



## BEHAVIORAL HEALTH ACTION PLAN

### La Crosse County Community Health Improvement Plan

Date Created: October 2022 Date Reviewed/Updated: \_\_\_\_\_

**PRIORITY AREA:**

**GOAL: Build a community that prioritizes protective factors for positive childhood experiences and resilient communities.**

<b>PERFORMANCE MEASURES</b> How We Will Know We are Making a Difference		
Long Term Indicators (community-level)	Source	Frequency
Decreased percentage of adults that report binge or heavy drinking	Behavioral Risk Factor Surveillance Survey	Yearly
Decreased deaths by suicide and self-harm	WISH Mortality Module	Yearly
Reduced substance use for <b>youth</b> , with decreased disparity for youth of color, LGBT+, and youth living in poverty (Substances include tobacco, alcohol, marijuana, and opioids)	Youth Risk Behavior Survey	Every 2 years
Reduced substance use for <b>adults</b> (Substances include tobacco, alcohol, marijuana, and opioids)	Behavioral Risk Factor Surveillance Survey	Yearly
Improved social emotional skills	County Health Rankings	Yearly
Decreased mentally unhealthy days	County Health Rankings	Yearly
Increased self-report of overall mental health, with decreased disparity for those living in poverty	Compass Survey	Every 3 years
Reduced deaths by overdose	WISH Mortality Module	Yearly

**OBJECTIVE #1: By December 2023, increase protective factors that create resiliency among children and youth (ages birth to 18 years old) in La Crosse County.**

**Strategy 1: Educate about ACES**

**ACTION PLAN**

Activity	Target Date	Resources & Partners Required	Lead Person/ Organization	Progress Notes
Collaborate and build partnerships with other departments and agencies that are involved in positive parenting initiatives. (Partnership examples: Human Services, Parenting Place)	ongoing		LCHD Social Worker	
Provide training for parents related to ACES.	1 <sup>st</sup> training by June 2023 and 2 <sup>nd</sup> training by October 2023	ACEs toolkit and demonstration guide	Chronic Disease and Injury Prevention Health Educator, Public Health Nurse, and Social Worker	
Develop follow-up actions for parent education on ACES that focuses on positive parenting and resources.	ongoing		LCHD Chronic Disease and Injury Prevention staff and LCHD Social Worker	
Start implementation of the RTIC Organization Guide (year 1 train staff in ACEs)	December 2023	RTIC Organization Planning Guide	LCHD Social Worker and Epidemiologist	

**PERFORMANCE MEASURES**

**How We Will Know We are Making a Difference**

Short Term Indicators (program specific)	Source	Frequency
Number of partnerships developed.		Yearly
Number of parent education workshops on ACEs held.		Quarterly
Number of parents who attended education workshops on ACEs.	Workshop attendance records	As needed
Number of LCHD staff that are trained in RTIC principles.	RTIC Training attendance records	As needed

**OBJECTIVE #2: By December 2023, decrease negative health impacts of self-harm, opioids, and other substances among La Crosse County residents.**

**Strategy 1: Opioid harm-reduction work**

**ACTION PLAN**

<b>Activity</b>	<b>Target Date</b>	<b>Resources &amp; Partners Required</b>	<b>Lead Person/ Organization</b>	<b>Progress Notes</b>
Maintain a sustainable funding mechanism for needle pick-up and disposal	ongoing	La Crosse County Hazardous Household Material	LCHD and Alliance to Heal partners	
Develop communication plan that provides routine education and awareness about appropriate needle disposal	March 2023		Alliance to Heal: Harm Reduction Workgroup	
Expand diversion programs into treatment in lieu of criminal charges	ongoing	Justice Support Services, Human Services	Alliance to Heal	
Develop plan to expand Narcan and fentanyl test strip distribution and training within the community	October 2023	Human Services: Integrated Support and Recovery Services	Alliance to Heal	
Plan and conduct outreach strategies to support safe disposal of needles and prescription drugs	ongoing	Drug Take Back Day events, Law Enforcement, Aging and Disability Resource Center, healthcare partners	Alliance to Heal	
Educate hospital and clinic providers about Dental Pain Protocol	ongoing	Dental Pain Program grant funding	Tracy Kayser, LCHD	
Provide referrals to community-based dental care for residents with non-traumatic dental pain	ongoing	Dental Pain Program grant funding	Tracy Kayser, LCHD	

<b>PERFORMANCE MEASURES</b> How We Will Know We are Making a Difference		
<b>Short Term Indicators (program specific)</b>	<b>Source</b>	<b>Frequency</b>
Doses of Narcan distributed within the community.		Quarterly
Number of fentanyl test strips distributed within the community.		Quarterly
Weight of needles collected at needle drop boxes.		
Weight of needles collected at Drug Take Back Day events.	Law Enforcement report from event	Twice per year
Weight of prescription drugs collected at Drug Take Back Day events.	Law Enforcement report from event	Twice per year
Number of referrals to community-based dental care.	Dental Pain Program Report	Quarterly

<b>OBJECTIVE #2: By December 2023, decrease negative health impacts of self-harm, opioids, and other substances among La Crosse County residents.</b>				
<b>Strategy 2: Suicide Death Review Team</b>				
<b>ACTION PLAN</b>				
<b>Activity</b>	<b>Target Date</b>	<b>Resources &amp; Partners Required</b>	<b>Lead Person/ Organization</b>	<b>Progress Notes</b>
Further develop partnership with Integrated Support and Recovery Services.	ongoing	Human Services: Integrated Support and Recovery Services	LCHD Social Worker	
Identify staff member to lead Suicide Death Review team	January 2023		LCHD Chronic Disease and Injury Prevention Manager	
Connect to data sources for deaths by suicide in La Crosse County	March 2023	La Crosse County ME Office	LCHD Chronic Disease and Injury Prevention staff member	

Establish Suicide Death Review Team protocol	May 2023	La Crosse County ME staff	LCHD Chronic Disease and Injury Prevention staff member	
Develop partnerships with community agencies interested in suicide prevention work	ongoing	La Crosse Area Suicide Prevention Initiative members	LCHD Chronic Disease and Injury Prevention staff member	
Host first Suicide Death Review	June 2023		LCHD Chronic Disease and Injury Prevention staff member	
Continue coalition participation and engagement for La Crosse Area Suicide Prevention Initiative	ongoing		LCHD Public Health Nurse	
<b>PERFORMANCE MEASURES</b> How We Will Know We are Making a Difference				
<b>Short Term Indicators (program specific)</b>			<b>Source</b>	<b>Frequency</b>
Number of partners recruited for Suicide Death Review Team.			Suicide Death Review Team attendance records	Quarterly

**OBJECTIVE #3: By December 2023, improve culture around behavioral health (mental health and substance use) through positive social norming.**

**Strategy: Substance Use and Mental Health Social Norms**

**ACTION PLAN**

Activity	Target Date	Resources & Partners Required	Lead Person/ Organization	Progress Notes
Finalize alcohol and marijuana/THC logic models and strategic action plans for Alliance to Heal: Prevention Work group	January 2023	Drug Free Communities grant funding	LCHD Health Educator and Alliance to Heal Prevention Workgroup	
Develop social norms strategies in collaboration with youth and adults	June 2023	Drug Free Communities Youth group	LCHD Health Educator and Alliance to Heal Prevention Workgroup	
Identify target audience for adult social norms campaign focused on mental health and substance use	July 2023		LCHD Health Educator and Alliance to Heal Prevention Workgroup	
Implement one social norm strategy	December 2023	Drug Free Communities grant funding	LCHD Health Educator and Alliance to Heal Prevention Workgroup	
Develop partnerships and build coalition	ongoing		LCHD Health Educator and Alliance to Heal Prevention Workgroup	

**PERFORMANCE MEASURES  
How We Will Know We are Making a Difference**

Short Term Indicators (program specific)	Source	Frequency
Number of youth and adult partners involved in coalition work.	Alliance to Heal Prevention Workgroup	Quarterly

	meeting attendance	
Number of social norm strategies developed		Yearly
Number of social norm strategies implemented		Yearly

ALIGNMENT WITH STATE/NATIONAL PRIORITIES	
Healthiest Wisconsin 2020	Healthy People 2030
<p><b>Alcohol Objectives:</b></p> <ul style="list-style-type: none"> <li>• Reduce underage drinking</li> <li>• Reduce heavy and binge drinking among adults aged 18 and older</li> </ul> <p><b>Opioid Objectives:</b></p> <ul style="list-style-type: none"> <li>• Prevent initiation of opioid misuse</li> <li>• Reduce death and harm due to non-medical and illicit opioid use</li> <li>• Increase access to a full continuum of family-centered treatment services throughout Wisconsin, including in rural areas and underserved populations.</li> </ul> <p><b>Suicide Objectives:</b></p> <ul style="list-style-type: none"> <li>• Prevent suicide.</li> <li>• Reduce suicide attempts.</li> <li>• Increase and enhance protective factors.</li> </ul> <p><b>Tobacco Objectives:</b></p> <ul style="list-style-type: none"> <li>• Reduce adult smoking rate</li> <li>• Reduce use of other tobacco products by adults</li> <li>• Reduce use of other tobacco products by youth</li> </ul>	<p><b>Mental Health</b></p> <ul style="list-style-type: none"> <li>• Increase the proportion of people with substance use and mental health disorders who get treatment for both. (MHMD-07)</li> </ul> <p><b>Drug and Alcohol Use</b></p> <ul style="list-style-type: none"> <li>• Reduce the proportion of people aged 21 years and over who engaged in binge drinking in the past month. (SU-10)</li> <li>• Reduce the proportion of adolescents who drank alcohol in the past month (SU-04)</li> <li>• Reduce the proportion of adolescents who used drugs in the past month (SU-05)</li> <li>• Reduce drug overdose deaths (SU-03)</li> </ul> <p><b>Tobacco Use</b></p> <ul style="list-style-type: none"> <li>• Reduce current tobacco use in adults and adolescents. (TU-01 and TU-04)</li> <li>• Reduce current e-cigarette use in adolescents. (TU-05)</li> <li>• Increase the number of states, territories, and DC that raise the minimum age for tobacco sales to 21 years. (TU-23)</li> </ul>

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