



Implementation Plan

January, 2023

Introduction

Froedtert South is a comprehensive regional healthcare system that has served southeastern Wisconsin and northern Illinois communities for more than 100 years. Froedtert South provides services primarily through the Froedtert Pleasant Prairie Hospital, the Froedtert Kenosha Center, and several other clinic locations.

In response to its community commitment, during 2022 and 2023, Froedtert South worked with Aurora Health Care, Health Advisory Council, Health Equity Task Force, and the Kenosha County Board of Health for the purpose of compiling community health data to develop a collective Community Health Needs Assessment (“CHNA”).

This report fulfills the requirements of a federal statute established within the Patient Protection and Affordable Care Act (“PPACA”) and is based on guidelines set forth in IRS Notice 2011-52 requiring that non-profit hospitals conduct community health needs assessments to identify and prioritize community needs and submit a community asset inventory every three years. The CHNA process undertaken by Froedtert South, Aurora Health Care, Health Advisory Council, Health Equity Task Force, and the Kenosha County Board of Health with project management and consultation by NJM Management Services, and Ujima United, LLC, included input from persons who represent the broad interests of the community served by the hospital facility, including those with unique knowledge of public health issues for the population served. Members from Froedtert South, Aurora Health Care, Health Advisory Council, Health Equity Task Force, and the Kenosha County Board of Health along with NJM Management Services and Ujima United, LLC worked closely together to accomplish this assessment.

A review of the data was vetted among the partners during the final data-collection meeting. The data-collection process was comprised of three main components:

- **Community Health Survey** – Nearly 1,000 people completed an anonymous online survey that included 124 questions that covered topics such as individual and family health behaviors, environmental health, mental health, and questions about the Kenosha county community
- **Community Conversations** – A total of 85 people participated in community conversations that intentionally centered the voices of individuals from historically underrepresented groups, including members of African American, Lation, LGBTQ+, youth and rural communities
- **Review of Existing Data** – A comprehensive review of existing data was conducted using a variety of sources including: United States Census Bureau Data, County Health Rankings and Roadmaps, and a variety of data collected by Kenosha County Public Health.

In 2023, Froedtert South utilized the above data and other data sources to identify and prioritize significant health needs and develop implementation strategies to address the

prioritized health needs within the context of the hospital’s existing programs, resources, strategic goals, and partnerships.

Community Definition

Although Froedtert South serves patients from Kenosha County and beyond, for the purpose of the community health needs assessment the community served is defined as Kenosha County.

Kenosha County includes urban and rural areas, including the following municipalities:

- City of Kenosha;
- Towns of Brighton, Paris, Randall, Salem, Somers, Wheatland;
- Villages of Bristol, Genoa City, Paddock Lake, Pleasant Prairie, Silver Lake, Twin Lakes; and
- Unincorporated communities of Bassett, Benet Lake, Berryville, Brighton, Camp Lake, Central Park, Chapin, Fox River, Kellogg’s Corners, Klondike, Lake Shangri-la, Liberty Corners, Lily Lake, New Munster, Paris, Powers Lake, Salem Oaks, Trevor, Voltz Lake, Wilmot.

Total Population - Kenosha County				
		2020		State 2020
	Total Population	168,743		5,892,539
Total Population		N	%	
	White	145,963	86.5%	86.6%
	Black or African American	12,824	7.6%	6.6%
	Asian	3,375	2.0%	3.2%
	American Indian and Alaska Native	1,350	0.8%	1.2%
	Some Other Race	169	0.1%	0.1%
	Two or more races	5,062	3.0%	2.2%
	Hispanic or Latino	24,636	14.6%	7.6%
Total Population				
	Male	83,811	49.7%	50.2%
	Female	84,932	50.3%	49.8%
Total Population				
	0-14	31,212	18.5%	21.0%
	15-44	66,424	39.4%	34.6%
	45-64	47,052	27.9%	25.7%
	65+	24,055	14.3%	18.7%

Demographics - Kenosha County			
		2020	State 2020
Education level of adults 25 years or older			
	Less than high school degree	8.0%	7.0%
	High school degree	32.5%	30.5%
	Some college/associates	34.6%	31.5%
	Bachelors degree or higher	25.0%	31.0%
Percent of those ages 16 or older who are unemployed			
	Unemployment rate	5.8%	3.5%
Median HH Income (2022 dollars)			
	Median Income	74,534	70,996
Percent of all people below poverty			
	Percent below poverty	11.3%	10.7%
Language spoken in home			
	English	88.2%	91.3%
	Spanish	8.1%	4.6%
	Indo-European	2.1%	1.9%
	Asian and Pacific Island	1.1%	1.8%
	Other Languages	0.6%	0.4%
	Owner occupied	59.7%	68.1%
	Renter occupied	40.3%	31.9%

Population change in Age - Kenosha County						
	2010 Census		2020 Census		2010 to 2020 Census	
	Number	% of Total	Number	% of Total	Number	Percent
Total Population	166,426	100%	168,743	100%	2,317	1.4%
Under 5 years	10,995	6.6%	9,454	5.6%	(1,541)	-14.0%
5 to 9 years	11,850	7.1%	9,924	5.9%	(1,926)	-16.3%
10 to 14 years	12,310	7.4%	11,834	7.0%	(476)	-3.9%
15 to 17 years		0.0%	7,147	4.2%	7,147	
18 and 19 years	13,029	7.8%	4,996	3.0%	(8,033)	-6.8%
20 years		0.0%	2,262	1.3%	2,262	
21 years		0.0%	2,264	1.3%	2,264	
22 to 24 years	11,307	6.8%	6,673	4.0%	(4,634)	-1.0%
25 to 29 years	10,377	6.2%	11,045	6.5%	668	6.4%
30 to 34 years	10,496	6.3%	10,865	6.4%	369	3.5%
35 to 39 years	11,135	6.7%	10,654	6.3%	(481)	-4.3%
40 to 44 years	12,072	7.3%	10,518	6.2%	(1,554)	-12.9%
45 to 49 years	13,767	8.3%	10,934	6.5%	(2,833)	-20.6%
50 to 54 years	12,395	7.4%	12,125	7.2%	(270)	-2.2%
55 to 59 years	10,248	6.2%	13,168	7.8%	2,920	28.5%
60 and 61 years		0.0%	4,421	2.6%	4,421	
62 to 64 years	7,766	4.7%	6,404	3.8%	(1,362)	39.4%
65 and 66 years		0.0%	3,853	2.3%	3,853	
67 to 69 years	5,595	3.4%	4,656	2.8%	(939)	52.1%
70 to 74 years	4,145	2.5%	6,213	3.7%	2,068	49.9%
75 to 79 years	3,297	2.0%	3,543	2.1%	246	7.5%
80 to 84 years	2,845	1.7%	2,779	1.6%	(66)	-2.3%
85 years and over	2,797	1.7%	3,011	1.8%	214	7.7%

Project Mission & Objectives

The mission of the Froedtert South CHNA is to understand and plan for the current and future health needs of the residents in its community. The goal of the process is to identify the health needs of the community served by Froedtert South, while developing a deeper understanding of needs and identifying community health priorities. The objective of this assessment is to analyze traditional health-related indicators as well as social, demographic, economic, and environmental factors. This project was developed and implemented to meet the individual project goals as defined by representatives from Froedtert South, Aurora Health Care, Health Advisory Council, Health Equity Task Force, and the Kenosha County Board of Health, which included:

- Assuring that the view of persons with special knowledge of or expertise in public health; federal, tribal, regional, state, or local health or other departments or agencies with current data or other information relevant to the health needs of the community served by Froedtert South; and leaders, representatives, or members of medically underserved, low-income, and minority populations, and populations with chronic disease needs, in the community served by Froedtert

South are included in the needs assessment process through data collection and key stakeholder interviews.

- Obtaining statistically valid information on the health status and socioeconomic/environmental factors related to health of residents in the community and supplementing the general population data that is readily available.
- Developing accurate comparisons to baseline mental health measures utilizing the most current validated data.
- Developing a CHNA document as required by the PPACA for Froedtert South.

Methodology

In 2023, the data collection was initiated and the CHNA was conducted to 1) determine current community health needs in Kenosha County, 2) gather input from persons who represent the broad interests of the community and to identify community assets, 3) identify and prioritize significant health needs, and 4) develop implementation strategies to address the prioritized health needs within the context of the hospital's existing programs, resources, strategic goals, and partnerships. The process of conducting the CHNA is described in this report.

Data collection and analysis

Quantitative data was collected through primary and secondary sources and was supplemented with qualitative data gathered through key informant interviews. Different data sources were collected, analyzed, and published at different intervals, and therefore the data years will vary in this report. The most current data available was used for the CHNA.

Selected Implementation Strategies

Using these criteria, Froedtert South prioritized the following significant health needs to address in the 2023-2025 implementation strategy:

- Access to affordable health care.
 - Goal: Enhance access to affordable healthcare in Kenosha County.
 - Strategy 1: Develop a resource guide to enhance awareness of existing healthcare services and resources in Kenosha County.
 - Strategy 2: Increase the number of opportunities for people to access care in their own communities by promoting and facilitating health fairs and mobile clinic services
 - Strategy 3: Increase awareness of and education to the community about telehealth services.

- Strategy 4: Develop a plan to promote healthcare as a profession amount young people whose identities are under-represented in healthcare professions.
- Affordable and safe housing
 - Goal: Improve access to safe and affordable housing in Kenosha County.
 - Strategy 1: We will assess the existing housing inspection process to identify gaps in current regular safety inspections on rental units in Kenosha County.
 - Strategy 2: Develop a “Housing for All” plan with key recommendations to improve housing affordability for all income levels in Kenosha County
 - Strategy 3: Develop and distribute an enhanced housing resource guide for Kenosha County
- Mental Health Substance Use.
 - Goal: Optimize mental health amount members of the Kenosha County community, prevent and decrease the misuse of alcohol, tobacco, and other drugs
 - Strategy 1: Work to raise awareness and reduce stigma around mental health and substance use by sharing stories of Kenosha County residents
 - Strategy 2: Establish a youth leadership program to train peer educators and ambassadors who will work to prevent the use of alcohol, tobacco, and other drugs amount youth.
 - Strategy 3: Promote community connectedness by developing a program that supports communities to host neighborhood events and activities.

THRIVE KENOSHA COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN (2023–2026)



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Executive Summary

What is a Community Health Improvement Plan?

The Community Health Improvement Plan (CHIP) is an important step in the **Community Health Improvement Planning Process**. The purpose of a Community Health Improvement Plan is to create an action plan to improve the health of the community. The Community Health Improvement Plan is built on the foundation of the Community Health Assessment, which identified and helped prioritize community health needs.

The 2023-2026 THRIVE Community Health Improvement Plan (THRIVE Plan) is a plan owned by the community, its residents, community leaders, community organizations, and more. The overall goal is for the community to work together to implement key programs and policies to create a thriving, healthy Kenosha County using the template provided by the Kenosha County THRIVE Community Health Improvement Plan.



Who was involved?

The 2023 Kenosha County Community Health Improvement Planning process was led by Kenosha County Public Health (KCPH) in partnership with Aurora Health Care and Froedtert South. Members of the Board of Health, Health Advisory Council, and Health Equity Task Force were also engaged throughout the process. Most importantly, Partner Organizations and Community Members directly informed the plan by participating on THRIVE Action Teams.

What is included in this plan?

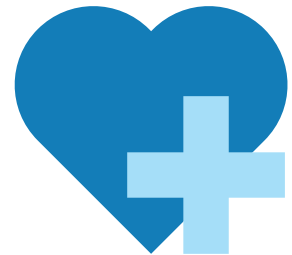
This report builds on the important work contained in the 2022 Kenosha County Community Health Assessment. It provides an overview of the Community Health Improvement Planning Process and outlines the objectives, key strategies, and what community members and partner organizations can do to help achieve the goals related to each of the identified priority areas. The THRIVE Plan also lists some of the key partners involved in supporting the priority areas and lists evaluation measures that will show goal progress. This report also reveals a notable alignment with the Wisconsin State Health Improvement Plan (SHIP) and our Nation’s Plan Healthy People 2030 (HP 2030).



2023-2026 THRIVE Kenosha County Community Health Improvement Plan Priorities and Goals

Access to Affordable Healthcare

Enhance access to affordable healthcare in Kenosha County



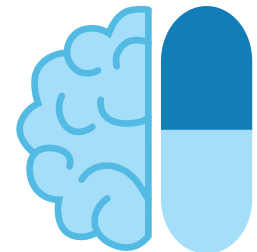
Affordable and Safe Housing

Improve access to affordable and safe housing in Kenosha County



Mental Health and Substance Use

Optimize mental health among members of the Kenosha County community and prevent and decrease the misuse of alcohol, tobacco, and other drugs



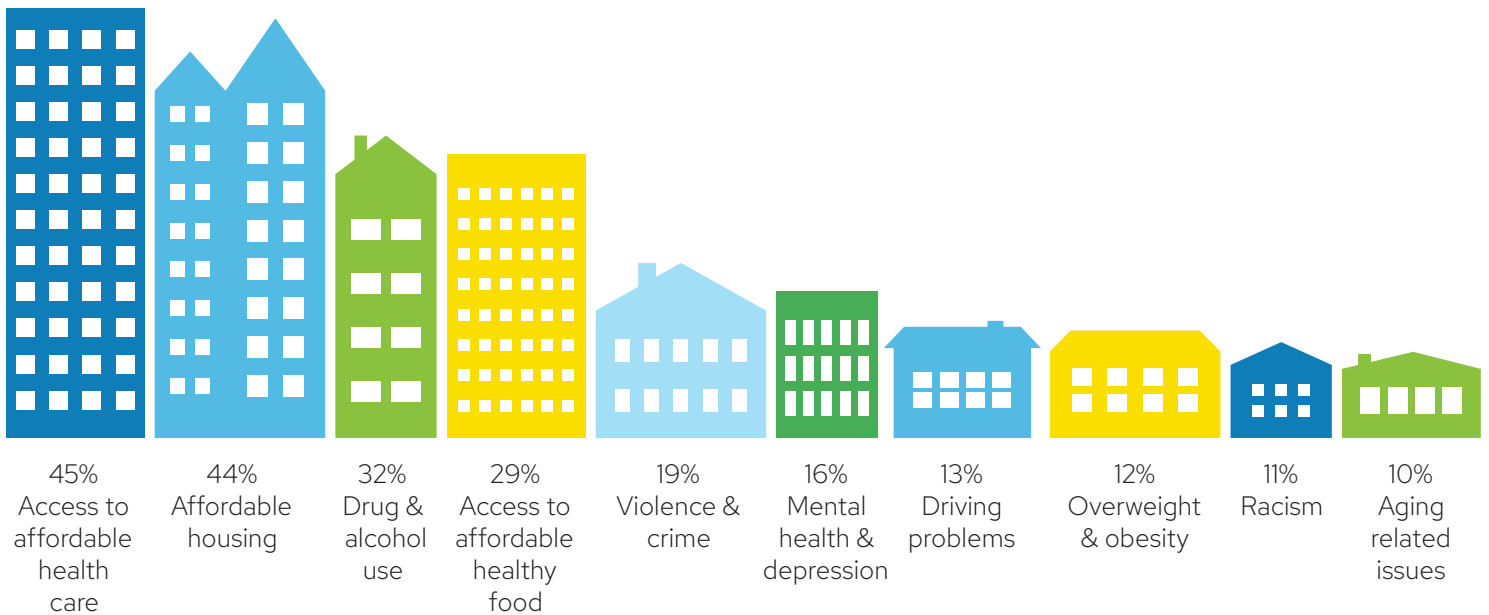
Community Health Improvement Plan Overview

Community Health Improvement Planning Process

The Community Health Improvement Plan (CHIP) is an important step in the **Community Health Improvement Planning Process**. The CHIP builds off the Community Health Assessment. The 2022 Community Health Assessment was led by Kenosha County Public Health in collaboration with Aurora Health Care and Froedtert South. Members of the Board of Health, Health Advisory Council, and Health Equity Task Force were also engaged throughout the process. Most importantly, Community Members were directly engaged through the Community Health Survey and participation in Community Conversations.

The Community Health Assessment was informed using multiple sources of information. First, a review of existing health data sources was assessed to capture key data related to the health of Kenosha County residents. Second, a community health survey was completed by nearly 1,000 people that addressed topics including individual and family health behaviors, environmental health, mental health, and questions related to the Kenosha County community. Lastly, a total of 85 people participated in community conversations that intentionally engaged individuals from historically underrepresented groups, including members of African American, Latino, LGBTQ+, youth, and rural communities.

Members of the Kenosha County community were asked the question *In your opinion, what are the three largest health concerns in Kenosha County?* The image below shows the top 10 health concerns selected by the community.



THRIVE Structure

There were many ways members of the Kenosha County community engaged in the THRIVE process and many ways for new members to join, as well.

The Steering Committee provides oversight of the process. Action team members are responsible for planning and implementing strategies. Action team co-leads are responsible for convening action teams and reporting to the Steering Committee. Anyone interested in staying up-to-date with THRIVE can join the email list by contacting thrive@kenoshacounty.org. Foundations and funders can provide financial support to partners implementing the strategies.

Action Teams were established to focus on each of the three priority areas: Access to Affordable Healthcare, Affordable and Safe Housing, and Mental Health and Substance Use. Action Teams were co-led by a member of Kenosha County Public Health and a community stakeholder. Action Teams were responsible for creating the key strategies, action steps, and community partners necessary for success within each priority area.



Levels of Engagement



Steering Committee	<p>Who: Action team co-chairs with additional key partners</p> <p>What: Provide oversight of THRIVE</p> <p>When: Convene a minimum of 2x/year</p>			
Action Team Co-Leads	<p>Who: One community partner with expertise in area and one KCPH Employee</p> <p>What: Responsible for convening action teams</p> <p>When: Convene action teams a minimum of 3x/year</p>			
Action Team Members	<p>Who: Partners who are responsible for planning and implementing strategies</p> <p>What: Provide updates on implementation</p> <p>When: Convene a minimum of 3x/year</p>			
Listserv	<p>Who: Anyone interested in staying up-to-date with Kenosha County THRIVE</p> <p>What: Staying informed through email updates</p> <p>When: Updated a minimum of 3x/year</p>			
Sponsor or Donor	<p>Who: Foundations and funders</p> <p>What: Provide financial support to partners implementing strategies</p> <p>When: Throughout entire process</p>			
KCPH Team	<p>Who: KCPH Staff</p> <p>What: Provide backbone support</p> <p>When: Throughout entire process</p>			

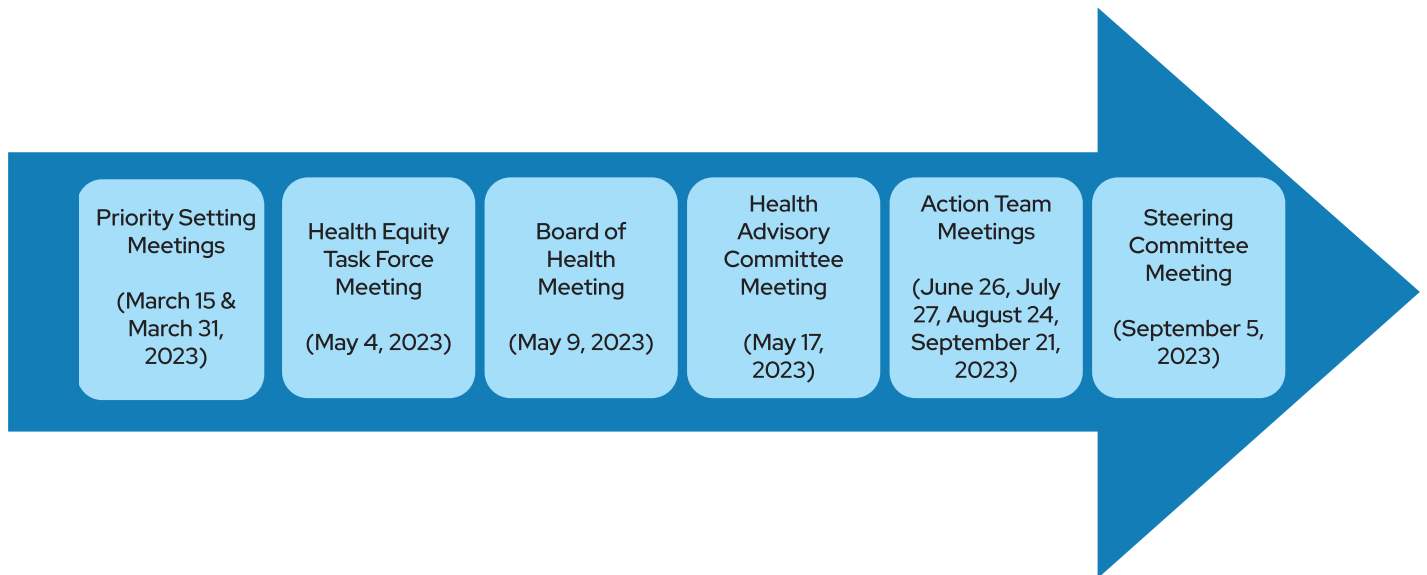
KEY

KCPH Employees Community Partners



CHIP Timeline and Key Activities

A series of meetings were held between March and September 2023 to help identify priorities and develop the community health improvement plan.

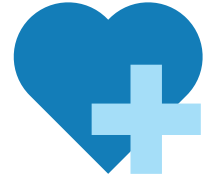


Action teams met in-person a total of four times to achieve the following objectives:

- Explore the root causes of the Priority Action Areas
- Propose specific objectives to help reach Priority Action Area goals
- Identify current initiatives and resources that support the Priority Action Areas
- Review best practices and policies that support the Priority Action Areas
- Propose effective implementation strategies to support identified goals
- Discuss next steps for implementation and evaluation
- Develop a community-centered dissemination plan



THRIVE Priority Access to Affordable Healthcare



Proper healthcare is the most obvious factor essential for preventing illness and ensuring good health. But healthcare cannot be effective if people do not have access to it. All too often, people run up against barriers to getting the care they need, and poor health is the result. Kenoshans recognize these barriers, with 45% of survey respondents naming access to affordable healthcare as a top health concern. To be accessible, healthcare must be reasonably close to where people live, work and play, it must be open at convenient times of day, and there must be enough healthcare professionals in the community so that patients can be seen without waiting too long. In addition, healthcare must be affordable so that people do not have to choose between healthcare and other priorities such as paying their rent.



Goal: Enhance access to affordable healthcare in Kenosha County

By 2026, the THRIVE Access to Affordable Healthcare Action Team will...

Develop a resource guide to enhance awareness of existing healthcare services and resources in Kenosha County.

Increase the number of opportunities for people to access care in their own communities by promoting and facilitating health fairs and mobile clinic services.

Increase awareness of and education to the community about telehealth services.

Develop a plan to promote healthcare as a profession among young people whose identities are under-represented in healthcare professions.



Alignment with national plan

- Healthy People 2030: Increase the proportion of persons with medical insurance. Only 88.0% of persons under 65 years of age had medical insurance in 2019. The most recent data from 2021, indicated that 89.7% now have insurance based on data collected as part of the National Health Interview Survey. The HP 2030 target is 92.4%. [health.gov-health insurance](https://www.health.gov/health-insurance)
- Healthy People 2030: Reduce the proportion of people who can't get medical care when they need it. The target for this objective is 5.9% with the most recent data from the National Health Interview Survey in 2021 was 7.0% which is down from a baseline of 8.5% in 2019. [health.gov-medical care](https://www.health.gov/medical-care)

By 2026, the THRIVE Access to Affordable Healthcare Action Team will develop a resource guide to enhance awareness of existing healthcare services and resources in Kenosha County.



Action Team Strategies

- Identify and engage key stakeholders (including community members most impacted) to serve on a work group
- Invite partners to an annual healthcare summit to learn more about what services and resources they have to offer community members
- Develop healthcare resource guide
- Establish an ongoing process to ensure the resource guide stays up-to-date
- Broadly promote and distribute the resource guide throughout the community



What can community members and partner organizations do?

- Join the work group!
- Educate yourself and others about existing resources, including
 - 2-1-1: <https://211wisconsin.communityos.org/>
 - Well Badger Resource Center: https://www.wellbadger.org/s/?language=en_US
 - Health insurance marketplace: <https://www.healthcare.gov/>
- Become a sponsor to help pay for the costs of developing the resource guide
- Contribute to the resource guide by sending resources you know of in your community to: THRIVE@kenoshacounty.org



By 2026, the THRIVE Access to Affordable Healthcare Action Team will increase the number of opportunities for people to access care in their own communities by promoting and facilitating health fairs and mobile clinic services.



Action Team Strategies

- Identify and engage key stakeholders (including community members most impacted) to serve on a work group
- Identify priority health issues and target populations (non-English, those with no internet access/digital literacy)
- Identify and promote current opportunities available in the community
- Identify partner organizations willing to host health fairs and mobile clinics
- Work with partner organizations to provide new opportunities in the community



What can community members and partner organizations do?

- Join the work group!
- Invite Kenosha County Public Health Department and other local healthcare organizations to offer screenings, vaccinations, or health education in your neighborhood or local business.
- Help promote current opportunities available in the community

By 2026, the THRIVE Access to Affordable Healthcare Action Team will increase awareness of and education to the community about telehealth services.



Action Team Strategies

- Identify and engage key stakeholders (including community members most impacted) to serve on a work group
- Identify current initiatives and resources available in the community
- Develop a “train the trainer” model to help community partners (e.g, churches, schools, libraries) become community hubs that can provide education about and access to telehealth services



What can community members and partner organizations do?

- Join the work group!
- Offer to help your family, friends, and neighbors set up their online patient portals
- Become a community hub
- Offer private space with internet access for telehealth appointments



By 2026, the THRIVE Access to Affordable Healthcare Action Team will develop a plan to promote healthcare as a profession among young people whose identities are under-represented in healthcare professions.



Action Team Strategies

- Identify and engage key stakeholders (including community members most impacted) to serve on a work group
- Identify and promote current initiatives in the community (e.g, outreach, field trip, internship, mentorship, and scholarship opportunities)
- Develop a plan with list of key recommendations and action steps
- Advocate for the implementation of key recommendations



What can community members and partner organizations do?

- Join the work group!
- Encourage high school students to join the Health Occupations Student Association (HOSA)
- If you work in healthcare, talk to young people about what you do and offer to serve as a mentor to those interested in a similar career path
- Advocate for the implementation of key recommendations





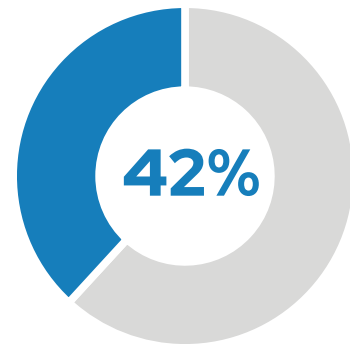
Key Partners

- Healthcare systems
- Healthcare providers
- Community-based clinics
- Academic institutions with healthcare programs
- High school and middle school students
- School districts
- School counselors and social workers
- Workforce development
- Community hubs (churches, libraries, cultural groups)



Evaluation measures (“How will we know we are successful?”)

- Healthcare resource guide developed
- Increase number of health fairs and mobile clinics in the community that result in connecting community members to long-term healthcare services (Do you have primary care provider?)
 - Baseline: unknown
 - Target: to be determined once a baseline is identified
- Development of “train the trainer” model
- Healthcare provider recruitment plan developed
- Increase percentage of community members that agree there are affordable healthcare services in Kenosha County
 - Baseline: 42% of respondents who completed the 2022 Kenosha County Community Health Survey
 - Target: 50% of respondents who complete the 2025 Kenosha County Community Health Survey



Only 42% of respondents agreed that there were affordable healthcare services in their community.



THRIVE Priority Affordable and Safe Housing



Affordable, quality housing is a vital part of people’s ability to live healthy lives. Housing conditions can directly affect people’s health through hazards in the home. Children can be poisoned from lead in water pipes or paint chips, people can develop asthma from poor air quality, and people can experience health problems from extreme temperatures or overcrowding. People who have unstable housing and must move often are more likely to experience stress and have poor physical and mental health than people with stable housing.



Goal: Improve access to safe and affordable housing in Kenosha County

By 2026, the THRIVE Affordable Housing Action Team will...

Assess the existing housing inspection process to identify gaps in current regular safety inspections on rental units in Kenosha County.

Develop a “Housing for All” plan with key recommendations to improve housing affordability for all income levels in Kenosha County.

Develop and distribute an enhanced housing resource guide for Kenosha County.

Alignment with national plan

- Healthy People 2030: Reduce the proportion of families that spend more than 30 percent of income on housing. Current data reflects 35% of families in 2021, which is up slightly from 34.6% in 2017. The target for this national objective is 25.5% using data sources including US Census, American Housing Survey, and HUD. [health.gov-income on housing](https://www.health.gov/income-on-housing)



By 2026, the THRIVE Affordable Housing Action Team will assess the existing housing inspection process to identify gaps in current regular safety inspections on rental units in Kenosha County.



Action Team Strategies

- Identify and engage key stakeholders (including community members most impacted) to serve on a work group
- Identify and learn more about related regulations and initiatives already in place locally and statewide
- Develop a feasibility report with proposed recommendations
- Advocate for the implementation of key recommendations



What can community members and partner organizations do?

- Join the work group!
- Learn and educate your clients and neighbors about existing resources including:
 - Subsidies for window replacement and other energy-efficiency measures
 - Lead abatement programs
 - Tenant resource centers
- Advocate for the implementation of key recommendations

By 2026, the THRIVE Affordable Housing Action Team will develop a “Housing for All” plan with key recommendations to improve housing affordability for all income levels in Kenosha County.



Action Team Strategies

- Identify and engage key stakeholders (including community members most impacted) to serve on a work group
- Conduct an environmental scan to understand the current landscape, empty lots, and current housing units in our community
- Identify policies and strategies to incentivize builders to return to our area and develop a variety of housing options at different price levels
- Develop a plan with list of key recommendations and action steps
- Advocate for the implementation of key recommendations



What can community members and partner organizations do?

- Join the work group!
- Get involved with efforts in your community to develop and protect affordable housing options.
- Advocate for the implementation of key recommendations



By 2026, the THRIVE Affordable Housing Action Team will develop and distribute an enhanced housing resource guide for Kenosha County.



Action Team Strategies

- Identify and engage key stakeholders (including community members most impacted) to serve on a work group
- Identify what resources currently exist for landlords and tenants
- Develop resource guide
- Establish an ongoing process to ensure the resource guide stays up-to-date
- Broadly promote and distribute the resource guide throughout the community



What can community members and partner organizations do?

- Join the work group!
- Educate yourself and others about rights and responsibilities of landlords and tenants:
 - Tenant resource centers (Shalom center - Hope Hub Community Resource Center)
 - Free and low-cost legal assistance
 - Public Record of complaints against landlords
 - Rent smart classes available throughout the community
- Become a sponsor to help pay for the costs of developing the resource guide
- Contribute to the resource guide by sending resources you know of in your community to:
THRIVE@kenoshacounty.org



Members of the THRIVE Action Teams at the September 21st meeting.





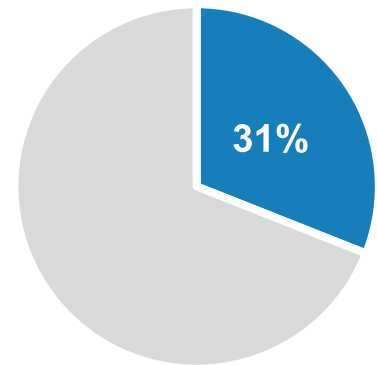
Key Partners

- County Board Supervisors
- City Alderpersons
- Economic Development
- Community Block Development
- Section 8 Housing
- City Housing Authority
- County Housing Authority
- Building Inspectors
- Human Services County Board Supervisors
- Aging and Disability Resource Center
- Kenosha Area Business Association
- Landlords Association
- Landlords
- Racine Kenosha Community Action Agency
- Equus
- Veteran's Administration Programs
- Kafasi
- Realtors
- Renters
- Homeowners



Evaluation measures ("How will we know we are successful?")

- Rental inspection program feasibility report completed
- "Housing for All" plan developed
- Housing resource guide developed
- Add new question to Kenosha County Community Health Survey "I am aware of housing resources available in my community"
 - Baseline: n/a
 - Target: 25% of respondents who complete the 2025 Kenosha County Community Health Survey "agree"
- Increase percentage of community members that agree there are affordable places to live in Kenosha County
 - Baseline: 31% of respondents who completed the 2022 Kenosha County Community Health Survey
 - Target: 40% of respondents who complete the 2025 Kenosha County Community Health Survey



Only 31% of survey respondents agreed that there are affordable places to live in Kenosha County.



THRIVE Priority Mental Health and Substance Use



Mental health is just as important as physical health; in fact, they are often tied together. Depression can increase the risk for physical health problems like diabetes, heart disease, and stroke. While historically stigmatized, mental health disorders are extremely common; more than 50% of people will be diagnosed with a mental health disorder at some point in their lifetime. There is no single cause for mental illness, but trauma, genetics, and substance use can all play a part. Many mental health disorders are risk factors for suicide and negatively affect the quality of a person's life, which is why treatment is so important.

Substance use and abuse is often fundamentally linked to mental health related issues. Drug overdose deaths are high across the country, and in the U.S. in 2020, 75% of drug overdose deaths involved an opioid. Injection drug use with used needles can spread chronic diseases like Hepatitis C and HIV. Fentanyl, a highly potent opioid, is now common across the country and has caused a greater proportion of opioid-related deaths in Kenosha County. Alcohol is the most commonly used addictive substance in Wisconsin. Almost two-thirds (65%) of adults in Wisconsin report alcohol use in the past 30 days, higher than the U.S. average of 55%. Alcohol can cause short- and long-term health effects, including acute alcohol poisoning, high blood pressure, liver disease, and cancer.



**Goals: Optimize mental health among members of the Kenosha County community
Prevent and decrease the misuse of alcohol, tobacco, and other drugs**

By 2026, the THRIVE Mental Health and Substance Use Action Team will...

Work to raise awareness and reduce stigma around mental health and substance use by sharing stories of Kenosha County residents.

Establish a youth leadership program to train peer educators and ambassadors who will work to prevent the use of alcohol, tobacco, and other drugs among youth.

Promote community connectedness by developing a program that supports communities to host neighborhood events and activities.



Alignment with national plan

- Healthy People 2030: Increase the proportion of people with substance abuse and mental health disorders who get treatment for both. 2018 data identifies that only 3.4% of persons are receiving both mental health care and specialty substance use treatment. The target goal is 8.2% using the National Survey on Drug Use and Health and Substance Abuse and Mental Health Services Administration (SAMHSA) data. [health.gov-treatment](#)
- Healthy People 2030: Increase the proportion of adults with major depressive episodes who receive treatment. Target for this goal is 69.5% with most recent data for 2019 measured 66.3% of adults having received treatment in the past 12 months; this compares favorably with baseline data of 64.8% in 2018 using National Survey on Drug Use and Health and SAMSHA data. [health.gov-treatment for depression](#)
- Healthy People 2030: Reduce overdose deaths involving opioids has a target of 13.1 per 100,000 population. Baseline data from 2018 determined a rate of 14.6 deaths per 100,000 population, though current data from the National Vital Statistics System determined a 2021 rate of 24.7 deaths per 100,000 population. [health.gov-opioid overdose deaths](#)

By 2026, the THRIVE Mental Health and Substance Use Action Team will work to raise awareness and reduce stigma around mental health and substance use by sharing stories of Kenosha County residents.



Action Team Strategies

- Identify and engage key stakeholders (including peer support specialists, National Alliance on Mental Illness [NAMI] members, community members impacted) to serve on a work group
- Identify and help promote current initiatives and resources (e.g. videos developed by Kenosha Behavioral Health; Kenosha County Substance Abuse Coalition)
- Develop and implement a plan to solicit and share stories from Kenosha County residents
- Support any plans or initiatives for improved inpatient treatment in Kenosha County



What can community members and partner organizations do?

- Join the work group!
- Share your personal stories to help raise awareness and reduce stigma
- Host an event to help increase awareness



By 2026, the THRIVE Mental Health and Substance Use Action Team will establish a youth leadership program to train peer educators and ambassadors who will work to prevent the use of alcohol, tobacco, and other drugs among youth.



Action Team Strategies

- Identify and engage key stakeholders (including community members most impacted) to serve on a work group
- Review similar models for ideas on how to create a successful program (e.g, Providers and Teens Communicating for Health [PATCH], FACT, anti-stigma pilot program at Wilmot High School)
- Develop a youth leadership program
- Engage youth in prioritizing educational topics (e.g, vaping, Narcan training)



What can community members and partner organizations do?

- Join the work group!
- Become a peer educator or youth ambassador
- Talk to youth about the negative impacts of substance use
- Create safe spaces for youth to engage in healthy activities

By 2026, the THRIVE Mental Health and Substance Use Action Team will promote community connectedness by developing a program that supports communities to host neighborhood events and activities.



Action Team Strategies

- Identify and engage key stakeholders (including community members most impacted) to serve on a work group
- Review similar models for ideas on how to create a successful program (e.g, block parties, community murals, Neighborhood Navigator Program, Multicultural Festivals)
- Develop a program that supports communities to host neighborhood events



What can community members and partner organizations do?

- Join the work group!
- Get to know your neighbors.
- Start a meetup group for people with shared interests.
- Sponsor or host a community event in your neighborhood!





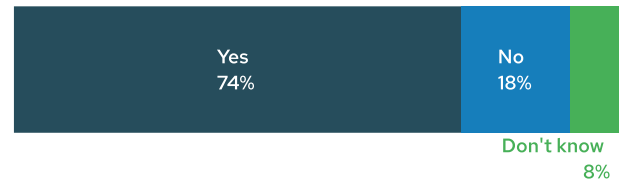
Key Partners

- Mental health providers
- Treatment programs
- Schools
- County Board Supervisors
- City Alderpersons
- Youth
- Faith-based organizations (Church festivals)
- Harbor Markets
- Youth-focused organizations (Boys and Girls Club, YMCA, youth sports clubs)
- People in recovery community (Bridges Community Center; Oakwood; NAMI)
- Substance Use Coalition
- Hope Council



Evaluation measures (“How will we know we are successful?”)

- Story sharing program developed
- Establish baseline measure for this program
- Youth leadership program developed
- Establish baseline measure for this program
- Neighborhood events program developed
- Establish baseline measure for this program
- Increase percentage of community members that report having an adequate support network that benefits their mental health
 - Baseline: 74% of respondents who completed the 2022 Kenosha County Community Health Survey
 - Target: 80% of respondents who complete the 2025 Kenosha County Community Health Survey



3 out of 4 respondents said they had an adequate support network that benefits their mental health.

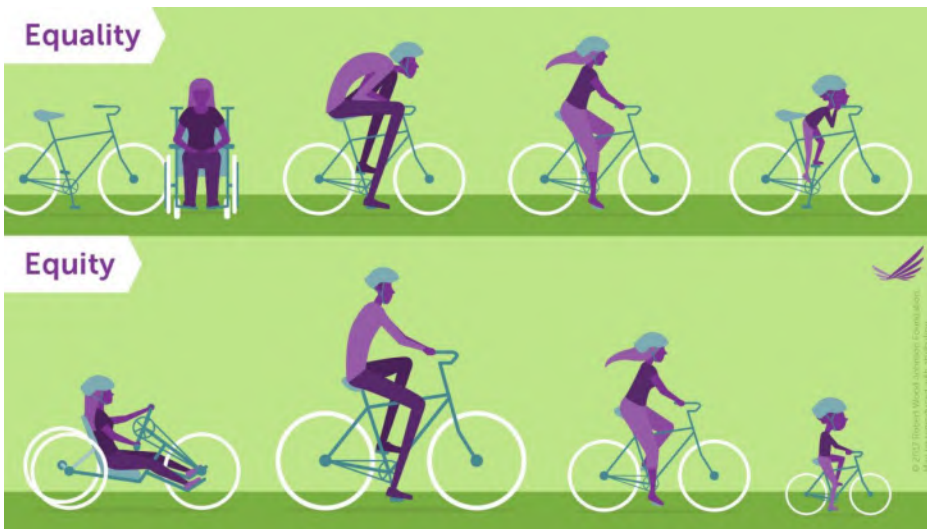


Cross-Cutting Strategies

In order for Kenosha County to THRIVE we need to also focus on two cross-cutting strategies throughout the implementation process: health equity and partnerships.

Health Equity

Health equity is all about meeting people where they are and addressing people's specific needs. As we implement the strategies identified in the THRIVE Plan, we need to remember that a one-size-fits-all approach will not work for every person or group of people. This visual below from the Robert Wood Johnson Foundation shows how when it comes to expanding opportunities for health, thinking the same approach will work universally is like expecting everyone to be able to ride the same bike.



Equality:

Everyone gets the same, regardless if it's needed or right for them.

Equity:

Everyone gets what they need, understanding the barriers, circumstances, and conditions.

Partnerships

Kenosha County is fortunate to have many organizations already working hard to improve the health of the community. However, we know that we can do more and have a greater impact when we work together. The THRIVE Plan calls on all of us to align our existing work and to lead, collaborate, or support efforts for greater collective impact. Throughout the implementation process, it will be important to continue to establish new partnerships and strengthen existing partnerships.

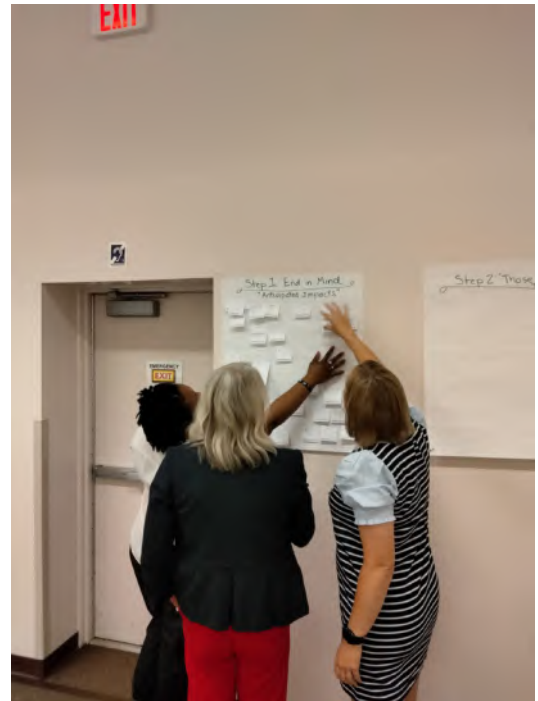
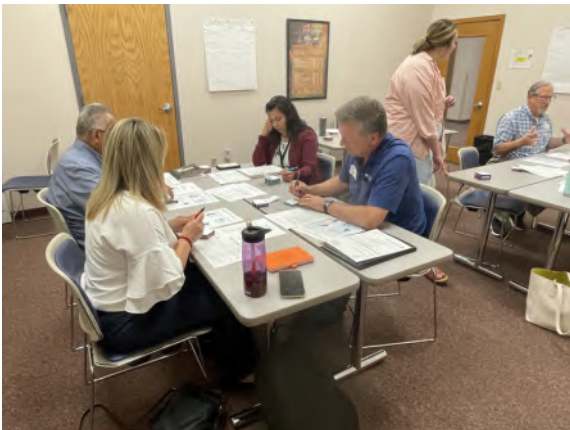


Next Steps

Now that we have developed the THRIVE Plan, the next steps in the Community Health Improvement Planning Process involve working with the community to implement and evaluate the plan. This work will be led by the THRIVE Action Teams but everyone is welcome to join this important work to help create a thriving, healthy Kenosha County!



Photos of THRIVE Action Teams at work



Get Involved

The Kenosha County THRIVE Community Health Improvement Plan is the **COMMUNITY's** plan!

Driven **by the community
Developed **for** the community
Implemented **with** the community**

Individuals

We need residents of Kenosha County to engage with each Action Team and promote the important work to improve the health of our community. Residents are key to our success and you can engage with this work in many ways:

- Join an Action Team
- Engage in activities that support the goals
- Attend events and bring a friend

Organizations

The community is the owner of the THRIVE Community Health Improvement Plan, yet the work cannot be accomplished without community partners and organizations supporting the important work occurring in the community. Our collective efforts are enhanced through the support of community organizations, and there are several ways to become involved:

- Join an Action Team
- Endorse the CHIP
- Engage in activities that support the goals
- Sponsor Action Team efforts

If you would like to join the THRIVE Email List or Join an Action Team, please email THRIVE@kenoshacounty.org

**Let's work together to develop a plan to
create a thriving, healthy Kenosha County**



Acknowledgment

The 2023-2026 Kenosha County Community Health Improvement Plan and the development of this report was led by the Kenosha County Public Health (KCPH) THRIVE Planning Team. However, this important work would not have been possible without the contributions of many members of our community. Kenosha County Public Health would like to express its appreciation for the contributions made by those who participated in the process, including:

- Aurora Health Care
- Froedtert South
- Kenosha County Board of Health
- Health Advisory Council
- Health Equity Task Force

Thrive Steering Committee

- Liane Blanck, KCPH
- Tamarra Coleman, Shalom Center*
- Felicia Dalton, Building Our Future*
- Kari Foss, Division of Aging, Disability, and Behavioral Health
- Dr. Diane Gerlach, Aurora Health Care
- Tessa Kohler, KCPH*
- Jaymie Laurent, Froedtert South
- Tina Link, Aurora Health Care
- Lori Plahmer, KCPH
- Sharon Pomaville, The Sharing Center*
- Stacey Wians, KCPH*
- Bradley Woller, KCPH*

**Action Team Co-Leads*



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Most importantly, we are very thankful to the members of the Kenosha County community who participated in the THRIVE Action Teams. Your voice matters and was heard!

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