<p>Pierce County contact (set up meeting)  Lisa Radke, PHN, talked to group on 7/13/10</p>	<p>Jill Best, PHN  Sue Lindberg, PHN  Julie Leshner, DDS</p>	<p>Summarize the history, capital and operating expenses of their dental program as well as its funding sources.  At this time, this is not feasible in St. Croix County due to lack of resources.</p>	<p>Pierce County contacts  Lisa Radke, PHN</p>	<p>7/13/2010</p>
<p>3. Review Ronald McDonald Dental Clinic to learn about a mobile dentistry program</p>	<p>7/1/2010 – 7/31/2010</p>	<p>Gretchen Ambrosier; Care Mobile Director (Minneapolis)</p>	<p>John Clymer</p>	<p>Is this a possibility for St. Croix County?  No. It does not come into this county.</p>	<p>Care Mobile Director (Minneapolis)</p>	<p>7/2010</p>

<p><b>Goal Statement</b></p>	<p><b>To achieve optimal dental health and access to dental care for all residents of St. Croix County</b></p>					
<p><b>Objective #1</b></p>	<p><b>By August 31, 2010, at least three preventive oral health programs will be evaluated and findings documented.</b></p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li><b>1. Number of programs evaluated</b></li> <li><b>2. Program evaluation documentation</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>4. Explore federal program called Seal-A-Smile for St. Croix County</p>	<p>8/1/2010 – 8/31/2010</p>	<p>Contact with program</p>	<p>Jill Best, PHN</p>	<p>Understand criteria for program participation and eligibility requirements</p> <p>35% of the enrollment eligible for free or reduced cost lunches.</p> <p>None of the school districts in St. Croix County qualify for this program.</p>	<p>Program representative</p>	<p>8/31/2010</p>

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Oral Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>To achieve optimal dental health and access to dental care for all residents of St. Croix County</p>					
<p><b>Objective #2</b></p>	<p>By August 31, 2011, all dentists in St. Croix County will be surveyed to identify key barriers and gaps prohibiting dental service delivery to underserved communities and results analyzed and shared.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Survey</li> <li>2. Number of surveys distributed</li> <li>3. Survey response rate</li> <li>4. Gap analysis</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Create a list of dentists in St. Croix County</p>	<p>9/2010 - 10/2010</p>	<p>Utilize CVTC students to organize list</p>	<p>Linda Krueger, CVTC Associate Dean of Health</p>	<p>Master List – dentists in St. Croix County  (verified names and addresses of dentists to confirm they are current)</p>	<p>Wisconsin Licensure for Dentists  Wisconsin Dental Association</p>	<p>10/2010</p>
<p>2. Create a survey questionnaire to be distributed to all dentists in St. Croix County</p>	<p>10/2010 – 11/2010</p>	<p>Oral Health Work Group Members  Dentist</p>	<p>Julie Leshner, DDS  John Clymer, Volunteer  Jill Best, PHN St. Croix County  Kitty Rhoades, WI State Assemblywoman  Sue Lindberg, PHN St. Croix County</p>	<p>Survey questions are developed and reviewed  Survey Questionnaire – paper copy mailed along with letter and SASE</p>	<p>Julie Leshner, DDS  Sue Lindberg  Jill Best</p>	<p>11/2010</p>

<p><b>Goal Statement</b></p>	<p><b>To achieve optimal dental health and access to dental care for all residents of St. Croix County</b></p>					
<p><b>Objective #2</b></p>	<p>By August 31, 2011, all dentists in St. Croix County will be surveyed to identify key barriers and gaps prohibiting dental service delivery to underserved communities and results analyzed and shared.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Survey</li> <li>2. Number of surveys distributed</li> <li>3. Survey response rate</li> <li>4. Gap analysis</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>3. Draft cover letter to be sent with survey</p>	<p>10/2010 – 11/2010</p>	<p>Oral Health Work Group  Wendy Kramer, St. Croix County Health Officer</p>	<p>Jill Best  Julie Leshner</p>	<p>Cover Letter</p>	<p>Oral Health Work Group  Wendy Kramer  St. Croix County HHS Board Chair</p>	<p>11/2010</p>
<p>4. Mail questionnaire to all dentists in St. Croix County and provide a link to Survey Monkey for on-line completion by 2/14/2011</p>	<p>11/2010 – 2/2011</p>	<p>Jill Best</p>	<p>Jill Best</p>	<p>Survey Questionnaire (45 surveys mailed on St. Croix County letterhead and signed by DHHS Board Chair and Oral Health Work Group Member, Julie Leshner, DDS)  St. Croix County to pay for mailing and postage.  Survey Reminder mailed 2/1/2011 to all survey recipients.</p>	<p>Jill Best</p>	<p>2/14/2011</p>

<p><b>Goal Statement</b></p>	<p><b>To achieve optimal dental health and access to dental care for all residents of St. Croix County</b></p>					
<p><b>Objective #2</b></p>	<p><b>By August 31, 2011, all dentists in St. Croix County will be surveyed to identify key barriers and gaps prohibiting dental service delivery to underserved communities and results analyzed and shared.</b></p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li><b>1. Survey</b></li> <li><b>2. Number of surveys distributed</b></li> <li><b>3. Survey response rate</b></li> <li><b>4. Gap analysis</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>5. Analyze survey results and identify key barriers and gaps</p>	<p>3/1/2011 – 3/31/2011</p>	<p>Survey Monkey Results</p>	<p>Jill Best</p>	<p>Gap Analysis (key barriers and gaps identified)</p>	<p>Oral Health Work Group Survey Results</p>	<p>3/31/2011</p>
<p>6. Share survey results with all dentists and determine their further interest in involvement in dental access opportunities (Health Care Network, free clinic, <i>Give Kids a Smile Day</i>, etc). Create list for future use.</p>	<p>6/1/2011 – 8/15/2011</p>	<p>Karen Hansen (letter/e-letter)  St. Croix County Public Health Department (staff person to coordinate mail/email to dentists )  Mailing and postage fees – St. Croix County</p>	<p>Jill Best  Julie Leshner, DDS</p>	<p>Letter to dentists  List of dentists expressing interest in the areas proposed</p>	<p>Oral Health Work Group  Survey Results  Gap Analysis</p>	
<p>7. Compile dentist responses to “Interest” questions above for use in future discussions with <i>Access – Medical Care Work Group</i></p>	<p>8/31/2011</p>	<p>Results of dentists’ interest</p>	<p>Jill Best</p>	<p>Survey Results  List of interested dentists</p>	<p>Survey</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Oral Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>To achieve optimal dental health and access to dental care for all residents of St. Croix County</p>					
<p><b>Objective #3</b></p>	<p>By March 31, 2013, 5% of dentists in St. Croix County will participate in an established Health Care Network serving indigent (uninsured/underinsured) residents.</p>					<p><b>Outcome Indicators:</b></p>
						<p><b>1. Participation Rate (% of dentists)</b></p>
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Collaborate with Medical Access work group in pursuit of a potential Health Care Network in St. Croix County</p>	<p>6/1/2011 – 3/31/2013</p>	<p>Medical Access Work Group</p>	<p>Lisa Ramsay, MD (Medical Access lead)  Jill Best (Oral Health lead)</p>	<p>Increased collaboration with Medical Access work group  Jill Best to attend Medical Access meetings when appropriate.</p>	<p>Access Work Group members</p>	
<p>2. Engage interested St. Croix County dentists in discussions about Health Care Network (in alignment with Medical Access efforts and timeline)</p>	<p>TBD</p>	<p>Oral Health Work Group  Interested Dentists  Appropriate Communication Tool(s) – mail, email, in-person</p>	<p>TBD</p>	<p>Ongoing dialogue with interested dentists  Dentist feedback  Increased awareness of Health Care Network for non-participating dentists</p>	<p>Medical Access Work Group updates</p>	
<p>3. Create Action/Implementation Plan specific to dental care service offerings for Health Care Network</p>	<p>TBD</p>	<p>TBD</p>	<p>TBD</p>	<p>Action/Implementation Plan</p>	<p>TBD</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Oral Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>To achieve optimal dental health and access to dental care for all residents of St. Croix County</p>					
<p><b>Objective #4</b></p>	<p>By July 1, 2012, six school districts in St. Croix County will be assessed to determine appropriateness and viability of a school-based fluoride program and next steps initiated for those interested.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Research and assessment completed</li> <li>2. Number of schools assessed</li> <li>3. Documented interest in program(s)</li> <li>4. Action/Implementation/Evaluation plans</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Determine whether evidence and data supports school-based fluoride programs in individual St. Croix County school districts  (Baldwin-Woodville, Glenwood City, Hudson, New Richmond, Somerset, St. Croix Central)</p>	<p>6/2011 – 8/2011</p>	<p>Oral Health Work Group  Content Experts  Research data</p>	<p>Jill Best, St. Croix County PHN  Sue Lindberg, St. Croix County PHN</p>	<p>Evidence-based best practice data</p>	<p>Relevant research studies</p>	
<p>2. Assess interest and need per appropriate school districts by approaching school nurses and other school administration officials</p>	<p>9/2011 – 11/2011</p>	<p>School District Contacts</p>	<p>Jill Best  Sue Lindberg</p>	<p>Interest/need/feedback information from appropriate school districts</p>	<p>Public schools</p>	

<p><b>Goal Statement</b></p>	<p><b>To achieve optimal dental health and access to dental care for all residents of St. Croix County</b></p>					
<p><b>Objective #4</b></p>	<p>By July 1, 2012, six school districts in St. Croix County will be assessed to determine appropriateness and viability of a school-based fluoride program and next steps initiated for those interested.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Research and assessment completed</li> <li>2. Number of schools assessed</li> <li>3. Documented interest in program(s)</li> <li>4. Action/Implementation/Evaluation plans</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>3. Compile assessment results, analyze needs, and determine viability of program</p>	<p>1/2012 – 2/2012</p>	<p>Oral Health Work Group  Feedback information</p>	<p>Jill Best  Sue Lindberg</p>	<p>Assessment</p>	<p>School district feedback</p>	
<p>4. Based on assessment results, determine next steps (<i>Action/Implementation/Evaluation plans</i>) for interested school districts</p>	<p>4/1/2012 – 7/1/2012</p>	<p>Oral Health Work Group  School District Reps  Public Health/CVTC staff as required</p>	<p>TBD</p>	<p>Customized <i>Action/Implementation/Evaluation</i> plan for each school district participating  Implement plans 2012 – 2013 school year</p>	<p>Assessment</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Oral Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>To achieve optimal dental health and access to dental care for all residents of St. Croix County</p>					
<p><b>Objective #4A</b></p>	<p>By December 31, 2013, 30% of children in grades K – 6 in one or more school districts in St. Croix County will receive at least one Fluoride Varnish treatment during the school year.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. School District participation</li> <li>2. Baseline measurement</li> <li>3. Percent of children receiving treatment in specified grades</li> <li>4. Number of Fluoride Varnish treatments administered</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Implement and evaluate a school-based Fluoride Varnish program for children in grades K – 6 in one or more interested school districts in St. Croix County</p>	<p>9/1/2012 – 12/31/2013</p>	<p>Oral Health Work Group School District Contacts Public Health staff or trained volunteers Chippewa Valley Technical College (CVTC) students and staff Funding (Public Health/ Other)</p>	<p>TBD</p>	<p>Fluoride Varnish Treatment Program implemented in at least one St. Croix County school district  Increase eligible student participation rates</p>	<p>School District Interest Assessment Program Data Action/ Implementation/ Evaluation plan</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Oral Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>To achieve optimal dental health and access to dental care for all residents of St. Croix County</p>					
<p><b>Objective #5</b></p>	<p>By June 30, 2012, officials in at least four local municipalities in St. Croix County without fluoridated water will receive information about the benefits to residents of municipal water fluoridation.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of arranged meetings Baseline measurement: 0 (Target: 4)</li> <li>2. Information packet</li> <li>3. Municipality feedback</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Create presentation materials to educate and inform and communication plan to convey key messages to local municipality officials</p>	<p>9/2011 – 12/31/2011</p>	<p>Oral Health Work Group  Content Experts  Research data</p>	<p>Jill Best  Linda Krueger  Sue Lindberg  Julie Leshner, DDS</p>	<p>Presentation Materials (relevant to target audience) to include:</p> <ul style="list-style-type: none"> <li>• Situation Analysis (define problem)</li> <li>• Reiterate Need (specific focus)</li> <li>• Proposed Strategies/Solutions (municipal water fluoridation)</li> <li>• Impact Statements (i.e. Cost/Risk: Benefit Ratios, etc.)</li> </ul>	<p>Oral Health Work Group  Public Health staff  CVTC Dental Program Advisors  Evidenced-based health recommendations</p>	

<p><b>Goal Statement</b></p>	<p><b>To achieve optimal dental health and access to dental care for all residents of St. Croix County</b></p>					
<p><b>Objective #5</b></p>	<p><b>By June 30, 2012, officials in at least four local municipalities in St. Croix County without fluoridated water will receive information about the benefits to residents of municipal water fluoridation.</b></p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li><b>1. Number of arranged meetings Baseline measurement: 0 (Target: 4)</b></li> <li><b>2. Information packet</b></li> <li><b>3. Municipality feedback</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>2. Meet with the appropriate local municipalities (without fluoridated water) to increase awareness of the benefits of fluoridated water</p>	<p>1/30/2012 – 6/30/2012</p>	<p>Oral Health Work Group  Local dentists (to attend appropriate local government meetings)  Information packet</p>	<p>Jill Best  Sue Lindberg  Julie Leshner, DDS  John Clymer</p>	<p>Scheduled Meetings (targeted municipalities)  Increased Awareness (among local government officials regarding the benefits of fluoridated water and encourage them to add fluoride to the municipal water supply)</p>	<p>Oral Health Work Group research  Data from state oral health program  Local dental input and knowledge  Research data</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Oral Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>To achieve optimal dental health and access to dental care for all residents of St. Croix County</p>					
<p><b>Objective #5A</b></p>	<p>By December 31, 2013, one non-fluoridated municipality in St. Croix County will implement water fluoridation.</p>				<p><b>Outcome Indicators:</b></p> <p><b>1. Number of participating municipalities</b>  <b>Baseline: 0 (Target: 1)</b></p>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Review initial meeting feedback from municipalities.</p> <p>Conduct follow-up calls/visits to secure commitment from at least one interested municipality.</p>	<p>9/1/2012 – 12/31/2012</p>	<p>Oral Health Work Group</p> <p>Local Dentists</p>	<p>TBD</p>	<p>Commitment from one municipality</p>	<p>Meeting notes/feedback</p> <p>Follow-up call/visit</p>	
<p>2. Create <i>Action/Implementation/Evaluation</i> plan for new municipal water fluoridation</p>	<p>1/1/2013 – 6/30/2013</p> <p>Municipality Implement 7/1/2013 – 12/31/2013</p>	<p>Oral Health Work Group</p> <p>Municipal Officials</p> <p>Content Experts</p>	<p>TBD</p>	<p><i>Action/Implementation/Evaluation</i> plan</p> <p>One new fluoridated municipal well</p>	<p>Oral Health Work Group</p> <p>Public Health staff</p> <p>Municipal officials</p> <p>Content experts</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Oral Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>To achieve optimal dental health and access to dental care for all residents of St. Croix County</p>					
<p><b>Objective #6</b></p>	<p>By June 30, 2013, create a county-wide online resource directory to inform communities of resources available and link users to <u>appropriate primary and preventive health services that support oral health.</u></p>				<p><b>Outcome Indicators:</b></p> <p>1) Completion of online resource directory w/county-wide listings 2) Review utilization data quarterly</p>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Form sub-committee to research and create online resource directory</p>	<p>1/2012 – 2/2012</p>	<p>Work Group point person – Webmaster West Cap staff</p>	<p>Karen Hansen Katherine Lutz  TBD (Work Group member)</p>	<p>Sub-committee formed</p>	<p>Task Force plans  Needs assessment  Other – TBD</p>	
<p>2. Gather existing resources from each sector of St. Croix County:</p> <ul style="list-style-type: none"> <li>• Health Care             <ul style="list-style-type: none"> <li>○ Hospitals, clinics</li> </ul> </li> <li>• Schools             <ul style="list-style-type: none"> <li>○ Elementary, secondary, post secondary</li> </ul> </li> <li>• Public Health, community agencies             <ul style="list-style-type: none"> <li>○ Extension, Aging</li> </ul> </li> <li>• Community             <ul style="list-style-type: none"> <li>○ Business</li> <li>○ Organizations</li> <li>○ Community at large</li> <li>○ Salvation Army</li> <li>○ Churches</li> </ul> </li> <li>• Task Force</li> </ul>	<p>2/2012 – 8/2012</p>	<p>Work Group point person –  Webmaster</p>	<p>Katherine Lutz  TBD (Work Group member)</p>	<p>Resource Inventory</p>	<p>Sub-committee  Partner agencies and organizations</p>	

<p><b>Goal Statement</b></p>	<p><b>To achieve optimal dental health and access to dental care for all residents of St. Croix County</b></p>					
<p><b>Objective #6</b></p>	<p>By June 30, 2013, create a county-wide online resource directory to inform communities of resources available and link users to <u>appropriate primary and preventive health services that support oral health.</u></p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1) <b>Completion of online resource directory w/county-wide listings</b></li> <li>2) <b>Review utilization data quarterly</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>3. Create online resource directory</p>	<p>9/2012 – 6/30/2013</p>	<p>Work Group point person Webmaster Marketing Funding West Cap staff (health literacy)</p>	<p>Katherine Lutz Marketing (Karen Hansen) Grant Coordination (Mary Kay Hunt)</p>	<p>Online Resource Directory</p> <ul style="list-style-type: none"> <li>• Up-to-date</li> <li>• Accessible to public</li> <li>• Comprehensive information</li> <li>• Culturally competent</li> <li>• Language translator</li> </ul>	<p>Directory sub-committee Task Force plans West Cap</p>	

**ACTION and EVALUATION PLAN – Access to Primary and Preventive Health Services/Oral Health (May 2011)**

<p><b>Goal Statement</b></p>	<p>To achieve optimal dental health and access to dental care for all residents of St. Croix County</p>					
<p><b>Objective #7</b></p>	<p>By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. <b>Completed Website</b></li> <li>2. <b>Website Utilization Report</b> (web traffic and click through)</li> <li>3. <b>Consumer Recall</b> (How did you hear about?)</li> <li>4. <b>Response Rates</b> (to promoted activities/events)</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Research community health improvement websites (content, functionality, features, etc.)</p>	<p>5/2011 – 7/2011</p>	<p>Human Resources</p>	<p>Karen Hansen Wendy Kramer Katherine Lutz Amy Bast</p>	<p>Selection of reference sites  List of preferred options and content consideration – preliminary site map</p>	<p>Other community health improvement websites</p>	
<p>2. Meet with Task Force appointees to gather input on site development and maintenance of</p>	<p>7/2011</p>	<p>Linda Robertson (Task Force Champion)</p>	<p>Karen Hansen Katherine Lutz Amy Bast</p>	<p>Content for each of the 5 identified health priorities  Process/schedule for site upkeep and maintenance</p>	<p>Task Force plans/members  West Cap staff (health literacy)</p>	

Goal Statement	To achieve optimal dental health and access to dental care for all residents of St. Croix County					
Objective #7	By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.				<b>Outcome Indicators:</b> <ol style="list-style-type: none"> <li>1. Completed Website</li> <li>2. Website Utilization Report (web traffic and click through)</li> <li>3. Consumer Recall (How did you hear about?)</li> <li>4. Response Rates (to promoted activities/events)</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
3. Gather website resources/ content from Task Force appointees, the County, and other leadership	8/2011 – 9/2011	Karen Hansen/ Wendy Kramer – <i>Healthier Together</i> overview/key messages  Task Force – specific content  West Cap staff	Karen Hansen  Wendy Kramer  Amy Bast	Website Content (information from each task force and content-expert for site inclusion)  Review of content to avoid language and cultural barriers as well as health illiteracy (West Cap)	Steering Committee  Task Forces  Public Health  West Cap	
4. Create and launch <i>Healthier Together – St. Croix County</i> website	9/2011 – 12/31/2011	Human Resources  Webmaster  Funding  West Cap (health literacy)	Karen Hansen  Katherine Lutz  Amy Bast	Completed <i>Healthier Together</i> website (own URL)	Steering Committee  Task Forces  Content experts  West Cap	

**ACTION and EVALUATION PLAN – Overweight, Obesity and Lack of Physical Activity (May 2011)**

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #1</b></p>	<p>By September 30, 2012, three school districts in St. Croix County will implement a physical activity and nutrition program for children in grades K-6.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of school districts participating</li> <li>2. Number of school age children participating in programs</li> <li>3. Baseline measurements – new</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Identify school districts and appropriate persons for instituting a physical activity and nutrition program</p>	<p>11/2010</p>	<p>Facilities Equipment Human Resources Funds</p>	<p>Ryan Purfeerst Barb Rasmussen Sharon Kaltenberg</p>	<p>Participation of school districts and school age children</p>	<p>Documentation of participation</p>	<p>11/15/2010</p>
<p>2. Identify and contact WI representative for American Dietetic Association (ADA) advocacy for physical activity</p>	<p>11/2010</p>		<p>Jean Weiler</p>	<p>Introduce <i>CHIP</i> and inquire about proposed ADA physical activity initiatives</p>		<p>11/30/2010</p>
<p>3. Obtain “Let’s Get Physical” curriculum from New Richmond school district</p>	<p>11/2010</p>		<p>Ryan Purfeerst Teresa Kvam</p>	<p>Program model reference (existing program that was well received)</p>	<p>New Richmond School District</p>	<p>11/15/2010</p>

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #1</b></p>	<p>By September 30, 2012, three school districts in St. Croix County will implement a physical activity and nutrition program for children in grades K-6.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of school districts participating</li> <li>2. Number of school age children participating in programs</li> <li>3. Baseline measurements – new</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>4. Educate the appropriate contact persons (Community Ed representative and/or school-appointed representative for task force involvement)</p>	<p>1/2011</p>	<p>Phone Email Travel (to sites)</p>	<p>Ryan Purfeerst Teresa Kvam</p>	<p>School district/community elects to learn about and become actively involved with <i>CHIP</i> and this task force/objective</p>	<p>Steering Committee Task Force/ Work Groups</p>	<p>1/2011</p>

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #1</b></p>	<p>By September 30, 2012, three school districts in St. Croix County will implement a physical activity and nutrition program for children in grades K-6.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of school districts participating</li> <li>2. Number of school age children participating in programs</li> <li>3. Baseline measurements – new</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>5. Design physical activity and nutrition program model for school-aged children K-6</p>	<p>1/2011 – 3/2011</p>	<p>Facilities Equipment Human Resources Marketing Funding</p>	<p>Ryan Purfeerst, Work Group Lead</p> <p>School Districts:</p> <p><b>Hudson</b> Sharon Kaltenberg Rich Larsen Corey McIntyre</p> <p><b>Somerset</b> Sara Icenogle Bill Roll</p> <p><b>New Richmond</b> Joan Simpson Jill Lindell Teresa Kvam</p>	<p>Program model that is:</p> <ul style="list-style-type: none"> <li>- Comprehensive (physical activity, nutrition, explore outdoors)</li> <li>- Measurable.</li> <li>- Easy to replicate across school districts, yet customizable to meet student needs.</li> </ul>	<p>School District Personnel:</p> <p><b>Hudson</b> Sharon Kaltenberg Rich Larsen Corey McIntyre</p> <p><b>Somerset</b> Sara Icenogle Bill Roll</p> <p><b>New Richmond</b> Joan Simpson Jill Lindell Teresa Kvam</p> <p>Mary Kay Hunt, MPH, <i>CHIP</i> Steering Committee Member</p>	<p>2/25/2011</p>

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #1</b></p>	<p>By September 30, 2012, three school districts in St. Croix County will implement a physical activity and nutrition program for children in grades K-6.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of school districts participating</li> <li>2. Number of school age children participating in programs</li> <li>3. Baseline measurements – new</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>6. Apply for grant funding to aid in program implementation – multiple sites</p>	<p>2/2011 – 3/2011 (grant specific)  Ongoing</p>	<p>Human Resources (research, grant writer, school leads)  In-kind Donations – each school</p>	<p>Ryan Purfeerst  Mary Kay Hunt  Karen Hansen</p>	<p>Grant Dollars - \$5000 (pending May 2011 notification)  Start-up funds for (3) school districts to implement/administer pilot program for one year beginning September 2011.  Grant award notification: Mid-May.  Grant recipient - \$1700 (divided between 3 school districts). Additional in-kind and financial support sought.</p>	<p>Program Model/ Plan Proposal – Work Group  St. Croix Valley Foundation (SCVF) - Grant Criteria</p>	<p>3/1/2011</p>



<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
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<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>8. Assist established programs in obtaining volunteers for implementation</p>	<p>Fall 2011</p>	<p>Volunteers: Program Supervisor Staffing Mentors</p>	<p>Ryan Purfeerst</p>	<p>Provide necessary staffing and supervision needed.  Establish a mentorship program where past participants can actually volunteer and mentor future participants.  Provide an opportunity for community members to get involved and volunteer.</p>	<p>University and High School students/mentors  Coaches  Community members interested/ experienced in physical activity  Randy Windhaus has expressed interest (lives in Hudson)</p>	
<p>9. Within participating school districts, expand program offerings to include physical activity/nutrition components for adolescents and parents</p>	<p>Fall 2012 – 2013</p>		<p>TBD</p>	<p>Get school families of all ages involved</p>	<p>Pilot program results/feedback surveys</p>	

**ACTION and EVALUATION PLAN – Overweight, Obesity and Lack of Physical Activity (May 2011)**

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #2</b></p>	<p>By September 30, 2013, at least one additional school district in St. Croix County will implement a <i>Farm to School</i> program.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of participating school districts</li> <li>2. Number of participating farms</li> <li>3. Documented changes in school lunch menus</li> <li>4. Baseline measurements</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Identify school districts that currently have <i>Farm to School</i> programs</p>	<p>11/2010</p>	<p>Human Resources</p>	<p>Teresa Kvam</p>	<p>Number of participant schools and farms</p>	<p>Past involvement by Hudson and New Richmond school districts</p>	<p>11/20/2010</p>
<p>2. Inventory the number of farms registered as a CSA in St. Croix County</p>	<p>2/2011</p>	<p>Human Resources</p>	<p>Teresa Kvam</p>	<p>Inventory List</p>	<p>Received copy of <i>Locally Grown Food Directory</i> from Ruth Hilfiker, UW-Extension Horticulturist</p>	<p>2/2011</p>
<p>3. Research successful <i>Farm to School</i> programs/models for best practices</p>	<p>3/2011 – 5/2011</p>	<p>Human Resources</p>	<p>Teresa Kvam</p>	<p>Selection of model/program attributes to be used in the creation of <i>Farm to School</i> program for St. Croix County</p>		

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #2</b></p>	<p>By September 30, 2013, at least one additional school district in St. Croix County will implement a <i>Farm to School</i> program.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of participating school districts</li> <li>2. Number of participating farms</li> <li>3. Documented changes in school lunch menus</li> <li>4. Baseline measurements</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>4. Create <i>Farm to School</i> program for St. Croix County</p>	<p>6/2011 – 8/2011</p>	<p>Human Resources</p>	<p>Teresa Kvam</p>	<p>Outline desired program criteria/components – guide for program administration</p>		
<p>5. Educate food service directors about the <i>Farm to School</i> program</p>	<p>Fall 2011</p>	<p>Human Resources  Food Service Directors:  (Hudson, Baldwin-Woodville, St. Croix Central, Somerset, New Richmond, Glenwood City)</p>	<p>Teresa Kvam  Volunteers</p>	<p>Increase by 1 or more the number of participants in the Farm to School program</p>	<p><i>Farm to School</i> program info</p>	

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<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>6. Establish <i>Farm to School</i> programs among interested parties – connecting schools with interested CSAs</p>	<p>9/2011– 9/2013</p>	<p>Human Resources</p> <p>School districts:</p> <p>(Hudson, Baldwin-Woodville, St. Croix Central, Somerset, New Richmond, Glenwood City)</p>	<p>Teresa Kvam</p> <p>Volunteers</p>	<p>Program commitment between one or more St. Croix County school districts and interested CSAs.</p>	<p>Contact information sent to Teresa re: <i>Threshing Table</i> and their interest in <i>Farm to School</i></p>	
<p>7. Media Awareness - alert community to the potential health and economic benefits of <i>Farm to School</i> programs</p>	<p>Fall 2011</p>	<p>Work Group Lead or Appointee</p> <p>Marketing Personnel</p>	<p>TBD</p>	<p>Increase by 1 or more the number of participants in the <i>Farm to School</i> program</p>		

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
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<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>8. Evaluate</p>	<p>Winter 2012  Fall 2013</p>	<p>TBD (dependent on evaluation methodology selected)</p>	<p>Teresa Kvam</p>	<p>Annual review – program successes/opportunities – modify program as needed  Final Review – met or did not meet Objective</p>	<p>Outcome indicators  Other feedback</p>	

**ACTION and EVALUATION PLAN TEMPLATE – Overweight, Obesity and Lack of Physical Activity (May 2011)**

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #3</b></p>	<p>By May 31, 2013, at least four new <i>Healthier Together</i> community gardens will be established and maintained by organizations willing to foster participation within.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of new gardens established</li> <li>2. Number of persons (families) participating as collected by organizations or garden volunteers</li> <li>3. Baseline measurements – new</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Inventory existing community gardens in St. Croix County</p>	<p>11/2010</p>	<p>Human Resources</p>	<p>May Jo Brunner Deb Sanders Jean Weiler</p>	<p>Number of community gardens  Number of persons participating</p>	<p>Hudson, River Falls, New Richmond Garden Groups</p>	<p>11/2010</p>
<p>2. Identify additional organizations interested in community gardens</p>	<p>11/2010 - 5/2013  (Ongoing)</p>	<p>Human Resources</p>	<p>Jean Weiler</p>	<p>New <i>Healthier Together</i> partnerships  List of interested organizations</p>	<p>Master Gardeners Association  Prairie Garden Association</p>	<p>11/2010 – initial</p>
<p>3. Establish a sub-committee to oversee community garden project</p>	<p>1/2011</p>	<p>Master Gardeners  Soil Experts  Existing Garden Reps  Hospital staff</p>	<p>Jean Weiler  Terri Green</p>	<p>Community Garden sub-committee formed  Comprised of volunteers from the Task Force, plus newly recruited master gardeners and interested community members</p>	<p>Member experience and professional expertise</p>	<p>1/2011</p>

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
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<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>4. Develop community garden template for organization use</p>	<p>1/2011 – 5/2011  (Ongoing refinement)</p>	<p>Committee member experience  Master Gardeners  Soil experts</p>	<p>Jean Weiler  Terri Green</p>	<p>Template – organizations can use to create future community gardens in St. Croix County</p>	<p>Community Garden Toolkit from “National Policy &amp; Legal Analysis Network to Prevent Childhood Obesity” (nplan)</p>	<p>5/2011</p>
<p>5. Develop <i>Community Garden – Hudson Hospital &amp; Clinics</i> using template (pilot garden)</p>	<p>1/2011 – 5/2011</p>	<p>Land  Funding (land excavation &amp; water source)  Skilled Labor</p>	<p>Jean Weiler</p>	<p>Land secured  Funding obtained  Land excavation  Water source install</p>	<p>Hudson Hospital &amp; Clinics  Zappa Brothers Excavating  <b>Other resources consulted with:</b> Nature’s Touch  Members of Community Garden Sub-Committee (Master Gardeners)</p>	<p>Land donated 1/2011  Funding obtained 2/2011  In-kind donations sought</p>

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
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<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>6. Develop communication tools, plot design, signage, garden volunteer program</p>	<p>Spring 2011</p>	<p>Phone, email, garden flyer, plot markers, on-site kiosk</p> <p>H.R./Job Description – <i>Volunteer Lead Gardener</i></p> <p>Volunteers – garden flyer distribution</p>	<p>Jean Weiler</p> <p>Terri Green</p> <p>Linda Larsen (plot design)</p> <p>Karen Hansen (marketing)</p>	<p>Garden plot design</p> <p>Garden signage</p> <p>Garden hotline - phone with voice mail/ Dedicated email address</p> <p>Volunteer Lead Gardener</p> <p>Communication – Internal (Daily Huddles, <i>The Dose</i> article)</p> <p>External (newspapers - Community Briefs, Health &amp; Wellness, Regional Happenings)</p> <p>Garden Flyer – Qty. 100</p>	<p><b>Volunteers –</b></p> <p>Karen Jilek</p> <p>Joanne Ryan</p> <p>Burt Witthuhn</p> <p>Mike Deneen</p> <p>Barb Kolbe</p> <p>Ken Kolbe</p> <p>Linda Larsen</p>	<p>Garden hotline 3/31/11</p> <p>Job description 3/31/11</p> <p>Newspaper inserts (3/31/2010 – 4/27/2010)</p> <p>Flyer distribution (4/13/2010 – 4/15/2010)</p>

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<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>7. Design training programs for interested community gardeners</p> <p>Topics include: gardening vegetables or flowers, kids and gardening, square foot gardening, soil amendment, tools and safety, etc.</p> <p>(Additional programs planned during summer months)</p>	<p>Spring/Summer 2011</p>	<p>Master Gardeners</p> <p>Place to hold garden training workshops</p> <p>Materials packet</p>	<p>Jean Weiler</p> <p>Terri Green</p>	<p>Community gardeners attend education sessions</p> <p>Receive orientation and materials on gardening</p>	<p>Community Garden sub-committee</p> <p>Content experts</p>	<p>Orientation 4/30/2011</p>
<p>8. Review plan and experience of pilot garden to improve for next season and revise template as necessary for others use</p>	<p>Fall 2011</p>	<p>Human Resources</p>	<p>Jean Weiler</p> <p>Terri Green</p>	<p>Improved garden</p> <p>Revised template for greater success</p>	<p><i>Community Garden – Hudson Hospital &amp; Clinics</i></p> <p>Sub-committee feedback</p> <p>Gardener feedback</p> <p>Volunteer feedback</p>	

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #3</b></p>	<p>By May 31, 2013, at least four new <i>Healthier Together</i> community gardens will be established and maintained by organizations willing to foster participation within.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Number of new gardens established</li> <li>2. Number of persons (families) participating as collected by organizations or garden volunteers</li> <li>3. Baseline measurements – new</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>9. Explore and expand community garden project to include youth gardening program options</p>	<p>Winter 2011 – Spring 2012</p>	<p>Garden sub-committee  YMCA Youth Action Hudson School Reps Big Brothers / Big Sisters Church Youth More...</p>	<p>TBD</p>	<p>Develop model or template for youth gardening and/or develop an added component in existing gardens</p>	<p>Experience of committee members  Existing programs that are successful</p>	

**ACTION and EVALUATION PLAN – Overweight, Obesity and Lack of Physical Activity (May 2011)**

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #4</b></p>	<p>By June 30, 2013, create a county-wide online resource directory to inform communities of resources available that support <u>optimal lifestyle behaviors</u>.</p>				<p><b>Outcome Indicators:</b></p>	
					<p>1) Completion of online resource directory w/county-wide listings 2) Review utilization data quarterly</p>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Form sub-committee to research and create online resource directory</p>	<p>1/2012 – 2/2012</p>	<p>Work Group point persons – each group  Webmaster  West Cap staff</p>	<p>Karen Hansen  Katherine Lutz  Brian Lease, PT (Work Group – Physical Activity)  TBD (Work Group – Nutrition)</p>	<p>Sub-committee formed</p>	<p>Task Force plans  Needs assessment  Other – TBD</p>	

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase in the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #4</b></p>	<p>By June 30, 2013, create a county-wide online resource directory to inform communities of resources available that support <u>optimal lifestyle behaviors</u>.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1) Completion of online resource directory w/county-wide listings</li> <li>2) Review utilization data quarterly</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>2. Gather existing resources from each sector of St. Croix County:</p> <ul style="list-style-type: none"> <li>• Health Care                             <ul style="list-style-type: none"> <li>○ Hospitals, clinics</li> </ul> </li> <li>• Schools                             <ul style="list-style-type: none"> <li>○ Elementary, secondary, post secondary</li> </ul> </li> <li>• Public Health, community agencies                             <ul style="list-style-type: none"> <li>○ Extension, Aging</li> </ul> </li> <li>• Community                             <ul style="list-style-type: none"> <li>○ Business</li> <li>○ Organizations</li> <li>○ Community at large</li> <li>○ Salvation Army</li> <li>○ Churches</li> </ul> </li> <li>• Task Force</li> </ul>	<p>2/2012 – 8/2012</p>	<p>Work Group point person – each group</p> <p>Webmaster</p>	<p>Katherine Lutz</p> <p>Brian Lease (Physical Activity)</p> <p>TBD (Nutrition)</p>	<p>Resource Inventory</p>	<p>Sub-committee</p> <p>Partner agencies and organizations</p>	
<p>3. Create online resource directory</p>	<p>9/2012 – 6/30/2013</p>	<p>Work Group point persons</p> <p>Webmaster</p> <p>Marketing Funding</p> <p>West Cap staff</p>	<p>Lead – TBD</p> <p>Marketing (Karen Hansen)</p> <p>Grant Coordination (Mary Kay Hunt )</p>	<p>Online Resource Directory</p> <ul style="list-style-type: none"> <li>• Up-to-date</li> <li>• Accessible to public</li> <li>• Comprehensive</li> <li>• Culturally competent information</li> <li>• Language translator</li> </ul>	<p>Directory sub-committee</p> <p>Task Force plans</p> <p>West Cap</p>	

**ACTION and EVALUATION PLAN – Overweight, Obesity and Lack of Physical Activity (May 2011)**

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #5</b></p>	<p>By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. <b>Completed Website</b></li> <li>2. <b>Website Utilization Report (web traffic and click through)</b></li> <li>3. <b>Consumer Recall (How did you hear about?)</b></li> <li>4. <b>Response Rates (to promoted activities/events)</b></li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Research community health improvement websites (content, functionality, features, etc.)</p>	<p>5/2011–7/2011</p>	<p>Human Resources</p>	<p>Karen Hansen Wendy Kramer Katherine Lutz Amy Bast</p>	<p>Selection of reference sites  List of preferred options and content consideration – preliminary site map</p>	<p>Other community health improvement websites</p>	
<p>2. Meet with Task Force appointees to gather input on site development and maintenance of</p>	<p>7/2011</p>	<p>TBD (Task Force appointee)</p>	<p>Karen Hansen Katherine Lutz Amy Bast</p>	<p>Content for each of the 5 identified health priorities  Process/schedule for site upkeep and maintenance</p>	<p>Task Force plans/members  West Cap staff (health literacy)</p>	

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #5</b></p>	<p>By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Completed Website</li> <li>2. Website Utilization Report (web traffic and click through)</li> <li>3. Consumer Recall (How did you hear about?)</li> <li>4. Response Rates (to promoted activities/events)</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>3. Gather website resources/ content from Task Force appointees, the County, and other leadership</p>	<p>8/2011–9/2011</p>	<p>Karen Hansen/ Wendy Kramer – <i>Healthier Together</i> overview/key messages  Katherine Lutz  Task Force-specific content  West Cap staff</p>	<p>Karen Hansen  Wendy Kramer  Katherine Lutz  Amy Bast</p>	<p>Website Content (information from each task force and content-expert for site inclusion)  Review of content to avoid language and cultural barriers as well as health illiteracy (West Cap)</p>	<p>Steering Committee  Task Forces  Public Health  West Cap</p>	

<p><b>Goal Statement</b></p>	<p>Through <i>Healthier Together</i> contribute to an increase the percent of children, adolescents and adults in St. Croix County classified as healthy weight and physically active.</p>					
<p><b>Objective #5</b></p>	<p>By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.</p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li>1. Completed Website</li> <li>2. Website Utilization Report (web traffic and click through)</li> <li>3. Consumer Recall (How did you hear about?)</li> <li>4. Response Rates (to promoted activities/events)</li> </ol>	
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>4. Create and launch <i>Healthier Together – St. Croix County</i> website</p>	<p>9/2011–12/31/2011</p>	<p>Human Resources Webmaster Funding West Cap (health literacy)</p>	<p>Karen Hansen Katherine Lutz Amy Bast</p>	<p>Completed <i>Healthier Together</i> website (own URL)</p>	<p>Steering Committee Task Forces Content experts West Cap</p>	

**ACTION and EVALUATION PLAN – Adequate and Appropriate Nutrition (May 2011)**

Goal Statement	Increased consumption of fruits and vegetables by residents of St. Croix County					
Objective #1	By August 31, 2012, one or more targeted school districts will enroll and participate in an intervention program to increase student participation in free/reduced lunch program by 5%.				<b>Outcome Indicators:</b> <ol style="list-style-type: none"> <li>1. Finalized documents describing (profile/inventory practices)</li> <li>2. Number of targeted school districts participating in intervention Baseline: 0</li> <li>3. Free/reduced meal participation (percentage increase – Target 5%)</li> <li>4. Comparison data from school districts (program participation data (# and %) one year to the next—from baseline)</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<b>RECRUIT WORK GROUP TO:</b> 1. Develop detailed activities and timelines for Objective #1.	1/2011 – 3/2011	Representatives from each school district and/or existing County School Nutrition Coalition	Peg Eller (Task Force Work Group)  Food Service directors - each school district	Work group recruited and first meeting scheduled for January 2011	Work group meeting notes	02/28/2011
<b>WORK GROUP WILL:</b> 2. Compile a profile of free/reduced lunch program eligibility and participation for each of the St. Croix County school districts	3/2011 – 9/2011	Data from each school district	Peg Eller	Profile completed. Need to complete further comparison of data for county eligibility and % enrollment	Profile	

Goal Statement	Increased consumption of fruits and vegetables by residents of St. Croix County					
Objective #1	By August 31, 2012, one or more targeted school districts will enroll and participate in an intervention program to increase student participation in free/reduced lunch program by 5%.				Outcome Indicators:	
					<ol style="list-style-type: none"> <li>1. Finalized documents describing (profile/inventory practices)</li> <li>2. Number of targeted school districts participating in intervention Baseline: 0</li> <li>3. Free/reduced meal participation (percentage increase – Target 5%)</li> <li>4. Comparison data from school districts (program participation data (# and %) one year to the next—from baseline)</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<b>WORK GROUP WILL:</b> 3. Inventory practices at districts with the highest percentage of eligible students enrolled AND at districts with the lowest percentage of eligible students enrolled	9/2011 – 12/2011	Information from each school district	Peg Eller	Inventory of practices (communication strategies and enrollment procedures) to be completed to identify 1 - 2 school districts with lowest percentages of enrollees compared to rest of St. Croix County	Inventory	
<b>WORK GROUP WILL:</b> 4. Select 1-2 school districts with lowest percentage of eligible students enrolled and target for intervention	1/2012 – 3/2012  Allows for 1-year intervention cycle before Master Plan ends 12/2013.	Data from inventory	Peg Eller	2 school districts identified  One or both agree to participate in development and implementation of a plan to increase program participation within their district	Work Group meeting notes	

Goal Statement	Increased consumption of fruits and vegetables by residents of St. Croix County					
Objective #1	By August 31, 2012, one or more targeted school districts will enroll and participate in an intervention program to increase student participation in free/reduced lunch program by 5%.				Outcome Indicators:	
					<ol style="list-style-type: none"> <li>1. Finalized documents describing (profile/inventory practices)</li> <li>2. Number of targeted school districts participating in intervention Baseline: 0</li> <li>3. Free/reduced meal participation (percentage increase – Target 5%)</li> <li>4. Comparison data from school districts (program participation data (# and %) one year to the next—from baseline)</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<b>WORK GROUP WILL:</b> 5. Work with targeted districts to develop and implement a plan to increase enrollment and participation	3/2012 – 6/2012	Representatives and Food Service directors from the targeted districts	Peg Eller	Action and Implementation plans developed and documented.  Implementation to begin 8/2012 based on a plan created.	Meeting notes  District-specific plans	
<b>WORK GROUP WILL:</b> 6. Work with targeted districts to develop and implement a plan to increase program enrollees' consumption of fruits and vegetables	8/2012 – 8/31/2013	Representatives and Food Service directors from the targeted districts	Peg Eller	Plans developed, documented and implementation has begun	Meeting notes  District-specific plans	

**ACTION and EVALUATION PLAN – Adequate and Appropriate Nutrition (May 2011)**

Goal Statement	Increased consumption of fruits and vegetables by residents of St. Croix County					
Objective #2	By December 31, 2013, St. Croix County will decrease the percentage of insufficient fruit and vegetable intake from 79.6% to 77.2% (Wisconsin average) or lower, through increased nutrition education and access to area food resources.				<b>Outcome Indicators:</b> 1. <b>Baseline measurement: 79.6% to 77.2% or lower</b> (per 2008 Population Health Institute Rankings/Behavioral Risk Factor Surveillance System (BRFSS)) 2. <b>Survey results</b>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<b>RECRUIT WORK GROUP TO:</b> 1. Develop detailed activities and timelines for Objective #2.	12/31/2010 – 1/31/2011	The Food Resource Collaborative of St. Croix County  Staff from area food pantries  Other interested volunteers	John Coughlin  Ruth Lehmann	Present Objective to the Food Resource Collaborative of St. Croix County - January 2011  Request they take the lead in this objective.	Work group meeting notes	02/10/2011
<b>WORK GROUP WILL:</b> 2. Update the <u>Community Food Resource Directory</u>	2/01/2011 – 6/30/2011	Volunteers from “The Food Resource Collaborative” to help update the food directory	Ruth Lehmann	Revised and updated <u>Community Food Resource Directory</u>	Current Edition, Nov. 2010	Ongoing (due to continual changes in resources)

Goal Statement	<b>Increased consumption of fruits and vegetables by residents of St. Croix County</b>					
Objective #2	<p><b>By December 31, 2013, St. Croix County will decrease the percentage of insufficient fruit and vegetable intake from 79.6% to 77.2% (Wisconsin average) or lower, through increased nutrition education and access to area food resources.</b></p>				<p><b>Outcome Indicators:</b></p> <ol style="list-style-type: none"> <li><b>Baseline measurement: 79.6% to 77.2% or lower</b> (per 2008 Population Health Institute Rankings/Behavioral Risk Factor Surveillance System (BRFSS))</li> <li><b>Survey results</b></li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<p><b>WORK GROUP WILL:</b> 3. Compile an outreach distribution list for those receiving the <b><u>“Community Food Resource Directory”</u></b> whether by brochure or electronic version</p>	6/30/2011 – 12/31/2011	Volunteers from “The Food Resource Collaborative” to help update the distribution list	Ruth Lehmann	Outreach distribution list/tracking tool	Various sources TBD	
<p><b>WORK GROUP WILL:</b> 4. Distribute the <u>Community Food Resource Directory</u> to current and expanded recipient list</p>	1/1/2012 – Ongoing	Someone/agency to print off hard copies of the directory for those needing print format	Food Resource Collaborative	Food Resource Directory (updated in a more timely manner)  Directories delivered (multiple formats)		Ongoing

Goal Statement	Increased consumption of fruits and vegetables by residents of St. Croix County					
Objective #2	<p>By December 31, 2013, St. Croix County will decrease the percentage of insufficient fruit and vegetable intake from 79.6% to 77.2% (Wisconsin average) or lower, through increased nutrition education and access to area food resources.</p>				Outcome Indicators:	
<p>1. <b>Baseline measurement: 79.6% to 77.2% or lower</b> (per 2008 Population Health Institute Rankings/Behavioral Risk Factor Surveillance System (BRFSS))</p> <p>2. <b>Survey results</b></p>						
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<p><b>WORK GROUP WILL:</b></p> <p>5. Develop a survey to assess what foods are available and what foods are taken by clients at local food shelves.</p>	7/1/2011 – 12/31/2011	<p>The Food Resource Collaborative</p> <p>University of WI – River Falls</p> <p>Interested community volunteers</p>	<p>Melissa Wyss</p> <p>Lori Scheder</p> <p>John Coughlin</p>	Develop survey	Survey	
<p>6. If the food shelves are receptive, develop a survey to help assess staffing needs, facility and other resource issues.</p>	7/1/2011 – 12/31/2011	<p>The Food Resource Collaborative</p> <p>University of WI – River Falls</p> <p>Interested community volunteers</p>	<p>Melissa Wyss</p> <p>Lori Scheder</p> <p>John Coughlin</p>	Develop survey	Survey	

Goal Statement	Increased consumption of fruits and vegetables by residents of St. Croix County					
Objective #2	<p>By December 31, 2013, St. Croix County will decrease the percentage of insufficient fruit and vegetable intake from 79.6% to 77.2% (Wisconsin average) or lower, through increased nutrition education and access to area food resources.</p>				Outcome Indicators:	
<p>1. <b>Baseline measurement: 79.6% to 77.2% or lower</b> (per 2008 Population Health Institute Rankings/Behavioral Risk Factor Surveillance System (BRFSS))</p> <p>2. <b>Survey results</b></p>						
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<p>7. Review available data from both surveys and brainstorm how to address the food shelves identified needs including how to increase the availability, accessibility and distribution of fruits and vegetables.</p>	<p>1/2/2012 – 6/30/2012</p>	<p>The Food Resource Collaborative</p> <p>University of WI – River Falls</p> <p>Interested community volunteers</p>	<p>Melissa Wyss</p> <p>Lori Scheder</p> <p>John Coughlin</p>	<p>Completed surveys</p> <p>Gap analysis</p>	<p>Surveys</p>	
<p>8. Present suggestions/plan to local food shelves</p>	<p>7/1/2012 – 12/31/2012</p>	<p>The Food Resource Collaborative</p> <p>University of WI – River Falls</p> <p>Interested community volunteers</p>	<p>Melissa Wyss</p> <p>Lori Scheder</p> <p>John Coughlin</p>	<p>Presentation of suggestions/plan to interested food shelves regarding:</p> <p>Increasing capacity and availability of produce, fruits and vegetables available to clients</p> <p>Suggestions for staffing and other identified needs</p>	<p>Suggested plan</p>	

**ACTION and EVALUATION PLAN – Adequate and Appropriate Nutrition (May 2011)**

Goal Statement	Increased consumption of fruits and vegetables by residents of St. Croix County					
Objective #3	<b>By December 31, 2013:</b> <ul style="list-style-type: none"> <li>○ increase utilization of farmers markets by 20%</li> <li>○ increase utilization of WIC vouchers at farmers markets by 20%</li> </ul>				<b>Outcome Indicators:</b> <ol style="list-style-type: none"> <li>1. Farmers market utilization data</li> <li>2. WIC voucher utilization data (at farmers markets)</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<b>RECRUIT WORK GROUP TO:</b> <ol style="list-style-type: none"> <li>1. Further define and oversee work of Objective #3.</li> </ol>	12/31/2010 – 9/30/2011	REPS From: <ul style="list-style-type: none"> <li>- Farmers Markets</li> <li>- Local Growers</li> <li>- Public Health</li> </ul>	Heather Logelin	Work group convened First meeting held	Meeting notes	
<b>WORK GROUP WILL:</b> <ol style="list-style-type: none"> <li>2. Compile an inventory of farmers markets in St. Croix County</li> </ol>	10/01/2011 – 12/31/2011	2011 Western Wisconsin Farm Fresh Atlas  Savor Wisconsin's online farmers market directory  Additional individuals knowledgeable about resources in our region that are not included in these directories	TBD	Inventory completed	Content experts  Existing lists, directories or atlas	

Goal Statement	<b>Increased consumption of fruits and vegetables by residents of St. Croix County</b>					
Objective #3	<b>By December 31, 2013:</b> <ul style="list-style-type: none"> <li>○ increase utilization of farmers markets by 20%</li> <li>○ increase utilization of WIC vouchers at farmers markets by 20%</li> </ul>				<b>Outcome Indicators:</b> <ol style="list-style-type: none"> <li>1. <b>Farmers market utilization data</b></li> <li>2. <b>WIC voucher utilization data (at farmers markets)</b></li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<p><b>WORK GROUP WILL:</b></p> <p>3. Develop and begin to implement a marketing plan to increase awareness of farmers markets in St. Croix County targeting:</p> <ul style="list-style-type: none"> <li>• low-income families receiving other county services</li> <li>• families participating in free and reduced lunch program</li> <li>• families utilizing local food shelves</li> <li>• senior centers and independent living facilities.</li> </ul> <p>Include promotion for use of WIC vouchers at farmers markets.</p>	<p>1/1/2012 – 5/31/2012</p>	<p>Marketing expertise</p> <p>Input and feedback from targeted populations and/or staff coordinating services for those populations</p> <p>Creative services (copywriter and designer)</p> <p>Staff or volunteers to do outreach to targeted populations</p>	<p>TBD</p>	<p>Increased awareness leading to:</p> <ol style="list-style-type: none"> <li>(1) Increased utilization of markets</li> <li>(2) Increased utilization of WIC vouchers at farmers markets</li> </ol>	<p>Utilization reports from farmers markets</p> <p>Voucher utilization reports from WIC</p>	

Goal Statement	<b>Increased consumption of fruits and vegetables by residents of St. Croix County</b>					
Objective #3	<b>By December 31, 2013:</b> <ul style="list-style-type: none"> <li>○ increase utilization of farmers markets by 20%</li> <li>○ increase utilization of WIC vouchers at farmers markets by 20%</li> </ul>				<b>Outcome Indicators:</b> <ol style="list-style-type: none"> <li>1. Farmers market utilization data</li> <li>2. WIC voucher utilization data (at farmers markets)</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<b>WORK GROUP WILL:</b> 4. Develop and implement a plan to offer Electronic Benefit Transfer (EBT) at farmers markets. Consider collaboration with similar effort already underway in Pierce County.	Develop 6/1/2012 – 5/31/2013  Implement 6/1/2013 – 9/30/2013	Information from Pierce County WIC Coordinator  Funding for start-up and ongoing expenses  Outreach and training for farmers market vendors	TBD	Utilization of EBT at farmers markets	EBT utilization report from WIC	

**ACTION and EVALUATION PLAN – Adequate and Appropriate Nutrition (May 2011)**

Goal Statement	Increase consumption of fruits and vegetables by residents of St. Croix County					
Objective #4	By December 31, 2013 newsletter readership and participation rates for proposed community projects, classes and demos (created to help increase knowledge and skills needed to prepare easy, affordable, nutritious meals according to nutrition guidelines) will increase by 25%.				<b>Outcome Indicators:</b> <ol style="list-style-type: none"> <li>1. Nutrition newsletter – survey readership data</li> <li>2. # of people attending cooking demos</li> <li>3. # of classes and % of attendance for each community class</li> <li>4. Baseline – new</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<p><b>WORK GROUP WILL:</b></p> <ol style="list-style-type: none"> <li>1. Develop and distribute a quarterly nutrition newsletter “Food Sense” to educate on nutrition.</li> </ol> <p>Distribution will target:</p> <ol style="list-style-type: none"> <li>(1) low-income families receiving other county services</li> <li>(2) Head Start program</li> <li>(3) school systems</li> <li>(4) explore other populations</li> </ol>	9/31/2011 – 1/30/2012	<p>Representation from County Extension</p> <p>AND feedback from (1) low-income families receiving other county services, (2) Head Start program, (3) school systems in St. Croix County, (4) explore other populations</p> <p>Marketing personnel</p> <p>Funding</p>	<p>Task Force member:</p> <p>Mary Lestrud, County Extension</p>	Newsletter developed and distributed	<p>Work Group meeting notes</p> <p>Newsletter distribution statistics</p>	

Goal Statement	Increase consumption of fruits and vegetables by residents of St. Croix County					
Objective #4	By December 31, 2013 newsletter readership and participation rates for proposed community projects, classes and demos (created to help increase knowledge and skills needed to prepare easy, affordable, nutritious meals according to nutrition guidelines) will increase by 25%.				<b>Outcome Indicators:</b> <ol style="list-style-type: none"> <li>1. Nutrition newsletter – survey readership data</li> <li>2. # of people attending cooking demos</li> <li>3. # of classes and % of attendance for each community class</li> <li>4. Baseline – new</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<b>WORK GROUP WILL:</b> 2. Develop and begin implementation of an outreach strategy for food shelves to include provision of recipes, cooking demonstrations and samples	2/1/2012 – 12/30/2012	Representation of County Extension  Melissa Wyss (West Cap)	Task Force members:  Mary Lestrud  Terri Green	Increase level of communication about adequate and appropriate nutrition through a variety of media	Work Group meeting notes	
<b>WORK GROUP WILL:</b> 3. Develop and begin implementation of a plan to engage county-wide representatives (schools, hospitals, nutritionists, etc.) in advocacy to work collaboratively in the community to extend nutrition education to the public. Series of classes being offered.	1/1/2012 – 6/1/2013	Representation from each school district  Representation from each hospital – dietitian  Community nutritionists	Terri Green  Mary Lestrud	Increase education from school system to community to increase awareness of appropriate nutrition	Work Group meeting notes  Number of classes completed in county	

**ACTION and EVALUATION PLAN – Adequate and Appropriate Nutrition (May 2011)**

<p><b>Goal Statement</b></p>	<p><b>Increase consumption of fruits and vegetables by residents of St. Croix County</b></p>					
<p><b>Objective #5</b></p>	<p>By June 30, 2013 create a county-wide online resource directory to inform communities of resources available that support <u>adequate and appropriate nutrition</u>.</p>					<p><b>Outcome Indicators:</b></p>
						<p>1) <b>Completion of online resource directory w/county-wide listings</b> 2) <b>Review utilization data quarterly</b></p>
<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>	<p><b>Date Completed</b></p>
<p>1. Form sub-committee to research and create online resource directory</p>	<p>1/2012 – 2/2012</p>	<p>Task Force point person Webmaster West Cap staff</p>	<p>Karen Hansen Katherine Lutz TBD (Task Force point person)</p>	<p>Sub-committee formed</p>	<p>Task Force plans Needs assessment Other – TBD</p>	

Goal Statement	<b>Increase consumption of fruits and vegetables by residents of St. Croix County</b>					
Objective #5	<p><b>By June 30, 2013 create a county-wide online resource directory to inform communities of resources available that support <u>adequate and appropriate nutrition</u>.</b></p>				Outcome Indicators:	
					<p><b>1) Completion of online resource directory w/county-wide listings</b>  <b>2) Review utilization data quarterly</b></p>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<p>2. Gather existing resources from each sector of St. Croix County:</p> <ul style="list-style-type: none"> <li>• Health Care                             <ul style="list-style-type: none"> <li>○ Hospitals, clinics</li> </ul> </li> <li>• Schools                             <ul style="list-style-type: none"> <li>○ Elementary, secondary, post secondary</li> </ul> </li> <li>• Public Health, community agencies                             <ul style="list-style-type: none"> <li>○ Extension, Aging</li> </ul> </li> <li>• Community                             <ul style="list-style-type: none"> <li>○ Business</li> <li>○ Organizations</li> <li>○ Community at large</li> <li>○ Salvation Army</li> <li>○ Churches</li> </ul> </li> <li>• Task Force</li> </ul>	2/2012 – 8/2012	<p>Task Force point person</p> <p>Webmaster</p>	<p>Katherine Lutz</p> <p>TBD (Task Force Member)</p>	Resource Inventory	<p>Sub-committee</p> <p>Partner agencies and organizations</p>	

Goal Statement	<b>Increase consumption of fruits and vegetables by residents of St. Croix County</b>					
Objective #5	<p><b>By June 30, 2013 create a county-wide online resource directory to inform communities of resources available that support <u>adequate and appropriate nutrition</u>.</b></p>				Outcome Indicators:	
					<p><b>1) Completion of online resource directory w/county-wide listings</b>  <b>2) Review utilization data quarterly</b></p>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
3. Create online resource directory	9/2012 – 6/30/2013	Task Force point person Webmaster Marketing Funding West Cap staff (health literacy)	Katherine Lutz Marketing (Karen Hansen) Grant Coordination (Mary Kay Hunt)	Online Resource Directory <ul style="list-style-type: none"> <li>• Up-to-date</li> <li>• Accessible to public</li> <li>• Comprehensive</li> <li>• Culturally competent information</li> <li>• Language translator</li> </ul>	Directory sub-committee Task Force plans West Cap	

**ACTION and EVALUATION PLAN – Adequate and Appropriate Nutrition (May 2011)**

Goal Statement	Increase consumption of fruit and vegetables by residents in St. Croix County					
Objective #6	By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.				<b>Outcome Indicators:</b> <ol style="list-style-type: none"> <li>1. <b>Completed Website</b></li> <li>2. <b>Website Utilization Report (web traffic and click through)</b></li> <li>3. <b>Consumer Recall (How did you hear about?)</b></li> <li>4. <b>Response Rates (to promoted activities/events)</b></li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
1. Research community health improvement websites (content, functionality, features, etc.)	5/2011 – 7/2011	Human Resources	Karen Hansen Wendy Kramer Katherine Lutz Amy Bast	Selection of reference sites  List of preferred options and content consideration – preliminary site map	Other community health improvement websites	
2. Meet with Task Force appointees to gather input on site development and maintenance of	7/2011	Task Force appointee	Karen Hansen Katherine Lutz Amy Bast	Content for each of the 5 identified health priorities  Process/schedule for site upkeep and maintenance	Task Force plans/members  West Cap staff (health literacy)	

Goal Statement	Increase consumption of fruit and vegetables by residents in St. Croix County						
Objective #6	By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.				Outcome Indicators:		
Activity					Timeframe	Resources Required	Lead
3. Gather website resources/content from Task Force appointees, the County, and other leadership	8/2011 – 9/2011	Karen Hansen/ Wendy Kramer – <i>Healthier Together</i> overview/key messages  Katherine Lutz  Task Force-specific content  West Cap staff	Karen Hansen  Wendy Kramer  Katherine Lutz  Amy Bast	Website Content (information from each task force and content-expert for site inclusion)  Review of content to avoid language and cultural barriers as well as health illiteracy (West Cap)	Steering Committee  Task Forces  Public Health  West Cap		
4. Create and launch <i>Healthier Together – St. Croix County</i> website	9/2011 – 12/31/2011	Human Resources  Webmaster  Creative Agency  Funding	Karen Hansen  Katherine Lutz  Amy Bast	Completed <i>Healthier Together</i> website (own URL)	Steering Committee  Task Forces  Content experts  West Cap		

**ACTION and EVALUATION PLAN – Alcohol and Other Substance Use and Addiction (updated May 2011)**

**Goal Statement:**

Reduce, to the greatest extent possible, the factors that contribute to alcohol abuse

**Objective # 1:** By December 31, 2013, reduce Citations for Underage Possession of Alcohol by 20%

**Outcome Indicators:** St. Croix County Underage Drinking Coalition (SCUDC) Annual Report  
 SCUDC Data Base  
 % compliance – alcohol sale points

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
1. Comprehensive Alcohol Risk Reduction program funded by Wisconsin DOT	1/1/2011 – 12/31/2013  (Renews annually)	Law Enforcement personnel  Overtime costs  Community members to act as buyers  Officers certified as trainers for retail workers	St. Croix County Underage Drinking Coalition	Increased compliance with laws governing access to alcohol by underage persons.  90% compliance by alcohol sale points	

### EVALUATION FLOW CHART – Alcohol and Other Substance Use and Addiction

<b>Objective #1:</b>	<b>Outcome Evaluation Questions</b>	<b>Indicators</b>	<b>Data Sources</b>	<b>Lead</b>	<b>Timeframe</b>
<p><b>By December 31, 2013 reduce Citations for Underage Possession of Alcohol by 20%</b></p>	<p>What is the compliance rate of St. Croix County alcohol sellers?</p>	<p>St. Croix County Underage Drinking Coalition (SCUDC) annual report</p>	<p>SCUDC data base</p>	<p>SCUDC</p>	<p>1/1/2011 – 12/31/2013</p>
<b>Activities Related to Objective #1</b>	<b>Process Evaluation Questions</b>	<b>Anticipated Products or Results</b>	<b>Data Sources</b>	<b>Lead</b>	<b>Timeframe</b>
<p>Comprehensive Alcohol Risk Reduction (CARD) program funded by Wisconsin DOT</p>	<p>Do all St. Croix County law enforcement agencies participate?</p>	<p>Increased compliance with laws governing access to alcohol by underage persons.  90% compliance by alcohol sale points.</p>	<p>SCUDC data base</p>	<p>Chief Richert NHPD  Chief Briggs SPD</p>	<p>Semi annually</p>
<p>Vendor education program under CARD</p>	<p>Do sellers offer the training to their employees?</p>	<p>Increased compliance with laws governing access to alcohol by underage persons. 90% compliance by alcohol sale points</p>	<p>SCUDC data base</p>	<p>Chief Richert NHPD</p>	<p>Annually</p>

**Objective #2:** By December 31, 2013, one or more *Screening, Brief Intervention, and Referral to Treatment (SBIRT)* programs will be implemented in a St. Croix County hospital or clinic

**Outcome Indicators:** Program implemented  
One full-time SBIRT Health Educator (active position)

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
<p>1. Research and implement one or more SBIRT programs on a local medical site or campus (hospital or clinic) within St. Croix County</p>	<p>7/15/2010 – 12/31/2013</p> <p>7/15/2010 Dr. Brown Presentation</p> <p>Investigative Research</p> <p>9/10/2010 Presentation to Hudson Physicians</p> <p>10/6/010 Hudson Physicians / Hudson Hospital &amp; Clinics decline program</p>	<p>MOU and acceptance into SBIRT grant program</p> <p>Agreement signed by host site</p>	<p>Pete Van Dusartz, Hudson Hospital &amp; Clinics – <i>Programs for Change</i></p>	<p>Screening of all patients at hospital and clinics for alcohol, drug, and tobacco problems AND brief intervention program conducted including follow-up and outcome measures, and potential referral to other treatment services when appropriate.</p>	<p>10/6/2010</p> <p>Site #1 Presentation (decline)</p> <p>Search continues for additional sites through 12/31/2013</p>
<p>2. Offer extended to Baldwin Area Medical Center (BAMC) for consideration.</p> <p>Opportunity to join Contract Year 5 (grant funding): September 15, 2010 to May 14, 2011.</p>	<p>10/11/2010 Recommend SBIRT to BAMC</p> <p>12/31/2010 BAMC accepted/launched program (funding prorated)</p>	<p>MOU and acceptance into SBIRT grant program</p> <p>Agreement signed by host site</p>	<p>Pete Van Dusartz, Hudson Hospital &amp; Clinics- <i>Programs for Change</i></p>	<p>Screening of all patients at hospital and clinics for alcohol, drug and tobacco problems and brief intervention program conducted including follow-up and outcome measures and potential referral to other treatment services when appropriate.</p>	<p>12/31/2010</p>

## EVALUATION FLOW CHART – Alcohol and Other Substance Use and Addiction

Objective #2:	Outcome Evaluation Questions	Indicators	Data Sources	Lead	Timeframe
<p><b>By December 31, 2013, one or more Screening, Brief Intervention, and Referral to Treatment (SBIRT) program will be implemented in a St. Croix County hospital or clinic</b></p>	<p>What is the number of people screened and offered prevention and referral services?</p> <p>What does data show about effect of screening and prevention services on behavior change?</p>	<p>Program implemented</p> <p>One full-time SBIRT Health Educator (active position)</p>	<p>SBIRT program data</p>	<p>Pete Van Dusartz, Hudson Hospital &amp; Clinics – <i>Programs for Change</i></p>	<p>7/5/2010 – 12/31/2013</p>
Activities Related to Objective #2	Process Evaluation Questions	Anticipated Products or Results	Data Sources	Lead	Timeframe
<p>Continued search for a local medical site or campus (hospital or clinic) in collaboration with Dr. Richard Brown</p> <p>(Target: secure site before grant period begins September 15, 2010)</p>	<p>Have all potential sites been approached and presented opportunity?</p>	<p>Screening of all patients at hospitals and clinics for alcohol, drug, and tobacco problems AND brief intervention program conducted including follow-up and outcome measures, and potential referral to other treatment services when appropriate.</p>	<p>SBIRT-generated data</p>	<p>Pete Van Dusartz, Hudson Hospital &amp; Clinics – <i>Programs for Change</i></p>	<p>7/5/2010 – 9/5/2010</p> <p>May still be an opportunity to receive grant funding to implement and train health educator.</p> <p>If SBIRT is initiated, grant period would continue to May 2011, with potential to continue thereafter.</p>

**Objective #2A:** By September 30, 2011, determine baseline utilization rates for screenings, brief interventions, and referrals to treatment services as provided through SBIRT program

**Outcome Indicators:** # of people screened and referred to treatment through SBIRT program  
SBIRT Utilization Data Report (Baseline)

Data results showing effect of screening and prevention services on behavior changes

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
1. Collect utilization data for screenings, brief interventions, and referral to treatment services from Baldwin Area Medical Center (BAMC) SBIRT Program  (Program runs 1/1/2011 through 5/14/2011)	6/1/2011 – 9/30/2011	SBIRT generated outcome data from BAMC	Pete Van Dusartz, Hudson Hospital and Clinics – <i>Programs for Change</i>	Baseline  SBIRT Program Utilization Rates for each site participating	

## EVALUATION FLOW CHART – Alcohol and Other Substance Use and Addiction

Objective #2A:	Outcome Evaluation Questions	Indicators	Data Sources	Lead	Timeframe
<p><b>By September 30, 2011, determine baseline utilization rates for screenings, brief interventions, and referrals to treatment services as provided through SBIRT program</b></p>	<p>Is there an increase in number of people receiving screening, early detection, brief intervention, and referral to treatment for alcohol, drug, and tobacco abuse?</p>	<p>Number of people screened and referred through SBIRT program</p>	<p>SBIRT-generated outcome data</p>	<p>Pete Van Dusartz, Hudson Hospital &amp; Clinics – <i>Programs for Change</i></p>	<p>1/1/2011 – 5/15/2011</p>
Activities Related to Objective #2A	Process Evaluation Questions	Anticipated Products or Results	Data Sources	Lead	Timeframe
<p>Collect utilization data for screenings, brief intervention and referral to treatment services from BAMC SBIRT program</p>	<p>Number of people screened and offered prevention and referral services?  What does data show about effect of screening and prevention services on behavior change?</p>	<p>Screening of all patients at hospitals and clinics for alcohol, drug, and tobacco problems AND brief intervention program conducted including follow-up and outcome measures, and potential referral to other treatment services when appropriate.</p>	<p>SBIRT-generated outcome data</p>	<p>Pete Van Dusartz, Hudson Hospital &amp; Clinics – <i>Programs for Change</i></p>	<p>6/1/2011 – 9/30/2011</p>

**Objective #3:** By December 31, 2013, 25% more adolescents and their families will receive Alcohol and Other Drug Abuse (AODA) treatment services that incorporate a family component

**Outcome Indicators:** Institution of Matrix Based Treatment Program  
 # Admissions adolescent AODA outpatient services at St. Croix County HHS (ECHO data base)  
 Baseline (# adolescents served): Increase 15 to 19

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
1. Develop and institute a Matrix Based Treatment Program for adolescents and their families	9/01/2010 – 12/31/2013	Matrix and other adolescent treatment materials/staffing	St. Croix HHS-AODA	Ongoing adolescent treatment group with family participation	

### EVALUATION FLOW CHART – Alcohol and Other Substance Use and Addiction

Objective #3:	Outcome Evaluation Questions	Indicators	Data Sources	Lead	Timeframe
<p><b>By December 31, 2013, 25% more adolescents and their families will receive AODA treatment services that incorporate a family component</b></p>	<p>Has there been a significant increase in adolescent admitted into AODA outpatient services at St. Croix County HHS?</p>	<p>There will be a 25% increase in adolescents served (from 15 adolescents to 19 adolescents)</p>	<p>Will use the admission numbers tracked through the County's ECHO data base</p>	<p>St. Croix HHS-AODA</p>	<p>9/1/2010 – 12/31/2013</p>
Activities Related to Objective #3	Process Evaluation Questions	Anticipated Products or Results	Data Sources	Lead	Timeframe
<p>Develop and institute a Matrix Based Treatment Program for adolescents and their families</p>	<p>Has the Matrix Based Treatment Program been fully implemented including admission/participation of both the adolescents and their families?</p>	<p>Ongoing adolescent treatment group with family participation</p>	<p>Through report of AODA Clinical Supervisor</p>	<p>St. Croix HHS-AODA</p>	<p>9/1/2010 – 12/31/2013</p>

**Objective #4:** By June 1, 2013, one additional St. Croix County community will participate in the *Parents Who Host Lose the Most* campaign

**Outcome Indicators:** Baseline: Increase 3 to 4  
 Campaign launch  
 Dissemination of campaign materials  
 Detailed report

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
1. Expand <i>Parents Who Host Lose The Most</i> campaign to one new community and educate parents and community members about the consequences of underage drinking	1/1/2011 – 6/1/2013	<i>Parents Who Host</i> materials Staffing \$ for other campaign promotional materials	Family Life Educator Youth Service Bureau (YSB) AODA St. Croix County Prevention	A 4 <sup>th</sup> community will participate in the <i>Parents Who Host Lose The Most</i> campaign	

**EVALUATION FLOW CHART – Alcohol and Other Substance Use and Addiction**

Objective #4:	Outcome Evaluation Questions	Indicators	Data Sources	Lead	Timeframe
<p><b>By June 1, 2013, one additional St. Croix County community will participate in the <i>Parents Who Host Lose the Most</i> campaign</b></p>	<p>Has a 4<sup>th</sup> St. Croix County community begun a <i>Parents Who Host Lose the Most</i> campaign?</p>	<p>4<sup>th</sup> community hosts the campaign</p>	<p>Minutes from St. Croix County Substance Abuse committee detailing a report by:  Family Life Educator  YSB AODA  St. Croix County Prevention</p>	<p>Family Life Educator  YSB AODA  St. Croix County Prevention</p>	<p>1/1/2011 – 6/1/2013</p>
Activities Related to Objective #4	Process Evaluation Questions	Anticipated Products or Results	Data Sources	Lead	Timeframe
<p>Expand <i>Parents Who Host Lose The Most</i> campaign to one new community and educate parents and community members about the consequences of underage drinking</p>	<p>Are community participants involved from local schools and businesses?</p>	<p>Local schools in a 4<sup>th</sup> community will involve students and businesses to help promote the <i>Parents Who Host Lose The Most</i> campaign by participating in the dissemination of campaign materials in the spring of respective year participating</p>	<p>Minutes from St. Croix County Substance Abuse committee detailing a report by:  Family Life Educator  YSB AODA  St. Croix County Prevention</p>	<p>Family Life Educator  YSB AODA  St. Croix County Prevention</p>	<p>1/1/2011 – 6/1/2013</p>

**Objective #5:** By December 31, 2013, decrease elementary and secondary level alcohol and drug incidences by 10%.

**Outcome Indicators:** Bi-annual student assessment (overall decrease in youth substance abuse)

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Date Completed
1. Build comprehensive K-12 evidence-based AODA curriculum and interventions in all St. Croix County schools	1/1/2011 – 12/31/2013	School personnel Facilitator training Material costs Ongoing financial support of program Related costs	Individual school AODA coordinators School administration	Increase in student reporting of protective factors and reduction of risk behaviors evident by student surveys	

### EVALUATION FLOW CHART – Alcohol and Other Substance Use and Addiction

<b>Objective #5:</b>	<b>Outcome Evaluation Questions</b>	<b>Indicators</b>	<b>Data Sources</b>	<b>Lead</b>	<b>Timeframe</b>
<p><b>By December 31, 2013, decrease elementary and secondary level alcohol and drug incidences by 10%</b></p>	<p>Are youth reporting a decrease in substance use?</p>	<p>Bi-annual student assessments will demonstrate gradual decrease of self reported alcohol and drug use</p>	<p>School districts AODA coordinators</p>	<p>Substance Abuse Committee (SAC)</p>	<p>1/1/2011 – 12/31/2013</p>
<b>Activities Related to Objective #5</b>	<b>Process Evaluation Questions</b>	<b>Anticipated Products or Results</b>	<b>Data Sources</b>	<b>Lead</b>	<b>Timeframe</b>
<p>Build comprehensive K-12 evidence-based AODA curriculum and interventions in all St. Croix County schools</p>	<p>Do all school districts in county have evidence-based programs?</p>	<p>Increase in student reporting of protective factors and reduction of risk behaviors evident by student surveys</p>	<p>School districts AODA coordinators  Community organizations</p>	<p>Substance Abuse Committee (SAC)</p>	<p>1/1/2011 – 12/31/2013</p>

**Objective #6:** By June 30, 2013, create a county-wide online resource directory to inform communities of resources available to help with alcohol and other substance use and addiction

**Outcome Indicators:** Completion of online resource directory w/county-wide listings  
Review utilization data quarterly

Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
1. Form sub-committee to research and create online resource directory	1/2012 – 2/2012	Task Force point person  Webmaster  West Cap staff	Karen Hansen Katherine Lutz  Doug Briggs (Task Force)	Sub-committee formed	Task Force plans  Needs assessment Other – TBD	
2. Gather existing resources from each sector of St. Croix County: <ul style="list-style-type: none"> <li>• Health Care <ul style="list-style-type: none"> <li>○ Hospitals, clinics</li> </ul> </li> <li>• Schools <ul style="list-style-type: none"> <li>○ Elementary, secondary, post secondary</li> </ul> </li> <li>• Public Health, community agencies <ul style="list-style-type: none"> <li>○ Extension, Aging</li> </ul> </li> <li>• Community <ul style="list-style-type: none"> <li>○ Business</li> <li>○ Organizations</li> <li>○ Community at large</li> <li>○ Salvation Army</li> <li>○ Churches</li> </ul> </li> <li>• Task Forces</li> </ul>	2/2012 – 8/2012	Task Force point person  Webmaster	Katherine Lutz  Doug Briggs (Task Force)	Resource Inventory	Task Force members  Partner agencies and organizations	
3. Create online resource directory	9/2012 – 6/30/2013	Task Force point person  Webmaster Marketing Funding  West Cap staff	Katherine Lutz  Marketing (Karen Hansen)  Grant Coordination (Mary Kay Hunt)	Online Resource Directory <ul style="list-style-type: none"> <li>• Up-to-date</li> <li>• Accessible to public</li> <li>• Comprehensive</li> <li>• Culturally competent information</li> <li>• Language translator</li> </ul>	Directory sub-committee  Task Force plans  West Cap	

Objective #7		By December 31, 2011, a new website will be launched to promote <i>Healthier Together – St. Croix County</i> initiative and the five identified health priorities.					Outcome Indicators:
							<ol style="list-style-type: none"> <li>1. Completed Website</li> <li>2. Website Utilization Report (web traffic and click through)</li> <li>3. Consumer Recall (How did you hear about?)</li> <li>4. Response Rates (to promoted activities/events)</li> </ol>
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed	
1. Research community health improvement websites (content, functionality, features, etc.)	5/2011 – 7/2011	Human Resources	Karen Hansen Wendy Kramer Katherine Lutz Amy Bast	Selection of reference sites  List of preferred options and content consideration – preliminary site map	Other community health improvement websites		
2. Meet with Task Force appointees to gather input on site development and maintenance of	7/2011	TBD (Task Force appointees)	Karen Hansen Katherine Lutz Amy Bast	Content for each of the 5 identified health priorities  Process/schedule for site upkeep and maintenance	Task Force plans/ members		
3. Gather website resources/content from Task Force appointees, the County, and other leadership	8/2011 – 9/2011	Karen Hansen/ Wendy Kramer <i>Healthier Together</i> overview/key messages  Task Force-specific content	Karen Hansen Wendy Kramer Katherine Lutz Amy Bast	Information from each content-expert for site inclusion			
4. Create and launch <i>Healthier Together – St. Croix County</i> website	9/2011 – 12/31/2011	Human Resources Webmaster Creative Agency Funding	Karen Hansen Katherine Lutz Amy Bast	Completed <i>Healthier Together</i> website (own URL)			

How will you analyze and interpret evaluation findings for each data source listed on the flow chart?

Each group associated with an Objective will be responsible for collecting the data that relates to their progress. Group members that submitted an Objective routinely attend St. Croix County Substance Abuse Committee (SAC) meetings. The Objectives are part of the committee's agenda so that a schedule of review can be established.

Each group Objective is best analyzed and interpreted by the group that created it.

An annual report of evaluation findings will be submitted to the *Healthier Together* Steering Committee for review and reporting.

How will you prepare a summary of the findings? What is your target date? Who has lead responsibility for writing the summary?

Summaries are prepared by the individuals who submitted the Objectives and presented to the Substance Abuse Committee (SAC). Target dates are assigned by Objective but an overall summary will be completed annually. Summary or summaries will be prepared/collected by current committee champion and submitted to both the SAC and the *Healthier Together* Steering Committee.

How will you use and disseminate the evaluation information?

Information would be used by members of the SAC to coordinate activities and eliminate duplication of effort. The *Healthier Together* Steering Committee will use the evaluation information to assess Plan progress and success in meeting Objectives. Information could be used as basis for funding applications.

**ACTION and EVALUATION PLAN – Tobacco Use and Exposure (May 2011)**

Goal Statement	<b>Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services</b>					
Objective #1	<p><b>By December 31, 2013, 90% of businesses possessing a license to sell tobacco will be in compliance with the “sales to minors” law.</b></p>				Outcome Indicators:	
					<ol style="list-style-type: none"> <li>1. % of compliant businesses</li> <li>2. # of tobacco products purchased or used by WI youth each year</li> <li>3. # of youth (under 18) tobacco users in WI</li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
<p>1. Implement the research-based WI Wins Program</p>	<p>1/1/2010 – 12/31/2013  (ongoing)</p>	<p>Western Wisconsin Working for Tobacco Free Living (W3TFL Coalition)  PH Staff  Law Enforcement  Youth and Adult Investigators  <i>Healthier Together</i> Task Force Members  Funding to fully implement program (\$5000.00/year)</p>	<p>W3TFL Coalition  PH Staff</p>	<p>Increased awareness and support for the WI Wins Program and the sales to minors law  Decreased sales of tobacco to minors  Decreased youth tobacco initiation and use</p>	<p>State DHS – WI Wins Database  SCC PH – local WI Wins database  <a href="http://wiwins.org">http://wiwins.org</a>  <a href="http://www.tobaccofreekids.org/facts_issues/toll_us/wisconsin">http://www.tobaccofreekids.org/facts_issues/toll_us/wisconsin</a></p>	

**ACTION and EVALUATION PLAN – Tobacco Use and Exposure (updated May 2011)**

<b>Goal Statement</b>	<b>Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services</b>					
<b>Objective #2</b>	<b>By December 31, 2013, increase support of, and compliance with, the 2010 Wisconsin Smoke Free Air Law by 20%.</b>				<b>Outcome Indicators:</b> Baseline report #of formal and informal (unofficial) complaints filed by residents # of people supporting the law # of media hits/spots supporting the law # of local governmental agencies who adopt the state statutes (increasing citation authority)	
<b>Activity</b>	<b>Timeframe</b>	<b>Resources Required</b>	<b>Lead</b>	<b>Anticipated Products or Results</b>	<b>Data Source</b>	<b>Date Completed</b>
1. Establish baseline report and utilize to adjust annual and multi-year plan objectives (new initiative)	6/2011	WI DHS WETFL Coalition	Geralyn Karl Other: TBD	Baseline Report	Healthy First WI Tobacco Prevention and Control Program	

Goal Statement	Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services					
Objective #2	By December 31, 2013, increase support of, and compliance with, the 2010 Wisconsin Smoke Free Air Law by 20%.				Outcome Indicators:	
Baseline report #of formal and informal (unofficial) complaints filed by residents # of people supporting the law # of media hits/spots supporting the law # of local governmental agencies who adopt the state statutes (increasing citation authority)						
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
2. Educate business community, law enforcement, judges, key stakeholders, the public, and other identified groups/ individuals on the law.	7/5/2010 – 12/31/2013  (ongoing)	WI DHS  W3TFL Coalition  PH Staff  Law Enforcement  <i>Healthier Together</i> Tobacco Task Force  Funding to implement activities (\$3,000.00/year)	Western Wisconsin Working for Tobacco Free Living (W3TFL Coalition)   PH Educator	Increased support for the 2010 WI Smoke Free Air Law  Increased compliance  Increased number of people protected from secondhand smoke	Healthy First Wisconsin - State Satisfaction Survey (2011)  SCC HHS-Public Health – annual informal non-compliance and media tracking reports  WI DHS – PH formal non-compliance report  <a href="http://www.tobaccofreekids.org/facts_issues/facts/policies/secondhand_smoke/">http://www.tobaccofreekids.org/facts_issues/facts/policies/secondhand_smoke/</a>  UWM Center for Urban Initiatives – Bartender Study	

Goal Statement	Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services					
Objective #2	By December 31, 2013, increase support of, and compliance with, the 2010 Wisconsin Smoke Free Air Law by 20%.				Outcome Indicators:	
Baseline report #of formal and informal (unofficial) complaints filed by residents # of people supporting the law # of media hits/spots supporting the law # of local governmental agencies who adopt the state statutes (increasing citation authority)						
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
3. Educate and advocate for adoption of the state statute by local governmental agencies	7/5/2010 – 12/31/2013  (ongoing)	Health First WI W3TFL Coalition PH Staff Law Enforcement  <i>Healthier Together</i> Task Force Members	W3TFL Coalition  PH Staff	Increased number of local governmental agencies adopting the state statute  Increased enforcement  Increased compliance  Increased number of people protected from secondhand smoke	Clerks of governmental agencies – ref: adoption of state statute  Local law enforcement agencies – ref: smoke free air violation enforcement activities  SCC PH – informal non-compliance quarterly report  WI DHS – PH formal non-compliance report <a href="http://www.tobaccofreekids.org">http://www.tobaccofreekids.org</a>	

**ACTION and EVALUATION PLAN – Tobacco Use and Exposure (May 2011)**

Goal Statement	<b>Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services</b>						
Objective #3	<p><b>By December 31, 2013, there will be a 30% increase in affordable, accessible and appropriate cessation programs/services offered and utilized by St. Croix County residents wanting to quit tobacco.</b></p>				Outcome Indicators:		
Activity					Timeframe	Resources Required	Lead
<p>1. Mobilize identified community partners to develop and plan to address current services, need for services, best practice for implementation of services, promotion of services and outcome of services.</p>	<p>1/1/2011 – 12/31/2013  (Ongoing)  2011 – 2013 (yearly updates)  2012 – 2013 (funding)</p>	<p>Area healthcare provider representatives  PH Educator and First Breath Coordinator  Center for Tobacco Research and Intervention Staff (CTRI)  First Breathe Staff  Business community representatives  <i>Healthier Together</i> Tobacco Task Force Members  Funding to implement plan (\$5,000.00)</p>	<p>Hudson Hospital &amp; Clinics staff (Tobacco Treatment Specialist)  PH Staff</p>	<p>Development and implementation of Plan  Increased number of organizations offering cessation services  Increased utilization of services  Decreased number of individuals who use tobacco</p>	<p>Completed Plan  County-wide Cessation Resource Guide  CTRI – WI Quitline database  Agency provider tracking reports of services and outcomes  SCC PH – First Breathe program reports  WI Womens Health Foundation – First Breath program annual reports  <a href="http://www.wwhf.org/pg_firstbreath.asp">http://www.wwhf.org/pg_firstbreath.asp</a>  WI Burden of Tobacco Report</p>	<p>5/1/2011  Plan developed</p>	

**ACTION and EVALUATION PLAN – Tobacco Use and Exposure (May 2011)**

Goal Statement	<b>Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services</b>					
Objective #4	By December 31, 2013, there will be a 20% increase in funding for the Tobacco Prevention and Control program in Wisconsin.				Outcome Indicators:	
					# of key stakeholders providing leadership and support for program # and amount of local resources # and amount of government resources	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
1. Educate key stakeholders on the impact of an adequately funded and sustainable Tobacco and Prevention Control Program	2010 – 2013  (Ongoing)	<i>Healthier Together</i> Task Force Members  W3TFL  PH Staff  Key stakeholders  WITC Staff	<i>Healthier Together</i> Tobacco Task Force Champions: Tonya Love Geralyn Karl  Other: W3TFL Coalition Coordinator	Increased knowledge of program  Increase in funding for program	2011 and 2013 state budget allocations for program  Observations and minutes from In-District and Town Hall meetings, Candidate Forums and Legislative Events  Media – letters to the editor, press releases, coalition communication with stakeholders	

Goal Statement	Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services						
Objective #4	By December 31, 2013, there will be a 20% increase in funding for the Tobacco Prevention and Control program in Wisconsin.				Outcome Indicators:		
Activity					Timeframe	Resources Required	Lead
<p>2. Develop and implement a multi-year action plan for a comprehensive, *fully-funded and sustainable“ Tobacco Prevention and Control Program</p> <p>*The gold standard for a fully-funded program is a benchmark established by CDC based on factors surrounding the use of and exposure to tobacco. It is imperative that we leverage resources, other than government funding, and investigate new strategies for sustainability. The current recommended amount of funding to adequately address the burden of tobacco in WI is \$64 million.</p>	2011 – 2013	W3TFL Coalition  WI DHS – Tobacco Prevention and Control Program Staff  PH Staff  <i>Healthier Together</i> Tobacco Task Force Members  Key Stakeholders	W3TFL Coalition	A completed Plan  Increased state and community capacity to leverage resources to comprehensively address identified issues.  A healthier Wisconsin!	The Plan  WI DHS Tobacco Prevention and Control State Plan (2009 – 2014) and GAC <a href="http://www.cdc.gov/tobacco/">http://www.cdc.gov/tobacco/</a> (Best Practices for Comprehensive Tobacco Prevention and Control Programs)  WI State Budget for Tobacco Prevention and Control Programs  WI excise tax on tobacco products  WI Burden of Tobacco Report		

**ACTION and EVALUATION PLAN – Tobacco Use and Exposure (May 2011)**

<p><b>Goal Statement</b></p>	<p><b>Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services</b></p>					
<p><b>Objective #5</b></p>	<p>By June 30, 2013, create a county-wide online resource directory to inform communities of resources available that support <u>smoking cessation</u>.</p>					<p><b>Outcome Indicators:</b></p> <p>1) <b>Completion of online resource directory w/county-wide listings</b>                  2) <b>Review utilization data quarterly</b></p>
	<p><b>Activity</b></p>	<p><b>Timeframe</b></p>	<p><b>Resources Required</b></p>	<p><b>Lead</b></p>	<p><b>Anticipated Products or Results</b></p>	<p><b>Data Source</b></p>
<p>1. Join sub-committee, member appointee from <u>each task force</u> and others interested, to research and create online resource directory</p>	<p>1/2012 – 2/2012</p>	<p>Task Force point person                  Webmaster                  West Cap staff</p>	<p>Karen Hansen                  Katherine Lutz                  Tonya Love (Task Force Champion)</p>	<p>Sub-committee formed</p>	<p>Task Force Plans                  Needs assessment                  Other - TBD</p>	

Goal Statement	Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services					
Objective #5	By June 30, 2013, create a county-wide online resource directory to inform communities of resources available that support <u>smoking cessation</u> .				Outcome Indicators:	
					1) Completion of online resource directory w/county-wide listings 2) Review utilization data quarterly	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
2. Gather existing resources from each sector of St. Croix County: <ul style="list-style-type: none"> <li>• Health Care                             <ul style="list-style-type: none"> <li>○ Hospitals, clinics</li> </ul> </li> <li>• Schools                             <ul style="list-style-type: none"> <li>○ Elementary, secondary, post secondary</li> </ul> </li> <li>• Public Health, community agencies                             <ul style="list-style-type: none"> <li>○ Extension, Aging</li> </ul> </li> <li>• Community                             <ul style="list-style-type: none"> <li>○ Business</li> <li>○ Organizations</li> <li>○ Community at large</li> <li>○ Salvation Army</li> <li>○ Churches</li> </ul> </li> <li>• Task Force</li> </ul>	2/2012 – 8/2012	Task Force point person  Webmaster	Katherine Lutz  Tonya Love (Task Force Champion)	Resource Inventory	Sub-committee  Partner agencies and organizations	
3. Create online resource directory	9/2012 – 6/30/2013	Task Force point person  Webmaster Marketing Funding West Cap staff (health literacy)	Katherine Lutz  Marketing (Karen Hansen)  Grant Coordination (Mary Kay Hunt)	Online Resource Directory <ul style="list-style-type: none"> <li>• Up-to-date</li> <li>• Accessible to public</li> <li>• Comprehensive</li> <li>• Culturally competent information</li> <li>• Language translator</li> </ul>	Directory sub-committee  Task Force plans  West Cap	

**ACTION and EVALUATION PLAN – Tobacco Use and Exposure (May 2011)**

Goal Statement	<b>Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services</b>					
Objective #6	By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.				Outcome Indicators:	
					<ol style="list-style-type: none"> <li>1. <b>Completed Website</b></li> <li>2. <b>Website Utilization Report (web traffic and click through)</b></li> <li>3. <b>Consumer Recall (How did you hear about?)</b></li> <li>4. <b>Response Rates (to promoted activities/events)</b></li> </ol>	
Activity	Timeframe	Resources Required	Lead	Anticipated Products or Results	Data Source	Date Completed
1. Research community health improvement websites (content, functionality, features, etc.)	5/2011 – 7/2011	Human Resources	Karen Hansen Wendy Kramer Katherine Lutz Amy Bast	Selection of reference sites  List of preferred options and content consideration – preliminary site map	Other community health improvement websites	
2. Meet with Task Force appointees to gather input on site development and maintenance of	7/2011	Geraldyn Karl  Other TBD	Karen Hansen Katherine Lutz Amy Bast	Content for each of the 5 identified health priorities  Process/schedule for site upkeep and maintenance	Task Force plans/members	

Goal Statement	Support for Wisconsin Tobacco Prevention and Control Program, Policies and Laws and Cessation Services						
Objective #6	By December 31, 2011, a new website will be launched to promote <i>Healthier Together</i> initiative and the five identified health priorities.				Outcome Indicators:		
Activity					Timeframe	Resources Required	Lead
3. Gather website resources/content from Task Force appointees, the County, and other leadership	8/2011 – 9/2011	Karen Hansen/ Wendy Kramer – <i>Healthier Together</i> overview/key messages  Katherine Lutz  Task Force – specific content	Karen Hansen  Wendy Kramer  Katherine Lutz  Amy Bast	Website Content (information from each task force and content-expert for site inclusion)  Review of content to avoid language and cultural barriers as well as health illiteracy (West Cap)	Steering Committee  Task Forces  Public Health  West Cap		
4. Create and launch <i>Healthier Together</i> – St. Croix County website	S9/2011 – 12/31/2011	Human Resources  Webmaster  Creative Agency  Funding	Karen Hansen  Katherine Lutz  Amy Bast	Completed <i>Healthier Together</i> website (own URL)	Steering Committee  Task Forces  Content experts  West Cap		